

# FUJI MEDIA HOLDINGS, INC.

## To be a changemaker with storytelling.



As a responsible member of society, Fuji Media Holdings strive to solve social issues raised by SDGs with our creative skills and the power of communication.



Taking advantage of our position as a member of the largest media conglomerate in Japan (FUJI MEDIA HOLDINGS, INC. /FMH), Fuji Television (terrestrial broadcast), is working together with BS Fuji (broadcasting satellite), and Nippon Broadcasting System (radio) in a three-wave joint SDGs project since 2021. In addition, FMH also continues to promote social contribution in various other areas, such as in the field of charity, artistic and cultural activities, as well as through the media.

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.



## Promoting awareness of social issues

As a leading member of the media promoting SDGs in Japan, we broadcast numerous related programs.



### FUJI TELEVISION SDGs Program “FUTURE RUNNERS”

■ On Air Every Wednesday 22:54~23:00



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 create partnership through our contents.

All the video clips are available on the official website with English subtitles.

■ Official Website

<http://www.fujitv.co.jp/futurerunners/>

Fuji Television has become the first media organization to receive “SDGs Partnership Award” at the ‘Japan SDGs Award’ hosted by the Japanese Government.



### BS FUJI Shiritai! SDGs



■ On Air Every Thursday 22:55~23:00

■ Official Website

<https://www.bsfuni.tv/sdgs/pub/index.html>

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.



NIPPON BROADCASTING SYSTEM, INC.

■ Official Website

<https://www.1242.com/mihp/>

### Radio Charity Music-thon



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 24<sup>th</sup> thru 12PM the next day. With over 47 years of continuous efforts, donations have summed up to over 48 billion yen.

## Sakura 桜 Road for Fukushima

The coastal region of Fukushima was devastated by the 2011 Great Earthquake, tsunami and nuclear disaster.

Since 2013, FMH is supporting Sakura Project which is to help recover the disaster-affected area by planting cherry-blossom trees along the major road of Fukushima.

With the contribution of FMH companies, we have planted 1405 cherry trees so far and we are hoping that many people will gather to enjoy the Sakura Road in the near future.



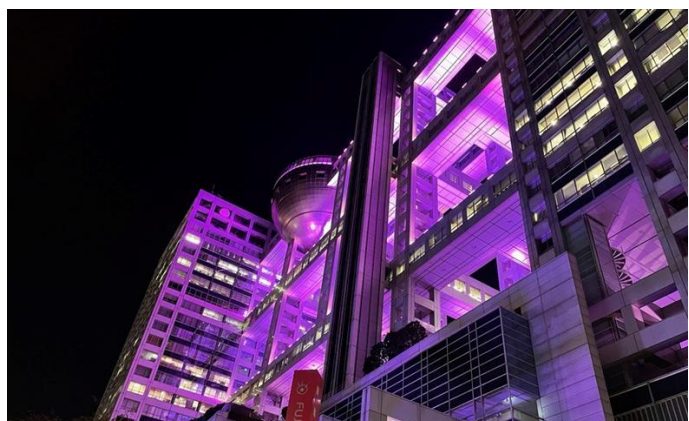
## Clean-up Activities with popular anime Sazae-san

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** had put on an 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 in Pink-ribbon light-up





## 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. Since 2020, we have

Been supporting the Republic of Mozambique, which has been contending with the devastating impacts of Cyclones Idai and Kenneth in 2019, and COVID-19 pandemic and the violent conflict in the north of the country.



## Praemium Imperiale

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.

高松宮殿下記念世界文化賞

PRAEMIUM IMPERIALE

IN HONOR OF PRINCE TAKAMATSU



▶ 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).



Today, the above mentioned award is one of Japan's most prestigious environmental prizes. 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.