

Dialogue and Co-Creation with Our Stakeholders

Values are constantly changing for our customers and society. To supply products and services that deliver real value, NEC is incorporating processes for dialogue and co-creation with stakeholders into its corporate activities at all times. Through dialogue with stakeholders, we will develop insights into the issues customers and society face and their opinions regarding NEC's activities, while developing partners with whom to engage in the co-creation of value. By connecting these activities to co-creation, we aim to realize the world described by NEC's aspiration of "Orchestrating a brighter world." The following are examples of our initiatives in fiscal 2019.

Contributing to Solutions for Developing Countries through Co-Creation with International Organizations

In March 2019, Yasuhiro Imanaka of NEC Corporation's Global Relations Division represented private-sector companies as a panelist at "FAO's Contribution to Achieving SDGs and Japan's Role," a public event held by the Ministry of Foreign Affairs and the Food and Agriculture Organization (FAO).

NEC will continue to form partnerships with international organizations such as the United Nations and engage in co-creation through business development and other initiatives, with a view to contributing to solutions for a range of issues in developing countries.

Further details can be found in Sustainability Report 2019 "Dialogue with Our Diverse Stakeholders - Case Examples."



Introducing initiatives in Mozambique

Transforming into a Highly Transparent and Motivated Organization through Direct Dialogue between Top Management and Employees

NEC provides opportunities for direct dialogue between employees, who are key stakeholders, and top management.

For details, refer to Integrated Report 2019 page 17, "Town Hall Meeting at KMD," in "Feature: NEC Safer Cities" and page 21, "Start of the Transformation Initiative 'Project Rise,'" in "Sustainably and Socially Literate Human Resources."

Using Insights from "NEC Social Entrepreneurship School" Collaboration Project with NPO to Develop Employees

In 2002, NEC and the NPO ETIC collaborated to start the "NEC Social Entrepreneurship School" as a project to nurture young entrepreneurs. The project has been involved in developing 62 social entrepreneurship groups tackling a variety of social issues, including the SDGs. Many of the graduates from the program have established business models and are beginning to accelerate social transformation.

In fiscal 2019, NEC supported two organizations: Nihon Shougai Shikkan Kazoku Shien Kyoukai (Care Land), which operates an online community for people with illnesses and disabilities, and their families, and Helte Co., Ltd which is working to accelerate businesses on the theme of links between Japanese seniors and Southeast Asian students. Currently, NEC collaborates with alumni from NEC Social Entrepreneurship School in activities such as joint research and testing, and solutions development.

Furthermore, NEC is using the insight and expertise gained from the NEC Social Entrepreneurship School in the Group's next-generation leader development program, NEC School for Social Value Creation, as well as work-study programs, and pro bono projects with social entrepreneurs.



Sixty-two organizations have graduated from the NEC Social Entrepreneurship School since its establishment in 2002

Sharing Global Experience with Major Players in the Era of SDGs

NEC seeks to provide the four values of safety, security, efficiency, and equality to society through its business activities. An opportunity to communicate these ideas to the next generation of young people who will strive to achieve the SDGs arose in November 2018. The Executive Specialist of the Global Relations Division at the time, Masahiro Yoshikawa, was invited to give a special lesson to junior high school students.

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Sharing experience of doing business in the Middle East and Africa

Using Insight from Dialogue with Shareholders and Investors to Improve Management and Corporate Value

NEC Corporation actively engages in investor relations (IR) activities, including meetings with shareholders, quarterly financial results briefings and business briefings conducted mainly by its CEO, CFO and Investor Relations (IR) Office, a department within the Corporate Communication Division. Meanwhile, IR staff proactively relay shareholder and investor feedback to management, and periodically report to the Board of Directors. In fiscal 2019, we held a dialogue on Materiality to exchange opinions on determining our priority management themes from an ESG perspective and our vision, which were decided in July 2018.

Related content: Integrated Report 2019 page 18 "Dialogue Session" in "Feature: NEC Safer Cities," and page 25 "Dialogue with Stakeholders for Improving Management from an Environmental Perspective" Sustainability Report 2019 "Dialogue with Experts on Materiality"



Dialogue on Materiality

Orchestrating a brighter world

Social values achieved by co-creating with customers



Contributing to Regional Revitalization through Pro Bono Initiatives Using Employees' Professional Skills

In 2010, NEC became the first company in Japan to conduct pro bono activities, using the employees' professional skills to solve social issues in collaboration with the NPO Service Grant. We have continued these activities since then as part of the NEC Group's corporate citizenship initiative, "NEC Make-a-Difference Drive."

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

NEC also has been engaged in Tohoku reconstruction support activities through the NEC "TOMONI" Project since 2011. Through this project, employees conduct volunteer activities in the areas affected by the Great East Japan Earthquake. In 2015, NEC concluded a reconstruction cooperation agreement with the town of Minamisanriku and is conducting various support activities such as a monthly "Fukkou (reconstruction support market)" to assist the recovery.



A workshop run at the Kakegawa City Hall