

13. Social and Cultural Activities

Mazda's philosophy regarding community services activities:

In an effort to be an enterprise trusted and loved by the community in its role as a good corporate citizen, Mazda is engaged in a wide array of activities that contribute to the community. We promote activities ranging from volunteering to humanitarian contributions that are adapted to the needs of regional communities.

(1) Mazda Community Services Committee

The Mazda Community Services Committee was established in 1993 for the purpose of community service. This involves volunteers visiting local institutions, and also carrying out local cleanup events. In addition, for every area of Japan where Mazda has a business location, local community activities are being expanded.

<Head Office District>

Community exchange	<ul style="list-style-type: none"> Mazda participates in and sponsors a stage at the Hiroshima Flower Festival held every year in May. The Mazda Museum, located next to the Ujina Plant, is open to the public. 'Letter from Mazda' community newsletter is published. 'Craftsmanship Experience Workshop,' etc.
Social welfare	<ul style="list-style-type: none"> Running 'Postcard & Telephone Card Collection Campaign' and 'Charity Bingo game' to collect funds for social welfare equipment. Participation in 'V Heart Hiroshima,' a prefectural volunteer activities association, etc.
Environmental protection	<ul style="list-style-type: none"> Cleanup activities in the local community and area around the Head Office district. Vehicle idling prevention ('idling stop') activities, etc.
Sports	<ul style="list-style-type: none"> Investor in the Hiroshima Toyo Carp and Sanfrece Hiroshima as well as dispatch of staff. Sponsors Hiroshima International Peace Marathon and Inter-Prefectural Men's 'Ekiden' Road Relay. Mazda Community 'Ekiden' Road Relay, etc.
Other activities	<ul style="list-style-type: none"> Mazda Specialist Bank dispatches lecturers and experts. Mazda Volunteer Center dispatches volunteers, etc.

<Hofu Plant District>

Community exchange	<ul style="list-style-type: none"> Plant tour open to the public. Participation in 'Hofu Flea Market'. Participation in Hofu area community events such as the Hofu Festival, Hadakabo Festival, Fish Festival and the Setsubun festival at the Hofu Tenmangu Shrine. "We Love Hofu Campaign": A group originally formed in April 1993 consisting of 35 companies in the Hofu area (where the Mazda plant is located) under the slogan "companies are citizens too." The objective of campaign is to contribute to the revitalization of the city. Currently, some 160 companies are members of the campaign group. The secretariat is located in the General Affairs Dept. of the Hofu plant.
Environmental protection	<ul style="list-style-type: none"> Cleanup activities in the local communities, Hofu and Yamaguchi, and the area around the Hofu Plant. Exhibit at the "Yamaguchi Iki-Iki Eco Fair".
Sports	<ul style="list-style-type: none"> Co-host the Mazda Invitational Youth Soccer Tournament. Sponsor the "Hofu Yomiuri Marathon".
Other activities	<ul style="list-style-type: none"> Sponsor of the Mazda 'Ekiden' Road Relay. Hosts high school exchange students from high schools in Monroe, Michigan, USA. Participation in the Traffic Safety Festa in Hofu.

<Miyoshi Office District>

Community exchange	<ul style="list-style-type: none"> Engine plant tours open to both public and technical trainees. Participation in regional events such as the 'Miyoshi Kinsai Festival' and the 'Shobara Yoitoko Festival.'
Environmental protection	<ul style="list-style-type: none"> Cleanup activities in the local community. Including the Miyoshi Sakura Festival site cleanup and cleaning the Miyoshi Ukai fishing pier and the area around the Miyoshi Office.
Other activities	<ul style="list-style-type: none"> Provide volunteer security staff for 'Miyoshi Fireworks Festival' and 'Miyoshi Momiji Festival'.

<Mazda R&D Center Yokohama District>

Community Exchange Projects	<ul style="list-style-type: none"> Open to the public through events such as the Design and Technology Exhibition and lectures and forums.
Social welfare	<ul style="list-style-type: none"> Participates in community service activities in conjunction with owners clubs and various nonprofit organizations. Examples <ul style="list-style-type: none"> Holding a Charity Flea Market Support to a local community activity by providing a Mazad2 with a Canvas Top instead of a sleigh for Sant Claus played by a member of a local volunteer group to visit local welfare institutions to distribute presents.
Environmental protection	<ul style="list-style-type: none"> Hold 'Hydrogen RE -- RX-8 and the environment' exhibition Cleanup activities in the area around the office, promotion of the Idling Stop campaign and so on.

<Mine Proving Ground District>

Community Exchange Projects	Support for the 31st Mine City running event: Mazda opened the circuit to public.
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(2) Overseas Contributions (in FY2006)

<p>Donated funds to victims of the earthquake disaster in Central Java, Republic of Indonesia.</p> <p>Joint donation between management and labor to the 5th child-support program in Thailand.</p>

(3) Mazda Group Overseas Social Activities

North America	Loaned 30 clean-burning, fuel-efficient prototype Tribute Hybrid Electric Vehicles (HEVs) to fire agencies in southern California. Supports organizations such as STOP-GAP, the Juvenile Diabetes Research Foundation International, and vehicle safety organizations.
Thailand	Provided a Mazda3 to the Chiang Mai-Hiroshima Peer Group; a volunteer group that helps HIV sufferers.
Europe	Collected 1,500 pounds for various charities by introducing 'Casual Day' once a month at Mazda UK. Supplied a youth protection facility in Russia with clothes, medical supplies, computers, and surprise presents, and funded renovations.
South Africa	Established the Mazda Wildlife and Environment Society in 1990 to assist in wildlife animal protection, environmental education, technical training, regional development and job creation.

(4) Foundation activities

(As of March 31, 2007)

<Japan: The Mazda Foundation>

Established in	October 1984
Administered by	Ministry of Education, Culture, Sports, Science and Technology
Endowment	1 billion yen
Board members	Chairperson Takashi Yamanouchi, 12 Executive board members, 2 Auditors*
Addresses	3-1 Shinchi, Fuchu-cho, Aki-gun, Hiroshima 730-8670 Japan TEL (082)285-4611 FAX(082)285-4612 http://mzaidan.mazda.co.jp
Financial report for main programs (Cumulative)(as of Apr. 1, 2007)	<ul style="list-style-type: none"> Research grants: 693 total grants, 977.38 million yen Project grants: 550 total grants, 145.53 million yen Total: 1,243 projects, 1,122.91 million yen Lectures, symposiums: 25 held University courses established (Guest lecturers, etc.): At five universities during FY2006
<p>The Mazda Foundation offers assistance to projects that promote science and technology, and that foster the development of well-rounded youth. It was founded with the objective of contributing to the creation of a society where the citizens of the world can share in their prosperity and live rich, fulfilling lives.</p> <p>While the Foundation concentrates its assistance, offered through grants, on research and programs that will vitalize civic activity in matters such as the creation of a recycling-based society, it also supports community-based programs such as the 'Experiencing Science' seminars.</p> <p>The 'Waku-Waku Science Project', administered jointly with Hiroshima University, is aimed at fostering a 'science-oriented spirit' and is targeted at elementary to high school students as a means of addressing the increasing trend away from the study of science by young people. Additionally, in conjunction with other foundations and businesses in Hiroshima City, the Mazda Foundation provides an exciting opportunity to study science in a camp. Finally, the Foundation also offers guest lecturers and courses to numerous universities in the Hiroshima area.</p>	

* As of June 26, 2007.

<USA: The Mazda Foundation (USA), Inc. >

Established in	September 1990
Endowment	\$9 million USD
Board members	Chairperson James J. O'Sullivan (MNAO President and CEO), 4 Executive Board Members
Addresses	1025 Connecticut Ave., NW, Suite 910, Washington, DC 20036
URL	http://www.mazdafoundation.org/
Financial report	\$5.5 million USD (Cumulative)
Organizations supported by the Mazda Foundation	Reading Is Fundamental®, Dillard University, Hispanic Scholarship Fund, Mission Hospital, Second Harvest Food Bank, Shoes That Fit, Student Conservation Association, The New Detroit Science Center, Youth For Understanding, UNC Pembroke, Children's Community School, CASA, and Project Access.
<p>The Mazda Foundation (USA), Inc. is dedicated to building a better future through support of imaginative programs that make a difference in communities across the United States.</p> <p>Through the organizations the foundation supports, Mazda is helping to enhance youth literacy, expand diversity in education, preserve and enrich the environment at state and national parks, promote cross-cultural understanding, and support medical research.</p>	

<Australia: The Mazda Foundation >

Established in	August 1990
Endowment	Initial endowment of A\$500,000 (A\$200,000 from Mazda and A\$300,000 from Mazda Australia)
Board members	Doug Dickson (Managing Director, Mazda Australia), 6 external directors
Addresses	385 Ferntree Gully Road, Notting Hill, Victoria 3149, Australia
URL	http://www.mazdafoundation.org.au/
Financial report	A\$4.1 million (Cumulative)
<p>Established with initial grants from Mazda Motor Corporation and Mazda Australia, the foundation provides assistance to youth education, environmental conservation and technology promotion, and contributes to welfare. Since then it has been supported by contributions from Mazda Australia, Mazda dealers and public donations in Australia, and provided a number of projects and activities.</p>	

<New Zealand: The Mazda Foundation >

Established in	November 2005
Endowment	Initial endowment of NZ\$150,000 from Mazda Motor Corporation and Mazda Motors of New Zealand
Board members	Andrew Clearwater (Managing Director, Mazda Motors of New Zealand) and 4 other directors
Addresses	70 Plunket Avenue, Wiri, Manukau City, Auckland 1730, New Zealand
URL	http://www.mazdafoundation.org.nz/
Financial report	NZ\$400,000 (Cumulative) (June 30, 2007)
<p>Established with the aim of providing assistance to individuals and organizations that are conducting projects to improve New Zealand's environment, culture and education. Its initiatives include providing computers to tutor hospitalized children, national environmental conservation projects, sponsoring cultural events and providing equipment for schools. Through these projects, Mazda is increasing its level of participation in the community.</p>	

<Colombia: Fundacion Mazda >

Established in	December 1990
Board members	CCA Executive President and 4 external members
Addresses	Calle 13 No. 38-54 Bogota, Colombia
URL	http://www.mimazda.com/
Financial report	Col\$ 5,837.5 (Cumulative)
<p>Founded in 1990, Mazda decided to contribute to Colombian society through education and cultural promotion initiatives, and by providing grants for top students in physics, mathematics and arts, such as classic music. It has also sponsored concerts to bring into the country classical musicians from different countries, and has invited more than 120,000 people. Within the education strategy it has also promoted research projects among students on Classical Medieval studies, and supported the "Young Mazda Musician" contest.</p>	