

MANAGEMENT APPROACH TO SUSTAINABLE DEVELOPMENT

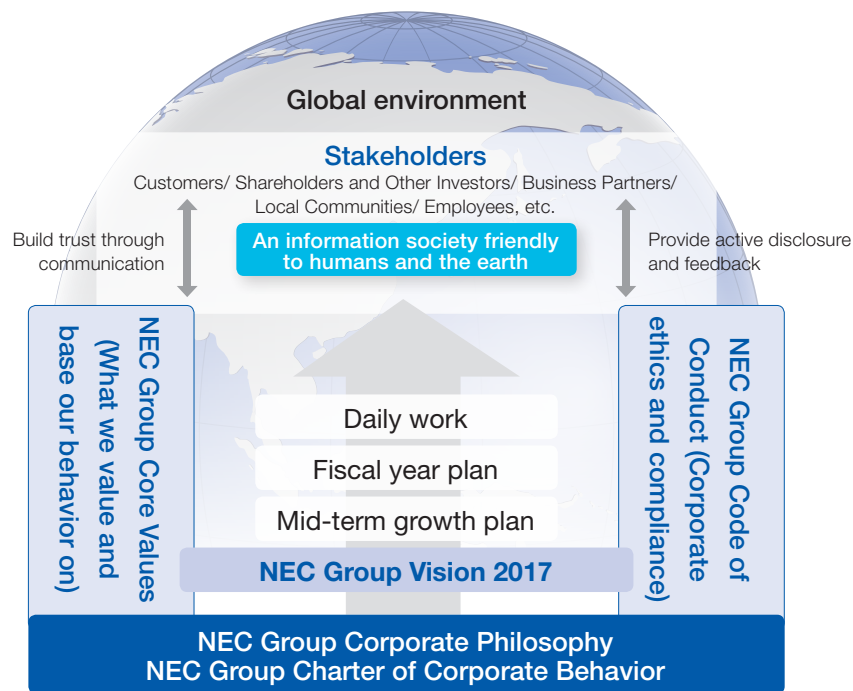
At NEC, we consider CSR initiatives to be inseparable from corporate activities. We aim to ensure the sustainable development of society and the NEC Group by implementing The NEC Way.

Recognizing that enterprises exist within society, we are working to realize “an information society friendly to humans and the earth” which is asserted in the NEC Group Vision 2017 based on NEC’s Corporate Philosophy. The critical elements in achieving this include individual employees ensuring full compliance in daily business activities as part of implementing the NEC Group Core Values, and efforts by the NEC Group to contribute to addressing issues that affect both customers and society as a whole. Our important responsibilities also include ensuring full accountability through the active disclosure of information on the results of our CSR initiatives and related issues, and communicating with stakeholders to improve our corporate activities and build relationships of trust.

In realizing the NEC Group Vision, we have designated seven themes of particular interest to society that we have prioritized in our plans. The following section (pages 31 to 41) outlines four “Initiatives for Solving Issues Faced by Society and Addressing People’s Needs through Business Activities” and three “Initiatives for Internal Management in Support of Business Activities.”

Under “Mid-term Management Plan 2015,” we aim to transform NEC into a “Social Value Innovator.” By creating both social value and corporate value, we aim to achieve growth by addressing issues of real importance to society. Celebrating our 114th anniversary in 2013, we see this as establishing a sound basis for the next century of NEC’s growth. In realizing the “Mid-term Management Plan 2015” and the NEC Group Vision 2017, we aim to create a society that is safe, secure, efficient and fair. This will enable us to create new value continually to support the sustainable development of society and of the NEC Group.

Sustainable Development of Society and the NEC Group through The NEC Way



* The NEC Way is a cohesive framework that organizes the NEC Group’s business activities, including the NEC Group Corporate Philosophy, the NEC Group Vision 2017, the NEC Group Core Values, the NEC Group Charter of Corporate Behavior, and the NEC Group Code of Conduct.

NEC's Seven CSR Initiatives

Initiatives for Solving Issues Faced by Society and Addressing People's Needs through Business Activities

Address climate change and environmental preservation

Human activities are now recognized worldwide as a cause of climate change in the form of global warming. The significant link between economic activities and CO₂ emissions has become a particularly serious social issue.

➔ NEC is not only reducing internal CO₂ emissions, but also working to supply IT-driven solutions that help to lower CO₂ emissions across society. Efforts are also directed at preserving ecosystems and biodiversity, as well as promoting recycling and conservation of resources.

Establish a safe and secure society

Global society faces various safety and security issues, including addressing natural disasters, responding to burgeoning healthcare and medical needs, enhancing information security and ensuring human security.

➔ By harnessing cutting-edge IT and network solutions, NEC aims to help establish a society where people can lead safer and more secure lives.

Include everyone in the digital society

The digital society will highlight economic and digital divides that prevent some people from deriving benefits from its realization of convenient, affluent lifestyles.

➔ Through the application of information and network technologies, NEC will remain a good corporate citizen by helping to ensure that the benefits of the digital society enhance the lives of all people irrespective of their circumstances, including seniors, people with disabilities and citizens of developing nations.

Build reliable information and communications infrastructure

NEC aims to solve various social issues, including addressing climate change and environmental preservation, establishing a safe and secure society, and including everyone in the digital society. Highly reliable information and communications infrastructure is essential to achieving this goal.

➔ NEC seeks to apply innovation to develop highly reliable information and communications infrastructure to support "an information society friendly to humans and the earth."

Initiatives for Internal Management in Support of Business Activities

Earn customer trust

NEC considers customer value from a social perspective and seeks to work with customers to find solutions to social issues. Accomplishing this goal requires strong customer relationships built on trust. NEC is continually focused on building customer trust through initiatives targeting increased customer satisfaction (CS), quality and security.

Empower our people

NEC is working to promote quality workplaces that respect diversity, and to cultivate human resources on a global basis. Programs to maintain the health and safety of employees are ongoing. NEC also encourages employees to participate in local volunteer activities to promote greater consideration of the relationship with society and sensitivity to social needs.

Strengthen risk management and enforce compliance

NEC must strengthen risk management and compliance practices to ensure that business management is always sound from the standpoint of society. To this end, we will develop more secure internal systems and procedures across the NEC Group, and strengthen supply chain initiatives.