

Corporate Sustainability Vision



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“Maxell is committed to contribute to ‘The world in a hundred years’, where people, society and nature can harmonize through the innovation of its unique technology and business. Maxell continues to create products and services globally, resolving challenges in society in order to achieve social, environmental and economic value and it also supports SDGs.”



Maxell Holdings supports the Sustainable Development Goals.

The Maxell Group has formulated its Corporate Sustainability Vision for contributing to the Earth 100 years from now through its mission: “Contribute to a sustainable society by innovating unique, original technologies.”

Formulation of the Corporate Sustainability Vision

There are concerns that capitalism that pursues shareholder profits and excessive short-term profits is a driving factor in increasing inequality, worsening environmental issues, and other negative effects. Movements calling for a substantial revision of capitalism, such as stakeholder capitalism*, are gaining traction.

Against this backdrop, the Maxell Group has formulated its Corporate Sustainability Vision, which clearly sets out its position aiming for a long-term enhancement of corporate value emphasizing relationships with diverse stakeholders.

The Corporate Sustainability Department was established in April 2020. Its basic policy is to play a role in promoting the realization of Maxell’s mission. In carrying out this basic policy, the department will aim to internally promote two concepts for business activities throughout the Group: “Think about the medium to long term and evaluate (do not succumb to the pursuit of short-term profits)” and “Create social and economic value as well as economic value.”

* A key theme of the World Economic Forum (WEF) annual meeting (Davos Summit) held in January 2020.

Basic Policy and Mission of the Corporate Sustainability Department

Basic Policy

We will communicate the mission, “Contribute to solutions for global social and environmental issues and continuously create social, environmental, and economic value through technology and business,” and use it to promote sustainability internally throughout the Maxell Group.

Mission

1. Think about the medium to long term and evaluate (do not succumb to the pursuit of short-term profits).
2. Social and economic value creation is not incompatible with financial returns.

The Corporate Sustainability Department will promote these two concepts throughout the Company and the Group.