

Third-Party Opinion

As she did last year, Sachiko Kishimoto again shares her opinion on the CSR activities of Mazda Motor Corporation and its Group companies, after reading the Mazda Sustainability Report 2018.



Sachiko Kishimoto
Executive Director
Public Resources Foundation

In August 2017, Mazda Motor Corporation announced "Sustainable Zoom-Zoom 2030," a new long-term vision that looks ahead to the year 2030. Under the vision, the Company set a goal of reducing corporate average "well-to-wheel" CO₂ emissions to 50% of 2010 levels by 2030, with a view to achieving a 90% cut by 2050. I highly evaluate that Mazda established a specific numerical target for reduction of CO₂ emissions. The Company is also enthusiastic about reviewing the energy sources, as indicated by its industry-academia-government collaboration initiatives to, for example, develop renewable bio liquid fuel made from microalgae.

To realize its goal of reducing CO₂ emissions, Mazda has been promoting the Building-Block Strategy, which combines optimal control technologies and effective electrification technologies in consideration of each country or region's energy resources, regulations, power generation methods, infrastructure, and so on. This strategy is commendable for being realistic, given increasing demand for vehicles in emerging countries. The Company believes that electrification technologies, such as electric vehicles, are an optimal solution in countries and regions that do not rely heavily on thermal power generation. It can be said that based on this belief, Mazda has made a choice to accelerate the commercialization of electric vehicles, and clarified a long-term strategy for this purpose.

With 78% of its employees living in Japan, Mazda is a company that has taken root in the Hiroshima region. In fact, after the record rains in July 2018, Mazda gave priority to supporting the disaster recovery efforts of affected people and areas, over addressing the Company's own issues, including the recovery of its manufacturing operations. This is evidence that shows the Company's commitment to local communities. Mazda states that "Without just waiting for requests from disaster victims and residents of affected areas, the Company will think about what we can do now from a broader perspective, express our ideas in words, and proactively make proposals." I felt that this statement indicates Mazda's strong sense of responsibility as a company that takes the lead in the region with sincerity.

In addition, Mazda Motor Corporation signed the United Nations Global Compact in 2018. This signing can be

highly valued as a significant and major step for a global company that sells vehicles in more than 130 countries and regions and has manufacturing sites in seven countries. On the other hand, the Company's activities seen from the viewpoint of Sustainable Development Goals (SDGs) are considered to be still in their infancy. I hope that Mazda will intensify its efforts to address key CSR issues, establish specific targets regarding SDGs that are particularly necessary to achieve, analyze the activity results and report on improvements in performance.

Mazda has taken a clear policy of promoting respect for people and diversity. As part of such efforts, the Company stipulated in 2017 that inappropriate behavior towards, or not respecting the human rights of sexual minorities or LGBT people, or not respecting the taking of pregnancy, childbirth, childcare or elderly care leave, constitutes harassment and violates Mazda working regulations. I think that this stipulation is excellent.

It is hoped that the Company's concept of respect for people will be applied more extensively, so as to transcend the framework of respect for employees and become incorporated into supply chain management, thereby resulting in an improved quality of life for workers involved in Mazda's supply chain. In the future, I expect that a broader application of this concept will be one of the CSR goals of the Company, while also serving as a key theme for its SDGs-related activities.

As for safety initiatives, based on the human-centered concept, the Company has proposed an ideal driving position, and is working to develop autonomous driving technologies in line with the Mazda Co-Pilot Concept, aiming to make them standard on all models by 2025. In the Third-Party Opinion in the previous year's report, I expressed my hope that these technologies would be instrumental in resolving social problems such as the disappearance of rural communities due to depopulation and aging. I therefore felt happy to see progress in Mazda's safety initiatives, which was shown in the announcement that the Company would start the demonstration test of a mobile service in Miyoshi City in Hiroshima Prefecture, in anticipation of realizing a ride-sharing service in the future.