

# Community Involvement and Development —Partnership with NGOs/NPOs

The Sustainable Development Goals (SDGs), slated for adoption by the United Nations in September 2015, include the global strengthening of multi-stakeholder partnerships as a means of achieving sustainable development. Sompo Japan Nipponkoa Group contributes to this work by partnering with non-profit and non-governmental organizations on philanthropy, community development, and community service initiatives that build resilience and sustainability. By drawing on the expertise of our core businesses, these efforts also serve to create a more deeply trusted and highly valued group brand.

Group's CSR-KPIs	FY2014 Targets	Results	Evaluation
Promotion of the SOMPO HOLDINGS Volunteer Days (Number of projects implemented; number of employee participants)	<ul style="list-style-type: none"> <li>Number of projects implemented: 300</li> <li>Number of employee participants: 10,000</li> </ul>	<ul style="list-style-type: none"> <li>Number of projects implemented: 307</li> <li>Number of employee participants: 11,300</li> </ul>	○
Implementation of social contribution programs	<ul style="list-style-type: none"> <li>Contribute to society through the implementation of various programs</li> <li>Develop and implement overseas programs and disaster prevention education programs</li> </ul>	<ul style="list-style-type: none"> <li>Launched a road safety program in Indonesia and a maternal and child health program in Myanmar in collaboration with Save the Children Japan</li> <li>Started the Bosai JAPAN-DA Project, holding a puppet shows and experience-based workshops on disaster risk reduction</li> </ul>	○
Support for communities severely affected by the Great East Japan Earthquake	<ul style="list-style-type: none"> <li>Provide reconstruction support that meets the needs of each affected area</li> <li>Organize the Sunflowers exhibition</li> <li>Plan and implement puppet road shows</li> </ul>	<ul style="list-style-type: none"> <li>Organized the Vincent van Gogh's Sunflowers exhibition at the Miyagi Museum of Art, attracting 60,000 visitors</li> <li>Held puppet shows in Kamaishi, Iwate, in August 2014 and March 2015, attracting 200 parents and children</li> <li>Planted sunflower seeds that were harvested in an area affected by the 2011 disaster at Sunflower Plaza in Odaiba, Tokyo. About 3,000 sunflowers bloomed</li> <li>Held a market that sold products from three prefectures in the Tohoku region in March 2015</li> <li>Launched an employee dispatch program</li> </ul>	○

○ : Achieved    × : Not achieved

## WHAT HAVE WE ACHIEVED?

### Fun-filled disaster education for children and parents

As an insurer, we at Sompo Japan Nipponkoa Insurance believe in the importance of raising public awareness of disasters. In the Bosai JAPAN-DA Project, we host puppet shows and experience-based workshops to teach children—society's future leaders—and their parents how to protect themselves and others in emergency situations.

The puppet show, performed by the Yumemi Trunk Puppet Theater Troupe, is an original adaptation of *The Three Little Pigs*. It tells the story of how the three pigs help each other to overcome various calamities (wind, rain, lightning, fire, etc.) caused by the big bad wolf.

In the experience-based workshop, provided in partnership with the NPO Plus Arts, participants get to move their bodies in fun ways while gaining useful knowledge and skills for responding to crises.



### Road safety project in Indonesia

Increasing motorization has made road safety an important social issue in Indonesia, where the number of child traffic fatalities is now the highest in Southeast Asia. Drawing on Japan's expertise in preventing traffic accidents, Sompo Japan Nipponkoa Insurance and PT. Asuransi Sompo Japan Nipponkoa Indonesia have teamed up with Save the Children Japan, an international NGO that promotes children's rights, to launch a road safety project in Bandung, West Java, with the aim of creating a safer environment for children. Over a four-year period, we will provide traffic safety education for teachers and students at 30 elementary and middle schools, improve transportation infrastructure near the schools, and appeal to regional and national governments.



### Maternal and child health project in Myanmar

Mortality rates among mothers and children under the age of five are higher in Myanmar than in nearby Southeast Asian countries, with approximately 90% of these deaths concentrated in rural areas. In response, Sompo Japan Nipponkoa Insurance has partnered with Save the Children Japan to launch a project aimed at improving the health of mothers and their infants.

The project aims to reduce mortality risks facing childbearing women and their newborns by improving maternal and child health services, including providing health education to expecting women and training midwives and midwife assistants.



### Group-wide volunteering

Our annual SOMPO HOLDINGS Volunteer Days, held since fiscal year 2011, is aimed at fostering a community service mindset among group employees and sustaining our support for those affected by disaster. In fiscal year 2014, about 11,300 employees participated in 307 projects across a range of fields including disaster recovery, international cooperation, the environment, and social welfare. By actively encouraging employee participation in community work, these efforts help build a corporate culture of voluntary action while also cultivating in our human resources a sensitivity to social issues.



### Everyone's Sunflowers Project

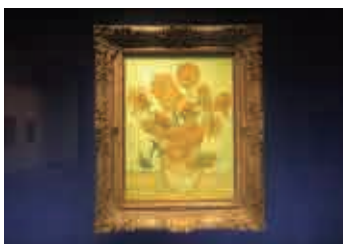
Since fiscal year 2012, Sompo Japan Nipponkoa Himawari Life Insurance has been holding the Everyone's Sunflowers Project with the aim of strengthening communication with existing and potential customers. The project is an initiative to give substance to its corporate slogan, "Keeping You Smiling," by handing out the seeds of sunflowers—a symbol of happiness—to stakeholders free of charge. Through the process of raising the sunflowers from seed, stakeholders learn the value of life, the joy of nature, and the pleasure of working together. In fiscal year 2014, the company co-sponsored "Sunflower Plaza" as part of a major summer event hosted by Fuji Television Network, Inc. In this event, sunflower seeds from the disaster zone were planted in a common area in Tokyo's Odaiba commercial district—thus spreading the cycle of smiles.



## Disaster recovery assistance

### Bringing cheer and courage to the disaster victims with Van Gogh's Sunflowers

As a disaster recovery assistance project for Tohoku, Japan, we co-sponsored a special exhibition of Vincent van Gogh's Sunflowers at the Miyagi Museum of Art from July 15 to August 31, 2014. Van Gogh, seeking brighter light, painted his colorful sunflower paintings in Arles of southern France. The exhibition, which was intended to bring cheer and courage to those rebuilding their lives after the 2011 disaster, attracted more than 60,000 visitors.



### Puppet shows in Kamaishi

Sompo Japan Nipponkoa Insurance, which owns the Himawari Hall (Sunflower Hall) puppet theater in Nagoya, Japan, formed a traveling puppet troupe in March 2012 and began holding puppet shows for disaster evacuees living in temporary housing in Kamaishi, Iwate Prefecture. We have since extended the performance to local child rearing support centers, kindergartens, and other venues, holding seven shows as of March 2015 with the hope of putting smiles on the faces of more children. After the show, we passed out presents and cards handmade by employee volunteers, sending the wishes of employees who couldn't visit the region themselves.



### Farmers market supporting disaster recovery

In March 2015, we held a farmers market in the Nihonbashi Building to introduce people in and around Tokyo to the many safe and enjoyable products grown and made in Tohoku, the region most heavily damaged by the 2011 earthquake and tsunami. Hundreds of people gathered to take advantage of this rare chance to buy lesser-known, well-crafted products from Iwate, Miyagi, and Fukushima prefectures.



### Employee dispatch program

As the recovery effort in Northeast Japan shifts from short-term and emergent relief to mid- to long-term reconstruction, the need for help from business professionals with management skills is growing. In response, we launched an employee dispatch program to send employees on a pro bono basis to NPOs working in post-disaster reconstruction. We sent a cumulative 23 employees to CANNUS Tohoku, an agency for volunteer home health aids, in fiscal year 2012 and 2014, and to Minamisoma Solar Agripark, a solar-powered farm offering hands-on activities for children, in fiscal year 2013. Our employees talked directly with NPO staff to help them resolve organizational challenges.



## Moving forward

Advancing initiatives in fields related to our business will be crucial for sustaining our contribution to society over the long term. It was this conviction that inspired us to start the Bosai JAPAN-DA Project and projects in Indonesia and Myanmar in fiscal year 2014. In 2015 and beyond, we will intensify these efforts to solve social issues and to give back to the communities around agencies and all other locations that are a part of our supply chain. This work will also be geared toward generating secondary benefits for our business, such as lower loss ratios and more satisfied customers.

More details are available at the CSR Case Report

[http://www.sompo-hd.com/~media/hd/en/files/csr/communications/pdf/2015/e\\_case2015.pdf#page=64](http://www.sompo-hd.com/~media/hd/en/files/csr/communications/pdf/2015/e_case2015.pdf#page=64)

Group's CSR-KPIs	FY2015 Targets
Community service initiatives	<ul style="list-style-type: none"> <li>• Implement group-wide projects</li> <li>• Promote SOMPO HOLDINGS Volunteer Days</li> <li>• Continue the Bosai JAPAN-DA Project and overseas projects</li> <li>• Continue providing recovery assistance that meets the needs of disaster victims</li> </ul>
Community service initiatives by agencies	<ul style="list-style-type: none"> <li>• Implement projects at all branch offices (47 prefectures) of our agency organizations (AIR Autoclub, JSA Chukakukai)</li> </ul>