

“100SEED” Social Contribution Program Looks Ahead to the Next 100 Years

100SEED

100SEED Launched with Global Employees to Mark Centennial

On the occasion of the Sumitomo Corporation Group’s 100th anniversary in 2019, Group employees around the world launched the “100SEED” social contribution program to discuss together and carry out globally.

By participating in a three-step process—POST (post social issues of interest), DISCUSS (discuss the actions to be taken), and ACT (carry out those actions)—each employee takes ownership of the solutions to social issues, puts the Sumitomo Business Philosophy and Sumitomo Corporation Group Management Principles into practice, and achieves sustainable growth with society.

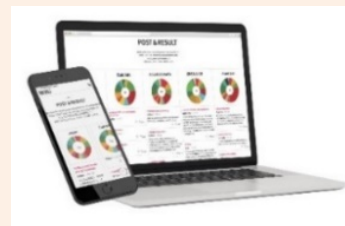


Three Concepts behind 100SEED

- ☑ Consider social contribution activities that the Sumitomo Corporation Group should implement by thinking back from what we wish for the future.
- ☑ Make efforts to resolve the different social issues around the world by making use of diverse ideas suggested by people in the Sumitomo Corporation Group.
- ☑ Put action plans to work through visiting, communicating and hands-on participation at site.

POST: Discussing Social Issues to be Addressed in each Region Based on Online Posts

A dedicated website was launched in February 2019 to explore the interests of SC group employees around the world. Employees were encouraged to post social issues from among the Sustainable Development Goals (SDGs) that concern them and their reasons, and more than 2,500 posts were made in two months. The posts from Japan; East Asia; Asia & Oceania; Europe, Middle East, Africa, and CIS; and the Americas were then analyzed, and in April, representatives from each region selected from among young employees met to determine the theme on which actions would be taken.



“Quality Education” Selected as Global Grand Theme

#4 of SDGs, Quality Education, received the most votes, but climate change, poverty, and the gender gap also received many votes in some regions. The most urgent issues differ depending on the conditions in each country, but quality education was selected as the global shared theme from a long-term perspective with the hope of making this initiative a social contribution program for discussing together and acting globally. Meanwhile, the participants shared the belief that “education will produce the talent needed for solving many social challenges.”



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DISCUSS: Leverage the Sumitomo Corporation Group's Diverse Ideas to Address Various Social Issues

In May 2019, DISCUSS was commenced to determine the specific actions in each region. In Japan, to reflect the opinions of many employees concerning action proposals on education, 31 workshops were conducted nationwide and 413 proposals were submitted. Based on this, experts including researchers and members of NPOs and government were interviewed and proposals for activities were refined. Employees voted from the perspectives of support for and intent to participate in activities, with a total of 4,610 votes cast nationwide. Through this process, multiculturalism, career education, online education, and ProBono educational support were selected as the activities for carrying out the 100SEED concept.



ACT: Provide Time and Human Resources, our Key Management Resources, with the aim of Creating a Sustainable Society

The ACT phase commenced in 2020. In the 100SEED social contribution program, we will provide our diverse human resources, our most important management resources, and their time on all organizational levels to address quality education with the aim of creating a sustainable society. To encourage participation and voluntary action by employees around the world, we also established the Mission Statement for 100SEED that touch on the significance and objectives of these activities. Education will produce the talent needed for solving many social issues and a base for an enriching future. Sumitomo Corporation Group employees in all regions of the world are going to worksites and working hard in hands-on initiatives so that they can pass on this aspiration to future generations. Information on activities and their progress will be released from time to time on corporate websites and other media.

100SEED
Our Commitment to Quality Education

Mission Statement for 100SEED

We have selected “Quality Education” as the grand theme of the 100SEED (SC Emergent Evolutional Deed) program upheld to mark the Sumitomo Corporation Group’s 100th anniversary. Under this theme, we are committed to develop and support a variety of social contribution activities on a global scale.

Recognizing that “Quality Education” is a vital part of the sustainable development of society, we will continue to inspire ideas for supporting quality education to produce the talent needed to solve the many social challenges facing the world.

By promoting 100SEED, we encourage our SC colleagues around the world to create opportunities and leverage our diverse capabilities and resources so we can engage in activities that will dynamically realize our goal of “Enriching lives and the world.”

100SEED provides us a valuable opportunity for personal growth by learning from others and pursuing individual ideas through collaboration. We will commit time and resources to social action that will benefit any of us seeking to better society through quality education.