

The Social Contribution Activities of NEC group members Worldwide

NEC Make-a-Difference Drive(MDD)

The goal of MDD is to increase the NEC Group's ability to create social value by encouraging NEC group members throughout the world to participate in social contribution activities in their respective areas and build trusting relationships with local communities. MDD activities are planned and executed by designated local representatives (MDD promoters) in accordance with actual conditions in the communities where their respective NEC offices are located. In the year 2012, the total number of people participating in the activities was 127,407 in 17 countries, and a total of 124,861 hours were invested in the efforts. Every year, members of the most outstanding activities receive CSR social contribution awards.

CSR AWARDS 2013 - Social Contribution Awards

Grand Prize
[Japan]

The free provision of facial recognition technology to help determine the owners of photos found in Great East Japan Earthquake ruins

NEC Corporation Public Office Solutions Department, 2nd Division



NEC supported Ricoh's "Save the Memory Project", which digitized photographs found in disaster-stricken areas and returned them to survivors. NEC freely provided the world's highest rated facial recognition technology to raise identification rates and more easily find the owners.

Grand Prize
[Overseas]

11th NEC Make-a-Difference Drive Activities of 2012

NEC Infrontia Thai, Ltd.



All 817 company members participated in this annual environmental awareness event. In addition to tree planting activities and seminars, there were soap making activities and a dance contest. Activities are changed every year to keep participants entertained.

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•NEC Activities that Contribute to Society Web Site

<http://www.nec.com/en/global/community/>

•NEC Make-a-Difference Drive Web Site

<http://www.nec.com/en/global/community/social/mdd.html>

<Facebook> <http://www.facebook.com/necmdd>

Biodiversity
Prize
[Japan]

Tsunagaru Osoji (Social-networking Trash Collection)

NEC System Technologies, Ltd.

The Tsunagaru Osoji Team, comprised of volunteers and their family members, participated in the PIRI-CUP trash-collecting contest hosted by partner organization PIRIKA and finished in 8th place. 1,000 trash photos were uploaded in commemoration and NEC System Technologies donated the money to thin 100 trees.



Business-
combined
Prize
[Japan]

Revitalization of Communities & Resident-tending Experiment

NEC Corporation C&C Innovation Initiative



At Asuto Nagamachi provisional housing in Sendai City, NEC conducted a field test for revitalizing a community and tending to the lives of residents using its PaPeRo communication robot together with smartphones and tablets. Various residents between the ages of 50 and 80 participated in the experiment, which employed technologies developed for the Ministry of Internal Affairs and Communications.

New Idea
Prize
[Japan]

Antarctica Lectures

NEC Networks & System Integration Corporation

The members who participated in the Antarctic wintering party served as lecturers at elementary schools. Children were excited to hear the stories, firsthand from members themselves, about auroras, animals, nature, weather, and the lives members at the base in Antarctica. They also enjoyed the rare opportunity to wear cold weather gear actually worn in Antarctica and touch Antarctic ice.



Special
Prize
[Japan]

Bicycle Donation/Improvement Activity

NEC Fielding System Technology, Ltd.



Abandoned bicycles were sent to the children of Da Nang City, Vietnam by the Kawasaki branch of the Japan Vietnam Friendship Association. 41 of us, including the President and new members, participated in the activity. With the help of other participants, they sent 985 bicycles in total to Vietnam.

Special
Prize
[Japan]

Book Collection Activities

Nippon Avionics, Co., Ltd.

All NEC members, including those in Group companies, participated in book collection activities that collected 498 books. Awareness of support activities for disaster-affected areas was heightened by the effective use of posters. The activity has so far collected a total of 2,618 books for six years.



New Idea
Prize
[Overseas]

Let children experience the joy of flying! The Flight Experience Present Campaign

NEC France S.A.S.



Participated in the Breitling Cup in France, which touches down in 100 airports within 24 hours. For every landing, three handicapped children were given an opportunity to experience a flight. NEC also sponsored the event as an official partner.

Biodiversity
Prize
[Overseas]

Tree-planting Activity 2012

NEC (China) / NEC Fielding Information Technology Service (Beijing) Co., Ltd.

This activity focuses on environmental issues in China. About 280 company members and their family members participated. In addition to tree planting, there were other events including a rock-paper-scissors tournament between executives and children to keep participants entertained.

