

# CSR REPORT 2019

Collective Impact  
[ Co-Creation Approach ]

## ABeam Consulting CSR REPORT 2019

### Company Profile

ABeam Consulting Ltd.

Founded: April 1, 1981

Number of Employees: 5,915 (As of April 1, 2019, consolidated)

Capital: ¥6.2 billion

President and Chief Executive Officer: Toshinori Iwasawa

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

Consolidated Net Sales: ¥85.8 billion (Fiscal year ended March 31, 2019)

Overseas Locations: 28 offices in 12 countries and regions (As of April 1, 2019, including subsidiaries)

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/kouhoushi2018>

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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# Co-Creation approach to solving social issues

Toshinori Iwasawa  
President and CEO



## Our purpose is to fulfil our customers' needs as a 'Real Partner'

**Mori:** Since it became independent from Deloitte Group in 2003, ABeam Consulting has rapidly grown from a staff of a few hundred to around 6,000. You need a strong philosophy to grow a company, don't you?

**Iwasawa:** A company is supported by its culture. As each employee make decisions every day, those decisions are supported by the company's culture. The most important role of management is to consolidate multiple cultures within the company to create a single unified company culture.

**Mori:** The culture you're talking about is the ABeam style. How do you express it in a single word?

**Iwasawa:** For us, the most important word is 'respect'. To be respected by your customers, your boss, your colleagues, and society. With this in mind we promote personnel who are respected by people working with them, and not just by using the usual set of evaluation indicators such as achievements. In order to be respected, at first you must respect your opponent. This is particularly important when working with your customers. We are the one to give advice to the customer, but to respect them is a prerequisite to become 'Real Partners'.

**Mori:** In recent years, the concept of purpose or the reason for our existence has become more important.

**Iwasawa:** The reason for our company's existence is our ability to realize what the customer wants. New ideas and technologies always come up in the

world. What do we need to propose to prompt reform or growth for our clients in this ever-changing world? It is crucial that we run the foremost line of change and execute our proposition realistically. I believe that using new technologies and ways of thinking in actual work is the purpose of ABeam.

## Providing the know-how of developing business using new technologies

**Mori:** As part of your efforts to achieve the Sustainable Development Goals (SDGs), what should be done to solve social issues as part of your services?

**Iwasawa:** We solve them together with our customers. That is what we call the Collective Impact and Co-Creative approach. We support our customer and together we achieve their purpose.

**Mori:** You also participate in a disaster management project with the Ministry of Internal Affairs and Communications (MIC).

**Iwasawa:** MIC and others are conducting empirical studies on information-gathering in the event of a disaster, and we are supporting them. We carried out a study and built a system to help public organisations' emergency response efforts. We used advanced natural language processing

technology to instantly analyze a vast amount of information gathered from social media when a disaster occurs.

In utilising our knowledge of partnership building to fit our customer's purpose, we always value the speed and process of bringing new technology into any business.

**Mori:** For ABeam, the borderline between customers and society seems to be quite blurred. Might I say that society itself is your customer?

**Iwasawa:** Our customer's reason for existence is also to contribute to society through their business. Together with our customer we implement what they would like to bestow upon society. For ABeam, society itself is indirectly our most significant reason for existence.

## Address social issues as a 'Business Athlete'

**Mori:** From this year, Social Contribution Initiatives have been added to the topics covered by your internal program on work style innovation, 'Business Athlete'.

**Iwasawa:** Our CSR departments have been working to solve social issues. In order to accelerate these activities, we added 'contributing to achieve a sustainable society by treating social issues as personal issues' to 'both body and mind to stay healthy' as aims for Business Athlete.

**Mori:** I've been told that you would like to push on solving issues by each employee spontaneously taking part in various activities both inside and outside the company individually.

**Iwasawa:** So far, our CSR efforts have been direct contributions to society. Of course we intend to carry on

in various ways but I'd like us to investigate thoroughly what impact and effect we present from our day-to-day operations. Also, it is important to consider how our individual work affects wider society, beyond our customer.

**Mori:** In that case, the social sensitivity of the company becomes important. Once your employees attain sensitive viewpoints, they will also gain a long-term perspective.

**Iwasawa:** I myself am always aware of how the current social flow might affect corporations. If each and every employee thinks in the same way, our company will become even stronger.

Interviewer:  
Setsu Mori, the Editor in Chief, Alterna Magazine

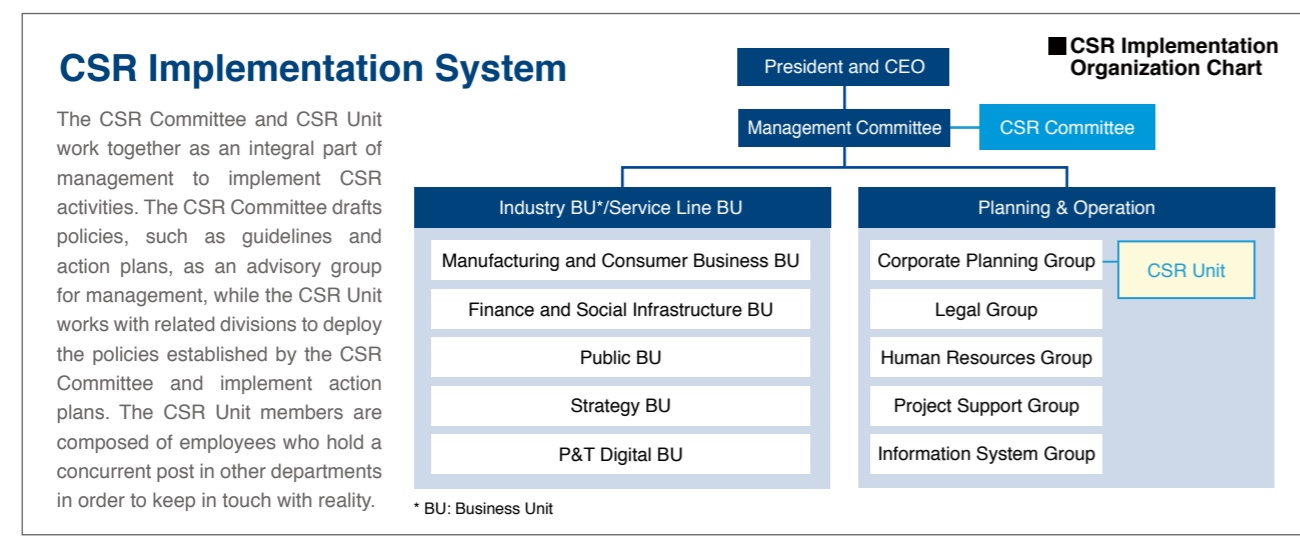
# Our CSR Policy

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.



# Collective Impact: 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.



**Contribution to achieving SDGs through Co-Creation approaches**

Through a Co-Creative approach with Non-Governmental Organisations, our corporate clients, governments, and employees, we develop activities in all part of our business, including CSR activities, that contribute to solving the issues which each SDG presents. In addition, we actively work to raise awareness and are dedicated to human resources development, so that all of us become individuals who are capable of contributing to solving social issues.



# Our human resources development contributes to solving social issues

We promote our workstyle innovation program 'Business Athlete' to increase productivity, efficiency, creativity and quality, and thereby maximize the ability of each employee. One of Business Athlete's four initiatives is the Social Contribution Initiative. We implement it in line with our mission to work on developing human resources with the abilities to solve social issues, which is essential for future corporate management.

## The Vision of Business Athlete, the workstyle innovation

### ABeam Business Athlete™

Our consultants at ABeam Consulting are outstanding professionals and Business Athletes - athletes of the business world.

As individuals or as a team, they contribute to the sustainable growth of our clients' business and society by conditioning their minds and bodies to enhance their productivity, creativity, and quality.



## Social Contribution Initiatives

### Social Contribution Initiatives: The Aim

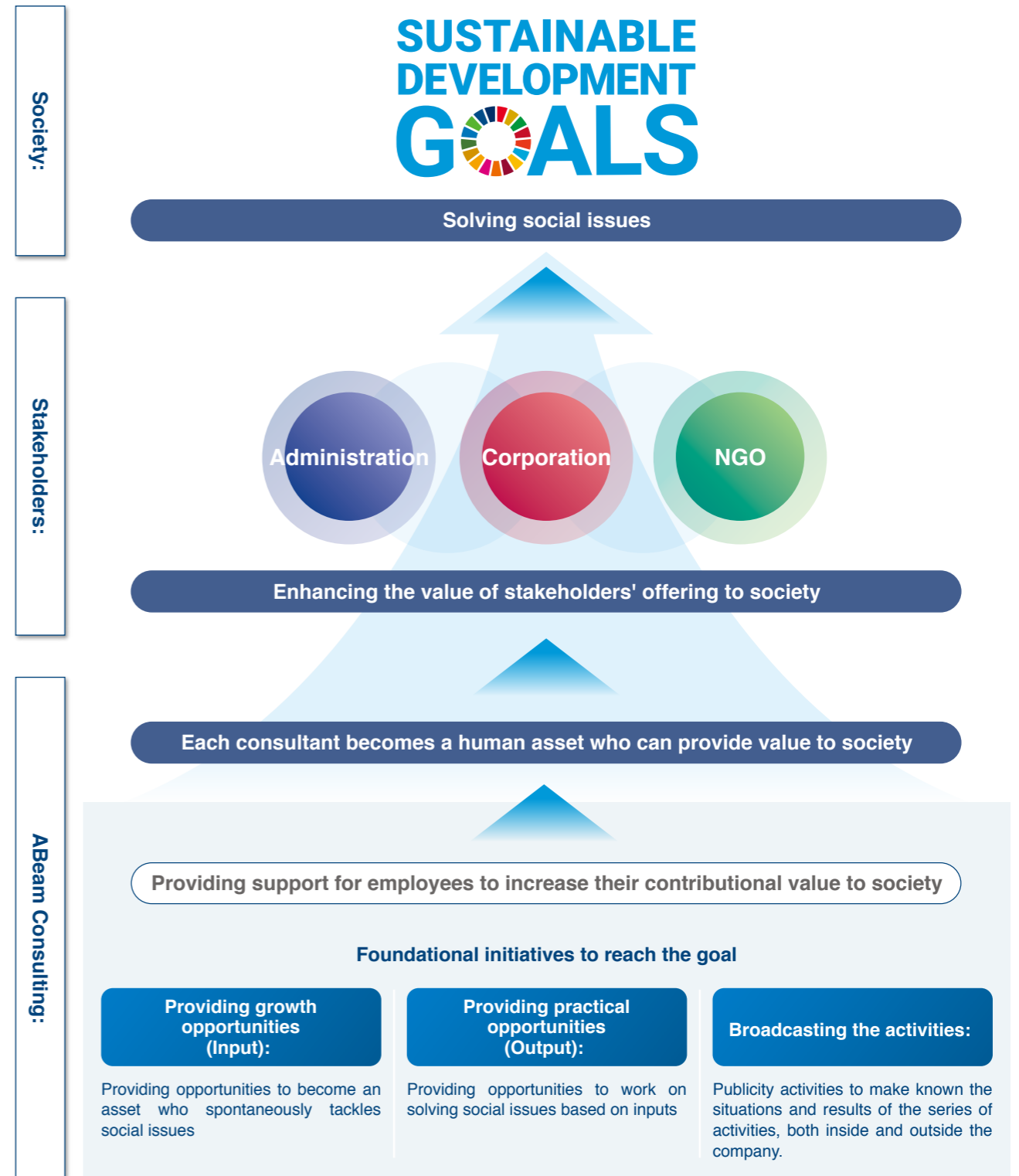
For each employee to take social issues as their own, and contribute to the realisation of a sustainable society through collaboration with various stakeholders.

### Social Contribution Initiative: Mission

ABeam aims to help realize a sustainable society. Our consultants need to recognize their social positioning and to approach solving social issues continuously in social life, including work. ABeam will work to develop human resources who contribute to society through solving clients' issues as Business Athletes.

## The goal of the Social Contribution Initiatives

We will nurture each employee into becoming an asset who can solve social issues, increase the value to society provided by stakeholders, and resolve issues represented by the SDGs.





# Building social infrastructure to alleviate damage or disaster



**In the event of an emergency such as a natural disaster, a lot of information channels through social media. However, it is difficult to organize and analyze this information and it is not yet fully utilized in a practical way. We are working on industry-academia-government collaboration to build a platform using advanced artificial intelligence (AI) to reduce the damage in the event of a disaster.**

## Analyzing social media information with AI



In 2017 we were commissioned by the Ministry of Internal Affairs and Communications to conduct research and development of an advanced natural language processing platform using the most advanced natural language processing technology.

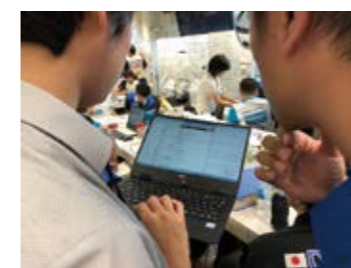
In this business, we are building an advanced natural language processing platform utilizing AI technology and promoting its implementation in society. It aims to help ensure the safety and security of the people in the event of a disaster, large-scale accident, or epidemic, in addition to normal times.

It covers four areas: disaster medicine, health and safety, social infrastructure and disaster prevention, and security. This initiative is being promoted in collaboration with the University of Occupational and Environmental Health, Tohoku University Hospital and the Disaster Prevention Research Institute of Science and Technology.

In the event of a disaster, information is constantly transmitted through social media platforms such as Twitter, and this can be a valuable information source about the situation and its immediacy on site. However, a major problem is that it is difficult to determine the accuracy, reliability, or importance of

the overwhelming volume of information. Therefore it has not been used in an effective way.

This platform uses natural language processing with the latest AI technology and implements a function that automati-



cally analyzes and organizes enormous amount of information from Twitter and other social media platforms. We strive to provide useful analysis results efficiently and quickly even during times of confusion, such as disasters.

Knowing that disasters will always occur, we think it would be a worthwhile effort for us to reduce the burden of responding to disasters and to help save lives.

## Staff Voice

**In response to the major issue of disaster, we have been trying to utilize the latest technology in different ways every day. These issues can't be solved easily, but we will continue to add to our social contribution even little at a time.**



P&T Digital Business Unit  
**Masato Heishi**



# Affordable and sustainable transport systems for all through stabilising the public transport system



We participated in field trials of a system which can automatically and quickly detect signs of defects in railway track, which account for half of the causes of railway accidents in Myanmar. Elevating the efficiency of logistics by improving the railway network contributes to revitalising the economy in rural areas and improving the living standards of citizens.

## Supporting Myanmar Railways' track maintenance works

While Myanmar is making progress with the construction of a new railway network to support economic development, existing infrastructure is deteriorating due to lack of maintenance.

In 2018, we participated in the initial survey conducted by ACT Electronics Corp. of inspection methods for railway tracks in Myanmar. This was commissioned by the Japan International Cooperation Agency (JICA). Using actual equipment demonstrations we explained to Myanmar Railways that ACT Electronics' laser doppler velocity meter\* will make it easier to implement Condition Based Maintenance (CBM) based on the condition of railway assets. As a result, the effectiveness of the

instrument was verified and it lead to more specific business development.

※ Measuring instrument for changes in laser wavelength

### Staff Voice

Through the survey supported by JICA, we succeeded in demonstrating that a Japanese company's excellent technology can contribute to solving social issues in Myanmar.



Finance and Social Infrastructure Business Unit  
Tomonari Takeuchi

# Energy savings and CO<sub>2</sub> reductions through refined air conditioning management



Air conditioning in large buildings has often not been performed in accordance with changes in the building's occupancy condition or weather changes. In many cases, energy has been wasted. To address these issues, we have contributed to the reduction of energy costs and CO<sub>2</sub> emissions by using Robotic Process Automation (RPA)\* to achieve finer control.

## Supports air conditioning system management at the Bank of Yokohama's Head Office

Energy-consuming equipment in large buildings is customary programmed to accommodate the condition calculated at the time of the completion of the building. Often it is not the optimal operation that matches the actual conditions of occupancy and weather.

Based on our data analysis and expertise, for the first time in Japan we have succeeded in using RPA, which is normally used for automation of back office operations, for air conditioning system management. This enables meticulous thermal control, which would not be possible with conventional manual operation. At the Head Office of Bank of Yokohama, we reduced about 14% of the energy consumption of the entire building. In addition to reducing energy costs and CO<sub>2</sub> emissions, it has also improved the comfort of occupants, leading to higher customer satisfaction and increased the value of the property.

In the future, we plan to offer this system to large buildings owned by major property developers and major customers of energy companies.

※A technology to automate low-skill tasks done by robots

### Staff Voice

We make the system more effective by giving detailed instructions to the RPA based on the air conditioning system that each building has. To this end we regularly engage with the building managers in the central monitoring office.



Finance and Social Infrastructure Business Unit  
Kengo Miyamoto





# Fostering future possibilities for children in low income countries



Room to Read (RTR) is a global Non-Governmental Organization that provides educational opportunities to children in low income countries. Since 2008, as RTR Japan's first corporate partner, we have been providing support for them for over 10 years. Through annual corporate donations, we have provided more than 35 libraries in 7 countries in Asia and have supported the Girls' Education Program.

## Supporting NGO Room to Read



In addition to our existing Pro Bono activities such as corporate donations and support for reference material production, in 2018 we held a workshop for student interns who are volunteering with the RTR. The workshop's goal was to improve the skills of the interns and provide advice that can be used in future RTR activities. We ran logical thinking lectures and workshops for problem solving for half a year. Although it was the first time for these interns

to learn consulting skills, they were able to summarize problem analysis and solutions. In the final workshop, they gave a presentation in English for the RTR staff.

Every year we visit libraries established in the various countries using our donations. In 2018, we visited a primary school and a library in Cambodia.

In addition, many volunteers from our company participate in fundraising events hosted by RTR. Notably, we organize an annual debriefing session where we invite the RTR staff and graduates of the Girls' Education Program to join and participate, provide a venue for the event, and support this event from the planning stage through to running the program. In 2018, we also planned and carried out a site visit report.

Our future aim is not only to contribute to the management of RTR through further involvement in these activities, but also to be able to continue to participate in the activities and provide our employees with skills that would be useful for their work. We aim to build a win-win relationship with each other.

## Partner's Voice

I feel that the support from your employees is evolving from year to year. New initiatives have been created, including the training of three university student interns, and lectures in Tokyo, Japan with graduates of the Girls' Education Program in the supported countries as guest speakers.



Country Manager  
Room to Read Japan,  
Certified Non-Profit  
Organisation

Kaho Matsumaru



# Delivering clean water and good hygiene to everyone everywhere



# Contributing to regional revitalization by promoting the Hometown Tax Donation program



For regional revitalization activities, we have been contributing to the Great East Japan Earthquake recovery effort, supporting the football team, 'Montedio Yamagata', and promoting tourism and culture for Zamami Village, Okinawa Prefecture. Since 2018 we have been running seminars for the Hometown Tax Donation program.

## Holding an in-house seminar for Hometown Tax Donation

The Hometown Tax Donation Seminar is an activity led by the employees in their first year of employment, planning and proposing, with the cooperation of TRUST-BANK, which runs the Hometown Tax Donation brokerage website, 'Furusato Choice'.

At the seminar, we explained how to donate and run a food tasting event featuring reward gifts to attract more employees in our company to join the program. By conveying the messages from local producers, who are introduced by the TRUSTBANK, and introducing new types of reward gifts such as 'A Gift with Compassion', our employees felt the program's effects on revitalization which are difficult to see from the surface.

The seminars for 2018 were fully booked up within a few hours. We are planning to hold the seminars three to four

times a year in 2019, because they have become so popular with our employees.

## Partner's Voice

The Hometown Tax Donation program was reformed in 2019 after the discussion. However, the program has been beneficial and has brought a lot of changes. The residents of the receiving regions and we are delighted that ABeam's efforts are helping to spread better understanding of the program.



Evangelist for the Hometown Tax Donation program  
TRUSTBANK, Inc.  
Yuuki Tamura

WaterAid is an international Non-Governmental Organisation that aims to change people's lives by improving access to clean water and sanitation. We have provided support since the establishment of WaterAid Japan in 2013, and have been providing multi-faceted support including donations and Pro Bono activities, as well as awareness-raising campaigns both inside and outside the company.

## Supporting NGO WaterAid

Our company has been carrying out Pro Bono work for WaterAid Japan, including editing their work manuals and suggestions for improving their official website. We also took part in the Osaka Marathon as charity runners for WaterAid Japan. We collected donations from our employees, and contributed to raising awareness of WaterAid Japan both inside and outside our company. In addition, we have been visiting the supported projects in cooperation with the local WaterAid offices. Most recently we visited slums and sanitary projects in India.

On top of what we have already done, as a consulting company we will focus more on Pro Bono activities which

make further use of our skills and expertise in the future. We will also seek new forms of support.

## Partner's Voice

I appreciate ABeam's employees' Pro Bono activities, which are helping to solidify the organisational foundation required to deliver clean water and good hygiene to people in need around the world.



Representative  
WaterAid Japan,  
Certified Non-Profit Organisation  
Kaoru Takahashi





# 01

## Working with NPOs to help environmental conservation of Mt. Fuji

The Environmental Management Team in our CSR Unit has been cooperating with the NPO FUJISAN CLUB to conduct alien plant extermination and cleaning at Mt. Fuji every year. In addition, we support training courses for the club's new members as part of our Pro Bono activities. We will continue to contribute to environmental conservation work for Mt. Fuji.



NPO FUJISAN CLUB  
Hiroyuki Nakamoto  
NPO FUJISAN CLUB  
Hiroataka Fukasawa  
CSR Unit  
Isao Shishikura  
CSR Unit  
Tomohiro Isoishi  
CSR Unit  
Yuichiro Saito

# 02

## Participate in a charity relay to improve employee performance and social contribution

Another of our workstyle innovation program 'Business Athlete' initiatives is the Well-Being Initiative. Its aim is to improve our employees' performance. Together with the Social Contribution Initiative, two teams from our company participated in a charity relay called Bloomberg Square Mile Relay. The Well-Being Initiatives usually focus on improving employees' performance but joining the relay gave them a good opportunity to think about social contributions. We will participate again in the future.



Financial and Social Infrastructure Business Unit  
Motoi Toyoda  
P&T Digital Business Unit  
Seiya Koda  
P&T Digital Business Unit  
Masumi Matsunaga

## Leveraging consulting expertise to solve social issues

For each project we build a team from our experts who are specialist in the required field. We actively tackle social issues through our consulting services and make social contributions with Pro Bono activities.

# 03

## Young power fuels fundraising for a project to create a world without human trafficking

Our CSR activities involve keen young employees with a high interest in social issues. We do Pro Bono activity to help fundraising for the Kamonohashi Project, whose mission is to create a world without human trafficking. This activity also contributes to the maturing of young employees.



CSR Unit  
Shintaro Okada  
CSR Unit  
Kotoe Murakawa  
CSR Unit  
Emi Fujito  
CSR Unit  
Yuri Ehara

# 04

## Training specialists to support customers who tackle global financial crime

Financial institutions around the world are taking a variety of measures to deter anti-social organisations from acquiring, moving and hiding funds, and to prevent sophisticated cyber-attacks. To support our customers' social security effort, we recommend they obtain the AML Specialist Qualification, which deals with money laundering. We also have international-level, highly specialized services in this field for our customers world-wide.



Financial and Social Infrastructure Business Unit  
Masahide Furukawa  
P&T Digital Business Unit  
Natsuyo Sasamoto  
Financial and Social Infrastructure Business Unit  
Shinichiro Ishikawa  
Financial and Social Infrastructure Business Unit  
Ayako Ohashi  
Financial and Social Infrastructure Business Unit  
Yuta Kanamori



# ABeam conducts various activities related to CSR and SDGs

## CSR activities

### Regional revitalization

#### Helping to revitalise Zamami Village in Okinawa Prefecture

Our staff visited Zamami Village in Okinawa Prefecture to exchange opinions with the village government officials, and tried coral planting. We have a close relationship with Zamami Village through supporting activities including Sabani Sail and Paddle Race. We managed to explore further possibilities for the regeneration of the village this time.



### Environmental protection

#### Around 120 employees and family members participated in cleaning up the beach

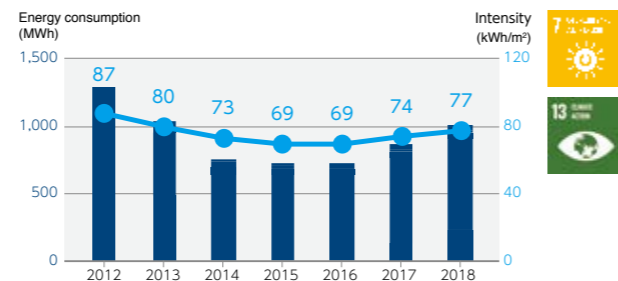
Our company's yacht club uses the facilities in Mitohama beach, Kanagawa Prefecture. Since 2006, we have been cleaning up the beach. In 2018 around 120 employees and family members joined the activity. Sorting collected trash and promoting recycling raises the environmental awareness of employees and their families.



### Energy management

#### Promoting energy-saving in the workplace

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 regional offices. In 2018, our energy usage increased compared with the previous year as a result of office expansions and extended operating hours. We will analyze the usage in detail and will take necessary measures to save energy.



### Supporting NPOs

#### Supporting action to solve child prostitution problems in developing countries

The Kanomonohashi Project is an NPO based in Asia with the aim of creating a world without human trafficking. We started to support them in 2016, and in 2018, we helped to improve their fundraising strategy alongside our sponsorship.



## Promoting 'Business Athlete'

### Smart Work Initiatives

#### Build a working environment that suits each individual's best abilities

We are committed to providing a working environment in which all employees can work more flexibly, intellectually, and more vibrantly. We have adopted a Free Location System and a Flexitime System. We have produced a leaflet for our clients encouraging them also to consider these systems.



### Diversity & Inclusion Initiatives

#### Creating a workplace which accepts diversity and respects individuality

We are trying to create a workplace where everyone can work comfortably and can develop themselves while making best use of individual personality. We run many seminars to foster a corporate culture in which diverse talent can flourish.



### Well-Being Initiatives

#### Improving the working environment and raising awareness to enhance employee performance

We take a Positive Health Care approach to enable our employees to perform at a high level in the long term. This helps employees to achieve their goals by maintaining good lifestyles including sleeping, eating, and exercising properly, or having coaching. We regularly organize events with guest lecturers.



## Consulting projects

### Disaster relief support by satellite image analysis

#### Verification test of damage analysis using satellite images and AI

As a countermeasure against natural disasters, we are conducting a joint project with Orbital Insight, a US-based start-up with advanced technology for geographical analysis using AI, and Tokio Marine & Nichido Fire Insurance. We are carrying out verification tests on damage analysis using satellite images and AI.



### Endowed Chairs at university

#### Endowed Chairs to foster talent for social innovation in the future

We sponsor Endowed Chairs at the Graduate School of Management of Kyoto University for the first semester of every year. After the lecture on the methodology for solving social issues through business, students take part in field work and search for a business model to solve social issues in Kyoto. Through the lectures, we are cultivating social innovators for the future.



### Behavioural change by utilising IoT

#### Improve lifestyles by using automatic feedback from IoT terminal data

Comprehensive Health Science Center, Aichi Health Promotion Public Interest Foundation has developed a lifestyle improvement guidance method using information such as the amount of exercise, weight, blood pressure and diet record obtained from wearable IoT devices. We are providing technical support by developing application and data analysis using machine learning.

