

CORPORATE SOCIAL RESPONSIBILITY

Olympus has wholeheartedly embraced its “Social IN” (“Social Value in the Company”) management philosophy. The “Social IN” philosophy embodies our commitment to blending in with society by providing valuable functions and bringing to society new value through business activities based on a shared sense of value, thereby helping realize the health and happiness of people worldwide. With this philosophy at the heart of our wide-ranging corporate social responsibility (CSR) activities, we place exceptional emphasis on building win-win relationships with all stakeholders.

As part of such efforts, since 2004, Olympus has participated in the United Nations Global Compact (UNGC), working constantly to comply with UNGC’s Ten Principles in the areas of human rights, labor standards, the environment and anti-corruption. At the same time, we have supported the achievement of the Millennium Development Goals (MDGs), which set forth such global development targets as eradicating poverty and hunger and providing universal primary education.

As a specific activity in this regard, Olympus has taken part in a project called “A Day in the Life of AFRICA” (DITLA) as an official sponsor and photographic equipment supplier. In this project, photographers of worldwide renown take real-life pictures portraying people’s lives in Africa.



A Day in the Life of Africa (DITLA) Photo Exhibition in 2008.

Pictures taken through the project are displayed at photo exhibitions throughout the world. Particularly noteworthy, revenues from the DITLA photo exhibition held in Tokyo were donated to UN agencies, which used the proceeds to produce music CDs aimed at raising awareness of HIV and AIDS on a global scale, especially in Africa. More recently, in the fiscal year under review, Olympus presented a photo exhibition in Yokohama City, Kanagawa Prefecture in response to an official request from the 4th Tokyo International Conference on African Development (TICAD IV).

In the medical field, highly aware of its social responsibility as a leading endoscope company, Olympus has held the “BRAVE CIRCLE” colorectal cancer awareness campaign since 2007. Through this campaign, we are energetically advancing a variety of enlightenment activities. They are aimed at promoting early colorectal cancer detection and diagnosis to reverse a disease rate that has been increasing in Japan in recent years and to reduce as far as possible the number of cancer fatalities.

Finally, Olympus is taking aggressive approach in reducing its environmental burden. Specifically, with the aim of realizing a sustainable, low-carbon society that places little burden on the environment, Olympus has launched the Carbon 1/2 2020 program, which aims by fiscal 2021, ending March 31, 2021, to have cut in half total CO₂ emissions from business operations compared with the fiscal 2007 figure.



We are the Drums -for an AIDS free generation- (music CD)