

Stakeholder Engagement

“Harmony and cooperation, working with heart and soul, and contributing to society.”

Guided by the spirit expressed in this creed, the Maxell Group benefits society by developing outstanding proprietary technologies and products. In addition, we take measures to build favorable relationships with many different stakeholders.



▲ Dialogue with Stakeholders

The Maxell Group engages in ongoing dialogue with stakeholders with the goal of reflecting their input regarding social and environmental activities into future efforts. These proactive engagements enable us to maintain an understanding of the topics of interest to stakeholders as well as the impact of our corporate activities on stakeholders, thereby allowing us to provide services and advance CSR activities matched to their needs.

▲ Major Venues of Communication with Stakeholders

Stakeholder	Communication Venues	Related SDGs
Customers	<ul style="list-style-type: none"> Introduction of environment-friendly products and display of environmental certification symbols Adoption of universal design Establishment of help desks Questionnaires 	 
Business partners	<ul style="list-style-type: none"> Announcement of Supply-Chain CSR Guidelines Construction of Green Procurement System Acceptance of Value Engineering (VE)* proposals Promotion of green delivery Responsible procurement of minerals Environmental activities throughout the supply chain 	   
Employees	<ul style="list-style-type: none"> Holding of meetings between the president and employees Compensation that is fair and clearly understood Promotion of occupational health and safety and health-oriented business management Promotion of diversity-oriented management Holding of labor-management councils and social gatherings to maintain and enhance mutual trust Regular surveys of employees' attitudes 	   
Shareholders and other investors	<ul style="list-style-type: none"> General Meeting of Shareholders Briefings and provision of information for analysts and institutional investors Briefings and events for individual investors Disclosure via website Issuance of integrated reports and other reports for investors 	 
Local communities	<ul style="list-style-type: none"> Plant tours Participation in neighborhood greening and beautification Sustainable ecosystems and forest preservation Opening of sports fields and gymnasiums Acceptance of interns from local universities and technical colleges and acceptance of technical interns from overseas Support for educational initiatives focused on the next generation 	    
Administrative organizations, NPOs, and NGOs	<ul style="list-style-type: none"> Compliance with laws and regulations Participation in projects for development of “welfare towns” Conclusion of ethics agreements with municipal authorities Joint development with universities and NPOs Cooperation to resolve environmental issues 	    

* Value Engineering is a systematic method of improving value based on analysis of the relationship between the function and cost of a product or service.