



- ABSOLUTE GREENHOUSE GAS EMISSIONS TARGET
- FAILURE TO SUPPORT RENEWABLE ENERGY POLICIES IN JAPAN AND ALLOWING CONTINUED UNDERMINING OF GOVERNMENT ACTION ON CLIMATE CHANGE
- SCALING OF SOLUTIONS BY SHIFTING OF INVESTMENTS FROM NUCLEAR AND COAL BUSINESS UNITS

SUMMARY **13/100** **20<sup>TH</sup> PLACE**

Hitachi Group is a new addition to the Cool IT Leaderboard in 2013. Hitachi has recently attached its growth to its “Social Innovation Business”, which supplies advanced social infrastructure fused with information technology (IT) through its five business groups. Hitachi has also identified addressing global warming as a high priority, laying out its “Environmental Vision 2025”, which includes goals both for its own operations as well as a reduction goal of 100 million tonnes of CO<sub>2</sub> from its solutions offerings. Yet, despite this stated ambition for solutions, Hitachi unfortunately remains heavily invested in continuing to offer nuclear power as its primary “clean” energy solution. As a result, Hitachi lags far behind other IT leaders in developing and deploying the type of IT solutions identified in the SMARTer2020 report.

CLIMATE SOLUTIONS **10/40** **15<sup>TH</sup> PLACE**

**Energy Savings Calculation (3/10)**

Despite possessing a unique range of business units that have significant reach into most of the solutions areas identified by the SMARTer2020 analysis, Hitachi is currently lagging behind most of its peers in providing clear case studies demonstrating the savings achieved from its solutions offerings, with the Motor Drive Conservation Service being the clearest example.

**Public Metrics (2/10)**

Hitachi Ltd. provides only a very basic methodology for measuring product energy saving, though its subsidiary Hitachi Solutions provides much stronger metrics.

**Investment (1/10)**

Hitachi spent ¥230bn yen in FY2011 for “sustainable society” but offers no further breakdown of how that investment is being spent..

**Future Savings Goal (4/10)**

Though Hitachi does have an ambitious savings goal from its solutions and services, these greenhouse gas (GHG) savings goals appear to still be highly dependent on the expansion of Hitachi’s nuclear power business, and have thus stalled in reaching the most recent milestones for GHG reductions in the wake of public rejection of nuclear power following the Fukushima disaster.

COMPETITOR COMPARISON

HITACHI		13	10	7	-4
FUJITSU		44	28	10	6
NEC		17	14	8	-5
TOSHIBA		13	11	6	-4

IT ENERGY IMPACT **7/25** **=17<sup>TH</sup> PLACE**

**Energy & Emissions Targets (4/5)**

Hitachi scores well for its 20% absolute reduction target for GHG emissions by 2015, using 1990 as the base year, but the company does not yet have a goal for adoption of renewable energy.

**Mitigation Strategies (1/10)**

Hitachi reports only broad measures to achieve its GHG reduction target, with no percentage breakdown or raw energy numbers associated with noted measures. Similarly, gross renewable energy consumed is reported, but not as a percentage of the total energy Hitachi used.

**Infrastructure Siting Policy (0/5)**

Unlike an increasing number of IT companies, Hitachi does not appear to factor access to renewable energy supply into its infrastructure siting decisions.

**Product Efficiency & Supply Chain Footprint (2/5)**

Hitachi has implemented an eco-label system to identify top performers in environmental impact.

POLITICAL ADVOCACY **-4/35** **=17<sup>TH</sup> PLACE**

**Political Speech (1/10)**

Similarly to Toshiba, Hitachi appears to make the challenge of addressing climate change a central organising principle of its Environmental Vision 2025 and related environmental action plan, but Hitachi refuses to speak out in support of smart clean energy and climate change policies in Japan.

**Political Policy (0/15)**

Hitachi did not advocate for any relevant policies in the past year.

Hitachi received no **Repetition Bonus (0/10)**.

**Negative Lobby Penalty (-5)**

Hitachi is part of Keidanren, an influential Japanese trade organisation that made a statement in December 2012 to demand continuous investment in coal and nuclear, while it criticises carbon tax and feed-in tariff policies that would promote renewable energy. The organisation challenged the feed-in policy again in its March 2013 statement. Hitachi has not distinguished itself from either Keidanren or that statement.