Social Contributions Activities
Award for social contribution (Toshiba “ASHITA” Award)

The Toshiba “ASHITA” Award, established in 2005, is given as the Corporate President Awards every year to the activities with outstanding results out of all activities conducted by Toshiba Group companies worldwide.

Toshiba Group Basic Policy on Corporate Citizenship

To promote the Basic Commitment of the Toshiba Group and Toshiba Group Standards of Conduct, we established "Basic Policy on Corporate Citizenship" in 2003 as part of efforts to promote CSR activities. The Policy embodies the Toshiba Group's slogan, "Committed to People, Committed to the Future."

In accordance with the Basic Commitment of the Toshiba Group and Toshiba Group Standards of Conduct, we make vigorous efforts to contribute to society.

In contribution to society, we focus on the following fields: protection of the natural environment, science and technology education, promotion of support and culture, social welfare, and international exchanges and friendship.

We support employees’ voluntary activities.

Active support for employees’ voluntary activities

Toshiba Group provides its employees with a special leave plan for their voluntary activities and operates programs to provide financial support to NPOs or other organizations in whose activities employees are continually engaged or to support voluntary activities to donate pre-owned computers.

Committed to People,

Guided by the Basic Commitment of "Respect for people", "Creation of great value" and "Contributions to society" and the slogan of "Committed to People, Committed to the Future", Toshiba Group and its people promote many and diverse contributions to society, all over the world. We work for a better future, and toward that we seek to understand the people, culture and customs of the countries and regions in which we operate, and to promote projects that really contribute to and add value to the community.

Committed to the Future.

In order to provide solutions to and promote development of local communities and continue to remain a business entity that is trusted worldwide as a "Corporate Citizen of Planet Earth," Toshiba Group companies will continue to further develop appropriate activities in their regions with each employee's effort for creative activities and in cooperation with NPOs, citizens' organizations, etc.
1.5 Million Tree-planting Project
In commemorating Toshiba’s 150th anniversary in 2025, we are engaged in the efforts to plant 1.5 million trees in the world with the aim to curb global warming, conserve biodiversity, and take other environmental action. In addition to tree planting, main centers of business in the Toshiba Group and affiliates broadly support development work related to planting, such as thinning, pruning, clearing, and forest road work, in line with local needs.

Explore the Forest Expedition
"Explore the Forest Expedition" has been periodically held as an environmental education program to provide children with outdoor activity in real forests so that they will foster love and a better understanding of nature and gain motivation to protect it. On the program, children and their parents can learn about the function and mechanism of forests and life live there from a professional naturalist.

Training of nature interpreters
Working with the Nature Conservation Society of Japan (NACS-J), Toshiba is supporting the training of Nature Interpreters* as part of our effort for "development of people who love nature." Trainees certified as NACS-J Nature Interpreters have been serving at various Toshiba Group forestation events and "Explore the Forest Expedition" as management volunteers.

Local clean-up activities
In order to further clean up local community, Toshiba Group employees voluntarily participate in clean-up activities around the company’s premises, nearby roads, parks, etc.

Toshiba Science Museum
Opened in 1961 the Toshiba Science Museum now draws about 130,000 visitors annually, including groups of young students and working professionals. On Saturdays and during summer vacation, they hold events of scientific experiments and hands-on projects and elementary and middle school students can learn through them. The Museum is renewed and reopened in February 2014, provided with Toshiba’s “Vision” Exhibition Zone / Business Exhibition Zone where you can learn what kinds of technology support the various social systems we in contact with, "DNA" Exhibition Zone displaying “Toshiba’s Firsts” to showcase how Toshiba has changed the way we live, Science & Technology Zone where you can learn about how interesting science is. Through those exhibition zones, our museum aims to become an information station where you can learn about the future of “science in our lives” as well as "technology in our society."

Hands-on Science Learning Opportunities
To support the efforts of the Government, educational NPOs, etc. of improving the quality of science education for children in Japan, Toshiba is collaborating with the nonprofit organization Real Science Education Institute, headed by a mathematician, Dr. Jin Akiyama, and promoting the development and promotion of experience-based science education programs which help foster children with scientific knowledge to contribute to the international community through science in future.

Science Technology Competition "ExploraVision Awards (EVA)"
Toshiba has organized the ExploraVision Awards (EVA), a science and technology contest predicting future technologies that might be realized in 20 years based on existing science and technology, in collaboration with the National Science Teachers Association (NSTA). EVA covers U.S. and Canadian students from kindergarten through high school. Since the establishment in 1992, more than 320,000 students have participated.

Math and Science teaching program competition
Toshiba established the Contest of Math and Science Teaching Program (teaching skills contest) for students who want to be math/science teacher of the Normal University (referred to as university of education in Japan) in China in cooperation with China’s Ministry of Education with the aim of training to-be-math/science teachers. Awarded students and education personnel in China are invited to Japan to observe school classes in Japan and Toshiba Group’s leading-edge technologies, etc., where they actively exchange their views and information with Toshiba employees.

Electronics Disassembly Workshops
Toshiba periodically holds "Electronics Disassembly Workshop," the event held to let children deepen their understanding about the mechanism of products and the functions of components, feel the fun of manufacturing, and learn about recycling. In the Workshop, children take apart household appliances and personal computers, guided by the “Disassembly Doctors” – Toshiba Group employees who take part in the event as volunteer and show them how to use tools, etc.
Social Welfare
To make the society where all the people live happily

Pink Ribbon Campaign
Toshiba Group supports the Pink Ribbon Campaign for early detection, diagnosis, and treatment of breast cancer as a manufacturer of diagnostic imaging system including diagnostic X-ray mammography. To promote the Pink Ribbon campaign month, October every year, Toshiba Group cosponsor the seminars, produce medical examination guidebooks, exhibit and demonstrate actual mammography equipment in each event hall, and encourage employees and their families to take part in the annual walking event, with the aim to contribute to better women’s health.

Workplace Diversity
The “Toshiba Sign Language Club” is held monthly to promote greater understanding of hearing-impaired people through sign language lessons instructed by hearing-impaired employees. In addition, hearing-impaired employees provide sign-language interpretation at exhibitions etc.

Corporate Fairs and Volunteer Activities for Welfare
Toshiba employees are actively engaged in holding of in-house sales events where baked goods and handicrafts hand-made by the disabilities are sold to employees, clean-up of local welfare facilities by employee volunteers, support of economically-disadvantaged children, etc.

Collection / donation and blood donation drive
To support the informatization of financially challenged organizations including social welfare organizations and citizens’ groups, Toshiba has been donating about 500 pre-owned computers to them every year. Toshiba Group companies in Japan are working on the collection of PET bottle caps, selling them, and donating the proceeds as fund to NPOs etc. to purchase vaccines for children around the world. In addition, unneeded books, CDs, DVDs, postcards, and used stamps and prepaid cards are collected by Toshiba employees from their offices and homes, and then donated to non-profit organizations as their activity fund. Toshiba Group holds blood drives all year round throughout the world and 10,000 or more group employees cooperate in blood donation.

Foundation Activities
Strengthening ties with people in the world

The three regional Toshiba foundations take a dynamic approach to supporting culture and education. “Toshiba International Foundation” established to promote international exchange and a better understanding of Japan, supports Japan-themed symposia and seminars, introductions to Japanese arts and culture, Japan-focused research, and HR development outside of Japan. “Toshiba America Foundation” provides funding for science, technology, engineering, and mathematics (STEM) projects that are innovative and practical. “Toshiba Thai Foundation” provides a scholarship program for university students studying engineering to promote the development of human resources in engineering fields whose work contributes to sustainability through environmental or energy conservation.

Toshiba Youth Conference
Since 2008, the Toshiba Youth Conference has been jointly held by the three Foundations above to provide an opportunity for high school students and teachers in the world to discuss and consider global environment issues as well as a sustainable society and to promote deeper mutual exchanges.

Sports, Culture
Nurturing strong bodies and cultured mind

Toshiba promotes sports not only to help children to grow up healthy through sports but also to inspire and encourage everyone through the impressive performances of top athletes, centering on amateur sports teams of Toshiba employees.

Louvre Museum in France was improved with Toshiba LED lights, including the display lighting for the Pyramid, Pyramidion, Pavilion Colbert, the entire Napoleon Courtyard, and the Mona Lisa, as well as Red Rooms where prominent large paintings are displayed. Improvement work is also proceeding on La Cour Carree (quadrant square) and the Napoleon Hall.
Toshiba Group has about 210,000 employees in the world and we are closely connected. We actively provide emergency support including donations for major disasters that take place in the world. Particularly for the Tohoku Earthquake in 2011, we will continue to support the restoration in the stricken areas.