

# CSR Report Reading Workshop



In January 2015, we asked Professor Mami Oku from Tokyo Metropolitan University and eight of her seminar students to our head office to hold our first CSR Report Reading Group, and there was a lively Q&A session with four employees from FHI Group as well. After the reading group, we also held a showroom tour to observe real cars.

Time and date: 15:00 – 17:00, Friday, January 16, 2015  
Location: Skyteria, 12th Floor, Ebisu Subaru Building  
Participants: Students from the seminar of Mami Oku in the Urban Policy Division, Faculty of Urban Liberal Arts, Tokyo Metropolitan University



All of the students were particularly interested in safety and environmental aspects. They also raised questions and voiced opinions from a variety of perspectives.

In the area of safety, there were questions about measures for an earthquake with its epicenter directly underneath Tokyo relating to crisis management (\*), safe driving initiatives, and training and educational activities aimed at preventing traffic accidents. In addition, there were also comments about whether safety and design and safety and profit can coexist. In response to these questions and views, we explained the systems and facilities for maintaining operations at the Ebisu head office in the event of an emergency and the development policy called Primary Safety that stresses fundamental safety and practicality. We also introduced our traffic safety initiatives for elementary school students.

Moreover, in the area of environmental initiatives, the students were all interested in a wide array of environmental issues, including automobile recycling, hybrid cars and biological diversity. In response, we informed them about cases that were not covered in the CSR Report, particularly the flow of the company's automobile recycling system, and about the ongoing environmental initiatives.

Through this dialogue, the students made the observation that it is a shame not to inform people of such diverse activities and that we should be more proactive in publicizing our activities.

\* Crisis management: Mechanisms and activities to keep damage to a minimum in the event of a serious emergency, such as a large-scale disaster.





Back row from left: Koji Hirate, Corporate Planning Department, Takashi Saiki, Environmental Affairs Promotion Office, Ms. Kojima, Ms. Sakai, Ms. Matsumoto, Naomi Yotsunoya, Environmental Affairs Promotion Office, Kazutaka Saito, Corporate Planning Department  
 Front row from left: Mr. Shimura, Ms. Yajima, Professor Oku, Ms. Yanagi, Mr. Iwase (Those for whom the family name only is given are the students who participated.)

## Beyond the CSR Report Reading Group

### I Expect Information that is Easy to Understand from the Perspective of Stakeholders

I was privileged to take part in this CSR Report Reading with my seminar students. The exchange of opinions with the students probably has given you an opportunity to actually feel how readers of the CSR Report perceive its contents. Even though the company thinks the disclosure of information is adequate, it is often certainly not enough for the readers. There is much more information left that needs to be communicated. In the future, I expect you to further enhance dialogue with stakeholders in an effort to communicate more information that is easy to understand.



**Ms. Mami Oku**

Professor, Director of the Urban Policy Division, Faculty of Urban Liberal Arts, Tokyo Metropolitan University

## Thoughts on All the Ideas Received

We believe that the CSR Report is not only a report that compiles FHI's CSR activities over the period of one year, but that it is also important to utilize it as a communication tool in order to receive a broad range of opinions from all of our stakeholders.

On this occasion, we were able to receive valuable opinions from all of the students. Out of this, we have come to see what is and what is not communicated through the CSR Report. We once again realized the importance of communicating even those initiatives that seem obvious to FHI in an easy-to-understand manner.

Going forward, we take all of your opinions and observations seriously as we seek to improve our CSR activities.