



CSR in Europe

Human rights & diversity

25/11/2010

Hitachi Europe Ltd.

Abi Price

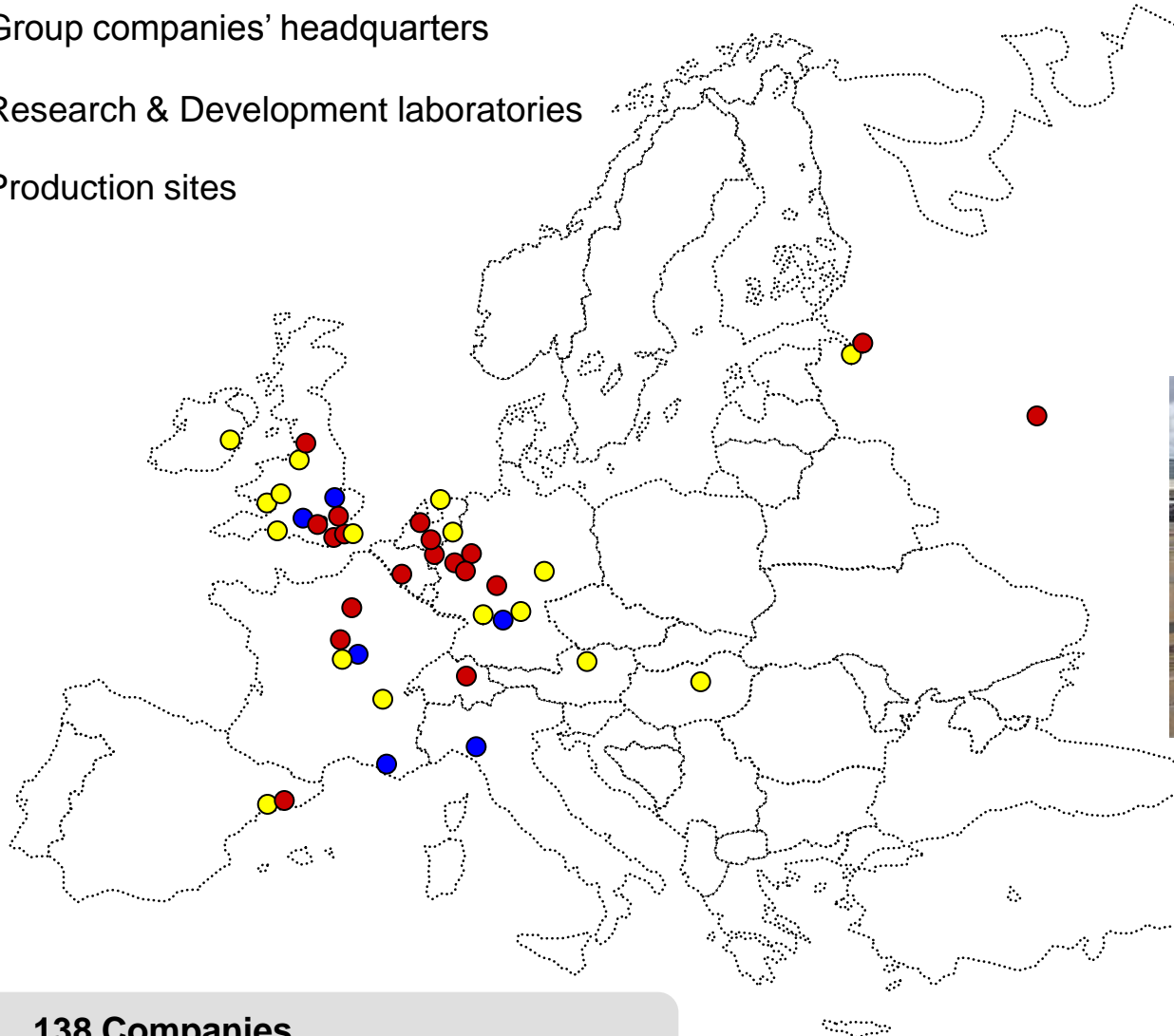
CSR Specialist

100th
ANNIVERSARY

Celebrating 100 years of the Hitachi Group

Hitachi in Europe

- Group companies' headquarters
- Research & Development laboratories
- Production sites



- **138 Companies**
- **9,488 Employees**
- **9% of total revenue of Hitachi Group**





Namihei Odaira,
founder (founded
Hitachi in 1910)

Fundamental Credo

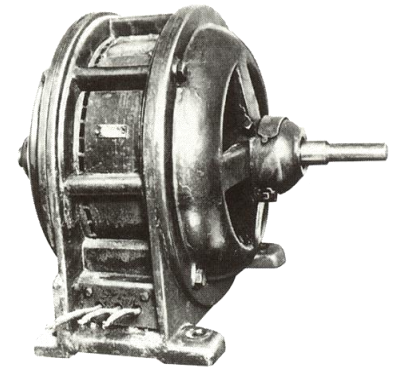
*“The basic credo of Hitachi is to further elevate its founding concepts of **harmony, sincerity and pioneering spirit**, to instill a resolute pride in being a member of Hitachi, and thereby to **contribute to society through the development of superior, original technology and products**”*

Adopted June 1983, revised September 1996

Hitachi Group Vision

*“We will contribute to the **solution of fundamental global issues, and pursue the realization of a better, more prosperous global society**, in line with Hitachi’s founding spirit, utilizing the Group’s knowledge and technology.”*

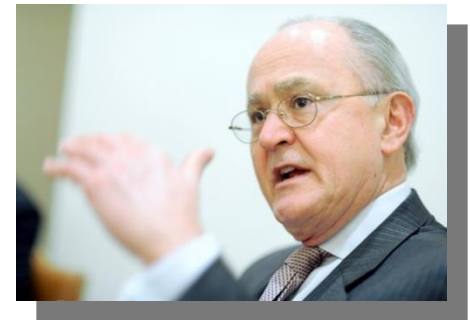
Adopted November 2006



Original 5hp electric motor (1910)
Hitachi's first product

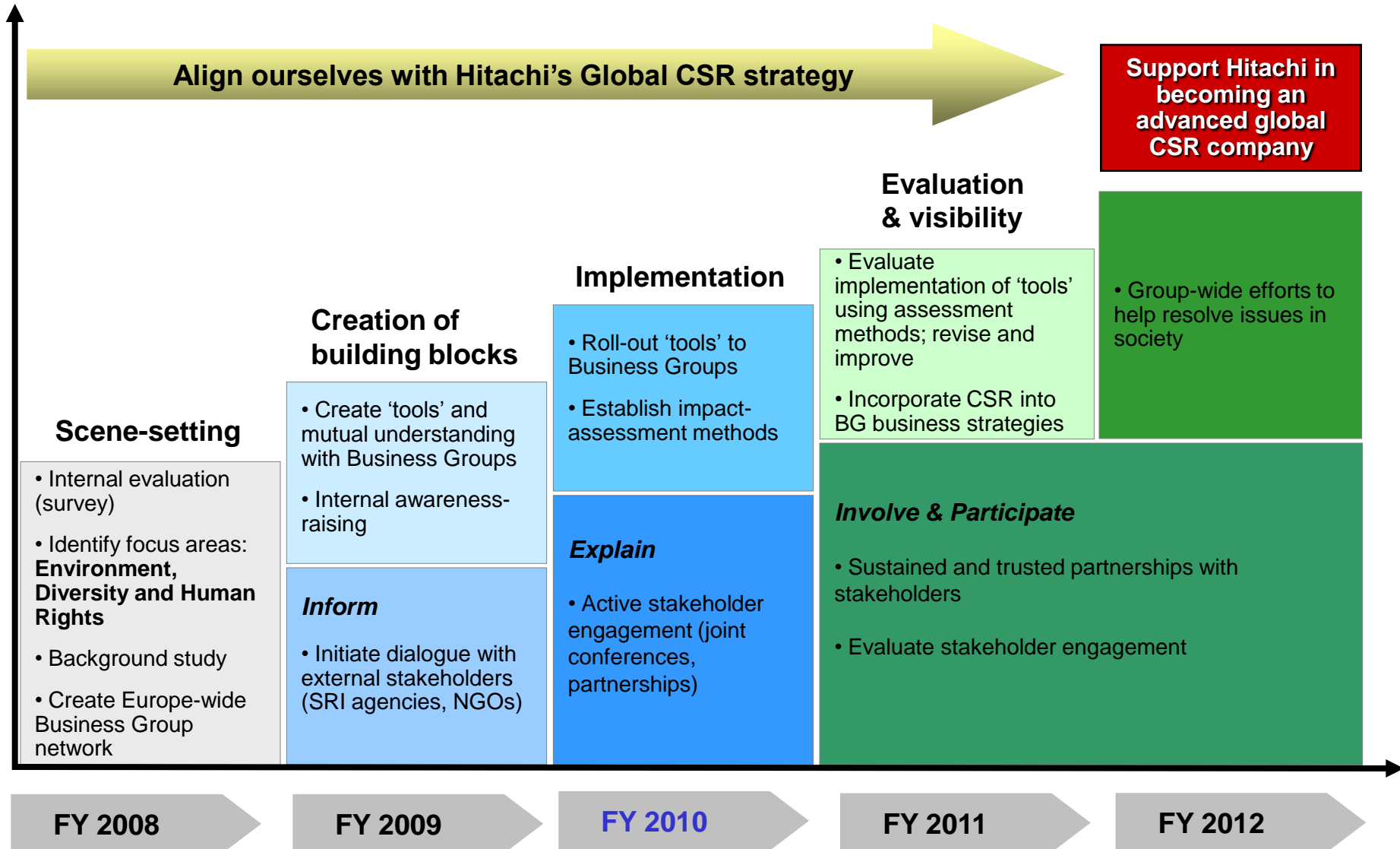
1. Commitment to CSR
2. Contribution to Society Through our Business
3. Disclosure of Information and Stakeholder Engagement
4. **Corporate Ethics and Human Rights**
5. Environmental Conservation
6. Corporate Citizenship Activities
7. **Working Environment**
8. Responsible Partnership with Business partners

(Adopted March 2005)



Strategic Intent	To be a a company that genuinely contributes to addressing fundamental global issues in society	
Strategic Priorities	Environment	<ul style="list-style-type: none"> ▪ Create Environmental value in Europe ▪ Establish Hitachi as a 'green' company in Europe ▪ Develop Hitachi's 'eco' business in Europe ▪ Enhance Hitachi's responsible sourcing in Europe
	Diversity	<ul style="list-style-type: none"> ▪ Establish Hitachi as a great place to work for "all" ▪ Enhance Hitachi's innovation by promoting diversity ▪ Establish Hitachi as a company which promotes diversity as a core value
	Human Rights	<ul style="list-style-type: none"> ▪ Improve Hitachi's human rights and ethical standards in Europe ▪ Enhance Hitachi's responsible sourcing in Europe ▪ Engage in proactive dialogue with potential stakeholders

Hitachi in Europe CSR 5-year Roadmap

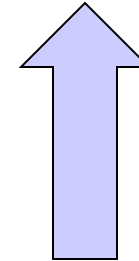


- **Diversity**: stems from the **right to not be discriminated against**
- But it goes a step beyond avoiding discrimination – it's about **actively embracing differences**
- Diversity helps to **break the cycle of limited unilateral thinking**

- **Non-discrimination**: a **human right** which everyone is entitled to
- It is about **avoiding unfair treatment of someone because of difference(s)**
- Discrimination can be **direct or indirect**, for e.g.:
 - direct: job ad saying “no male applicants”
 - indirect: requiring a national primary school degree

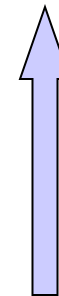
Diversity

Do good



Equal opportunities

Standard



Non-discrimination

Do no harm

Human Rights

- Realising new business opportunities
- Attracting new investment
- Meeting international standards
- Improve legal compliance & risk management



Diversity

- Improve business performance & innovation
- Attract & retain best talent
- Enhance company reputation
- Minimize risk and costs

Objective 1

Foster a culture where there is **awareness, understanding and appreciation of human rights and diversity** at every employee level, including the moral and legal duties, the call for business action, and the benefits for both business and the individual.

Objective 2

Ensure that basic **international human rights standards are understood** and the need to meet them appreciated by **Hitachi in Europe's sphere of influence**.

Objective 3

Support Business Groups in developing action plans which contribute to the company's strategic human rights focus on gender diversity, and enable them to establish unique contributions to social sustainability.

Opportunities

- Driver for innovation & improvement
- Share best practices

Challenges

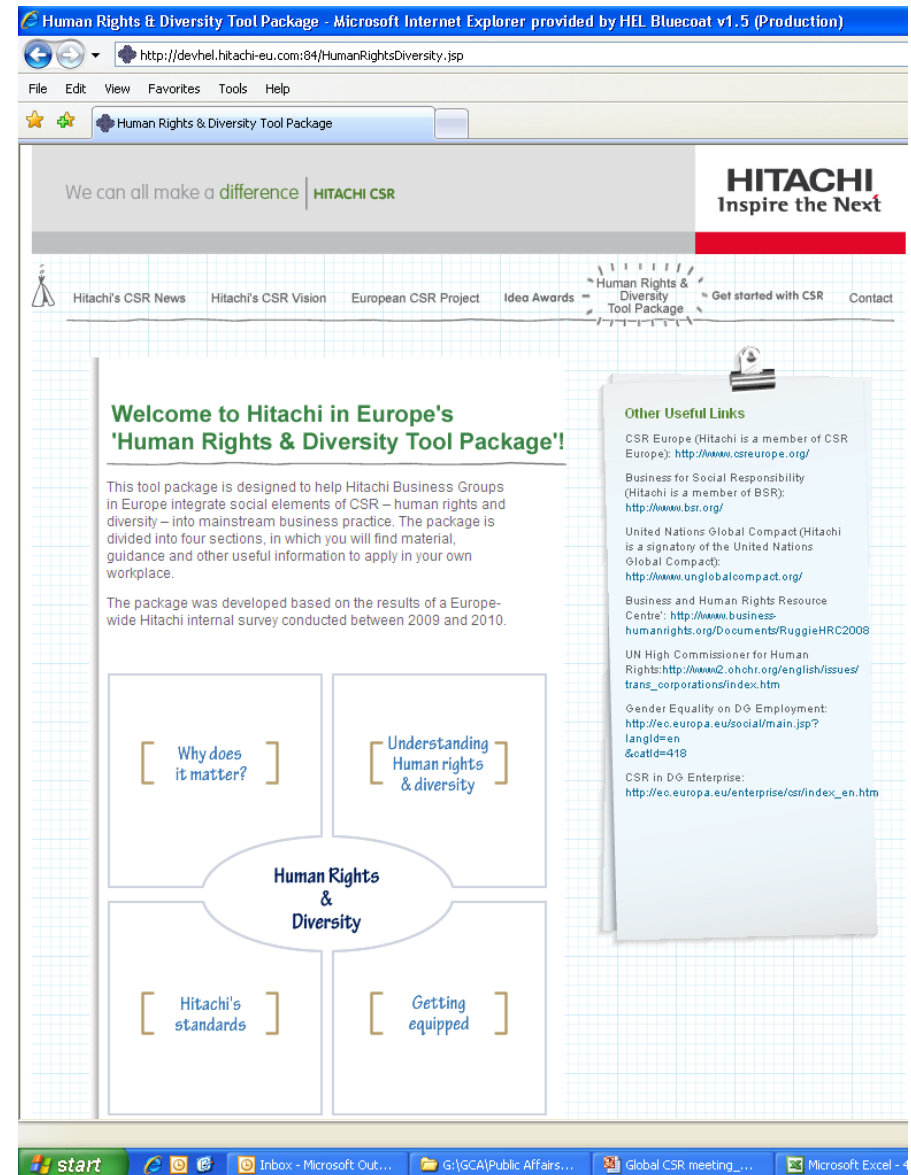
- Fragmented nature of Hitachi
- Gaining management support

Human Rights and Diversity Tool Package

Launched in July 2010 by Sir Stephen Gomersall, Chief Executive for Europe

The Sections:

- Why does it matter?
Business case, CEE message
- Understanding Human Rights & Diversity
E-learning, Q&A, past presentations
- Hitachi's standards
Objectives, Code of Conduct, related internal policies
- Getting equipped
Practical tools, e.g. action plan template and possible actions



Why are they relevant to business?



United Nations calls for business action (1)

- The **United Nations Global Compact** is one of the key policy initiatives which drive business responsibility
- Six out of the ten principles which the initiative promotes are specifically on human rights:



Principle 1: Businesses should support and respect the protection of internationally proclaimed human rights;
Principle 2: make sure that they are not complicit in human rights abuses.
Principle 3: Businesses should uphold the freedom of association and the effective recognition of the right to collective bargaining;
Principle 4: the elimination of all forms of forced and compulsory labour;
Principle 5: the effective abolition of child labour; and
Principle 6: the elimination of discrimination in respect of employment and occupation.
Principle 7: Businesses should support a precautionary approach to environmental challenges;
Principle 8: undertake initiatives to promote greater environmental responsibility; and
Principle 9: encourage the development and diffusion of environmentally friendly technologies.
Principle 10: Businesses should work against corruption in all its forms, including extortion and bribery.

- Hitachi became a member of the Global Compact in February 2009. We have therefore officially committed to supporting the above principles**

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Gender diversity: dos and don'ts



Dos and don'ts for employees

DO:

- Value differences; they can stimulate new and innovative ideas: e.g. in meetings, workshops
- Offer the same opportunities to colleagues regardless of their gender: e.g. business trips
- Offer flexibility: e.g. flexi-working for employees who have recently given birth so they can still contribute (if they choose to)
- Think inclusive: e.g. suggest gender neutral social gatherings
- Remember the basic principle: treat your male and female colleagues not necessarily the same, but equally

DON'T:

- Assume that your opinion won't be appreciated because of your gender
- Favour one male / female over the other with regards to opportunities: e.g. promotions, projects, business trips, training courses
- Make gender related assumptions: e.g. assume a young female job applicant will quit quickly to have children
- Stereotype or propose degrading tasks: e.g. ask the only female in the room to make coffee
- Assume that a gender pay gap is normal; question it

Human Rights & Diversity Quiz



HUMAN RIGHTS QUIZ

1. Human rights are (10 points)

- ☐ a. Different depending on a person's country of origin
- ☐ b. Basic universal conditions ensuring human dignity which apply to everyone and everywhere
- ☐ c. Universal, but are more important in developing countries

2. The International Bill of Human Rights consists of (10 points)

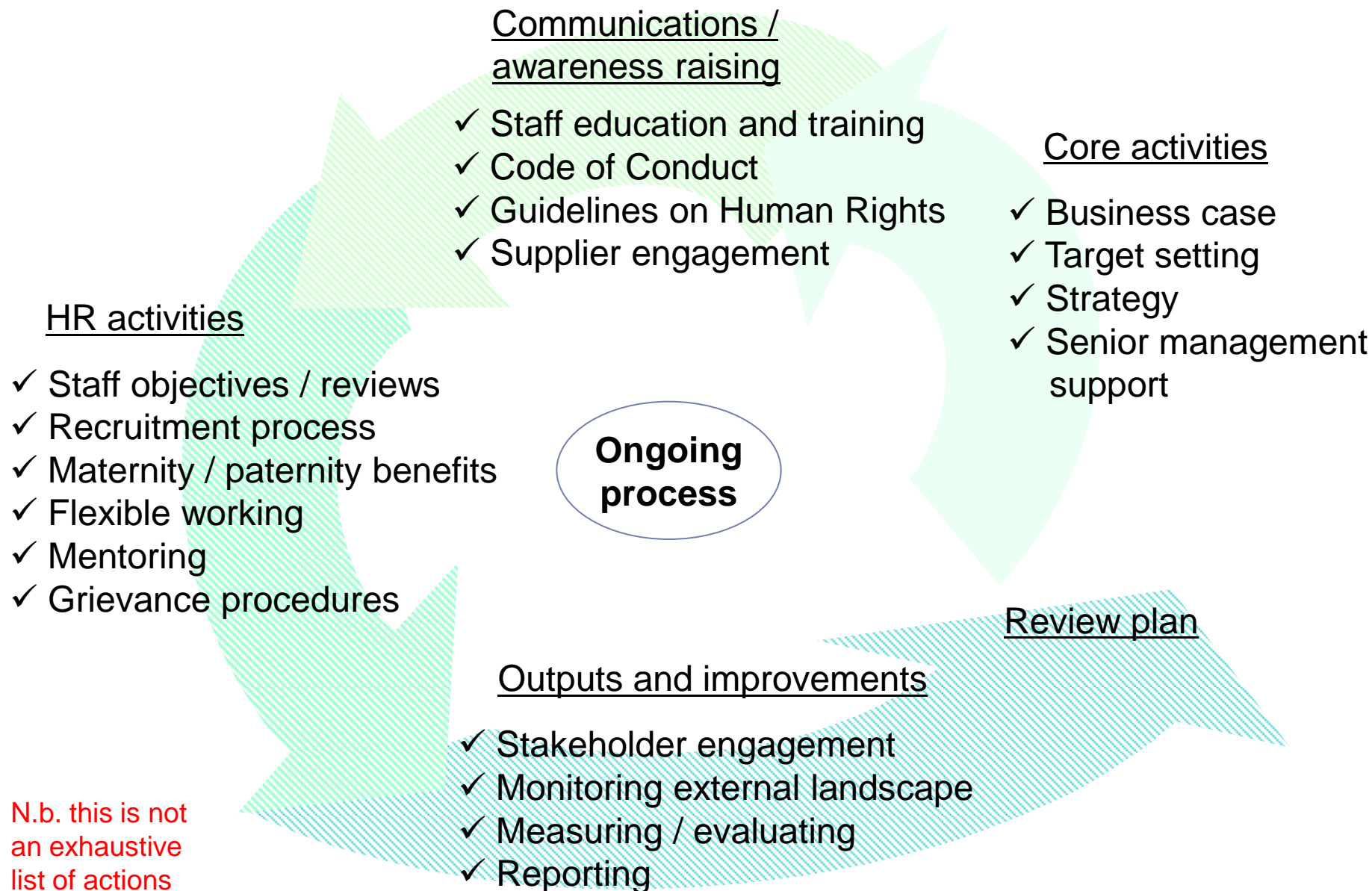
- ☐ a. The Universal Declaration of Human Rights
- ☐ b. The International Covenant on Civil and Political Rights
- ☐ c. The Universal Declaration of Human Rights, the International Covenant on Civil and Political Rights and the International Covenant on Economic, Social and Cultural Rights

3. What is the United Nations Global Compact (of which Hitachi is a member)? (10 points)

Open to all
employees in
Europe

Available in:

- English
- French
- German
- Italian



The Human Rights and Diversity project is about:

- Compliance **and** Opportunity
- Providing best practice within the Hitachi Group
- Explaining the business case and creating momentum
- Measuring Performance
- Engaging External Stakeholders



END

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