

## Sumitomo Chemical Group: JIRI-RITA ACTION

To accelerate the promotion of sustainability, the Sumitomo Chemical Group considers it essential that all management executives and employees share the corporate philosophy, have a deep understanding of sustainability, and work together to carry out initiatives. As an effort to engage all management executives and employees and promote this “participation by all” principle, we have run the Global Project since 2014. Via a dedicated website, we strive to deepen understanding of this initiative’s established themes. The initiative is intended to spur action to promote sustainability and foster greater Group unity by enabling participants to post about their own ideas and actions and to share their views. In 2023, the 10th year since the start of this initiative, we are still promoting relevant activities and changed the name to JIRI-RITA ACTION to better communicate the

idea that each action a Group employee takes should be imbued with the spirit of “*Jiri-Rita Koushi-Ichinyo* (Our businesses must benefit society at large, not just our own interests).”

### 2023 Initiative

In 2023, based on the theme of carbon neutrality, which is a part of the broadly defined green transformation (GX) outlined in the Corporate Business Plan (FY2022–FY2024), Group managers and employees around the world posted and shared about their efforts to reduce CO2 emissions in their daily lives and work. This initiative helps deepen understanding of the necessity of realizing carbon neutrality by 2050, the Group’s grand design for initiatives to achieve that goal, and examples of initiatives aimed at reducing CO2 emissions in daily life.

**Title:** JIRI-RITA ACTION 2023  
—Shape Our Sustainable Future with *JIRI RITA*

**Theme:** Creating a Carbon-Neutral Future through Your Action

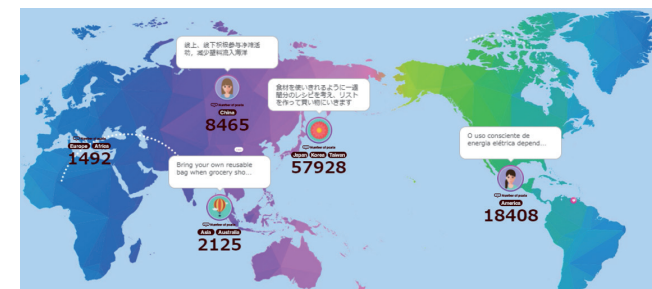
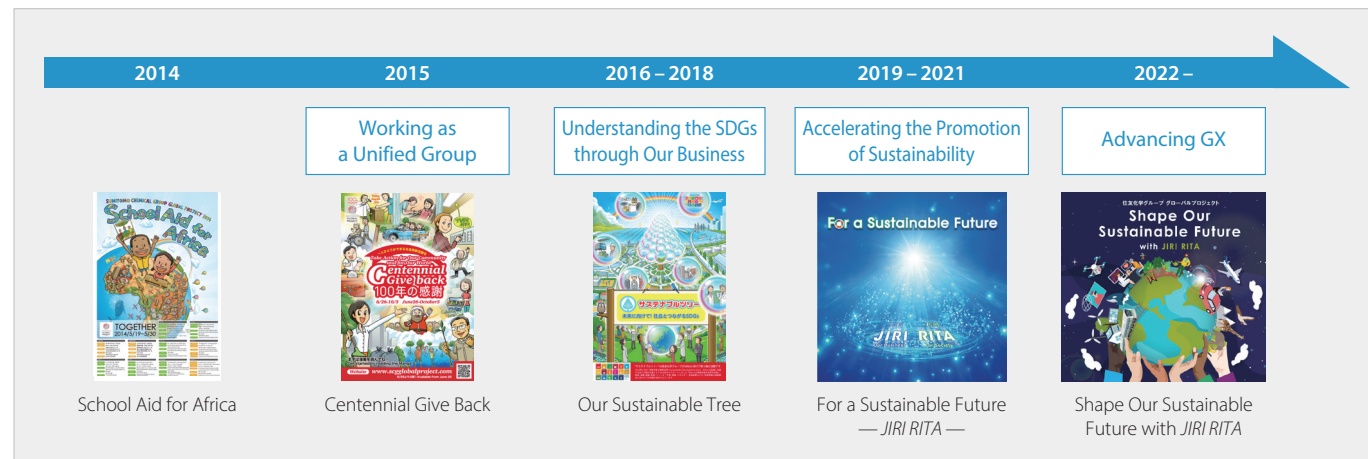
**Participation results:** Number of participating companies 113  
Number of actions taken\* 26,364

### Benefits gained from these initiatives:

- By disseminating the messages from the Top and examples of initiatives, we fostered greater understanding and motivation to realize carbon neutrality.
- Based on common themes related to sustainability, we facilitated active communication on the site globally and were able to foster a sense of unity across the Group.

\* Number of posts and supportive comments made in response

### Initiatives to Date



Many posts and supportive comments were received from managers and employees worldwide.

The Sumitomo Chemical Group: JIRI-RITA ACTION (Previously the Sumitomo Chemical Group Global Project) in the past

<https://www.sumitomo-chem.co.jp/english/sustainability/management/promotion/globalproject/archive/>