

Toward the sustainable and inclusive society, how should companies innovate their businesses?

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Abstract:

The world is now facing huge challenges like including climate crisis, human rights infringement, widening inequalities, and poverty. UN accepted the 2030 Agenda for Sustainable Development in 2015, and the 17 Sustainable Development Goals(SDGs) are set for an urgent call for action by all countries.

SDGs covers not only the guarantee of basic right of life thought eradication of poverty and starvation in underdeveloped countries, but also more broader issues like climate change, industry, innovation, and infrastructure, responsible consumption and production. All the goals are inter-related with each other. To achieve SDGs, both the underdeveloped and developed countries as well as both the public and private sectors should play their respective roles, and also the cross-sector and peer collaboration is essential.

Companies, especially in global operations, regards this situation as an important opportunity to make their business more social and environmental responsible, and only in this way they can realize sustainable growth of their business.

I introduce Hitachi's case as an example of how a global company integrating its strategy for sustainability value creation into its business strategy.

Speaker Biography:

Yukiko Araki is responsible for government and external relations activities as well as execution of Hitachi Group's sustainability strategy in Europe.

After graduating from Engineering School, the University of Tokyo in 1983, she joined the Japanese government, Ministry of International Trade and Industry (MITI), and had been engaged in policy making on nuclear and renewable energy, healthcare/bio-tech industry and more for almost 30 years. Meanwhile, she studied at the Graduate School of Political Science, Massachusetts Institute of Technology, USA in 1987-1988. She was designated as Vice Governor of Yamagata Prefecture, Japan in 2008. In 2012, she joined Hitachi, Ltd. and has been engaged in integrating sustainability into business strategy to create social, environment, and economic values through "Social Innovation Business" for Hitachi Group.

She is a member of City Planning Institute of Japan and a founding member and a council member of the Japanese Society for Wellbeing Science and Assistive Technology. She is also a member of Administrative Council, Nagaoka University of Technology since FY2020.