

# SOCIAL CONTRIBUTIONS

Mazda is fulfilling its responsibilities as a good corporate citizen through ongoing involvement in socially beneficial activities tailored to the needs of local communities.

Each social contribution activities are introduced in the Mazda Sustainability Report 2017 [Social Contribution Version].

(<http://www.mazda.com/en/csr/download/>)

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### 106 Social Contributions

#### CSR Targets for FY March 2018

(Self-assessment key ○ : Accomplished, △ : Nearly accomplished, × : Not accomplished)

Items	ISO 26000 core subjects	FY March 2017 targets	FY March 2017 results	Self-assessment	FY March 2018 targets
Corporate citizenship activities	6.8 Community involvement and development	① Implement programs based on Mazda's basic policy on initiatives and each region's local community contribution policy. ② Continue to implement the PDCA cycle (to make efforts to resolve social issues) based on the program effect evaluation index (the Mazda Social Contribution Prize).	① Continued or newly launched more than 500 activities. ② Continued to implement the PDCA (plan-do-check-act) cycle.	○	① Implement programs based on Mazda's basic policy on initiatives and each region's local community contribution policy. ② Continue to implement the PDCA cycle (to make efforts to resolve social issues) based on the program effect evaluation index (the Mazda Social Contribution Prize).
Disclosure of results regarding community involvement and development	6.8 Community involvement and development	Continue active disclosure of social contribution activities.	Presented around 100 activities in the Sustainability Report and 26 items in the Social Contribution Report, and posted relevant information on SNS sites, etc.	○	Continue active disclosure of social contribution activities.

# SOCIAL CONTRIBUTIONS

## Basic Policy on Initiatives

### Basic Principles

As a company engaged in global business, Mazda is fulfilling its responsibilities as a good corporate citizen through ongoing involvement in socially beneficial activities tailored to the needs of local communities, in order to ensure that its business activities contribute to the building of a sustainable society.

### Plans for Future Activities

- Proactive, ongoing responses to social needs through the core business activities of the Mazda Group in Japan and overseas
- In collaboration with local communities, contribute to the development of a sustainable society through activities tailored to the needs of communities
- Emphasize and provide support for self-motivated volunteer activities by employees, and incorporate diverse values to foster a flexible and vibrant corporate climate
- Proactively disclose the details of activities and engage in a dialogue with society

### Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions (see p. 107).

## a Three Pillars in Basic Policy on Social Contribution Initiatives



## Promotion Framework

In May 2010, Mazda established the Social Contribution Committee. The role of this committee, which meets regularly (twice a year), is to discuss issues facing the entire Mazda Group and share information, in line with the social contribution policy and the CSR targets (see pp. 22-23) decided by the CSR Management Strategy Committee (see p. 19).

The details of the actual activities are considered by a Working Group comprised of related divisions. Through the activities of the committee undertaken since 2010, Mazda continues to enhance information collection and utilization from a global and Group standpoint. Individual activities are carried out based on the budget plan in each region or department.\*<sup>1</sup>

### FY March 2017 Major Results:

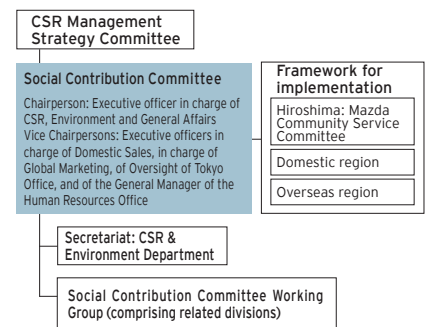
- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) (see pp. 57-60) and took actions.
- Carried out over 500 activities\*<sup>2</sup> in Japan and overseas (Cost of social contribution activities: Around 1.9 billion yen in FY March 2017). Around 100 activities are summarized in Mazda Sustainability Report 2017 [Social Contribution Version].
- Established the Mazda Social Contribution Prize, selected based on evaluation indexes for social contribution programs, and continued implementing the PDCA (plan-do-check-act) cycle process (see p.108).

## Evaluation Indexes for Social Contribution Programs

In FY 2015, Mazda established the evaluation indexes for social contribution programs. These indexes are used to evaluate and promote programs which resolve social issues and improve corporate values and created the PDCA (plan-do-check-act) process.

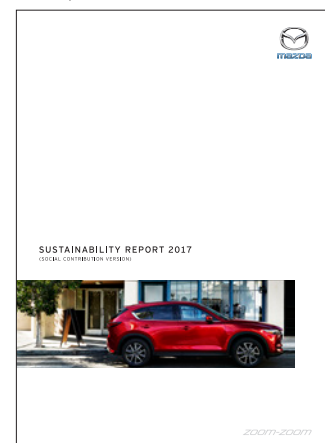
They are designed to evaluate these social contribution programs from three perspectives: effect on society; effect on the Company; and Mazda uniqueness. (To be more specific, the indexes comprise eight categories such as "the number of beneficiaries," "the number of participating employees," "conformity with the Three Pillars in Basic Policy on Social Contribution Initiatives," etc.) In 2016, the social return on investment (SROI) was evaluated in some programs, aiming at the effective use of resources.

## b Promotion Framework



## c Mazda Sustainability Report 2017 [Social Contribution Version]

<http://www.mazda.com/en/csr/download/>



\*1 In Japan, the United States, Australia, and New Zealand, the Mazda Foundation in each country separately undertakes various activities.

\*2 Social contribution activities: Monetary donation, goods donation, facility sharing, employee participation and dispatch, voluntary programs, and support for disaster stricken areas.

### Initiatives Based on the Three Pillars

Mazda promotes activities that are strongly rooted in local communities. Its social contribution activities are underpinned by the three pillars of environmental and safety performance, human resources development, and community contributions.

#### Environmental and Safety Performance

Mazda's business activities have a relationship with, and impact social issues, such as global warming, energy and resource shortages, and traffic accidents. To resolve these issues, the Company attaches importance to the environmental and safety perspectives, not only in conducting its main business, but also when making social contributions.

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- Hosting environmental awareness-raising programs at various events, dispatching lecturers to environmental education programs, and carrying out volunteer activities for biodiversity conservation and various other environmental protection initiatives
- Offering lectures on traffic accident issues at various events, and holding safe-driving seminars

#### Human Resource Development

Mazda emphasizes the perspective of human resources development, based on the idea that fostering people who will be future leaders in the foundation of society and in business is important.

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- Holding seminars and lectures by employees with specialized knowledge and skilled techniques such as manufacturing.
- Accepting students for internship programs, supporting to learn about vehicles using facilities in the Company, etc.

#### Community Contributions

Mazda promotes community contribution activities to cope with specific issues of each local community, in the countries/regions where the Company conducts its business operations.

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- Making monetary/vehicle donations to charities and participating in various charitable activities
- Promoting sports and culture

### Volunteering by Employees

Mazda offers support to help employees become actively involved in volunteer activities.

- Providing volunteer opportunities (Specialist Bank, Volunteer Center, etc.)
- Subsidizing part of the cost of activities (Mazda Flex Benefits (see p. 95), etc.)
- Enabling employees to take leave for activities (volunteer leave such as the Special Warm Heart leave system, etc.)
- Providing volunteer training opportunities

### Support for Disaster-Affected Areas

The Mazda Group provides various supports for the early recovery and restoration of areas affected by natural disasters. Mazda Head Office coordinates with its production/business sites in the affected area to provide appropriate support in case of natural disasters such as an earthquake and abnormal weather.

Recent support cases: Great East Japan Earthquake / Kumamoto Earthquake (Japan).

#### Support by Mazda Foundations

Mazda and its Group companies have established Mazda Foundations in four countries, to promote support activities tailored to each region.

Country	Name	Support activities/objectives	Year of establishment	Amount of grants (donations) in FY March 2017
Japan	Mazda Foundation	Support activities to promote science and technology and the sound development of youth.	1984	¥53.55 million
US	Mazda Foundation USA (MFUS)	Provide funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc.	1990	Around US\$800,000
Australia	Mazda Foundation Australia (MFA)	Provide funds to various initiatives, including education, environmental conservation, technology promotion, and welfare.	1990	Around A\$800,000
New Zealand	Mazda Foundation New Zealand (MFNZ)	Provide funds to various initiatives, including education, environmental conservation, and culture.	2005	Around NZ\$ 200,000

#### d [Environment] Raising environmental awareness among children

Environmental events and on-site lectures are held to raise environmental awareness among elementary and junior high school students. In these programs, Mazda introduces its efforts to reduce CO<sub>2</sub> emissions and ways that vehicle users can easily cooperate in addressing this theme. The Company also presents a quiz show providing all participants with an opportunity to think about environmental issues.



#### e [Safety] Raising traffic safety awareness (cleaning of convex traffic mirrors)

Traffic safety awareness-raising activities in Okayama Prefecture, Japan. Employees of local dealers participate in the cleaning of road signs and convex traffic mirrors near their dealership, in conjunction with the prefectural residents' campaign to raise traffic safety awareness every spring.



#### f [Human Resources Development] "Racing Accelerates Creative Education" (R.A.C.E.) program

An interactive learning forum designed to motivate and engage the next generation of STEM\*1 superstars. With the vehicles specified for motor racing, Mazda educates the importance of STEM to students of elementary, middle and high schools.

\*1 Science, technology, engineering, and mathematics.



#### g [Community Contributions] Working with SOS Children's Villages

Activities to support children who are unable to live with their parents or caregivers in Europe. Mazda's many national sales companies in Europe have been working with SOS Children's Villages, a worldwide organization. At each of the participating national sales companies, one "ambassador" (local project coordinator) is chosen from the employees to lead charitable activities in each country.



## Establishment of the Mazda Social Contribution Prize

In January 2015, Mazda established the Mazda Social Contribution Prize as a commendation system to recognize outstanding social contribution activities. The objective of the prize is to raise in/external recognition of the outstanding social contribution activities and support for increasing excellent social contribution activities. Based on the evaluation indexes for social contribution programs, members of the Social Contribution Committee Working Group, the Mazda Workers' Union and the Federation of All Mazda Workers' Unions collaborate to evaluate candidate activities. The Social Contribution Committee then selects prizewinning activities, each of which will be presented with a certificate of recognition in the name of the Company President on the anniversary of Mazda's foundation in January every year.

### ■ Mazda Social Contribution Prize 2016

The 2016 prizewinning activities were selected from the social contribution activities introduced in the Mazda Sustainability Report 2016 [Social Contribution Version]\*<sup>1</sup> (which covered the period April 2015 through March 2016).

	Activity name	
Grand Prize	Social Contribution Activities at Mazda Stadium - Mazda welfare vehicles donation to social welfare organizations - (Hiroshima Prefecture, Japan) (See p. 6 of Mazda Sustainability Report 2016 [Social Contribution Version]* <sup>1</sup> )	<b>h</b>
Special Prize	Support for Roadster Charity Flea Markets (Tokyo Metropolitan Area and Kanagawa Prefecture, Japan)(See p. 19 of Mazda Sustainability Report 2016 [Social Contribution Version]* <sup>1</sup> )	<b>i</b>
Special Prize	Raising Traffic Safety Awareness - Cleaning convex traffic mirrors - (Okayama Prefecture, Japan) (See p. 24 of Mazda Sustainability Report 2016 [Social Contribution Version]* <sup>1</sup> )	<b>j</b>
Special Prize	Racing Accelerates Creative Education Program (United States of America) (See p. 28 of Mazda Sustainability Report 2016 [Social Contribution Version]* <sup>1</sup> )	<b>k</b>
Prize for Encouragement	Taiwan and Japan's High School Baseball Exchange Project (Taiwan) (See p. 38 of Mazda Sustainability Report 2016 [Social Contribution Version]* <sup>1</sup> )	<b>l</b>



\*1 <http://www.mazda.com/en/csr/download/>



## EMPLOYEE'S VOICE

### Contributing to Hiroshima, our Local Community, through Support for the Hiroshima Municipal Baseball Stadium

I am in charge of local community contribution activities, being involved in the donation of welfare vehicles and organizing the donation ceremonies, making use of the Hiroshima Municipal Baseball Stadium (Mazda Zoom-Zoom Stadium Hiroshima).\*<sup>1</sup> For each one million stadium visitors, Mazda donates one Mazda welfare vehicle to a social welfare organization recommended by the Hiroshima City Social Welfare Council. In March 2017, the cumulative number of visitors reached 14 million, and accordingly, the 14th vehicle was donated to one of these organizations. In organizing the donation ceremony, we strive to create an enjoyable atmosphere, with the participation of the relevant social welfare organization, representatives of spectators, baseball players from Hiroshima Toyo Carp, and Mazda President Kogai. I am committed to ensure that these activities will help the welfare organizations support the independence of people with disabilities.

\*1 A baseball stadium newly constructed in 2009, for which Mazda acquired the naming rights.

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