

Opinion from a Third Party

Taking a close look at CSR at Murata

Murata's CSR Report for the current fiscal year features two points in particular, "Business and CSR" and other feature articles that show the faces of employees who are involved in environmental preservation and CSR activities.

"Business and CSR" emphasizes that their core product, monolithic ceramic capacitor, is a part of the social infrastructure, and explains the corresponding technological and production capabilities from the viewpoint of CSR. Since social action through business is a company's most important social mission, there is major significance in terms of CSR that they are able to position themselves as a company that contributes to the social infrastructure. As a next step, it is important to connect that type of outlook to concrete activity. For example, since quality assurance and securing the sustainability of the company are important social responsibilities, I think that reevaluating the targets and management systems from the viewpoint of CSR, and making information public as needed, are something that is called for.

The articles that show employee's faces introduce the energetic image of employees involved in environmental preservation and CSR activities and allow us to feel the vitality within the company. Through this kind of editing, we can expect employee interest in environmental and CSR activities to be heightened. I think that, since employees are the most important stakeholders, this kind of corporate stance is to be highly praised. In the future, it might even be good to include articles that feature exchanges of opinion, like a round-table talk or interviews.

Although the Murata Report does contain unique feature like this, when read as a CSR Report, I think that it will be important to also weave in more quantitative information from here on. Since numerical data is included in the financial information, if CSR information includes that type of numerical data along with the descriptive information, it will be easier to understand the content more concretely. Naturally, although detailed information is already disclosed on the Internet, if that main information at least is published here as well, I think that its value as a CSR Report will improve further.

Towards that purpose, I think that a performance index that serves as a target for environmental and CSR activities is needed. Presently, a movement towards the creation of an "Integrated Report" that combines a company's Financial Report and Sustainability Report is progressing globally. And, because the Murata Report already has the characteristics of merging both financial and CSR content, it is my hope that, by all means, it will be developed to a level that also garners a global reputation as just such an Integrated Report.



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