

CSR Matrix (tentative)

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Nippon Keidanren

	Basic Principles	Consumers & Customers	Business Partners	Shareholders	Employees
Compliance and Business Ethics	<ul style="list-style-type: none"> • Thorough adherence to business ethics guidelines • Strict adherence to laws 	<ul style="list-style-type: none"> • Fair trade and fair competition • Strict adherence to laws related to consumers 	<ul style="list-style-type: none"> • Thorough adherence to laws which regulate the relationship with subcontractors • Sound procurement in an ethical way • Respect for intellectual property rights 	<ul style="list-style-type: none"> • Prevention of insider trading • Exclusion of antisocial and criminal elements 	<ul style="list-style-type: none"> • Employee education in business ethics and code of conduct
Information	<ul style="list-style-type: none"> • Provision of timely, appropriate and useful information to stakeholders and maintenance of two-way communication channels • Appropriate management of data 	<ul style="list-style-type: none"> • Provision of information necessary for customer service • Provision of appropriate and useful information on goods and services (adequate provisions in customer agreements; appropriate labeling and descriptions of goods and services; display of safe, correct methods of product use) 	<ul style="list-style-type: none"> • Promotion of broad understanding for management philosophies, codes of conduct • Clear description of procurement policies and procedures • Improved communication 	<ul style="list-style-type: none"> • Disclosure of information related to corporate governance • Disclosure of CSR information • Disclosure of information on risk 	<ul style="list-style-type: none"> • Provision of information on working conditions • Improved intracompany communication • Protection of privacy • Education on proper handling of business secrets
Safety and Quality	<ul style="list-style-type: none"> • Provision of safe, high-quality goods and services via safety-conscious production and distribution methods 	<ul style="list-style-type: none"> • Provision of safe, high-quality goods and services (establishment of quality-assurance systems; complete after-sales service; development and improvement of goods and services based on consumer and customer input; consideration for elderly, disabled, children; focus on universal design) 	<ul style="list-style-type: none"> • Clear presentation of safety and quality requirements 	<ul style="list-style-type: none"> • Fair dividends • Better organisation of shareholders meeting 	<ul style="list-style-type: none"> • Creation of safe workplaces • Promotion of understanding of safety and quality
Human Rights and Labor	<ul style="list-style-type: none"> • Respect for the human rights of those affected by corporate activities • Respect for employees 	<ul style="list-style-type: none"> • Improved accessibility to information on goods and services • Advertisement which doesn't make consumers uncomfortable 	<ul style="list-style-type: none"> • Clarification of requirements concerning human rights (and labor environment) • Equal opportunity in procurement providing all suppliers with equal opportunities 		<ul style="list-style-type: none"> • Human-resources development systems enabling members of diversified workforces to fully exercise their abilities • Promotion of non-discrimination and equal opportunity in employment • Improvement of workplace safety, and health measures for employees • Support for employee efforts to develop skills and careers • Sincere dialogue and consultation with employees and their representatives • No acceptance of child labor or forced labor • Consideration for human rights of employee • Support for employee efforts to manage working and housekeeping at the same time
Environment	<ul style="list-style-type: none"> • Consideration for the environment in business activities • Provision of environmental information 	<ul style="list-style-type: none"> • Development and delivery of goods and services to reduce the environmental burden 	<ul style="list-style-type: none"> • Promotion of eco-conscious business practices (green purchasing, green procurement) 	<ul style="list-style-type: none"> • Promotion of understanding for eco-conscious corporate management 	<ul style="list-style-type: none"> • Support to voluntary activity of employee • Training and education in environmental issues
Corporate Philanthropy	<ul style="list-style-type: none"> • Active engagement in philanthropic activities that will lead to healthy, sustainable communities 	<ul style="list-style-type: none"> • Measures to support and promote understanding of corporate philanthropic activities 	<ul style="list-style-type: none"> • Measures to promote understanding of corporate philanthropic activities and to promote collaboration 	<ul style="list-style-type: none"> • Measures to promote understanding of corporate philanthropic activities and to gain support for them 	<ul style="list-style-type: none"> • Promotion and support for voluntary employee efforts to participate as members of the community

Nippon Keidanren (the Japan Business Federation) has created this matrix by arranging the elements carried out by Japanese companies when they consider corporate social responsibility. The matrix and its content are based on the "Charter of Corporate Behavior" and the "Implementation Guidance for the Charter of Corporate Behavior" issued by Nippon Keidanren, and the elements have been arranged according to the type of stakeholder and issue.

Companies are expected to carry out CSR activities on the voluntary basis by selecting and prioritizing these elements according to their management philosophies and corporate cultures, their management environments, and their business strategies.

The top management shall recognize that their duties encompass the promotion of CSR and is expected to take the lead in carrying out CSR activities.

	Government	Community	NPOs and NGOs	Developing Economies
Compliance and Business Ethics	<ul style="list-style-type: none"> • Rejection of illegal entertainment, bribes, and corruption • Prevention of money laundering • Disclosure of policy on political donations 			<ul style="list-style-type: none"> • Consideration for effects of new business operations, withdrawal of business • Contributions to fortering local industry • Respect for local culture and customs • Strict adherence to laws
Information	<ul style="list-style-type: none"> • Information disclosure in line with applicable laws 	<ul style="list-style-type: none"> • Improved communication 	<ul style="list-style-type: none"> • Improved communication 	<ul style="list-style-type: none"> • Promotion of broad understanding for management ideals, code of conduct • Clarification of procurement policies and procedures • Improved communication
Safety and Quality	<ul style="list-style-type: none"> • Strict adherence to laws on safety of goods and services 	<ul style="list-style-type: none"> • Safety of facilities 		<ul style="list-style-type: none"> • Clear presentation of safety and quality requirements • Instruction, technology transfer in such areas as production techniques, quality-control methods
Human Rights and Labor	<ul style="list-style-type: none"> • Strict adherence to labor laws 	<ul style="list-style-type: none"> • Job creation • Collaboration and dialogue to promote sustainable development 	<ul style="list-style-type: none"> • Collaboration and dialogue to create societies where human rights are fully respected 	<ul style="list-style-type: none"> • Heightened respect for human rights (sincere dialogue, negotiations with employees; rejection of child labor and forced labor) • Promotion of measures to improve workplace safety and health of employees
Environment	<ul style="list-style-type: none"> • Strict adherence to laws on environmental issues 	<ul style="list-style-type: none"> • Measures to counter global warming • Steps to reduce environmental burden and risks of business activities • Promotion of nature conservation activities, including the protection of biological diversity 	<ul style="list-style-type: none"> • Collaboration and dialogue to promote sustainable development • Environmental preservation activity in collaboration with NPO/NGO 	<ul style="list-style-type: none"> • Promotion of environmental preservation (transfer of eco-friendly technology)
Corporate Philanthropy	<ul style="list-style-type: none"> • Creation of better conditions for corporate philanthropic activities 	<ul style="list-style-type: none"> • Investment of resources and experties to resolve the problems conducive to autonomous regional societies 	<ul style="list-style-type: none"> • Promotion of partnerships to resolve shared social issues • Clarification of requirements of partners for corporate philanthropic activities, and promotion of collaboration 	<ul style="list-style-type: none"> • Investment of resources and experties to resolve the problems conducive to autonomous regional societies • Addressing challenges on a global scale