

## Report

# Recovery Efforts by the Fujifilm Group after the Great East Japan Earthquake



Making use of the knowledge and know-how that the Fujifilm Group has cultivated through our business, we are continuing to provide various kinds of activities to support the recovery and reconstruction of areas stricken by the Great East Japan Earthquake.

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Report

## Recovery Efforts by the Fujifilm Group after the Great East Japan Earthquake

Immediately after the earthquake, the entire Fujifilm Group responded to the earthquake disaster by setting up the Disaster Response Headquarters under the Total Risk Management Committee chaired by the President. Group companies' recovery efforts and support activities for disaster-stricken areas are reported in the following.

### Effects of the Earthquake Disaster on Production Sites and Offices, and Their Recovery Efforts

Immediately after the earthquake we set up the Disaster Response Headquarters and, in cooperation with operational sites and Group companies, started confirming the safety of the employees of the entire Group and collecting information on the damage suffered by the Group's companies, factories, customers, and suppliers.

Fortunately, the Group's employees did not suffer injury. Although buildings and equipment were damaged at some operational sites, through the efforts of local employees and recovery activities of the entire Group, we were able to keep the impact of the earthquake on production activities to a minimum.

We also provided support to employees and their families, and made sure we continued receiving raw materials and parts and maintained working distribution systems. Although rolling blackouts were implemented in some parts of the service area of Tokyo Electric Power

Company, we continued production through production rearrangement and using generators at the Fujifilm Kanagawa Factory and Fujinomiya Factory which are located in the service area. As for the procurement of raw materials and parts, some operational sites did not receive a sufficient supply of parts and therefore temporarily stopped production, but they were able to resume production in early April. We will reexamine our response to risks associated with the procurement of parts and put appropriate measures in place.

As to the FUJIFILM Finechemicals Hirono Factory, which was in the recommended evacuation area around the Fukushima Daini Nuclear Power Plant, the workers were allowed to enter the factory after the status of the area had been changed to "area designated for emergency evacuation preparation" on April 22, and they have engaged in recovery activities since April 27.

#### Restarting the Production Line for the FinePix X100 Digital Camera

FinePix X100 is a high-end compact digital camera for professional photographers and photo enthusiasts which is designed to invoke the joy of taking pictures.

The digital camera has been well received by many customers. It features not only the world's first hybrid viewfinder (which captured attention when its development was first announced in September 2010), but also breathtakingly high image quality that surpasses that produced by single-lens reflex cameras, and its sophisticated design which recreates the stylistic beauty of a film camera.

The camera is produced at FUJIFILM Digital Techno located in Yamato-cho, Kurokawa-gun, Miyagi Prefecture. The production line for the camera was stopped on March 11 due to the Great East Japan Earthquake, just 6 days after the product launch.

Driven by a desire to do everything they could to deliver the products as early as possible to customers who

were waiting to purchase them, the employees gathered at the factory, voluntarily contacting each other even when utility services has not yet been recovered in their homes. They worked tirelessly to restart the production line, removing debris, picking up usable parts, and moving machines and equipment by hand. As a result, production was resumed only 10 days after the earthquake.



## Support Activities by the Fujifilm Group

As the Fujifilm Group, FUJIFILM Corporation and Fuji Xerox jointly provided 300 million yen immediately after the earthquake to support the disaster-stricken areas. In addition, we provided 530 million yen's worth of support products including 10 ultrasonic medical diagnostic imaging systems (FAZONE M), 1 million anti-dust/virus masks ("AllerCatcher"), and antibacterial agents for adults and children.

Domestic group companies provided customers with necessities such as water, rice, other foodstuffs, and blankets, as well as special repair services. We received not only messages expressing support from overseas companies and customers, but also financial contributions from overseas companies and their employees.

### FUJIFILM Corporation

#### Photo Rescue Project

Fujifilm is supporting efforts to restore people's damaged photos through its Photo Rescue Project, which aims to restore photos and photo albums that have been damaged by water and mud from the tsunami, helping to protect people's precious memories. The project was launched in answer to an inquiry about the role of Fujifilm, a company that cherishes photographic culture.



Investigating a restoration method by soaking photos in muddy water

The cross-department project started on March 24 with the publication of a photo restoration method on the company's website, and a group of quality control specialists at the Kanagawa Factory began investigating methods to restore damaged photos. When project members visited a disaster-stricken area in Miyagi Prefecture in early April, a victim of the disaster told them, "Houses can be washed away; memories cannot. But even memories fade with time. Pictures give us the strength to stand up again." These words brought home the importance of restoring photos, and the project picked up steam.

Since the earthquake, Fujifilm has received a number of inquiries from local governments in the disaster areas, volunteer groups, and individuals about the



Activities in Minami-Sanriku-cho in the disaster area

best way to clean up photos. Thirty employees participating in the project took turns and made a total of 80 trips to disaster areas to instruct people in cleaning up damaged photos. At the same time, we prepared a photo clean-up kit consisting of a well-balanced set of tools that are effective for cleaning photos. Kits were sent to more than 40 disaster areas.

While we are supporting the photo clean-up activities in the disaster areas, other volunteer groups have also started trying to do photo clean-up work outside the disaster areas because little progress has been made in some areas due to a lack of manpower. The Photo Rescue Project has now expanded the range of its activities by, for example, providing know-how or photo clean-up kits to these volunteer groups.

We also held a photo clean-up volunteer project at the Kanagawa Factory Ashigara Site for about one month from June 25 in which employees of the Fujifilm Group and their families, as well as former employees, participated. A total of 1,500 people took part in cleaning up more than 170,000 photos from areas with a number of damaged photos, and returned the cleaned photos to them.

The project has become increasingly active to save as many photos as possible, as the damage deteriorates them day by day.



Giving instructions on cleaning photos in Yokkaichi-shi



Photo clean-up volunteer project held at the Fujifilm Kanagawa Factory Ashigara Site



**Fujifilm Medical Systems Business Division, FUJIFILM Medical**

**Activities to Support Clinics**

The Fujifilm Medical Systems Business Division collaborated with FUJIFILM Medical, a group company, and supported medical activities in disaster-stricken areas by lending vehicles equipped with an X-ray diagnostic imaging system, biochemical testing equipment that makes blood testing simple, and the compact, portable ultrasonic diagnostic system FAZONE.

FUJIFILM Medical also secured the supply of consumables such as medical X-ray film and recovered various systems at medical facilities immediately after the earthquake.



Portable ultrasonic diagnostic imaging system FAZONE M/Brain at a clinic in a disaster-stricken area

**Fujifilm Consumer Sales Division**

**Visiting Customers to Offer Necessities**

Immediately after the earthquake, employees from the Consumer Sales Division, Tohoku Satellite surveyed damage suffered by customers such as photo studios and visited them to offer necessities including water and canned food. We have continued to build a cooperative relationship with them by providing goods to support their recovery and by asking them to become agents in our effort to restore general customers' damaged photos.



Employees from the Tohoku Satellite and necessities offered in support

**FUJIFILM Logistics**

**Responding Promptly to Eliminate Scarcity in the Disaster-Stricken Areas**

Immediately after the earthquake, recognizing that the distribution of goods would be key to recovery, FUJIFILM Logistics promptly prepared a system for sorting and transporting goods, collaborating with Group companies and subcontractors. As well as sending supporting goods, parts for equipment repair, and consumables to the disaster areas, we cooperated with FUJIFILM RI Pharma and put rigorous measures in place to prevent products from being contaminated with radioactivity.



Employees inspecting for radioactivity contamination

**Toyama Chemical**

**Providing Pharmaceutical Products to the Japan Medical Association**

To contribute to medical support for disaster victims, we provided anti-bacterial agents for adults and children to the Japan Medical Association and regional medical associations. We were able to deliver the products quickly by relevant departments collaborating and promptly arranging for shipping and transportation.



Antibacterial agents for adults and children

**Fuji Xerox**

**Supporting Disaster Recovery in Cooperation with NGOs**

Fuji Xerox is actively supporting the recovery and reconstruction efforts taking place in the disaster areas following the Great East Japan Earthquake, working together with NGOs that promote such activities with various experience and professional knowledge.

Swift recovery and reconstruction in these areas requires support activities that are tailored to local conditions and are concretely effective. Recognizing the importance of communicating closely with the disaster areas, understanding the situation there, organizing information on things needed, and prioritizing actions to be taken, we are supporting afflicted people in cooperation with an NPO, Japan Platform.

We provide, free of charge, multifunction devices, production printers, consumables like toners and paper, and maintenance services to meet the needs for mass printing of various documents such as evacuation site operation manuals, information fliers distributed in temporary housing facilities, and printed materials for sharing information among community members.

We are also collaborating with another NPO, Civic Force, to send employees who volunteer to help drive recovery and restoration. This collaboration enables us to provide physical support that meets local needs, which makes appropriate contributions. The employees who volunteer can use the company's social service leave program and receive the financial support necessary for their activities. In July, 221 newly-hired employees for 2011 participated in a volunteer activity to support the reconstruction of Kesenuma-shi in Miyagi Prefecture.

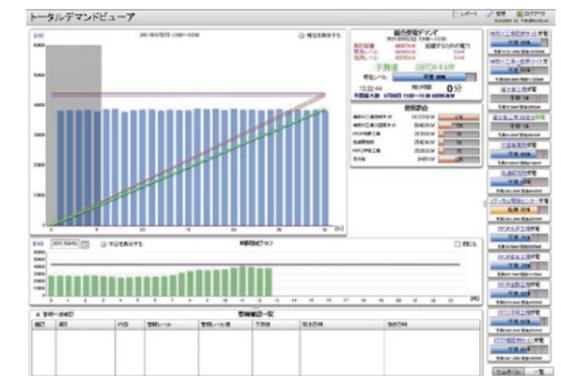
**Response to Requests from Society**

**Group Measures for Handling Demand and Supply of Electricity in the Summer**

Following the scheme for jointly limiting electricity use, which was introduced by the Ministry of Economy, Trade and Industry as an energy conservation measure for the summer period, 15 of the Fujifilm production facilities and other sites that consumed large amounts of electricity and were located in the service area of the Tokyo Electric Power Company were divided into groups, and efforts were made to reduce peak electricity demand. For example, the amount of electricity purchased from the power company was reduced by raising the utilization rate of the natural gas cogeneration system that had already been installed at the Kanagawa Factory Ashigara and Odawara Sites and the Fujinomiya Factory. Also, electricity consumption of the entire Group was leveled by utilizing the large-capacity sodium-sulfur batteries installed at the Advanced Research Laboratories and by releasing electricity stored during the nighttime according to plan.

In order to have real-time information on electricity consumption and use it for timely energy-saving actions, a system for measuring and monitoring electricity consumption was installed at 11 sites which accounted for 95% of the Group's electricity consumption. Various other energy-saving measures were taken such as turning off outdoor advertisement signs in the service area

of the power company, suspending the use of lighting and air conditioning systems at offices, production facilities, and research and development centers, and installing LED lighting stands. In addition, the theme of ICE Challenge, an anti-global-warming activity involving all employees of the Fujifilm Group and their families, was set as energy conservation and all made efforts to save energy. We also encouraged others to use less electricity through television commercials and by making energy-saving tools publicly available on our website.



Screenshot of the system for measuring and monitoring electricity consumption

## Responding to Radioactivity Issues

### FUJIFILM RI Pharma

#### Using our abundant knowledge on radioactivity for support activities

Since its establishment in 1968, FUJIFILM RI Pharma has engaged in the research and development, production, and sale of radiopharmaceuticals that are useful for diagnosing various diseases, determining treatment plans, and judging prognosis. With regard to the accident at the Fukushima Daiichi Nuclear Power Plant caused by the Great East Japan Earthquake, we have conducted tests for radioactivity contamination, clean-ups of radioactive substances, and seminars on radioactivity, responding swiftly to demands from Group companies and local governments. Going beyond what is required of a company, we are engaged in support activities tightly embedded in local communities.

In addition, responding to a request from the Ministry of Education, Culture, Sports, Science and Technology, employees from the Chiba Office analyzed data on radioactivity and sampled soil in Fukushima Prefecture.

#### Testing and Clean-up Together with an Entire Town

From the end of April through early June in 2011, employees from the Chiba Office went every week to the FUJIFILM Finechemicals Hirono Factory located in Hirono-machi, Futaba-gun, Fukushima Prefecture and cleaned up the factory until zero radioactivity contamination was confirmed. At the same time, together with the Ministry of Economy, Trade and Industry, the Ministry of Education, Culture, Sports, Science and Technology, and the town Hirono-machi, they collected data on contamination in the town and held information sessions on radioactivity.



Lecture for residents of Hirono-machi held at Hirono-machi Health Center (Hirono-machi, Futaba-gun, Fukushima Prefecture)

“Since the accident, we have been flooded by a variety of information on radioactivity, but it is most important to act with correct knowledge. Also, to remove radioactivity which cannot be perceived by our five senses, it is essential to act based on not only knowledge, but also actual measurements taken at the sites and judgment about the measurement environment,” says Fumio Okazaki, Corporate Vice President and General Manager of Chiba Plant. In Hirono-machi, we have analyzed data on residual radioactive substances in soil, water, weeds, vegetables, and tea leaves. Also, we discussed clean-up methods and measurement results at 4 seminars held in the town, as well as provided information on radioactive substances in Sanmu-shi, where the Chiba Office is located, and various other locations.

“It will be great if clean-up activities spread to other areas, learning from the experiences of Hirono-machi as a model case. I hope the towns will become safe for people to live in as early as possible,” says Okazaki. Utilizing its technology and knowledge, Fujifilm RI Pharma will continue to provide support for reconstruction efforts.



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