

# STAKEHOLDER ENGAGEMENT

As it endeavors to transform itself into a Social Value Innovator, NEC is working to improve its CSR activities based on stakeholder engagement, as emphasized in the ISO 26000 international standard for social responsibility. In this section, NEC highlights dialogue with people in Great East Japan Earthquake-damaged areas in the third year of reconstruction and presents a consumer issues case study from discussions with NPOs who are experts on core subjects of ISO 26000.

## Dialogue with Miyagi Prefecture's Minamisanriku Town —Toward the Third Year of Restoration

In fiscal 2013, the NEC Group continued initiatives to support restoration from the Great East Japan Earthquake.

Some employee volunteers "voiced their concerns whether our activities are truly useful for the people in disaster affected areas." Others asked, "What do local people really need?"

So, in February and March 2013, a full two years after the disaster, more than 100 local residents and NEC Group employees gathered in two dialogue sessions about how restoration efforts might unfold in the third year.

One opinion from a resident was that, "Very often our discussions among ourselves don't go beyond the ideas stage. I get the impression that things become more feasible when we talk with companies." Another said that, "When we locals talk among ourselves we tend to hold back, but when people from companies participate in discussions, we can

speak frankly." One view from attending employees was that, "I'd like to move forward by matching the support we can offer in volunteer activities and in areas in which it would be best to take part as a business." Another opinion from an NEC person was that, "We learned what people want from us through these discussions."

Looking ahead, the NEC Group will work as one to continue to assist with recovery efforts in the disaster-affected regions.



Dialogue in Minamisanriku Town, Miyagi Prefecture

## Dialogue with an NPO (CRF) for Transforming into a Social Value Innovator

In May 2013, NEC held a dialogue with the representatives of CSR Review Forum-Japan (CRF), an alliance of civil organizations. The gathering covered consumer issues, a core subject of ISO 26000, in discussing how BtoB entities like NEC can create social value that reflects the perspectives of consumers.

The session drew on a case study in which NEC collaborated with a customer (an airport authority) to design an airport flight information system from the perspectives of general users. The system earned considerable praise from the customer. Participants from CRF and NEC's Universal Design, customer satisfaction, information security, and think tank units exchanged opinions on the importance of consumer perspectives.

One opinion from the CRF participants was that NEC's aim to boost competitiveness by combining its marketing and technological capabilities with consumer and social design perspectives would be the key to becoming a Social Value Innovator under the "Mid-term Management Plan 2015." CRF said that it looked forward to NEC deploying this approach company-wide.



Dialogue with CRF