

Third-Party Opinion



Kuniko Muramatsu

Senior Researcher, Business Ethics Research Center
Representative Director, Wellness Systems Institute

After taking positions of the head of Corporate Communications Department, Ethics & Diversity Office at a global corporation, established Wellness Systems Institute. Currently involved with practical research and promotion of CSR, governance, diversity and inclusion to “build a foundation for a sustainable society”. Also serving as a board member of NPO GEWEL, Japan Professional Football League, and outside Director of a listed company.

Based on the information contained in the “Furukawa Electric Group Sustainability Report 2017”, I would like to provide my opinions as an external third party, regarding evaluations on this company’s approaches and initiatives toward sustainability, and expectations for its future activities.

Points for Evaluation

In this report, the actions of the Furukawa Electric Group toward “creating a sustainable society” are reported in a comprehensive and consistent fashion in accordance with the philosophies and basic CSR policies of the Group. Its content includes the commitment made by top-level personnel, deployment by Group and Global management, monitoring of relations with a wide range of stakeholders, and the presentation of environment-related data.

The introductory message from President Keiichi Kobayashi expresses a strong sense of duty and determination toward the “responsibility to assist with the resolution of various problems and to contribute to the creation of a sustainable society through business and technology”, together with the “responsibility to make contributions while raising profitability”.

The special feature “Diversity & Inclusion and Work Style Reform” at the beginning of the document makes a strongly favorable impression by describing activities including the “Furukawa ‘V’ Challenge!!” program for promoting the activity of women and initiatives toward work style changes, which allow each individual to assume a central position and be active. In addition, it gives a clear understanding of the integrated steps being taken by the Group to promote the creation of work environments and corporate cultures which encourage the activity of diverse personnel, as a

form of management infrastructure including application of healthy management, strategic personnel development, effective utilization of human resources, and dissemination of the Group Philosophy. We have great hope for this company’s future efforts to build systems and mechanisms, carry out human resources management from a global perspective, and continue its development of leaders, in order to conduct business activities while accurately meeting the needs of its various stakeholders with differing standpoints.

Expectations for Future Activities

Over many years, the Furukawa Electric Group has taken a sincerely dedicated stance in its actions toward CSR. We hope that it will go on applying global standards and guidelines, and reaffirming the status of its own CSR activities, so that it can continue to be an organization essential to society.

In September 2015, a set of SDGs (Sustainable Development Goals) was adopted by countries of the United Nations, requiring global companies to demonstrate their creativity and innovation in pursuit of achieving the 17 goals. If the Furukawa Group can clearly indicate even in its Sustainability Reports what types of contributions are being made to resolve social issues, in addition to reporting on what has been achieved so far, it will undoubtedly be possible to gain the understanding and trust of an even wider range of stakeholders.