



FUJI MEDIA HOLDINGS, INC.

Our 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.



Three major broadcasting stations which include Fuji Television Network, BS FUJI, and Nippon Broadcasting System of the FUJI MEDIA HOLDINGS, INC. group, have agreed to develop a joint project aiming to learn, think and practice with the viewers and the listeners, the “SDGs,” which are universal goals for achieving sustainable development goals.

Fuji Television, BS FUJI, and Nippon Broadcasting System are signatories to the “SDG Media Compact,” an alliance of news organizations and entertainment companies established to enhance coverage of the SDGs and stimulate action to achieve them. And up until now, each of the companies have made efforts to achieve the goals of the SDGs by utilizing the power of the media through broadcasting, events, and CSR activities.

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.



TOWARDS 2030 ~DECADE of ACTION!~

Promoting awareness of serious social issues through SDGs related programs.



■ FUJI TELEVISION'S SDGs Program "FUTURE RUNNERS"

Since July 2018, Fuji Television has been broadcasting a weekly 5-minute program on SDGs titled "FUTURE RUNNERS", highlighting people who are striving to achieve the Global Goals such as climate change, poverty and gender equality. Through this initiative, we are aiming to offer the viewers a chance to know about the social agendas and inspire them to take actions towards the goals. As a media, we realized that it is our responsibility to help attain the Goal-17, which is to create partnership through our unique contents.

Since all the video clips are available on the official website with English subtitles, our contents can be used as a learning tool for students.



■ On Air Every Wednesday 22:54~23:00

■ Official Website
<http://www.fujitv.co.jp/futurerunners/>

Fuji Television has become the first media organization to receive "SDGs Partnership Award" at the '2nd Japan SDGs Award' hosted by the Japanese Government.



Fuji TV has launched "Sasutena Eigo Lesson" as a spin-off project of "Future Runners", aiming to provide a plethora of useful English terms and phrases in order to learn the SDGs and help young generations develop an inclusive mindset to be global leaders after 2030. We hope they can make a difference for a better tomorrow.

<https://sasutena-eigo.fujitv.com/>



FUJI TV's broadcasting satellite channel BS FUJI has also started a SDGs program called "Shiritai! SDGs" in October 2019, introducing each Goals along with the specific data and a story which shows a challenging action to change the future.

■ On Air Every Thursday 22:55~23:00

■ Official Website
<https://www.bsfulji.tv/sdgs/pub/index.html>



■ Official Website
<https://www.1242.com/mihp/>

Based on a SDGs concept "Leave No One Behind", NIPPON BROADCASTING SYSTEM, INC, a radio station, launched "May I Help You?" Campaign, aiming to bear compassion for others through radio programs. They have broadcasted a special programs on SDGs providing listeners a chance to think about the social issues.

Tokyo 2020 Clean-up Activities



Clean-up Activity held on July 9th.

Many of our group companies including Fuji Television Network are situated in Tokyo Waterfront City ,Odaiba , where the Olympics/Paralympics were held in 2021. 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. Our employees carries out clean-up activities regularly since 2008, and has contributed to making the city clean.

AURORA∞ illuminations ~Awareness Color Light-up~

With the aim to increase public awareness and support for critical social issues, **Fuji Television** has been putting on a new illuminations AURORA∞ by lighting up its headquarters building in the cause colors of various nationwide/worldwide awareness campaigns, such as World Autism Awareness Day [Blue] and Pink-Ribbon Campaign.



Fuji TV Building "Light It Blue" in tribute to frontline healthcare workers

Radio Charity Music-thon



目の不自由な方へ音の出る信号機を
第46回 ラジオ・チャリティ・ミュージックソン
とどけ、ニッポンエール

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 45 years of continuous efforts, donations have summed up to over 47 billion yen and has allowed for 3,245 audible traffic signals to be set up all over Japan.



FNS Charity Campaign

Under the main theme, “For the Smiles of Children Around the World,” Fuji Television and its 27 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. In 2020 and 2021, we are supporting Republic of Mozambique. With over 47 years of continuous efforts, donations have summed up to over 43 billion yen.



Global Arts Prize Praemium Imperiale

高松宮殿下記念世界文化賞

PRÆMIUM 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. Six nomination committees, each chaired by an International Advisor, propose candidates in five fields: Painting, Sculpture, Architecture, Music and Theatre/Film. **Fuji Media Holdings** is aligned with the spirit of the Praemium Imperiale, and fully supporting this award since its start.

▶ Official Website <http://www.praemiumimperiale.org/>

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 - Crown Prince Akishino). Today, this award is one of Japan's most prestigious environmental prizes.

地球環境大賞



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.