

Sumika ★ Stories

For the purpose of raising and enhancing awareness of sustainability among young employees, Sumitomo Chemical began Sumika ★ Stories, a new series of events held in person and online, from November 2021.

For the Sumika ★ Stories, we tell “stories about contributing to society through our business” using examples of successful contributions made through technologies and initiatives related to Sumitomo Chemical’s unique style of sustainability undertaken with a sense of purpose and passion. We aim to continue creating Sumitomo Chemical stories with an eye to the future, fueled by awareness and a sense of accomplishment gained through these events.

In fiscal 2023, we held the event five times. Participants offered such feedback as “The quizzes and other interactive sections were good because they made the explanations easier to understand” and “It was a good opportunity to confirm the improvements and initiatives currently being conducted in the Company. It made me want to put those efforts into practice in my own work, even if just a little.”

After the events concluded, we distributed a video of the events internally so that employees who were unable to attend in real time could also gain the information. Going forward, we plan to regularly hold four to five events every year.

■ FY2023 Event Results

	Theme	Number of participants / video views
Seventh talk	How to take ownership of carbon neutrality	370 people / 306 views
Eighth talk	Sumika advertisement created by new employees	330 people / 610 views
Ninth talk	Let’s discuss our dreams for life science in the future*	431 people / 187 views
Tenth talk	What we can do now to realize a circular economy	239 people / 838 views
Eleventh talk	Let’s enjoy our work to further create value	450 people / 377 views

Note: video views as of May 2024

* This was the first joint talk with a Group company

Concept

Points:

(1) Stories Unique to Sumitomo Chemical

We use cases related to the Group’s sustainability, such as SSS, as topics and get speakers to talk about case overviews, dreams, ideas and other private matters, bolstering participants’ awareness, pride, and sense of accomplishment.

(2) Facilitation Centered on Young People

To realize a sustainable society, going forward, young employees, who will be central to leading the way, will facilitate fun conversations in a casual atmosphere with the support of veteran employees.

(3) Interactive

We are using a real-time feedback system as a form of two-way communication. This expands our scope of empathy by enabling employees participating on-site and those participating online to immediately share their ideas.

[▶ Promoting Sustainability: SSS](#)



New employees facilitating a talk



Scene from a discussion