

Activities Contributing to Society

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 private funds to support the development of human resources from a global perspective. To express gratitude to the many Asian nations with whom we had close associations in the early days of our company, SISF provides scholarships for students from 18 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 SISF holds various cultural exchange events that foster closer relations between students and encounters with different cultures. SATO staff and officers participate in SISF events, and scholarship students are invited to SATO sports days, while SATO provides material and moral support to SISF activities. Since its foundation, SISF has supported 317 graduates who are now actively building bridges between Japan and various nations of the world. (<http://www.sisf.or.jp/>)

The Japan Juvenile Writers Association

To give the children on whom the future of Japan depends dreams that will inspire them, and richly enhance 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, and its members are authors of literary works for young people.

In addition to publishing *Jidou Bungei* ("Juvenile Literature," a Japanese-language magazine) on alternate months, it also presents various awards recognizing those whose outstanding works have for many years been raising the level of juvenile literature, etc. In 2007 it held a poetry salon exhibition and an art-gallery exhibition in Tokyo, and a symposium on juvenile writing in Osaka. (<http://www.jidoubungei.jp/>)



Junior High School Workplace Experience

Since 2006, SATO has been cooperating in the local Shibuya Ward of Tokyo by giving junior high school students workplace experience. In 2007, we accepted another of these students. Throughout Shibuya Ward as a whole, some 280 businesses accepted over 500 second-year students for a five-day period of actual work experience.



The certificate of thanks

Impressions from Tokyo Metropolitan Government Materials

From the Students...

- I now see how hard work is, and I understand how tough it is for my parents.
- I was really impressed by how adults take pride in what they do and work really hard.

From the Offices...

- Our staff members were stimulated, and worked hard so as not to lose out to the students.
- The students gradually understood the meaning of work, and seemed eager to take on the responsibility.

From the Parents...

- It looks as if they really realized what it means to be given responsibility for something and the importance of seeing it through.
- All through the experience he came home bright and talked about what had happened that day.



Leave for Volunteer Activities

Since our system of long-term leave of absence to support volunteer activities was established in January 2005, it has been used to support the Japan (Youth) Overseas Cooperation Volunteers (JOCV) of the Japan International Cooperation Agency (JICA). One volunteer returned from Tanzania in July 2007 and one is currently serving in Costa Rica.

An Extract from Yumi SAKAMOTO's Report on "After My Volunteer Leave"

I was able to make my long dream of participating in JOCV came true in 2005 thanks to support from the SATO system of long-term leave for volunteer activities. I finished my activities as a teacher of science and mathematics in Tanzania and returned to Japan in July 2007, and in August I rejoined SATO. I was a little uneasy about the major change from living in an underdeveloped country back to life in Japan, but it seemed no time at all before I got back to my former way of life. It was almost as if my life over there had been a dream. However, I did have some very clear memories: how nervous I was when I faced my students for their first

lesson; how they made fun of me; how things were stolen from me at school; how I spent a troubled night in a long-distance bus that broke down on the way; how I got food poisoning from a meal at a local hotel; how Tanzanian friends listened to my complaints; how I looked after a shop for the owner; and how we talked about so many things - my students' studies, the future, my family, etc. One thing I learned from this experience was that Tanzanians and Japanese are both essentially the same human beings. There are cheerful people, quiet people, not kind people, those who like to pass on rumors... but I do think you would find more smiling faces in Tanzania. I got the feeling that however poor they were, and whatever happened, they would always be able to laugh.

Contests for Label and Sticker Designs

From FY 2006, we started organising a label design contest, open just for general public. For FY2007 we set ecology as the contest theme, and attracted some 842 designs from Hokkaido in the north to Okinawa in the south, full of ideas on the earth and the environment. With 568 entrants from 8 to 82 years old, it revealed great deal of interest in the world and the environment that spanned several virtually all generations.



Highly commended design



Highly commended design



The winning design

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 participating in the evaluative testing of the Ubiquitous ID Center. (<http://www.tron.org/>)

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 numbers of helpers
(SATO staff and family members)

	Kitakami	Nagaoka
August 2007	153	39
August 2006	158	44
August 2005	178	74
August 2004	164	57
August 2003	130	130

Neighborhood Cleaning Activities

Among contributions to the neighborhood are cleaning activities carried out by local branches. The Nagoya Metropolitan Branch (in Aichi Prefecture), Eastern Area Logistics Center (in Saitama Prefecture) and Western Area Logistics Center (in Nara Prefecture) staff members clean up the roads around the office once a week, and our colleagues of SATO Technocenter (in Saitama Prefecture) cleans up nearby parks in the seasons of spring flowers and autumn leaves.

Training in Emergency Procedures

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



Emergency training for a possible leakage of kerosene

Contacts with Local Society

At the Kitakami Factory, we provide guided tours for primary school children, open up our sports grounds to the general public on holidays, and hold sports days, etc., in efforts to put down firm roots in local society.

In pursuing our main business, manifold opportunities naturally arise for the support of society and the environment.