

CSR Management

Through our life insurance business, we aspire to contribute to the creation of a society where people, including our customers, can live without anxiety.

Dai-ichi's CSR Management

Corporate Social Responsibility (CSR) means conducting business not only to generate profit but also to contribute in different social dimensions. Dai-ichi believes that the starting point of CSR management is the life insurance business itself, that is, to provide the community with a framework for mutual aid and contributes to the sustainable development of society through its functions.

Since its establishment in 1902, Dai-ichi has employed a "Customer First" management philosophy. Based on this philosophy, the Company considers customers, society, shareholders, investors and employees to be key stakeholders and has adopted four basic management policies: Maximize Customer Satisfaction, Secure Social Trust, Create Sustainable Corporate Value, and Foster Employee Potential. The CSR approach of Dai-ichi is to improve stakeholder satisfaction and improve corporate value through efforts to embody these four policies.

The driving force for the promotion of CSR management is the Declaration of Quality Assurance and Total Life Plan, which are included in the Company's medium- to long-term management strategies. By pursuing these two concepts, we aim to achieve the vision set out in our basic management policies.

CSR Management Promotion System

The CSR Promotion Committee, which is chaired by our president, promotes CSR management. Every special committee dealing with key CSR issues is established under the CSR Promotion Committee. They develop and execute plans and manage progress. It enhances the effectiveness of CSR activities.

CSR management promotion system



CSR report

Dai-ichi publishes a CSR Report to communicate its major business activities from the perspective of CSR and to enhance its accountability to stakeholders.