

Activities Supporting Society and the Environment

SATO's concern is that our main business itself should contribute to society. And as we proceed with the development of our main business, manifold opportunities naturally arise for activities that support society and the environment.

Supporting the Sato International Scholarship Foundation

The Sato International Scholarship Foundation (SISF) was founded in November 1996 by our founder, Yo SATO, who endowed it from his own private funds to support the development of human resources from a global perspective. In the early days of our company we had close relationships with many Asian nations. To express our gratitude, this foundation provides scholarships to students from eighteen nations of ASEAN and Southwest Asia who are studying abroad at their own expense, and to Japanese students who wish to perform research overseas. In addition, every other month the foundation holds various cultural exchanges that foster closer relations between students and encounters with different cultures. SATO provides material and moral support to the activities of this foundation.

The SISF has, since it was founded, supported 272 students, and all graduates are now active in various roles on the world

stage. In August 2006, a total of 120 people—current scholars, past graduates now serving in their home countries, and members of their families—attended the 10th anniversary celebrations. At the ceremony, lectures were given on “How SATO is contributing to higher education in Thailand” and “The challenge we face: The shocking fact of settlements where no child is going to school.”



Supporting the Activities of the Japan Juvenile Writers Association

To inspire the children on whom the future of Japan depends with dreams, and to educate their aesthetic sensibilities so as to develop human resources and ensure a sustainable society, we provide general support for the activities of the Japan Juvenile Writers Association.

This association works to create and develop sound and healthy juvenile writing, with the aim of helping to raise the cultural level of society. It is a public service corporation under the jurisdiction of the Ministry of Education, Science & Culture. In addition to publishing *Jidou Bungei* (“Juvenile Literature,” a Japanese-language magazine) on alternate months, it also presents various awards recognizing those who have spent many years raising the level of juvenile literature, etc. In 2006 it held its 12th biennial prize contest for imaginative writing.



■ The selection of outstanding award-winning works at the 12th contest

Cooperation in Junior High School Workplace Experience

For the first time, SATO cooperated in giving workplace experience to second-year students at junior high schools in the local Shibuya Ward of Tokyo, accepting three students for a five-day period. All second-year JHS students in Shibuya Ward participated, in two separate groups, as did 242 offices and facilities within the ward.

Their experiences were reported to be effective in increasing student concentration, and also raised their average scores in tests. In addition to study-related improvements, we also had reports that conversation had increased within their families, and that students now understood why their fathers came home tired from work. Parents who had originally been concerned at the loss of days of informal instruction evaluated the program highly.



■ The report of the Junior High School workplace training experience program

Leave for Volunteer Activities

In January 2005, we formed a new support system of long-term leave for young people wanting to participate in the activities of the Japan International Cooperation

Agency, JICA. There are currently two members of staff covered by this system, one working in Tanzania and one in Costa Rica.

Here is a report from Kenjiro KUDO in Costa Rica.

Hola! ¿Cómo está? (“Hello! How are you?”)

After finishing the period of training that began in October 2006, I was sent to Costa Rica in Central America. I am presently struggling to get closer to the Costa Rican people, in line with the concept “Eat the same food as the local people, speak the same language, and try to fit into society, respecting the indigenous culture.”

I am employed in “youth activities,” working at a facility that cares for young people with various social and economic problems from domestic violence to truancy (there is also a junior school attached). I live with them, providing support in athletics, recreation, and introducing Japanese culture, etc.

“Costa Rica” means “rich coast” and on the one side the country faces the Pacific while the other faces the Caribbean, with mountainous areas between the two coasts that contains Nature rich in animal and plant species. I am serving at a hillside location in the mountains with beautiful views of the capital city. However, there are no shops or recreational facilities, and by 8:00pm everything is dark and silent.

Within the facilities we have no TVs, air conditioners or refrigerators, but I manage to enjoy a pleasant lifestyle while battling with cold-water showers and toilets where you mustn't flush away the paper.

The language is Spanish, and while I am still far from fluent, the children keep me hard at it every day.

Having been catapulted into a life 180 degrees different every day is full and richly stimulating but I can't help feeling that Japan is really the most pleasant place to live.



Soliciting Designs for Labels and Stickers

From FY 2006, we started the public solicitation of designs from those outside the company. The result of soliciting two different categories of label with the theme "A label, and what I want to stick it on" and "a sticker of

60mm×130mm", we attracted some 500 participants throughout Japan, with 970 very individual "dream" designs.



■ The prize winner for "A label and what I want to stick it on;" luminescent labels for PVC umbrellas.



■ The top prize-winning design for "a sticker of 60mm×130mm."

Collecting Used Stamps and Prepaid Cards

These activities began in 1998 at the suggestion of a member of staff. The stamps and prepaid cards collected, along with coins of foreign currencies, are sent to the Japanese Organization for International

Cooperation in Family Planning (JOICFP), to be used by this foundation in its efforts to improve the quality of life of local residents in developing countries and to support their efforts to achieve economic independence.

Support for the TRON Project

The TRON Project was started by Professor Ken SAKAMURA of Tokyo University and we have been supporting it since 1996. TRON is a computer operating system (OS). This OS is incorporated in mobile phones, cars and other items of daily life, linking them to

computer networks with the aim of implementing ubiquitous computing so as to create a convenient and richly enhanced society. SATO is also participating in the evaluative testing performed by the Ubiquitous ID Center.

Venture Capital Fund Investment

We are investing in technology-related venture capital funds, such as WERU's, under the Japanese law governing limited liability investments funds of a contractual association with the aim of encouraging new venture business.

The ventures include those based on technologies developed in the nation's universities and post-graduate schools, cooperative ventures between academia

and industry, etc., in advanced technology fields, investments in companies expected to be active in these areas and in unlisted companies entering new areas, and supporting their growth. In this way we contribute to breeding new generations of entrepreneurs and to the creation of new business opportunities that will maintain industrial activity.

Activities Making Local Contributions

Fireworks displays are held every August at Kitakami City and Nagaoka City. The next morning, we help to clean up the area around the sites.

■ Trends in the numbers of helpers (SATO staff and family members)

Date	Kitakami	Nagaoka
August 2006	158	44
August 2005	178	74
August 2004	164	57
August 2003	130	130
August 2002	140	—



■ Clean-up activities after fireworks display.

Neighborhood Cleaning Activities

As part of our activities contributing to the neighborhood, cleaning activities are carried out by local branches. The Nagoya Metropolitan Branch cleans up the roads around the office every Wednesday and the Western area

Logistics Center (in Nara Prefecture) does the same every Monday. Also, the Sato Techno Center (in Saitama City) cleans up nearby parks in the seasons of spring flowers and autumn leaves.

Training in Handling Emergencies

The risks of threats to the environment arising at the Kitakami Factory have been thoroughly assessed and we are working to prevent them. As a part of these activities, we hold annual training to prepare for emergency scenarios.



■ Training for an imaginary emergency leak of kerosene.