

Our DNA

A DNA that embraces challenges and values driving change

Daiseki has continued to innovate through “wisdom, ingenuity, and action” backed by our DNA of taking on challenges and the Management Principles of “Ideas, Plans, Structures, Actions”.

Ideas

A single “Idea” is born from foresight and prediction.

Structures

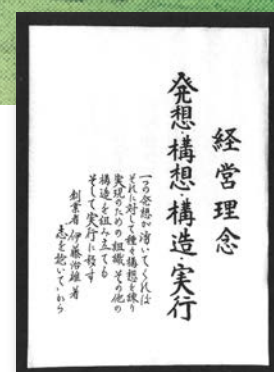
To realize those “Plans,” “Structures” such as an organization and others are formed.

And various “Plans” are elaborated for it.

Plans

We then move them to “Actions.”

Actions



Daiseki's Management Principles

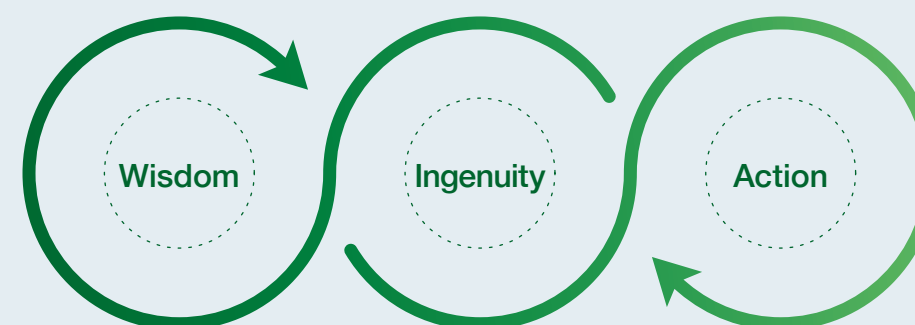
For Daiseiki, its Management Principles serve as a vital source of innovation. The principles of “Ideas, Plans, Structures, Actions” established by founder Haruo Ito, form the foundation of the Company’s management and business development. These principles have been passed down since the Company’s founding as a code of conduct that is actively practiced.

The Roots of Daiseiki

Founder Haruo Ito navigated significant challenges and societal changes before and after the Second World War to grow the business. Through firsthand experience of setbacks and successes during business transformations, the Management Principles of “Ideas, Plans, Structures, Actions” emerged naturally. This spirit of adapting to social change continues to be inherited today, fostering a corporate culture that encourages free thinking and bold challenges. This mindset serves as the foundation of the Company’s culture, pioneering environmental businesses such as waste oil recycling.

Daiseki's Unique Values: “Wisdom, Ingenuity, and Action”

At Daiseiki, “wisdom, ingenuity, and action” are unique values deeply connected to the Management Principles of “Ideas, Plans, Structures, Actions,” and have been the driving force behind the Company’s environmental and recycling businesses for many years. By applying wisdom, the Company identifies fundamental solutions; through ingenuity, it develops optimal methods; and with action, implements them concretely. This approach has led to numerous innovations over time.



A Circular Business Model Growing through “Wisdom, Ingenuity, and Action”

As environmental issues gain increasing importance today, Daiseiki has created an entirely new business model that goes beyond conventional waste disposal. The key lies in “wisdom, ingenuity” and the collective “action” of “One Daiseiki”. By confronting the challenging task of balancing environmental conservation with economic efficiency, the Company transforms industrial waste—once regarded as worthless—into valuable resources through its proprietary technologies and extensive network.