

sustainable brands 2021 Yokohama

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An opportunity for renewal, recovery, rejuvenation

Sustainable Brands 2021 Yokohama will take place on Feb. 24 and 25 at Pacific Yokohama North in the city's vibrant Minato Mirai area. As one of the largest domestic sustainability community events and the fifth of its kind to be held in Japan, the conference is a chance for stakeholders from every sector of society to learn about the latest sustainability initiatives and trends.

The theme of this year's conference is "We are Regeneration," and more than 200 speakers will be sharing their insights throughout the two-day event, offering a multitude of perspectives on sustainable management practices. When the coronavirus pandemic ends, the world will be able to refocus its efforts on finding a model for sustainability that can exist in harmony with the environment, regenerating the planet on which we are all living.

In view of the current situation with COVID-19, both in-person and online options will be offered in a hybrid approach at Sustainable Brands 2021 Yokohama. Most of the sessions will be livestreamed, making the event accessible by anyone, irrespective of their location. Enhanced measures will be introduced at

the venue to safeguard the well-being of all on-site attendees.

Sustainable Brands was inspired by the sustainable development goals (SDGs), which were adopted by all United Nations members in 2015. Guided by the principle of "leaving no one behind," the SDGs collectively promote a holistic approach to sustainability, with aims that include ending poverty, protecting the Earth and ensuring that all people can live in prosperity by 2030. The 17 SDGs are integrated, recognizing that development must be a balance of social, economic and environmental sustainability.

The concept for the Sustainable Brands conference was developed by U.S. firm Sustainable Life Media Inc., and 14 cities around the world have hosted them so far. Japanese event and marketing firm Hakuten partnered with SLM to hold Japan's inaugural Sustainable Brands conference in March 2017, and the event has grown steadily ever since, with year-on-year increases in attendees, speakers and programs. Over 3,300 people from 725 organizations participated in Sustainable Brands Yokohama 2020.

An impressive range of leaders and

innovators are slated to speak at this year's conference. Among the featured speakers at the plenary sessions on the first day is Yumi Otsuka of Toyota Motor Corp. As deputy chief sustainability officer since 2020, Otsuka has been responsible for handling this issue at Toyota. She will share this global automotive leader's vision and strategies for contributing to the achievement of the SDGs through its businesses.

Another plenary speaker will be Tatsuaki Seki, managing executive officer and chief sustainability officer of Seiko Epson Corp. In his session titled "Toward the Realization of a Sustainable Society," he will talk about Epson's ideas on sustainability and its collaborative approach to solving societal issues in the future.

Also featured on the 24th is Dave Muenz, executive officer at Kao Corp., who will be participating in the panel discussion "Compass for Sustainable Brands." Muenz brings to the table his 34 years of working with consumer brands and retail businesses in the beauty care and food industries, and is now responsible for developing and executing global environmental social and governance strategies

across the Kao Group.

Recognition of sustainability issues is not limited to the corporate world. Since the introduction of its Future Cities Initiative in 2010, Japan has been promoting innovative urban planning that embraces environmental, social and economic values, enhancing the quality of life of all residents. In line with this, Sustainable Brands 2021 Yokohama is pleased to offer the "Sustainable Cities & Communities Forum" for representatives of regional governments, with the theme of "local development and regional revitalization." Officials from Japan's designated SDGs Future Cities, one of which is Yokohama, as well as other municipalities from around the country will gather to share ideas on creating sustainable cities.

As millennials and Generation Z will make up the overwhelming majority of the workforce and the buying public by 2030, education for sustainable development (ESD) is expected to become of major importance in the future. Although the concepts of respect and care for the environment are part and parcel of Japan's educational system, the topic of sustainability is new territory for teachers and students alike.

Recognizing the importance of giving young people a chance to add their voices to the conversation, Sustainable Brands 2021 Yokohama will feature sessions for university and high school students from around Japan. Forty high school students selected from all over Japan will participate as "SB Student Ambassadors," while interested university students are invited to apply under a special invitation program. Moreover, a "teachers' camp" on ESD will be offered to support educators fostering this next generation of leaders in sustainability.

A sustainable business is one that improves societal and environmental conditions while still generating a profit. Although a growing number of organiza-



Vincent Stanley, communications director of philosophy, at Patagonia Inc., delivers his speech at Sustainable Brands 2020 Yokohama.

tions are now integrating sustainability into their business strategies, it can be challenging to identify the best way to implement change and innovation. The Sustainable Brands conference supports businesses in incorporating sustainable management practices, which can lead to increased competitiveness and brand value for the company.

Sustainable Brands 2021 Yokohama welcomes participants from a wide range of corporate sectors, including not only corporate social responsibility and sustain-

ability divisions, but also as marketing, brand strategy, business development, supply chain and procurement, and human resource management. In addition to the various speeches, other important features of the conference include the networking area and workshops, where participants can discuss common themes that transcend corporate and global boundaries. This important event is sure to inform and inspire all who attend.

Visit <https://www.sustainablebrands.jp/event/sb2021/en/> for more details.



Attendees network and exchange ideas at Sustainable Brands 2020 Yokohama.



At the breakout sessions, panelists share ground-breaking insights, new research data that can help grow businesses, and updates on new tools to support various initiatives.

Sustainable Brands 2021: The year of regeneration

SHINSUKE SUZUKI
SUSTAINABLE BRANDS JAPAN,
COUNTRY DIRECTOR



When we organized Sustainable Brands for the first time in Japan in 2016, when the word sustainability still sounded novel, about 300 people, including experts and researchers, came together. Four years later, the participants have grown significantly diverse to include people from businesses, nongovernmental

organizations, national and local government and educational institutions, as well as students in their teens, for a total of over 3,000 people.

The increased interest in sustainability no doubt represents the expression of positive enthusiasm from society and each of us who seeks to create a better world by taking advantage of our positions, learning from available information and using whatever influence we have.

The world faced a totally unexpected crisis last year. But we have the bond that has been forged between people and brands. As the phrase "green recovery" symbolizes, people can create new value, work together and step forward even

amid hardship because we are driven by the power of hope and determination.

At the venue for Sustainable Brands 2021 Yokohama, Japan, South Korea, Thailand and Malaysia will simultaneously cohort SB'21 Asia-Pacific. It is the first undertaking in which people in Asia who seek to realize a sustainable, renewable world will directly meet and exchange views. Even if we cannot physically hold each other's hands, I am convinced we can overcome discrimination or prejudice and make the year 2021 a momentous one in which solidarity will have grown. It is going to be a year in which the bond between the Earth and society will be repaired and regenerate.

A road map for results

Experience a conference program that is designed to transform your organization from the inside out



Brand Influence

The journey toward consistently leveraging the power of marketing, communications, PR and other stakeholder engagement to drive a systemic shift toward a healthier, happier and more balanced world.



Purpose

The journey toward defining, articulating, embedding and fully activating environmental or social purpose beyond producing profit.



Governance

The journey toward transparency, integrity and leadership in governance, as well as the absence of any conflicts or misalignment with the other four pillars of becoming a sustainable brand.



Operations & Supply Chains

The journey toward operations and supply chains that do no harm to either society or the environment, while also healing and restoring parts of nature and society as necessary for overall resilience and flourishing.



Products & Services

The journey toward designing and delivering products and services that result in sustainable outcomes across the whole life cycle and along the whole value chains.

The Largest Dedicated Community of Brand and Sustainability Innovators in The Asia-Pacific Region

February 24 - 25, 2021

SB 2021 ASIA-PACIFIC

Regenerative Brands. Better Future



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Hydrogen solutions for a carbon-neutral future

With over 110 nations pledging to achieve net carbon neutrality by 2050, the quest to create a more sustainable society has taken on new urgency. At Toyota, we've been developing environmentally friendly cars for decades, and are working with partners around the world to reduce CO₂ emissions and provide mobility solutions tailored to the needs of each region. For some, hydrogen power offers a potentially game-changing answer.



The second-generation Mirai FCEV is a zero-emission passenger sedan of tomorrow that is available today. Powered by an advanced new hydrogen fuel cell system and high-performance electric motors, it offers increased power and acceleration, extended range, and a truly thrilling driving experience.



Mirai – the future is just beginning

In December of 2020, Toyota announced the introduction of the second-generation Mirai FCEV. With sleek new styling, the new Mirai isn't just beautiful to look at, it also represents a major evolution in zero-emission driving performance. It is a car entrusted with a mission, as a starting point toward the full-scale popularization of hydrogen to meet the demands of society across a wide range of applications.

Toyota is currently boosting its fuel cell stack production capacity by ten-fold, and has increased stack efficiency and configuration flexibility to enable hydrogen power to be applied not only to passenger cars, but also to a wide range of commercial vehicles. In Japan, it has already sold 100 SORA fuel cell buses, and is working with major convenience store chains on a pilot project to provide FCEV fleet vehicles for goods delivery. In the U.S., it has teamed up with a local manufacturer to develop semi-trailer FCEV trucks for container freight hauling.

With the introduction of the second-generation Mirai, Toyota is pointing the way to the future. Not just for fuel cell vehicles, but for the entire hydrogen value chain that is key to the achievement of carbon neutrality. As more and more of these remarkable cars take to the road, they are marking the way forward to a brighter tomorrow for all humankind.

Global support for expanded hydrogen energy infrastructure

Support for hydrogen energy infrastructure is growing worldwide. In Japan, suppliers and manufacturers are working together to weave hydrogen power into the nation's mobility infrastructure. As of December 2020, there are 137 hydrogen refueling stations for fuel cell electric vehicles nationwide.

In China, where the government has set a target of one million FCEVs on the road by 2030, Toyota is participating in a joint venture project with five local manufacturers to develop fuel cell technology for trucks, buses, and other commercial vehicles. As part of the government's push to achieve carbon neutrality by 2060, China is aggressively working to increase hydrogen production from renewable sources and expand its hydrogen supply chain infrastructure.

In Europe, governments have indicated their intention to make large-scale investments in green hydrogen production and infrastructure development. To support these efforts, Toyota recently established a Fuel Cell Business Group in Brussels to oversee the company's hydrogen activities and make its fuel cell technologies accessible to new and existing commercial partners throughout the region.

Initiatives to promote the use of hydrogen energy are also underway in Australia, where Toyota announced the completion of the first stage of its new Hydrogen Centre in Melbourne in April 2020. When it is fully operational, the facility is slated to become the nation's first zero-emission refueling station to produce hydrogen from wind and solar power.

Creating hydrogen from water: a novel new approach to zero-emission power

Hydrogen is the most abundant element in the known universe. As a fuel source, it is virtually inexhaustible. And with recent advances in hydrogen production and delivery systems, the world is closer than ever to realizing the dream of clean, renewable energy.

One of the most promising hydrogen production technologies is electrolysis, which uses excess power from wind, solar, or tidal generating systems to create hydrogen from water when demand for electricity is low. And unlike electricity, hydrogen can be stored and transported easily, making it possible to create energy delivery ecosystems that are optimized to the scale of demand and consumption patterns.

In addition to powering fuel cell electric vehicles, hydrogen also holds great promise as a carbon-free fuel source for auxiliary power and combined heat and power systems, as well as energy-intensive industrial processes such as steel production.



A zero-emission semi-trailer truck tractor co-developed by Toyota and the Kenworth Truck Company in the United States. Capable of hauling loads of up to 80,000 pounds, these trucks are already being used in California to transport cargo across the Los Angeles basin and inland cities such as Ontario and San Bernardino.



Hydrogen-powered vehicles like the Toyota Mirai can be refueled in minutes. And at refueling stations like the one at the Toyota Hydrogen Centre in Melbourne, Australia, the fuel can be produced through electrolysis using only water and excess electricity from solar and wind power generators – so the entire process is emission-free.



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