

Third-Party Opinions

NTN Corporation's CSR Report : A third-party opinion

Katsuhiko Kokubu

Carrying out CSR activities through business

Unlike making a charitable contribution, it is important that CSR activities be part of a company's business activities. Thus it is commendable that NTN is spearheading CSR activities based on NTN's new medium-term business plan. The Features section of this report explains in detail how NTN is contributing to the environment and to society both in Japan and overseas through its primary product, the bearing, and emphasizes your social values as a corporation. By contributing to society through business activities, NTN's CSR is in step with world trends, which I think is vital. I believe that contributing to society through business activities and consistency between management or the business and implementation of CSR activities is an issue that will become increasingly important.

Implementing CSR management

NTN has put together a guidebook based on your CSR Policy, and has built a solid foundation for CSR Management that includes compliance management and risk management. Moreover, the Social Aspects section of this CSR Report details NTN's relationship with primary stakeholders (customers, suppliers, employees, shareholders, and local communities). NTN does not appear to have targets related to its stakeholders, but I believe that incorporating targets related to society will enable NTN to take its CSR to the next stage of development. To do this, it is important that NTN systemizes its current efforts and breaks them down as much as possible into quantitative targets (e.g. raising employee satisfaction levels, investment in human resources education, etc.), and to report on progress toward achieving these ends. Having all employees involved in CSR activities as part of the management cycle for such efforts is also critical.

Strengthening efforts to reduce environmental impact

As part of its environmental preservation activities, NTN sets ambitious goals for itself that NTN works actively to meet. In particular, NTN has set targets for total CO₂ emissions, which is highly commendable. In terms of reducing the generation of waste and protecting resources, NTN has met its quantitative target this fiscal year with the exception of your overseas operating sites. NTN should be lauded for progressively improving results. In terms of the environment, the establishment of long-term targets for the year 2020 is currently being discussed, but these targets will also affect individual corporations. I believe that it is important that NTN establish a long-term vision for the reduction of greenhouse gases as soon as possible and to link this vision to concrete actions.

The CSR Report as a communication tool

This CSR Report is a powerful communication tool to reach out to company stakeholders. NTN's report has a major focus on employees, but perhaps the range of stakeholders could be broadened and at the same time, perhaps a system of dialogue with stakeholders would be better. CSR can be thought of as a window to society, and I believe that actively seeking out and listening to outside views and reflecting what NTN hears in the way the company is run will become increasingly important.



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