
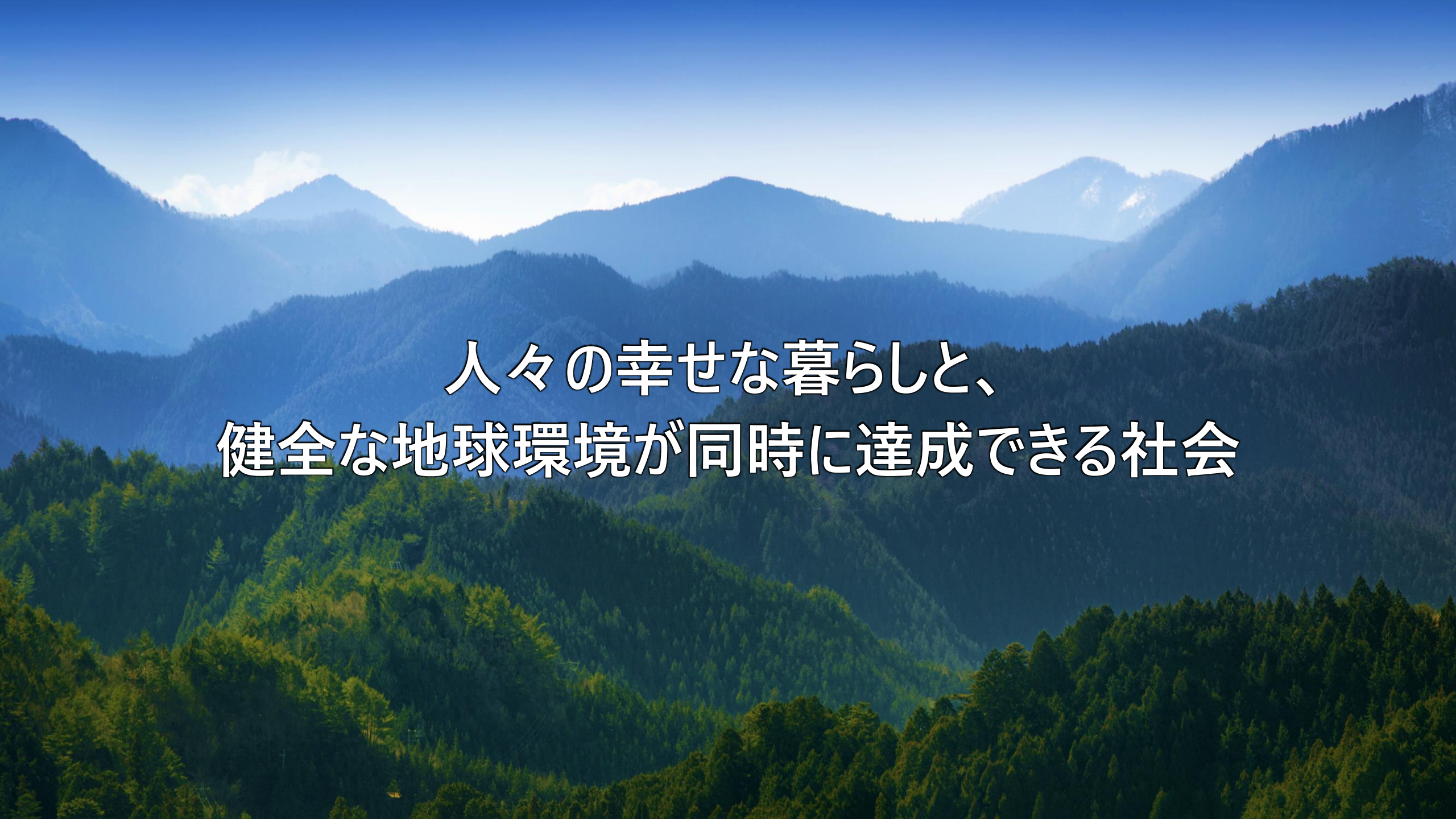


日立がめざすサステナブルな社会

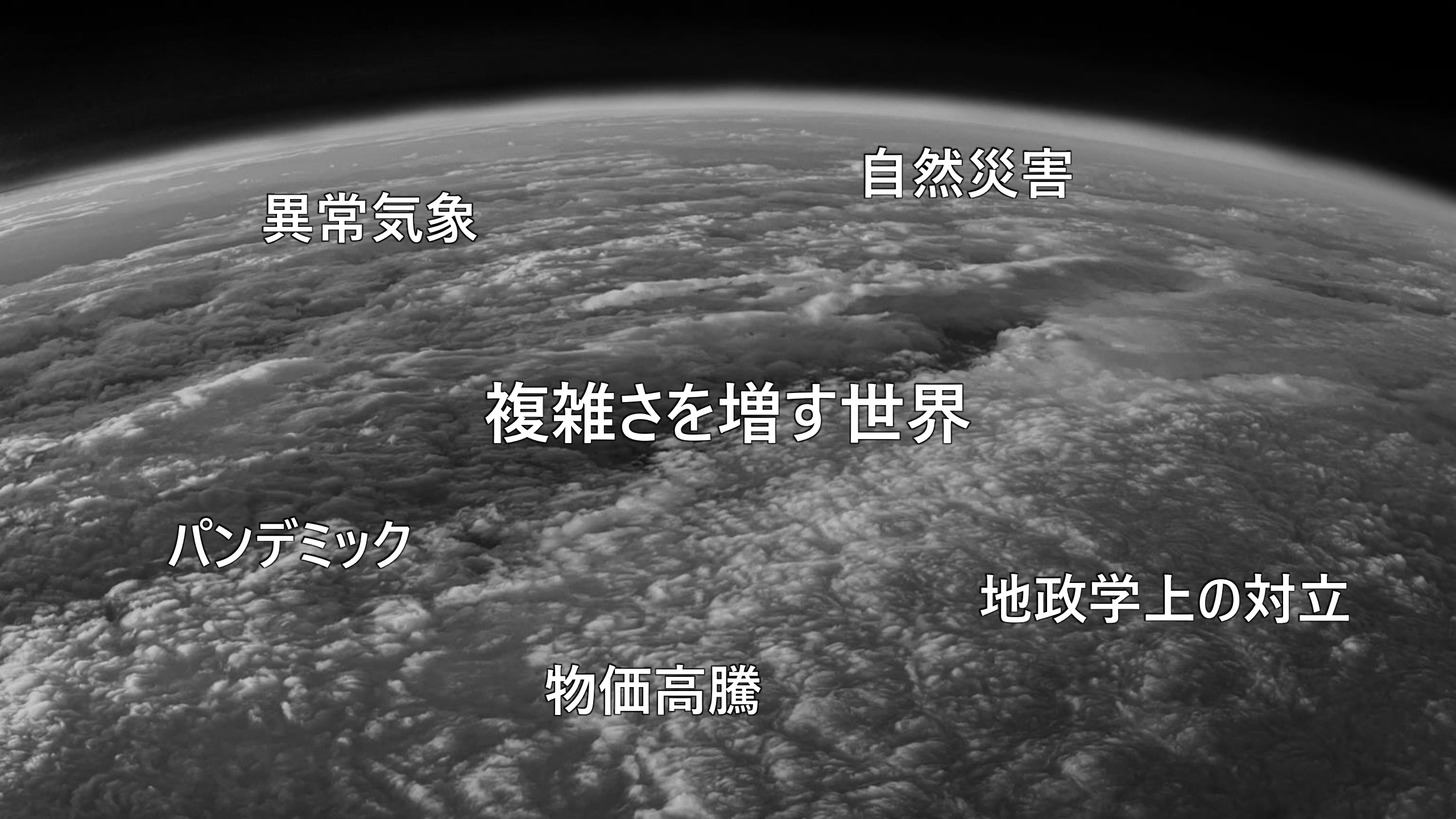
お客さまとともに社会課題を解決する
社会イノベーション事業

A silhouette of a family consisting of a woman, a man, and a child. The woman is on the left, the man is in the center holding the child up, and the child is on top of the man's shoulders. They are all looking upwards. The background is a bright sunset sky with a gradient from yellow to purple. The text is overlaid in the center of the image.

人々の幸せな暮らしと、
健全な地球環境が同時に達成できる社会



人々の幸せな暮らしと、
健全な地球環境が同時に達成できる社会



異常気象

自然災害

複雑さを増す世界

パンデミック

地政学上の対立

物価高騰



Green

Digital

企業にとっての至上命題

次世代のデジタル技術

WEB 3.0

次世代のデジタル技術



Web1.0



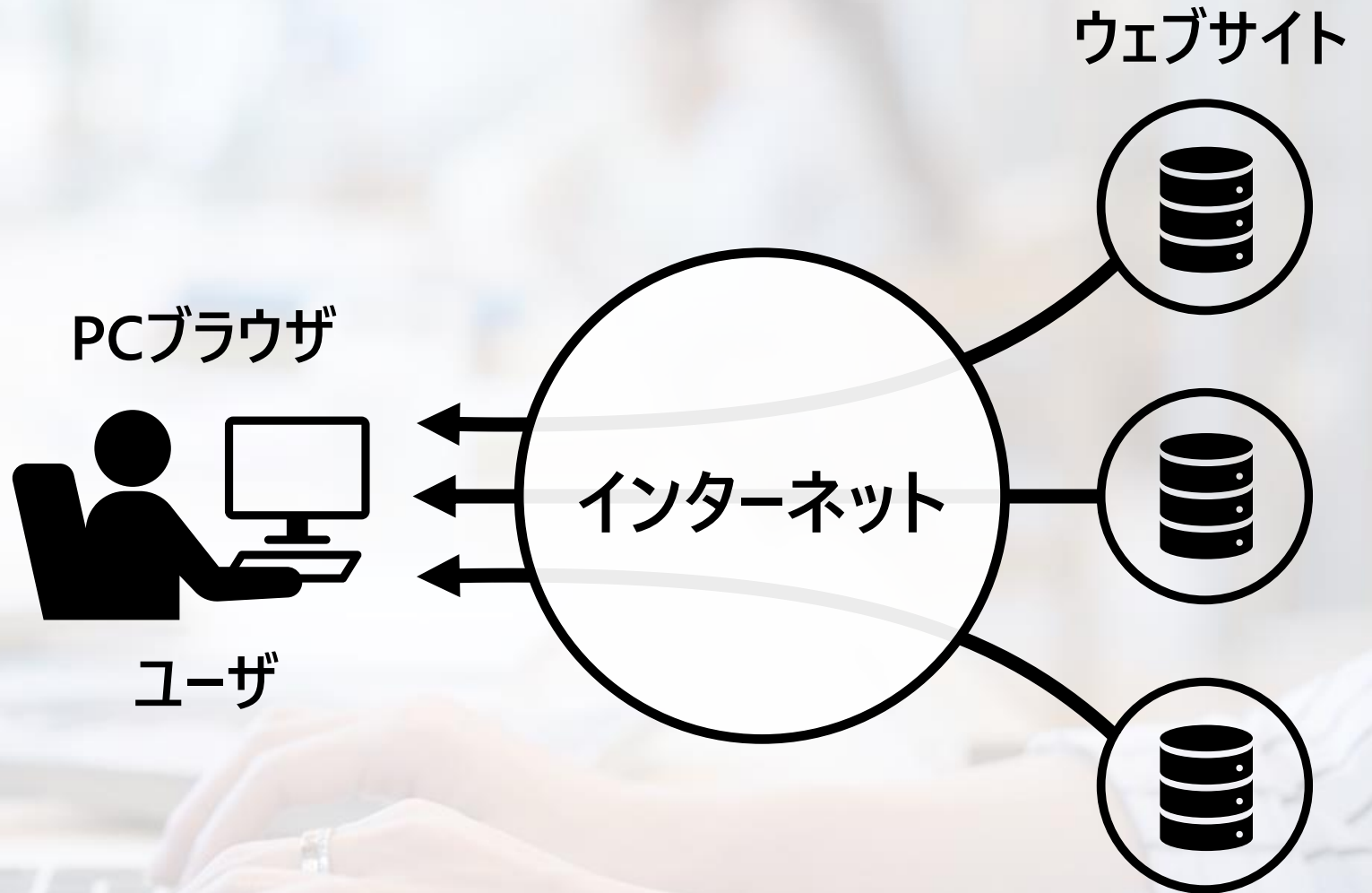
Web1.0

1990年代半ば～

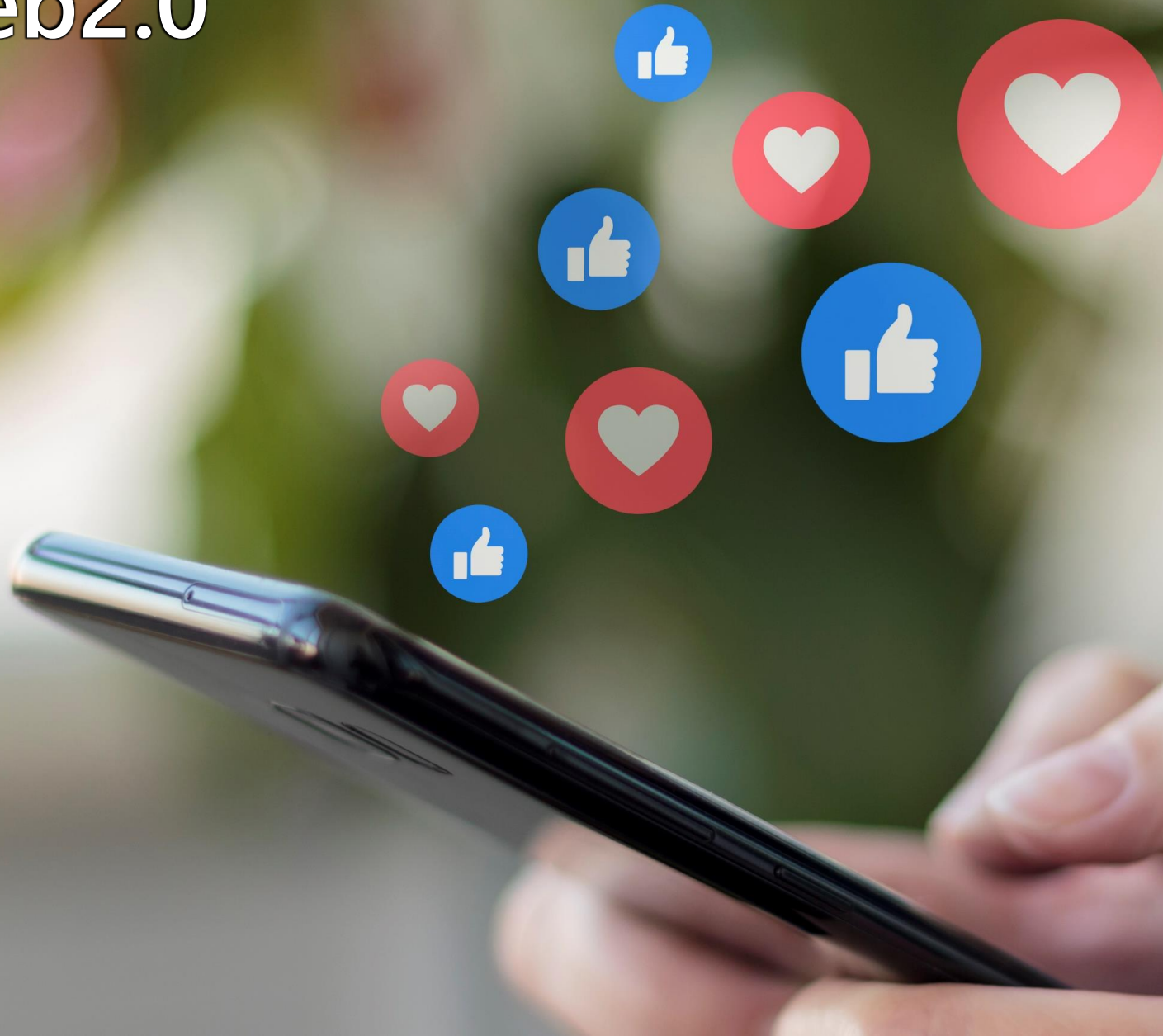
パソコンの普及

ブラウザの登場

情報検索と閲覧



Web2.0



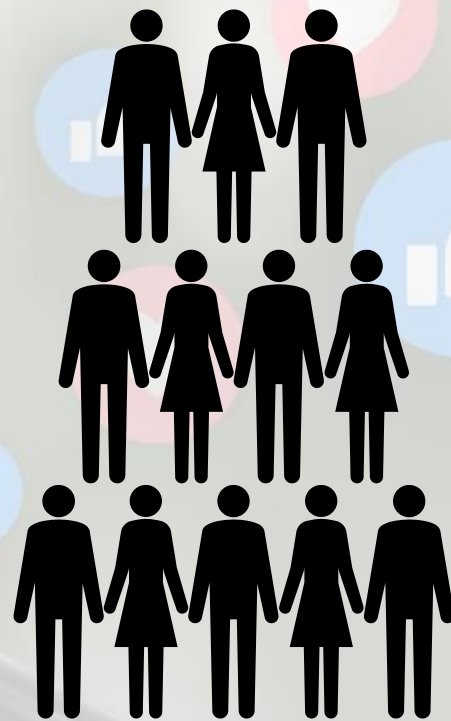
Web2.0

2000年代半ば～

スマートフォンの普及

クラウドの登場

SNSによる情報発信



ユーザ

クラウド



個人情報
プラットフォームが
集中管理

Web3.0



Web3.0

2020年～

IoTの普及

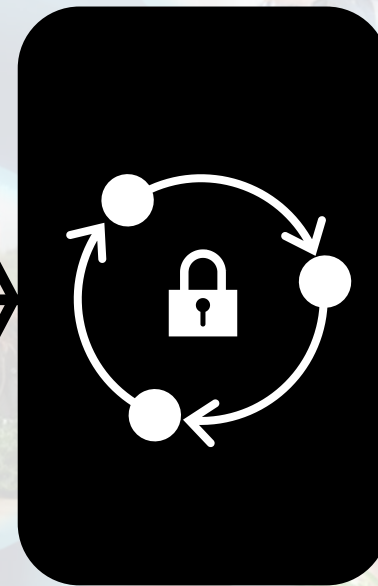
ブロックチェーンの登場

信頼できるコミュニティ形成

ブロックチェーン



ユーザ(利用)



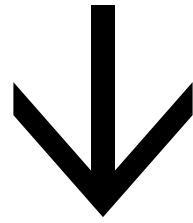
サービスの
提供・利用




ユーザ(提供)

個人情報 は各ユーザで分散管理

価格や品質以外の点も考慮した意思決定



**社会をより良くするための
自分らしい行動を選ぶ余地が広がる**

A group of diverse young women are gathered outdoors, smiling and posing for a selfie. The woman in the foreground is holding a smartphone high, capturing the group. They are dressed in casual, athletic-style clothing. The background is a bright, sunny outdoor setting with trees and a pink sign visible in the distance.

コミュニティにおける活動の連鎖

A group of six people, including men and women, are posing for a photo in a rural setting. They are gathered around a white pickup truck with a blue metal bed, which is overflowing with freshly harvested radishes with green leaves. The truck has "ACTY 4WD" and "EXCEL 650" printed on its side. One man in the back of the truck is holding a radish. The people are dressed in casual work clothes, including t-shirts, overalls, and hats. The background shows a residential area with houses and trees under a clear blue sky. The text "コミュニティにおける活動の連鎖" is overlaid in the center of the image.

コミュニティにおける活動の連鎖



コミュニティにおける活動の連鎖

SAVING THE OCEAN



Data Technology



人々の意志決定を支えるデジタルインフラ

A person's hands are shown holding a tablet computer. The background is dark, and there are numerous glowing blue squares and binary digits (0s and 1s) floating around, suggesting a digital or data environment. The text is overlaid on the center of the image.

人々の意志決定を支えるデジタルインフラ



自分らしい選択を通じて、
自分らしく生きる

幸せが循環する世の中

A close-up photograph of a person's hands cupped together, holding a small amount of dark brown soil. A young, vibrant green tree with a thin trunk and a full canopy of leaves grows out of the soil. The background is a soft, out-of-focus green, suggesting an outdoor setting.

Planetary Boundaries

A photograph of two women in an office environment. They are both smiling and high-fiving each other. The woman on the left is wearing a grey hoodie, and the woman on the right is wearing a black and white striped shirt. They are standing in front of a desk with computer monitors. A modern, multi-tiered lamp is visible above them.

Wellbeing

都市全体の交通網をデジタルでつなぐ



Genova, Italy

A photograph of a narrow, cobblestone street in a colorful town. The street is paved with dark, rounded stones. On the left, there are multi-story buildings with light-colored facades and green shutters. A small outdoor seating area with a white umbrella is visible. On the right, there is a stone wall with a metal railing. The background shows more buildings and a cloudy sky.

パンデミックによる都市封鎖

人々の移動が激減



An aerial photograph showing a dense traffic jam on a multi-lane road. The majority of the vehicles are blue, with a few silver and red cars interspersed. Many of the cars have their doors open, and several people are standing on the road, some appearing to be interacting with the vehicles. The scene is brightly lit, suggesting a sunny day. The overall impression is one of a chaotic and congested traffic network.

交通網が混乱

運行計画の立案が困難



VIETATA LA DISCESA

Do not cross

ⓘ Vietato attraversare i binari

ⓘ Do not cross the railway lines

Genova
Pozzo Trovati

利用者・交通事業者双方にとって価値のある 魅力的なシステム開発に取り組んだ

Hiroaki Koiwa

Deputy CDO,
Hitachi Rail





July, 2022

複数の交通機関を手ぶらで乗り降りできるシステムが稼働

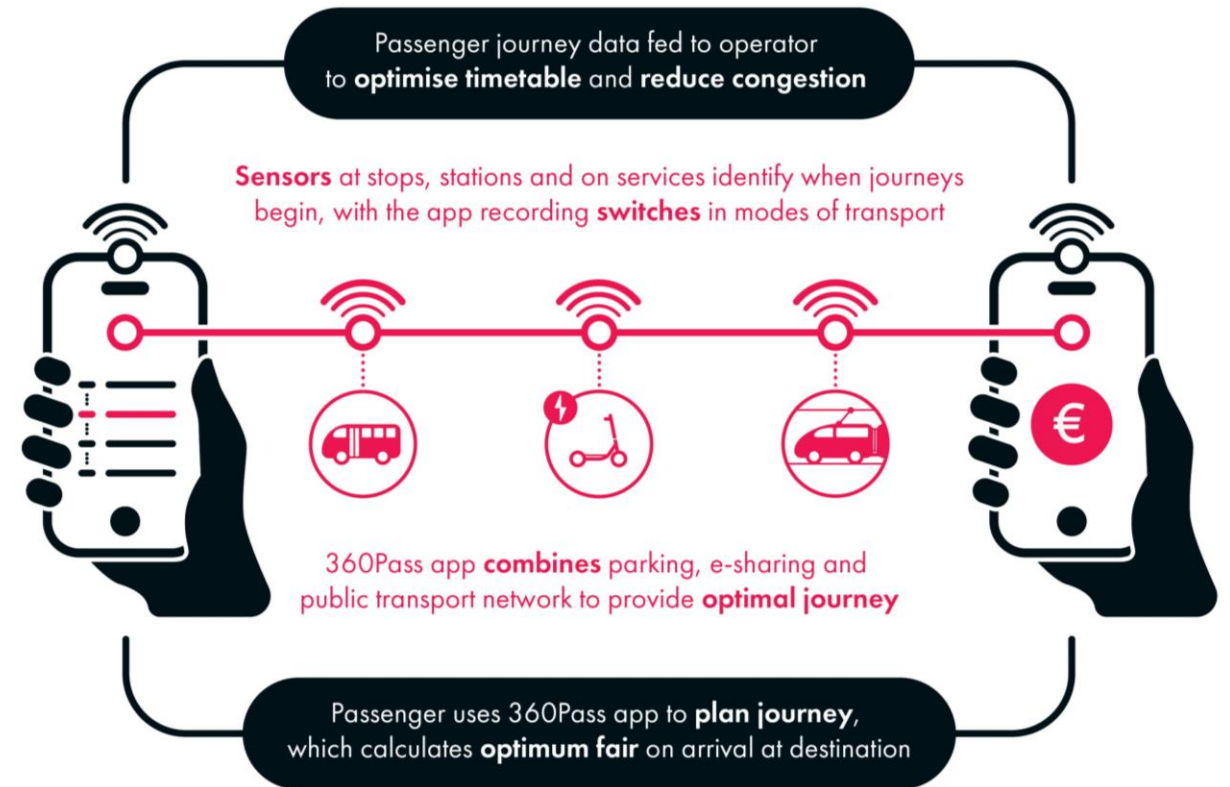


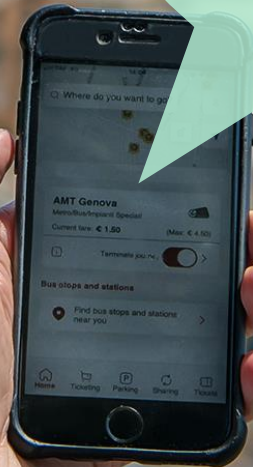
July, 2022

複数の交通機関を手ぶらで乗り降りできるシステムが稼働



センサーが利用者の移動経路をとらえ、自動的に精算





環境投資を加速させるためのデジタルプラットフォーム

Sustainable Finance Platform with Blockchain

User ID

Password

Remember me

Login

[Forgotten user ID or password](#)

グリーンエネルギーの開発プロジェクトに 十分な投資資金が回らない現状を何とかしたい！

Efrain Tamayo

Engineer,
Hitachi, Ltd.

Kazuhiro Ikegaya

Design lead,
R&D Group, Hitachi, Ltd

グリーンボンド

環境投資の資金調達手段



投資がもたらす環境改善効果の報告と、その監査が必要



Green Asset



Bond Issuer / Borrower



Project Company

Securities



Service Company
(e.g. O&M, Insurance)



Investor / lender



External Reviewer

Matching



Designing



Monitoring



Reporting



Verification



Green Asset



Bond Issuer / Borrower



Project Company

Securities



Service Company
(e.g., O&M, Insurance)

日本取引所グループ JPX様に採用いただいた

Sustainable
finance PF

Investor / lender



External Reviewer

Matching



Designing



Monitoring

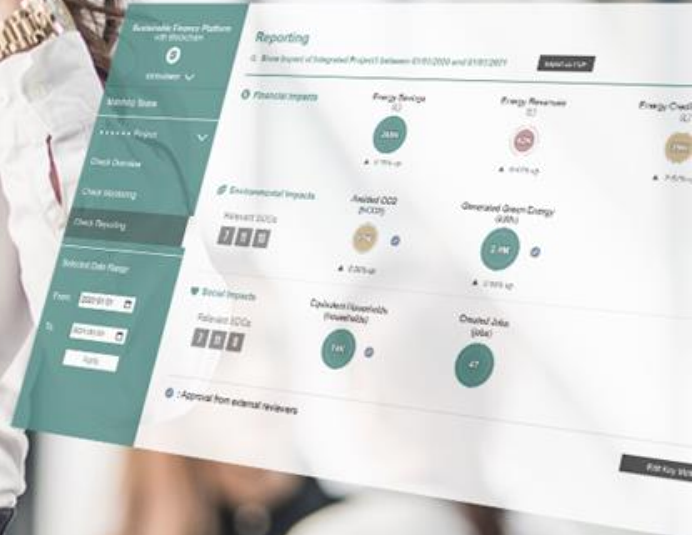


Reporting



Verification







8I40	57.230	0.57	+0.01	7.451	0.007%	250,000
4NA5	81.053	4.35	-2.01	8.037	1.561%	375,000
3U17	62.985	2.07	+1.17	6.598	5.032%	621,000
7RE3	37.278	1.14	+0.72	694.270	3.984%	369,000
8421	94.107	0.73	-0.51	538.014	2.416%	743,000
YT64	21.744	5.63	+3.16	692.360	0.657%	405,000
I897	13.361	1.82	-1.23	237.981	0.103%	882,000

GA %08 - 73.327 1,561%

GB %13 - 119.157 2,416%

GC %21 - 192.485 5,378%

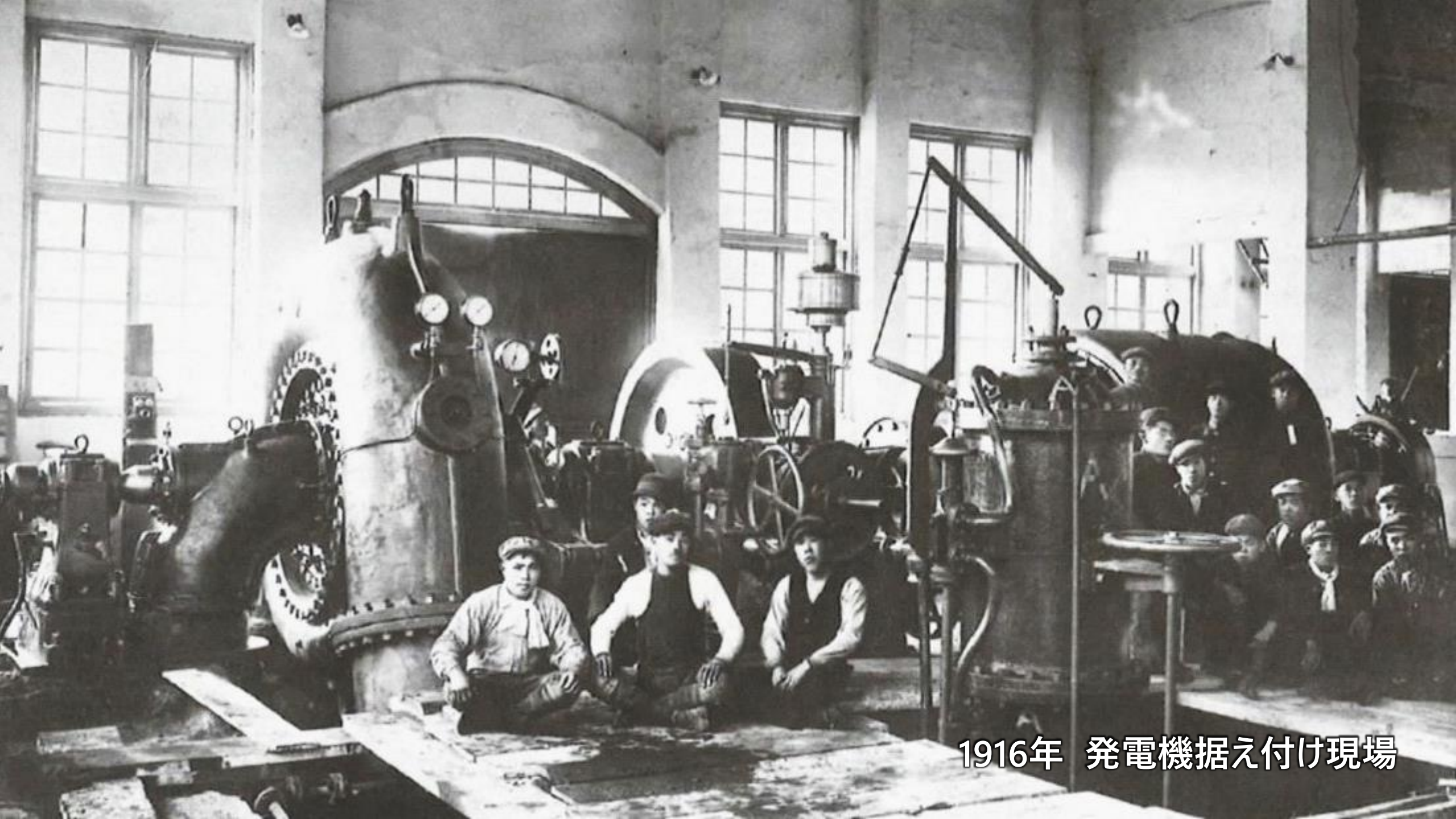
GD %58 - 531.629 9,825%





資金の循環、人の循環、幸せの循環が実現する社会

「優れた自主技術・製品の開発を通じて社会に貢献する」



1916年 発電機据え付け現場

和

誠

开拓者
精神



和

誠

開拓者
精神



和

誠

開拓者
精神





Hitachi Social Innovation is
POWERING GOOD