

Sustainability Action at the Hakuodo DY Group

Environment

Nature Positive Studio (Hakuodo / Hakuodo DY Media Partners)

Supporting “Nature Positive” and Business Creation Efforts

Around the world, people are committing to stemming and reversing the loss of biodiversity by 2030 and putting nature on the path to recovery.

Following decarbonization, this “nature positive” approach is gaining attention for the way it strives to make a double impact—environmental and economic sustainability. Hakuodo SX

Professionals, a project promoting innovation in double impact business management, has identified this as a priority theme and launched the “Nature Positive Studio” initiative in fiscal 2023 to support the realization of nature positive and the creation of businesses.

Nature Positive Studio is an initiative that utilizes Hakuodo’s unique future-oriented *sei-katsu-sha* insight to embrace the nature positive concept and discover new values in business and daily life. We plan and execute various projects based on the expertise of our diverse team members, including people in marketing and branding, PR, business development, research and development, creative, and media development.

In fiscal 2023, we conducted various activities such as developing integrated solutions centered on future-oriented *sei-katsu-sha* insight, hosting external seminars on turning nature positive into business opportunities, and organizing food-themed workshops. Going forward, in addition to these activities, we will continue to engage in co-creation with businesses, media, educational institutions, and other partners, as well as pursuing business and content development.



Food-themed workshops to generate ideas and experiences for future *sei-katsu-sha* (March and April 2024)

Resilient Life Project (Hakuodo)

Sei-katsu-sha-Centered Creativity for a Lifestyle of Resilience and Strength

Natural disasters are an issue of particular importance in Japan. Located at the intersection of multiple tectonic plates and storm systems, Japan suffers from more than 20% of global damage caused by natural disasters while occupying only around 0.25% of the world’s land mass.

In collaboration with organizations including the National Research Institute for Earth Science and Disaster Resilience and Tokio Marine Holdings, Inc., Hakuodo has established I-Resilience Corporation to address this significant *sei-katsu-sha* challenge. This company, together with participating corporate members, aims to promote a lifestyle termed Resilient Life which prepares individuals and society for all types of risks, including natural disasters, and helps them to enjoy more fulfilling daily lives.

We will provide ongoing information through various media channels, collaborate with local governments such as Tama City in Tokyo through partnership agreements to promote a community based on mutual assistance, and continue to research and develop new products and services with various companies. Through these specific actions, we aim to establish resilient lifestyles for *sei-katsu-sha*.



Details ▶ [WEB](#) Resilient Life Project (in Japanese)

Sustainability Action at the Hakuodo DY Group

Environment

kyu House*1: Tackling Environmental Challenges with Creativity (kyu)

A Climate Action Message to Global Leaders from COP28*2 in Dubai

Climate change is an urgent issue of global dimensions. In addition to government agencies and private companies working together, *sei-katsu-sha* also need to join forces to tackle this challenge by rising above their individual concerns and changing their behavior, rather than depending on effective policies and technological innovations. The Hakuodo DY Group has been getting the message out to global leaders about how we are leveraging *sei-katsu-sha* insight and creativity for climate action.

In November 2023, eight companies of kyu, our strategic operating unit, banded together to host an event called kyu House during COP28 in Dubai. The event featured a broad array of sessions for leaders in the sustainability field from government agencies, NGOs, and businesses around the world, showcasing how each kyu company is addressing the challenge by applying its professional expertise and flair for innovation, and demonstrating what creativity can do to help find solutions. kyu House attracted a total of 1,400 visitors, who were particularly interested in the sessions hosted by IDEO and BEworks.

kyu House provided an effective opportunity to increase the number of climate change projects involving kyu companies. We are committed to further engagement in climate action going forward.



Entrance to kyu House



Session hosted by IDEO

*1 An event jointly hosted by eight kyu companies: ATÖLYE, BEworks, Gehl, IDEO, Lexington, Neol, Public Digital, and SYPartners

*2 The 28th meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change held in Dubai, UAE, in November 2023

IDEO: Climate Era Leadership

A pioneer in human-centered design thinking, IDEO hosted a panel discussion moderated by Tim Brown, with the participation of leaders in the fight against climate change. During the discussion, which focused on the actions and personal qualities required of leaders in the search for climate solutions, “inclusion” emerged as a keyword to engage people from all walks of life, ages, ethnic backgrounds, and genders in joint efforts toward that end.



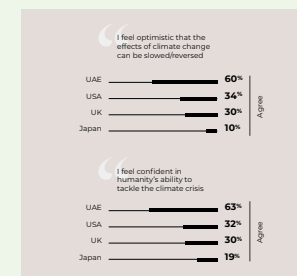
Tim Brown
Vice chair, kyu
Chair emeritus, IDEO

BEworks: Unleashing Creativity in the Climate Era

BEworks, a consultancy focused on applying behavioral science to real-world challenges, made public the findings from its survey conducted in the United States, United Kingdom, United Arab Emirates, and Japan on the mindset needed for people to tackle climate change. While identifying that many people feel powerless in the face of the daunting challenge, the survey also revealed that individuals with a creative mindset are more optimistic and have the ability to approach problems with positivity, imagination, and flexibility. Thus, creativity emerged as a key motivator and enabler of climate action.



Positive relationship between optimism and creativity



How people feel about the climate crisis

Details ▶ [WEB](#) BEworks

Sustainability Action at the Hakuodo DY Group

Society

DEI as an IDEA at the UNIVERSITY of CREATIVITY

Researching and Developing Creativity as a Future-Creating Technology and Implementing It in Society

The UNIVERSITY of CREATIVITY (UoC) opened in September 2020 to research and implement creativity as a technology for future creation, and conducts research on “diversity–equity–inclusion (DEI) liberated creativity.” Fiscal 2023 marked the start of the joint research and implementation project “JOINnovator!—Turning DEI into an IDEA” with the Japan Business Federation. In addition to the business community, dialogue (Mandala) is being conducted across various sectors, including government agencies, universities, international organizations, NPOs, and students, to research (Ferment) and implement (Play) methods for creating “people and teams” that achieve innovation.

Through its open Creativity Seminar, which explores future architecture transcending specialization and generations, UoC also offers courses and engages in creative learning with participants on various themes such as technology, sustainability, and art.



Creativity Seminar

Interview



The Fun and Possibilities of Generating Ideas with Eclectic Talents

We believe that by transcending the barriers between industry, government, academia, civil society, and the arts, and by engaging in dialogue, we discover new perspectives and combinations and generate innovative ideas. We are excited about creating a future where our unique chemistry with eclectic talents leads to exciting collaboration and drives us and our team forward.

Aya
MotohashiProducer
UNIVERSITY of CREATIVITYDetails ► [WEB](#) UNIVERSITY of CREATIVITY

Kodomo Smiling Project (OZMA Inc.)

Sending Delicious Nourishment to People in Need

OZMA values Social Design Ideation. This approach emphasizes finding optimal solutions that benefit all stakeholders: organizations, *sei-katsu-sha*, and society. The idea prioritizes problem-solving and creating mutual benefits for all parties involved.

As secretariat for the Kodomo Smiling Project organized by the Sustainable Food-chain Association for approximately four years, we have worked with participating companies to establish a new program that provides vocational experience-based food education programs and donates food for use as teaching materials. We have also conducted the Heart Drive Campaign, which delivers food donated by companies to children.

Amid a rise in logistics costs due to the so-called “2024 Problem,” we aim to collaborate with local governments and other entities to establish a community-based food donation program that gathers and distributes food within regions. We will continue to promote the development of systems that ensure delicious nourishment food is delivered to those in need.



Interview



Aiming to Bring Smiles to Children Through Sustainable Food Initiatives

Driven by my desire to help provide still-edible food to children in need, I became an advisor to the Sustainable Food-chain Association and am actively involved in their flagship Kodomo Smiling Project.

In line with my involvement in public relations, my goal is to find optimal solutions that makes all stakeholders happy and contributes to the realistic solution of current challenges. I hope I can make even some small contribution to addressing these issues.

Chizuru
KunitomoManager
Social Communication
Promotion Office
OZMA Inc.Details ► [WEB](#) OZMA Inc.

Sustainability Action at the Hakuhold DY Group

Social Contribution Activities

Hasso Camp, an Inquiry-Based Learning Program for Middle and High School Students

Fostering the Ability to Think Outside the Box to Find New Answers and Resolve Social Issues

Hakuhold DY Holdings has launched the Hasso Camp program, which aims to explore and resolve social issues while fostering creativity among middle and high school students.

Group employees from various fields of expertise participate in the program as instructors and team members. Through the use of unique frameworks developed by the Hakuhold DY Group through its diverse business operations, we aim to provide middle and high school students with opportunities to experience and cultivate our strengths in *Sei-katsu-sha* Insight and the power of co-creation. We will create opportunities for students to discover their individuality and potential while nurturing their rich imaginative thinking. By encouraging students to think independently and collaborate with their peers to find solutions to unresolved global and societal problems, we believe this experience will become a significant source of power for the next generation.

Hasso Camp offers two programs: Hasso Camp, to which schools can apply throughout the year, and Hasso Camp Project Mirai, which allows participation by individual high school students over long school breaks.



What is the “new learning” we want you to acquire at Hasso Camp?

Previous learning

Thinking about
model solutions
with precedents

**Hasso
Camp**

New learning

Thinking together
about unknown
answers to global
and social problems

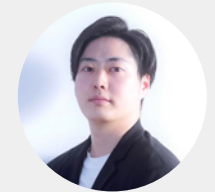
Interview

My
Aspirations

**We Convey the Joy of Expanding Ideas as a Team,
with the Slogan “Your Point of View is
the Starting Point for Everyone”**

One of the Group's strengths is its ability to use *Sei-katsu-sha* Insight to draw together people from multiple perspectives and generate ideas that move their hearts. With Hasso Camp, we aim to convey the joy of creative thinking and the importance of co-creation from multiple perspectives to the next generation of middle and high school students. Under the slogan “Your point of view is the starting point for everyone,” Hasso Camp emphasizes team activities. We want participants to experience firsthand how ideas expand when various perspectives come together.

We have had individual projects where employees worked on social issues, but this program is the first time for collaboration across the entire Group. Our goal is both to foster the creativity of middle and high school students and to explore the potential for creating new collaborative power by engaging with employees in addressing social challenges.



Fumiya Imai

Operating Member
Hasso Camp
Hakuhold



Presentation at Hasso Camp