

CSR Corporate Social Responsibility

As a responsible member of society, Fuji Media Holdings gives back to various communities and conducts environmental conservation activities on a global scale.



Promoting awareness to address serious environmental issues Aired documentary program “Environmental crisis ～Environmental Refugees of a sinking continent～”



A sinking island due to sea level rises.



A young girl walks 10 km through a desert for water.

Since 2017, intermittent heat waves with temperatures of up to 53.5 degrees were recorded in areas ranging from Pakistan through to north-west India. Climate change is one of the major reasons for these extreme weather conditions, and India is one of the countries affected by floods and rise in sea levels. Documentary program “**Environmental crisis** ～Environmental Refugees of a sinking continent～” raises these kind of issues, and also follows young children who are courageously living in these affected areas, as well as some of the efforts being undertaken by Japan for tackling global warming.

■ Aired - August 19, 2017 10 : 25～11 : 45



COP23 Japan Pavilion

This program was shown at the Japan Pavilion for **COP23** held between 6th – 17th of November, 2017, in Bonn Germany. It was the first time that a Japanese TV program was screened at COP.

New “SDGs program” for broadcast



The Sustainable Development Goals [SDGs] are a universal call to action to end poverty, protect the planet and ensure that all people enjoy peace and prosperity. From July, Fuji Television is broadcasting a weekly program on SDGs “**Future Runners**”, introducing various people who are striving to achieve the 17 Global Goals.

■ Every Sunday 17:25～17:30

WE SUPPORT



In April 2018, **Fuji Media Holdings** joined the **United Nations Global Compact**, a global initiative to achieve sustainable growth for the international Community.

高松宮殿下記念世界文化賞

PRAEMIUM IMPERIALE

IN HONOR OF PRINCE TAKAMATSU

The Praemium Imperiale is a global arts prize awarded annually by the Japan Art Association. Since its inauguration in 1988, it has become a mark of the arts. Late Prince Takamatsu who served as the association's honorary patron for years has wished "To contribute to enhancing and promoting the cultures and arts in the world." **Fuji Media Holdings** is aligned with the spirit of the Praemium Imperiale, and fully supporting this award since its start.



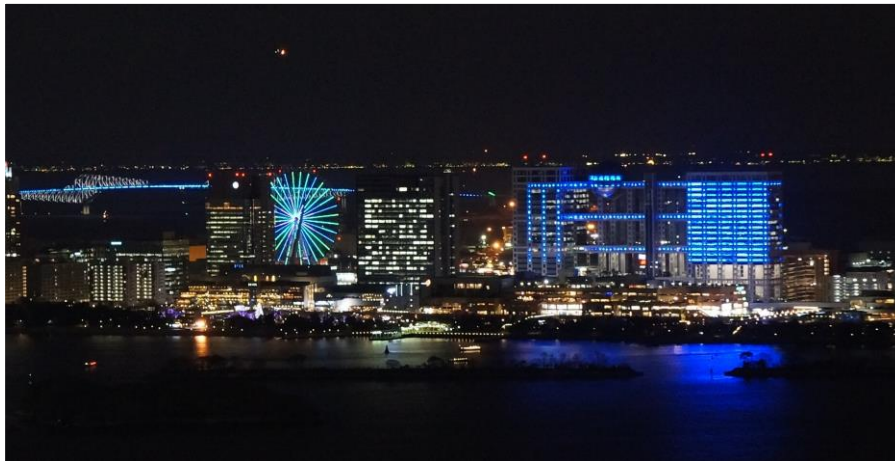
2017 Laureates



Painting : Shirin Neshat
 Sculpture : El Anatsui
 Architecture : Rafael Moneo
 Music : Youssou N'Dour
 Theatre/ Film : Mikhail Baryshnikov

► <http://www.praemiumimperiale.org/>

Awareness Color Light-up



April 2, World Autism Awareness Day



Raising awareness for breast cancer



six-color rainbow for LGBT

Since April 2015, with the aim to increase public awareness and support for critical social issues, **Fuji Television** has been putting on special illuminations by lighting up its entire headquarters building in the cause colors of various nationwide/worldwide awareness campaigns throughout the year, such as World Autism Awareness Day [Blue] and Pink-Ribbon Campaign. Other major sights in the waterfront city such as Ferris-wheel, Statue of Liberty and Tokyo Gate Bridge also joined this project.

Providing Communication Programs for Elementary Schools



Since 2005, **Fuji Television** has been offering communication program “Ana Sen” [=Announcer as a Teacher] where the station announcers visit elementary schools around Japan to teach effective communication skills.



held at **211 schools** for **15,730 children** (As of March, 2018)

Radio Charity Music-thon



Nippon Broadcasting System has been organizing the “Radio Charity Music-thon,” a campaign which collects donations for those visually impaired through a 24-hour radio program held annually from 12PM December 24th thru 12PM the next day. With over 43 years of continuous efforts, donations have summed up to over 4.4 billion yen and has allowed for 3,094 audible traffic signals to be set up all over Japan.

FNS Charity Campaign

Under our main theme, “For the Smiles of Children Around the World,” **Fuji Television and its 28 affiliated network stations** have continued to support disadvantaged children around the world through the FNS CHARITY CAMPAIGN in cooperation with the Japan Committee for **UNICEF** [United Nations Children’s Fund] since 1974.



The Grand Prize for the Global Environment Award

The Grand Prize for the Global Environment Award was established in 1992 with special cooperation from the Japanese wing of the global conservation organization, **WWF**. [World Wide Fund for Nature :Honorary president - His Imperial Highness Prince Akishino]



Today, the above mentioned award is one of Japan's most prestigious environmental prizes. As a core member of the **Fujisankei Communications Group**, **Fuji Television** supports The Grand Prix Prize for the Global Environment Award while striving for the goal of realizing a rich, vigorous nation where the environment and economy are in harmony.

Regular Clean-up Activity in Tokyo Waterfront City



Fuji Television employees carry out clean-up activities around our headquarter buildings. This initiative has been implemented regularly since 2008, and has contributed to making the city clean. **Fuji Media Holdings** employees also carry out clean-up activities 3 times a year.

Many of our group companies including Fuji Television Network are situated in Tokyo Waterfront City, Odaiba, where the 2020 Olympics/Paralympics will be held. In order to liven up this area, **Fuji Media Holdings** is expected to play a leading role as one of the representative companies of this region.