

Breakthrough With SDGs by “Value new technology”



Shuichi Tanaka*

The Sustainable Development Goals (SDGs), as international goals, came to an agreement at the United Nations General Assembly in September 2015 by all member countries, and eight years left until the goal deadline in 2030. In developed countries, economic development and technological developments make the countries rich and comfortable. On the other hand, developing countries still have many social issues such as poverty, food, and education. In addition, it is said that the earth, which is the foundation for humankind to continue comfortable life, has already exceeded the permissible limits regarding the climate change and the losses in the biodiversity. Furthermore, with the addition of international human rights issues and political tensions to the global expansion of the new coronavirus infections disaster (COVID-19) that began in 2020, changes such as the need to review the supply change occurs. In this way, as the entire international society changes and becomes more complex, I feel that initiatives to address the SDGs, as initially are expected to be delayed due to COVID-19, are accelerating in developed countries such as work style diversification progress by green innovation and telework, etc.

In order to respond to such a rapidly changing business environment and to strive after sustainable growth, the Group aims to be an indispensable existence of a society that protects and supports growth in the health of people

and social foundation. For this reason, the Group formulated the “Furukawa Electric Group Vision 2030” from the ideal image of the Group in 2030 and identified the important management issues (materiality) for achieving this vision. The top-materiality is “Create businesses that solve social issues”. This idea, inherited from the founder Ichibei Furukawa’s thoughts of “Value employees, Value customers, Value new technology, and Contribute to society”, means contributing to the achievement of SDGs by winning and based on shifting from conventional ideas of product-out to outside-in approaches that are indispensable for achieving SDGs.

Ichibei Furukawa promoted mine electrification, which was an epoch-making in the Meiji era, by constructing a hydroelectric power plant and “Valued new technologies” such as introducing new refining method. This way he carried out “Contribute to society” by contributing to electricity supply in Japan.

In this Furukawa Electric Review No.53, the initiatives of the Group based on “Value new technology” to solve social issues are introduced as much as possible in this paper. Regarding our contribution to SDGs through the business creation and research and development of the Group, which continues to take on challenges even today in Reiwa era, we wish you will have now a better understanding of our initiatives.

* General Manager, Corporate Sustainability Office, Business Basis Transformation Division