

Community Vitalization Project

In the face of fallout from the COVID-19 pandemic, concerns are arising that relationships between people are becoming ever weaker than before. Against this backdrop, we launched the “Community Vitalization Project” in the fiscal year ended March 31, 2021, with Meiji Yasuda employees advocating for connecting “people,” “workplaces” and “community.” In this way, we help people of communities in which we operate maintain ties supported by heartfelt relationships as part of our cross-organizational initiatives to help address issues society is now confronting.

For example, in the same fiscal year, we promoted the “Employee Giving Campaign to Support MY Local Community” and donated

a total of ¥520 million to 1,210 entities nationwide, including municipalities and medical institutions in need of financial assistance due to fallout from the COVID-19 pandemic, via a matching-gift program that combined employee donations and matching funds from the Company.

Also, we acted in collaboration with J.League to promote the “Local Aid Campaign with J,” launching the “Website Introducing Local Specialties” through which players and other representatives from J clubs introduce the appeal of local specialties and sightseeing hotspots.



No Community Member Should Be Left Isolated

Today, social atomization is becoming a major social issue. For instance, a certain survey estimates that nearly 9% of the domestic population have no opportunities for daily conversations with others.

We are worried that the weakening of social connections may possibly deprive regional communities of their vitality and, therefore, aspire to advocate for connecting people and community, helping people of regions where we operate maintain ties supported by heartfelt relationships. This is why Meiji Yasuda is committed to promoting the “Community Vitalization Project.”

* Calculated based on the 2nd Survey on Livelihood and Mutual Support (2017) publicized by the National Institute of Population and Social Security Research
<http://www.ipss.go.jp/ss-seikatsu/j/2017/seikatsu2017summary.pdf> (Japanese only)

Initiatives to Help People of Communities Cultivate Relationships

Connecting people

- We act in collaboration with municipalities, community halls, roadside stations and other community-based entities nationwide to help our fellow local community members enhance their living standards and to support local festivals to vitalize their regions.
- We continue the “Employee Giving Campaign to Support MY Local Community” to offer ongoing assistance to efforts to build flourishing communities and resolve region-specific issues.



A health checkup event held at Roadside Station Furari Tomiyama (Chiba Prefecture) to help visitors assess the condition of their blood vessels

Connecting workplaces

- We help regional businesses practice health & productivity management and thereby assist them in the creation of a workplace that allows employees to work enthusiastically even as they stay emotionally and physically healthy over the long term.
- We extend financing for local businesses, which support livelihoods of other community members and serve as the bedrock of regional economies and employment, to help them achieve corporate growth.



Representatives from Meiji Yasuda and the Miyazaki Branch of the Japan Health Insurance Association hold a partnership agreement at a signing ceremony

Connecting communities

- We will take advantage of a fresh partnership with JLPGA, which just signed a contract with us, to launch unique community building initiatives focused on promoting sports, in addition to acting in collaboration with J.League.
- We implement the “Local Athlete Support Program” to contribute to the promotion of regional sports and otherwise foster a sense of unity among community members through sports.



A yoga class in which attendees practiced alongside professional athletes from SAGANTOSU soccer club

Supporting local children

- In regions nationwide, we promote a variety of activities aimed at supporting the sound upbringing of children, who will lead future generations.

Ashinaga Charity & Philanthropy Walk

We strive to extend assistance to orphans to help them pursue higher education and maintain emotional health through fundraising walking events and charitable donation campaigns.



Fureai Concerts

We host concerts at special-needs schools and other educational institutions across Japan to help children with disabilities enjoy live music.



Financial and Insurance Education

Targeting mainly junior high school students, we deliver on-site lectures to provide them with opportunities to learn about preparatory steps they might have to take to support themselves in the future.

