

# SCSK's Social Contribution Activities



Under the corporate philosophy of Create Our Future of Dreams, the SCSK Group undertakes not only business activities, but also social contribution activities to address societal issues alongside various stakeholders for the realization of a sustainable society. The SCSK Group's material issues – innovating for a brighter society, building trust for a safe and secure society, and creating an inclusive society – all lead to increased human well-being. We engage in social contribution activities that include developing the next generation and the realization of a universal society\*, while at the same time actively promoting the involvement of each and every employee in the various challenges that society faces.

\*Universal society: An inclusive community of mutual understanding in which differences in race, ability or other aspects are understood and naturally accepted.

## The SCSK Group's Next-Generation Development Activities

### ■ CAMP (Children's Art Museum & Park)

The Children's Art Museum & Park (CAMP) is a next-generation development activity by the SCSK Group for children who will be forging the future. Kids learn various methods of expression through workshops and we foster the necessary sociable nature and mind to accept and enjoy others in their diversity through creative activities in groups.



### ■ CAMP Workshop – Next-Generation Development and Community Contribution –

Workshops are held regularly at the CAMP Studio as well as SCSK properties and Group companies nationwide. Employee volunteers, students from neighboring universities and other volunteers gathered by open recruitment run the workshops as facilitators.

### The Five Elements of Workshops: CAMP workshops comprise five elements

#### 1. Make — Process / trial and error / imagination

Trial and error during the process of making is sometimes accompanied by failure and hardship. All of these empower the imagination.

#### 2. Think — Curiosity / pursuit / discovery

Thinking is fun. We develop passionate curiosity and repeated pursuit and discovery.

#### 3. Connect — Encounter / sharing / exchange

Workshops are places for encounters. Sharing time and space and exchanging ideas connects us with others.

#### 4. Present — Objectivity / understanding / communication

Communicating is an opportunity to understand yourself and others. Presenting something allows us to reflect on ourselves objectively.

#### 5. Reflect — Catalyst / growth / reconfiguration

Reflection leads to the next catalyst for growth. We reconfigure our experiences and feelings and carve them into our hearts anew.

Expansion of CAMP:  
CAMP workshops are held in 29 prefectures.  
<http://www.camp-k.com/english/camp/>



### ■ Joint Development of Workshops and Joint Research

We also conduct research activities continuously in cooperation with the University of Tokyo Interfaculty Initiative in Information Studies, non-profit organizations and others to evaluate the workshop design, facilitator training methods, and long-term (over two to ten years) benefits of participation in CAMP workshops. In terms of program development, we also review the abilities necessary for children in the future to accommodate changes in society.

CAMP was awarded a Good Design Award as a new way for corporations to contribute to society.

