

Hitachi's Vision for a Sustainable Society



**Social Innovation Business:
Resolving Social Issues with Customers**

A silhouette of a family—a woman, a man, and a child—standing in a field at sunset. The woman is on the left, the man is in the center holding the child up, and the child is on the man's shoulders. The background is a bright, hazy sky with a low sun, and dark trees are visible at the bottom. The text is overlaid in the center-right area.

**A society that contributes to
people's quality of life
and a healthy global environment**



**A society that contributes to
people's quality of life
and a healthy global environment**



Abnormal
weather events

Natural disasters

An increasingly complex world

Pandemics

Geopolitical
conflicts

Skyrocketing prices



Green

Digital

Critical issues for companies



Next-generation Digital Technologies

WEB 3.0

Next-generation
Digital Technologies

Web1.0



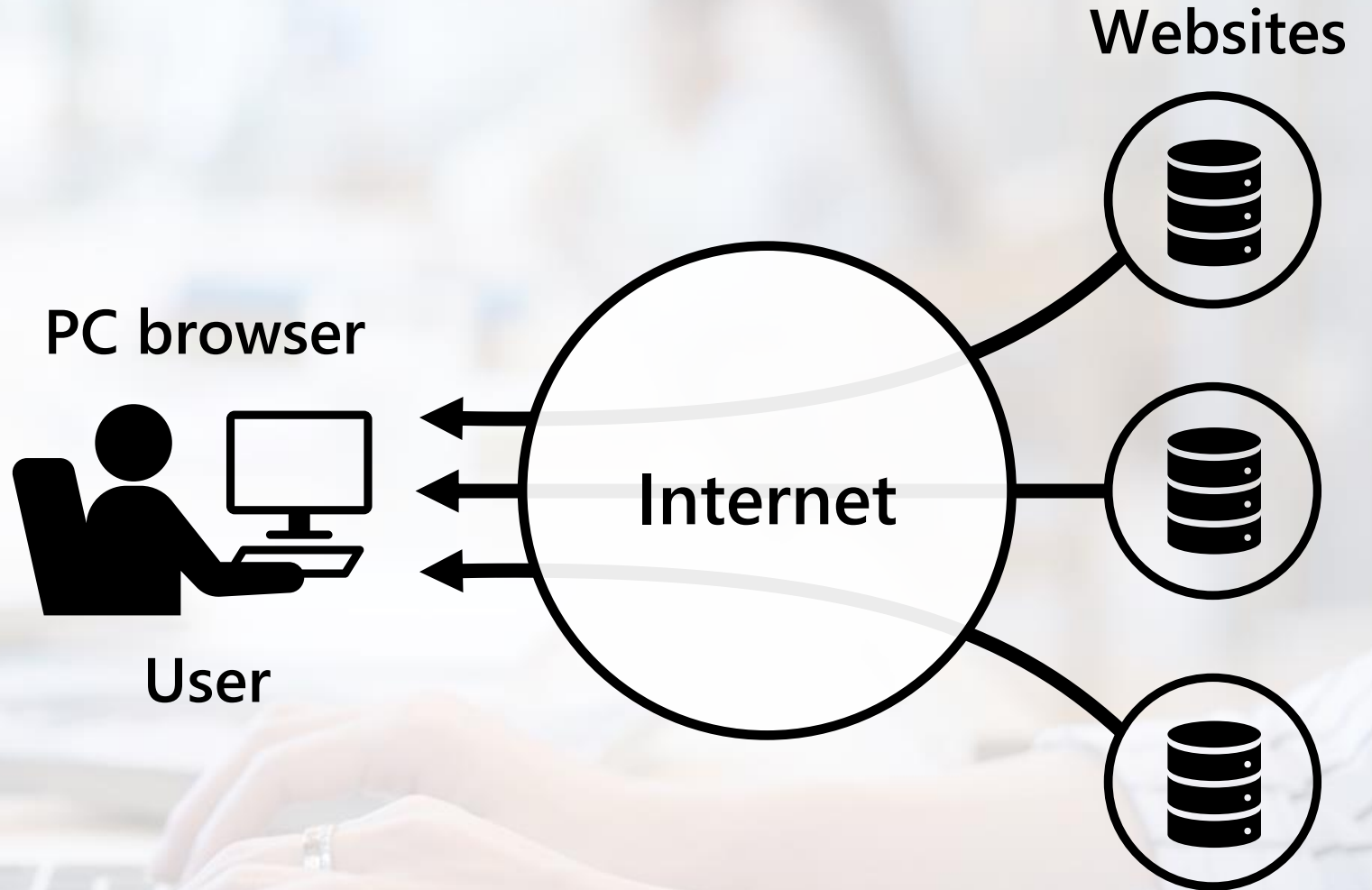
Web1.0

Mid-1990s ~

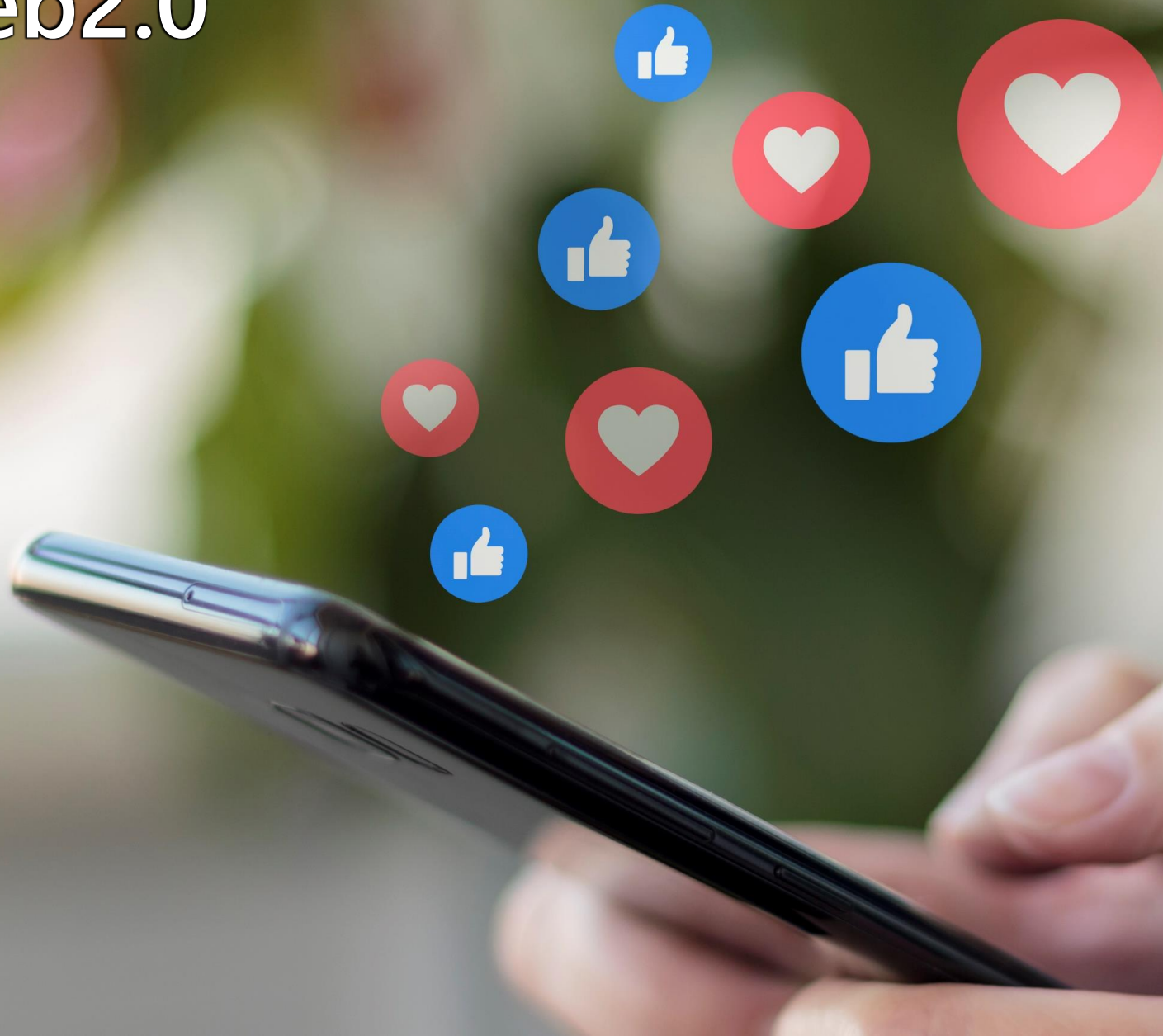
Proliferation of PCs

Arrival of browsers

Info searches and browsing



Web2.0



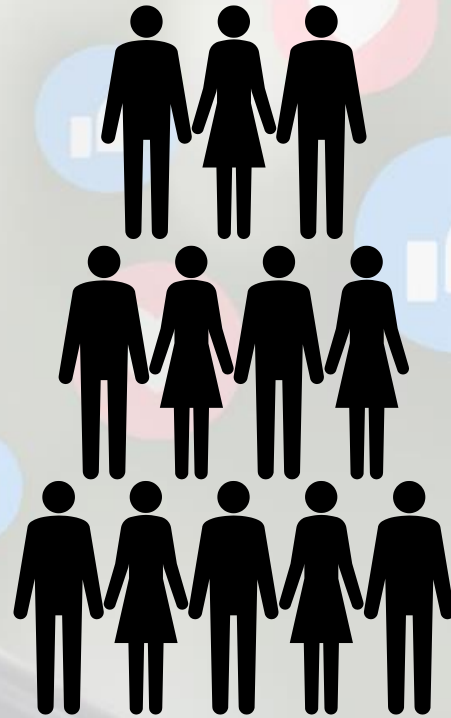
Web2.0

Mid-2000s ~

Proliferation of smartphones

Arrival of the cloud

Info transmitted via social media



Users

Transmitting info



Searches / Viewing

Cloud



Centralized management of personal info by platform providers

Web3.0



Web3.0

2020 ~

Proliferation of IoT

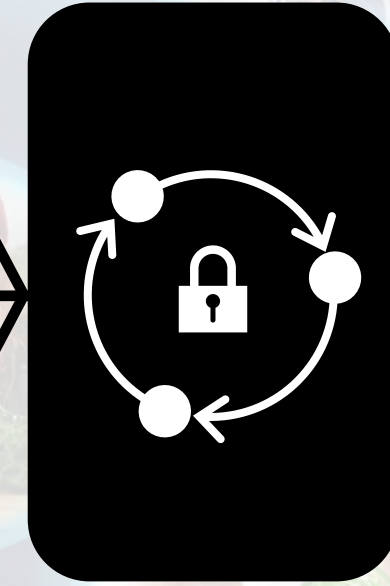
Arrival of Blockchain

Formation of reliable communities



Users
(service users)

Blockchain



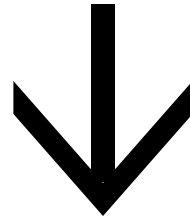
Provision/Us
e of services



Users
(service providers)

Distributed management
of personal info by users

**Decisions based on considerations
other than price and quality**



**Greater freedom to choose
your own way of doing things,
to create a better society**

A group of diverse young women are gathered outdoors, smiling and posing for a selfie. The woman in the foreground is holding a smartphone high in the air. They are all wearing casual, athletic-style clothing. The background is a bright, sunny outdoor setting with trees and a pink sign visible in the distance.

Chain of activities in the community

A group of six people, including men and women, are posing for a photo in a rural setting. They are gathered around a white pickup truck with a yellow bed, which is overflowing with freshly harvested radishes. The radishes are piled high in blue crates on the truck bed. One man in the back of the truck is holding a radish. The people are dressed in casual work clothes, including t-shirts, overalls, and caps. The background shows a residential area with houses and trees under a clear blue sky. The text "Chain of activities in the community" is overlaid in white on the image.

Chain of activities in the community



Chain of activities in the community



Data Technology



Digital infrastructures
that support people's
decision-making

A person is holding a tablet computer. The background is dark with floating blue squares and binary digits (0s and 1s). The text is centered over the image.

Digital infrastructures
that support people's
decision-making



**Choose as it suits you,
to live as it suits you**

A World with a Cycle of Happiness

A close-up photograph of a person's hands cupped together, holding a small amount of dark brown soil. A young, vibrant green tree with a thin trunk and a full canopy of leaves grows out of the soil. The background is a soft, out-of-focus green, suggesting an outdoor setting.

Planetary Boundaries


A photograph of two women in an office environment. They are both smiling and high-fiving each other. The woman on the left is wearing a grey hoodie, and the woman on the right is wearing a black top with white stripes on the sleeves. They are standing in front of a desk with several computer monitors. A modern, multi-tiered lamp is visible in the background.

Wellbeing

A modern orange and white tram is the central focus, moving along a city street. The tram has the number 7076 and license plate FF-827CP. In the background, there are several historic buildings with classical architectural features like arches and balconies. A traffic light is visible on the right, and a white van is parked on the left. The scene is set in a sunny, urban environment.

City-wide transportation networks connected by digital technologies

Genova, Italy



City locked down
due to the pandemic

**People's movement
declines dramatically**





Transportation networks
are disrupted

Difficult to create operation plans



**We worked to develop attractive systems
that offer value for both users and
transportation operators**

Hiroaki Koiwa

Deputy CDO,
Hitachi Rail





July, 2022

Startup of a system that allows passengers access to every mode of public transport hands-free

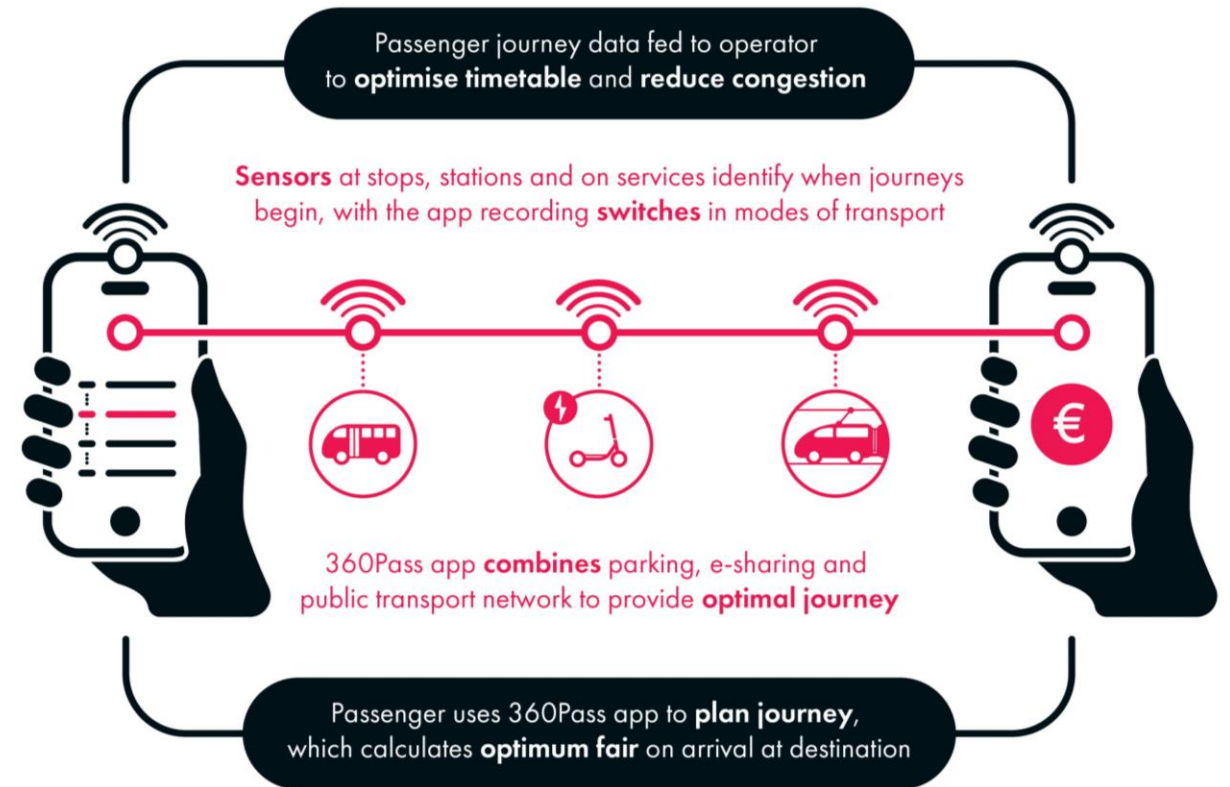


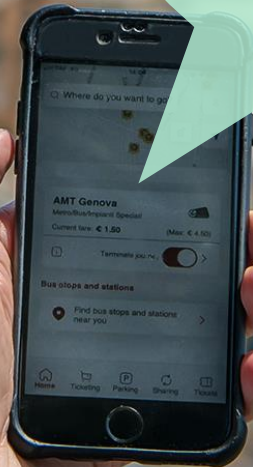


July, 2022

Startup of a system that allows passengers access to every mode of public transport hands-free

Sensors detect and automatically calculate users' paths of movement





A digital platform that accelerates environmental investments

Sustainable Finance Platform with Blockchain

User ID

Password

Remember me

Login

[Forgotten user ID or password](#)

Not enough investment capital goes into green energy development projects, and we want to do something about it!

Efrain Tamayo

Engineer,
Hitachi, Ltd.

Kazuhiro Ikegaya

Design lead,
R&D Group, Hitachi, Ltd

Green Bonds

Capital procurement for environmental investments



Need reporting and auditing of environmental improvement impact from investments



Green Asset



Bond Issuer / Borrower



Project Company

Securities



Service Company
(e.g. O&M, Insurance)

Investor / lender



External Reviewer

Matching



Designing



Monitoring



Reporting



Verification



Green Asset



Bond Issuer / Borrower



Project Company

Securities



Adopted by Japan Exchange Group (JPX)

Sustainable
finance PF



Service Company
(e.g. W Insurance)

Investor / lender



External Reviewer

Matching



Designing



Monitoring

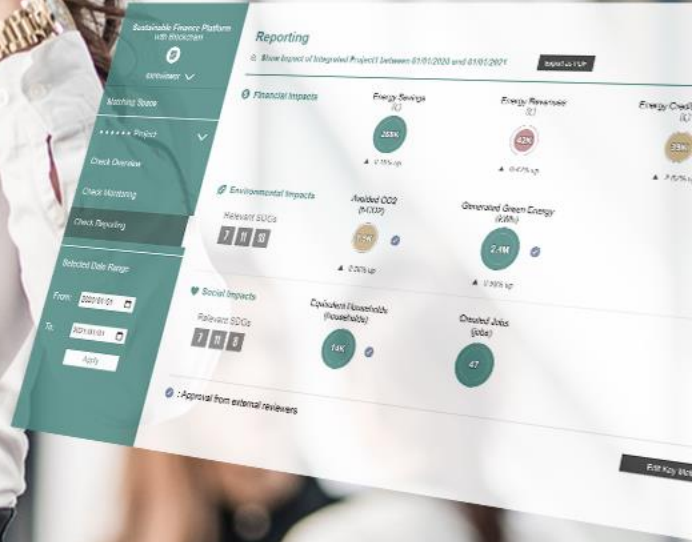


Reporting



Verification







8I40	57.230	0.57	+0.01	7.451	0.007%	250,000
4NA5	81.053	4.35	-2.01	8.037	1.561%	375,000
3U17	62.985	2.07	+1.17	6.598	5.032%	621,000
7RE3	37.278	1.14	+0.72	694.270	3.984%	369,000
8421	94.107	0.73	-0.51	538.014	2.416%	743,000
YT64	21.744	5.63	+3.16	692.360	0.657%	405,000
I897	13.361	1.82	-1.23	237.981	0.103%	882,000

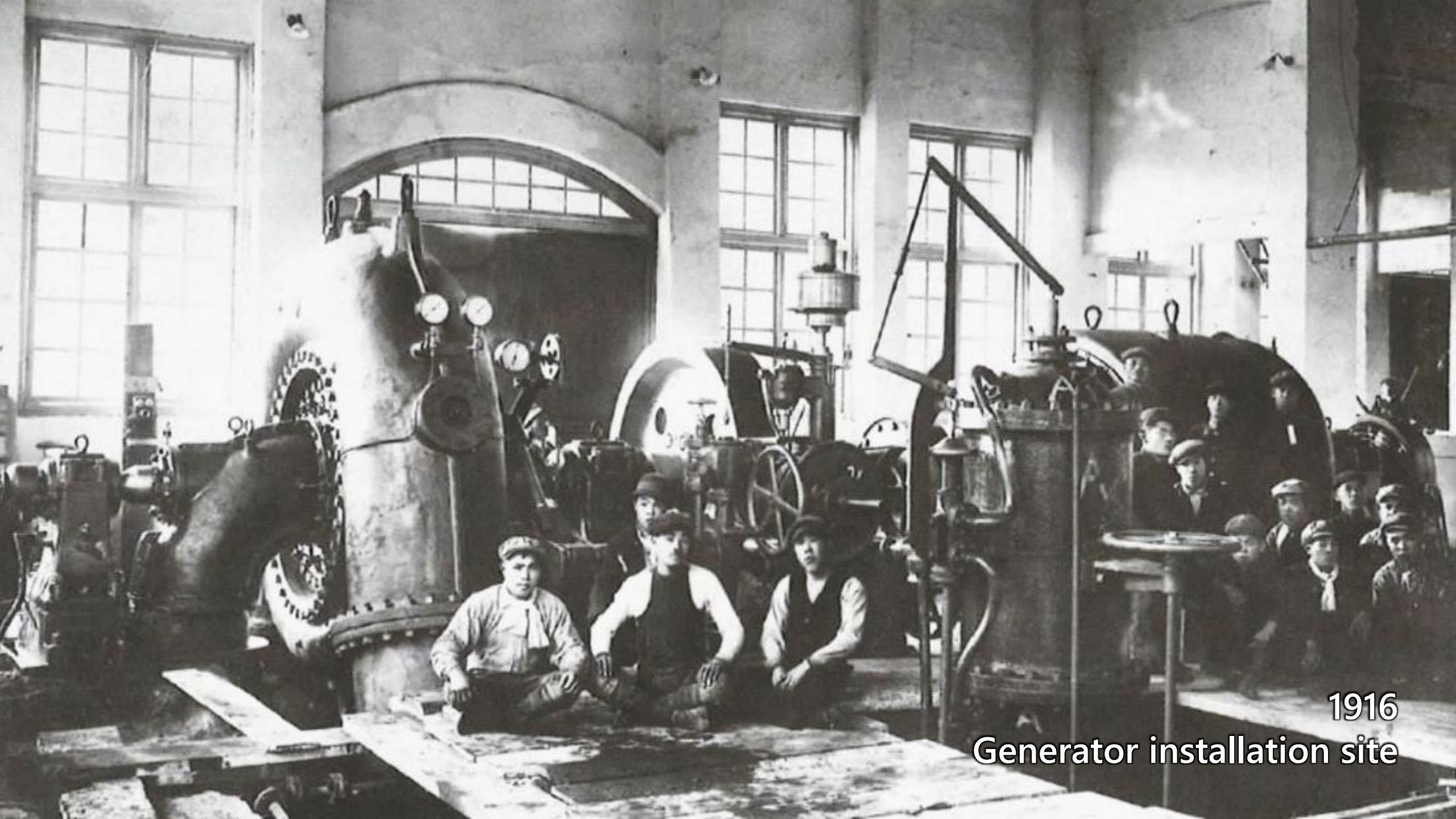
GA%08 - 73.327 1,561%
GB%13 - 119.157 2,416%
GC%21 - 192.485 5,378%
GD%58 - 531.629 9,825%





**A society where the cycle of capital, people,
and happiness can be realized**

“Contributing to society through the development of superior, original technology and products.”

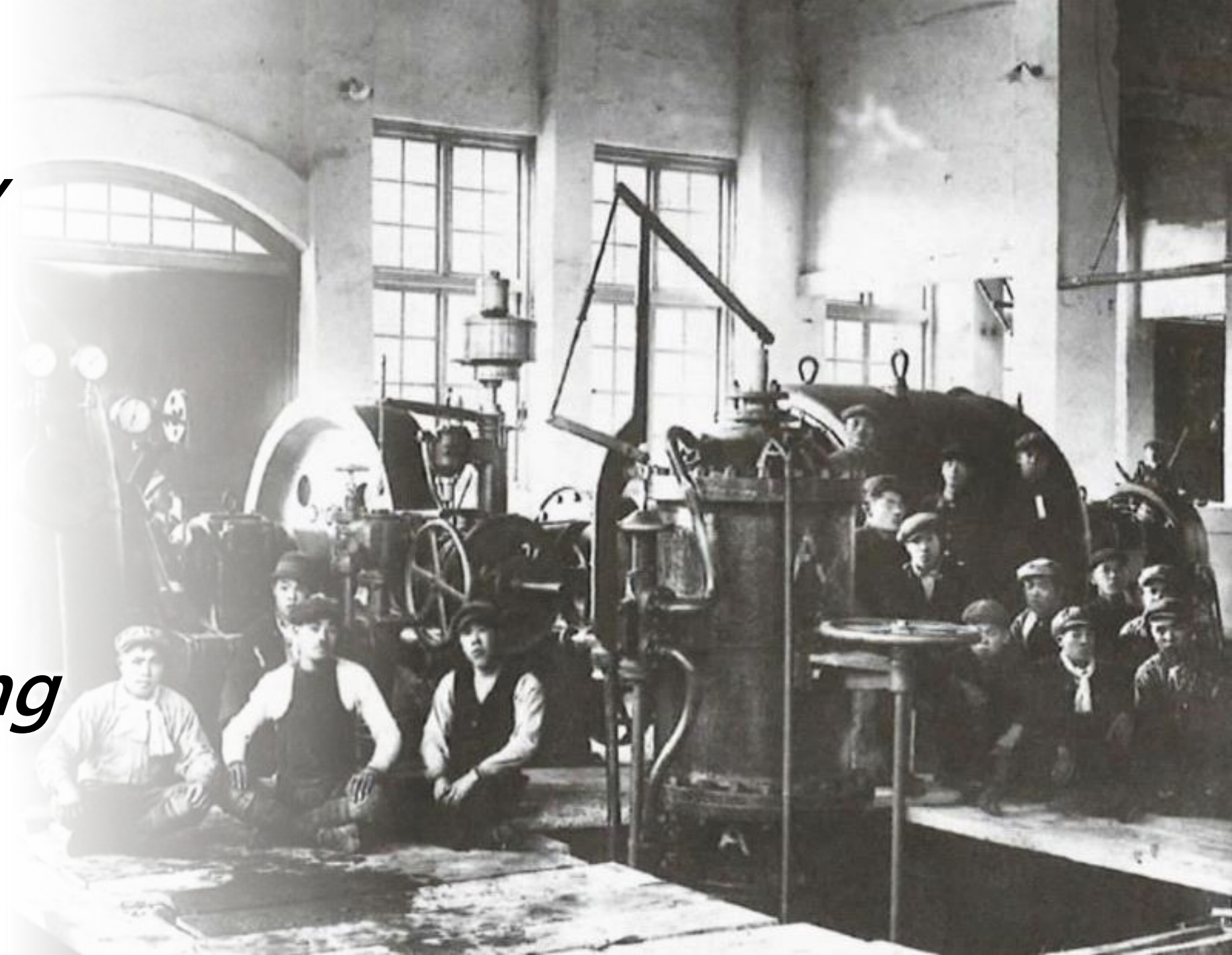


1916
Generator installation site

Harmony

Sincerity

*Pioneering
Spirit*



Harmony

Sincerity

*Pioneering
Spirit*



Harmony

Sincerity

*Pioneering
Spirit*





Hitachi Social Innovation is
POWERING GOOD