With Society—Serving Society

CSR Charter

With a full awareness of the fact that we are, as a corporate citizen, a member of society, we will voluntarily and proactively put forward efforts to provide a social contribution through our business activities, our support in the development of cultural activities including art and sport and the preservation of the global environment.

Our Stance

The SEGA SAMMY Group is keenly aware of the need to contribute to society as a good corporate citizen. In addition to our commitment to realize a prosperous society through our core entertainment business, the Group’s individual companies and workplaces actively dialogue with members of the community and exercise initiative in ways that benefit society. These efforts also encourage all employees to grow and work in concert toward creating a stronger Group.

Major Initiatives in Fiscal 2017

1. Community Activities: cooperating for the children’s portable shrine, co-sponsoring the Koedo Kawagoe Half Marathon, exhibiting at the Sakura Monozukuri Festa 2016
2. Social Support: launching a campaign to deliver picture books, opening our showrooms to the general public, continuing support for the Para-Nordic Skiing Japan Team, donating and disinfecting toys
3. Sports, the Arts and Other Cultural Activities: sponsoring the Tokyo Jazz Festival, serving as a special sponsor for the children’s rubber baseball tournament, supporting an amateur baseball league and holding baseball classes, holding the Junior Sport Festival

VOICE

After we had been invited in 2013 as guest judges to a game production event at the Kanagawa Institute of Technology, we started volunteering to visit schools to communicate what is most attractive about working in the game industry to university and technical college students nationwide. Topics covered during our visits range from the reality of game development, how to foster your ideas, and product reviews to career consultation, all with the same objective: to convey the fun of developing games to students who may emerge as leaders of the game industry in the future. So far, we have participated in more than 20 school visits and have often been inspired by the pure motivation and fresh ideas of students. A total of 50 or more of our employees have taken part in the visits.

Despite the volunteer nature of this work, we have been conducting school visits on behalf of SEGA and with the desire to contribute to the future growth of the game industry. Looking ahead, we hope to expand our efforts for greater impact while also seeking volunteers from other companies that are typically our competitors.

Atsuki Yagi (right)
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Kenji Murakami (left)
Chief Programmer, Technology Strategy Office, Research and Development Headquarters-1, SEGA Interactive Co., Ltd.

Conveying the excitement of the game industry to students
Community Activities

Interaction with the Community

The Entertainment Contents Business makes donations to the Haneda Shrine’s summer festival in July and opens its premises as a children’s portable shrine rest station and provides beverages. Our employees are also active participants in a monthly cleanup led by the neighborhood association. We look forward to continue interaction with the community in various scenes in the future.

Support for the Koedo Kawagoe Half Marathon 2016

Sammy has been serving as a special sponsor for the Koedo Kawagoe Half Marathon, held annually in the area where our Kawagoe Factory is located. Thanks to favorable weather, a total of 9,843 runners participated in the marathon in November 2016. Including Chairman and CEO Satomi, a total of 77 Sammy and Group employees and suppliers participated as runners. In addition, other employees volunteered at water stations.

Delivering Christmas Gifts to Children in Nursery Schools and a Group Home in Hachioji

Since 2010 the SEGA SAMMY Baseball Club has been delivering Christmas gifts to a group home and nursery schools in Hachioji City, where the team is based, as one of its regional contribution activities. In 2016, the seventh year of the activity, a total of eight players represented the club along with the Company mascot, SEGASAMMY ROOTER, in visiting each facility on December 20 and 22. They gave toys from the SEGA SAMMY Group to children as gifts and spent quality time with them while playing catch and other games. Ryota Kita, one of the club players who participated in the activity, commented: “Spending time with children melted away all our stress and recharged us. We will continue with our daily efforts to win at the intercity baseball tournament and share the moment and joy with these children.” The SEGA SAMMY Baseball Club will continue to engage in various activities to serve society so that it can be a club rooted in the community.

Exhibition at the Sakura City Industrial Festival: Sakura Monozukuri Festa 2017

Since 2012, SEGA LOGISTICS SERVICE has been participating in the Sakura Monozukuri Festa held by Sakura City, where the company is located, as a part of its community contribution. A total of 14,000 people visited the Sakura Monozukuri Festa 2017, which was held on May 20 and 21. The company exhibited the latest UFO CATCHER, which many visitors enjoyed. We will continue working as members of the local community.

Providing Opportunities for Students to Gain Social Skills

The Phoenix Resort organizes a seminar at schools for students to learn manners, in cooperation with local junior and senior high schools and universities, and barrier-free tours inside the resort (Phoenix Seagaia Resort) to raise their social awareness through hands-on experiences. Employees also visit police stations and hospitals and hold seminars on social skills and manners, actively contributing to the civic growth of communities.
Social Support

Campaign to Deliver Picture Books

To provide entertainment for children living in conflict areas, we have been participating in the Shanti Volunteer Association’s Campaign to Deliver Picture Books to children. We purchase picture books with money raised through the collection of unwanted used items from our offices and the homes of our employees. Then we paste stickers into them with translations into local languages and send them to the designated locations. In fiscal 2017, the ninth year of the initiative, employees from 19 Group companies took part, sending a total of 1,716 books. We intend to continue taking part in the campaign with the hope of seeing a world in which all children can thrive and pursue their dreams through entertainment.

Inviting Senior Citizens of the Community to our Showrooms

Sammy has been inviting senior citizens from five facilities for the elderly to enjoy playing with our pachislot and pachinko machines once or twice a month. The events started from an employee suggestion on June 27, 2006 and have been held 231 times at the head office (as of March 2017). Our employees also participate in the events as volunteers.

We will continue the events and look forward to participants expressing their gratitude and commenting on how much fun they have, and we will provide an opportunity for employees who invite them to see the social value of entertainment in a new light.

Continuous Support for the Para-Nordic Skiing Japan Team

The SEGA SAMMY Group provides ongoing support to Japan’s national Para-Nordic skiing team with the Ski Association of Japan for the Disabled, a specified non-profit corporation, as its parent organization. The association strives to open up cross-country and biathlon skiing to persons with disabilities and related individuals in Japan to increase competitive abilities as well as to promote and popularize the sport. We will continue to support the team in working hard with the hope of inspiring persons with disabilities so that they can enjoy cross-country skiing, which can lead to a healthier physical condition, while we also encourage young people with disabilities to dream of making it to the Paralympics.

Donating and Disinfecting Toys in Collaboration with NPOs

To address social challenges as much as possible while taking advantage of our core business, we have been donating toys of Group companies to non-profit organizations (NPOs). This year marked the eighth time we engaged in the initiative since fiscal 2009. The Group works with the Japan NPO Center to select NPOs to receive donations. In fiscal 2016, we donated about 50 toys from SEGA TOYS to the Approved Specified NPO Family House, which provides accommodation support for the families of children undergoing treatment for cancer and other intractable diseases. Our employees regularly visit the facility and work with volunteers to disinfect and repair toys and plush dolls.
Sports, the Arts and Other Cultural Activities

Special Support for the Tokyo Jazz Festival

As part of its efforts to support the arts and cultural activities, the SEGA SAMMY Group annually helps out with the Tokyo Jazz Festival, one of Japan’s largest jazz festivals. The event gathers top jazz musicians from around the world to perform under the concept of encouraging cultural and generational cross-fertilization. The Tokyo Jazz Festival has been held every year since 2002 and is highly regarded as a quality urban music festival. We will continue to support the festival in 2017 and contribute to the development and enrichment of music culture in Japan.

The 8th SEGA SAMMY Cup Children’s Rubber Baseball Tournament

Supporting the efforts of the Tokyo Kids Baseball Academy to strengthen children’s baseball skills in Tokyo, the SEGA SAMMY Group has been serving as a special cosponsor for The SEGA SAMMY Cup Children’s Rubber Baseball Tournament. The eighth tournament was held in November 2016 at the SEGA SAMMY baseball field in Hachioji with 16 teams competing, 8 more than last year. An unseasonably early snowfall during the day of the semifinals melted away, and then the final competitions quickly heated up.

On the day the tournament draw takes place, we offer a sports nutrition seminar for players, coaches and parents as our way of contributing to the sound growth of children by drawing attention to the importance of a well-balanced diet for physical development in addition to focusing on technical improvement.

Shigeo Nagashima Invitational SEGA SAMMY CUP and Junior Sport Festival

The Junior Sport Festival, during which first-class instructors teach elementary and junior high school students about sports, was held from May to June 2017 in Chitose City, the site of Shigeo Nagashima Invitational SEGA SAMMY CUP, and the neighboring Eniwa City and Tomakomai City. In the swimming class, the 2016 Olympic medalist Takeshi Matsuda from SEGA SAMMY taught about the importance of always being thankful and how he prepares himself mentally, a valuable lesson for future Olympians. In addition, we were able to convey the fun of engaging in sports to over 1,500 children with the support of both current and former athletes representing 12 sports. Since this year marked the lesson’s tenth anniversary, Chitose City organized a special concurrent event to commemorate the milestone. We will continue to make it even more successful and popular with communities.