

Creating New Value to Realize a Sustainable Society

In 2016, DNP celebrated the 140th anniversary of its founding. In the wake of the Meiji restoration in 1876, Shueisha, DNP’s predecessor, was established with the conviction that “Scholarship, the arts and sciences are the pillars of the nation. Learning is brought to fruition through books, and books are created through printing. Therefore, printing is the business of civilization.”

From then until today, based on our founding commitment, DNP has contributed to the development of society, and has applied and evolved printing and information technologies in a wide range of areas, including publishing and commercial printing, packaging, interior and exterior designs, display-related products, and electronic devices.

Furthermore, DNP established four growth areas in DNP Group Vision 2015: Knowledge and Communication, Food and Healthcare, Lifestyle and Mobility, and Environment and Energy. We arrived at these four areas by identifying pressing social challenges needing domestic and international solutions, and selecting business areas where we believe that DNP’s human and technological strengths can be leveraged to create new value.

This CSR report includes a special focus on cases in the area of knowledge and communication that are contributing to the formation of a sustainable society.

Tackling Sustainable Development Goals

Today’s society faces such global challenges as climate change and increasing income inequality. These challenges are considered by some to threaten the viability of humanity and the planet itself. In September 2015, the UN General Assembly unanimously adopted Sustainable Development Goals (SDGs), and resolved to work collectively toward those goals throughout global society.

Enterprises are also being called upon to demonstrate creativity and innovation in helping to meet these challenges. In carrying out their business activities, enterprises are dependent on society for such essentials as human and material resources as well as energy. Enterprises are only viable when society is sound. Consequently, the soundness of society must not be negatively affected by the process of pursuing those business activities.

Nevertheless, as enterprises extend their activities across the globe, they are faced as never before with environmental destruction, human rights violations, labor issues, and other challenges.

To address these challenges appropriately, DNP established its CSR Procurement Criteria in 2006, and since then has collaborated with its suppliers to act with integrity. Moreover, we are reinforcing these efforts in step with related laws and regulations and such social trends as international standards development.

In 2016, we performed a thorough review of our CSR Procurement Criteria, revised them into our current DNP Group Procurement Guidelines, and began considering the best form of global management.

With respect to the environment, we have been working to reduce our environmental impact over the entire process, from raw material procurement to usage and disposal, to contribute to the formation of a sustainable society.

In FY2016, we began working to meet our FY2020 environmental goals, and were successful in meeting all of our goals for the year in such areas as global warming prevention and reductions in water usage and industrial waste output. Going forward, we will promote a variety of measures from a medium- and long-term perspective, with the goal of achieving even greater results.

Social contribution as a good corporate citizen

DNP engages in social contribution activities as a corporate citizen. For example, since 2013, DNP employees have been performing local volunteer work to support recovery from the Great East Japan Earthquake. As part of this work, they provided support for temporary housing cleanup work and for the fishing industry in Ishinomaki, Miyagi Prefecture. Numerous DNP employees also assisted with the clearing of temporary disaster shelters in Mashiki, Kumamoto Prefecture, after their use, and helped support farmers in Aso in the wake of the April, 2016 Kumamoto Earthquakes. Further social support in disaster areas will be necessary for recovery going forward, and though our capacity is modest, we will continue a variety of efforts to help the affected areas and people achieve recovery.

Recognition from society

DNP has been recognized by society for its contribution efforts.

For example, DNP was awarded the 9th Annual Work-Life Balance Award, sponsored by the Japan Productivity Center’s Council for Promotion of Work-Life Balance. The award was in recognition of DNP’s measures to promote workstyle innovation, diversity, and realization of a healthy and lively workplace.

Furthermore, at the 26th Grand Prize for the Global Environment Award, hosted by the Fujisankei Communications Group, DNP was awarded the Japan Business Federation Chairman’s Award. The award was given to DNP in recognition of its development of a lighting film that can be affixed to windows to brighten interiors, along with a variety of other highly functional films that aim to reduce the impact on the environment and help realize a sustainable society.

These honors reflect the dedication of DNP’s forty thousand employees to its founding ideals and the manifold results each was able to achieve in his or her capacity. We also believe these awards reflect the significant contributions that society expects from us.

DNP will continue to face social challenges squarely, and will work to be an enterprise that is trusted by society.

President 
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