

Cooperation with the Local Communities

Policy

The NEC Group Corporate Philosophy established in 1990 is “NEC strives through C&C^{*1} to help advance societies worldwide toward deepened mutual understanding and the fulfillment of human potential.” Guided by this philosophy, NEC is promoting social engagement by listening to feedback from society and advancing dialogue. As part of this, individual employees are working on the “NEC Make-a-Difference Drive,” a corporate citizenship activity in which individual employees contribute as good corporate citizens to solving social issues over the medium to long term.

Through the “NEC Make-a-Difference Drive,” we work with the cooperation of local communities, NPOs and NGOs, local governments, universities, etc. to promote four universal themes: “Education, Culture and Sports,” “Welfare and Diversity,” “Environment,” and “Regional Contribution Activities.” NEC recognizes that the main actors in solving social issues are the members of the community, and as a trusted company, we want to support them in achieving the solutions.

Furthermore, by getting involved in these activities, NEC employees also find opportunities for dialogue and co-creation with various stakeholders, such as local communities and the social sector. They not only gain direct experience of social problems that merit NEC’s attention as a Social Value Innovator, but also develop their own volunteer spirit and co-creation mindset.



NEC considers the “NEC Make-a-Difference Drive” to be a platform for advancing the themes of “Sustainably and socially literate human resources,” and “Dialogue and co-creation with our stakeholders,” which are specified in our “materiality,” the priority management theme from an ESG perspective.

As a business creator inspired by social issues, NEC will develop human resources who are highly socially literate and have a volunteer spirit and a co-creation mindset. In this way, we aim to quickly grasp the true nature of issues facing customers and society.

^{*1}C&C: The integration of computer and communications technologies

The social contribution programs and collaborating NPOs under the “NEC Make-a-Difference Drive” are selected based on the following policies and guidelines.

- ▶ [Basic Policy of Social Contribution Program Creation](#)
- ▶ [Guidelines for Coordination with NPOs](#)

Furthermore, we have established an evaluation system for social contribution programs, and we regularly confirm their social impact and promote program improvements and revisions.

- ▶ [Social Contribution Program Assessment System](#)

Promotion Framework

NEC’s corporate citizen activities are undertaken under three main promotion frameworks:

- Social contribution programs planned and executed under the initiative of the Corporate & Social Engagement Promotion Office of the NEC Corporate Communications Division and the Social Contribution Promotion Departments of NEC Group Companies,
- Activities for contributing to local communities planned and participated by NEC Group employees around the world acting as promoters,
- Various grants by foundations

Corporate Citizenship Activities

In fiscal 2019, the total corporate citizenship activity expenses for the NEC Group were approximately 610 million yen. We were involved in various regions around the world following three main themes in five areas, including “Academia,

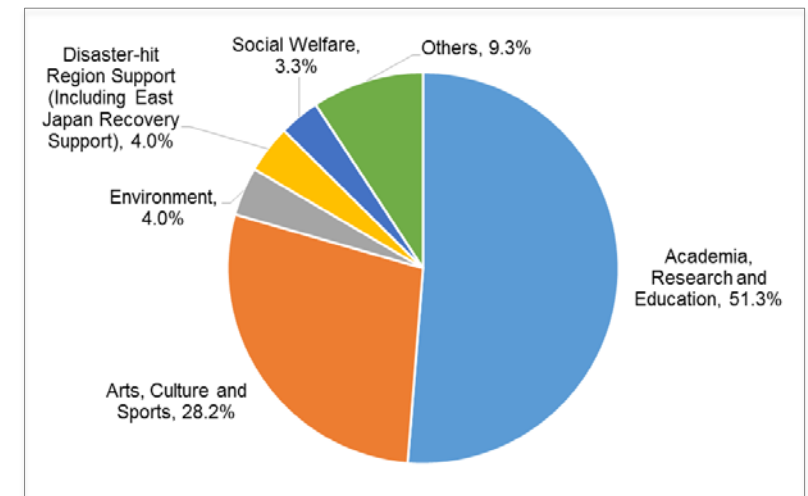
Research and Education” and “Arts, Culture and Sports.” Corporate citizenship activity expenses included the following:

1) Financial assistance, 2) Charitable donations of products quoted on a unit price basis, and 3) Public use of NEC facilities (converted into monetary amounts based on the unit price of using equivalent external facilities to quantify the cost of using NEC facilities for socially beneficial purposes)

Activity Expenses

FY2017	FY2018	FY2019
670 million yen	520 million yen	610 million yen

Fiscal 2019 Activity Expenses Breakdown



*Data on areas of activity expenses was extracted from the Survey of Social Contribution Activities (Japan Business Federation)

Main Activities and Results for Fiscal 2019

Social Innovation Dialogues (Dialogues with NGOs)

A new initiative undertaken in fiscal 2019 was Social Innovation Dialogues (Dialogues with NGOs). These events were attended by 58 participants and provided an opportunity for individual employees to notice social issues and learn about them through dialogue with stakeholders. In this way, the dialogues served to inspire ideas for new business creation.

The three NGOs explained about global social issues before discussing the potential for using ICT to resolve them. We continued examining the use of ICT after the dialogues.

< Themes of Dialogues with Participating NGOs >

First Dialogue: Japan Platform

“Disaster assistance”

Second Dialogue: Japan Committee for UNICEF

“Support for growth and independence of children”

Third Dialogue: National Federation of UNESCO

Associations in Japan

“Supporting the education, science, and culture of all people”



Social Innovation Dialogues (Dialogues with NGOs)

NEC Pro Bono Initiative

NEC promotes pro bono activities in which employee use their professional skills to help solve social issues being addressed by NPOs, social entrepreneurs, and others. The program was launched in 2010 in collaboration with the NPO Service Grant as the first pro bono program to be undertaken by a company in Japan.

In fiscal 2019, NEC conducted projects in collaboration with four local governments. In particular, in a community creation project undertaken with Kakegawa City (Shizuoka Prefecture), we worked on strategic measures to expand the use of a traditional textile called *kappu* in order to preserve local traditional industries and pass them on to the next generation.

In this project, we set a goal of increasing human resources who are fond of *kappu* and will take action to expand its use in the local area. To achieve it, we held two workshops in Kakegawa City, with over 150 participants including local residents, city hall staff, and others.

The workshops produced 14 new projects for expanding the use of *kappu*.



Participants at the workshop held in Kakegawa City Hall