

Feature Innovating a New Business Model

Resolving client issues and creating new value through the comprehensive strengths of “One Daiseki”

Daiseki is promoting proposals for realizing carbon neutrality and a circular economy, focusing primarily on environmentally advanced companies, with the aim of further expanding its business foundation. Here we introduce an example of how “One Daiseki” created new value by collaborating both internally and with external partners that included government agencies and a cement company to support stable production and carbon neutrality for its client.

Kyushu Works / Case study of Company A

Proposal involving government and partner company Persistent dialogue and ability to take action to create value

Utilizing the strength of its A score obtained from CDP for two consecutive years, Daiseki is promoting proposals for switching waste disposal from incineration to recycling as part of efforts to help clients achieve carbon neutrality. Based on environmental laws and regulations, Company A had been outsourcing the incineration of waste generated during product manufacturing to detoxify this waste. Because incineration was its only treatment option, Company A would face difficulties in properly managing its waste if these incineration companies should become unable to handle waste disposal. Recognizing this situation as a risk, Company A sought to reduce its waste management risk and stabilize operations by securing an alternative disposal method.

Upon hearing about Company A's situation, a Daiseki sales representative believed this company's needs could be met by switching from waste incineration to waste recycling utilizing Daiseki's knowledge, technologies, and network. First, Daiseki's sales representative reconfirmed environmental laws and persistently coordinated with government agencies before finally obtaining approval for a waste recycling project. Subsequently, Daiseki consulted with its partner cement company and devised a plan for realizing both detoxification and recycling. Rather than incinerating waste generated by Company A, under this plan Daiseki would recycle this waste into recycled fuels that replace coal, with the cement company using this recycled fuels. Our sales representative's continuous dialogue and ability to take action helped realize the proposal that leveraged the comprehensive strengths of “One Daiseki.” Furthermore, the proposal was also realized by utilizing an industrial waste treatment license obtained several years earlier by Daiseki's Technology Department, which foresaw such a need for recycling.

A major strength of Daiseki's business model is the ability to form alliances both inside and outside the Company to tackle issues that it is unable to solve on its own. This proposal was developed through internal collaboration between the Sales Department and Technology Department as well as through continued coordination with government agencies and our partner cement company. This proposal enabled Daiseki to solve the client's original issue of reducing its waste management risk as well as to address latent needs such as reducing fossil fuel consumption and CO₂ emissions. In this manner, Daiseki's proposal created environmental value.



The proposal succeeded because Daiseki explored all possibilities without any preconceptions and acted without giving up.

Yuma Matsuo

Assistant Division Chief
Sales Division 2, Sales Department
Daiseki Kyusyu Works

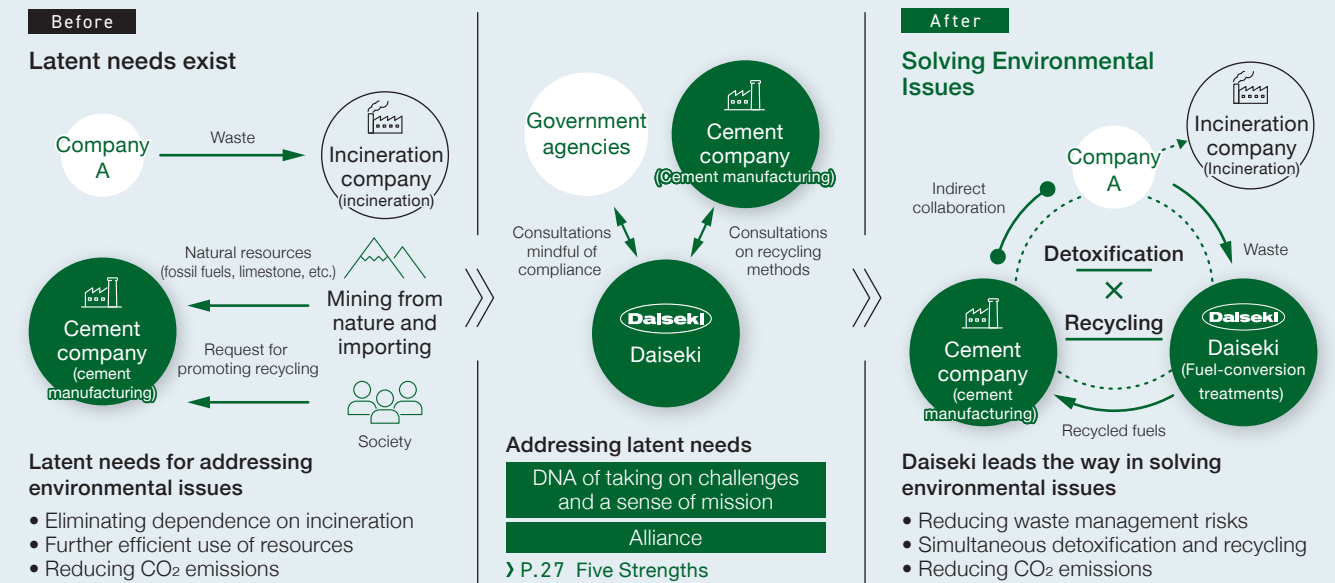


We foresaw this need and were able to utilize the industrial waste treatment license that we applied for and obtained from the government several years earlier.

Ryota Kudo

Chief Technician
Production Development Division, Technology Department
Daiseki Kyusyu Works

Realizing detoxification and recycling through alliances with government and partner companies



Key points of value creation

01 Identifying issues and pursuing possibilities utilizing our DNA of taking on challenges

Daiseki has talented human capital capable of returning to the basics without being bound by past precedents and who can act persistently to solve client problems. Our human capital also possesses keen intellectual curiosity that allows them to take satisfaction in making new proposals. Daiseki is a company with a mission of protecting the global environment and building a sustainable society. Our shared sense of mission and the opportunity to contribute to society through our work lead to high motivation.

02 Utilizing collaborative relationships with partner companies to help solve client challenges

Daiseki's strengths are its collaborative relationships built with partner companies over many years and its ability to make proposals that combine the respective strengths of each company. Through our proposal to Company A, we were able to contribute to this client as well as to the partner cement company by promoting recycling and reducing CO₂ emissions.

Value Created by Daiseki and Future Outlook

Our proposal made in 2023 enabled Company A to expand its waste management options and maintain stable production while reducing its waste management risk. To date, we have recycled 30,000 tons of waste generated by Company A, thereby reducing greenhouse gas emissions by 52,000 tons of CO₂ compared with simple incineration. Using Company A's case as a model, we are promoting proposals to other manufacturing clients.

Client Feedback

Besides reducing business risk by expanding our waste management options, Daiseki's service also provided environmental value by reducing CO₂ emissions.

We were struggling to secure a stable network of waste disposal partners along with the recent decline in incineration companies. During this time, Daiseki's representative suggested that we switch to recycling rather than being bound by the conventional notion that waste liquid must be incinerated. Although new challenges arose each time considerations progressed, I was impressed by how Daiseki refused to give up and continually negotiated with the other company and the government.

Through this proposal, besides resolving the original

issue of securing a stable network of waste disposal partners, Daiseki also provided the added value of reducing CO₂ emissions by eliminating the need to incinerate waste. Daiseki answered our questions without ambiguity and responded clearly and quickly regarding their capabilities. This gave us a genuine feel for Daiseki's strengths, such as their technological capabilities and network and so we were able to place our order with confidence. We will definitely consult with Daiseki again in the future in the event any difficult issues arise.