Hitachi’s Vision for a Sustainable Society
Social Innovation Business: Resolving Social Issues with Customers
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
An increasingly complex world

Abnormal weather events

Natural disasters

Pandemics

Geopolitical conflicts

Skyrocketing prices
Green  Digital

Critical issues for companies
Next-generation
Digital Technologies
Next-generation Digital Technologies
Web1.0
Mid-1990s ~

- Proliferation of PCs
- Arrival of browsers
- Info searches and browsing
Web2.0
Mid-2000s ~

- Proliferation of smartphones
- Arrival of the cloud
- Info transmitted via social media

Users

Cloud

Centralized management of personal info by platform providers

Transmitting info

Searches / Viewing
Web3.0
2020 ~

- Proliferation of IoT
- Arrival of Blockchain
- Formation of reliable communities

Blockchain

Provision/Use of services

Distributed management of personal info by users

Users (service users)

Users (service providers)
Decisions based on considerations other than price and quality

Greater freedom to choose your own way of doing things, to create a better society
Chain of activities in the community
Chain of activities in the community
Chain of activities in the community
Digital infrastructures that support people’s decision-making
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
Planetary Boundaries

Wellbeing
City-wide transportation networks connected by digital technologies
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.
July, 2022

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

Passenger journey data fed to operator to optimise timetable and reduce congestion.

Sensors at stops, stations and on services identify when journeys begin, with the app recording switches in modes of transport.

360Pass app combines parking, e-sharing and public transport network to provide optimal journey.

Passenger uses 360Pass app to plan journey, which calculates optimum fare on arrival at destination.
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

Green Projects → Plan & Execute → Green Bond Issuer

Credit → Funds → Payback & Impact Report

Need reporting and auditing of environmental improvement impact from investments
Green Asset

Bond Issuer / Borrower

Securities

Investor / lender

Project Company

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

External Reviewer

Sustainable finance PF

Matching

Designing

Monitoring

Reporting

Verification
Adopted by Japan Exchange Group (JPX)
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
Hitachi Social Innovation is POWERING GOOD