

Management Systems | Corporate Governance, Compliance and Information Security Activities

Supporting a solid corporate structure, every Akebono associate is committed to ensuring thoroughgoing risk management and legal compliance and implementing information security policies.

Risk Management

Akebono’s risk management structure is supported by the Risk Management Committee, comprising a group of directors chaired by the Representative Director & CEO, and the Risk Evaluation Committee, which oversees the implementation of the PDCA* cycle in risk management and is chaired by the Representative Director & Executive Vice President. Under the former’s supervision, the latter plays two key risk management functions, controlling Groupwide critical risks and promoting business continuity management (BCM) activities.

* PDCA: A management methodology that controls company’s activities from the four aspects of Plan (planning), Do (implementation of a plan), Check (checking the outcome) and Act (effecting improvement based on the check)

Compliance Structure

As it expands globally, it is important that Akebono, beyond complying with the law and regulations, correctly understands and fulfills its corporate social responsibility. Accordingly, we have set up the Compliance Committee, under the direction of the president, and established the “akebono Global Code of Conduct” and “akebono Global Standard of Behavior” to be observed by each associate.

To respond to the globalization of management, Akebono not only conducts compliance but also endeavors to correctly recognize and carry out its corporate social responsibility. To this end, we have established and promoted the akebono Global Code of Conduct together with the akebono Global Standard of Behavior, and we also work to improve awareness of compliance, by conducting a variety of educational programs. As part of these efforts in our job-level-based training program, we include compliance training to raise the level of awareness on general compliance issues such as information control and prevention of harassment. In addition to this, in fiscal 2015 compliance proficiency tests were given to all associates in Japan, and a month dedicated to strengthening compliance generated thoughtful workplace discussions.

To prevent compliance violations or to detect them at an early stage, and resolve them, Akebono has set up consultation counters, both in-house and outsourced, to provide counseling for all associates, including temporary employees and contract employees. Among these, some of the outsourced consultation has been entrusted to specialized agencies. At all of these counters, Akebono protects the details of the consultation and the personal information of the person seeking the consultation, and ensures that the person seeking consultation does not receive any prejudicial treatment.

Moreover, Akebono conducts hearings about compliance for associates of domestic group companies every year. The results of these hearings can help

to improve the Company’s business and workplace communication.

In November 2015, Akebono made public the fact that it had uncovered an incidence of inappropriate accounting, and the Company decided to increase the frequency of Compliance Committee meetings from once a quarter to once every two months. At the same time, we again verified the positioning and functioning of this committee, and worked to improve the committee’s effectiveness, notably by increasing its members and their training.

Information Security Activities

Akebono has established an Information Security Committee, as well as information security policies, guidelines and rules for the handling of information in order to implement appropriate measures protecting information assets appropriately. We clarify measures according to materiality and risk, in order to provide appropriate protection for data owned in-house or provided by customers or business partners from all kinds of threats, including negligence, accidents, natural disasters, and criminal acts. Under the Information Security Committee, the Company has also set up a working group, and established a system where an information security personnel or information system administrator in each section carries out their own checks against the information security risks to which their respective operations are vulnerable. Using a PDCA cycle to raise awareness of and adherence to the various regulations and guidelines through education and training, the Company is working to ensure information security. In the unlikely event that a violation does occur, such as with regard to the Company’s rules of employment, it is strictly dealt with. The Company complies with all relevant laws and regulations and other social norms, and strives to achieve the continuous improvement of its management systems, including in response to changes in the environment.

Moreover, in recent years, in light of the increasing risk of information leakage due to global business expansion, growing dependence on IT and the increased liquidity of employment, the Company is further strengthening its information security. As part of these efforts, we implemented information security assessments by an external vendor for domestic Group companies in fiscal 2014 and for overseas Group companies in fiscal 2015.

In the future, at the same time as continuing to implement global education and awareness-raising activities, we will continue to regularly conduct information security assessments, and strengthen our countermeasures to cyber-attacks, which are becoming increasingly sophisticated.

Management Systems | Corporate Brand Management and Corporate Social Responsibility

Sustainably achieving Akebono’s Corporate Mission by establishing the relevant policies and being fully engaged in employee training and other related activities.

Our Corporate Brand Management and Positioning of CSR Activities

In 2005, Akebono initiated corporate brand management, an initiative aimed at enhancing corporate value by meeting the expectations of stakeholders, namely, customers, shareholders and associates, with an equal emphasis placed on each of these key stakeholder groups. In October 2005, Akebono went on to formulate the Brand Statement, implementing the full-scale launch of its corporate brand management initiative with the aim of encouraging pride in the Akebono brand among associates and thereby strengthening the Company’s competitive edge. From fiscal 2008 onward, we have focused on two aspects of our corporate image, namely, the provision of high-quality products and services and our status as a technologically advanced manufacturer. Since then, we have been striving to realize greater brand recognition by enhancing the Company’s attractiveness and strengths.

Akebono considers fulfilling its corporate social responsibility (CSR) to be indispensable to continued business operations.

In other words, its pursuit of regular CSR activities is an essential part of maintaining its operating foundation. At the same time, corporate branding initiatives reflect the Company’s strategic CSR initiative aimed at further enhancing its social and corporate value. To realize our Corporate Mission, we will promote corporate branding initiatives to secure greater corporate strength, remaining a company that consistently provides people with safety and peace of mind through its operations.

Corporate Brand Awareness Survey and Brand Reports

Akebono conducts its own annual surveys on corporate brand awareness in order to effectively put into practice corporate brand management. These surveys have been conducted every year since 2005, when corporate brand management was introduced, as they are an essential part of the Plan, Do, Check and Act (PDCA) cycle that drives our branding promotion activities.

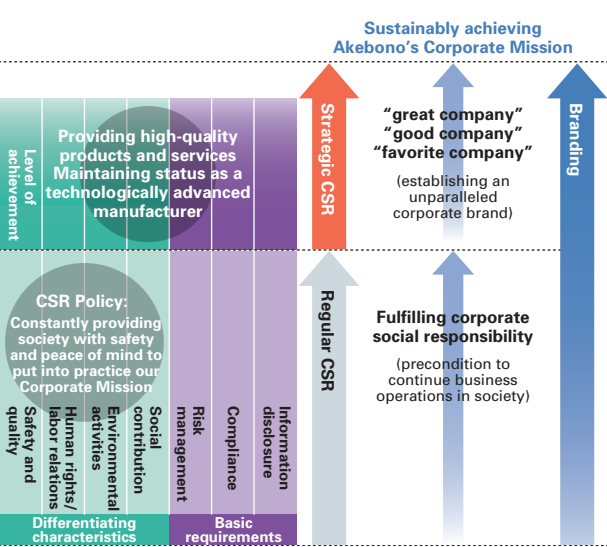
Recently, the scope of the survey was expanded to include a wide range of our domestic and overseas business locations, such as customers and suppliers in each field. In fiscal 2015, we conducted a survey of all our bases in Japan, North America, Europe and Asia. The number of respondents totaled 6,928.

To share what our stakeholders have to say with our associates worldwide, we issue the Brand Report, which summarizes—in Japanese, English, French, Chinese, Thai, Indonesian, Vietnamese and Spanish—wide-ranging stakeholder feedback and opinions gleaned from these surveys. This helps ensure such feedback and opinions are reflected in our future initiatives to secure the greater satisfaction of our stakeholders.

When we carried out our fiscal 2015 survey, we set a targets of 80% or higher with regard to our corporate brand management initiative recognition rate among associates. In fiscal 2015, we were able to significantly improve the rates at Sanyo Manufacturing Co., Ltd. from 55.1% in the previous fiscal year to 68.3%, and at Alocs Corporation from 79.5% in the previous fiscal year to 85.1%.

Going forward, we will apply our survey results to further raise associates’ awareness, thereby enhancing the quality of their daily operations.

The Relationship between Corporate Brand and CSR



“Brand Report 2015” newsletter