Supporting Reconstruction Efforts following the Great East Japan Earthquake

We would like to express our heartfelt sympathies to the people affected by the Great East Japan Earthquake and their families. Post-quake and -tsunami reconstruction is currently the biggest challenge facing Japanese society. As an IT solutions provider, the Hitachi Solutions Group has been supporting the reconstruction efforts in various ways. As local needs become clearer, we will continue to provide necessary support while also taking actions to ensure that the earthquake remains in our collective consciousness.

### Internal events for reconstruction

**Dialogue for Reconstruction**

As part of our support of reconstruction efforts after the Great East Japan Earthquake, we held an event titled “Dialogue for Reconstruction” in May 2011 in cooperation with an NPO called ETIC. The event was intended to create an opportunity to share information about the various needs of afflicted areas and introduce some of the support activities conducted by Hitachi Solutions. Immediately after the 2011 earthquake, we had invited our employees to contribute ideas concerning disaster reconstruction via our internal SNS in order to explore the possibilities for various reconstruction support projects related to our business. Seeking to refine these ideas and come up with new ones, we invited ETIC to take part in the dialogue to report on the practical needs in the affected areas and, in turn, be briefed on the background to the launch of Hitachi Solutions’s support efforts by the employees in charge.

**Luncheon seminar “Brainstorming for Reconstruction”**

In March 2012, one year after the earthquake, we held a luncheon seminar to consider what we as individuals and as an IT firm could do to keep the earthquake and subsequent disasters from fading from public discourse. An NPO called Tono Magokoro Net (“Tono Heart Network”) was invited to report on the current situation and needs in disaster-hit areas and to suggest possible support options that Hitachi Solutions would be well-placed to provide. Meanwhile, our employees who have worked on reconstruction support projects on an ongoing basis introduced their activities. For the first time ever, we broadcast the seminar in real time using the Hitachi WEB-based teleconference system to allow our employees to listen in from their desks. As they were also able to make comments via the internal SNS, the event served as a meaningful opportunity for opinion exchange.

### A group company’s support for reconstruction efforts

Hitachi East Japan Solutions, Ltd., which is based in Sendai City, Miyagi Prefecture, established a Local Reconstruction Office after being affected by the Great East Japan Earthquake. With the goal of supporting reconstruction efforts by the application of its specialized and advanced IT technologies, the company has primarily worked on supporting reconstruction following the earthquake and subsequent tsunami, assisting with the development and implementation of local authorities’ reconstruction plans, and developing new technologies for regional revitalization and new industry creation. Aiming to contribute to its local community, it has prioritized the implementation of support measures (including volunteer measures) over efforts to acquire orders by capitalizing on reconstruction-related demands. Recipients of Hitachi East Japan Solutions’s support have expressed their gratitude to the firm for various projects, including analyzing resident surveys in Sendai City and Fukushima Prefecture and providing a temporary housing management system to the town of Okuma. The company continues to develop a framework for the creation of information technology that can help accelerate reconstruction and support activities from a long-term perspective. To that end, it is working with other organizations within the Hitachi Group as well as cooperating with major local IT companies to establish the Tohoku IT Regeneration Consortium, a public-private-academic partnership organization.

### Donations and support activities

In the wake of the Great East Japan Earthquake, Hitachi Solutions donated a total of 43,454,000 yen collected from the company and its employees to the Central Community Chest of Japan. We also refurbished 200 used computers for donation in fiscal 2011 to the Reuse PC Donation Program run by a nonprofit organization, e-elder. The computers will be provided to educational institutions and NPOs affected by the disaster.

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**AURORA ski team members support reconstruction efforts**

On April 23, 2011, members of Hitachi Solutions’s AURORA ski team visited a junior high school in Ishinomaki City, Miyagi Prefecture, which served as an evacuation center following the Great East Japan Earthquake. The team members, who are all Paralympics athletes, helped prepare meals for about 1,800 people and offered encouragement to the evacuees. Meanwhile, 179 Hitachi Solution employees joined forces to design, produce, and sell T-shirts to raise money for reconstruction efforts and disabled athletes affected by the disaster. From the T-shirt sales, they made and donated a total of 630,000 yen.