

ACTIVITIES FOR CONTRIBUTING TO THE ENVIRONMENT AND SOCIETY

In this section, NEC presents its environmental management and corporate citizenship activities, from the standpoint of corporate social responsibility (CSR).

ENVIRONMENTAL MANAGEMENT ACTIVITIES

To contribute on the environmental front to realizing the NEC Group Vision 2017, NEC formulated an action plan in June 2010 called the NEC Group Environmental Management Action Plan 2017/2030. Under the plan, NEC is promoting environmental management based on three key perspectives—low carbon, ecosystem and biodiversity preservation, and resource recycling and conservation.

From the low carbon perspective, NEC aims to reduce total CO₂ emissions by 15 million tons from fiscal 2011 to fiscal 2018 through the provision of IT/Network solutions that help to reduce the environmental impact of customers and society. In fiscal 2012, NEC helped to reduce an additional 2.31 million tons of CO₂ emissions (a total of 4.43 million tons from fiscal 2011). Also, NEC improved the energy efficiency of its products by 66% in fiscal 2012 compared with its products in fiscal 2006.

Furthermore, NEC will strengthen its hand in providing smart energy solutions combining energy storage systems and energy management systems (EMS), as well as electric vehicle charging infrastructure. The goal is to help achieve a new energy-efficient society.

From the perspective of ecosystem and biodiversity preservation, NEC aims to increase participation in its corporate citizenship program designed to promote biodiversity preservation to 12,000 people by fiscal 2018. In fiscal 2012, NEC enhanced its biodiversity preservation activities based on its guidelines. As a result, participation in NEC's global biodiversity preservation program increased by 1,821 people to 8,032 people. In addition, NEC has continued to develop solutions that contribute to preserving biodiversity such as monitoring of natural ecosystems using wireless sensors.

In resource recycling and conservation, NEC has established the goal of "using bioplastics in all core products" by fiscal 2018. In fiscal 2012, NEC used bioplastics in two more products, namely LCD projectors and POS terminals, bringing the total number of such products to six. Looking ahead, NEC will continue promoting bioplastics development activities, including efforts to commercialize a new bioplastic that it unveiled in August 2010. With a plant ratio of more than 70%, this new bioplastic is produced from non-edible plant ingredients that pose no concern about encroaching on food supplies.

NEC "TOMONI" PROJECT

In July 2011, NEC launched NEC "TOMONI" Project ("We are with you") to implement restoration and recovery efforts together with people in the regions affected by the Great East Japan Earthquake, and to pull the entire NEC Group together as "One NEC" behind these efforts. NEC "TOMONI" Project ("We are with you") has two programs: volunteer activities in support of disaster-affected regions, and social contribution initiatives supporting recovery and reconstruction.

(1) Volunteer activities in support of disaster-affected regions

NEC held a total of 7 volunteer activity projects in the affected regions through March 2012. A total of 358 NEC officers and employees participated in these projects. The volunteers gave their time to collect fishing and ship equipment washed up on-shore by the tsunami, remove rubble and assist with the operation of the Fukkouichi*1 ("Recovery Market") event held in Minamisanriku Town.

(2) Social contribution programs tied to support for restoration and recovery

NEC implemented 17 social contribution programs through March 2012, focusing on people with disabilities, other socially vulnerable groups and children, while utilizing existing social contribution programs.

Some of the programs held in the affected regions included the NEC Guide Dog Caravan, which supports training of guide dogs, the NEC Galileo Club, which offers hands-on science classes for children, and the NEC IT Workshop for Mothers.

*1 Fukkouichi ("Recovery Market") is an event designed to have shopkeepers from Minamisanriku Town's shopping street and other town residents join forces to restore happiness to their town. Fukkouichi embodies the townspeople's hopes of rebuilding a town that fills people's lives with happiness.



Employees remove rubble in Minamisanriku Town.



Employees help to sell miso at the Fukkouichi ("Recovery Market") event

NEC'S INCLUSION IN MAJOR SOCIALLY RESPONSIBLE INVESTMENT (SRI) INDEXES:

- Dow Jones Sustainability World Index, SAM Bronze Class
- FTSE4Good Global Index
- ETHIBEL EXCELLENCE
- MS-SRI Morningstar Socially Responsible Investment Index



FTSE4Good



Please visit the NEC website at the following URL for further details on NEC's CSR activities.

<http://www.nec.co.jp/csr/en/>