

Corporate Social Responsibilities

Expanding CSR Initiatives Across the Group

The transformation of society and the economy by globalization and information technology has been accompanied by continuing diversification in the expectations and concerns of stakeholders, including consumers, shareholders, investors, suppliers, local communities and employees. To achieve sustainable growth, companies need to fulfill their corporate social responsibilities (CSR) by focusing not only on economic perspectives, such as sales and profits, but also on environmental and social considerations, including product safety, environmental burdens, compliance, human rights and employment.

Oki regards CSR as a high management priority and is working even more actively than in the past to implement a variety of group-level initiatives. One example of this stance is the use of universal design principles to ensure that products and services supplied by Oki can be used with safety and confidence. Environmental protection is a key consideration in product development and production. Oki has also expanded compliance activities and employee training in relation to legal requirements, corporate ethics and social norms, and strengthened its risk management and compliance systems. Another priority is the creation and maintenance of good workplace environments. In addition, there is strong corporate support for Oki Group employees who participate voluntarily in community-based social contribution activities. The Oki approach to CSR also includes an increased commitment to public and investor relations activities, to ensure that it can respond in good faith to expectations and concerns, and that all stakeholders are fully informed about Oki's activities.

Oki will strive to perfect its internal systems in order to further accelerate CSR promotion activities throughout the entire Group. Furthermore, the Oki Group will continue to work in good faith as a corporate citizen and enhance its corporate value by maintaining relationships based on trust through active disclosure and dialog with stakeholders.

Strengthening compliance systems

Oki sees compliance as a comprehensive concept encompassing not only legal compliance but also observance of corporate ethics and social norms, and good behavior by all employees, to assure all members of society that it is a good corporate citizen. In 2002, Oki adopted the "Oki Code of Conduct" which was designed to ensure that these perceptions would be shared by all associated with Oki, both inside and outside of the Group and provide confidence and assurance to all stakeholders. We will place compliance as the foundation stone for CSR activities and from the year ending March 2005 onwards the entire Oki Group will make the "Oki Code of Conduct" a core element in employee training and provide specialist training on legal requirements and other aspects relating to specific job areas.

Oki will also strengthen the systems used to monitor the implementation of these policies. Toward these ends, a Chief Compliance Officer (CCO) will be appointed to oversee this plan. Oki has also formed a Compliance Committee, which will deliberate on Oki's group-wide basic policies relating to compliance, as well as a Compliance and Business Ethics Division to plan and facilitate related measures.

Implementation of Oki Eco Plan 21

Oki's efforts to supply environment-friendly products begin at the development and design stage with assessments of the environmental impact from development through to disposal. This fundamental policy guides the Oki's efforts to ensure that its business activities are in harmony with the global environment. In the year ended March 2004, Oki made steady progress under its basic policy by actively implementing various activities geared towards environmental conservation, in addition to existing initiatives in this area. The environmental action plan, Oki Eco Plan 21 (Sky-High 2003), provided the framework for these efforts.

A specific example of this commitment is Oki's decision to make all products manufactured in Japan lead-free as part of its efforts to reduce the use of chemical substances that impact on the environment. Lead-free solder plating has a higher melting temperature than normal solder plating. Oki and Furukawa Electric Co., Ltd. jointly developed a new heating method to allow the use of lead-free solder plating for automatic soldering of electronic components, which are vulnerable to heat. This method has been applied to Oki's electronics manufacturing services (EMS) business. Oki further strengthened its environment-friendly manufacturing technology by introducing a system of lead-free soldering qualifications as a framework for the training of skilled technical specialists.

Resource recycling is also a priority. Oki has developed a highly efficient waste treatment system based on the use of bacteria. This new system has dramatically reduced the amount of organic wastewater emitted during production processes. As the commercialization of the system has been completed, Oki plans to promote its use as a safe, environment-friendly bio-recycling method.



Environmental report

International Social Contribution



Oki America participates in the Family Giving Tree, an NPO that fulfills holiday wishes of children who would otherwise go without gifts.



Reflow furnace for lead-free soldering

Active employment of severely disabled workers

Oki has actively supported teleworking for workers with severe disabilities since 1988. The Oki Networkers, a team of talented teleworking IT technicians, had a total of 13 members at the end of March 2004. They use their excellent IT skills and vast experience to perform tasks ranging from Web design and program development to poster creation. They also participate in consulting businesses such as Web accessibility and universal design, and are involved in a wide range of activities.

In April 2004, Oki established Oki WorkWel Co., Ltd., a special subsidiary whose mission is to promote increased employment opportunities for people with disabilities. The Oki Networkers have been transferred to Oki WorkWel, and the company plans to employ more disabled workers, including people with mental and visual disabilities.

Social contribution

Oki is working with its employees to build better relationships with local communities through a variety of social contribution activities. The Oki philosophy to this area can be seen in the slogan "Let's start by doing what we can."

In the year ended March 2004, Oki helped to run the seventh class in its series of PC courses for absolute beginners. Members of the Oki Networkers team acted as teachers. With the support of staff volunteers, they helped participants to become familiar with computing by teaching them to make New Year cards. In addition to the courses, the team also ran an IT advisory clinic at which participants were able to seek advice on various aspects of PC knowledge.

Since the year ended March 2002, Oki has supported the National School Biotope* Competition. In February 2004, Oki Customer Adtech Co., Ltd. (OCA), which has over 300 offices throughout Japan, used 14 of its offices to provide live video coverage of the presentations by using a system for video delivery over the Internet. Children and supporters who were unable to travel to the conference venue were able to view the presentations from their home locations. Many OCA staff voluntarily assisted with the live video coverage.

*School Biotope Programs: School activities centered around creating places for local organisms and wildlife to live on school grounds



PC courses

International Social Contribution



Employees at Oki Data Americas were awarded for volunteer activities performed for the United Way.



The National School Biotope Competition

