

Third-Party Comments on the CSR Report



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Evolving CSR Activities and Report

The contents of Toshiba's CSR report, which reflect the editorial policy emphasizing stakeholders, have evolved over the years. CSR Report 2008 focuses on social and environmental activities conducted on the basis of dialogue with stakeholders in accordance with a more refined assessment of what stakeholders consider to be material. It is commendable that this approach has resulted in a significant enhancement of CSR activities and disclosure. Toshiba has been consistent in its emphasis on stakeholders and CSR Report 2008 presents several activities reflecting stakeholders' views, which are indicative of the high standard of Toshiba's CSR activities.

Environmental Vision 2050

Toshiba has announced Environmental Vision 2050 envisaging the ideal situation in 2050. Although such long-term visions tend to be superficial, Toshiba examines approaches to contribute to ensure a better global environment in 2050 through its business activities, by relating the environmental vision with its business strategies. Moreover, CSR report 2008 presents specific examples of what Toshiba is doing in order to make Environmental Vision 2050 a reality. Commitment to environmental protection through business activities is crucially important and it is desirable for Toshiba to become more deeply engaged in systematized activities, including technological innovation and disclosure.

CSR Management

Toshiba's in-house companies and key group companies have been promoting CSR activities by setting priority themes since the second half of fiscal 2007. Although it is difficult to control CSR activities of individual organizations, once the big picture encompassing Toshiba Group is grasped, strengths and weaknesses of organizations can be identified to provide a basis for further development. It is noteworthy that Toshiba's CSR management is not only comprehensive but also includes the setting of quantitative targets, progress check, and follow-up. However, the report's coverage is not exhaustive and it is desirable that Toshiba devises ways to communicate the breadth and depth of the level of its activities.

Global CSR Activities

As befits a leading global enterprise, Toshiba conducts CSR activities worldwide. The report covers numerous activities overseas, including promotion of CSR in the supply chain. In particular, it is noteworthy that Toshiba is reflecting global stakeholder engagement in its CSR activities. However, information on overseas activities largely concerns disparate topics. Therefore, assessment of global activities from the viewpoint of CSR is an important task that should be tackled from now on.

CSR through Business

Toshiba links CSR activities with business activities with the aim of fulfilling CSR by making it an integral part of doing business. This stance is also vital in terms of environmental performance and social performance. The emphasis on innovation in the executive commitment expresses Toshiba's corporate stance. Henceforth, it is desirable to see Toshiba define CSR innovation and reflect that definition in its CSR activities while, at the same time, disclosing information so that Toshiba's CSR activities further evolve and provide an exemplary model for other companies.

[Biography]

Professor Katsuhiko Kokubu received a Ph.D in business administration from Osaka City University. He has been a professor at the Graduate School of Business Administration, Kobe University since 2001, and in 2003, established the Institute for Environmental Management Accounting, a vehicle for utilizing research achievements. Professor Kokubu chaired a committee of the Ministry of Economy, Trade and Industry on development and promotion of material flow cost accounting and served as a member of a committee of the Ministry of the Environment on environmental reporting guidelines.

Response to the Third-Party Comments

Every year several divisions and staff throughout Toshiba devote themselves to the production of the CSR report. We have been working to incorporate their CSR activities in the plan-do-check-act cycle of CSR management so that the completion of the report will be a springboard to further achievement. We consider this to be an example of CSR process innovation.

In addition, we aim to achieve CSR value innovation by stepping up our efforts to contribute through our business activities to the resolution of issues confronting the society.

By endeavoring to optimize the scope and method of disclosure, the presentation of global activities, and all other aspects of CSR, we aim to become an exemplary corporate citizen of planet Earth, trusted by our stakeholders.