"With You" Activities Carried Out across Japan

As a good corporate citizen that embraces the idea of acting together "With You," Sumitomo Mitsui Trust Bank ("SuMi TRUST Bank") promotes social contribution activities rooted in local communities, known as "With You" activities, primarily through its local branch offices located across Japan.

SuMi TRUST With You®

Enhancement of trust through diligent efforts

Support for the environment and living creatures

- ESD Project (environment education)
- Conservation activities to protect and rear endangered species
- Donation activities
  (Vending machines directing a percentage of sales to social contribution programs, Bellmark, ring-pulls on cans, used stamps, recyclable books, etc.)
- Initiatives to save energy at domestic offices
- Lobby exhibitions on World Heritage sites, nature, and biodiversity

We support the activities of Natural Trusts ▶ see page 37

Support for this generation of seniors

- Send seminar speakers to organizations & local elderly-care homes
- Initiatives involving dementia
- Distribute "The Healthy Centenarian's Encyclopedia"
- Lobby exhibitions supporting "Second Life"
- Hold lectures and seminars for the elderly

Our Silver College seminar series ▶ see page 34

Contributions to local communities and society

- Events offering financial education & workplace experience
- Participate in community development events
- Host seminars on disaster preparedness, initiatives to prevent financial scams
- Campaign to support traffic safety
- Lobby exhibitions with local roots
- Participate in local beautification & clean-up activities

Initiatives to Promote "With You" Activities

Initiatives Common to All Branches across Japan

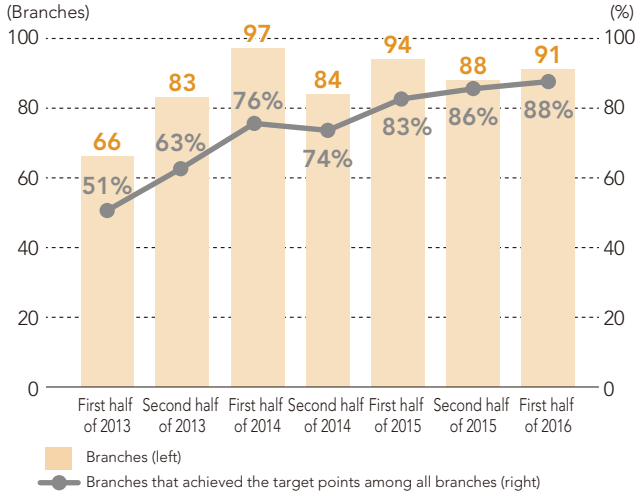
To build strong relationships of trust with community members, SuMi TRUST Bank engages in social contribution activities rooted in local communities, which are known as "With You" activities. These activities are promoted with a focus on the following three areas: (1) support for this generation of seniors, (2) support for the environment and living creatures, and (3) contributions to local communities and society.

With a view to promoting these activities systematically, SuMi TRUST Bank introduced a point system in fiscal year 2012 as a guideline that establishes standards for these activities, dividing activities into categories and measuring their degree of difficulty and effectiveness. The point system sets a baseline point target for each year and assesses each branch from the standpoint of "achieving business results," "reducing environmental burden," "improving brand image," and "disseminating information" as well as on the basis of its ingenuity in achieving sales results and disseminating relevant information, and posts on its "With You" branch blog. The branches have been steadily achieving their targets since the system began, and use of "With You" activities as an effective marketing approach has taken hold.

Furthermore, the "With You Excellence Award," "With You Special Award," or "With You 'Shine Activities' Award" are awarded to branches that have achieved outstanding results from "With You" activities. We are actively developing "With You" activities by sharing these award-winning initiatives at branches nationwide.

Goals of "With You" Activities

Branches that achieved Target Points



Note: The total number of branches in each fiscal year was as follows: 130 branches in the first half and 133 branches in the second half of fiscal year 2013; 128 branches in the first half and 114 branches in the second half of fiscal year 2014; 113 branches in the first half and 102 branches in the second half of fiscal year 2015; 103 branches in the first half of fiscal year 2016.

Main Initiatives at Branches

Support for this generation of seniors | Support for the environment and living creatures | Contributions to local communities and society

Ichinomiya Branch

The Ichinomiya Branch is proactively engaged in "With You" activities as a financial institution with roots in the local community through activities aimed at conserving the Deepbody Bitterling, an endangered fish species with an IA designation from Japan's Ministry of the Environment (MOE).

The Deepbody Bitterling is a rare freshwater fish that lives in just three areas of Japan. The Ichinomiya Branch has since 2012 promoted and been recognized for a variety of initiatives linked to environmental and ecosystem conservation in the Kiso River basin as a "With You" activity theme. These include participation in local conservation activities and the display of an exhibit on this theme in our lobby. Moreover, the branch is a member of a council looking at ways to promote greater collaboration within a network focused on the Kiso Mikawa basin ecosystem, supports Education for Sustainable Development (ESD) projects at Aichi Prefecture-run Kisogawa High School, and works with students from the high school to use a quiz to raise awareness about the bitterling. After obtaining approval from MOE in August 2016, the branch began a breeding exhibit for Deepbody Bitterlings in a joint project with private-sector companies, a first of its kind.

In boring down into the theme of endangered species conservation activities as a way to support the environment and living creatures, the branch will continue to work with a wide range of organizations such as national agencies, local authorities, and aquariums as it continues to remain proactively engaged on this theme.

Using a quiz, students from Aichi Prefecture-run Kisogawa High School raise awareness about the Deepbody Bitterling

An endangered fish species, the Deepbody Bitterling is designated in Japan as a natural monument

Branch-produced "With You" booklets on their activities are distributed to clients

Urawa Branch

The Urawa Branch participates in a forest maintenance project led by Reifukai, an alumni association for Saitama Prefecture-run Urawa Daiichi Girls' High School in an effort to support initiatives aimed at energizing the local community.

This project was born of shared principles motivating the alumni association's activities and initiatives SuMi TRUST Bank carries out as CSR activities. In addition to participating in the forest maintenance project, branch employees prepared a "With You" booklet for the Urawa Branch to provide clients with a broad-based overview of the branch's operations and the ways it contributes to the local community.

A forest maintenance project led by Reifukai, an alumni association for Saitama Prefecture-run Urawa Daiichi Girls' High School

Sendai Branch and Sendai-Aoba Branch

Working on a rotating, half-year schedule, the branch has housed six lobby exhibits on a wide variety of themes with local roots such as ones on breeding an endangered type of Japanese medaka rice fish; supporting the local pro baseball team, the Tohoku Rakuten Golden Eagles; calling attention to the Tohoku region's summer matsuri festivals; alerting people to the harm of money transfer scams; and displaying watercolor paintings by the branch's lobby attendant. In organizing these exhibits, the branch actively engages with local groups and organizations and broadens its network by building relationships with outside entities. It will move forward with such activities as a financial institution with local community roots.

A lobby display on the local pro baseball team, the Tohoku Rakuten Golden Eagles

Koganei Branch

The Koganei Branch actively posts to its "With You" branch blog, viewing it as the best tool to disseminate information to clients. In fiscal 2016, the branch made available in real time a wide variety of content ranging from seminar notifications, reports following up seminars, and announcements on branch employee study meetings to information about lobby exhibits and community events.

Blog posts at the "With You" branch blog for Koganei Branch

Latest Blog Posts!

ぜひ検索してご覧ください

小金井支店ブログ　検 索

Five branches in Tokyo's Johnan area*

After the silver college seminars (see page 34) concluded, we followed up by seeking feedback and requests from clients who attended them. On this basis, we organized two seminars on a half-year schedule as a combination of either single-branch projects or multi-branch collaborations based on area attributes. Our unique approach—combining large seminars for about 200 participants arranged by five branches in close proximity to each other and small-group seminars at a single branch—enabled us to be successful with a large-scale seminar series.

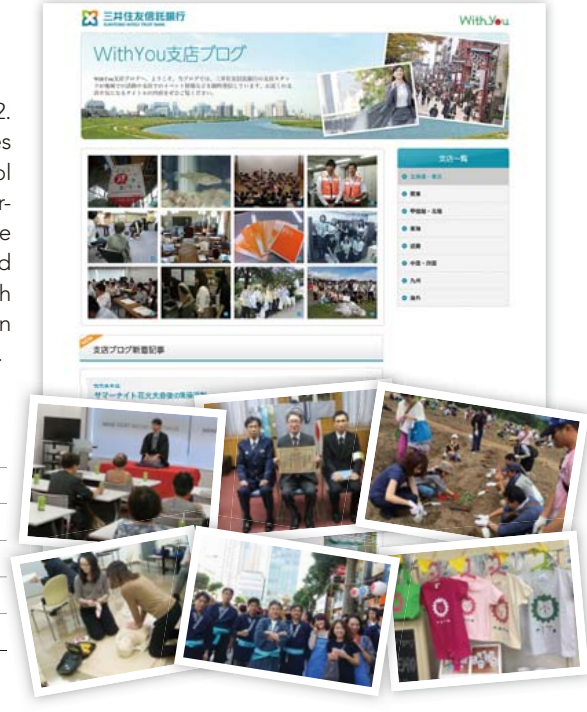
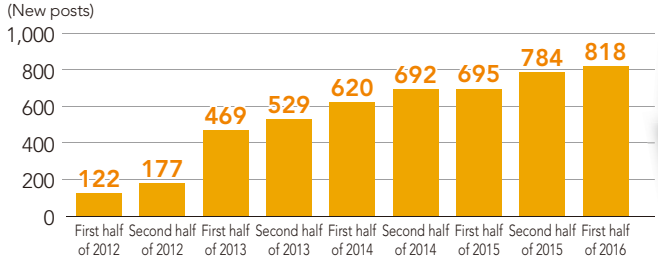
Five branches collaborated in organizing seminars

*Shibuya Branch, Shibuya-Chuo Branch, Meguro Branch, Sangenjaya Branch, Jiyugaoka Branch, and Futako-Tamagawa Branch

"With You" Branch Blog

Website URL: http://branchblog.smtb.jp/

SuMi TRUST Bank launched the "With You" branch blog site in 2012. In addition to introducing the "With You" activities of branches around the country, the branch blog has become an important tool for communicating with clients and providing them with timely information about seminars and panel exhibitions. It has also become a tool for deepening the relationship between our branches and local communities. With the number of blog posts by each branch increasing every year, the branch blog has now emerged as an important tool for disseminating information to local communities.



Posts on "With You" Branch Blog Website (Trend)