

# CSR REPORT 2020

ABeam Consulting

## Company Profile

ABeam Consulting Ltd.

Founded : April 1, 1981

Number of Employees : 6,646 (As of April 1, 2020, consolidated)

Capital : ¥6.2 billion

President and Chief Executive Officer : Tatsuya Kamoi

Business Areas : Management Consulting / Business Process Consulting / IT Consulting / Outsourcing

Consolidated Net Sales : ¥93.2 billion (Fiscal year ended March 31, 2020)

Web

**ABeam Consulting's CSR website**  
<https://www.abeam.com/jp/en/about/csr>

Please visit our website for more about our CSR activities,  
and for detailed information related to this report.

■ For more about our latest insights

**ABeam Public Relations Magazine**  
<https://www.abeam.com/jp/en/topics/publications/pr2019>

Focusing on the latest developments in our business practices,  
this magazine presents the management insights of our top consultants to help our clients

## ABeam Consulting Ltd.

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# CSR REPORT 2020

ABeam Consulting



## Becoming an accelerator of social transformation, working on social issues through company-wide activities

President and CEO **Tatsuya Kamoi**

### Solving social issues centering on ABeam's materialities

We have been working on CSR activities as a company-wide theme from two angles—with environmental protection activities and social contribution activities. In fiscal year 2020, we have helped a Japanese NGO in the field of international cooperation develop their strategies as our pro bono activity. We have also been working on regional revitalization with Montedio Yamagata, the professional J2 soccer team that we sponsor. Moreover, as a consulting company, we implement consulting projects designed to help clients pursue success in business, contributing to the fulfillment of the social responsibilities of our client companies and public institutions and the realization of a sustainable society. For example, we provide a new business management platform linking ESG activities to corporate value. The relationship between non-financial activities and corporate value is made visible through digital technologies, and this visualization will lead to the actualization and entrenchment of ESG management.

CSR activities are not conducted as special efforts made by a few employees, but rather must be addressed as a company-wide theme. To that end, we are promoting awareness-raising and study sessions within the company. As the company grows, I believe that it will become more important to work on CSR activities on a company-wide level.

To create a working environment where each and every employee can work with a high level of awareness as a professional as well as in a physically and mentally healthy state, we have established the ABeam Business Athlete® initiative, with the idea of employees

working like athletes in the business field. We are promoting this initiative under the leadership of the Chief Workstyle Innovation Officer, or CWO, as an important axis of our management strategy. As one of the activities of ABeam Business Athlete, we have Social Contribution Initiatives (SCI). The aim of SCI is for each and every member to take a personal interest in and ownership of social issues, and to support the transformation of member awareness in ways that move us closer to achieving a sustainable society. In fiscal year 2020, we have established our own materialities based on the SDGs (Sustainable Development Goals). Goal 17, "Partnerships for the goals," has been identified as a main materiality as we have been carrying out activities solving social issues in collaboration with many partners.

At the same time, we have added two more goals as our materialities—Goal 8, "Decent work and economic growth," which represents the essence of the Business Athlete initiative, and Goal 9, "Industry, innovation and infrastructure," since promoting transformation using digital technologies will be the foundation for our growth.

We still require continuous effort to reach the point where every employee engages in CSR activities with a sense of inclusion as a member of society, and we can proudly say that we are engaged in those activities. I think it is deeply meaningful for us to be engaged in CSR activities as a part of an important company-wide strategy, and I am truly proud of the support and active participation of many employees.

### Tackling social issues as an accelerator of social change

It is still unclear when the COVID-19 pandemic will end. In these circumstances, many companies are thinking not only about their own corporate activities but also about how they may contribute to society that is reeling from the effects of COVID-19. For example, when there was a severe shortage of masks, a company produced and distributed masks in a short period, utilizing existing resources and working together with local communities. In the development of vaccines and other activities, there are also examples of universities and pharmaceutical companies working in collaboration for speedy development, enabling the acceleration of supply. These cases remind us of the extent and importance of the new value created by cooperating with people and teams with different strengths. As a consulting company, we believe that it is

important to collaborate with these communities, companies, and institutions to provide services in a timely manner.

We have organized our vision of how we want to be in the next ten years in Vision 2030, and that vision is to become an accelerator of social change. We will promote new value creation globally together with our clients, evolving from being a conventional consulting company solving immediate problems. To realize this vision, it will be an extremely important challenge to create an organization where many members with diverse and differing strengths can come together and gather their knowledge, and to effectively strengthen our globally extending partnerships, without relying solely on our own internal resources.

### Directly observing familiar social issues so we take a personal interest in them

In order to contribute to solving social issues as a company, it is essential that each and every employee takes a personal interest in and ownership of social issues, and makes a social contribution. We believe that directly observing social issues will help us take a personal interest in them. I have had such experiences; I sent my colleagues to a pro bono program working to solve social issues, and saw their significant growth when they returned. It was then that I understood the importance of direct observation of social issues. Also, my experience as a volunteer in setting up the World Blind Football Championship held in Japan made me aware of many things that I would not normally notice in my everyday work.

Through these experiences, I have come to believe that CSR activities are not only about using earnings from business for socially meaningful activities, but are necessary as part of a corporate strategy to meet the expectations and needs of stakeholders, including clients, employees, and society. We have been conducting pro bono activities for NPOs, utilizing our consulting skills, in addition to beach cleans and Mt. Fuji cleanup activities in which employees can easily participate. I expect ABeam employees to initiate and lead activities aimed at solving social issues after taking a personal interest in and ownership of the issues through the experience of directly observing them.



### Taking on challenges in an unpredictable society through partnership

Facing the various impacts of the spread of COVID-19, many companies are redefining their management agendas and their priorities. While it has become apparent that the future is unpredictable, we believe that activities that support the realization of a sustainable society, which we undertake as a member of society, will become the very corporate activities required to overcome this difficult situation. We would like to be a partner for our clients, who are pursuing transformation, and work side-by-side

with them while we take risks and work hard ourselves.

In order to be chosen by our clients as their partner over a long journey, we must not hesitate to change, and continue to take on new challenges with the attitude of a challenger. We will strive for self-improvement through continuous trial and error to stand by our clients who are transforming themselves towards an uncertain world.

# Our CSR Policy

In 2013 we established our CSR Policy and determined our mission and vision. Based on this policy, we carry out various CSR activities.



## Mission

We bring new success to our clients through our consulting service, and contribute to the establishment of a sustainable society.

## Vision

- 1 We prevent injustice from occurring during our work and strive for sound and fair management of our company
- 2 We provide a high quality service to our clients by conducting business based upon outstanding consulting knowledge and skills.
- 3 As good corporate citizens and by co-operating with various partners, we work positively to establish solutions to social issues such as poverty and educational disparities without being caught by any fixed concepts.
- 4 We continuously improve environmental management through business and contribute to reducing global environmental load through the services we provide and other activities we are engaged in.
- 5 We provide a comfortable working environment and strongly support eager employees who aim for better self-fulfilment and self-growth, which can be attained through social activities.

# Initiatives to achieve SDGs

As a consulting firm, we work to solve social issues through Co-Creation approaches with various stakeholders, and we use our consulting ability to contribute to achieving all the Sustainable Development Goals (SDGs), global and domestic.



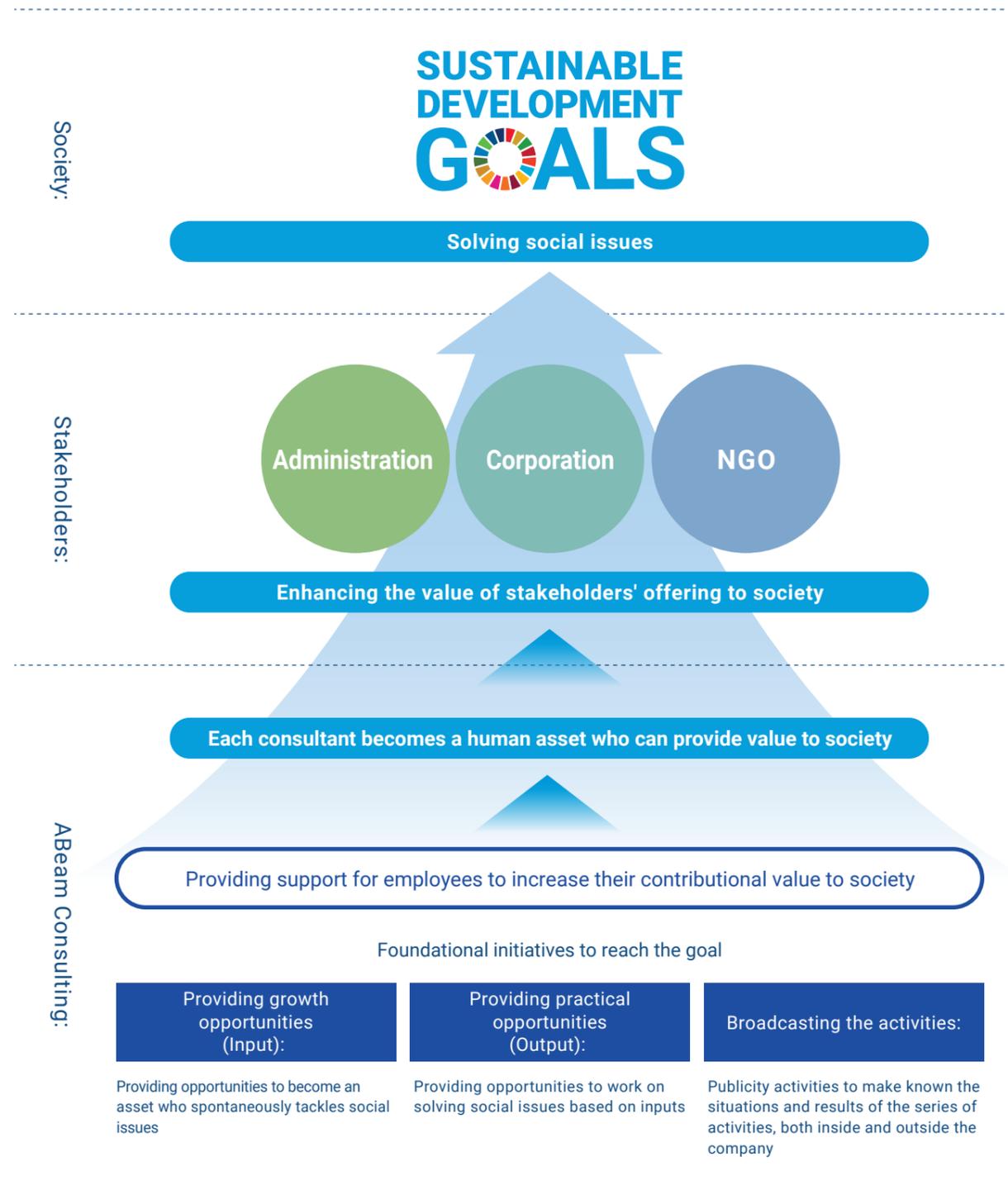
## Our materiality

We have identified the following three goals of SDGs as our materiality.

- |   |  |
|---|--|
|  <p>Goal 17<br/>Partnerships for the goals</p>             | <p>Through co-creation with NGOs, client companies, public administration bodies, and employees, we will contribute to solving the issues raised in each of the SDGs through all of our business activities, including client services and CSR activities.</p> |
|  <p>Goal 8<br/>Decent work and economic growth</p>         | <p>By promoting our management strategy based on the workstyle innovation program ABeam Business Athlete, we will maximize our capabilities as individuals and as a team, enhancing the value we deliver to our stakeholders.</p>                              |
|  <p>Goal 9<br/>Industry, innovation and infrastructure</p> | <p>Through digital innovation, including the incorporation of new technologies and proposals that are aligned with the value chain agenda, we will deliver value that leads to the transformation of our clients and society.</p>                              |

# Our human resources development contributes to solving social issues

We will develop each and every one of our employees into individuals capable of solving social issues, in order to increase the value our stakeholders provide to society and to solve social issues represented by the SDGs.



# Connecting beyond organizations and positions to encourage determined challenge-taking



We aim to solve social issues through collective impact by collaborating with diverse stakeholders.

Established in 2018, "and Beyond Company (aBC)" provides a platform for individuals, NPOs/NGOs, companies and administrative bodies working on social issues to collaborate beyond their particular positions to solve social issues together. The platform takes the approach of "collective impact," encouraging diverse stakeholders to collaborate in solving social issues.

We are also involved in running Beyond Meetings, a series of events to support "agenda owners" who are engaged with social issues, by connecting them with people or organizations that want to help. We help agenda owners prepare and present their agendas. Every day, we are inspired and discover new things through the issues raised by agenda owners who are active in diverse fields, their passion for solving social issues, and the synergetic reactions between the participants.

aBC is a Teal organization where members make decisions autonomously, and we support them to become a better decentralized autonomous organization by visualizing where they are now and running evaluation cycles. In fiscal year 2020, we also worked with partner companies to revise aBC's mission, vision and values and to formulate strategies using scenario planning.

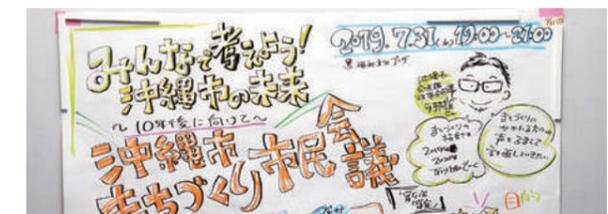


# Supporting citizen participation amidst the COVID-19 pandemic and contributing to sustainable urban development



We supported the development of Okinawa City's Comprehensive Plan using online meetings and graphic recording techniques.

Okinawa City is the second largest city in Okinawa Prefecture, which continues to develop with the future vision of becoming an international cultural and tourist city. It is also attracting attention as a sports city, as it is scheduled to host the FIBA Basketball World Cup 2023.



Promoting consensus building through the use of graphic recording

We assisted Okinawa City in formulating its 5th Comprehensive Plan, which will guide the city's development for the next 10 years. For eliciting the diverse voices of citizens, community groups and businesses, we held citizen meetings and council meetings online in fiscal year 2020, succeeding in striking a balance between public participation in the formulation of the Comprehensive Plan and the necessary measures to prevent the spread of COVID-19. At the citizen meetings, we used graphic recording techniques to visualize the results of the discussion, supporting consensus building with the citizens.

In addition, we clarified the relationship with the 17 goals of SDGs when we planned specific measures, so that Okinawa City can transmit their attitude of sustainable urban development.



Eibo, Okinawa City's official eisa mascot

## PARTNER'S VOICE

Okinawa City Mayor **Sachio Kuwae**

While we were forced to make the plan under different circumstances due to the COVID-19 pandemic, we were able to overcome the difficulties with the collaboration of ABeam, which for example allowed us to conduct citizen meetings and council meetings online for the first time ever in the city office. We appreciate your the quick and flexible responses to our requests.

# New business management that connects ESG activities with corporate value



We aim to achieve new business management and investor relations and to visualize the corporate value of non-financial activities by uncovering the relationship between non-financial activities such as ESG activities and corporate value.

The value standards of stakeholders surrounding companies are changing, and investors are increasingly focusing on non-financial information, especially ESG (environmental, social and governance) and SDGs. However, the reality is that the business management of many Japanese companies has not changed much from the conventional way of doing business based on financial information. Non-financial information and ESG are concepts that are easy to understand and have great potential for Japanese companies and Japanese culture, which emphasize long-term value, but their true values are not recognized by the global market. This is an unfortunate state of things.

We thus conceived the Digital ESG Platform to achieve new business management that can bring to light a structure where a company's contribution to the realization of a sustainable society through their business translates directly to the reason they are chosen by consumers, and therefore to revenue.

## Elucidating the relationship between non-financial activities and corporate value through digital technologies

Non-financial activities, such as ESG activities, have different degrees or kinds of impact on corporate value depending on market conditions and corporate characteristics, so it is essential to measure the effectiveness of these activities, just as with various other management resources. However, it is difficult for companies to carry out such measurements because there are more than 300 diverse types of non-financial information, and most of the information is difficult to grasp quantitatively.

Our first step is to identify what kind of non-financial activities the company has undertaken in the past by using statistical methods in order to find out what kind of results they have contributed to over the years. This requires a large amount of data analysis, but digital technology has made it possible to immediately analyze the effects of non-financial activities, for example in the form of "increasing workplace diversity will increase productivity by x% in x years." We instantly analyze the data we collect so that we can concentrate on our insights regarding industries or business processes and the time towards the works we should put in our will in order to judge what kind of composition for value creation can be seen from the analysis results, and how we can utilize them.

## Bringing corporate value to light with new business management and investor relations

Companies that have conducted analysis of non-financial information have begun to use the results of the analysis for two major purposes.

The first is investor relations (IR). The analysis results are used as objective evidence for the company's value creation story presented to external stakeholders such as investors. For example, based on the analysis results showing that improvements in employee diversity, such as the number of mid-career recruits and the percentage of foreign employees contribute to increases in P/B ratios in two to three years, companies can appeal to stakeholders with the following message: Enhancing internal diversity improves the retention rate and accumulates intellectual capital, leading to innovations and improved profitability.

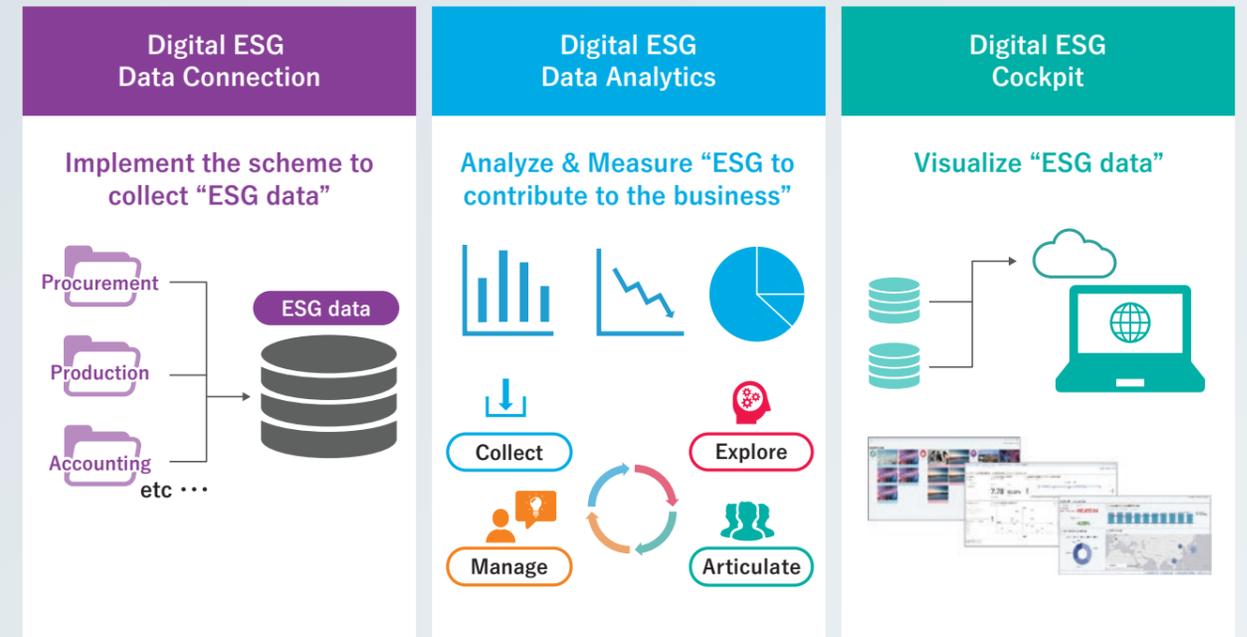
The second purpose is business management which means that the nature of business management is redefined so that more capital can be invested in non-financial activities that contribute to increasing corporate value. There are companies that have decided to periodically check whether activities which related to the company's materiality are contributing to the improvement of corporate value, and if they are, they invest more capital in those activities. In addition, efforts are also being made to inculcate the non-financial goals set by management into the workplace by utilizing the dashboard function of the Digital ESG Platform, which can visualize the relationship between non-financial and financial situations.

## Toward the establishment and further application of ESG management

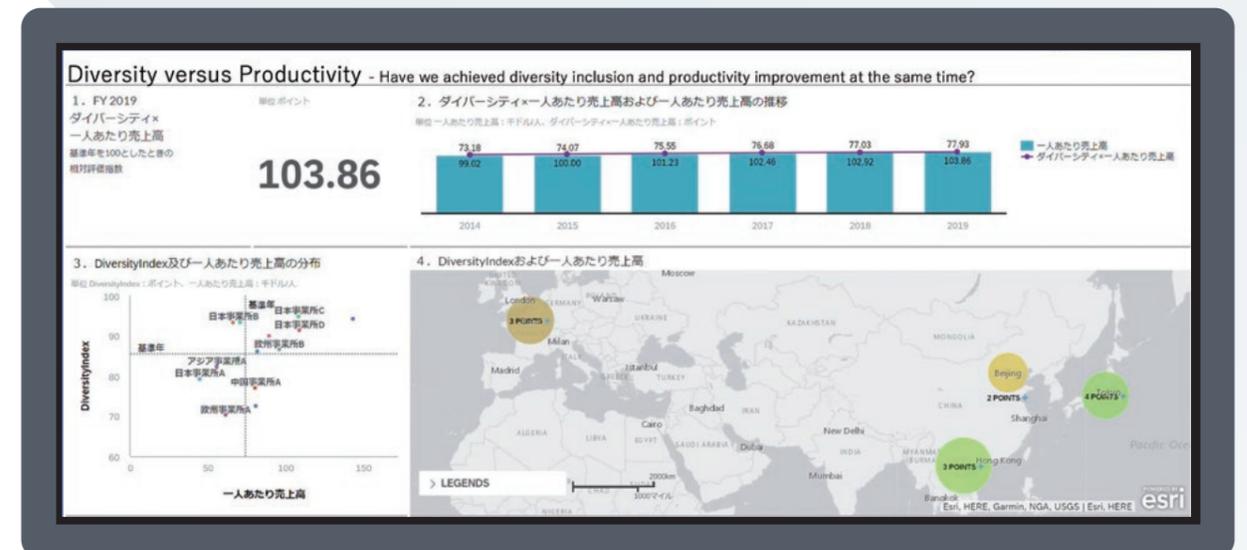
Based on the results of the initiatives of several companies, which are revealing certain industry characteristics, we have also begun to compare benchmarks with the aim of setting more effective non-financial targets. In addition, we are beginning to see cases where companies, mainly in the manufacturing industry, seek to quantitatively understand and manage the risks and the statuses of avoidance related to business continuity planning (BCP) that lurk somewhere in the supply chain, such as information on COVID-19 infected persons. By collecting and analyzing not only the internal information of a single company, but also industry data and external information, we strive to contribute to the deepening of ESG management and the enhancement of corporate value of Japanese companies.



## Overview of ABeam Digital ESG Platform



## Screenshot of "Digital ESG Cockpit" Dashboard visualising the relationship between non-financial and financial situations



## STAFF VOICE

P&T Digital Business Unit

Hikaru Takeda

I feel that confronting the challenges faced by Japanese companies and using our advanced solutions and knowledge to think of and give shape to new ways of managing businesses is precisely the kind of social contribution that we are uniquely positioned to deliver. Incorporating, managing and disseminating the non-financial aspects of business management will help Japanese companies to be recognized for their true value and will also make it easier for them to invest more capital in non-financial activities. That is the kind of virtuous cycle that we would like to establish.



# Contributing to improving the ability to respond to natural disasters through the use of cloud services



We participated in a local market survey in Indonesia to explore the possibility of using cloud services for disaster prevention information, and supported the overseas deployment of outstanding Japanese technologies that contribute to improving disaster prevention capabilities.



While Indonesia has an image of being a tourist destination as exemplified by Bali, it is also a country that has experienced many natural disasters such as earthquakes, tsunamis and volcanic eruptions. Although the Indonesian government is strengthening its disaster prevention capacities, there are still many issues to be addressed, such as the low awareness of disaster prevention among its citizens due to a lack of education and the increased damage due to the poor communication of disaster information.

In fiscal year 2019, we participated in the "Small and Medium-size Enterprise (SME) Partnership Survey for Information Provision Business for Disaster Prevention in

Indonesia" commissioned by the Japan International Cooperation Agency (JICA) and carried out by RC Solution Co. We presented the company's Bosai Cloud\* service to public institutions and private companies that need to manage the safety of their citizens and customers, and we also conducted market research on local needs.

As a result, we were able to confirm that there is a strong demand in Indonesia for the timely distribution of information regarding disaster prevention and ongoing disasters through Bosai Cloud, and we succeeded in advancing discussions on the details for a demonstration experiment.

\*A cloud service that manages and processes earthquake early warnings and weather warnings in an integrated manner, and distributes necessary disaster prevention information to customers (public institutions, private companies, etc.)

## PARTNER'S VOICE



President and CEO, RC Solution Co.  
**Akira Kuriyama**

Our efforts to operationalize disaster prevention systems in Indonesia began in 2014. We tried our best but nothing was quite working. That is when we got to know ABeam. ABeam assisted us from the application to JICA for a basic research, through to the process of the research on site, which allowed us to sow the seeds for future developments in Indonesia. We are looking forward to working together in making those seeds sprout and bloom too.

## STAFF VOICE



Enterprise Business Unit  
**Nozomu Nakane**

Our experience in using digital technologies internationally contributed to support the research. We are happy to continuously solve social issues in emerging countries.

# Expand the circle of social contribution activities with the power of sports



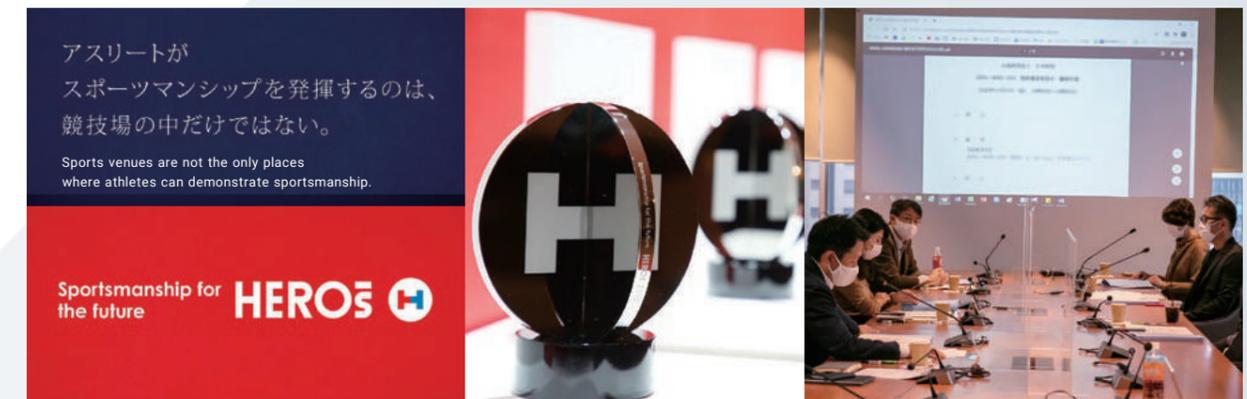
We supported the selection of social contribution activities conducted by athletes and sports organizations in the Nippon Foundation's HEROs AWARD.

Social contribution activities have been expanding in recent years in Japan, but in the past, there has been a tendency to think that social contribution is something that should be done in secret, without letting people know. For this reason, it has remained difficult for social contribution activities to become public, and some people feel hesitant to engage in these activities.

In response to this, The Nippon Foundation is working to make the social contribution activities of athletes and sports organizations more visible and to expand the circle of social contribution by awarding them the HEROs AWARD. In collaboration with the HEROs' office of the Nippon Foundation,

we supported the selection of candidates for HEROs AWARD 2020. Through interviews with the candidates, we were able to learn about the social contribution activities of many athletes and sports organizations, as well as their passions towards these activities. The candidates first start off by doing what they can do then expand their activities by involving more people, showing that sports and athletes have the power to get people involved and to disseminate a positive image of social contribution activities.

Today, our society is faced with many challenges, but we will continue to actively work towards solving them by leveraging the power of sports.



## STAFF VOICE



P&T Digital Business Unit  
**Kazuto Sawai**

This project gave me the opportunity to learn about activities that use the positive power of sports to involve the people around them and solve social issues. I hope that everyone will check out the HEROs AWARD.



P&T Digital Business Unit  
**Megumi Sato**

Through this project, I realized that athletes' sportsmanship can be seen in other than competitions. I hope everyone will know about athletes' activities besides competitions.

# Developed strategies for Japan's international cooperation sector with pro bono activities

As a pro bono project for the Japan NGO Center for International Cooperation (JANIC), we visualized the industry and market of international cooperation NGOs in Japan, and formulated JANIC's business strategy accordingly.

The Japan NGO Center for International Cooperation (JANIC) is a "network NGO" with Japanese international cooperation NGOs as its regular members, which works to strengthen member organizations and promote cooperation amongst them. In the Japanese international cooperation sector that JANIC has been supporting, the efforts made by NGOs towards solving social issues have not been sufficiently visualized, creating a hurdle for the achievements and value of NGOs to be widely recognized. In addition, with expressions such as SDGs and CSV management\* becoming more and more widely used, the environment surrounding the tackling of social issues in Japan has reached a major turning point.

Against this background, this project took a three-pronged approach with the following three objectives:

- |                   |   |
|-------------------|---|
| <b>Objectives</b> | <ol style="list-style-type: none"> <li>1. Visualize efforts in Japan's international cooperation sector to date and their impact</li> <li>2. Formulate a vision for the future of Japan's international cooperation sector and the role of NGOs/NPOs within the field</li> <li>3. Formulate a roadmap for achieving the tentative future vision</li> </ol>  |
| <b>Approaches</b> | <ol style="list-style-type: none"> <li>i Landscape analysis: Collect financial data on the NGO industry from scratch to visualize market conditions</li> <li>ii In-depth analysis: Conduct interviews with key figures in the NGO industry to gather first-hand opinions</li> <li>iii Formulating future visions and business strategies: Formulate feasible strategies through discussions with NGO personnel of various positions (from management to frontline)</li> </ol> |



The results of the landscape analysis (i.) showed that the market size of the NGO industry as a whole is expanding year by year led by large organizations, but small and medium-sized organizations are experiencing uneven growth. We also found that there are a certain number of small organizations, especially those with revenues of around 100 million yen, that have low or stagnant growth rates.

Analyzing the interviews conducted in the in-depth analysis (ii.), together with publicly available data from government agencies and think tanks, we determined that the ideal state that Japan's international cooperation sector should strive for is "an ecosystem in which multiple mega NGOs and small and medium-sized organizations coexist in diversity, while expanding and stabilizing their respective scales." In order to achieve this goal, it was necessary to expand the financial scale of the NGO sector in general. In addition, we concluded that in order to solve social issues in the future, it is important to exert "collective impact," where various actors beyond organizations that chiefly deal with social issues such as NGOs, including general companies and individuals who provide resources such as funds and know-how, and public administration that creates an environment that encourages collaboration, work hand in

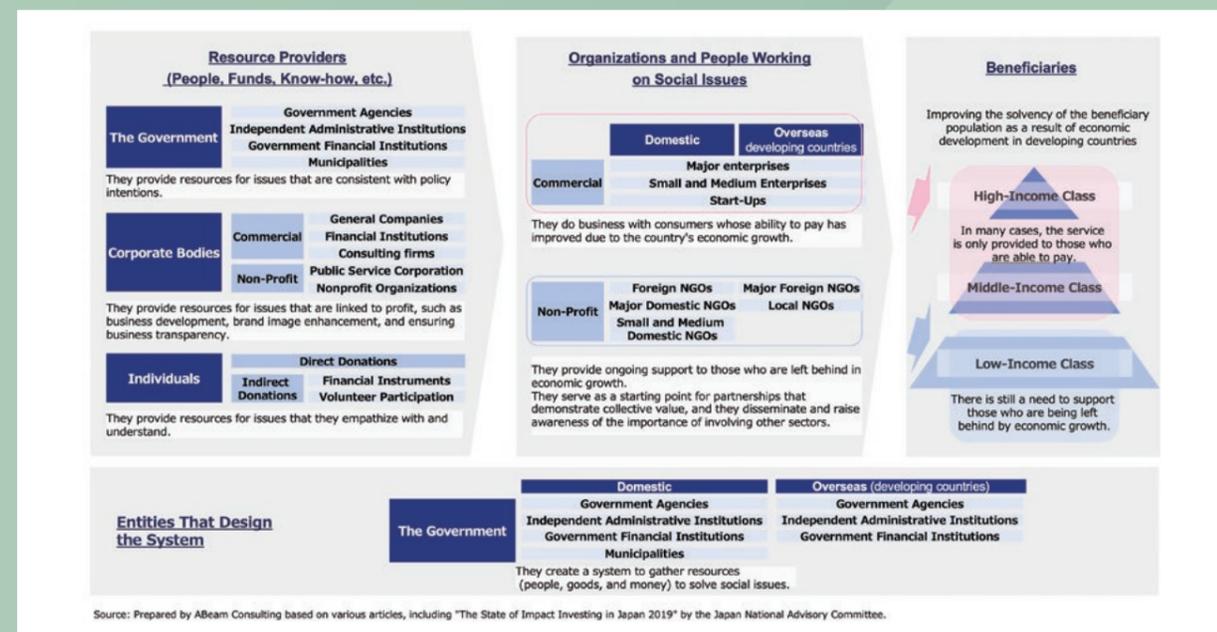
hand to solve shared social issues.

And finally, in terms of formulating future visions and business strategies (iii.), we subdivided JANIC's targets to elicit the conclusion that the business model to be pursued was a platform model that links the support services, networks and human resources of organizations that solve social issues, and presented the steps to be taken to reach this goal.

This project gave us the opportunity to learn new forms of co-creation by working together with people from the social sector, which has different values from the business sector with which we are engaged on a daily basis. We will continue to aim to provide valuable pro bono services by leveraging our expertise in problem solving as well as our relationships with various stakeholders such as NGOs, corporations, and governmental bodies.

\*CSV (Creating Shared Value) management: A next-generation management model advocated by Professor Michael Porter that generates both social and economic value by solving social issues.

## Division of roles among the different actors to achieve collective impact



## PARTNER'S VOICE



Chairperson, Japan NGO Center for International Cooperation  
 Chair of the board, Kamonohashi Project  
 Board member, Japan Association of New Public  
**Keisuke Motoki**

In this survey, we once again found that collaboration with other sectors is important for co-creating a global symbiotic society. JANIC sees this as an "ecosystem" and seeks to play the role of a catalyst to nurture this ecosystem. I would like to express my gratitude to everyone who supported us pro bono, and I hope that we can continue to work together to build an ecosystem going forward.

# Using consulting skills to support activities for creating a world without child sex trafficking



## We provided support for membership data analysis and other services to the NPO Kamonohashi Project

The Kamonohashi Project is a non-profit organization working in Asia to create a world without child sex trafficking. We began supporting the organization in fiscal year 2016, and in addition to providing donations and other funding, we also make use of our consulting skills.

For example, since fiscal year 2019, we are helping with the analysis of supporter membership in order to improve the organization's profitability. With the aim of understanding the actual status of supporter members and achieving continuous and efficient analysis, we analyzed membership data and tested our hypotheses. By utilizing our expertise as consultants, we were able to provide empirical information that contributed to management decisions. In fiscal year 2020, we held a seminar on membership data analysis for the staff and interns of Kamonohashi Project.

In addition, we have also carried out problem-solving workshops, operational reforms, fundraising promotion projects, and charity marathon planning support. These kinds of support activities have led to the strengthening of Kamonohashi Project's operational structure and to an updated fundraising strategy. Since they required consulting skills, the activities also had the effect of improving the skills of ABeam's younger employees, thus contributing to our core business.

We will continue to expand our support and work together as a "Real Partner" to make Kamonohashi Project's mission into a reality.



## PARTNER'S VOICE



Kamonohashi Project PR and Fundraising staff members

ABeam has continued to support us in a wide range of ways to help us with the problems and issues we face in our activities. The entire team is always impressed and moved by the seriousness of their commitment and the truly useful output they produce.

# Toward an even more sophisticated energy management at the office



## In addition to our existing management of energy and CO2 emissions at our domestic sites, in fiscal year 2019 we calculated Scope 3 emissions for the first time.

We are continually improving energy-saving operations by automatically turning off lights at night and setting thermal control for each area, while monitoring the amount of energy used at our Japanese offices. In fiscal year 2019, our total electricity consumption increased slightly from the previous year due to an increase in office floor space and operating hours, but the energy intensity remained the same as the previous year.

We have also begun calculating our Scope 3 greenhouse gas emissions (\*1), and the results show that Scope 3 emissions accounted for approximately 96 percent of our total value chain emissions in fiscal year 2019. In the future, we plan to work on reducing emissions from "employee commuting (category 7)" by expanding telecommuting in line with workstyle reforms, and on refining the calculation of "purchased goods and services (category

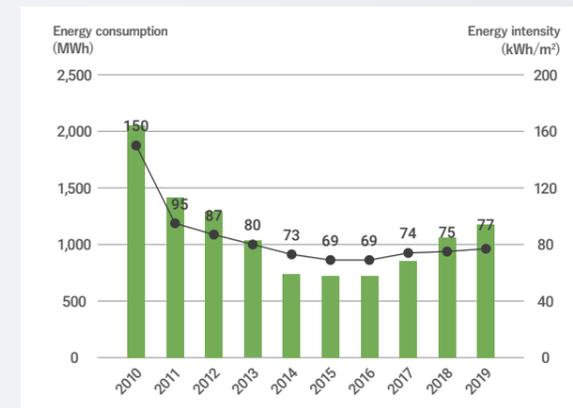
1)" and reducing it by collaborating with our business partners.

In addition, we provide our clients with analysis/reporting support services regarding energy/environmental management by leveraging the knowledge we have accumulated through managing energy at our own sites. Currently, we are supporting clients mainly in the real estate industry by collecting monthly data, analyzing progress against targets and budgets, and preparing regular reports to national and local governments or GRESB (\*2). In 2021, we became the first Japanese company to be registered as GRESB's Data Partner.

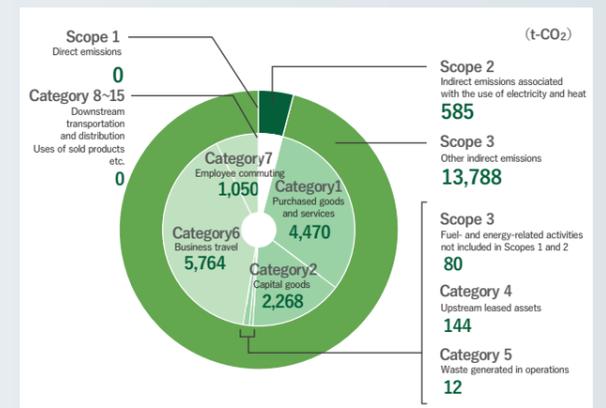
We will further strengthen support in the ESG field, such as support for improving the evaluation of GRESB, through accurate and prompt disclosure of corporate information.

\*1 Scope 3 greenhouse gas emissions: Emissions from sources that occur as a result of business activities but are not controlled or owned by the business operator. This includes, for example, the procurement, manufacturing and distribution of raw materials, and the use and disposal of manufactured products. Scope 1 refers to direct emissions associated with fuel combustion, and Scope 2 refers to indirect emissions associated with the use of electricity and heat.  
 \*2 GRESB (Global Real Estate Sustainability Benchmark): An annual benchmark assessment that measures the ESG performance of real estate companies and funds. It was founded in 2009 by a group of major European pension funds that led the Principles for Responsible Investment (PRI).

## Total energy consumption and energy intensity at domestic sites



## Greenhouse gas emissions of the entire value chain (FY2019)



## STAFF VOICE

P&T Digital Business Unit  
Yumeka Mabuchi

We tabulate monthly CO2 emissions of each office and share analysis results through an internal newsletter. Personally speaking, in addition to practicing energy-saving and environmentally friendly behavior, I would like to study effective measures to reduce CO2 emissions and to share them throughout the company.



### Supporting Room to Read

Supporting the expansion of literacy and girl's education among children who suffered from the COVID-19 pandemic, by the leadership of young employees



We support Room to Read Japan (RTR Japan), an international non-governmental organization that supports literacy and girl's education program for children in developing countries. In our pro bono activities aimed at raising funds for RTR Japan's educational support for children affected by the COVID-19 pandemic, young employees took the lead in promoting the project, formulating strategies to obtain donations, and supporting the implementation of events. The fact that the younger employees took leadership in these activities led to the synergetic effect of enabling them to grow through the project.



**Yuka Yamaoka**  
P&T Digital Business Unit

**Minori Abe**  
Public Business Unit

**Emi Fujito**  
P&T Digital Business Unit

## Room to Read



### Supporting WaterAid

Contributing to enhancing WaterAid Japan's communication by supporting its utilization of SNS



WaterAid Japan, one of the organizations we support, is engaged in a variety of activities with the vision of realizing the world where all people have access to clean water and sanitation. In recent years, the organization has been focusing on sending out information on its own activities and on the water and sanitation situation in each country via social networking services (SNS). Our young employees are supporting the effective use of SNS by, for example, considering interesting tweets from the user's point of view and analyzing the themes and posting times that have received good responses. We will continue to provide ongoing support and contribute to enhancing WaterAid Japan's communication.



**Yuji Raita**  
P&T Digital Business Unit

## WaterAid



### Innovation Lab

Contributing to business creation for social action through brainstorming sessions



We operate ABeam Innovation Lab as a base camp for employees interested in the SDGs to gather, learn and consider business ideas, and as a place to materialize ideas to be shared both inside and outside of the company. In fiscal year 2020, we collaborated with "and Beyond Company's Beyond Meetings" to hold online events that combined presentations by employees who have business ideas and brainstorming sessions with other participants. Through these activities, we have been able to deepen our employees' understanding of the SDGs, and at the same time, to strengthen the participants' ability to give shape to their ideas regardless of the countries of origin, positions, and departments.



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## Innovation Lab



CSR activities

**Contributing to local development and regional revitalization by promoting the hometown tax donation program**

Every year, we hold a hometown tax seminar for our employees with the cooperation of Trustbank Inc. We promote the use of the hometown tax donation program by explaining how to use the system, conveying the thoughts of local producers and describing how the donations can contribute to local communities.



Junior employees who were in charge of the planning and management of the seminar

**Removed invasive alien plants in the vicinity of Mt. Fuji together with FUJISAN CLUB**

In cooperation with the NPO FUJISAN CLUB, we are engaged in the consecutive removal of illegally dumped garbage and invasive alien plants in the vicinity of Mt. Fuji.

In 2019, there were 69 participants in total, including employees in our Thailand office who had come to Japan for training purposes, and we removed 290 kilograms of invasive alien plant, which are mainly bur cucumber that is ranked in the top 100 invasive alien plants in Japan.



Picture of removing invasive alien plants

**Around 110 employees and family members participated in beach cleanup activities**

The activities began in 2006 because ABeam's yacht club used the facilities at Mitohama Beach in Kanagawa Prefecture. In 2019 around 110 employees and their family members participated in cleaning the beach. By promoting recycling through beach cleanups and waste separation, we continue to reduce our environmental impact while also fostering environmental awareness among our employees and their families.

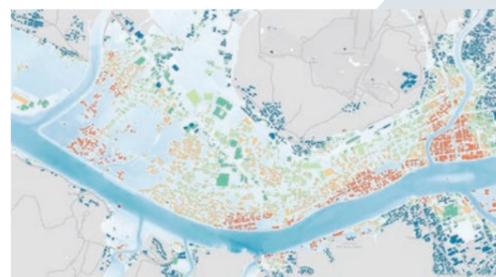


Group photo of the participants

Consulting projects

**Water-related disaster analysis using satellite imagery and AI**

In collaboration with Tokio Marine & Nichido Fire Insurance and three companies with satellite image analysis technologies (ICEYE, PASCO, and Mitsubishi Electric), we are now able to acquire various types of satellite images in the event of a water-related disaster and analyzed them using artificial intelligence (AI) to quickly determine the extent of the damage and the height of flooding. We are also promoting the use of the system in actual disaster response operations, for example in the 2019 Typhoon Hagibis and the torrential rains in July 2020.



Example of AI-based analysis of water-related disasters

Workstyle Innovation – ABeam Business Athlete®

**Smart Work**

**New diverse and flexible workstyles that employees can choose autonomously Promoting "Biz Athlete Workstyle 3.0"**

By taking advantage of free thoughts and technology unbound from conventional practices, we will create an environment in which employees can own the decisions on their workstyle (place and time) and make the best use of their capabilities. It will maximize the value they deliver to clients.



Flexible workstyle where one can choose where and when to work

**Diversity & Inclusion**

**Promoting a workplace that includes diversity and respects the individual**

We aim to create an environment where anyone can keep working in confidence and enable each employee to contribute and grow while making the most of his or her unique qualities.

We plan and implement a variety of seminars and initiatives to foster an organizational culture in which diverse talents can play an active role.



A scene in a diversity management training session

**Well-Being**

**Improving physical and mental conditioning, as well as agility to change and performance**

We have developed "Business Athlete Conditioning Level", an application to continuously visualize one's conditions and performance. This concept aims to allow employees to autonomously improve their lifestyles and performance by visualizing their own conditions.



Business Athlete Conditioning Level application

**Offering endowed course to cultivate future social innovators**

Every year, we offer endowed course at the Graduate School of Management, Kyoto University. The program cultivates future social innovators through lectures, discussion and practices by active strategy consultants on social innovation, CSV management, and methodologies for solving social issues through business, and through the formulation of business models for solving Kyoto's social issues based on fieldwork carried out by the students themselves.



Students considering solutions to social issues