

# OKI'S ACTIVITIES FOR THE CREATION OF INNOVATION AIMED AT ACHIEVING THE SDGs

OKI undertakes a number of initiatives aimed at creating innovation through co-creation efforts with partners in order to realize the Sustainable Development Goals (SDGs) set by the United Nations.

## Launch of Innovation Promotion Division

On April 1, 2018, the Innovation Promotion Division was established within the Corporate Infrastructure Group. Its mission is to create innovation together with our co-creation partners, transform our in-house innovation culture, and help accelerate the launch of new businesses.

### 1 Innovation Management Reform Activities About "Yume Pro"

We launched a new project called "Yume Pro," which aims to create new innovation that unlocks the challenges and opens up the dreams of society and our customers. "Yume" is the word for "dream" in Japanese, therefore the name of this project is linked to our corporate slogan "Open up your dreams." "Pro" is taken from our three main objectives, "program," "project," and "professional." "Yume Pro" has three main characteristics. Firstly, it focuses on the social issues highlighted in the SDGs. By fusing the SDGs with OKI Group's vision "The OKI Group helps create a safe and convenient infrastructure for customers and society as a whole through the key Japanese concepts of 'Mono-zukuri' and 'Koto-zukuri,'" we aim to identify issues that even our customers have yet to notice and launch co-creation projects to come up with solutions together.



Logo image of Yume Pro

Secondly, we will be hosting workshops that should prove useful in solving the problems of our customers who agree to work with us on the "Yume Pro". We aim to be recognized as a "dependable innovation partner" through this project.

Finally, we have put in place a framework to enable smooth commercialization. In addition to assigning a Chief Innovation Officer (CINO), we have established the Innovation Promotion Division within the Corporate Infrastructure Group to foster innovation professionals. Based on an internal system whereby the Innovation Promotion Division works closely with business section and marketing & sales section, we secure budgets to implement PoC\*1 under the lean startup\*2 method. Furthermore, we have a system in place to strengthen

in-house innovation training, enhance innovation literacy, and quickly hand over a project to the business unit in charge for commercialization following a customer's approval of the solution and concept.

"Yume Pro" website

[http://www.oki.com/en/yume\\_pro/](http://www.oki.com/en/yume_pro/)

\*1 PoC (Proof of Concept): A simple test to demonstrate the feasibility of a new concept or theory.

\*2 Lean Startup: A methodology for launching a business with minimal costs and short lead time.

### 2 Examples of OKI's Activities for Creating Innovation

In November 2017 we held an "Ideathon" to come up with ideas together with our co-creation partners. In December 2017 and again in April 2018, we held SDGs workshops for our management team with the cooperation of the United Nations Development Programme (UNDP).



Participating directors and executive officers at an SDGs workshop



OKI "Ideathon" participants

### 3 Co-creation Activities at Innovation Room

In May 2018, we opened our innovation room "Yume ST" on the second floor of our Toranomon head office. Yume ST is an open space where we host workshops and seminars with our co-creation partners. We look forward to welcoming many visitors to Yume ST.



Innovation room "Yume ST"

### 4 Transforming Innovation Culture

OKI provides opportunities for face-to-face talks with the president and training sessions with around 1,000 participants in order to instill activities for creating innovation in the entire Group.

## Business Targets of Mid-term Business Plan 2019

Operating profit margin 6%

Shareholders' equity ratio 30% or more

2019

SDGs



Innovation

Management Engine

2017

## SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD



### Sustainable Development Goals

The Sustainable Development Goals (SDGs) are a collection of 17 global goals and 169 targets set by the United Nations in 2015 for achievement by 2030. OKI continues to promote activities for creating new innovation through co-creation with partners.

## Basic Policies of Mid-term Business Plan 2019

Reinforce earning capacity

Focus on OKI's advantages



Partner strategies

### ICT

Secure stable profitability, Create new businesses

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### Printers

Secure stable profitability by strategic transformation

▶ P16

### Mechatronics Systems

Get back on a growth path

▶ P15

### EMS

The points along the way to turn EMS into ¥100.0 billion business

▶ P17

### TOPIC

## OKI named a 2018 Thomson Reuters Top 100 Global Technology Leader

<http://www.oki.com/en/press/2018/01/z17084e.html>

Reference:

**Thomson Reuters The Top 100 Global Technology Leaders**

<https://www.thomsonreuters.com/content/dam/ewp-m/documents/thomsonreuters/en/pdf/reports/thomson-reuters-top-100-global-tech-leaders-report.pdf>