

Realizing an information society friendly to humans and the earth

The NEC Group is committed to engaging in activities that contribute to sustainable development of society.

Our policy toward corporate citizenship programs

- Effective use of business resources
- Partnerships with NPOs and NGOs
- Collaborative involvement of all NEC Group employees
- Enhancement of the NEC corporate value

In keeping with Corporate Social Responsibility (CSR), the NEC Group conducts activities for the benefit of all stakeholders including communities.



North America



APAC



Latin America

EMEA: Europe, Russia, Middle East, Africa
APAC: Southeast Asia, India, Oceania

NEC Make-a-Difference Drive (MDD)

Established in 1999 on our 100th anniversary, the NEC Make-a-Difference Drive (MDD) has inspired NEC Group members around the world to become involved in wide-ranging community activities.



NEC “TOMONI” Project

The entire NEC Group, in collaboration with stakeholders and residents of the disaster-stricken Tohoku region, will continue NEC “TOMONI” (We are with you) Project recovery efforts including the provision of suitable Information and Communications Technology (ICT) services and the organization of various social contribution activities to support the earliest possible recovery.



NEC sincerely wishes the earliest possible recovery for the people and regions affected by the 2011 Great East Japan Earthquake

Sports Activities

<http://www.necsports.net/>

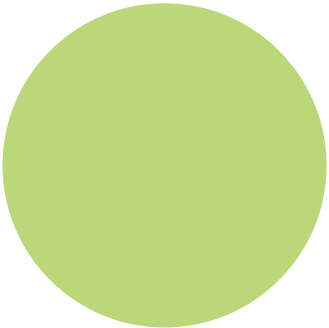
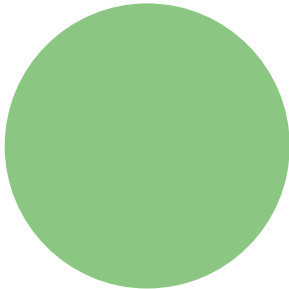
NEC’s regional contributions include the volunteer activities of athletes from a rugby team (Green Rockets) and volleyball team (Red Rockets) fully sponsored by NEC.



Issued in September 2014
CSR Promotion and Social Contributions Office
Corporate Communications Division
NEC Corporation
7-1, Shiba 5-chome, Minato-ku, Tokyo 108-8001, Japan
E-mail: sco@csr.jp.nec.com
URL: <http://www.nec.com/en/global/community/>

Empowered by Innovation **NEC**

NEC’s Corporate Citizenship Activities Bringing smiles to society through innovation



<http://www.nec.com/en/global/community/>

The NEC Group is striving to become “a leading global company leveraging the power of innovation to realize an information society friendly to humans and the earth”, as expressed in NEC Group Vision 2017, formulated in 2008. To realize this vision, NEC conducts corporate citizenship activities based on the following four mid-term themes*.

Four Medium-Term Themes for Social Contribution Activities



Four Medium-Term Themes for Social Contribution Activities

* Based on the seven themes the NEC Group prioritizes for CSR operation.
For details visit <http://www.nec.com/en/global/csr/policy>



EMEA



Japan



China

Eliminating the Digital Divide

The program covers various fields and includes IT communication support for people with severe disabilities, classes that help elementary school students and their parents gain computer and mobile phone (including smartphone) skills, and courses that help mothers gain IT skills so they can reenter the workforce.

● NEC IT Communication Support Course for People with Severe Disabilities

In cooperation with NPO ICT Rescue Team

This course helps patients with severe disabilities (mainly incurable neuromuscular diseases such as ALS and muscular dystrophy) learn how to communicate with the assistance of IT. The course utilizes Operate Navi software, which is designed to help those with upper limb disabilities operate PCs.



● NEC IT Classes for Mothers

In cooperation with NPO Niiza Childcare Support Network

Designed to help mothers successfully return to the workforce, these classes teach basic to advanced Microsoft Excel skills (while providing daycare services) with the assistance of community childcare support groups.



Creating a Safe and Secure Society

NEC offers courses that teach people how to efficiently use the Internet and lead safe, secure lives in the Internet society.

● NEC Internet Safety Classes

In cooperation with Certified NPO Eparts

These classes use computers to help elementary school students and their parents learn safe Internet practices and enjoy the Internet through computers and mobile phones, including smartphones.



Developing Diverse Human Resources

NEC promotes HR development among those of the younger generation. The programs stimulate curiosity among children, who will forge the future, and promote interest in science and creative self-expression. They also include support for various activities that students and young people striving to become social entrepreneurs are involved in.

● NEC Social Entrepreneurship School

In cooperation with NPO ETIC.

In an effort to actively develop human resources, NEC is nurturing students and young people so they can launch social ventures and NPOs as well as manage them strategically to solve social issues.



● NEC Galileo Club

In cooperation with Science Education Research Forum and Intellectual Property Support Laboratory

NEC Galileo Club provides hands-on science experiments and workshops using commonly available items at elementary schools and science museums throughout the country to help children discover the joys of science, develop curiosity and fulfill their intellectual potential.



● NEC Kids

In cooperation with NPO CANVAS

The NEC Kids Program provides workshops designed to instill rich creativity and communication skills. PCs and mobile phones, including smartphones, are utilized as IT edutainment tools in the workshops.



● NEC Social Innovation School for Senior Expert

In collaboration with Japan Philanthropic Association



This half-year program is for retirees and senior citizens wishing to start new lives utilizing their skills and experience for society. It is designed to help them become specialized volunteers for NPO or NGO organizations (pro bono) or start new businesses that can generate jobs for their communities.

● NEC Guide Dog Visits

In cooperation with Japan Guide Dog Association

Classes are held at elementary and junior high schools to help teachers, students and their parents learn about seeing eye guide dogs. The classes include talks with seeing eye dog users, visual impairment simulations and guide dog demonstrations. It is hoped that participants will gain greater understanding of visually challenged individuals and their guide dogs and contribute to a kinder social environment.



● NEC Wheelchair Tennis

In cooperation with International Tennis Federation (ITF), Japan Wheelchair Tennis Association (JWTA) and Yoshida Memorial Tennis Training Center (TTC)

NEC promotes sporting events for the physically challenged to help them take part in society and spread greater understanding. NEC has been sponsoring the "ITF Wheelchair Tennis Tour" and "NEC Wheelchair Tennis Masters" tennis tournaments for over 20 years, since they first started. NEC has also been the sponsor of the "NEC All Japan Wheelchair Tennis Masters" tournament since its very inception. This tournament features high-ranking players from all over Japan. Some matches are shown live on the Internet with the support of NPO STAND, reflecting NEC's unique ICT services.



● NEC Charity Concerts

In cooperation with NEC Tamagawa Brass Band

Once a year, NEC Group employees plan, manage and perform in a charity concert as the NEC Tamagawa Brass Band to deepen audience understanding of non-profit organizations (NPOs). Donations are accepted at the venue to support various NPOs.



● NEC Working Mothers Salons

In cooperation with NPO Madre Bonita

NEC Working Mothers Salons is a support program designed to help non-working mothers healthily transition into the workforce and all involved mothers improve their quality of life. Small meetings (salons) are held throughout Japan, giving mothers the opportunity to openly discuss their concerns and gain new skills to solve problems independently.



Addressing Climate Change and Environmental Preservation

The NEC Group periodically offers courses that raise environmental awareness among university and vocational students through firsthand experience with nature. Other classes nurture a global perspective among children in natural settings. For human resource development purposes, NEC organizes various activities that cannot be experienced in urban life and that deepen appreciation of the environment among employees and their families.

● NEC Forest People Training Course

In cooperation with Japan Environmental Education Forum, Shinrin takumi Juku and KEEP Foresters' School



Twice a year, courses are provided in camping environments for university and vocational students interested in becoming environmental education instructors.

● NEC World Children's Nature Club

In cooperation with KEEP Association

In cooperation with nature conservation organizations around the world, we offer environmental education programs that nurture a global perspective among children. These children are given the opportunity to share their feelings and discoveries about nature and culture with other children abroad through the Internet.



● NEC Paddy Making Project

In cooperation with Certified NPO Asaza Fund

To increase environmental awareness and appreciation of nature, we offer our employees a yearlong program of rice cultivation and sake brewing. The program also aspires to develop and experimentally study IT/Network technology that contributes to both ecosystem observation and biodiversity conservation.



The name of the resulting Japanese sake is the same as our environmental concept, IT de Eco, but includes kanji characters that mean "for drinking enjoyment and smiles".

● NEC Creature Observers in Abiko

In collaboration with Teganuma Aquatic Life Workshop

There is a spring-fed pond on the premises of the NEC Abiko Plant inhabited by "Copera tokyoensis", an endangered damselfly. Four times a year, employees and their family members gather at the pond to observe creatures in and around the pond and remove non-native fish to protect Copera tokyoensis.

