



# SUSTAINABILITY REPORT 2017

(SOCIAL CONTRIBUTION VERSION)



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## Editorial Policy

- Mazda's social contribution initiatives in Japan and overseas are reported.
- The editorial objective is to introduce the specific activities of the Mazda Group companies in each country or region regarding the "Social Contributions." Summary is described in the in-depth version of Mazda Sustainability Report 2017\*<sup>1</sup>.

\*The report presents Mazda's CSR initiatives in the six areas - Customer Satisfaction, Quality, Safety, Environment, Respect for People, and Social Contributions - primarily regarding the targets and results of these initiatives.  
(<http://www.mazda.com/en/csr/download/>)

## Report Coverage

**Organizations Covered:** This report mainly covers Mazda Motor Corporation, as well as its domestic (Japanese) and overseas Group companies.

**Period Covered:** The report primarily covers the period from April 2016 through March 2017 (on the basis of the accounting period of each Group company), although some activities after April 2017 are included.

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# 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. 4). **a**

## 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 of Sustainability Report 2017 [In-Depth Version]\*1) decided by the CSR Management Strategy Committee (see p. 19 of Sustainability Report 2017 [In-Depth Version]\*1).

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. \*2 **b**

### FY March 2017 Major Results:

- Set the CSR targets and the Mazda Green Plan 2020 (social contribution) (see pp. 57-60 of Sustainability Report 2017 [In-Depth Version]\*1) and took actions. **c**
- Carried out over 500 activities\*3 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. 5).

## Evaluation Indexes for Social Contribution Programs

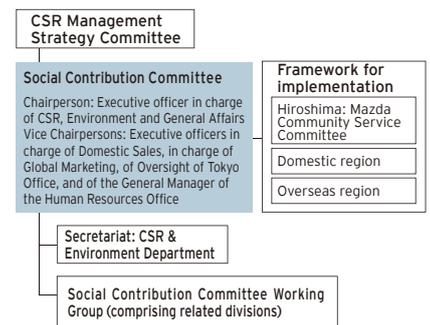
In FY 2015, Mazda established the evaluation indexes for social contribution programs. These indexes are used to evaluate and promote programs which resolve social issues and improve corporate values and created the PDCA (plan-do-check-act) process.

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.

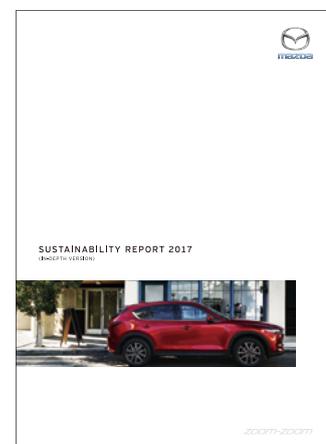
### a Three Pillars in Basic Policy on Social Contribution Initiatives



### b Promotion Framework



### c Mazda Sustainability Report 2017 [In-Depth Version]



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

\*2 In Japan, the United States, Australia, and New Zealand, the Mazda Foundation in each country separately undertakes various activities.

\*3 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.

d e

- 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.

g

- 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 of Sustainability Report 2017 [In-Depth Version]\*<sup>1</sup>), 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\* superstars. With the vehicles specified for motor racing, Mazda educates the importance of STEM to students of elementary, middle and high schools.

\* 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.



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

## 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.

**Shizuko Yamada**

Brand Promotion Department, Domestic Business Division

## Major Activities in Japan

### Mazda Head Office (Hiroshima Prefecture)

Mazda Head Office, located in Hiroshima Prefecture, has many functions, including development, manufacturing, and sales. Based on the three pillars of the Company's basic policy on social contribution initiatives, the Mazda Head Office conducts a wide variety of social contribution activities, with a particular focus on community contributions in and around Fuchu-cho, Aki-gun and Hiroshima City.

### Mazda Museum Environment Safety Human resources Community

**Objective:** To promote children's education and interaction with stakeholders\*<sup>1</sup>

**Initiatives:** The Mazda Museum at Mazda Head Office has welcomed around 1.51 million visitors since 1994. The Museum offers exhibitions of Mazda's history, technology, etc. In addition, the Museum provides the tour of Mazda's assembly line and learning opportunity about the vehicle manufacturing process, helping to augment social studies curriculums in elementary and junior high schools. Many people from around the world visit the Museum, where guidance is provided in both Japanese and English.

**FY March 2017 Results:**

Around 72,900 people visited in total, mainly elementary and junior high school students. **a**

### Mazda Specialist Bank Environment Safety Human resources Community

**Objective:** To contribute to community by the expertise and skills of Mazda employees

**Initiatives:** The Mazda Specialist Bank is an organization in which present and former employees of the Mazda Group with specialist knowledge, abilities and skills, as well as specialized talents and unique interests built up over many years, are registered and dispatched in response to requests mainly from local communities. This organization started in 1994, as a human resources bank to supply personnel needed to assist in the Hiroshima Asian Games, and has dispatched specialists to a total of 3,018 community and school events.

**FY March 2017 Results:**

A total of 166 specialists were dispatched to 56 community or school events in Hiroshima and Yamaguchi prefectures. **b**

### On-Site Lectures/Seminars and Acceptance of Trainees/Internship Students Environment Safety Human resources Community

**Objective:** To contribute to the development of human resources in communities, making use of the diverse range of employees as well as the knowledge and skills of Mazda as a corporate educational facility

**Initiatives:** In response to requests from local governments and educational institutions, Mazda dispatches employees to hold lectures and seminars on the Company's technologies of the environment, safety, manufacturing, etc. Mazda also assists Hiroshima Prefecture and various organizations in promoting activities to support the handing down of skilled techniques to the next generation, and accepts students for internship programs as part of the industry-academia-government\*<sup>2</sup> collaboration project. Moreover, the Mazda Technical College\*<sup>3</sup> conducts an open college program, offering opportunities for teachers of technical high schools to observe or attend practical training classes.

**FY March 2017 Results:**

- Mazda employees delivered around 60 lectures and seminars, primarily at junior high schools, high schools and universities in Hiroshima Prefecture.
- Mazda accepted around 310 university and technical college students for internship programs as part of the industry-academia-government collaboration Initiative.
- Mazda accepted ten students from junior high school in Hiroshima Prefecture for a workplace hands-on learning program.
- In July, the Mazda Technical College accepted 28 people to its open college program.
- In August, 15 students from two high schools participated in an event for restoring Mazda's historic vehicles.
- In September, Mazda served as a sponsor of the Student Formula Japan. And, Mazda provided support in preparing for organizing the event as judges from April through September. In March, Mazda held a driving seminar (lectures and practical training) for teams participating in the Student Formula Japan (with 23 students from 10 teams attending). **c**
- In November, at the Hiroshima Technique Fair, Mazda hosted an exhibition booth. At the booth, Mazda technical experts demonstrated automotive metalworking, and a hands-on event was held to provide participants with opportunities to experience finishing processing for rotary-shaped paperweights and original button badges. **d**

Person in charge of promoting social contributions at Mazda Head Office (Hiroshima)



Hitomi Yoshizuka  
Office of General & Legal Affairs

#### a Tour of the Mazda Museum



#### b Class by Mazda specialist dispatched



#### c Support for the Student Formula Japan



#### d Finishing processing for rotary-shaped paperweights



\*1 Customers, shareholders and investors, business partners, employees, global society and local communities, next generation members, etc.

\*2 See pp. 133-134 of Sustainability Report 2017 [In-Depth Version].  
<http://www.mazda.com/en/csr/download/>

\*3 Mazda Technical College, approved by the Ministry of Health, Labor and Welfare, is an in-house education institution offering courses to high school graduates and selected employees in order to cultivate human resources that can play a central role in manufacturing at Mazda.

## Events to Support Elementary and Junior High School Students' Learning Activities Environment Safety Human resources Community

**Objective:** To deepen interactions with the region and society through supporting the learning activities of elementary and junior high school students

**Initiatives:** Mazda continually offers a variety of events to help elementary and junior high school students and teachers learn more for their classes. Among them are the Mazda Car Carrier Loading Field Trip for elementary and junior high school students (since 1996), and the study program for elementary school children, which offers them quizzes and experiments through interactions with young Mazda employees (since 2008).

### FY March 2017 Results:

- In July and August, Mazda offered an educational program "Let's compare new car and old car - driving pleasure as well as outstanding environmental and safety performance," to impart the fun of science and technology to children. The program was held as part of the Summer Lecture at Fuchu Kominkan Community Center\*<sup>1</sup>, the Kids Engineer 2016\*<sup>2</sup>, and the National Holiday Scientific Education Program.\*<sup>3</sup> A total of around 360 elementary school children as well as their parents and guardians participated in this program. Mazda introduced its efforts to reduce CO<sub>2</sub> emissions and promoted traffic safety awareness through quizzes and experiments. e
- In July, Mazda offered an educational program, "Secrets of Vehicle Shape and the Air."\*<sup>4</sup> A total of 36 elementary school children participated in the program. Mazda introduced its effort to improve vehicle fuel efficiency through quizzes and experiments.
- In July, Mazda supported a hands-on learning program "Kids Energy World 2016-Let's Enjoy Scientific Experiments,"\*<sup>5</sup> A total of around 90 elementary school children and their parents and guardians participated in this program. On the theme of hydrogen, Mazda gave a lecture and exhibited a vehicle, so as to promote participants' awareness of global warming and introduce Mazda's activities to address this problem.
- In August, the Mazda Car Carrier Loading Field Trip was held using a large-scale car carrier moored at the dedicated docks located on the Hiroshima Plant premises. A total of around 80 people, of children ranging from fourth grade to junior high and their parents and guardians, participated in the event. In the carrier, participants observed the way vehicles were loaded onto the ship with a high degree of precision, and parked and secured in place with only around 10 centimeters separating them on each side. They also enjoyed the experience of steering the ship as well as friendly conversation with the ship's crew. f
- In January, a paper craft design contest for children\*<sup>6</sup> was held (with 312 participants).

- e Environmental and safety education program "Let's compare new car and old car - driving pleasure as well as outstanding environmental and safety performance"



- f Inside of a large-scale car carrier (Mazda Car Carrier Loading Field Trip)



- g Mazda Volunteer Center



- h Charity bingo session



## Mazda Volunteer Center Environment Human resources Community

**Objective:** To make contributions to community through Mazda Group human resources

**Initiatives:** The Mazda Volunteer Center registers present and former Mazda Group employees and their family members who wish to become involved in volunteer activities, so they can respond to requests from local groups (primarily in Hiroshima Prefecture) for volunteer assistance. This Center was established in 1996, amid an increase in volunteer awareness among citizens following the Great Hanshin Earthquake (in 1995). So far, volunteers from this Center have participated in a total of around 670 volunteer projects.

### FY March 2017 Results:

35 volunteers were dispatched to 23 projects including helping out with venue set-up and removal at welfare events, and assistance for people in wheelchairs. g

## Participation in the 2016 Hiroshima Flower Festival Environment Human resources Community

**Objective:** To contribute to community revitalization through active participation in community events

**Initiatives:** Each year, Mazda has taken part in the Hiroshima Flower Festival since its inception in 1977. The Festival, held on the consecutive holidays in May, is one of the largest events held in Hiroshima Prefecture. The Company hosts the Mazda Zoom-Zoom Plaza, where Mazda vehicles are exhibited and events for both children and their parents are organized.

### FY March 2017 Results:

- Charity bingo sessions were held to raise fund for Mazda's social contribution activities including the welfare equipment donation. h
- Songs and dances by residents, and a talk show by respective baseball and football players of Hiroshima Toyo Carp and Sanfrecce Hiroshima were presented on stage.
- A kids quiz rally for traffic safety was arranged, and a handcraft section was set up for making original ecological shopping bags featuring the Roadster (MX-5 overseas).
- Mazda joined the Flower Parade (organized by the Hiroshima City Environmental Bureau, aiming to raise public environmental awareness), with CX-3 and Atenza (Mazda6 overseas). Also, a parade of the Roadster (MX-5 overseas) was held with members of the Roadster Fan Club.

\*<sup>1</sup> Organized by and held at Fuchu Kominkan Community Center (Fuchu-cho, Aki-gun, Hiroshima Prefecture).

\*<sup>2</sup> Organized by the Society of Automotive Engineers of Japan, and held at Pacifico Yokohama (Yokohama City, Kanagawa Prefecture).

\*<sup>3</sup> Organized by and held at the Kure Maritime Museum (also known as the Yamato Museum) (Kure City, Hiroshima Prefecture).

\*<sup>4</sup> Held as part of the "Kids Engineer" (organizer: the Kansai Branch of the Society of Automotive Engineers of Japan; venue location: Amagasaki City, Hyogo Prefecture).

\*<sup>5</sup> Organized by the Chugoku and Shikoku Thermal Science and Engineering Society, and Hiroshima University Research Center for Future Generation Energy System.

\*<sup>6</sup> A paper-craft coloring contest, which invited applications through a Mazda partner company's website "WONDER! School" geared for children. Applicants developed their own designs to paint a paper craft of Demio (Mazda2 overseas), whose pattern was available from the website.

## Social Contribution Activities at Mazda Stadium Environment Community

**Objective:** To contribute to community revitalization through making use of Mazda Stadium  
**Initiatives:** Mazda acquired the naming rights for the Hiroshima Municipal Baseball Stadium (now known as Mazda Zoom-Zoom Stadium Hiroshima), and shows presence of both the Company and the city of Hiroshima while conducting social contribution activities through support for the stadium.

### FY March 2017 Results:

- To support the Hiroshima Prefecture's carbon offset initiative, Mazda made a carbon offset of around 117 tons of CO<sub>2</sub> emissions, which is equivalent to 165,000 kWh electricity for use in the lighting of night games at the stadium in 2016. The carbon offset credit was created by Hiroshima Prefecture with increasing CO<sub>2</sub> absorption by forest.
- For each one million stadium visitors, Mazda donates one Mazda welfare vehicle to a social welfare organization. The cumulative number of visitors reached 12 million in April, and then 13 million in July. Accordingly, two vehicles were donated to organizations in Hiroshima City.

### i Welfare vehicle donation ceremony at the Mazda Stadium



## Support for Regional Forest Protection Activities Environment Community

**Objective:** To contribute to promotion of forest protection activities, thereby interacting with the community

**Initiatives:** In 2010, Mazda concluded a Forest Preservation and Management Pact with the government of Hiroshima Prefecture. The pact outlines a series of activities in which Mazda and the prefecture would partner for the preservation of forest resources. With the Mazda-no-Mori (Mazda Forest)<sup>\*1</sup> in the Hiroshima Prefecture Ryokka (afforestation) Center (Higashi Ward, Hiroshima City) serving as a base of operations, Mazda corporates for the regional forest protection activities. Mazda also joined Hiroshima-no-Morizukuri Forum (Hiroshima Afforestation Forum) and promotes 'company forests' with support from companies and organizations in the prefecture.

### FY March 2017 Results:

- In cooperation with the designated administrator of the Hiroshima Prefecture Ryokka Center, Mazda promoted activities to preserve the Mazda Forest. In June and December, present and former Mazda Group employees, their families and friends, and members of a social contributions study group<sup>\*2</sup> joined carefully planned forest thinning efforts as volunteers, with guidance and cooperation from a forest management volunteer organization. Mini-lectures were arranged to enhance employees' environmental awareness (employee-management cooperation programs: a total of around 140 people participated). After each forest thinning, a workshop was provided to participating elementary school children. In addition to sending forest-thinning volunteers, Mazda donated 20 Western rhododendron seedlings to Hiroshima Prefecture in June, when this forest protection initiative marked its tenth anniversary. Those seedlings were planted in December.
- In November, Mazda employees participated as volunteers in the Forum Forest protection activities FY March 2017 organized by the Hiroshima-no-Morizukuri Forum.

### j Tree-planting



"Mori," the character of the Hiroshima Afforestation Project

## Volunteer Cleanups and Recyclables Collection Campaigns Environment Community

**Objective:** To contribute to local communities through volunteer cleanups and recyclable collection campaigns

**Initiatives:** Mazda employees work on periodical cleanups around the plants and offices during break times. On holidays, Mazda employees participate in cleanup campaigns organized by local governments, and also implement cleanup activities of their own. In addition, they collect plastic bottle caps, etc. for effective use of recyclables (employee-management cooperation program). Moreover, remaining calendars and pocket diaries were collected from Mazda Group employees, and then donated to social welfare organizations etc. through a social contributions study group<sup>\*2</sup>.

### FY March 2017 Results:

- Volunteer cleanup activities (34 times, with a total of around 5,870 participants).
- Around 1.25 million plastic bottle caps were collected and delivered to NPOs.
- Remaining calendars and pocket diaries were collected from Mazda Group employees (calendars: around 3,500; pocket diaries: around 900).

### k Cleanup of the area around the Mazda Stadium



## Participation in Environmental Events Environment

As part of its efforts to raise environmental awareness, Mazda participates in various environmental events designed for various people, including both adults and children (see p. 84 of Sustainability Report 2017 [In-Depth Version]<sup>\*3</sup>).

<sup>\*1</sup> The Mazda-no-Mori (Mazda Forest) is the nickname of a 5.85 ha area on the grounds of the Hiroshima Prefecture Ryokka (afforestation) Center in a natural forest covering 125 ha, located to the northeast of the Mazda Head Office.

<sup>\*2</sup> A social contributions study group, comprising one organization and 19 companies, including Mazda (as of March 2017).

<sup>\*3</sup> <http://www.mazda.com/en/csr/download/>

## Sports Coaching by Mazda Sports Clubs and Concerts Held by Mazda Cultural Clubs Human resources Community

**Objective:** To contribute to the promotion of various sporting activities, improving athletic ability, and the promotion of culture in the local community

**Initiatives:** Mazda has 24 sports clubs and four cultural clubs. These clubs aim to promote mutual friendship among employees and to help revitalize the entire Company. Active Mazda sports club athletes have been leading mobile sports-coaching lessons, in response to requests from local governments and athletics organizations. Mazda cultural clubs hold concerts on a regular basis to activate events and encourage local community.

### FY March 2017 Results:

- Track and Field Team: Held track and field lesson for children twice in the year. (around 110 participants, in Kure City, Hiroshima Prefecture, etc.)
- Rugby Squad (nicknamed "Mazda Blue Zoomers"): Held rugby training nine times in the year for elementary school children. (around 1,000 participants, in Hiroshima City)
- Women's Volleyball Team: Held volleyball training and instructors' workshops five times in the year. (around 370 participants in Takehara City, Hiroshima Prefecture, etc.)
- Automobile Club: Held a gymkhana competition authorized by the Japan Automobile Federation (JAF), twice in the year, with the aim of encouraging motor sports in the region. (around 100 participants, in Akitakata City, Hiroshima Prefecture, etc.)
- Chorus Club: Held or participated in concerts nine times in the year. (around 1,000 participants, in Aki-gun, Hiroshima Prefecture, etc.)
- Light Music Club: Held and participated in concerts eight times in the year (around 1,300 participants, in Aki-gun)

## Lobby Events at Mazda Head Office (Hiroshima Prefecture) Community

**Objective:** To make a contribution to the community by making effective use of the lobby in the Mazda Head Office (Hiroshima Prefecture)

**Initiative:** The Mazda Head Office organizes various lobby events that can be enjoyed by local residents and Mazda fans.

### FY March 2017 Results:

- In April, a story-reading event was held with cooperation of a local television station (with 84 participants).
- Four times a year, Mazda hosted regular concert events performed by members of the Hiroshima Symphony Orchestra (with a total of 848 participants).

## Studying Community Issues Community

**Objective:** To find and resolve familiar community and social issues from a resident perspective

**Initiatives:** The Mazda Technical College\*1 provides classes with the theme of enabling students to understand the meaning of corporate community contributions to help find and resolve familiar social and community issues from a resident perspective. Students strive to implement solutions in cooperation with local residents and others concerned.

### FY March 2017 Results:

Students of the Mazda Technical College worked on the theme "Collaborate with local community, considering the cooperation in local festivals is a CSR/social contribution activity." They were divided into four teams, each of which analyzed community needs for local festivals and planned and implemented "Bon festival dance" and "Monotsukuri experience event" with local children and senior people.

## The 52nd Mazda Ekiden Road Relay Race (Hiroshima) Community

**Objective:** To promote interaction with the community by opening plant grounds for public events

**Initiatives:** Since 1966, Mazda has continued to hold the Ekiden Road Relay Race. Although it was commenced as an event only for employees, since 1981 when a Community Category was set up to promote communication with local communities, Mazda has invited participants from outside the Company as well. Participants, including both children and adults, run on the 16.3-kilometer route in a circuit around the plant grounds, which is broken down into seven separate legs.

### FY March 2017 Results:

In March, in addition to 161 teams in the In-house Category, in which Mazda employees competed by division, 137 teams in the Community Category for local residents and suppliers from as far away as the Kyushu and Kanto regions participated (a total of around 2,000 runners from 298 teams).

### Track and field lesson for children



### Lobby concert (brass quintet)



### Milk pack race at Shinonome Lotus Root Festival



### Start of the runners



\*1 Mazda Technical College, approved by the Ministry of Health, Labor and Welfare, is an in-house education institution offering courses to high school graduates and selected employees in order to cultivate human resources that can play a central role in manufacturing at Mazda.

## Support for the Three Major Professional Teams/Orchestra in Hiroshima (Sanfrece Hiroshima, Hiroshima Toyo Carp, and Hiroshima Symphony Orchestra) Community

**Objective:** To promote community sports and culture through support for the local professional football team, baseball team and orchestra

**Initiatives:** For Sanfrece Hiroshima and Hiroshima Toyo Carp, in addition to serving as a uniform sponsor, Mazda supports a match played by these teams as a Mazda-sponsored game once a year (management-employee cooperation program). For the Hiroshima Symphony Orchestra, Mazda co-sponsors regular concerts, special concert series, etc.

### FY March 2017 Results:

- Sanfrece Hiroshima Mazda Day: The first 7,000 arrivals were given original towels/scarves featuring a collaborative design produced by Mazda and Sanfrece Hiroshima. p
- Carp Mazda Enjoy Day : A welfare vehicle presentation ceremony was held (see p. 8).
- Mazda co-sponsored all the four concerts in the “Discovery Series Conducted by Kazuyoshi Akiyama” performed by the Hiroshima Symphony Orchestra. The Company also serves as a premium co-sponsor of the 362nd regular concert.

**p** Parade during the half-time



## Support for the Recovery of Regions Affected by the Great East Japan Earthquake Community

Mazda continues its efforts to contribute to the recovery of the regions affected by the Great East Japan Earthquake.

### FY March 2017 Results:

- Mazda donated 50 yen for every reply to the customer satisfaction questionnaires through dealerships in Japan; 220,757 customers cooperated in answering the questionnaires. The donation was provided to organizations promoting social contribution activities, including programs to support for the recovery of regions affected by the Great East Japan Earthquake. q
- Mazda assisted the Support Our Kids Project in sending ten junior and senior high school students in the affected areas to the United States for the 6th Homestay Program. r
- Support was provided for quake-affected regions by purchasing their carbon offset credits at environmental events.
- A grant was provided by way of the Mazda Foundation's programs for supporting citizen activities. 250,000 yen was provided to one program to assist the recovery of the regions affected by the earthquake (see p. 25).

**q** Mazda received a certificate of appreciation from the Japan NPO Center.



## Support for the Recovery of Regions Affected by the Kumamoto Earthquake Community

Mazda contributes to the recovery of the regions affected by the Kumamoto Earthquake in 2016.

### FY March 2017 Results:

Mazda donated 5 million yen to support relief efforts for victims of the Kumamoto Earthquake, through the Japan Red Cross Society, etc. (see pp. 15, 20)

**r** Independence support project “Support Our Kids”



## Contributing to Communities in Many Ways Community

Mazda provides funds for various activities to contribute to the regional communities and to support academic and educational, cultural and artistic, international exchanges and sports areas. In FY March 2017, Mazda provided funds to the Mazda Foundation, which was established to promote science and technology and the sound development of youth, as well as to public organizations, etc. (Funds included relief aid for natural disasters.)

## Other Initiatives Community

Mazda has cooperated with blood donations by its employees during working hours (through the Japan Red Cross Society) since 1964. In FY March 2017, around 2,800 employees including those working at the Hofu Plant donated blood, with a cumulative total of around 97,600 employees participating. The Company also participated in and supported regional events, cooperated for fire and disaster prevention activities\*1 in local communities, and provided funds and dispatched human resources to local economic organizations, etc.

\*1 In November 2014, Mazda was certified as a Volunteer Fire Corps Cooperating Organization in Hiroshima City that works closely with the Hiroshima City Fire Service Bureau and Stations.

## Mazda Hospital (Hiroshima Prefecture)

Founded on the principle of “providing the best and most up-to-date medical care, and contributing to society with warmth and kindness of heart,” Mazda Hospital is committed to community contribution by providing healthcare as a core community hospital in eastern Hiroshima City.

The Hospital treats around 670 outpatients and around 220 inpatients per day. Mazda Hospital also accepts seven ambulances a day on average (from a wide area beyond the neighboring district).

Though established by a private company, Mazda Hospital is well used by local residents, who now account for 85% of outpatients and 97% of inpatients. **a b**

## Human Resources Development to Nurture Healthcare Professionals in the Future Human resources Community

**Objective:** To develop human resources through providing practical training for students who wish to become healthcare professionals

**Initiatives/FY March 2017 Results:**

- Accepted healthcare students (238 students in eight occupational categories). **c**
- Held a Friendly Nursing Care Experience Seminar, in cooperation with the Nursing Association (14 high school students participated).
- Held a hands-on seminar on medical care for high school students wishing to become doctors, in cooperation with Hiroshima Prefecture (five students participated). **d**
- Offered a workplace hands-on learning program for junior high school students (six students participated).
- Held an on-site classroom for junior high school students (one classroom, 21 students participated).

## Healthcare Classes/Lectures Human resources Community

**Objective:** To help improve local residents' knowledge and motivation to prevent diseases by providing the latest healthcare information, and to provide accurate understanding of diseases and a venue for taking care of their anxiety and problems regarding diseases

**Initiatives/FY March 2017 Results:**

- Held open lectures, in cooperation with local governments (eight times, 246 people participated).
- Organized the Cancer Salon with the Aki Ward Hospice Volunteer Training Course Committee (12 times, 88 people participated).
- Held osteoporosis courses (12 times, 268 people participated).
- Held diabetes courses, in cooperation with local governments (12 times, 187 people participated).
- Held heart disease and hypertension courses (11 times, 89 people participated).
- Held healthcare courses to prevent lifestyle-related diseases (three times, 143 people participated).

## Training to provide medical services for local natural disasters Community

**Objective:** To smoothly provide medical services in disaster situations in cooperation with organizations concerned

**Initiatives/FY March 2017 Results:**

- Doctors and nurses participated in the Fuchu-cho disaster drill for triage and emergency relief activities at a first-aid station (14 doctors/nurses participated).
- Held a training program for many sick/wounded persons, jointly with Fuchu-cho (170 people from seven organizations participated). **e**

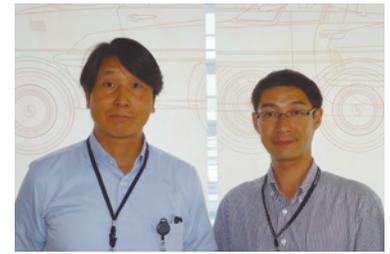
## Cooperation with Community Rescue Squads Community

**Objective:** To contribute to the improvement in the local emergency medical services

**Initiatives/FY March 2017 Results:**

- In cooperation with Hiroshima City and Fuchu-cho, the Hospital held emergency case review meetings for improving community health care (four meetings, 164 people participated). Community rescue workers and doctors from Mazda Hospital shared information on the procedures for transferring patients by case, and on the prognoses of transferred patients in emergency situations, as part of their efforts to enhance local emergency medical services.
- The Hospital has been regularly releasing its quarterly newsletter, *Himawari* (“Sunflower”), which contains medical and health care information. The newsletter is distributed free of charge at the Hospital and to practitioners in the neighboring areas.

### Person in charge of promoting social contribution at Mazda Hospital



Koji Tsuchida  
Team Leader  
Administration & Supplies Team

Yukio Mizuno  
Administration &  
Supplies Team

### a Inpatient ward of Mazda Hospital



### b Number of patients in FY March 2017

Total outpatients	around 161,000 / year	Total inpatients	around 78,700 / year
Number of ambulances accepted	around 2,500 / year	Number of visitors for health checkups*	around 20,700 / year

\* Including the number of employees visiting the hospital for health checkups.

### c Number of healthcare students accepted for internship programs

Occupational category (student's major)	Number of students
Doctor	45
Pharmacist	9
Nurse	120
Medical technologist	4
Physical therapist	7
Dental hygienist	46
Medical management	3
Emergency medical service	4
<b>Total</b>	<b>238</b>

### d Hands-on seminar on medical care for high school students (laparoscopic surgery)



### e Training on how to take care of the sick and wounded



## Miyoshi Plant (Hiroshima Prefecture)

The Miyoshi Plant, located in Miyoshi City in northern Hiroshima Prefecture, comprises a comprehensive vehicle proving ground and an engine plant. Since the opening of the vehicle proving ground in 1965, the Miyoshi Plant has placed particular focus on community contribution to meet the community's needs, working in close cooperation with Mazda Group companies in northern Hiroshima Prefecture.

### Hosting Tours of the Engine Plant / Accepting Internship Students

Human resources Community

**Objective:** To support local human resources development and to promote interaction with stakeholders\*<sup>1</sup>

**Initiatives:** The Miyoshi Plant offers tours of its engine plant and accepts internship from local schools and administrative agencies to help develop human resources in the local community.

**FY March 2017 Results:**

- 20 people from the Industrial Working Group of the Miyoshi Chamber of Commerce and Industry toured the Miyoshi Engine Plant.
- The Miyoshi Plant accepted two internship students from local high school, etc. **a**

### Participation in Community Events and Cleanups Environment Community

**Objective:** To contribute to community revitalization and beautification through active participation in representative community events and community cleanups

**Initiatives:** Jointly with Mazda Group companies in Miyoshi, the Miyoshi Plant participates in community events and cleanups, helping revitalize communities, while deepening exchange with local residents. Moreover, as a corporate member of the Miyoshi City Tourist Association and the Miyoshi Chamber of Commerce and Industry, the Miyoshi Plant provides support for organizing events.

**FY March 2017 Results:**

The Miyoshi Plant participated in the following events together with Mazda Group companies in Miyoshi.

- April: Participated in the Miyoshi Cherry Blossom Festival held in Ozekiyama Park serving as steering committee members, and exhibited a booth.
- May: 55 people, including former employees, participated in the combined cleanup of the cormorant fishing pier (the cleanup was carried out jointly by companies and organizations in Miyoshi City, in advance of June 1, when the cormorant fishing season began). **b**
- July: 146 members participated in the Miyoshi Kinsai Festival, serving as steering committee members or organizing a parade team with Mazda vehicles.
- August: Participated in the Miyoshi Citizens' Summer Evening Fireworks Festival, serving as steering committee members or volunteer staff.
- August: 95 members organized a parade team with Mazda vehicles, and joined the Shobara Yoitoko Festival.
- October: Exhibited a booth at the Miyoshi Commerce and Industry Festival, with a total of 10 members participating as steering committee members or volunteer staff. Also, a bus tour to the Mazda Miyoshi Test Course was held as one of attractions of the Mazda booth (with more than 600 visitors). **c**
- March: 57 people, including former employees, participated in a cleanup of Ozekiyama Park (the cleanup was carried out jointly by companies and organizations in Miyoshi City prior to the Miyoshi Cherry Blossom Festival).
- Every month (except when it rained): Cleaned up around the plant nine times, with participation by a total of 155 members.

Person in charge of promoting social contribution at Miyoshi Plant



Terutoshi Mikami  
Office of General & Legal Affairs  
Miyoshi Plant

#### a Accepting interns



#### b Cleanup of the cormorant fishing pier



#### c Bus tour to the Mazda Miyoshi Test Course



\*1 Customers, shareholders and investors, business partners, employees, global and local communities, next generation members, etc.

## Hofu Plant (Yamaguchi Prefecture)

The Hofu Plant, located in Hofu City, Yamaguchi Prefecture, comprises the automobile plant (Nishinoura District) and the transmission plant (Nakanoseki District). Since the commencement of operations there in 1981, the Hofu Plant has been focusing on the social contribution related to human resources development, and community contributions with the aim of developing in tandem with the local community.

### Support for Regional Forest Protection Activities Environment Community

**Objective:** To contribute to the promotion of forest protection activities, thereby interacting with the community

**Initiatives:** Mazda agreed to participate in the “Water-Supply Forest Development in Collaboration with Corporations” program administrated by Yamaguchi Prefecture for water-using companies, and has been volunteering in forest protection activities since 2005. The Company also agrees the Hofu City “Fureai-no-Morizukuri (increasing forest-touching)” program, and employees have been cooperating as volunteers to weed and plant trees for the “Fureai-no-Morizukuri (increasing forest-touching)” program in the Saba River basin and Mt. Ohira (hosted by the Saba River Basin Morizukuri-no-Kai) since 2013.

**FY March 2017 Results:**

- June, November, March: A total of 20 volunteers participated in the “Fureai-no-Morizukuri” program in the Saba River basin and Mt. Ohira, and engaged in weeding and tree planting.
- October: Volunteers participated in the “Water-Protecting Forest Development Workshop” program, and engaged in thinning.

**a**

### Hosting Tours of the Automobile Plant (Nishinoura) Human resources Community

**Objective:** To promote children’s education and interaction with stakeholders\*1

**Initiatives:** The Hofu Plant has welcomed around 547,000 visitors since 1982 when the first plant in the Nishinoura District opened. Visitors come mainly from various organizations as well as local elementary schools, whose students observe the plant as part of their social studies classes.

**FY March 2017 Results:**

Around 10,000 visitors, mainly elementary school students, toured the Hofu Plant.

**b**

### The 35th Mazda Invitational Youth Soccer Competition Human resources Community

**Objective:** To contribute to the sound development of young people and the promotion of community sports

**Initiatives:** Mazda has provided support to the Mazda Invitational Youth Soccer Competition hosted by the Hofu City Soccer Association since its inception. This tournament was established in commemoration of the completion of the Hofu Plant in 1982. Since then, this two-day event has been held every year during the summer vacation.

The tournament has established its position as a traditional competition that attracts powerful teams from Yamaguchi and its neighboring prefectures.

**FY March 2017 Results:**

In August the tournament was held in the Hofu Athletic Stadium and other venues, with a total of around 400 players participating from 24 teams; 22 teams from Yamaguchi Prefecture (11 teams from Hofu City) and 2 teams from other prefectures.

**c**

### On-Site Lectures/Seminars and Acceptance of Trainees/Internship Students Human resources Community

**Objective:** To contribute to human resources education provided by schools in local communities

**Initiatives:** In response to requests from schools in local communities, since 2001 the Hofu Plant has assisted them in implementing activities to enhance students’ motivation for learning. The plant offers work experience programs for students, and dispatches its employees certified as Yamaguchi Meisters\*2 to schools, at which they give lectures on work experience.

**FY March 2017 Results:**

- The Hofu Plant accepted a total of around 80 students from 14 schools, including junior high schools, high schools, technical colleges, and universities.
- Dispatched employees to a high school, where an employee certified as Yamaguchi Meisters gave a lecture for national skills tests, and an employee, a medalist at the World Skills Competition, delivered a lecture on work experience.
- Dispatched employees certified as Yamaguchi Meisters to the 11th High School Students Manufacturing Competition.

#### Person in charge of promoting social contributions at Hofu Plant



Takashi Taketani  
Hofu Plant

#### a Water-Protecting Forest Development Workshop



#### b Hosting a tour of the automobile plant



#### c Mazda invitational youth soccer competition



\*1 Customers, shareholders and investors, business partners, employees, global society and local communities, next generation members, etc.

\*2 A Yamaguchi Meister is a person who has been certified by Yamaguchi Prefecture as having outstanding techniques in the manufacturing field and enthusiasm for training next-generation technicians.

## The 7th Tour for Hands-on Manufacturing Experience for Parents and Children Human resources Community

**Objective:** To foster the next generation, who will play leading roles in the future, through hands-on manufacturing experience

**Initiatives:** With the goal of encouraging children to think and dream about the automotive society of the future and enjoy creating things, Mazda has offered hands-on manufacturing experience at its Hofu Plant since 2009.

### FY March 2017 Results:

As one of programs held at the Festival of Mazda Hoyukai Association,\*<sup>1</sup> a tour was conducted in July with around 800 participants, including elementary schoolchildren and their parents and guardians. There were three courses, covering the topics of "body," "painting," and "assembly." They are a robotic operation using a mini robot (body), a creation of original plates with a car shape, etc. by spraying color from a paint gun (painting), and a door attachment using professional tightening tools (assembly). The tour provided the participants with the opportunity to enjoy a hands-on manufacturing experience. **d**

**d** Manufacturing experience



## Mazda Car Carrier Loading Field Trip Human resources Community

**Objective:** To support the learning of children

**Initiatives:** Mazda has offered the Mazda Car Carrier Loading Field Trip since 2013 to elementary school and junior high school students, which can be used as a social study opportunity.

### FY March 2017 Results:

In November, the Mazda Car Carrier Loading Field Trip was held using a large-scale car carrier moored at the dedicated docks in Nakanoseki Port located near the Hofu Plant. A total of 40 people, comprising elementary and junior high school students and their parents and guardians, participated in this event. **e**

**e** Mazda car carrier loading field trip



## Participation in the 24th Love Hofu Flea Market Community

**Objective:** To contribute to community revitalization through active participation in local events

**Initiatives:** The Love Hofu Flea Market is one of western Japan's largest street flea markets, attracting more than 100,000 visitors every year. The Hofu Plant has taken part in the event since its inception in 1993. This flea market is the leading event of the Love Hofu Campaign.\*<sup>2</sup> Companies, the Chamber of Commerce and Industry, the local government, and shopping centers work together to organize the event. As the secretariat of the Love Hofu Campaign Promotion Companies, the Hofu Plant participates in planning and running the flea market, and presents the Mazda booth jointly with partner companies.

### FY March 2017 Results:

- From the Hofu Plant, around 330 employees and management members worked as volunteers to help out at the Mazda booth. **f**
- A bazaar was held to sell goods donated by employees. Also, various food stalls were set up offering *udon* noodles, pan-fried noodles and other food made from locally produced ingredients. A portion of the proceeds from the flea market was donated to the Hofu City Social Work Council, and used as a fund for holding the flea market. Mazda employees worked to set up a game area for both children and adults, supported the flea market organizer in holding a stamp rally, and served as a master of ceremonies of events on the center stage.

**f** Love Hofu flea market (Mazda booth)



## The 24th Love Hofu Mazda Ekiden Road Relay Race Community

**Objective:** To promote interaction with the community by opening plant grounds for public events

**Initiatives:** The Hofu Plant has hosted the Ekiden road relay race on its plant premises since 1994. This event, open to members of the general public as well as Mazda employees, is held as part of the Love Hofu Campaign,\*<sup>2</sup> serving as an opportunity to deepen friendships with local residents.

### FY March 2017 Results:

In February, in addition to 36 teams in the In-house Category, in which Mazda employees competed by division, 64 teams in the Community Category from both within and outside Yamaguchi Prefecture participated (a total of around 800 runners from 100 teams including children and adults).

(The course in FY March 2017: around 13.3 km consisting of eight legs) **g**

**g** Love Hofu Mazda Ekiden Road Relay Race



\*<sup>1</sup> A collaborative association consisting of 21 companies, including local car-parts-manufacturers.

\*<sup>2</sup> The Love Hofu Campaign, proposed by Mazda and other companies in accordance with the philosophy, "A company is also a family member of the city," commenced in April 1993, with the participation of 35 companies having factories in Hofu City, etc. Currently, 150 companies promote the campaign (the secretariat of which is located at the Mazda Hofu Plant).

## Co-sponsorship and Support for the 47th Hofu Yomiuri Marathon

Community

**Objective:** To contribute to the promotion of sports and interaction with the community

**Initiatives:** Since FY March 2015, Mazda has co-sponsored and supported the Hofu Yomiuri Marathon, which is held on the third Sunday of December every year (sponsored by the Japan Association of Athletics Federations).

**FY March 2017 Results:**

In December, Mazda served as a sponsor of number cards. The Company provided six escort vehicles, and around 20 employees participated in the marathon as water station volunteers.

## Contribution through Participation in Traditional Events and Cleanups Held in Communities

Environment Community

**Objective:** To contribute to community revitalization and beautification through participation in traditional events and cleanups held in communities

**Initiatives:** Mazda employees actively participate as volunteers in traditional events and cleanups held in communities, deepening exchanges with local residents and thereby encouraging community revitalization.

**FY March 2017 Results:**

Employees and executive officers from the Hofu Plant actively participated and cooperated in the following events.

- April: Around 40 employees participated in the Usa Hachimangu Shrine Rhododendron Festival (to work as parking lot attendants, etc.)
- April: Some employees participated in the Spring “Shiawasemasu” Festa as operation staff members
- June: Around 40 employees participated in the Amidaji Temple Hydrangea Festival (as parking lot attendants, etc.)
- June: Some employees of Mazda Group companies belonging to the Mazda Hofu Plant Safety and Health Association\*<sup>1</sup> participated in volunteer cleanup activities on Tonomi beach **h**
- July: 33 teams participated in the 19th Cutter Race Competition of the Hofu Harbor Festival
- July and November: A total of around 450 employees participated in cleanups of the area along Yamaguchi City Park Road, and the area around Hofu Tenmangu Shrine
- August: Around 40 employees participated in the fireworks display held during the Gotanshinsai Festival of Hofu Tenmangu Shrine (as staff to safely guide visitors)
- October: Around 30 employees participated in the preparation for the Hanamikosha Sanshiki ceremony of Hofu Tenmangu Shrine
- November: Around 200 male employees participated in the divine Gojinko Festival of Hofu Tenmangu Shrine, more commonly known as the Hadakabo Matsuri (“half-naked man festival”), as sparsely-clad “hadakabo.” In addition, employees worked to prepare for the festival and cleaned up the venue after the festival **i**
- December: Around 30 employees participated in the rice-cake pounding event in the Hofu shopping center **j**
- January: Around 20 employees participated in the 12th Nabe-1 Grand Prix (local one-pot meal competition) in the Winter “Shiawasemasu” Festa (for venue set-up and visitor guide)
- February: Some female employees participated in the Setsubun (Bean-Throwing Festival) of Hofu Tenmangu Shrine, as Fukumusume (lucky maidens)

## Support for the Recovery of Regions Affected by the Kumamoto Earthquake

Community

The Hofu Plant provided support for the recovery of the regions affected by the Kumamoto Earthquake in 2016.

**FY March 2017 Results:**

In cooperation with Mazda Logistics Co., Ltd. (see p. 20), the Hofu Plant provided drinking water, emergency food, etc. via Hofu City, to the affected regions (see p. 10). **k**

**h** Cleanup volunteers on Tonomi beach



**i** Gojinko Festival of Hofu Tenmangu Shrine



**j** Rice-cake pounding in the Hofu shopping center



**k** Support for the recovery of regions affected by the Kumamoto Earthquake



\*1 A collaborative association, consisting of 86 local companies, that supports production plant operations in terms of manufacturing and transport of parts, facility maintenance, etc.

## Mine Proving Ground (Yamaguchi Prefecture)

The Mine Proving Ground is a comprehensive vehicle proving ground located in Mine City, Yamaguchi Prefecture. Since its opening in 2006, the Mine Proving Ground has participated in social contribution activities, taking advantage of the unique features of the facilities.

### Public Service at the Mine Proving Ground Community

**Objective:** To contribute to community revitalization, etc., by opening the proving ground as a venue

**Initiatives:** Mine Proving Ground features a 3.33-kilometer circuit, which is used as a venue for Ekiden road relay races and other events organized and supported by local governments, etc.

#### FY March 2017 Results:

- 9th Mine City Ekiden Road Relay Race organized by the Mine City Ekiden Road Relay Race Steering Committee, etc.: A total of 578 runners from 72 teams in seven categories joined the event. Participants ranged from elementary school children to adults. (A total of around 1,620 people including supporters visited.)
- Classic car event in Mine City, "la Festa Della Automobile Classica": around 1,000 people participated in the event. a

a Vehicles running the test course



### Agreement on Mine City "SOS" Network to Watch Loitering Senior People with Dementia Community

**Objective:** To cooperate toward building a safe and secure community

**Initiatives:** Mazda participates in the network with relevant organizations, which helps to quickly discover senior people with dementia, in case they loiter around and go missing, thereby protecting their lives and physical safety.

#### FY March 2017 Results:

Mazda and its two group companies (Mazda Ace Co., Ltd. and Mazda Engineering & Technology Co., Ltd.) (see p. 20), operating at the Mine Vehicle Proving Ground, continuously implemented the agreement as organizations supporting the Mine City "SOS" Network to Watch Loitering Senior People with Dementia.

## Tokyo Office and Mazda R&D Center Yokohama (Tokyo Metropolitan Area and Kanagawa Prefecture)

Under the slogan of “One Metropolitan Area,” since FY March 2013 Tokyo Office and Mazda R&D Center Yokohama (MRY) have strengthened their mutual coordination and continued to participate in unique social contribution activities. It is characteristic of Tokyo Office and MRY to conduct socially beneficial activities in collaboration with Mazda vehicle owners. The coordination between Tokyo Office and MRY has begun to produce positive effects, as exemplified by the increase in the number of employees at Tokyo Office who work as volunteers.

### Greening Activities in Collaboration with Communities Environment Community

**Objective:** To contribute to the preservation of biodiversity, harmonious coexistence with local communities, and community activities

**Initiatives:** Mazda has supported the Keihin Afforestation Project\*<sup>1</sup> promoted by Yokohama City.

In June 2009, MRY transplanted indigenous wild water plants to create a biotope based in a pond on the premises. By creating habitats for aquatic life including dragonflies, MRY strives to restore natural environments and increase the amount of greenery. MRY has also been participating in a collaborative project\*<sup>2</sup> implemented by companies, citizens, local governments, specialists and students, entitled “How Far Does a Dragonfly Fly?” Since 2004, MRY has been conducting surveys of dragonflies, tracking the conditions of their arrival.\*<sup>3</sup>

#### FY March 2017 Results:

- August: MRY cooperated in conducting a three-day study of dragonfly flight patterns. (In the study, investigators visually checked and caught dragonflies to trace their species, condition of arrival, and travel between survey points. After the survey, the caught dragonflies were released.)
- September: MRY held an event about observing living things. Participants observed aquatic life, and learned what kind of dragonflies emerge from the larvae in the future (15 participants including children and their parents) **a**
- September to November: MRY cooperated in activities of the Student Working Group of the “How Far Does a Dragonfly Fly?” Forum. Small biotopes were created using vinyl pools in two locations with different environmental conditions in the MRY premises, to study dragonfly flight patterns

### Participation in Community Events and Cleanups Environment Community

**Objective:** To contribute to community revitalization and beautification through cooperation for community events and participating in community cleanups

#### Initiatives/FY March 2017 Results:

- January: Mazda supplied two parade vehicles for the opening parade of the Tokyo Fire Department’s New Year ceremony **b**
- Throughout the year: Mazda employees worked on periodical cleanups around MRY during break times. A total of 58 employees participated.

### Hosting Tours at Mazda R&D Center Yokohama Human resources Community

**Objective:** To contribute to human resources education provided by schools in local communities

**Initiatives:** In response to requests from local communities, since its establishment in 1987, MRY has accepted tours to observe the Center, serving as an extracurricular lesson or social study class needed from universities, etc.

#### FY March 2017 Results:

60 local high-school and university students visited MRY. **c**

#### Persons in charge of promoting social contributions at Tokyo Office and Mazda R&D Center Yokohama



Ippei Hanano  
Assistant Manager  
Tokyo General Affairs Group

Kouji Oka  
R&D Technical  
Administration Division

#### a Observation of aquatic life in the biotope



Keihin Afforestation  
Project logo

#### b New Year parade of the Tokyo Fire Department



#### c Visitors touring MRY



\*<sup>1</sup> In Yokohama City, the Keihin Afforestation Project has been carried out since 2005. This project regards the green spaces on corporate properties and the facilities open to the public in the Keihin District (Tokyo-Yokohama) as important regional assets, and aims to increase and use these assets including public green spaces and waterfronts so as to build forests in this district and pass them on to future generations, through joint efforts by companies, citizens and local governments.

\*<sup>2</sup> By surveying the growth and migration status of dragonflies, which serve as an indicator for the abundance of greenery, the project is intended to verify that company green spaces play important roles as habitats for various life forms. The results of ten-year surveys conducted under this project indicate that company green spaces play a role similar to that of *satoyama* (managed woodlands or grasslands near human settlements) (from a report, around 10-year record of Keihin Afforestation linked together by dragonflies, issued in March 2013).

\*<sup>3</sup> The MRY biotope pond was highly appreciated for being inhabited by a large variety of living things because the pond is broad, evenly shallow, sunny, isolated and untouched.

## Interaction with Children through Automobiles Safety Community

(Let's Feel the Joy of a Convertible! 2016 / Tokyo Santa Project / Santa's Come to Town! 2016)

**Objective:** To communicate the joy of automobiles to children in orphanages and deepen interaction with them, and to help raise traffic safety awareness in the local community

**Initiatives:** As part of their social contribution activities, Mazda employee volunteers, jointly with Mazda vehicle owners, participate in projects designed for children residing in child welfare institutions in Tokyo metropolitan area.

One of these projects is "Let's Feel the Joy of a Convertible!" which has been held since 2007 to convey the excitement of cars and driving to these children and give them a happy and enjoyable experience. Also, Mazda employees have annually participated in the "Santa Project." This project was launched at Mazda's initiative in 2003 and is now organized jointly by 18 companies and organizations primarily in Kanagawa Prefecture. In 2016, the "Santa Project" started in Tokyo as well. Mazda has taken part in it, jointly held by seven companies and organizations.

### FY March 2017 Results:

- A total of 25 volunteers, including present and former Mazda employees and Mazda vehicle owners, participated in "Let's Feel the Joy of a Convertible! 2016" held in November. The event featured activities for children in orphanages (with their caregivers) such as riding in a Roadster (MX-5 overseas) with the top down along an around 20 km-course including the Yokohama Bay Bridge, followed by a five-a-side football game played at MRY, with an official ball used by the Rio 2016 Paralympics.
- A total of 27 volunteers participated in "Tokyo Santa Project" in November, including Mazda vehicle owners and Mazda employees. Together with participants, the volunteers drove Mazda Roadster vehicles in Tokyo, decked out with Christmas decorations. Also, Mazda held a traffic safety class for children, in collaboration with the Metropolitan Police Department and the Marunouchi Police Station. **d**
- A total of more than 300 volunteers participated in "Santa's Come to Town! 2016" in December, including Mazda vehicle owners as well as Mazda executive officers and employees. All participating volunteers were dressed in Santa Claus and reindeer costumes, and participating companies and groups put various ideas into the event. Mazda members were split into "driving Santa" and "visiting Santa" teams, with Mazda Roadster and Demio (Mazda2 overseas) vehicles decked out with Christmas decorations. The driving Santas took passengers from the Single Parents and Children's Welfare Association and orphanages in Yokohama City on a drive around the Minato Mirai 21 area. The visiting Santas paid visits to four orphanages in Yokohama City, where they handed presents to children, performed music and played games, deepening their friendly relations. **e**

## Support for the 33rd and 34th Roadster Charity Flea Markets Community

**Objective:** To help Mazda vehicle owners conduct voluntary social contribution activities, by offering MRY as a venue

**Initiatives:** Mazda has provided MRY as the venue for the Roadster (MX-5 overseas) Charity Flea Markets held under the auspices of participating Mazda vehicle owners and the Company. Mazda presents a booth staffed by volunteer employees.

### FY March 2017 Results:

In April and October, the events were held with around 500 participants (including 17 employee volunteers). At the Mazda booth, volunteer employees sold daily articles and Mazda merchandise gathered with the help of employees, as well as sweets made in local work facilities for people with special needs located near MRY. (A portion of the proceeds from the flea markets was donated to orphanages, and was also used to promote exchange activities between children of single-parent families and Mazda vehicle owners.) **f**

### d Traffic safety class



### e Driving Mazda Roadster vehicles in Yokohama Chinatown decked out with Christmas decorations



### f Support for the Roadster Charity Flea Market



## Hokkaido Kenbuchi Proving Ground (Hokkaido)

The Hokkaido Kenbuchi Proving Ground is located in Kenbuchi-cho, Kamikawa-gun, Hokkaido. At this comprehensive vehicle-proving ground, automotive cold-weather testings are conducted from January to February. Since its opening in 1990, the Hokkaido Kenbuchi Proving Ground has participated in socially beneficial activities with particular focus on community contributions, by supporting activities to develop Kenbuchi as a "picture book town,"\*1 and promoting initiatives taking advantage of the unique features of the proving ground.

### The 28th Hokkaido Kenbuchi Proving Ground Open Facility Event

#### Community

**Objective:** To get to know people in the community and convey the Company's gratitude

**Initiatives:** Every year since 1990, the Mazda staffs thank the people of Kenbuchi-cho, who warmly welcome the staff each winter, by opening the Kenbuchi Proving Ground to the public and inviting local residents to attend a community event.

#### FY March 2017 Results:

In February, Mazda held a community event. FY March 2017 marked the 30th anniversary of the establishment of the Kenbuchi-cho Association to Promote Friendly Relationship with Mazda.\*2 The event in that commemorative year attracted around 500 people, the largest-ever number from Kenbuchi-cho. The event programs included the following:

- Winter activities (including a gymkhana race, practical experience of Mazda vehicles' safety technologies, an air board race, and a pitching and batting game)
- Bingo game (Winners were presented with prizes.)

#### a Bingo game



\*1 Mazda supports the Kenbuchi Picture Town Award and the Kenbuchi Exhibition of Original Paintings for Picture Books held in the Picture Book Museum, which serves as the center for the activities to develop Kenbuchi as a "picture book town."  
\*2 The Association was formed by the people of Kenbuchi-cho to welcome Mazda testing staff in 1986 in advance of the opening of the cold-weather proving ground.

## Group Companies

### Workplace Hands-On Learning Program for Junior High School Students (Mazda Ace Co., Ltd.) Environment Human resources Community

**Objective:** To help young people cultivate a view of their future career and work by accepting them for a workplace hands-on learning program

**Initiatives:** Mazda Ace Co., Ltd. is engaged in a variety of business fields, including information technology services, construction and real estate, insurance and merchandise sales. Since 2008, the company has accepted junior high and high school students in Hiroshima Prefecture for the workplace hands-on learning program.

**FY March 2017 Results:**

In May and July, the workplace hands-on learning program was offered for five junior high and high school students to experience working at the insurance service department or a store at Mazda's Head Office. The participating students were engaged in work such as filing, transporting drinks and stocking displays with drinks, while receiving advice on attitudes toward work, greeting etiquette, and the importance of listening to others.

In addition, Mazda Ace granted scholarships to international students, accepted internship students, continuously implements the agreement on the Mine City "SOS" Network to Watch Loitering Senior People with Dementia (jointly with Mazda and Mazda E&T (see p. 16)), donated to the Hiroshima Symphony Orchestra and Sanfrece Hiroshima by installing community-support vending machines, participated in and donated to local events, and executed street-fundraising, blood donation, plastic bottle caps collection, and cleanups. **a**

**a** A student in a work-place hands-on learning program



### Port Facility Tour for Elementary and Junior High School Students (Mazda Logistics Co., Ltd.) Environment Safety Human resources Community

**Objective:** To help elementary and junior high school students deepen their interest in and understanding of maritime affairs by organizing a tour to observe port logistics facilities

**Initiatives:** Since 2010, Mazda Logistics Co., Ltd., which ships automobiles and parts, has held a tour for elementary and junior high school students in Hiroshima Prefecture to observe port facilities, in order to deepen their understanding of port logistics.

**FY March 2017 Results:**

A tour to port facilities was held for elementary school children (74 participants)\*1. They observed the container terminal, where they saw efficient cargo loading/unloading with the use of large equipment, such as gantry cranes, and the automatic cargo handling operation of large-scale dedicated car carriers. While observing these operations, the students listened to the company staff's explanations, regarding interesting technologies and the role of port logistics. **b**

In addition, Mazda Logistics offered workplace experience and lectures for junior high school students (49 participants), participated in and donated to local events,\*2 provided relief supplies to the area affected by the Kumamoto Earthquake (see pp. 10, 15), supported the Hiroshima City Employment Support Center\*3 and international students, promoted traffic safety awareness,\*4 opened its parking lots to the local community, and executed blood donation, bamboo grove maintenance,\*5 and cleanups.

**b** Port facility tour for elementary school children



### Donating Computers (Mazda Engineering & Technology Co., Ltd. (Mazda E&T)) Environment Human resources Community

**Objective:** To support the independence of people with special needs

**Initiatives:** Mazda E&T engages in the development and manufacture of specially equipped vehicles, including welfare vehicles, and proactively supports the independence of people with special needs, as social welfare. As part of such initiatives, Mazda E&T donates computers that are no longer used at the company to welfare facilities, where these computers are used for training to help people with special needs become more independent and for expanding opportunities for them to return to the workforce.

**FY March 2017 Results:**

Mazda E&T donated five computers to five facilities, via the social welfare council of Hiroshima City, etc. (total of 58 computers donated since its initiation in 2011). In addition, the company accepted 32 interns\*6, supported the 14th Student Formula Japan (organized by JSAE) through donations and dispatching operation staff, assisted scholarships for international students, participated in regional events\*7, continuously implemented the agreement on the Mine City "SOS" Network to Watch Loitering Senior People with Dementia (jointly with Mazda and Mazda Ace (see p. 16)), donated goods\*8 to welfare facilities and Miyoshi City, and conducted volunteer activities. **c**

**c** Donation of computers



\*1 Chugoku Maritime Public Relations Center  
 \*2 Including dispatching traffic organizing staff, opening parking lots and other facilities, and donating gifts.  
 \*3 In cooperation with the Hiroshima City Employment Support Center, Mazda Logistics sold cookies and small articles made by people with special needs.  
 \*4 During the Road Safety Week, employees stood guard in front of the company's head office, and established panels bearing slogans to raise traffic safety awareness for students of neighboring elementary and junior high schools.  
 \*5 Using Hiroshima City's community woodlands program aimed at preserving local green spaces.  
 \*6 Including interns under the collaborative internship program with Mazda Motor Corporation (see p.6).  
 \*7 Such as a communication event at Kenbuchi Proving Ground in Hokkaido (see p. 19) and the Miyoshi Kinsai Festival (see p.12)  
 \*8 Used stamps, remaining calendars, snow-melting agents that were no longer used at the company, road surface repairing materials, herbicide, mowing equipment, etc.

## Installation of Community-Support Vending Machines (Mazda Parts Co., Ltd.)

Environment Community

**Objective:** To contribute to society through the installation of community-support vending machines

**Initiatives:** Mazda Parts Co., Ltd., which engages in the proposal-based sale approach and supply service of automotive parts, began to install community-support vending machines within the company in 2016. When consumers purchase soft drinks from these vending machines, a portion of the sales proceeds is donated to social welfare organizations in the community.

### FY March 2017 Results:

The company installed community-support vending machines. One set up in the head office (Hiroshima City) was aimed at preserving the Atomic Bomb Dome, and the other set up at the parts center in central Japan (Aichi Prefecture) was aimed at supporting children who had lost their parents in traffic accidents. A portion of sales proceeds from these vending machines were respectively donated to Hiroshima City and the Foundation for Traffic Accident Orphans (Kotsuiji Ikueikai). Mazda Parts was presented with a certificate of appreciation\*1 by the Foundation. In addition, company-wide efforts were made to collect recyclables (used stamps and plastic bottle caps), as an initiative in which all employees were able to be involved. **d**

### d Installation of a community-support vending machine



## Support for Disabled People (Kurashiki Kako Co., Ltd.)

Environment Community

**Objective:** To support initiatives to help people with special needs achieve social independence

### Initiatives/FY March 2017 Results:

Kurashiki Kako Co., Ltd. manufactures and sells automotive rubber parts, and anti-vibration, sound proofing and cushioning instruments for industrial use. The company actively purchases parts for manufacturing from a company that was established under the principle of support for the social independence of disabled people and that employs many severely disabled people. Kurashiki Kako also supported welfare facilities and participated in cleanups of areas around the company. **e**

### e Support for disabled people



## Opening a Facility to the Local Community (Toyo Advanced Technologies Co., Ltd.)

Human resources Community

**Objective:** To contribute to the local community by taking various opportunities

### Initiatives/FY March 2017 Results:

Toyo Advanced Technologies Co., Ltd. is engaged in the development and manufacture of automotive components, in addition to conducting the machine tool business and the hard coating business. Taking various opportunities, the company meets external demands. In FY March 2017, the company opened a ground next to the plant as a venue for the training and games of children's baseball teams in the neighboring community. The company also cooperated in blood donations by its employees during working hours (four times a year, with 81 participants).

## Support for the International Friendship Futsal League (Japan Climate

Systems Corporation (JCS))

Human resources Community

**Objective:** To promote friendship between the local community and non-Japanese living there

**Initiatives:** JCS, which manufactures and sells automotive parts, has supported the Higashihiroshima City International Friendship Futsal League, which has aimed to promote the international friendship and coexistence of multiple cultures, since its foundation. JCS has formed a team of non-Japanese employees that play in the league. The company has also provided financial and other assistance to run the league through Higashihiroshima Mazda-kai,\*2 in which JCS serves as the chair and secretariat.

### FY March 2017 Results:

In addition to providing financial assistance to run the league, JCS promoted international exchanges through hosting monthly Futsal League games and organizing the Higashihiroshima Mazda-kai Cup as an exchange event twice a year. JCS conducted various other activities to contribute to the community, such as accepting junior high school students for workplace hands-on learning programs, organizing a lecture meeting at a children's self-reliance support facility, helping organize events to promote interaction with people in welfare facilities and other community events through the Higashihiroshima Mazda-kai, and donating funds to Japan Red Cross. **f**

### f International Friendship Futsal League



\*1 The "Daddy-Long-Legs" certificate of appreciation, bestowed on a financial supporter of traffic-accident orphans (The certificate is named after the famous novel *Daddy-Long-Legs* by Jean Webster, about an orphan whose college attendance is sponsored by an anonymous benefactor.)

\*2 An organization composed of 34 partner companies in Higashihiroshima City and the neighboring region. The Higashihiroshima Mazda-kai received a letter of appreciation from Governor of Hiroshima for its support activities, including the donation of used books.

## Renewal of a Partnership Agreement for Community Revitalization (Yoshiwa Kogyo Co., Ltd.)

Environment Human resources Community

**Objective:** To contribute to the mutual growth and benefit of the company and the community through partnership

**Initiatives:** Yoshiwa Kogyo Co., Ltd., which manufactures and sells automotive parts, concluded in June 2007 an agreement called "Community and Business Partnership (One Village, One Company: Shimane\*<sup>1</sup>)" with Yoshika-cho in Shimane Prefecture, where its plant is located. Through this partnership, the company supports community revitalization.

### FY March 2017 Results:

By continuously implementing the agreement, Yoshiwa Kogyo helped Yoshika-cho boost its local industries in an economic ripple effect, expanding the market for local products, and increasing employment. Meanwhile, for Yoshiwa Kogyo, benefits included business development using community resources, a safe and secure food supply for employees, welfare benefits for the families of employees, and employment stability. The agreement truly provided mutual benefits for both parties.

In addition, Yoshiwa Kogyo supported the Yoshika-Yume-Hana Marathon event annually hosted by the Yoshika School Board, invited elementary, junior high and high school students to plant tours and casting lessons, opened training facilities for community events, and cooperated for blood donations by its employees during working hours. The company also participated in local environmental beautification campaigns led by municipalities, like the Campaign to Reduce Littering of Empty Cans and Other Garbage organized by the Kaita-cho Public Health Promotion Council, in Hiroshima Prefecture.

g

g Yoshika-Yume-Hana Marathon event (co-sponsored by Yoshiwa Kogyo)



## Installation of AEDs for Communities (Mazda Processing Chugoku Co., Ltd.)

Environment Community

**Objective:** To enhance the emergency preparedness of the local community by installing automated external defibrillators (AEDs)\*<sup>2</sup> for public use

**Initiatives:** Mazda Processing Chugoku Co., Ltd., which carries out accessory installation and pre-delivery inspection of vehicles, installed AEDs in 2008, and has registered these devices with the fire department so as to make them available for public use. Holding lectures on a regular basis on how to use AEDs, Mazda Processing Chugoku is ready to provide prompt support for local communities in the case of emergency.

### FY March 2017 Results:

Mazda Processing Chugoku continuously maintained the AEDs. During the in-house disaster drill held in October, all employees were shown how to use an AED, to ensure that they could properly use one in case of emergency.

h

h Ensuring the proper use of an AED during the in-house disaster drill



In addition, the company cooperated with blood donation, co-sponsored regional events, collected pull-tabs to raise money for the donation of wheelchairs, and continued the donation of plastic bottle caps through the Hiroshima-Aki Commerce and Industry Association (with a total of around 160,000 caps collected and donated since October 2007), and conducted cleanups of the areas around its premises.

\*1 The "Community and Business Partnership (One Village, One Company: Shimane)," promoted by Shimane Prefecture, is a project to encourage municipalities in the prefecture to deepen interactions with specific companies and organizations under an equal partnership, thereby fostering regional development, including positive economic effects.

\*2 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart that will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.

## Dealerships

Distributors in Japan\*1 are fulfilling their responsibilities through ongoing involvement in socially beneficial activities tailored to the needs of local communities.

### Forest Protection, Local Beautification Activities, and Collection of Recyclables Environment Community

**Objective:** To contribute to environmental protection through forest protection, local beautification, the collection of plastic bottle caps, etc.

**Initiatives/FY March 2017 Results:**

- Forest protection and local beautification activities  
Distributors are engaged in forest protection and environmental local beautification activities (regional cleanups, installation of flower beds, etc.) in their communities (19 companies).
- Collecting plastic bottle caps and other recyclable resources (corrugated cardboard, magazines, etc.)  
Distributors made donations to facilitate programs for medical care in developing countries, and to help elementary schools purchase necessary items (11 companies).

### Participation in Environmental Events Environment Community

**Objective:** To help raise environmental awareness through participating in environmental events and presenting booths at these events

**Initiatives/FY March 2017 Results:**

Participated in and exhibited a booth at a local environmental event (one company).

### Raising Traffic Safety Awareness and Providing Support for Children Orphaned by Traffic Accidents Safety Community

**Objective:** To reduce the number of traffic accidents by cleaning convex traffic mirrors, raising traffic safety awareness, etc.

**Initiatives/FY March 2017 Results:**

- Cleaning convex traffic mirrors  
All dealerships of Okayama Mazda participate in the cleaning of road signs and convex traffic mirrors as well as roads and sidewalks near the dealerships to contribute to the communities' traffic safety,\*2 in conjunction with the prefectural residents' campaign to raise traffic safety awareness in every spring (a total of 179 employees participated in FY March 2017). Mazda Autozam Ito cleaned and inspected convex traffic mirrors, and reported the inspection results to the police. **a b**
- Activities to raise awareness of traffic safety  
Hokkaido Mazda Sales\*3 and other distributors implement activities to raise the awareness of traffic safety (standing guard, patrolling neighborhoods, participating in traffic safety parades and events, holding private vehicle inspection classes for women, donating traffic cones, distributing reflective materials, etc.) (13 companies).
- Making donations to support children who have lost their parents in traffic accidents  
Nishi-Shikoku Mazda made donations according to the number of customers who took a test-ride.\*4 Also, making voluntary contributions with employees, and donations according to the number of i-stop vehicles sold (four companies). **c**
- Providing part of the company premises as an area leading to a sidewalk or a bridge over a roadway (three companies).
- Removing snow on the school zone near the dealership (one company).

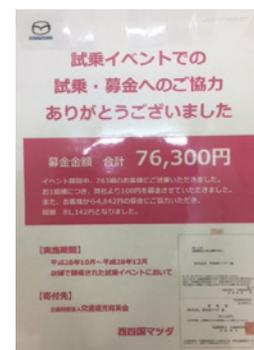
**a** Cleaning convex traffic mirrors near the dealership (Okayama Mazda)



**b** Cleaning convex traffic mirrors near the dealership (Mazda Autozam Ito)



**c** Poster reporting on the amount of donations made according to the number of test drives (Nishi-Shikoku Mazda)



\*1 Hereinafter, the names of distributors are written in abbreviated form without "Co., Ltd.," "Inc.," etc. (see pp. 23-24)

\*2 Activities in cooperation with the Okayama prefectural police and regional councils to promote traffic safety. Okayama Mazda received the Traffic Department Director's Award (Award for Excellence) of the Okayama Prefectural Police Headquarters.

\*3 Participated in a human-wave activity calling for traffic safety sponsored by the Japan Automobile Dealers Association. The Association received a certificate of appreciation from the Hokkaido Police Headquarters.

\*4 Received a "Daddy-Long-Legs" certificate of appreciation from the Foundation for Traffic Accident Orphans (Kotsujii Ikueikai).

## Supporting Students' Learning and Workplace Experience, Dispatching Employees as Lecturers and Accepting Students for Internship Programs Human resources Community

**Objective:** To provide students with opportunities to think about the importance and joy of working

**Initiatives/FY March 2017 Results:**

- Offering a study program to elementary school children  
Tokyo Mazda Sales has provided a study program through which elementary school children can learn about the environment and safety issues during the summer vacation every year since FY March 2014, aiming at letting children know the fun of learning science.  
The program in FY March 2017 was focused on environment and safety themed "Let's compare new car and old car - Enjoy learning about environmental and safety performance"\*1 (24 participants). d
- Accepting students' field trips and visits for workplace experience  
Kanto Mazda accepts field trips from local elementary schools and junior high school students' visits for workplace experience every year. In FY March 2017, two dealerships accepted field trips of around 60 students from elementary schools, and five dealerships accepted visits by around 15 junior high school students for workplace experience. They observed showrooms and automobile inspection and service at plants, and experienced the work of car washing. e  
In addition, 27 dealerships accepted field trips, workplace experience and internships (for students of local elementary, junior high and high schools, universities, vocational schools and special support schools), dispatched lecturers, held seminars and visiting lectures, etc.
- Donating a newspaper for elementary schoolchildren to local elementary schools for learning support (one company).
- Setting a scholarship system that supports the acquisition of mechanic qualifications (two companies).
- Holding lectures on school education (e.g., a lecture on prevention of drug abuse\*2) at neighborhood elementary schools (one company).
- Donating goods to elementary schools through collection of Bell-Mark products (one company).

## Support for Community Revitalization Community

**Objective:** To contribute to community revitalization through opening facilities for community events, participation in community events, blood donation campaigns, etc.

**Initiatives/FY March 2017 Results:**

- Contributing to local communities by providing dealership facilities as evacuation areas in emergency  
Dealerships registered their facilities as evacuation areas in emergency situations and cooperated in their communities' evacuation drills (two companies).
- Registering and participating in activities concerning child rearing and children's safety\*3 (nine companies).
- Six dealerships of Kanto Mazda supported and participated in various local events. 11 companies provided support for local events, by cosponsoring or giving donations to community festivals and opening dealerships' facilities (parking lots, bathrooms, etc.). f
- Supporting the 35th Mazda Cup Junior Soccer Competition in Yamaguchi (held over two days) (one company).
- Installing AEDs\*4 and registering as a facility that makes AEDs available for public use (four companies).
- Participating in blood donation campaigns (including the opening of parking lots and other facilities for the campaign) (11 companies).
- Exhibiting posters and distributing PR brochures to promote cancer screening, and cooperating in applying for the Peace Poster Competition (three companies).
- Patrolling the town for local disaster prevention (one company).
- Helping the reconstruction of areas affected by the Great East Japan Earthquake (through volunteer activities, donations to the Japanese Red Cross Society, provision of vehicles, invitation of children's baseball teams to Mazda All-Star Games, and tree-planting) (four companies).
- Helping the reconstruction of areas affected by the Kumamoto Earthquake (through provision of relief supplies, and donations to the Japanese Red Cross Society) (four companies).
- Helping the reconstruction of areas affected by the Central Tottori Earthquake (through support of fund-raising activities by a newspaper company) (one company).
- Making donations and loaning vehicles for various purposes (academic and educational activities, support for training of guide dogs, sports events, local events, etc.) (13 companies).

### d Environmental education program "Let's compare new car and old car" (Tokyo Mazda Sales)



### e Workplace tour (Kanto Mazda)



### f Support for a local event (Kanto Mazda)



\*1 A program developed and provided by Mazda Motor Corporation (editorial supervisor: Japan Science Foundation/Science Museum).

\*2 With cooperation with the Pharmaceutical Affairs Department of Hiroshima Prefecture.

\*3 Registering as "Kids 110 Houses (shops serving as a shelter for children in the case of crime or emergency)," as a "baby care station" in Ueda City, as a member of the network supporting child rearing called Iku-chan Service in Hiroshima Prefecture, etc. The baby care station is a place where parents can change their babies' diapers and breast-feed their babies. As part of the efforts to create a child care environment where children can be nurtured at ease by the community, Ueda City has installed the station at around 70 locations so that parents can go out without anxiety with their babies.

\*4 An AED (automated external defibrillator) is a medical device that sends an electric shock to the heart that will restore normal heart rhythm to a victim whose heart has suddenly lost the function to pump blood.

## Mazda Foundation

Mazda established the Mazda Foundation charitable organization in 1984 to “conduct activities to promote science and technology and the sound development of youth, to share prosperity with the people of the world, and to build a society where people can lead rich and fulfilling lives.” As of March 31, 2017, it has provided grants totaling ¥1,636,290,000 (including ¥53,550,000 in FY March 2017).

### Grants and Projects to Promote Science and Technology

Environment Human resources Community Mazda Foundation

**Objective:** To contribute to the development of culture and society by promoting well-balanced improvement in science and technology

#### Initiatives/FY March 2017 Results:

- Support for research (since 1985): Grants for basic and applied research projects in science and technology (A total of ¥35 million was provided for 33 projects).<sup>\*1</sup> **a**
- Support for operations (since 1985): Grants for projects related to science education, including “Scientific Experience” events held in Japan’s Chugoku region by researchers and private NPOs,<sup>\*2</sup> designed for students from elementary school through high school (A total of ¥2 million was provided for 15 projects). **b**
- “Science is Fun” projects (since 2003): Cooperation with Hiroshima University, to prevent young people from turning away from the sciences, as part of community contribution activities making effective use of the university’s intellectual resources.

In FY March 2017, the Foundation held the Junior Science Seminar (four times a year) for junior high school students (24 students), the Science Lecture (mobile/on-site lectures) for junior and senior high school students (around 200 students, three times a year), and the Science Seminar for Elementary School Teachers, geared for teachers of elementary schools (around 2,100 people of 72 classes).

### Grants and Projects for Youth Health and Education

Human resources Community Mazda Foundation

**Objective:** To help build a society where people can lead rich and fulfilling lives by providing support for the sound development of young people or assisting their self-learning

#### Initiatives/FY March 2017 Results:

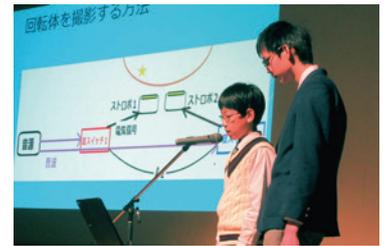
- Support for research (since 1985): Grants for practical research projects aimed at stimulating citizen activism (A total of ¥5 million was provided for seven projects).
- Support for citizen activism (since 1985): Support for activities for youth and local community development by NPOs in Hiroshima and Yamaguchi Prefectures. (A total of ¥8.75 million was provided for 33 excellent activities (including one activity for the recovery of the regions affected by the Great East Japan Earthquake) (see p. 10).
- Lectures (since 1984): Has organized lectures regarding the sound development of youth, inviting prominent figures as lecturers. (“What We Will Be in 2030” at the International Conference Center Hiroshima by Ms. Hiroko Kuniya, a renowned newscaster for around 1,300 participants). **c**
- University lectures (since 1995): Contributed lectures at universities in Hiroshima Prefecture. (A two-day intensive lecture course at Hiroshima Shudo University, a volunteer practice course during the summer vacation for 20 participants, etc.).
- Inspiring School Michikusa (since 1998): Hands-on programs to provide children with opportunities to work as a team and cooperate with each other to come up with original ideas using things familiar in their daily life as study subjects. (Three programs for more than 150 participants). **d**
- Start Line Project (since 2013): An initiative to resolve social issue regarding the youth, with an NPO, Pipio Children’s Center, which is an organization operating an emergency shelter for children and self-reliance support facility in Hiroshima. (Eight workshops were held to train volunteers for 14 participants and a booklet was made and distributed recording the symposium held in commemoration of the fifth anniversary of Pipio Children’s Center).
- Surveys and research (since 2014): Support researches for the independence of young people. (A research was entrusted and its outcomes were published through publications and lectures). **e**

Environment Initiatives contributing to environmental protection Safety Initiatives contributing to traffic safety  
 Human resources Initiatives aimed at fostering the next generation Community Community-based initiatives  
 Mazda Foundation Initiatives via Mazda Foundation

**a** Support for research: Ceremony to award the Mazda Research Grant at Hiroshima University



**b** Support for operations: Presentation at the Hiroshima Junior Science Fair



**c** Lecture by Ms. Hiroko Kuniya: “What We Will Be in 2030”



**d** The “Night Walk / Astronomical Observation” at the Youth Outdoor Activity Center



**e** Symposium at the publication of a book “Happiness of Local Life and the Youth”



<sup>\*1</sup> Including the expenses of ¥500,000 for the supplementary prize to the Mazda Research Grant Encouragement Award, given to each of four projects mainly conducted by young researchers commendable.

<sup>\*2</sup> Private NPOs have been included for the grant recipients candidate since FY March 2016.

# Major Overseas Activities

## United States of America

Mazda North American Operations (MNAO, Orange County, California) executes various social contribution activities in the United States. MNAO is supporting various activities that meet the needs of the local communities. This approach infused with the spirit of “Zoom-Zoom” not only fuels its investment in children’s and women’s health and disaster, but also actively supports its customers, employees, and dealers in its efforts to make a difference. Also, to build a better future, MNAO is supporting activities of imaginative programs that make a difference in communities across the U.S., through the Mazda Foundation USA (MFUS).

### Project Yellow Light Safety Human resources Community

**Objective:** To help raise the awareness of the dangers of distracted driving

**Initiatives:** MNAO has supported Project Yellow Light\*<sup>1</sup>, safe driving education program targeted at young people, since 2012. Every year, Project Yellow Light challenges teens to create 60-second public service announcement videos to encourage young people to avoid distracted driving. Also, young racing drivers related to Mazda Motorsports\*<sup>2</sup> have been conducting awareness-raising activities for young people about the dangers of texting while driving.

**a**

**FY March 2017 Results:**

The six high school and college video winners and two billboard winners of the fifth annual Project Yellow Light scholarship contest were selected among over 500 students submitting scholarship entries. All of the winners received scholarships, provided by Mazda Motorsports. Around 100 Mazda racers are displaying the Project Yellow Light graphic on their race cars or on their driver’s suits.



**a** Project Yellow Light



### Racing Accelerates Creative Education Program

Human resources Community

**Objective:** To encourage students to think about science, technology, engineering and math (STEM) in a different way

**Initiatives:** MNAO has leveraged its world-class prototype racing program\*<sup>3</sup> to educate over 31,000 students about the importance of STEM as they advance throughout their education and into future careers, since 2014.

**FY March 2017 Results:**

MNAO executed its “Racing Accelerates Creative Education” (R.A.C.E.) program as an interactive learning forum designed to motivate and engage the next generation of STEM superstars. The Mazda R.A.C.E. STEM program is fully funded by Mazda Motorsports. Mazda Motorsports conducted more than 50 presentations in 31 elementary, middle, and high schools across the United States and Canada and impacted over 5,000 students across all of those presentations.

**b**

**b** Mazda R.A.C.E. STEM program



\*1 Project Yellow Light/Hunter Garner Scholarship is a nonprofit organization that began in Hunter’s honor, in partnership with the Ad Council, National Highway Traffic Safety Administration (NHTSA), National Organizations for Youth Safety (NOYS), U-Haul, Clear Channel Outdoor, iHeartRadio, and Mazda. In addition to the scholarship, the winning video/design is turned into an Ad Council PSA and distributed nationwide, and Clear Channel Outdoor supports the winning billboard design contest entries nationwide across their digital billboard network.

\*2 In 2006, MNAO established the MAZDASPEED Motorsports Development Ladder to assist Mazda powered grassroots racers in North America in moving up through the ranks.

\*3 Racing of vehicles specified for motor races.

## Donation to Charity Following Mazda Drive for Good Campaign Community

**Objective:** To support activities for local community and national charities

**Initiatives:** MNAO has executed the campaign, which contributes to society, on achievement of new vehicles leased or sold during the event period, since 2013.

### FY March 2017 Results:

The Mazda Drive for Good winter event was in its fourth year of fundraising through monetary donation of \$150 per new Mazda sold or leased as a joint funding initiative with dealers. Nationally, MNAO worked with St. Jude Children's Research Hospital, American Red Cross, American Heart Association, and MFUS, and offered a local charity option to its customers by partnering with an additional 42 charities based on dealer input in the local markets. MNAO has increased awareness through media partnership with NBCUniversal.\*<sup>1</sup>

In addition, MNAO pledges one hour of charitable service for every test drive of a new Mazda. MNAO employees and dealers across the nation will donate more than 67,500 charitable service hours in 2017 through various local charitable service opportunities. C

C Mazda Drive for Good (charitable service)



## Long-standing Partnership with the American Red Cross Community

**Objective:** To support recovery and relief efforts for victims of natural disasters

**Initiatives:** MNAO has been a member of American Red Cross Annual Disaster Giving Program (ADGP\*<sup>2</sup>).

### FY March 2017 Results:

Based on a long-standing partnership with the American Red Cross, MNAO has continued its support of the ADGP. 21 vehicles were donated and delivered to Mazda dealerships all over the country, reaching those American Red Cross offices to deliver emergency supplies and services to families affected by disasters. d

d American Red Cross ADGP



## Various Charitable Activities Human resources Community

**Objective:** To support charitable organizations and activities for local communities in Orange County, California, and across the United States

**Initiatives:** MNAO is engaged in charitable activities for a wide variety of causes.

### FY March 2017 Results:

- My Stuff Bags (MSB) Foundation\*<sup>3</sup>

In May, 140 employees of MNAO hosted a "stuff-a-thon" event, where they packed 1,500 bags with essential items for children, using the fund from MFUS. MSB Foundation was able to exceed their goal and distributed to nearly 22,000 children in 25 states throughout the U.S.

- Working Wardrobes

In May, MNAO has supported Working Wardrobes through funds donation for their new mission to help men, women, young adults and veterans overcome difficult challenges, so they can achieve the dignity of work.

- Support for Irvine Police

MNAO has supported Irvine Police that contributes to the safety of the community where MNAO is located. MNAO made a donation to the Irvine Police Association's Honor Guard for Irvine Officers to participate and attend regional and national memorial ceremonies, paying respect to fallen officers and their families in the U.S. In March, MNAO also supported the Irvine Police Department's Annual Awards Banquet in partnership with the Exchange Club of Irvine.\*<sup>4</sup>

- Orange County Professional Fire Fighters Association

MNAO has supported public services that help keep their communities safe, and secure, by providing funds.

\*<sup>1</sup> NBCUniversal is one of the world's leading media and entertainment companies in the development, production, and marketing of entertainment, news, and information to a global audience. NBCUniversal owns and operates a valuable portfolio of news and entertainment television networks, a premier motion picture company, significant television production operations, a leading television stations group, world-renowned theme parks, and a suite of leading Internet-based businesses. NBCUniversal is a subsidiary of Comcast Corporation.

\*<sup>2</sup> MNAO is the first automotive manufacturer to join as a \$1 million member of the giving program through a cash and vehicle donation, and received Community Partner Award from Orange County American Red Cross.

\*<sup>3</sup> My Stuff Bags Foundation provides new belongings, comfort and hope to thousands of children each year who must be rescued from abuse, neglect abandonment across the United States.

\*<sup>4</sup> The Exchange Club was founded for the purpose of "exchanging" ideas to build better community and it was the first, national community service organization to recruit women as members.

■ Project Access

MNAO made a donation and supported Project Access and the local community by giving economically disadvantaged children the appropriate tools to succeed in the classroom and improve their ability to learn.

e

■ The Campagna Center

In December, MNAO and MFUS supported the 46th Annual Scottish Christmas Walk Weekend & Parade presented by the Campagna Center as a premier sponsor.

■ Irvine Public Schools Foundation (IPSF)

In March, MNAO supported the 35th Annual Donald Bren Honors Concert hosted by IPSF, in partnership with the Irvine Unified School District, as 2017 concert sponsor. The event showcases student musicians from elementary to high school, benefiting the school district's music programs.

e Support for Project Access



## Mazda Foundation USA

Mazda Foundation USA (MFUS), established in September 1990, provides funds to various initiatives for education, environmental conservation, social welfare, cross-cultural understanding, etc. MFUS has contributed over US\$12 million since 1992, when it began making contributions (FY September 2016: around US\$0.8 million).

### Working with Student Conservation Association (SCA)

Environment Human resources Community Mazda Foundation

**Objective:** To support environmental preservation and youth education

**Initiatives:** MFUS, in partnership with SCA, a U.S. student environmental conservation organization, has operated the Save Our American Resources (SOAR) program aiming at advancing environmental conservation and youth education since 1998.

**FY September 2016 Results:**

Through SOAR, MFUS sponsored natural or cultural resource assistants in each of the 50 states and the District of Columbia. SOAR Interns completed a variety of conservation, restoration, and/or environmental protection projects, including endangered species protection and monitoring, environmental education projects, trail maintenance, invasive plant control, monument and site restoration, and visitor interpretation and guidance programs. SOAR Interns provided over 31,000 hours of volunteer's service for their host sites in 2016.

f

f SCA Interns



### Various Scholarships for Students

Human resources Community Mazda Foundation

**Objective:** To provide students with educational opportunities

**Initiatives:** The MFUS keeps partnerships with various organizations working for ethnic minority groups, and students interested in automotive engineering.

**FY September 2016 Results:**

MFUS has supported the Clemson University International Center for Automotive Research (CU-ICAR), a state-of-the-art education program in the Southeast that focuses on automotive research and other transportation and advanced manufacturing issues. MFUS supported the Mazda Annual Graduate Fellowship Program with CU-ICAR, from which three fellowships were provided to graduate students majoring in automotive engineering at the university.

## Support for Challenged Athletes Foundation (CAF) Community Mazda Foundation

**Objective:** To support athletes with physical challenges

**Initiatives:** Since 2011, MFUS has supported the Challenged Athletes Foundation (CAF). CAF Operation Rebound program is a premier sports and fitness program for American military personnel, veterans and first responders with permanent physical challenges. CAF Million Dollar Challenge (MDC) program raises funds through an annual cycling event that allows CAF's grants for adaptive sports equipment, training and competition expense, etc.

**FY September 2016 Results:**

MFUS grant went toward adaptive equipment, coaching, training and travel expenses. In Operation Rebound program, 16 people were assisted with this grant. In MDC event, CAF has raised fund more than \$8 million. g

**g** CAF Million Dollar Challenge



## Various Charitable Activities Human resources Community Mazda Foundation

**Objective:** To support charitable organizations and activities for local communities across the United States

**Initiatives:** MFUS has supported charitable activities related to social welfare.

**FY September 2016 Results:**

MFUS has supported the following activities.

■ U.S. Food Banks

MFUS has granted to the Second Harvest Food Bank of Orange County\*<sup>1</sup> and Gleaners Community Food Bank near Detroit. The MFUS funding specifically helps alleviate hunger and malnutrition among the elderly and children in need, and a holiday project created to provide traditional holiday meals for those who would otherwise go without.

■ Shoes That Fit

MFUS supported the Shoes That Fit to build the self-esteem of elementary school children in need by providing them with new shoes, clothing, etc. h

■ Project Access

MFUS has supported the Project Access by providing funds to support seniors and families in need. Because of support from MFUS, Project Access was able to provide tutoring and homework help, healthy snacks, nutrition education, exercise to around 1,470 children and youth. i

**h** Shoes That Fit



**i** Support for Project Access



\*1 Second Harvest Food Bank of Orange County is the largest nonprofit hunger relief organization in Orange County leading the fight to end hunger in our community. Second Harvest distributes donated, purchased and prepared foods through a network of more than 340 partner agencies in 470 locations throughout the county. In recognition of significant volunteer contribution, Second Harvest has renamed its Volunteer Center the Mazda Foundation Volunteer Center.

## Canada

Mazda Canada Inc. (MCI) undertakes a wide variety of social contribution initiatives, with the aim of meeting the needs of the communities in which Mazda operates. In addition to monetary donations, MCI contributes in a manner that capitalizes on its unique capabilities.

### Various Charitable Activities Environment Human resources Community

**Objective:** To support charitable organizations

**Initiatives:** MCI has supported charitable activities related to social welfare.

#### FY March 2017 Results:

##### ■ Toronto Wild Life

From April to August, MCI employees collected funds to support the mission of Toronto Wildlife Centre\*<sup>1</sup>, through a variety of events including a virtual animal adoption, garage sales, and a pancake breakfast.

##### ■ Sporting Life 10K Run in support of Camp Oochigeas

In May, 24 MCI employees and 13 family and friends participated for the fifth consecutive year in the Sporting Life 10K Toronto for the kids with cancer. Enough funds to send two children affected by childhood cancer to Camp Oochigeas were collected through a variety of fundraising activities. The camp provides kids affected by childhood cancer with unique opportunity for growth through challenging, fun, enriching and magical experiences. **a**

##### ■ Oak Ridges Trail Relay Race

In June, MCI employees participated in this event. Six of them took part in the actual stages of the race that covered 160km including canoeing, hiking, running and biking through Ontario's Oak Ridges Trail to promote knowledge of this unique environment and educate all to the protection and maintenance of the trail. And, three employees participated to organize and provide support through the event. The funds raised through this event will be used for supporting the Oak Ridges Trail Association (ORTA)\*<sup>2</sup>. **b**

##### ■ 360°kids

From September to December, all MCI employees participated in fundraising programs of 360°kids\*<sup>3</sup>, through a variety of events including a giving tree around the December holidays, raffles and auctions. The funds were used to provide the equivalent of a meal to 20 homeless children within the local community and their care givers.

##### ■ Sick Kids Volleyball Tournament

MCI provided funds for semi-annual Sick Kids Volleyball Tournament in support of raising funds for Sick Kids Hospital.

### Support for Canadian National Sport Teams Community

**Objective:** To support the development of world-class athletes and coaches

**Initiatives:** MCI has been a corporate sponsor of the Canadian National Canoe/Kayak Team since 1995, entering its 22nd anniversary of sponsorship, as part of national team athlete development activities, which makes it the longest-standing corporate sports sponsorship in Canada. Also, MCI has been a corporate sponsor of the Canadian Snowboard Team since 2012, as part of national team athlete development activities.

#### FY March 2017 Results:

MCI provided the teams with financial support and the loan of Mazda vehicles to be used for athlete development activities.

#### Person in charge of promoting social contributions at MCI



Ingrid Villatoro  
Specialist, Human Resources

#### a Sporting Life 10K Run



#### b Oak Ridges Trail Relay Race



\*1 Toronto Wildlife Centre promotes the peaceful coexistence of people and wildlife by providing education and expert advice about wildlife situations, and providing medical care to sick, injured and orphaned wild animals with the ultimate goal of releasing healthy animals back to the wild.

\*2 ORTA is a volunteer based organization that aims at preserving, educating and maintaining the Oak Ridge Moraine's unique environment that expands through the most populated area in Ontario.

\*3 360°kids serves over 1,300 families, and over 2,800 youth, each year from every corner of the world. Their mission is to help isolated and vulnerable children, youth and families in the community, to overcome adversity and crisis and to move to a state of safety, stability and well-being.

## Mexico

Mazda de Mexico Vehicle Operation (MMVO), a joint venture production company in Mexico, as a good corporate citizen, has been actively working to exist and prosper alongside local communities, in cooperation with local governments.

### Support for Community Revitalization Human resources Community

**Objective:** To contribute to community revitalization through participation in community events, opening facilities for these events, etc.

**Initiatives/FY March 2017 Results:**

■ Salamanca Spring Festival

MMVO has participated in the Salamanca Spring Festival by setting up a booth to present the production process and the vehicle manufactured in Mexico plant. During the March-April period of the festival, MMVO welcomed around 2,400 visitors in three weeks. MMVO management members participated in the opening ceremony of the festival and gave away Mazda goods to visitors. **a**

■ Mazda Cup Junior

MMVO organized a soccer tournament within its facilities for children aged six to nine years who live in neighboring villages. Besides providing its facilities during tournament lasted 10 days, MMVO also provided soccer uniforms, transportation and school supplies to all 288 children who participated in the tournament. **b**

■ Mazda Ekiden Road Relay Race (Salamanca)

MMVO organized the first road relay race in Guanajuato to promote the Japanese culture in the region while providing a space where employees, family members and local residents can spend quality time together. A part of MMVO's ekiden was held in MMVO's plant grounds which also let the participants know the plant and understand Mazda. Around 1,500 runners (including around 600 employees) participated in the race. **c**

### Donating Toys to Children in Salamanca Community

**Objective:** To support economically disadvantaged children financially and mentally with the aim of bringing smiles and joy to these children during the holiday season

**Initiatives:** MMVO has created a campaign among employees to collect toys to be donated to children in need, especially its neighboring communities during the holiday season, on the occasion of the celebration of the Three Wise Men Day, thereby interacting with the local community. This campaign is executed in cooperation with the government of the Salamanca municipality.

**FY March 2017 Results:**

In January, 1,850 toys were donated by employees of MMVO and the companies at the Supplier Park. MMVO matched the donation by employees on 1:1 basis. (3,700 toys were donated in total.) Toys were delivered to children by MMVO's President and CEO along with the Salamanca's Mayor at a public event held at the main square in Salamanca. **d**

Person in charge of promoting social contributions at MMVO



David Hernández Lemus  
Assistant Manager  
Public Relations and Business Relations

**a** Salamanca Spring Festival



**b** Mazda Cup Junior



**c** Mazda Ekiden Road Relay Race



**d** Donation of Toys



## Europe

Making use of Mazda's wide-reaching network, Mazda Motor Europe GmbH (MME) and national sales companies in Europe employ the "ONE MAZDA" approach and have carried out far-reaching activities rooted in local communities. In order to help make children happier, Mazda has focused on supporting children in Europe including the improvement of their mobility.

### Working with SOS Children's Villages (Pan-European) Safety Community

**Objective:** To support the activities to care for and protect children who are unable to live with their own families in Europe

**Initiatives:** MME and many national sales companies in Europe have been working with SOS Children's Villages (SCV) in their respective countries. SCV is a worldwide organization that enables orphaned children to have a loving home with parents or caregivers. 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. As part of Mazda's unique approach, MME and the national sales companies also support vehicle transportation and volunteering by their employees.

#### FY March 2017 Results:

##### Germany: Mazda Motors (Deutschland) GmbH (MMD)

- Has supported SCV and its Youth Facilities in Düsseldorf to guarantee transportation for the organization's initiatives. MMD offered three vehicles and 14 child seats and supported the traffic safety training for 200 children of the SCV kindergarten in Düsseldorf. Fitness equipment was also provided for the older children. **a**

##### Austria: Mazda Austria GmbH (MAG)

- Has supported SCV in an ongoing partnership with "House Barbakus", a living community for children from unstable family backgrounds in Moosburg for nine years.
  - Lending of two cars for MoFa (mobile family support program) which supported 120 families in their daily lives.
  - Yearly engagement at SCV's summer festival with several hundred guests and visitors; MAG employees participated actively and hosted a Car Design Workshop.
  - Invited 25 children of SCV to paint Carinthia's biggest mandala at the foot of Carinthia's highest lookout-point in September. The mandala finally reached 16m diameter and was perfectly visible from the wooden observation tower Pyramidenkogel. **b**
  - Visited the children of House Barbakus at SCV for their annual Christmas Party in December.

#### Person in charge of promoting social contributions at MME



Nadine May  
Coordinator  
Corporate Communications



#### a Transportation support for SCV



#### b Painting Carinthia's biggest mandala with SCV



**Spain: Mazda Automoviles Espana, S.A. (MAE)**

- Continued support for donation of money for every Mazda car sold in Spain for the SCV's project "por un millón de BSOS" campaign\*1, aiming to help 20,000 children.
- Supported SCV by lending two cars to transport children to school. **c**
- Invited to the children of SCV located in Madrid to the "Circo de Hielo" (Ice Circus) in January and organized a typical Christmas breakfast at the Village. **d**

**Hungary: Mazda Motor Hungary Kft. (MMH)**

- Supported the local SCV with a donation used to cover travel costs of the children to their real parents. Additionally, organized a charity event. **e**

**Croatia and Serbia: Mazda Motor Croatia d.o.o. (MMC)**

- Has supported SCV by providing financial support for maintenance (water, gas, electricity, etc.) in Croatia. Supported the SCV in Kraljevo financially to cover maintenance cost in Serbia.
- Organized a workshop event joining together with MMC employees and a brand ambassador in the village to teach children how to make healthy snacks in November. **e**

**Volunteer Cleanups** Environment Community

**Objective:** To contribute to local communities through volunteering for the city cleaning initiative

**Initiatives:** Employees of MME and MMD support the city's initiative to clean the area around the company headquarters in Leverkusen.

**FY March 2017 Results:**

In March, 35 employees of MME and MMD invited their neighbors and supported the initiative, spending an hour of their time to help cleaning the city of Leverkusen with the Spring Cleaning initiative. **f**

**Various Charitable Activities** Community

**Objective:** To support charitable organizations

**Initiatives/FY March 2017 Results:**

Supported several charitable organizations in Leverkusen with more than 70 employees and management by providing the children with presents in December. The presents have been bought by MMD and MME employees and given to more than 70 children in need. **g**

**c** Transportation support for SCV



**d** Invitation to Ice Circus for SCV



**e** Workshop event for SCV



**f** "Putzteufel", the city's mascot for cleaning initiative



**g** Mazda Christmas experience



\*1 The campaign is aimed at one million donations. One Mazda car sold means one donation (one kiss), done by Mazda. Its name is a play with the words "besos" (Spanish for kiss) and SOS.

## Russia

Mazda Sollers Manufacturing Rus (MSMR), a joint venture production company, as a good corporate citizen, has been actively working to exist and prosper alongside local communities.

### Support for Community Revitalization Environment Community

**Objective:** To contribute to community revitalization through participation in community events, competition, etc.

#### Initiatives/FY December 2016 Results:

- Educational excursions for 840 school children and students to MSMR plant. **a**
- Participating in the regional Business Sport Games twice a year (with around 900 participants from the 16 biggest regional companies attending, including around 60 MSMR employees). MSMR supported for the event by giving t-shirts with MSMR logo and sports wears, etc. MSMR corporate team became the champion and won the main cup. **b**
- Supporting the 1st of May Parade (Labor and Solidarity Day) and the City Day. **c**
- Collecting used batteries to form a lean attitude to the environment, promoting a proper attitude to nature. Around 5 kg of used batteries was collected.

### Support for Children Community

**Objective:** To support children in difficult social situation

#### Initiatives/FY December 2016 Results:

MSMR contributed to promotion of protection activities for children, through repair of children's rooms in social rehabilitation center and donation for the renovation of medical equipment, for materials needed to repair the rooms, and for purchasing blankets for children. Excursions were organized for the children at the production site to show the process of assembling cars and the importance of working professions. MSMR created corporate calendar with the pictures drawn by the children from social rehabilitation center. **d**

Person in charge of promoting social contributions at MSMR



Inna Tunyk  
PR Department/Head of PR

#### a Educational excursions



#### b Business Sport Games



#### c City Day event



#### d Repair of children's rooms



## China

Mazda Motor (China) Co.,Ltd. (MCO)\*1, Changan Mazda Automobile Co.,Ltd. (CMA)\*2, Changan Ford Mazda Engine Co.,Ltd. (CFME) \*2 and FAW Mazda Motor Sales Co.,Ltd. (FMSC) \*3 execute various social contribution activities in China as a good corporate citizen.

### Establishment of the Mazda Wheat Seedlings Class Human resources Community

**Objective:** To support economically disadvantaged children financially and mentally  
**Initiatives:** Through the Wheat Field Project Education Foundation,\*4 set up in 2005 as a non-governmental NPO for educational support in China, MCO has supported children in the Mazda Wheat Seedlings Class (Wheat Seedlings Class) established in 2012.

#### FY December 2016 Results:

In September, a number of MCO employees visited the second-term\*5 Wheat Seedlings Class (43 students) at a junior high school in Liangshan Yi Autonomous Prefecture, Sichuan Province for the first time. They played a video that introduced the history of Mazda and a video message created by all MCO employees before the visit to deepen the interaction with the students. **a**

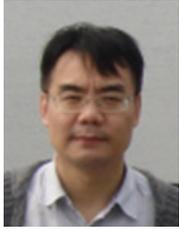
### Support for Disabled Children Community

**Objective:** To help the people in need

**Initiatives:** CMA has been cooperating with local caring centers to promote various activities for the next generation and elderly people around China since 2014, with the support of local governments and a large number of participants in each activity.

#### FY December 2016 Results:

In July, CMA employees, their families, and customers have participated in a care-giving project for 150 disabled children in Chengdu. Five employees joined the program. In specific regions, dealers and customers of CMA also continue to visit local kids caring centers and donate stationery and sports goods they needed. **b**

<p>Person in charge of promoting social contributions at MCO</p>  <p>Yun Deng Senior Specialist Liaison &amp; Legal Affairs Department</p>	<p>Person in charge of promoting social contributions at CMA</p>  <p>Tao Xu PR Manager</p>
<p>Person in charge of promoting social contributions at CFME</p>  <p>Zhenchuan Jia Vice President</p>	<p>Person in charge of promoting social contributions at FMSC</p>  <p>Jian Sun Director Trade union &amp; Party work</p>

**a** Visiting the Mazda Wheat Seedlings Class



**b** CMA care-giving project



\*1 Overall management of business in China located in Shanghai.

\*2 Production site located in Nanjing.

\*3 Production site located in Changchun.

\*4 The term "Wheat Field" in this foundation's name embodies its founder and namer's admiration for the joy of harvests in the form of "swaying golden carpets of wheat fields." Supporting this foundation and cooperating with local schools, Mazda began to offer the Mazda Wheat Seedlings Class with the aim of encouraging "tiny seedlings to grow vigorously into golden wheat fields." Its first-term activities starting in September 2012 included funding for the establishment of libraries and book donations. In addition, MCO employees exchange letters with children at these schools.

\*5 A period of around three years from September 2015 to July 2018.

## Support for Traffic Safety and Community Revitalization

Safety Human resources Community

**Objective:** To contribute to community revitalization through public awareness raising of traffic safety, facility visits, and donations

**Initiatives:** Volunteers from CFME are engaged in various support activities in collaboration with local residents and others concerned.

### FY December 2016 Results:

- Visiting a local facility for people with special needs  
In January, 13 volunteers from CFME visited a local facility for people with special needs, and donated stoves, cold protection goods, toys, food, and other items.
- Raising public awareness of traffic safety  
In November, volunteers from CFME conducted activities to raise public awareness of traffic safety in cooperation with local traffic police. **C**

## Support for Children **Community**

**Objective:** To support economically disadvantaged children

**Initiatives:** FMSC has continued to support economically disadvantaged children since 2006, with the FMSC Youth Volunteer Group formed under employee-management cooperation playing a central role.

### FY December 2016 Results:

In November, eight cartons of winter clothes and bedclothes were donated to around 50 children in Qinghai Province to help keep them warm in the winter. **d**

### **C** Raising public awareness of traffic safety



### **d** Donation activities



## Taiwan

Mazda Motor Taiwan Co.,Ltd. (MMT) and its employees are working together to build a better, brighter future. Through supporting young people's education and helping the people in need, MMT wants to contribute to the society.

### Taiwan and Japan's High School Baseball Exchange Project

Human resources Community

**Objective:** To support the development of Taiwan high school baseball team and expand communication and understanding between Taiwan and Japan through this one of the most popular sports in both countries.

**Initiatives:** In order to improve challenge spirit of Taiwanese, MMT has hosted the Taiwan and Japan's high school baseball exchange games in cooperation with Mr. Sadaharu Oh\*<sup>1</sup> and Taiwan baseball association.

#### FY March 2017 Results:

MMT hosted six exchange games and promoted the films about the challenge spirit of Mr. Sadaharu Oh and Mazda, which also served the announcement of the games. MMT also made the contributions to local high school baseball athletes as the sponsorship of national teenager baseball game. **a**

Person in charge of promoting social contributions at MMT



Frandy Lai  
General Manager  
Marketing Department

#### **a** Sponsorship of national teenager baseball game



\*1 Mr. Sadaharu Oh used to play at Tokyo Yomiuri Giants in Japanese Central League for 22 seasons from 1959 to 1980 as a professional baseball player. He holds the world record as the player who hit the most home runs.

## Thailand

AutoAlliance (Thailand) Co.,Ltd. (AAT), Mazda Powertrain Manufacturing (Thailand) Co.,Ltd. (MPMT), and Mazda Sales (Thailand) Co.,Ltd. (MST) execute various social contribution activities in Thailand. Major priority initiatives in each site are as follows:

- AAT Support activities related to human resources
- MPMT Foster the next generation
- MST Fulfill its responsibilities as a good corporate citizen

### Safety at School and HIV/AIDS Social Responsibility Human resources Community

**Objective:** To promote safety and health awareness and to communicate its visions to local community

**Initiatives:** The Occupational Health and Safety Committee in AAT has been cooperating with AAT's Hope Club to promote the "Safety at School Project." It also supports the community for HIV/AIDS at House of Grace Child Foundation, which is the workhouse for taking care of children affected by HIV/AIDS.

#### FY December 2016 Results:

##### Safety at School Project

- Lunch program to support healthy life
- Donation of money, stationary supplies and sport equipment
- Support of preventive maintenance of electrical equipment by AAT maintenance team
- Providing school education program as a safety mini-walk rally aiming at an improvement in the sense of safety, health, environment, and team building **a**

##### HIV/AIDS Social Responsibility

- Support for New Year Party with offering presents to children at HIV/AIDS workhouse **b**

### Support for Internship Programs Human resources Community

**Objective:** To support the students to have an experience to work and provide the knowledge that would be advantage for them

**Initiatives:** AAT has been highly recognized for its education initiatives since 1998, with an ongoing "internship program" for undergraduate students from each university. AAT collaborates with many universities to provide on-the-job training, in line with the academic programs under Ministry of Education regulations. AAT is a company that helps produce highly qualified graduates who are able to contribute to the development of Thailand.

#### FY December 2016 Results:

AAT provided an opportunity for 30 students from universities to join its internship program where they get more knowledge and experience from real working.

### Support for Elementary School Children Human resources Community

**Objective:** To support the next generation

**Initiatives:** MPMT initiated cooperation with local Sub-district Administrative Organization (SAO), Borwin SAO, to promote CSR first start up project for the next generation.

#### FY March 2017 Results:

In December, MPMT supported the program by donating sport equipment, education equipment, shoes cabinet, and activities game for around 200 elementary school children. In addition, MPMT provided lunch, volunteer school cleaning, and supported school activity for the children. **C**

Person in charge of promoting social contributions at AAT



Sukanya Phongphen  
Human Resources  
Department

Person in charge of promoting social contributions at MPMT



Pilailak  
Akaradamrongchai  
Employee relation  
and General Affairs  
Assistant Manager

Person in charge of promoting social contributions at MST



Uthai Ruangsak  
Public Relations  
Manager

**a** Safety at School Project



**b** HIV/AIDS Social Responsibility



**C** Support for elementary school children



## Support for Regional School Project Human resources Community

**Objective:** To build a better learning environment for the students who need help

**Initiatives:** MPMT initiated the support for better learning environment for children and contributes to increasing employment of the local community.

**FY March 2017 Results:**

In May, MPMT donated education equipment tote bags that consisted of books and pens to 10 schools. d

## Mangrove Planting Environment Community

**Objective:** To preserve mangrove forest and help the community to aware the necessity to save the environment

**Initiatives/FY March 2017 Results:**

MST supports mangrove planting activity. In July, around 150 employees participated in planting mangrove trees. e

## Support for Community Revitalization Community

**Objective:** To contribute to community revitalization through sponsorship of national sports club, donation, etc.

**Initiatives/FY March 2017 Results:**

MST has supported the following activities.

- Sponsorship of football club, Nakhon Ratchasima Mazda FC
- Support for a regional school in local community through vehicles donation

**d** Education equipment donation



**e** Mangrove planting



## Australia

Mazda Australia Pty Ltd. (MA) aims to contribute to the local community in a responsible and genuine way, via corporate sponsorship programs. MA also supports community-based programs and organizations through the Mazda Foundation Australia (MFA). MA employees are encouraged to participate in and support social contribution activities so that they have an opportunity to contribute to the community in a meaningful way.

### Royal Children's Hospital Community

**Objective:** To contribute to local health care and give employees opportunities to participate in local volunteer activities

**Initiatives:** MA supports the Royal Children's Hospital\*<sup>1</sup> through the "Run for the Kids" running event held by the hospital every year in March/April. The money raised by this event goes toward vital research, facilities and equipment at the hospital.

#### FY March 2017 Results:

- Around 100 employees participated in and helped run the event as volunteers.
- MA supported this event as corporate sponsor for 12th time and presented a Mazda vehicle.

### Sponsorship for Sports Promotion Community

**Objective:** To promote sports

**Initiatives:** MA is the major sponsor of the North Melbourne Football Club team, prominent club in the Australian Football League. MA has been the major sponsor for 21 years until the end of the 2019 AFL Premiership season.

#### FY March 2017 Results:

MA donated money, and lent 16 vehicles for this fiscal year.

### Sponsorship for Arts and Culture Community

**Objective:** To support arts and enrich Australia's cultural scene and the lives of the community

#### Initiatives/FY March 2017 Results:

MA has been a principal partner of Art Exhibitions Australia (AEA) for 16 years, and also a principal partner of Opera Australia for 12 years, sponsoring free-of-charge outdoor opera performances in Sydney and Melbourne. MA is the principal partner of every performance by Opera Australia, making arts accessible to the community.

### Casual Dress Days Community

**Objective:** To contribute to the local community and promote employees' participation in volunteer activities

#### Initiatives/FY March 2017 Results:

Around 250 employees participated in "Casual Dress Days\*<sup>2</sup>." Money raised was donated to various local charity groups.

#### Person in charge of promoting social contributions at MA

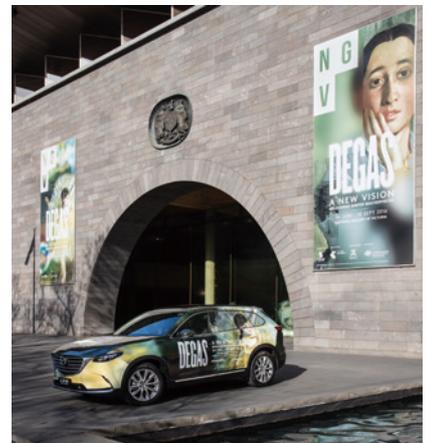


Amanda Darmanin  
Head of Finance

#### a North Melbourne Football Club sponsor



#### b Sponsor for AEA



#### c Sponsor for Opera Australia



\*1 The Royal Children's Hospital improves the health and wellbeing of children and adolescents through leadership in healthcare, research and education.

\*2 An activity where MA employees come to work in casual clothing every Friday and participate in as a fundraiser.

## Mazda Foundation Australia

Mazda Foundation Australia (MFA), established in August 1990, has been providing funds to various initiatives, including education, environmental conservation, technology promotion, and welfare. MFA has contributed over A\$ 10.6 million from inception. Apart from special fundraising functions, MFA is supported by generous contributions from MA as well as Mazda Dealers and public donations (FY June 2016: over A\$ 0.8 million contribution).

### Support for Various Charitable Activities Human resources Community Mazda Foundation

**Objective:** To support community-based organizations that help children / elderly people with physical and/or mental disabilities or their carers, particularly projects seeking to address social isolation

#### **Initiatives/FY June 2016 Results:**

MFA supported 32 Australian organizations including the followings which provide various programs for children / elderly people.

- Autism Awareness (Dedicating to increasing awareness of autism in the community by providing targeted educational programs for parents and professionals, etc.)
- Australian Red Cross (One of 189 countries in the Red Cross Red Crescent Movement, a worldwide community of humanitarians)
- Beenleigh PCYC (Delivering programs, services and venues to meet community and youth needs across the whole of Queensland)
- Circus Oz (Australia's national circus born in Melbourne in 1978)
- Community Getaway (Providing a range of programs for local community, based at Murarrie, and supporting accommodation for homeless families or families at risk of homelessness)
- HeartKids Queensland (Improving the lives and futures of those affected by childhood heart disease, by providing high quality, caring support, information and advocacy and to give hope by driving world class research)
- Lighthouse Foundation (Providing homeless young people from backgrounds of long-term neglect and abuse, with a home, a sense of family, and around-the-clock therapeutic care)
- Mudgeeraba Special School (A state school for special students with a diagnosed intellectual impairment and secondary impairments including vision, hearing, physical and autism disorders)
- Special Olympics (Providing year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with an intellectual disability)
- Very Special Kids (A children's charity that cares for children with life-threatening conditions by providing a children's hospice and professional family support services)

## New Zealand

Mazda Motors of New Zealand Ltd. (MMNZ) is engaging in various social contribution activities to fit better with the needs of their community. Most of the social contribution initiatives are carried out through Mazda Foundation New Zealand (MFNZ).

### Support for Auckland Zoo Environment Community

**Objective:** To support the conservation of animals (both native and exotic), help with day to day operations on site and help people conducting field conservation work

**Initiatives/FY March 2017 Results:**

MMNZ has been a partner of Auckland Zoo\*<sup>1</sup> since 2012. MMNZ supported the organization by providing them with three Mazda vehicles. In December, one vehicle was updated to the new BT-50.

### Support for Prostate Cancer Foundation Community

**Objective:** To help raise awareness about this deadly disease for men thereby reducing the number of men dying of prostate cancer.

**Initiatives/FY March 2017 Results:**

MMNZ supported Prostate Cancer Foundation (PCF)\*<sup>2</sup> as a sponsor by providing them with a Mazda vehicle branded with the iconic blue ribbon and their signwriting to promote more awareness.

### Support for Look Good Feel Better Community

**Objective:** To increase self-confidence and quality of life in women undergoing cancer treatment

**Initiatives/FY March 2017 Results:**

MMNZ supported Look Good Feel Better\*<sup>3</sup> as a sponsor by providing them with two vehicles with their signwriting to promote more awareness and sponsored tour of NZ. The sponsored tour allowed the Look Good Feel Better team to visit more people and enhance the lives of people going through cancer treatment. **a**

#### Person in charge of promoting social contributions at MMNZ



David Hodge  
Managing Director  
(Chairman, Mazda Foundation NZ)

#### a Support for Look Good Feel Better



\*1 Auckland Zoo, which attracts over 700,000 visitors annually, receives a reputation as one of the world's most progressive zoos. As a not-for-profit wildlife conservation organization, it is focused on conserving and building a future for wildlife, both in New Zealand, and around the world.

\*2 Prostate cancer is one of the most common cancers for men in New Zealand. PCF's mission is to provide an environment empowering men to make informed decisions about the diagnosis and treatment of prostate cancer. Throughout New Zealand, PCF offers peer support to men, and their families, who have been diagnosed with prostate cancer, and they actively promote awareness of this disease through community promotions.

\*3 Look Good Feel Better offers free Feel Better classes to support any cancer patient with any cancer. The classes focus on the problems associated with the visible side effects of cancer treatment including hair loss, eyebrows, eyelashes and other skin related issues.

## Mazda Foundation New Zealand

MFNZ, established in November 2005, has been providing funds to various initiatives, including education, environmental conservation, and culture. It has now distributed around NZ\$2.2 million to 670 recipients and holds three rounds of funding each year selecting New Zealanders, community groups and charities that are in need of support (FY March 2017: around NZ\$0.2 million was distributed to 78 recipients).

### Tremendous Makeovers Project for Native Tree Planting

Environment Human resources Community Mazda Foundation

**Objective:** To provide outdoor and environmental education through the project, where four or five New Zealand schools are chosen each year to have their grounds improved and enhanced through native plantings

#### Initiatives/FY March 2017 Results:

Tremendous Makeovers Project, a joint project between Project Crimson Trust, one of New Zealand's leading conservation organizations, and MFNZ, first sprung from the ground in 2008, for their program which aims to educate children on the importance of the environment and the country's fauna and flora. Since then the project has worked with 36 schools from the top of the North Island to the bottom of the South to create amazing native gardens and outdoor classrooms.

In FY March 2017, five schools\*<sup>1</sup> were selected from the entries. **b**

MMNZ also provided support for conservation initiatives alongside the use of two Mazda vehicles to assist with the Trust's conservation work, continuing a firm relationship between MMNZ and the organization since 2004. The vehicles are integral in allowing them to carry out their mission, to replant native plants across New Zealand. And the Mazda vehicles have become an icon for the Trust and people recognize it wherever it goes.

**b** Tremendous Makeover Project at St Josephs School



**c** Support for Motutapu Restoration Trust



**d** Support for Tauranga YSAR



### Support for Motutapu Restoration Trust Environment Community Mazda Foundation

**Objective:** To enable more plants to be grown and planted on Motutapu Island

#### Initiatives/FY March 2017 Results:

MFNZ provided grants to the Motutapu Restoration Trust\*<sup>2</sup> to purchase two portable shade houses and two seed germination tables, which will increase the variety and quantity of plants around Motutapu island. **c**

### Support for Tauranga Youth Search and Rescue

Human resources Community Mazda Foundation

**Objective:** To assist in teaching and preparing young people for search and rescue operations and valuable life skills

#### Initiatives/FY March 2017 Results:

MFNZ provided grants to the Tauranga Youth Search and Rescue (YSAR)\*<sup>3</sup>, which will enable the purchase of projector as a teaching resource. **d**

### Support for Mobility Assistance Dogs Trust Community Mazda Foundation

**Objective:** To enhance the lives of people living with physical disabilities

#### Initiatives/FY March 2017 Results:

MFNZ provided grants to the Mobility Assistance Dogs Trust, based in Auckland, to assist in purchasing 10 dog crates for transporting mobility dogs. **e**

**e** Support for Mobility Assistance Dogs Trust



\*1 St Josephs School in April, Discovery School and Wyndham School in May, Argyll East School in June, and Alexandra Elementary School in March.

\*2 The trust seeks to generate and administers funding to enable the restoration of Motutapu island located in the inner Hauraki Gulf adjacent to Rangitoto Island.

\*3 The organization aims to enable teenagers to develop the necessary skills to participate in becoming full active members of Community volunteer Search and Rescue and Civil Defense Emergency Management.

# Mazda Motor Corporation

**Issuing Department: CSR & Environment Department**

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