Co-creating a Promising Society

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Social Innovation : Co-creating a promising society

Hitachi aims to resolve a variety of social issues together with customers throughout the world, and to create a promising and hopeful society.
What is happening now

- Aging society and labor shortages
- Decrepit social infrastructures
- Educational disparity
- Water shortages
- Security
- Energy security
- Abnormal weather and destruction of living environments
Sustainable Development Goals : SDGs
An Innovation Partner for the IoT Era

Accelerate co-creation with customers and create new value through advanced Social Innovation Business

Energy
Industry
Urban / Healthcare
Finance
A Digital Platform for Co-creation

“illuminate” + “data”

IoT Platform
Digital Technology
Big data, AI, etc.

Methodology and Tool for Co-creation
NEXPERIENCE etc.
The cycle of value creation, expanding worldwide

Europe
- Railway solutions

China
- Care for the elderly

North America
- Mobility solutions

Europe
- Security Solutions

APAC
- Digital Cities

Japan
- Industrial solutions
Co-creation with Copenhagen Metro

The new solution using both Ansaldo STS’s driverless train control and Hitachi’s IoT technology to detect congestion through sensors at stations to analyze demand.

New Technology to automatically adjust train frequency to best cater for change in passenger numbers.
Co-creation with Vienna International Airport

At an airport, if you cannot find the owner of a bag that has been unattended, it is sometimes necessary to evacuate the passengers to ensure safety.

Speedily specify the person who left a baggage in the airport by analyzing security footage using AI.
Bases for promoting Co-creation

“Collaboration Forest”  March, 2019

Hitachi Global Digital Holdings  April, 2018

“Lumada Center Southeast Asia”  September, 2018

Europe

China

APAC

Japan

North America
Co-Creation in Australia

Hitachi partnering with CSIRO on research into the decline of the honeybee population

Collaborative Co-Creation with Rio Tinto and Ansaldo STS Technology to creating the 1st Long Distance driverless Heavy Haul Railway in the World.
Announcement in Sydney - 2016

Contribute to improving the quality of life through “Social Innovation Business”

FY 2015 Revenues*¹

Approx. 1.25 billion AUD
(100 billion yen*²)

FY 2020 Target Revenues*¹

3.75 billion AUD
(300 billion yen*²)

Investments of 1.25 billion AUD (100 billion yen*²) from FY 2016 to FY 2020

*¹: Consolidated basis
*²: Converted at the rate of 80 yen to the AUD
THE FUTURE IS OPEN TO SUGGESTIONS

Hitachi Social Innovation