

Third Party Comments



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Recently, there have been a number of cases where a company's lack of corporate ethics has jeopardized its survival. This signifies the growing importance for companies to promote corporate social responsibility, or CSR.

Starting this year, the Yamatake Group expanded its Environmental Report into the Environmental and Social Report 2005 to reflect social awareness.

My honest impression of Yamatake's environmental activities and environmental reporting can be summed up as "sincere." Yamatake earned its ISO14001 certification for environmental management systems in 1996, when ISO was hardly known in Japan. Even its corporate philosophy of "Savemation" is based on energy conservation, and has been the keyword to Yamatake's business for 27 years. Clearly, environmental conservation is not considered a passing fad to this company. As the next step, Life Cycle Assessment (LCA) is expected to become an important challenge for Yamatake. Although LCA has been already been applied to its principal products, the next step is how to incorporate LCA into its corporate activities as well as the employees' consciousness.

Another point to mention is, Yamatake is creating a business model of taking the energy conservation meas-



Visiting Fujisawa factory, a model factory for energy conservation.

ures of its own factories and applying the exact same measures to the customers' factories and offices. This model holds great promise as Yamatake's principal energy conservation solutions for its ESCO business. In other words, Yamatake's control technologies related to energy conservation become products for its solution business, thus creating a win-win relationship between "Yamatake" and "Society" and another between "Environment" and "Economy."

Lastly, let me add the point I most empathized with from taking part in the tour of Yamatake's model factory for energy conservation. That is, the environmental activities at its factories, including energy conservation, are not top-down. Instead, a bottom-up approach is taken, where providing the motivation and environment for "self-discovery and self-action" is considered most important. This is the spirit of all emotional solutions for solving environmental issues.

In the future, Yamatake intends to expand its "Life Automation Business" that is focused on "caring for people." I am hoping that Yamatake will play a role in popularizing and cultivating emotional solutions.