

# Third-party Comments



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I appreciate that the report was created in a careful and sincere manner, just like the reports of the last year and two years ago. In particular, the story about the development of Eco-glass demonstrated the technical strength of Nikon and was quite impressive. It would be great if the company could communicate more of its unique features in the report.

## 1. Social aspect

The "Social Topics" section has been improved compared with last year's report. The results of the employees' awareness survey were presented in a straightforward way, and I expect that the company will implement more measures based on the results.

Specific measures taken to help female employees display more abilities were also described, and I hope that the company will press forward with these measures, formulating their future vision and setting a numerical target, if possible.

## 2. Environmental aspect

Focus on "Environmental Topics" seems to have weakened, while "Social Topics" have increased. Readers would be able to understand the environmental stance of the company if its environmental ideas and direction were first introduced as a "trunk" and then specific measures and results were described as "branches."

As I wrote for the previous report, I very much hope that the company will set targets and visions for preventing global warming on a long-term basis beyond the current targeting year of 2011 and on a sufficient scale.

The report clearly explains what measures are being taken for transportation within Japan and at business sites to prevent global warming. However, what is important is not taking measures but achieving results: it is important to report the results of and lessons learned from these activities. It is not enough to raise employee awareness of global warming. It is also necessary for the company to take on the challenge of building a system to encourage

employees to actually take action in preventing global warming.

In the future, biodiversity conservation will increase in importance. There was a report on reforestation in the Mt. Fuji area in the report, but I hope that the company will introduce more specific ideas about biodiversity in its future CSR reports, including a report (which can be an interim report) on how it is dealing with biodiversity in its business operations.

## 3. Economic aspect

I hope that the company will contribute to local economies by creating jobs and in particular, make contributions to developing countries and the socially disadvantaged through its business operations. In addition, I hope that the related measures and achievements will be introduced in its CSR report as one of the "triple bottom lines" for CSR. As for external relations, I want the company to seek more interactive communication with local communities in addition to fostering its philanthropic and volunteer activities.

## 4. Communication

In the first half of the report, there were descriptions that were not much related to CSR, such as the introduction of awards won by the company. These are something that is usually published in PR magazines rather than in CSR reports and I hope that improvements will be made. Also in introducing its environmental measures, the company needs to communicate what it has yet to achieve, what problems it is facing, and in which direction it is moving in a very clear manner, instead of using rhetorical expressions that sound like advertising slogans, and this in turn will help the company win readers' trust and sympathy. I am disappointed that the things I highlighted in the last report were not fully incorporated in this report. Finally, I hope that the company will resolutely implement the PDCA cycle for environmental management using the CSR report as a communication medium.

## On Receiving Third-party Comments on Nikon's CSR Report

I would like to thank Junko Edahiro for her valuable opinions. She has been providing third-party opinions to our CSR reports for the last two years, and I believe that receiving continued input from a third party is very useful for the Nikon Group in further fostering its CSR activities.

In the year ended March 31, 2009, the Nikon Group faced a very severe business situation due to the rapid economic downturn. No matter what the business environment, however, we will never change our CSR-oriented policies. We are constantly encouraging all Nikon Group employees to take a CSR-oriented attitude.

In this report, we reported on the Group's CSR activities including those conducted overseas, and quantified as much of the data as possible, in order to communicate the entire Group's activities in a more objective manner. As for bidirectional communication with stakeholders, we conducted activities focusing on employees of domestic Group companies in the previous fiscal year. We received a critical comment from Ms. Edahiro regarding the "Environmental Topics" section. Also based on the results of the employee awareness survey, we have realized that we need to implement more measures for the environment. We firmly intend to make more efforts in the future.

We will continue to listen sincerely to opinions from the general public and give them our honest response.



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