

Dialogue and Co-creation with Our Diverse Stakeholders

Values are constantly changing for our customers and society. To supply products and services that deliver real value, NEC needs to incorporate processes for dialogue and co-creation with stakeholders into its corporate activities.

Our commitment to promoting dialogue and co-creation with stakeholders is embedded in the concept of “Orchestrating” stated in our Purpose, “Orchestrating a brighter world” within the NEC Way. The following are examples of the main dialogue and co-creation that we conducted in fiscal 2021.



Pro bono support for the
Tsunagaru Marché of
Kawasaki City Citizen Activity Center

	Themes and Objectives	Communication Method	Reference	
Customers	<ul style="list-style-type: none"> Contribution to resolving social issues through business activities CS activities aligned to customer characteristics Disclosure of appropriate information about products and services 	<ul style="list-style-type: none"> CS activities Advertising, PR Holding of NEC Visionary Week 	<ul style="list-style-type: none"> Sales activities Website 	<ul style="list-style-type: none"> Implementation Examples CS (Customer Satisfaction) Initiatives (P.78) Advertising and PR
Shareholders and investors	<ul style="list-style-type: none"> Timely, appropriate provision of information Promotion of understanding of the Company, acquisition of feedback from capital markets ESG activity reports and exchanges of opinions 	<ul style="list-style-type: none"> Financial results presentation meeting (quarterly) IR events IR tools (integrated report, business report, etc.) Briefing on ESG 	<ul style="list-style-type: none"> General Meeting of Shareholders (annually) Individual meetings with analysts Stakeholder dialogues 	<ul style="list-style-type: none"> Financial Documents Briefing on ESG Dialogue and Co-creation with Our Stakeholders (P.15)
Business partners	<ul style="list-style-type: none"> Strengthening of partnerships Construction of better supply chains Fair procurement activities 	<ul style="list-style-type: none"> Partner exchange meetings Document reviews Declaration of commitment to Guidelines for Responsible Business Conduct in Supply Chains 	<ul style="list-style-type: none"> Policy briefings Supplier Visit Records (SVRs)* Compliance Hotline 	<ul style="list-style-type: none"> Supply Chain Management (P.92-95) Respecting Human Rights (P.17-20)
Employees	<ul style="list-style-type: none"> Understanding the status of employee engagement Exchange of opinions between employees and management Human resource development and evaluation Promoting appropriate treatment and occupational health and safety 	<ul style="list-style-type: none"> One NEC Survey (annual) Holding of the NEC Way Day One-on-one meetings between supervisors and team members Labour-management councils 	<ul style="list-style-type: none"> Pulse Survey (every three months) Workshops for instilling the NEC Way Health and safety committees 	<ul style="list-style-type: none"> Creating a Diverse Workstyle Environment (P.61-63) Health and Safety (P.64-67)
United Nations and international institutions, national and local governments	<ul style="list-style-type: none"> Sustainable growth of society and companies Sustainable development of international society and contribution to the SDGs Compliance with laws and regulations 	<ul style="list-style-type: none"> Participation in global initiatives for strengthening sustainability UNGC signatory, joined international NPO BSR, joined RE100, participated in various working groups) Public-private sector collaboration projects 	<ul style="list-style-type: none"> Policy declaration 	<ul style="list-style-type: none"> Message from the President and CEO (P.2) NEC Environmental Targets 2030 (P.30) NEC actions to achieve the SDGs Co-creation Activities with International Organizations
NPOs and NGOs, Civil Society	<ul style="list-style-type: none"> Understanding feedback from society Co-existence with local communities Development of young social entrepreneurs 	<ul style="list-style-type: none"> Stakeholder dialogue NEC Social Entrepreneurship School 	<ul style="list-style-type: none"> NEC Make-a-Difference Drive corporate citizenship activity NEC Pro Bono Initiative 	<ul style="list-style-type: none"> Dialogue and Co-creation with Our Stakeholders (P.15) Cooperation with Local Communities (P.79-80)
Students	<ul style="list-style-type: none"> Understanding feedback from society Supporting the learning of the next generation 	<ul style="list-style-type: none"> Consultation e-Net-Caravan 	<ul style="list-style-type: none"> Website 	<ul style="list-style-type: none"> NEC Recruiting Site (in Japanese only) Inclusion and Diversity (P.53-57)

* Efforts to inspect sustainable procurement requirements and accumulate records during daily visits to procurement partners