Top Message

We seek to coexist happily with our stakeholders by increasing corporate value

At Renesas Electronics, our aim is to practice CSR as a way to coexist with our stakeholders, using our solid technologies to build a path to the future and increase our corporate value. We prepared CSR Report 2014 as a way to express our stance on CSR and describe the initiatives we are taking to practice it. We hope you will find the report informative.

We fulfill our social responsibility by enhancing our corporate value in a balanced manner.

Corporate value, as I see it, is economic value (sales, profitability, and so on) multiplied by social value (our contribution to society). In other words, if one multiplier is zero or negative, total corporate value will also be zero or negative. I see economic value and social value as two wheels of the same cart. Increasing them in balance with each other is a business’s social responsibility. Stakeholders will trust us only when this has been accomplished.

We aim for sustainable growth by “going back to the source” and acting autonomously.

Since our corporate integration in 2010, Renesas Electronics has been transforming itself into a muscular organization by selecting and concentrating our businesses and products, transferring and closing factories, and other moves. During this time, we experienced the Great East Japan Earthquake of 2011 and the sharp run-up in the value of the yen in 2012, which kept us from meeting our stakeholders’ expectations. However, in fiscal 2014, our steady reforms began to produce results, including profitability.

Stable profitability is essential for an enterprise to grow sustainably, but it is not the only reason enterprises exist. Our goal is to know what we are in business for, and to run our business in a way that our many stakeholders can understand.

Renesas Electronics has a number of outstanding semiconductor technologies that are building a path to the future. I am absolutely convinced that when our employees think and act for themselves, we can offer technologies, products, and services that are useful to society.

Achieving this all depends on having a vibrant workplace where each employee works autonomously. Without that, there is no innovation and no growth. We aim to be a company and workplace that gives autonomy to our employees and motivates them to draw out their creativity.

Chairman and CEO

Hisao Sakuta
Top Message

We help to achieve a sustainable society by taking advantage of outstanding technology and creating optimal solutions.

The international community faces numerous problems that must be dealt with by society as a whole: planetary problems like global warming, water resources and energy as well as poverty and human rights. We cannot realize our vision and build a future unless we solve these problems.

Although one enterprise cannot solve such problems by itself, we believe that there is much we can and should do to help.

The times call for achieving a society that is both eco-friendly and comfortable to live in. Renesas Electronics has excellent technology and strong products to meet these needs. By creating optimal solutions and offering exacting service, we will help to achieve a sustainable society.

We are also making a greater effort than ever before in respect to human rights and environmental problems. Since 2008, Renesas Electronics has endorsed and practiced the 10 Principles of the United Nations Global Compact in the four areas of human rights, labor, environment, and anti-corruption. Through our compliance with and practice of these 10 Principles, we as a global enterprise will contribute to the building of a sustainable society.

We communicate with our stakeholders and pursue our business to meet their expectations.

We aim to be a trusted partner meeting the needs of our customers the world over. With our No. 1 share of the world market for microcontrollers, we will rapidly propose and provide highly competitive products and optimal solutions.

Communicating with our stakeholders, especially our customers, is very important for doing this. Our aim is to listen at every opportunity.

Our top management itself goes back to the starting point of manufacturing. By keeping a common and thoroughgoing awareness of the situation and sharing information, technology, and know-how, we will conduct our business to meet the expectations of all stakeholders involved.

We seek to coexist happily with our stakeholders as a good corporate citizen.

The Renesas Electronics Group takes social initiatives all over the world. As a good corporate citizen, we will continue to value our ties with our various stakeholders and to listen to their input. As our aim is to be a company that is trusted by and coexists with its stakeholders, we hope we can continue to count on your support.