

Special Feature 4

DAIDO METAL Pro Bono Program

Since FY2019 the Company has been operating the “DAIDO METAL Pro Bono Program”, which creates opportunities for employees to become aware of societal issues and to leverage the experience they have accumulated in the Company for the good of local communities. By supporting the creation of the basic structures necessary for NPOs through our provision of subsidies to local NPOs and the involvement of employees in volunteer activities, we are contributing to the resolution of societal issues.

* “Pro bono” refers to volunteer activities that utilize experience and skills cultivated during work for social or public purposes, or to persons carrying out such activities.

Our track record

FY2019

This program was initiated during the 80th anniversary year of the founding of the Company, as part of activities aimed at contributing to the community and society in a broader sense. We selected two NPOs to assist, and employees who participate in the associated programs are rewarded with a “Pro-Bono Advisor Certificate” on completion. In questionnaire surveys conducted with the NPOs receiving support there was a 100% positive response to the participation.

NPOs receiving support in FY2019



NPO Shake Hands

Promotes multicultural coexistence in local communities mainly by supporting study and the use of Japanese language by the children of foreigners living in Japan

Outcomes

- Introduced NPO activities to the fair trade café it operates, gave advice on refurbishment
- Created flyers to enable new members to join at all times
- Drafted fundraising plans, created thank-you presents for donators



NPO Osanpoya

Supports spaces for raising children together with local communities, such as by providing walks in nature for children and their parents and outdoor childcare

Outcomes

- Conducted a survey into methods for promoting disaster prevention readiness awareness of households raising children
- Created a website to publicize the organization
- Created an “Osanpoya” character based on designs submitted by Company employees
- Strengthened links to other organizations and companies, and raised awareness of disaster prevention measures



FY2020

As this was the second year of the program, some of those who participated in the first year returned as Pro-Bono Advisors and used their experience to provide guidance. As was the case in the previous year, in questionnaire surveys conducted with the two NPOs receiving support there was a 100% positive response to the participation.

NPOs receiving support in FY2020

NPO Office Mahalo

Provides advice to and supports the independence of women and children suffering from situations such as domestic violence or child abuse



Outcomes

- Completed presentation materials and leaflets to publicize the work of the organization
- Reviewed membership system and subscription fees
- Converted list of advice/interviews given into data, analyzed past success stories



Bosai Mama Kakitsubata

Holds disaster prevention workshops and disseminates information to parents and children about the importance of preparing for disasters



Outcomes

- Created list of activities undertaken, and visualizations of allocation of roles
- Created manuals for updating social networking information, etc. and relationship diagrams
- Created basic presentation materials for courses and notes for speakers

