



● About efforts in business activities

Every year, when we conduct these interviews about YKK Group CSR activities, I sense that your “Cycle of Goodness” is at the foundation of the consciousnesses of your employees as they go about their daily activities. However, last year YKK AP had a waste disposal violation despite this kind of fundamental spirit, so it is necessary to reexamine the causes of the problem. YKK felt a strong responsibility and responded right away, but you need to immediately raise the awareness of all your employees.

Responding to this kind of failure at the business place where it occurred comes first, but there is a great probability of a similar problem occurring at your other sites in Japan and abroad. Along with countermeasures for the incident that occurred, it is important that you restimulate the awareness of every individual and operate a system to uncover potential problems before they happen and prevent accidents.

● Regarding the Social and Environmental Report 2007

I understand that, as with last year’s report, the purpose of this year’s brochure is as a report for ordinary readers. This time, you further increased your coverage of overseas activities, making clear that the Cycle of Goodness has permeated your company globally.

Along with looking at your responses to my comments last year, I want to make some new comments on this year’s features.



● Environment and social activities of the group as a whole and of your two main business

In addition to reporting on the YKK Group as a whole, details of YKK AP activities are also reported on elsewhere, so I think that you should report on YKK separately also. By doing this, the group report could focus on the common objectives and approaches of all your companies, while the separate reports could detail the performance of each business, making a structure that would be easy to understand.



● The YKK Group’s unique relations with employees

This time, I can really see your inclusion of overseas efforts. I evaluate highly that fact that your “Cycle of Goodness” was mentioned in an award received by YKK AP America, showing that the YKK spirit is understood elsewhere in the world.

● Print and web editions

The print edition includes data for main indicators (CO₂, waste emissions, etc.) and then describes how results relate to improved performance, making the report easy to understand. Regarding the information on your site, the web edition focuses on detailed numerical data, but local, ordinary readers are probably more interested in what efforts you are making than technical data.

● Additional points

It is commendable that you independently undertook the disposal of carbide sludge remaining from the waste of another company. Please continue to take a leadership role in the environments of your communities. Regarding a web site that responds strongly to reader needs, I think that you could include reporting on activities for communities.

海野みづえ

So-Tech Consulting, Inc.
Chief Executive Officer Mizue Unno

Profile of Mizue Unno

After graduating from Chiba University Graduate School, she worked at a management consulting company until she founded So-Tech Consulting, Inc. in 1996.

External Director of Brother Industries, guest lecturer at the graduate schools of the University of Tokyo and Hosei University