The business environment in which NSK operates is changing significantly, and not keeping abreast of these changes poses serious risks for companies. However, taking a positive view of these changes, envisioning the world 10–20 years from now, formulating strategies that must be implemented now, and working proactively to continue to create the value needed by society will lead to major growth opportunities for companies.

In this special feature, we showcase what initiatives NSK will take to realize sustainable growth amid trends toward decarbonization, electrification, automation/labor saving, and digitization.

In keeping with its Mission Statement, NSK has formulated an SDGs Declaration that respects the spirit of the SDGs to realize a sustainable society and has selected seven key goals that are particularly interlinked with our business. In addition, we have formulated the Declaration of NSK’s Initiatives as more concrete strategic measures. NSK is continuing to create collaborative value with our stakeholders through business activities to achieve sustainable growth while making a contribution to solving social issues and achieving the goals of the SDGs.

**NSK’s Business Model for Collaborative Value Creation**

**Global Megatrends**
- Decarbonization, Electrification, Automation, Renewable Energy, IoT, AI, Digitalization, Remote, Distributed, Non-contact, Falling Birthrates, Aging Populations

**Inputs**
- Manufacturing Capital
- Intellectual Capital
- Human Capital
- Financial Capital
- Social/Relationship Capital
- Natural Capital

**Outputs**
- Collaborative Value with Stakeholders
  - Employees
  - Global Communities
  - Future Generations
  - Environmental contribution (low friction, high efficiency, improvement of transmission efficiency)
  - Contribution to an advanced technological society
  - Realization of a more prosperous society
  - Growth of a wide range of industries
  - Advancement of a mobility society
  - Improvement of shareholder value

**SDGs Declaration**
In line with our Mission Statement, NSK will work to resolve societal issues by conducting sincere and responsible business operations and achieving innovation in our products and services, in order to help realize a sustainable society. We will uphold the spirit of all 17 SDGs, and have selected seven goals that are particularly interlinked with our business, which we will place priority on tackling.

**Declaration of NSK’s Initiatives**
1. We will contribute to a safe and resilient social infrastructure through innovation.
2. We will contribute to climate change countermeasures by reducing the impact of our business activities on the environment.
3. We will contribute to the creation of a waste-free society and reduce impact on the global environment through environmentally friendly products and reuse of resources.
4. We will form richly diverse organizations where both employee motivation and value creation are fulfilled.
5. We will enhance our dialogue through multi-stakeholder partnerships to increase the effectiveness of our SDGs initiatives.