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Dialog and Co-Creation with our Diverse Stakeholders



“Orchestrating a brighter world” is NEC’s brand statement that demonstrates the company’s resolve to finding solutions to worldwide social issues and realizing a global society where everyone has the opportunity to lead lives that are positive and enriching.

To that end, we think it very important to sense social trends through dialog and co-creation with a variety of stakeholders.

In 2016, we engaged in dialog and co-creation with those stakeholders.

Partnership with International Organizations to Combat Global Pandemics <United Nations/International Organizations>

Background

The West Africa Ebola outbreak in 2014 exposed issues such as inadequate logistic networks and warehouse capacity to distribute materials, lack of information related to demand and supply of materials, restricted access to affected areas due to closed borders, and duplication and inefficiencies in relief efforts from meager public/private collaboration.

As a result of learning from these challenges the importance of collaborative, multi-stakeholder response during an emergency, the Global Pandemic Supply Chain (PSC) Network was launched at the World Economic Forum in Davos in 2015. The founding members of the Network include international organizations such as the World Food Programme (WFP), the World Health Organization (WHO), and the World Bank, and from the private sector, Henry Schein, Inc., the world’s largest distributor of medical supplies; Becton, Dickinson and Company, a global purveyor of reagents and diagnostic systems; and the UPS Foundation.

Becoming a member in 2015, NEC was the first company in Asia to join the PSC Network, and is continuing to collaborate as the only ICT company.

Initiatives in 2016

Participating organizations of the PSC Network bring their knowledge and expertise to discussions of how to address myriad issues that arise during a global pandemic.

NEC hosted the October 2016 PSC Network meeting and held the fifth Pandemic SCM Meeting at its headquarters in Minato Ward, Tokyo. Members of United Nations organizations including the WFP, the governments of Japan and the U.S., universities, private companies, and NPOs gathered to discuss the progress of problem-solving measures and to share information over the course of two days. In addition, they discussed simulations and food and medical supplies stockpiling plans in the event of a pandemic.

As a result of the PSC Network’s appeal of the importance of building efficient supply chains to fight pandemics through such meetings, the government of Japan has provided US\$1 million for the development of the Network. With this support, NEC and the WFP have begun developing a logistics information management platform. This platform provides integrated management of information related to supplies and distribution. Besides providing the foundation for resources to be

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efficiently supplied to areas needing assistance with appropriate timing, the system will promote continuous improvement of pandemic logistics.

▶ [Innovative Supply Chain Information Platform Will Help Prepare for the Next Pandemic \(Press Release\)](#)

Pro bono regional revitalization initiative <NPO/NGO>

As part of the employee framework concerning volunteer activities, NEC has defined employee pro bono work that applies to the professional skills that are used to find solutions to social problems. By leveraging employee skills, the “NEC Pro Bono Initiative,” launched in 2010, supports a multitude of NPOs and social entrepreneurs who are working on social issues.

Overview

The NPO “aLku” is one of the organizations supported by the NEC Pro Bono Initiative. This group is focused on these themes: “Giving blessings and gratitude to newborns,” “Enhancing support for child-rearing” and “Promoting more local industries and revitalizing communities.”

In 2016, the NPO launched its “BabyBox Project” with the city of Nagai in Yamagata prefecture to support a child-rearing initiative and the vitalization of local industry. In September 2015, Nagai launched a “Comprehensive Strategy to Create Nagai – Town, People and Jobs” and defined the “Education and Child-rearing Initiative” as a core strategy.

Inspired by the BabyBox program, a welfare scheme for babies in Finland, the “BabyBox Project” was created by Nagai City. A “BabyBox” is given to families with newborns; the box contains the necessary information on such things as books on child rearing or a help desk to answer questions on parenting. In addition to the project’s original purpose of supporting new families, there is also the intention of promoting local industries by developing a BabyBox with a local company in Nagai and by selecting goods made locally.

In 2016, NEC Group employees applied their marketing skills to support the dissemination of program information to the local community. In November of that year, NEC hosted a talk session led by Nagai mayor Shigeharu Uchiya focusing on “Regional Revitalization by Local Government X NPO X Companies” – at the “NEC C&C User Forum & iEXPO.”

Mayor Uchiya had the following to say about the pro bono activities.

“The administrative issue is that we should not only be efficiently enforcing routine work or working within a framework but also taking on challenges for new initiatives or policies by looking beyond the existing framework. One of these projects developed and promoted by the NPO “aLku” is the BabyBox project.

In Japan, there are many cities and towns with tens of thousands of people. This time, NEC, an NPO and the city together started a project to solve such social issues as child-rearing. It is plausible to expand the use of this model nationwide. We want to work with NEC to find solutions not only for child-rearing but also for social and educational issues by using NEC’s ICT technology.”



Mr. Shigeharu Uchiya,
Mayor of Nagai City

After the pro bono activity

The “BabyBox” program was officially launched in April 2017 and immediately began providing the “BabyBox” to the citizens of Nagai.

▶ [NEC Pro Bono Initiative](#)

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Barrier-free survey at Mita Station – Coordination with Tokyo Metropolitan Government <Local Communities>

In December 2014, NEC entered into the first joint initiative between the public and private sectors with the Help Mark Promotion Initiative promoted by the Tokyo Metropolitan Government. This induced NEC to cooperate with the Tokyo Metropolitan Government in the launch of a project to "Realize a Society of Helping Each Other".

In 2016, continued over from 2015, NEC and the Tokyo Metropolitan Government hosted "NEC IT Communication Support Course for People with Severe Disabilities" and "Tokyo Mimi (Ears) College" as well as events for children in local communities. These events have provided NEC employees and the disabled with the opportunity to share ideas and information.

Also in 2016, NEC entered into a mutual cooperation agreement with the Tokyo Metropolitan Government Bureau of Social Welfare and Public Health with the goal of deepening the understanding of disabilities and bolstering social participation of the disabled through these exchanges.

Overview

Based on the agreement, NEC conducted a survey relating to barrier-free issues at Mita station (Toei Mita Line) and the surrounding area. The survey was done five times in November 2016 by seven NEC engineers and seven disabled persons from the Association for the Visually Impaired in Tokyo.

At the completion of the survey, a meeting was held at the Tokyo Metropolitan Welfare Hall for Disabled People to exchange opinions. The survey determined that there were many problems that needed to be addressed. Mita station is in constant use without much thought given to the multitude of problems evident there. This survey motivated NEC to begin a review of issues and attempt to find solutions to these obvious problems.

The future

NEC will share the data obtained from this survey – What are the needs of the disabled in specific situations? – with its internal divisions (i.e., research, etc.) and promote co-creation activities with the Tokyo Metropolitan Government under the theme "Creating a Barrier-free City" and work on developing solutions.



Barrier-free survey

- ▶ [Tokyo, Joint effort with NEC to promote the Help Mark \(Japanese\)](#)
- ▶ [NEC co-sponsored with the Tokyo Metropolitan Government "NEC IT Communication Support Course for People with Severe Disabilities" \(Japanese Press Release\)](#)
 - Administration, NPO and Corporation cooperate to promote ICT Communication for People with Severe Disabilities -
- ▶ [NEC co-sponsored with the Tokyo Metropolitan Government an event to promote Para Sports \(Japanese Press Release\)](#)
- ▶ [NEC co-sponsored with the Tokyo Metropolitan Government and Tokyo Metropolitan University "TOKYO Mimi \(Ears\) College." \(Japanese Press Release\)](#)
 - Joint effort by Industry-Government-Academia to "Realize a Society of Helping Each Other"
- ▶ [NEC strengthened the coordination effort with Tokyo Metropolitan Government in the field of "Welfare" and "Sports" for disabled persons. \(Japanese Press Release\)](http://jpn.nec.com/press/201609/20160920_01.html)

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Conserving “copera tokyoensis” (an endangered species) <Local Communities>

On February 28, 2017, “Stakeholder Communications” was held under the theme “Conserving copera tokyoensis (an endangered species).” Fourteen members from the Teganuma Aquatic Organism Research Association (a civil group), the city of Abiko (public administration), the Japanese Society for Odonatology (vice chair), the Chiba Biogeocoenosis Research Center (expert) and NEC (corporate) gathered for this meeting. This was the third “dialog” meeting. The first was held in March 2015.

On the grounds of NEC’s Abiko Plant, there is a spring-fed pond called “Yotsu Ike,” which is believed to come from the Tone River. The endangered copera tokyoensis dragonfly has been spotted near the pond. The copera tokyoensis dragonfly has a ruler-like design on its abdomen. It was designated an endangered species I on the Ministry of the Environment’s Red List in April 2000.

In cooperation with Teganuma Aquatic Organism Research Association, NEC has established artificial dragonfly ponds (biotopes) and is working to eliminate non-native fish as part of efforts to protect the species.

Overview

The Teganuma Aquatic Organism Research Association presented a report on the status of their conservation work. The report indicated an increased number of copera tokyoensis due to tree trimming and maintenance done in 2016 that allowed increased sunlight and improved the waterweed (i.e., zizania latifolia) condition.

The 2017 plan was also discussed and the utilization of ICT to further improve the natural environment for copera tokyoensis.

Meeting participants made valuable comments: “This kind of dialog is very constructive in helping to make our conservation efforts more effective. I hope these meetings will be held regularly in the future.”; “Since the natural environment surrounding the plant is precious and visitors are infrequent, it is very important that the environment be carefully maintained.”



Meeting

In response to a suggestion from Abiko about conservative efforts with the community, NEC provided for the first time an opportunity for 27 people from the city to participate in observing copera tokyoensis on July 9, 2016.

The future

Based on these suggestions and the comments made by experts, our plan is to continuously upgrade the natural environment at the NEC Abiko plant.

In June 2010, NEC presented its “NEC Group Environment Management Action Plan 2017/2030.” One core element was the “Contribution to Biodiversity Conservation.” NEC employees have been participating in the company’s conservation efforts, as in the case of the NEC Abiko Plant, and the company will continue to promote this kind of work so that there will be continuous efforts to understand biodiversity and environmental conservation.

- ▶ [The NEC Abiko facility has been selected as one of the “100 locations of Kanto Water and Green Network” \(Japanese Press release\)](#)
- ▶ [Biodiversity conservation effort at the NEC Abiko facility \(Video: 7:55\) \(YouTube\)](#)
- ▶ [NEC Group Environmental Management Action Plan 2020/2030](#)
- ▶ [Principles for Conserving Biodiversity](#)

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Collaboration Project with the Waseda Playhouse <Local Communities>

NEC launched a collaboration project with the Waseda Playhouse “Dramakan,” operated by Waseda University, as a starting point to promote the university’s theater. NEC has investigated the theater’s potential through the “Theater” x “IT” x “Diverse Audience and Performers” over a five month period that began in October 2016.

The project was launched because NEC agreed to its operation policy of “...inheriting and developing the tradition of the Waseda Playhouse, promoting its excellent theatrical culture and cultivating the many individuals from the theater who are leading the next generation through education.” NEC has examined the feasibility of IT utilization to better understand and solve social issues and that allow a diversity of people – the disabled, the elderly, foreign nationals – to appreciate and participate in culture and fine arts.



Waseda Playhouse “Dramakan”

Interview with stakeholders - Overview

NEC (i.e., designers and planners) visited the Dramakan, checked its universal design and interviewed 12 individuals – including Waseda students, foreign students, students with disabilities and Playhouse staff.

NEC was interested in determining how the Dramakan is recognized or appreciated as well as learning more about behavioral trends in theatrical or cultural events.

Results:

- The users of the Dramakan were highly appreciative of the facilities’ user-friendliness. Those who are not involved in the theater, however, did not express such high appreciation, losing the opportunity to use the playhouse or enjoy a performance.
- Stakeholders have recognized the importance of these operation policies which the Dramakan has set up, such as “the training of human resources who are globally aware,” and have ideas about implementation. Currently, they have yet to enforce these policies adequately.



Meeting with many stakeholders



Interviewing a foreign student

Suggestions by NEC

NEC has proposed solutions based on the following three perspectives on the Dramakan that require further development.

- 1) Expand user groups and increase the frequency of Dramakan use to increase awareness and expand usage opportunities.
- 2) Implement a scheme to cultivate leadership resources for the theater.

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- 3) Establish an attractive venue by coordinating with the “communities” that promotes culture and arts from the Dramakan.

NEC has proposed many ideas for Dramakan such as publishing multi-lingual pamphlets and websites, advertisements of plays through social media networks holding contests or awards for plays or launching a collaboration project in cooperation with local businesses (i.e., shopping mall). NEC has also proposed more NEC-specific solutions using its IT. TV conference system that enables the audience to watch a play being performed in the theater, advertisements for plays using digital signage.

Workshop to find social issues using SDGs <Employees>

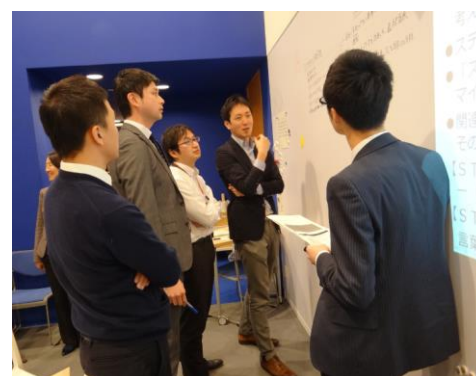
So that NEC can promote social solutions on the world stage, each of NEC employees must understand the world’s social issues as identified by the SDGs (Sustainable Development Goals). In 2016, NEC held an “SDGs Seminar” to provide learning experience about SDGs. In February 2017, another workshop was held on “Finding social issues using SDGs.”

Overview

In the workshop, we welcomed Minoru Matsuzaki, a CSR adviser in the “Caux Round Table Japan (CRT Japan)” (NPO), and about 60 participants, mainly those who are involved in overseas work or developing new business.

During the group sessions, members shared ideas about the Creation of Social Values, a subject that NEC needs to address in the future. (Participants had been asked to spend some time thinking about these concepts before the workshop.)

During the workshop, they selected one idea, considered the stakeholders position and discussed which SDGs goal should underlie the contribution made to each value-chain (positive impacts) and conversely, what is interfering with the ability to achieve the goal (negative impacts).



Group work

Comments from Participants

After the workshop, the participants had this to say:

- “I could see clearly what kind of value my work gave to the society and what kind of contribution I can make to a sustainable society.”
- “I learned the importance of having a broader perspective in terms of how I can get a variety of stakeholders involved in my marketing activities. I want to look at social issues from a wider perspective.”

The workshop provided participants with a venue where they could experience the social value creation process as envisioned by NEC – a process where they can identify fundamental issues of customers and society, develop a sense of camaraderie that crosses the departmental boundaries. Note that SDGs have been included in the orientation for new employees for “NEC Group Vision” from fiscal year 2017.

Other

Click [here](#) for details on the dialog and co-creation with business partners.

Click [here](#) for details on the dialog and co-creation with customers.

Click [here](#) for details on the dialog and co-creation with shareholders and investors