

Third-party Evaluation

Chief Director, Environment,
Safety and Education Support Organization NPO

Junichi Ishibashi



Overview

Keihin leads the Automobile Parts and Components Industry Association as a global enterprise. Through their business operations and numerous environmentally friendly products developed and produced using cutting-edge and innovative environmental technology, they strive to attain a sustainable society. As an environmentally-advanced company, they have shown their commitment to expanding their efforts in global environmental conservation, and have continued to set high goals and proactively offer environmental themes for the long term. This is highlighted in their environmental report, which is comprehensive and easy to read.

Along with an emphatic message from the president, Keihin's strong will to achieve their goals is presented. These goals are shown in their "Fundamental stance towards the environment" and are focused on the long term. By the year 2050, they will attempt to reduce their waste and CO₂ emissions by half, as this is one of the most critical problems faced by the global environment.

Even amid the extremely harsh conditions that have surrounded businesses worldwide since last year, Keihin has made steady progress in expanding various environmental themes in each of their business segments: product development, purchasing, manufacturing and transport, as well as in their objective management categories. On the eve of the milestone year of 2010, they are steadily striving to further develop the goals for that year. As an environmentally advanced company, 2010 should be treated as a waypoint in their efforts towards decreasing the global environmental load. Focusing on the long term, 2010 will be a stepping stone as they move towards 2013, 2020, 2030 and finally 2050. I feel the timing is right for Keihin to begin drawing up tangible visions and strategic scenarios. It will sooner rather than later in future that their stakeholders will expect and demand the next "Creation of values further contributing to the global environment, society and the community."

In addition, although not presented in this environmental report, Keihin has furthered its preparations for integrating ISO environment management systems. This new environment management system will be more evolved and sophisticated, and I am looking forward to seeing it after its reconstruction. Also, with the strong development of awareness-raising activities (human resources development) for all employees, the quality of operations and its environment will be further streamlined. Meanwhile, the consistent social contribution activities performed both within Japan and overseas are continually expanding. In addition to the examples mentioned in this report, they have also begun a volunteer program for collecting caps from plastic bottles for recycling to provide vaccines for children worldwide.

Suggestions for the future

- In order to press forward in a timely manner with the further enriched development of optimized and advanced global environmental conservation activities, I strongly recommend that you aggressively and tangibly begin operations for the integrated "Keihin Global Green Management" management system. With this system, you will be able to set expansion in motion by understanding and managing global data. This data should include operational activities by region and be linked to information on regional characteristics and global environmental load volumes.
- It is appropriate for the environmental report to be sent out in hard copy, as well as electronically via the web. However, with the timing in mind, it should be sent out further in advance. The information on the website need not be consistent with the printed version. Based on relevant supplementary explanations of the print form, the following can also be included on the website: interwoven feature articles, detailed region-specific data, directionality of efforts based on region-specific characteristics; ranking of self-determined management goals using high-set goals, not limited to just accommodating regulatory values; issues and their solutions; details on the broad range of social contribution activities performed worldwide.
- The results of stakeholders' meetings should be communicated over the web in detail on a more regular basis.
- The disclosure of information from a CSR viewpoint should be considered in future. In practice, this information has traditionally been used within the company. However, in future, I hope that you will explore different ways of disclosing information, including the compartmentalization and / or integration of "environmental efforts" and "CSR" information presentation, editing methods allowing for thinner pamphlets with an optimal amount of information, and the roles of printed matter versus web publishing.
- Focusing on the entire world and working towards your ideal image for the future, I strongly hope that Keihin will continue to contribute to the global automobile industry with your aggressive and determined expansion, as well as to the realization of a sustainable society.

On the Third-party comment

This year, we again asked the Chief Director of the Environment, Safety and Education Support Organization, Mr. Junichi Ishida, to provide a third-party evaluation. We are happy that Keihin's efforts for this year in terms of environmental load reduction, the creation of a recycling-oriented society and the integration of ISO environment management systems were highly regarded. In addition, our consistent social contribution activities in the community, within Japan and overseas were also acknowledged. In future, we will integrate our systems, and ensure that our employees join together in understanding the importance of the global environment as we contribute to a sustainable, recycling-oriented society.

Keihin Corporation