

Independent Review



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With the acquisition of Pilkington plc, the NSG Group has made great progress in becoming a truly global glass manufacturer. On this occasion, the Group improved its “Environmental Social Activity Report” by changing it into a “CSR Report,” which we think is a significant move. The new report shows the Group’s pride as a global company as well as its determination to maximize the synergistic effects of the business integration with Pilkington. President Fujimoto’s preface was particularly impressive, indicating his ardent determination in taking on the responsibilities of his position and making the right moves.

However, this report also tells us that the Group is reviewing its organization, from the CSR, environmental and personnel points of view, even though the Group had established a global business structure in April 2007. We suppose that there must be a number of difficulties in creating this report under such circumstances. In order for the Group to report its actual business situation as a global company, it is necessary to consolidate its information disclosure rules, information collection standards and information collection methods. And we assume that such preparations are still under way. Therefore, our evaluation of this report with regard to its intention “to report every process of the Group’s CSR activities” should be postponed until next year.

Notwithstanding the limitations imposed during this transition period, I would like to express our view of this report.

The report claims to “highlight what the Group considers to be priority topics in light of current social concerns,” which corresponds to the reporting principles of the GRI Guideline, and I hope that the Group will maintain such priorities. And we also expect the Group to detail the process of selecting these priority topics, if at all possible. In the Special Features section of the report, based on corporate policy, the Group advocates implementing its CO₂ emissions reduction activities by means of its eco glass, helping to address widespread social concerns about climate change. We value such efforts highly. The Special Features section is easy to understand and very persuasive as it utilizes simple expressions and contents based on data. However, other topics—particularly those covering social issues—seem not to be

chosen in accordance with corporate policy.

Currently, the Group focuses on synergy maximization by mutually accommodating both companies’ best practices, and we hope that they will also make efforts to create synergy through their CSR activities. Regrettably, this report does not show the results yet. Though the NSG Group has already defined its CSR activities, the Group needs to redefine them as a global company with an expanding business sphere. In that regard, Pilkington’s past activities will serve as a useful reference. The key CSR policy in Europe is addressing social issues.

There are four points we would like the Group to pay attention to when making a report: (1) Use specific descriptions, not abstract ones. The report will lack persuasiveness if it states such generalities as “the company takes various measures” or “the company ensures appropriate management”; (2) Use quantitative expressions, not qualitative ones: “Progress” and “reinforcement” of environmental activities cannot be evaluated; (3) Describe actual situations rather than just explaining structures and organizations; and (4) Make effective use of the Web site. There are a number of topics in this report about which readers would like to have more detailed information.

The Japan Workers Club has a policy of exchanging opinions three times during the writing of a report such as this. We had a very meaningful talk with the NSG Group, although a meeting was held on only one occasion.

Workers Club for Eco-harmonic Renewable Society: A citizen’s group that pursues the realization of an eco-harmonic renewable society to hand down to future generations, while studying, supporting and implementing the activities of local citizens, private companies and public administration in creating an eco-harmonic renewable society from a global viewpoint.
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