

Sustainability Highlights in the Fiscal Year Ended March 2021

APR

- Transition to remote working following the declaration of a state of emergency.

MAY

- Participated in ePARA 2020, a barrier-free esports competition established to promote and support employment for people with disabilities.

JUN

- Grand opening of Dance Base Yokohama.

JUL

- Opened a Tokyo office for our special subsidiary, SEGA SAMMYBUSINESS SUPPORT to create new employment opportunities.



AUG

- Established the Sports Darts Project to increase awareness of darts as a lifelong sport.

SEP

September 2020

Joined the Valuable 500—an international initiative to promote an active role in society for people with disabilities.

The aim is to create an inclusive society through the development of working environments in which people from diverse backgrounds can interact on the basis of reciprocal understanding of each person's individuality and contribute actively in their own ways.

[For details](#)



September 2020

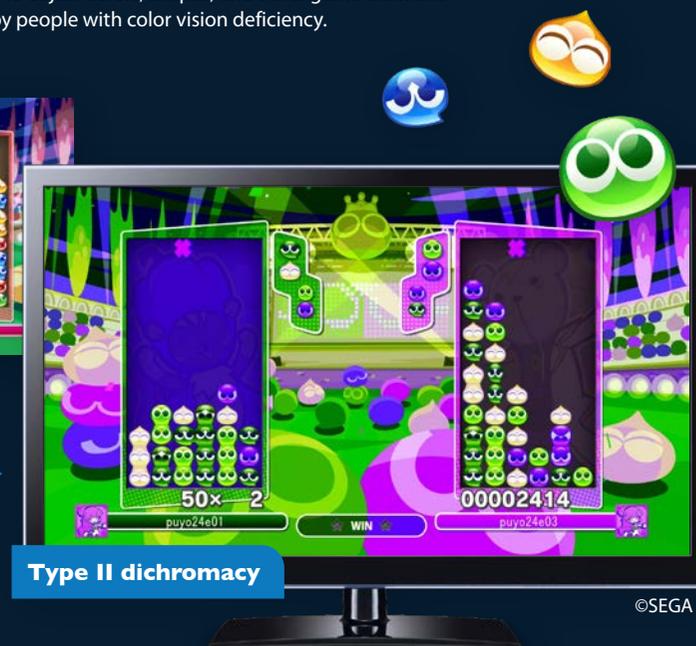
Updated SEGA's Puyo Puyo eSports to include a "color adjustment function" to facilitate use by people with color vision deficiency.

With guidance from the Color Universal Design Organization (CUDO), a non-profit organization, we introduced a function that allows players to adjust colors, shapes, and other game elements so that they can be more easily recognized by people with color vision deficiency.

[For details](#)



Normal display



Type II dichromacy

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OCT

- Further enhanced the remote working environment through the introduction of an electronic contract system.
- Dance Base Yokohama wins the 2020 Good Design Award.

October 2020

“2020 Art of The Rough Diamonds”

The 2020 Art of The Rough Diamonds, an exhibition and auction of art created by people with disabilities, was co-hosted with the Rotary Club of Atago and LIVES TOKYO. A total 150 guests were invited to attend the event, which featured around 70 extremely creative and distinctive works. Most of these works were subsequently sold during the auction.



NOV

November 2020

Selected for the highest “Gold” rating for the second consecutive year under the PRIDE INDEX, an evaluation index for initiatives to support sexual minorities in the workplace.

We raised awareness through e-learning programs, lectures, and other activities designed to improve understanding about LGBT issues. Other initiatives included the establishment of an external LGBT advice desk, and sponsorship of “Tokyo Rainbow Pride 2020.” We earned considerable recognition for our proactive group-wide approach to LGBT matters.



DEC

- Launched a project to explore new ways to experience dancing with the visually impaired at Dance Base Yokohama.

JAN

- Launched a joint Japan-US research project into social inclusion relating to the employment of people with disabilities (research period: 1.5 years).

March 2021

Released a message regarding anti-Asian hate crimes through Sega of America’s social media platform.

In this message, we declared our intention to continue various social activities, including support for efforts to eradicate all forms of racial discrimination and violence, and donations to related initiatives within the Asian American and Pacific Islander (AAPI) community.

For details [↗](#)



FEB

- Provided a speaker for the Dignity of Work conference, an international event focusing on the employment of people with disabilities.

MAR

2021