

JA kyosai and our initiative for SDGs

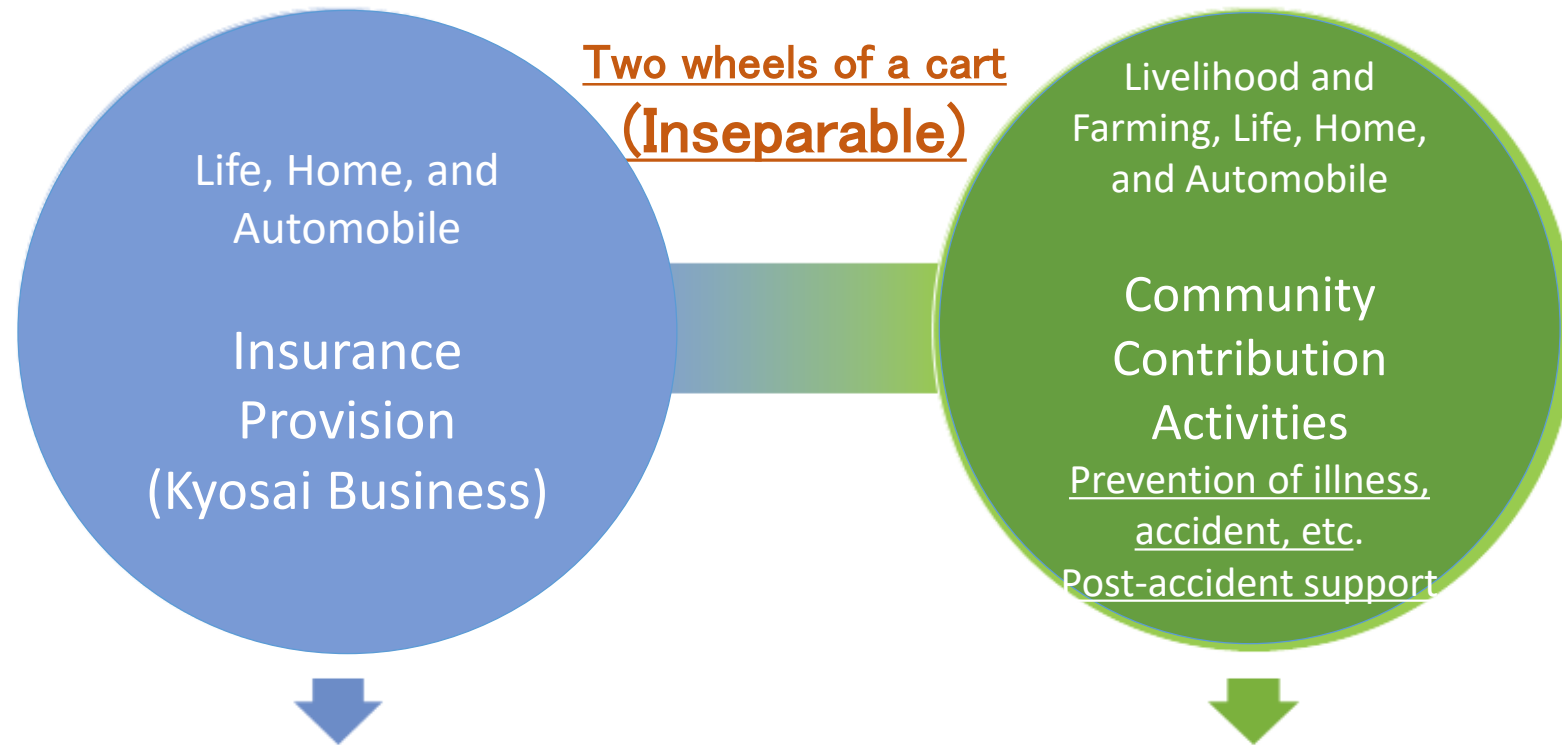
~ We can do it if we try! Contribution to sustainable agriculture



Zenkyoren

Agriculture and Community Support Department





Sufficient level of coverage for all aspects of life

Towards an environment to enable residents in local communities to live in good health and with a sense of security



JA Kyosai has been keeping the philosophy of “Mutual aid” under the motto “One for all, all for one”, and aiming for building local communities where our members and local residents can live in good health and with a sense of security through “Insurance Provision” and “Communities Contribution Activities



Life

Comprehensive Life Insurance(policies in force)

Policies 21.9 million
Sum insured ¥97,160 billion



Home

Building Endowment Insurance(policies in force)

Policies 9.6million
Sum insured ¥141,583 billion



Automobile

Automobile Insurance(policies in force)

Policies 8.2million

Automobile Liability Insurance(policies in force)

Policies 6.5million

Claims paid

Total claims paid
in fiscal 2020..... ¥3,880billion

- JA kyosai delivers peace of mind to daily lives of people by providing comprehensive coverage of life, home, and automobile
- We help many people by making insurance payment on the occurrence of unexpected events and at the maturity

3 Community Contribution Activities



People

- Health Management and Promotion
- Nursing Care and Welfare



Rainbow Exercise Program



Laughter and Health Classes



Donating Nursing Care and Medical Equipment



Homes

- Disaster Relief
- Disaster and Fire Prevention
- Reconstruction Assistance



Distribution of Disaster-Relief Tarpaulins



Donation of Disaster Prevention Goods



Provision of Temporary Housing



Vehicles

- Traffic Accident Prevention
- Social Reintegration Assistance



Bicycle Safety Riding



Car Safety Driving Diagnosis



Training and Promoting Service Dogs



Livelihood Farming

- Agricultural Promotion
- Cultural Assistance
- Livelihood Assistance



Support for Agriculture High School



Support for Food Education and Farm Experience Events

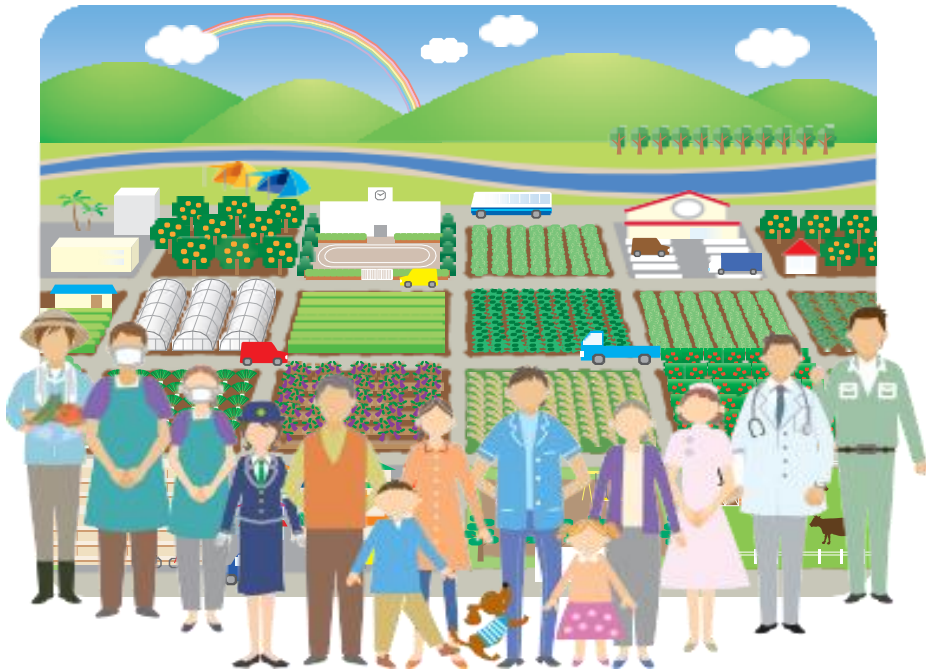


Calligraphy and Traffic Safety Posters Contests

JA Kyosai engages in varieties of activities in order to build enriched environment where people live in good health and with a sense of security

Business activities of JA Kyosai

“One for all, all for one”
Building local communities to live in good health and with a sense of security



The world envisaged in SDGs

Realizing the world where “No one will be left behind”



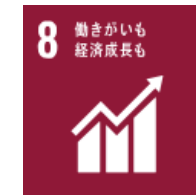
○Each of business activities of JA Kyosai corresponds to the realization of SDGs and we believe it will lead to the world envisaged in SDGs.

JA kyosai's SDGs Policy JA Kyosai ensures the sustainability of agriculture and local communities for its business foundation by providing insurance and services and engaging in community contribution activities.

Relevant SDGs

1. Contributing to healthy and productive lifestyles

We contribute to healthy and productive lifestyles by providing insurance coverage as well as by engaging in services about health management/promotion and nursing care/welfare, and community contribution activities.



2. Realization of safe and secure local communities

We contribute to realization of safe and secure local communities by providing insurance coverage as well as by engaging in services about disaster prevention/reduction and accident prevention, and community contribution activities.



3. Contribution to sustainable agriculture

We contribute to sustainable agriculture by engaging in insurance and services about agricultural promotion, farmers' income increase, and agricultural risk reduction, and community contribution activities.

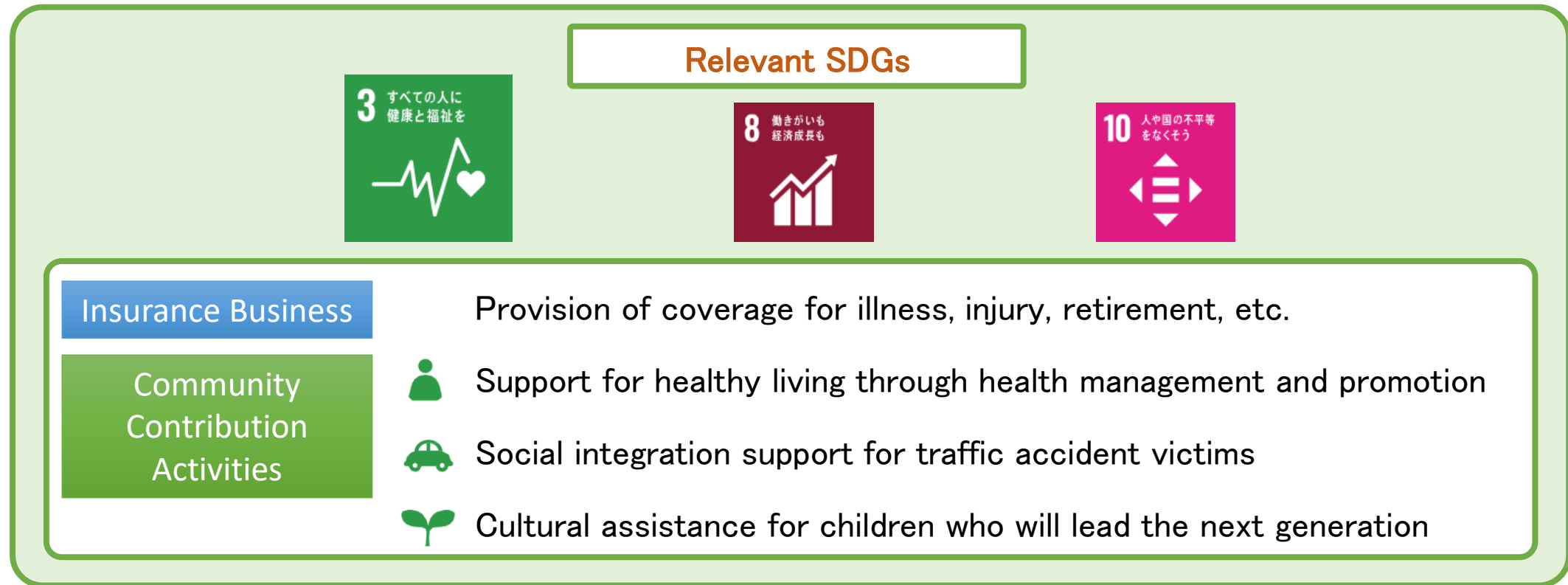


4. Contribution to global environment

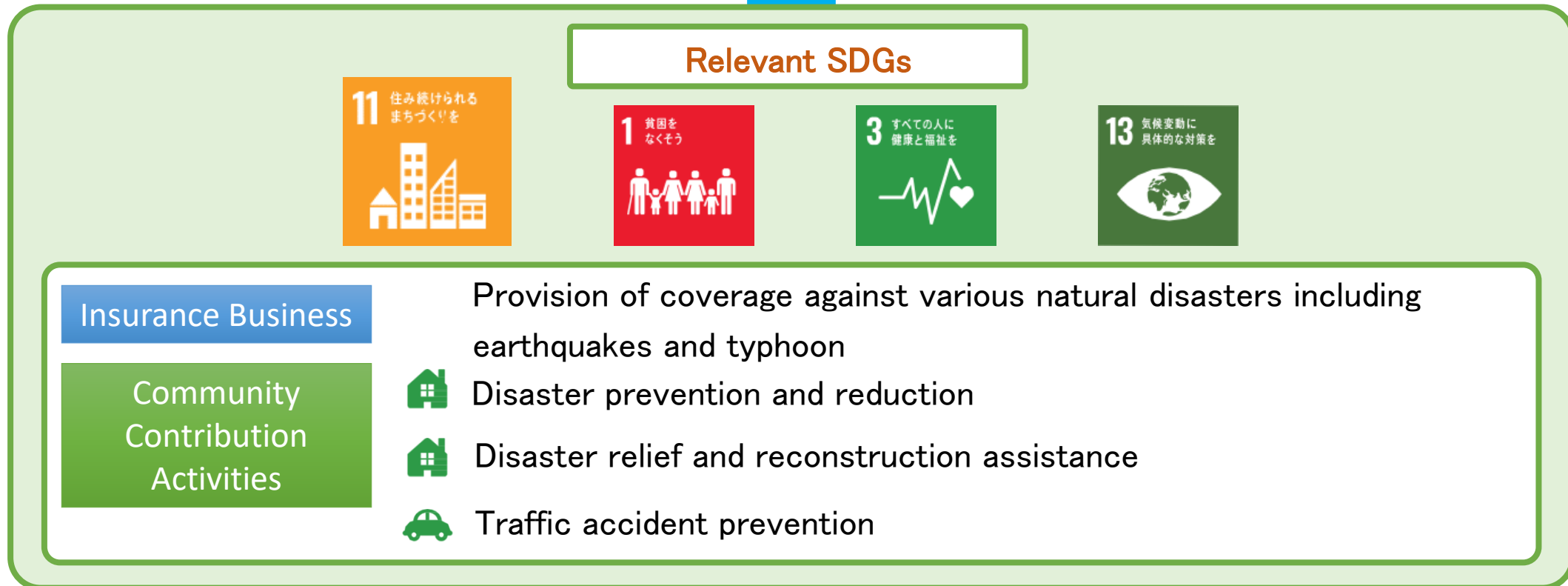
We contribute to solving global environmental issues such as climate change by engaging in global warming prevention and environmental protection.



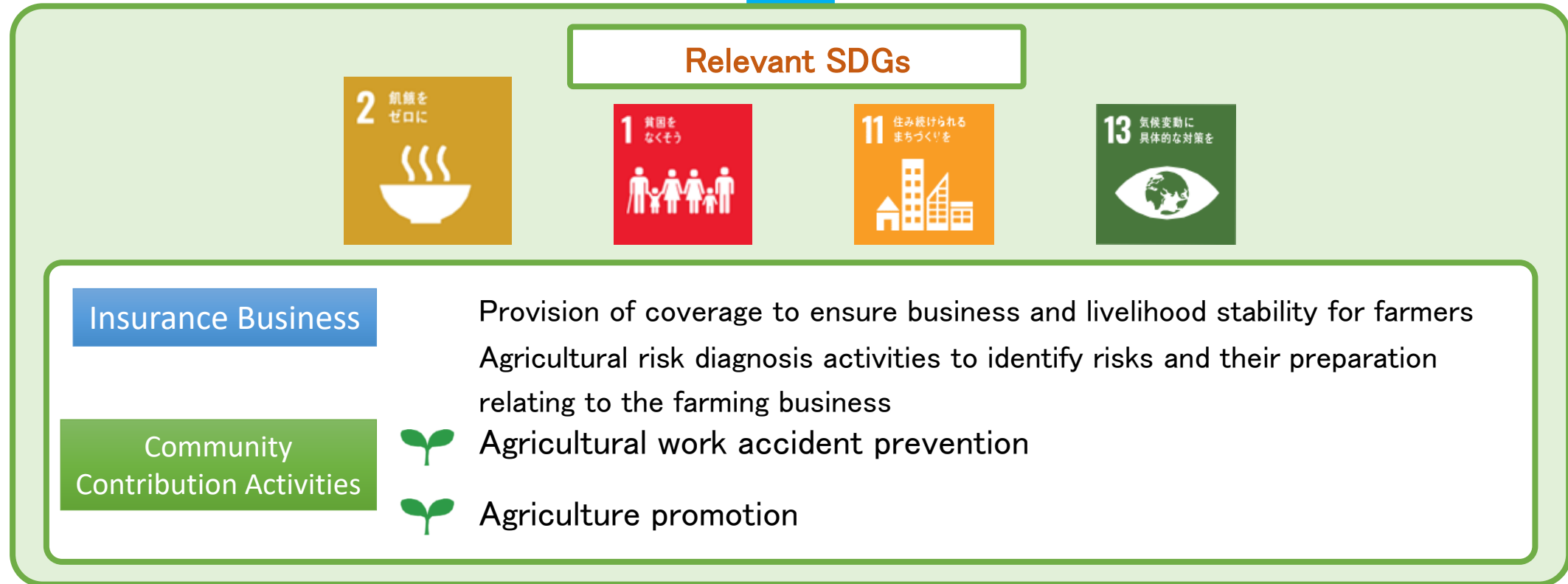
1. Contributing to healthy and productive lifestyles



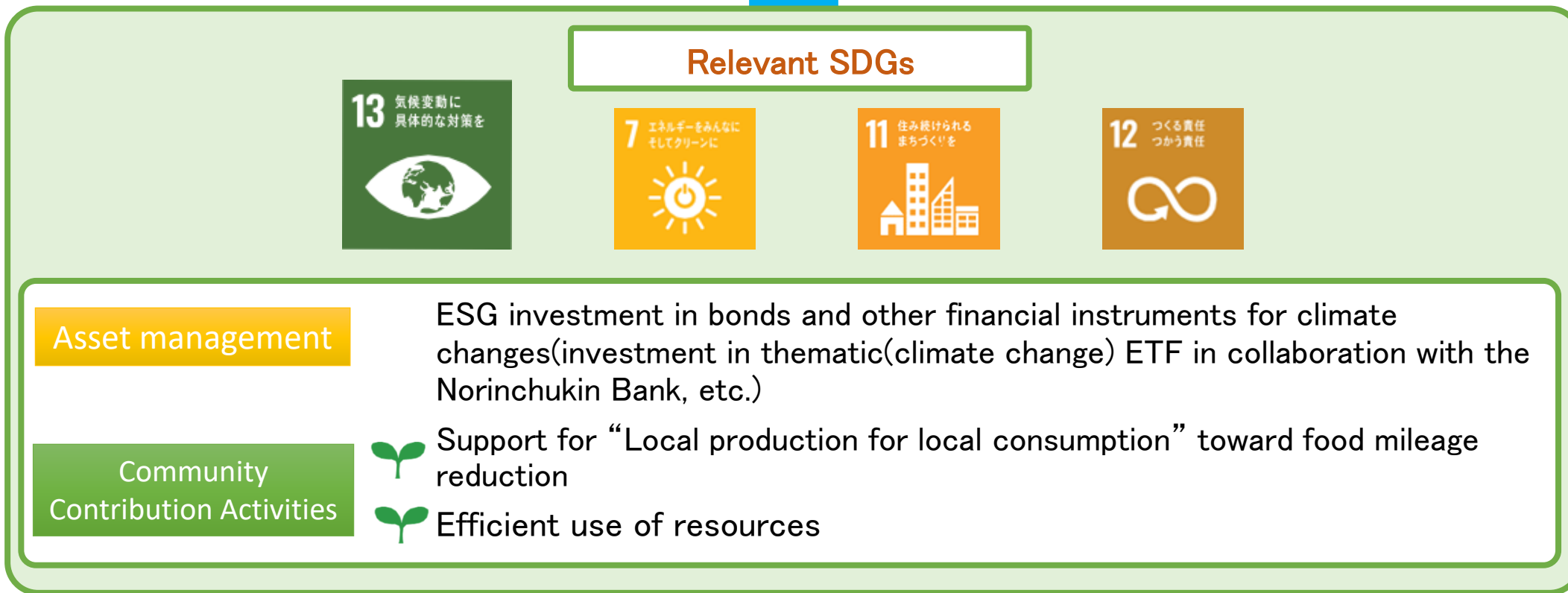
2. Realization of safe and secure local communities



3. Contribution to sustainable agriculture



4. Contribution to global environment



SUSTAINABLE DEVELOPMENT GOALS Realization of sustainable agriculture and local communities

○We continue to develop our business activities of providing insurance securities and services and engaging in community contribution activities, and ensure sustainability of agriculture and local communities for our business foundation of JA Kyosai.

5 JA Kyosai's SDGs Policy(reappearance slide)

JA kyosai's SDGs Policy

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Agricultural work accident prevention activities

1. Analysis of agricultural work accident

2. Development of Japan's first ever Virtual Reality(VR) equipment for experiencing agricultural work accident

3. Development of agricultural risk diagnosis activities



Fatal accident in agriculture

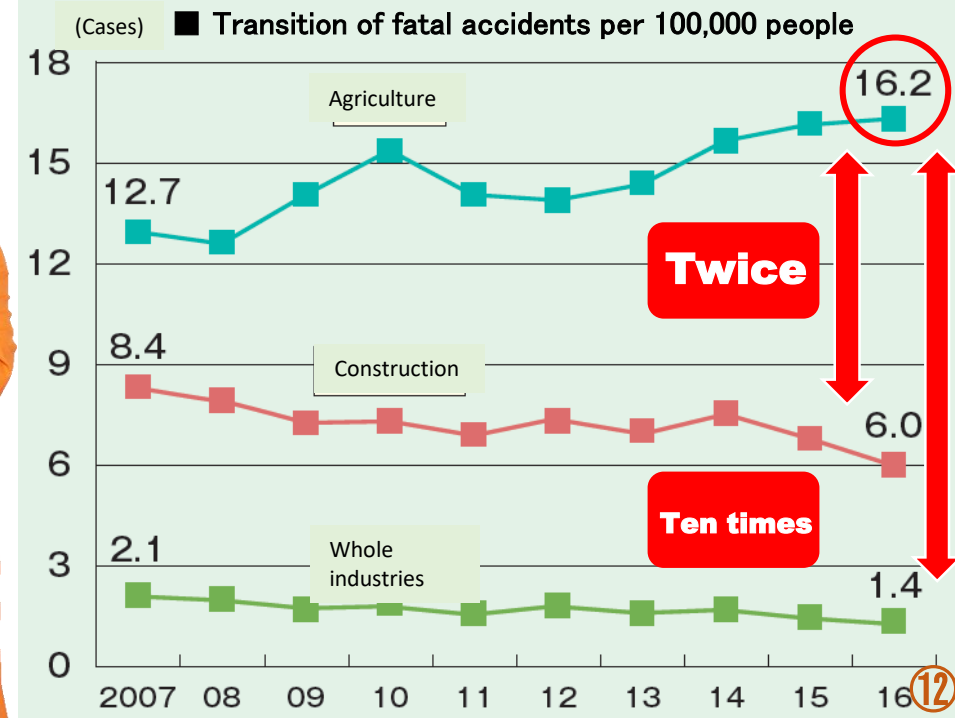
16.2 cases per 100,000 employed

Twice as high as construction industry !
(6.0 cases)

10 times as high as whole industries' average !
(1.4 cases)

(Source: 2016 MAFF)

○Zenkyoren thought we should be helpful to local people by engaging in agricultural work accident prevention activities to secure farmers safety.



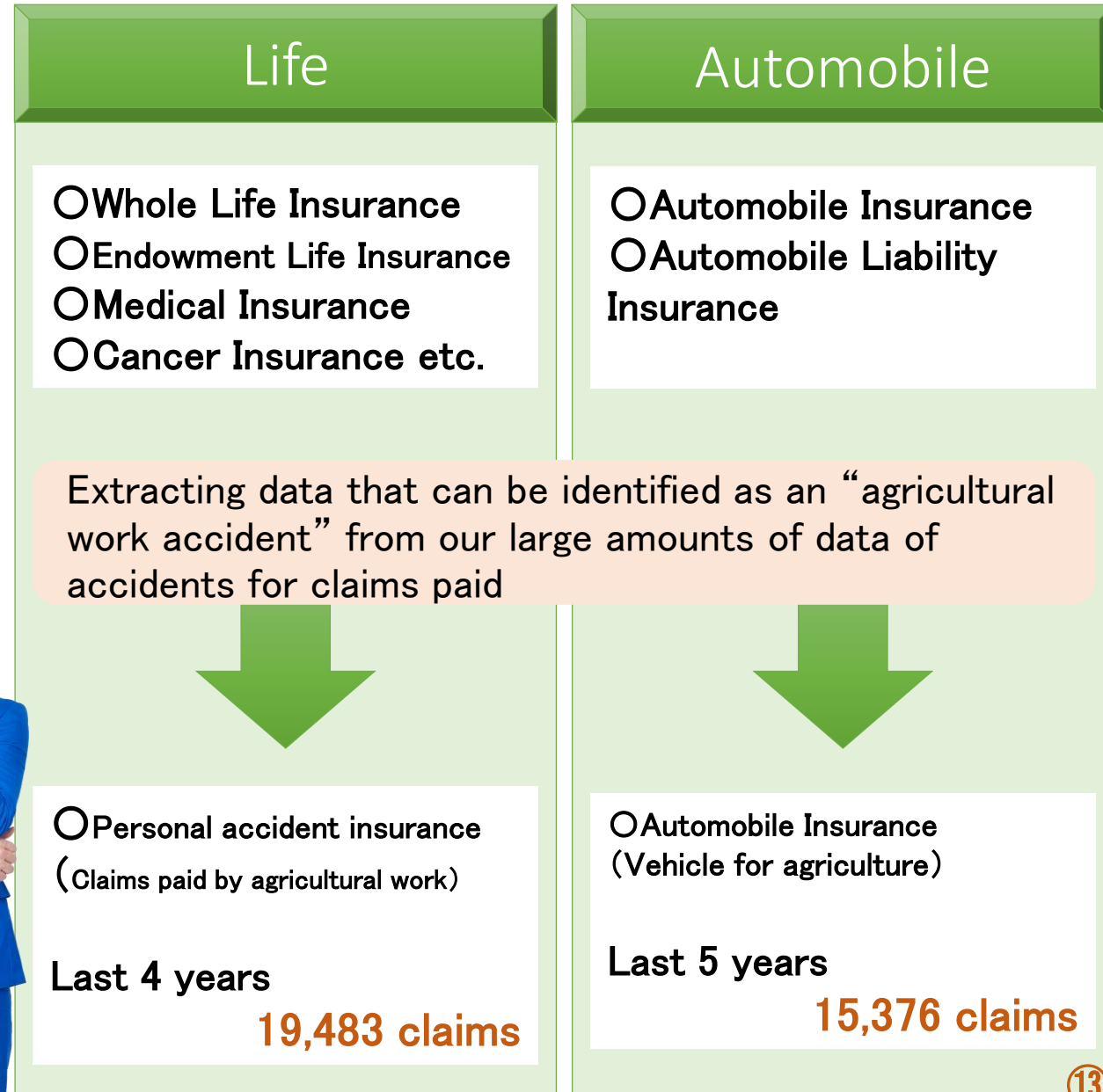
Data for agricultural work accidents

Announcement of the number of fatal accidents by MAFF

Insufficient statistical data including injuries

Unclear full picture of agricultural work accidents

Zenkyoren has analyzed our data of accidents for claims paid in order to clarify the whole picture of agricultural work accidents.



Analysis result of accident data

Serious disability accidents = About **twice** as high as fatal accident

734 occurrences annually

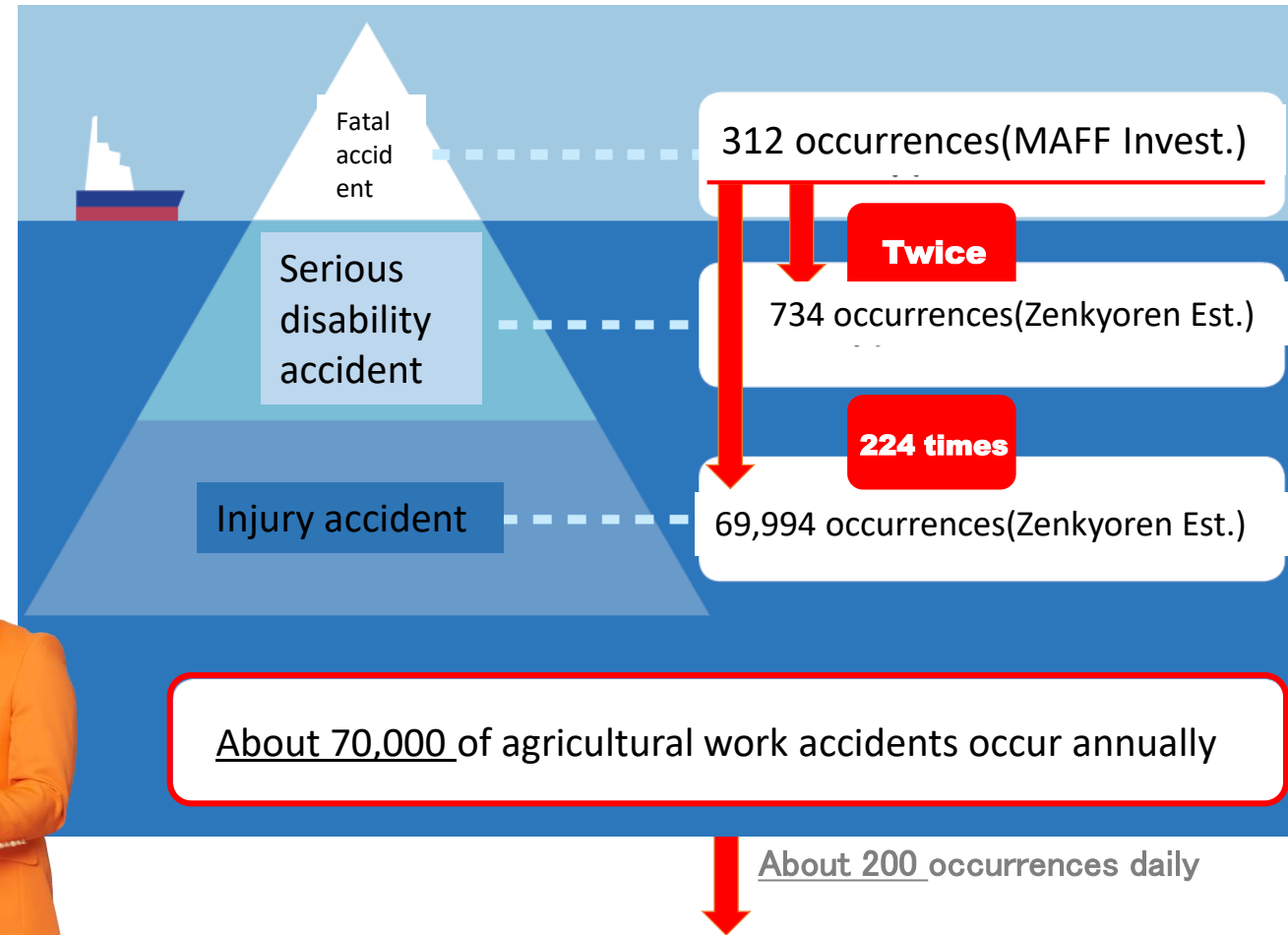
Injury accidents = About **224 times** as high as fatal accident

69,994 occurrences annually

Total agricultural work accidents = **71,040** occurrences annually

(Estimated by Zenkyoren)

○ The announced figures of fatal accidents have been recognized as a tip of iceberg in the total agricultural work accidents.



Clarify the whole picture of agricultural work accidents

Factors causing agricultural work accidents

1. “Environment” such as places and weather

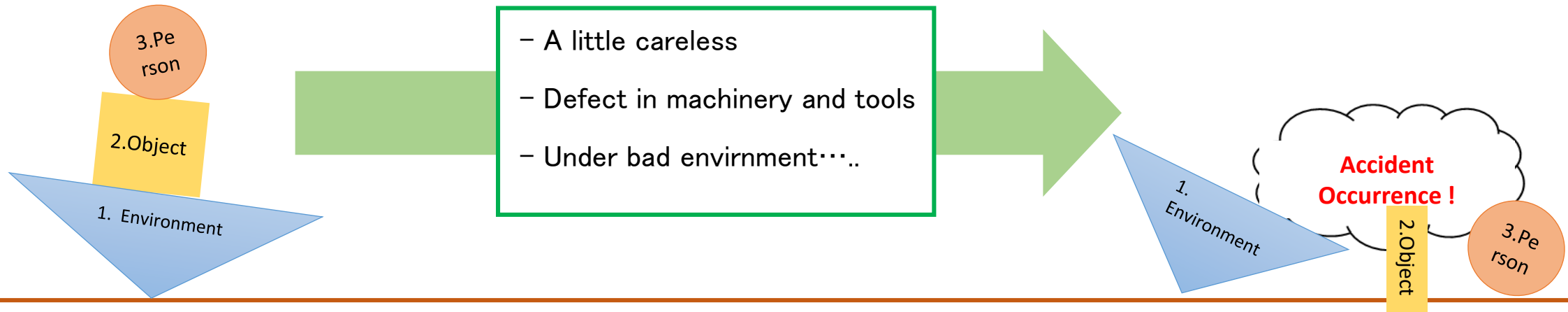
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2. “Object” such as agricultural equipment and creatures

×

3. “Person” as a worker

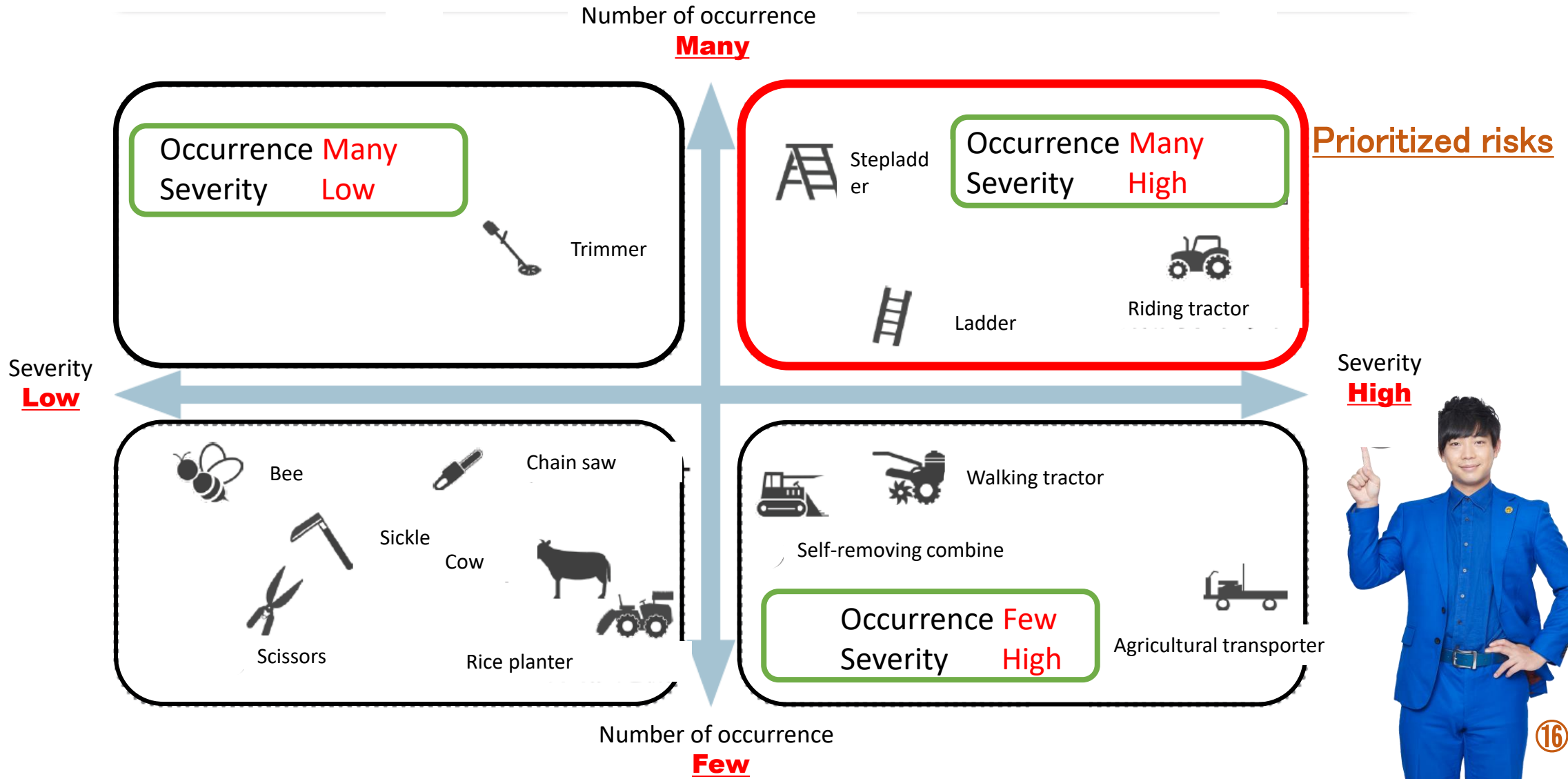
Piling up these three factors?



○ We have found that “Object” in particular causes many accidents and tends to lead to serious accidents.

○ By analyzing the accident data, the characteristics of agricultural machinery accidents (→ preventive measures) has been also clarified.

“Visualization” of prioritized risks



Analysis result of agricultural work accident

1. The whole picture of agricultural work accidents becomes clear !

There are 70,000 agricultural work accidents annually including serious disability and injury accidents.

2. The prioritized risks to be tackled become clear !

Among the factors that cause agricultural work accidents, “object” tends to lead to serious accidents.

3. By analyzing data of accidents the characteristics of agricultural machinery accidents becomes clear !

The characteristics of each agricultural machinery accident is of assistance to preventive measures.



Sharing analysis data



National Agriculture
and Food Research
Organization

Ministry of Agriculture , Forestry
and Fisheries

The Japanese Association
of Rural Medicine

By sharing the analysis data we would like to develop preventive measures for agricultural work accident in society as a whole.

Agricultural work accident prevention activities

1. Analysis of agricultural work accident

2. Development of Japan's first ever Virtual Reality(VR) equipment for experiencing agricultural work accident

3. Development of agricultural risk diagnosis activities



For the purpose of reducing agricultural machinery accidents that may cause serious accidents

Development of Japan's first ever Virtual Reality(VR) equipment for experiencing agricultural work accident which can simulate 5 types of accidents in 3 themes !

1. Overturning riding-type agricultural machinery



① Riding tractor Overturning accident

2. Controlling walking-type agricultural machinery



② Combine Rolling up accident

3. Colliding with various agricultural machinery



③ Speed-sprayer Wedged accident



④ Cultivator Backward operation accident



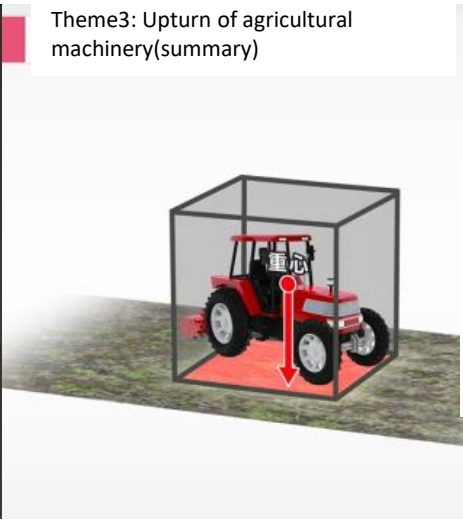
⑤ Trimmer Contacting with blade

Deep learning program for causes and measures of agricultural work accident

Simulated experience of agricultural work accident using "VR image"

+

Check the cause of accident and safety measure in "Learning video"



Theme3: Upturn of agricultural machinery(summary)

Prevention of upturning accident

- Consider a changeable center of gravity
- Respond to a changeable circumstance
- Support the bottom by wheel and crawler

Utilization of the VR equipment

Full-fledged experience with special VR goggle

+

Easily experience by watching a free video site on smartphone with VR glasses

1. VR goggle ⇒ use in group trainings and events



2. VR glasses(smartphone) ⇒ use on the occasion of visiting farmers



Training workshop using the VR equipment

Utilization since the year 2020

A total of 166 workshops have been held in 27 prefectures nationwide until now

Winning the “**Good Design Award 2020**” from the Japan Institute of Design Promotion (JDP) with high evaluation for contributing to “realization of sustainable society”.

The Good Design Award is originated from “Good Design Product Selection System” conducted by the Ministry of International Trade and Industry in 1957, and a sole comprehensive design evaluation and commendation system in Japan.

Many companies and designers from both inside and outside of Japan participate in this award as a motivation to enhance their specific industry or the quality of life through their design.



GOOD DESIGN AWARD 2020



Agricultural work accident prevention activities

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1. Notification of risks

We inform farmers of the existence of various risks surrounding agriculture and farmers and the reality of high rate of agricultural accidents, and call for attention about the risks.

Flyer of notification of risks



2. Risk check

We comprehensively indicate typical risks surrounding agriculture and farmers, and check “interest” and “preparation” against these risks.

Risk check sheet



Agricultural risk diagnosis system



3. Proposal for comprehensive measures

We make an insurance proposal with regard to the insufficient preparation against the risks. In addition, when we receive any opinion and request concerning with “agricultural chemicals” and “business succession”, we cooperate with business section in charge of these matters and propose a JA-like comprehensive measure(Marketing and Supply+Credit+Insurance, etc.).

Flyer of attention for insurance necessity

The flyers contain the following information:

- Flyer 1 (Comic):** Illustrates a tractor accident with the text: "もしも農業用自動車の事故に備えていなかったら。" (If you didn't prepare for an agricultural tractor accident.)
- Flyer 2 (Statistics):** Titled "「農業用自動車」にはこんなリスクがあります。" (There are such risks for agricultural tractors.) It shows:
 - Tractor accidents: 約1,300万円 (approx. 13 million yen)
 - Tractor accidents (excluding tractors): 約100万円 (approx. 1 million yen)
 - Accidents from agricultural machinery: 約500万円 (approx. 5 million yen)
 - Accidents from tractors: 約800万円 (approx. 8 million yen)
- Flyer 3 (Charts):** Titled "「農作業中のケガ」はこんなに起きています。" (Injuries during agricultural work are happening like this.) It shows:
 - Bar chart: 農作業中の死亡事故の発生率は高くなっています。 (The occurrence rate of fatal accidents during agricultural work is increasing.)
 - Pie chart: 農作業中の死亡事故の発生率 (Occurrence rate of fatal accidents during agricultural work) showing 31.2% for agricultural work and 69.0% for non-agricultural work.



Stabilization of farmers' foundation for livelihood and business

○By conducting agricultural risk diagnosis activities, we provide farmers with safety and satisfaction through insurance provision and stabilize farmers' foundation for livelihood and business.

1. Analysis of agricultural work accident

“The whole picture of agricultural work accidents”, “The prioritized risks to be tackled”, and “The characteristics of agricultural machinery accidents” become clear.

2. Development of Japan’s first ever Virtual Reality(VR) equipment for experiencing agricultural work accident

Preventive measure is implemented by experiencing simulated agricultural machinery accidents that may cause serious accidents.

3. Development of agricultural risk diagnosis activities

We will provide peace of mind through insurance provision for insufficient preparation against risks

We will contribute to sustainable agriculture through agricultural work accident prevention activities !



Thank you for listening



 Agricultural work accident prevention

 Agriculture promotion



JA Kyosai will continue to contribute to sustainable agriculture.