

Feature Article 1

CSR Activities at Manufacturing Bases Outside Japan

Imaging Company

The Nikon Group has multiple manufacturing and service bases around the world, where quality is strictly controlled and employees are conducting a range of CSR activities taking root in local communities. In the following, we will introduce the CSR activities conducted at two of the Imaging Company's major manufacturing bases outside Japan, namely one in Thailand and the other in China.

Manufacturing Base in Thailand: NTC

Nikon (Thailand) Co., Ltd. (NTC) manufactures Nikon imaging products as represented by digital SLR cameras. NTC is continuously engaged in quality management and also in CSR activities in local communities.

Promoting CSR activities based on the Nikon Code of Conduct

In order to foster an understanding and awareness of CSR among employees, NTC has created a handbook on the Nikon CSR Charter, the Nikon Code of Conduct, and the 10 principles of the UN Global Compact and also edited the content to include it in the basic reference material for its in-house CSR training courses, and distributed copies to employees.

NTC conducts its CSR activities based on the Nikon Code of Conduct and provides employees with internal CSR training courses to help them become more familiar with the rules.

Fulfilling its responsibilities as a major manufacturing base

NTC manufactures Nikon digital SLR cameras and lenses and ships them to all over the world. The company is required to continue its business even in the event of a disaster, in order to meet the expectations of users and fulfill its responsibility for the entire Nikon Group, including sales companies. When pandemic influenza (H1N1) spread across the world in 2009, NTC immediately established a branch to deal with any pandemic influenza within the company and started implementing countermeasures against the flu, including urging all employees to wear a mask, wash their hands frequently, and check their temperature as well. As a result, the total number of employees infected with the flu was just two up to the end of 2009, and among those living with NTC employees there were only eight people reported to be infected with the disease.



Asking visitors to check their temperature

Aiming to become a company that can develop with local communities

NTC also values CSR activities taking root in local communities. One example of such activities is Bhuddadham Nam Suk, which is conducted as part of NTC's social contribution activities. Specifically, both the company and employees offer polished rice and nonperishable foodstuffs to neighboring Buddhist monks. In Thailand, monks daily ask for food with a bowl in their hands and you can see them doing this on the street early in the morning. Employees feel that participating in the activity helps cultivate virtue.



Employees offering food to monks as a corporate activity

Voice

Helping Employees Participate in CSR Activities

At our company, supervisors, managers, and leaders have already attended in-house CSR-related training courses, and we have been planning to hold courses for general workers too.

In 2009, however, the demand for digital cameras rapidly expanded due to recovery from the economic crisis and it was difficult to persuade workers to participate in the courses as they are directly engaged in manufacturing, and production results depend directly on their working hours.

Instead of holding the courses, we therefore established a CSR promotion week, during which we posted CSR posters on the in-house bulletin boards so that employees could individually learn about and understand CSR. In addition, we encouraged employees to participate in the competition for CSR-related workplace bulletin boards and helped them deepen their understanding of the CSR Charter and the Code of Conduct through quizzes on CSR.

Benjaporn Rattanasopon
In charge of CSR
Nikon (Thailand) Co., Ltd.



Manufacturing Base in China: NIC

At Nikon Imaging (China) Co., Ltd. (NIC), which provides a manufacturing base for Nikon imaging products that is as important as NTC, CSR activities are being conducted across a wider range than before. The year 2009 marked the start of full CSR activities at the company, with the appointment of a person exclusively in charge of CSR.

Making more employees aware of the CSR Charter and the Code of Conduct

The Nikon CSR Charter and the Code of Conduct provide guidelines for CSR activities. NIC created a booklet on the Nikon CSR Charter and the NIC Code of Conduct, both in Chinese and Japanese. It distributed copies to about 550 staff at the company and also provided them with the necessary training course. Employees were taught about the history of CSR, the CSR Charter, the Code of Conduct, and the UN Global Compact. At the end of the course, they sat an examination and all passed it. Employees who took the course evaluated it highly, saying that the course helped them deepen their understanding of CSR. There were also a number of requests to provide more CSR courses.

Promoting CSR in local communities through cleanup activities

NIC and its employees have been also engaged in CSR activities taking root in local communities. In 2009, they were engaged in an environmental volunteer activity jointly with neighboring Japanese-based companies: every day after work for the three months from April to June 2009, 25 to 30 NIC employees took a chartered bus to local cleanup activity sites. Because Chinese people do not have the custom of local cleanups (collecting trash), it was sometimes difficult for the company to continue with the activity, but as time passed, the local area became cleaner and local inhabitants began to obey the rules regarding trash. The activity thus also helped localities raise their environmental awareness.

A total of 1,300 employees participated in this activity. NIC is determined to continue providing reliable products to society while also making contributions to local communities.



Kicking off the environmental volunteer activity



Employees participating in the cleanup activity dressing in matching jackets

Proactively continuing activities as an "Excellent Company for CSR in WND"

In June 2009 NIC was selected by the New District Administrative Committee of Wuxi Municipal People's Government as a 2008 Excellent Company for CSR in WND (Wuxi New District). To choose the Excellent Companies, the related administrative departments jointly examine the candidates' CSR measures including those for the environment and the employee's labor environment in a comprehensive manner. This year, only 30 companies out of over 7,000 companies in the New District were recognized as Excellent Companies. Encouraged by this recognition, NIC will continue to conduct company-wide CSR activities in an even more proactive manner.



Excellent Company for CSR Certificate

Voice

Deepening Employee's Understanding of CSR and Making Contributions to Society Other Than Through Products

I was put in charge of CSR one year ago. I began my job by translating the Nikon CSR Charter and the Code of Conduct into Chinese. Then I visited Japan to receive CSR training and deepen my understanding of the Nikon Group's CSR. I was able to learn also about the activities of local CSR-advanced companies by participating in the local Chinese tour held by the Japan Business Federation. When I began training employees in CSR, they could not readily understand the significance, but now we are recognized as an Excellent Company for CSR in WND and the concept of CSR has been gradually spreading among employees.

I would like to foster CSR activities through the manufacturing of high-quality digital cameras and also make social contributions in other ways than through our products, including through legal compliance and cleanup activities conducted with the participation of all employees.

Wu Zhouping
In charge of CSR
Nikon Imaging (China) Co., Ltd.

