

SDGs/ESG Initiatives

To disseminate Mie Prefecture's Scheme for Registering SDGs Promotion Partners in companies in Mie

The Bank concluded the “collaboration agreement to promote SDGs” with Mie Prefecture and Tokio Marine & Nichido Fire Insurance Co., Ltd. in November 2021. The purpose is to solve regional issues and develop economy in the prefecture by working together to raise the awareness of SDGs in business operators in the prefecture using “Mie Prefecture's Scheme for Registering SDGs Promotion Partners,” which is implemented by Mie Prefecture.

The collaboration includes [1] Disseminating and sharing of information on SDGs, [2] Creating a place to exchange information and opinions among business operators, [3] Raising awareness of SDGs and [4] Supporting business operators working on SDGs initiatives.

This scheme received 510 applications for five months since its launch (as of March 31, 2022), which exceeded our expectation.



Financial education

Financial knowledge competition Economics Koshien

Every year since 2011, the Bank has held the Mie competition of Economics Koshien, a national finance and economics quiz tournament for high-school students, under the joint sponsorship of the Association for the Promotion of Financial Literacy, a non-profit organization.

With financial knowledge becoming increasingly necessary amid diversifying financial and economic conditions, the tournament aims to provide an opportunity for high school students to have fun learning about finance and economics.

The 11th Mie Competition was held online in December 2021, as it was the year before. 22 high school students in 11 teams from nine high schools within Mie

Prefecture participated and competed with their financial knowledge. The team from Takada Junior and Senior High School in Tsu won the competition, and attended the nationals held online in February 2022.



Acceptance of students for experience-oriented learning and internships

We accept students from elementary school to college for experience-oriented learning and internships to help them enhance financial literacy. They receive explanation on bank services and monetary knowledge and experience-oriented experience of branch tours, pass-book creation and customer services at a lobby with our employees. We also dispatches our employees to schools to serve as lecturers.



Experience-oriented learning for students in the 2nd grade of elementary school (Toda branch)

Regional environmental conservation activities

We have been conducting the forest conservation activity since 2006 to achieve sustainable recycle-based society.

Our officers and new employees engage in the maintenance of forest and promenades at “Hyakugo Forest” (in Nyu, Taki-cho) with Mie Prefecture, Taki-cho and an NPO organization. We are also working on forest maintenance activities in each region where our branches are located and cleaning activities at shopping streets, rivers and coasts.



Forest maintenance activities (Matsumoto branch)

Volunteer activities

Cooperation with UNESCO's “Miswritten Postcards” campaign and UNICEF's “Coin Aid” campaign

Every year, we participate in the “Miswritten Postcards” campaign run by the UNESCO Liaison Council of Mie Prefecture. A call is put out within the bank to collect unused postcards and New Year's cards that have not been posted, and the collected postcards are delivered to the UNESCO Liaison Council of Mie Prefecture.

We have also set up UNICEF's “Coin Aid” donation boxes at 19 branches since April 2007.

The collected postcards and coins are converted into cash at the organization and used for support activities such as education, hygiene, nutrition and urgent support for people suffering from conflicts, natural disasters, poverty, etc.

