Vision 2030 was formulated to identify the company we want to be in 2030 based on three areas of finance, business, and management infrastructure, with an eye toward the social environment we will operate in, in 2050.

To achieve this vision, we will continue to pursue corporate transformation and contribute more to building a sustainable society and protecting the global environment.

SUSTAINABLE DEVELOPMENT GOALS

Vision 2030

To provide new value in catalysts to society and thereby contribute greatly to the development of a sustainable society and protection of the global environment.

Finance

Strengthen our financial foundation focusing on ROIC

To build a lean internal process that helps to increase throughput, allocate assets needed for business operations in a planned manner on the basis of return on invested capital (ROIC), and thereby support the sustainable growth and development of our business and strengthen the financial foundation.

Business

Explore new business domains to contribute to resolving social issues

To develop new catalyst technologies and business domains that contribute to solving such social challenges as those addressed by the SDGs, on the basis of the catalyst technologies and customer relations we have built over the years, and thereby achieve sustainable growth.

Management Infrastructure

Promote ESG management

To practice sound business management, based on the principles of environment, social, and governance (ESG) management, build an environment and structure that allows employees to share the joy of working for N.E. CHEM-CAT and constantly breed innovation in collaboration with stakeholders, and thereby increase our corporate value.

16 Key Drivers to Achieve Vision 2030

Catalysts are used in a broad range of industries, including the petrochemical, automotive, and pharmaceutical industries. They have contributed to improvement of environmental challenges such as detoxifying vehicle emissions while also supporting industrial development. Meanwhile, global warming, ocean pollution, food shortages, and other social challenges have been mounting in recent years. Stronger demands are being made for companies to contribute to the resolution of such challenges since the Sustainable Development Goals (SDGs) were adopted by the United Nations General Assembly in 2015.

Our Vision 2030 was formulated by first forecasting the desired social environment of 2050 and then working backwards to connect that specified future to the present (backcasting). The Long-Term Vision identifies the company we want to be in 2030 based on the three areas of finance, business, and management infrastructure, in order to proactively help solve increasingly diverse social challenges.

Internal corporate transformation to achieve fundamental change in the values and structure of our company is essential to achieve Vision 2030. We have therefore specified 16 key drivers as the infrastructure and systems for such transformation. By implementing these drivers, we aim to establish the internal corporate structure and propel transformation to provide new value for catalysts and thereby contribute even more to the development of a sustainable society and protection of the global environment.

16 Key Drivers to Achieve Vision 2030

Finance

(1) Strengthen business management process and financial base focusing on ROIC

(2) Restructure the business execution framework to strengthen existing businesses and create new businesses

(3) Explore new areas and develop new technologies (products)

(4) Strengthen marketing functions and optimize the value chain

Business

(5) Streamline the development process and create new technologies by utilizing digital transformation (DX), etc.

(6) Establish a lean production process by strengthening the process engineering functions

(7) Improve the overall process through the promotion of Lean Six Sigma (LSS) activities

(8) Strengthen procurement functions and secure a sound supply chain

(9) Optimize the precious metal management process

(10) Establish a system to promote corporate-wide digital transformation (DX)

Management Infrastructure

(11) Reduce environmental load substances throughout the business activities; prevent environmental and labor accidents

(12) Strengthen the management of precious metals and chemical substances at plants

(13) Enforce safe & hygiene workplace and environmental management through promotion of responsible care (RC) activities

(14) Strengthen stakeholder engagement through appropriate information disclosure and dialogue

(15) Establish an HR system to encourage and support aggressive challenges

(16) Promote ESG management and create a lively working environment