

PRESS RELEASE

AKKODiS Launches the Innovation Nation Japan Program to Reclaim Japan's Lost Three Decades

— Calling for co-creation partners to resolve social issues —

April 24, 2023

AKKODiS Consulting Ltd. (Headquarters: Minato-ku, Tokyo; President and CEO: Kenichiro Kawasaki; hereinafter "AKKODiS"), a provider of end-to-end consulting services that support the business transformation of organizations and companies, and the Japanese subsidiary of AKKODiS, a global leader in providing solutions that combine digital technologies and engineering in 30 countries worldwide, has launched the Innovation Nation Japan Program. Japan has been labeled a country leading the world in social issues due to the various issues accumulated during the so-called "lost three decades" of economic stagnation since the collapse of the bubble economy. This program aims to transform Japan from being a "country leading the world in social issues" to a "leading problem-solving country." With the launch of this program, AKKODiS will begin calling for partners who wish to work toward this common vision.



Innovation Nation Japan Program website: https://www.akkodis.co.jp/innovation_program (in Japanese only)

Behind the creation of the Innovation Nation Japan Program

Japan is seen as a country leading the world in social issues due to the accumulation of various issues, such as a declining birthrate and aging population as well as a shrinking labor force. In order to resolve these issues and be reborn as a "leading problem-solving country," it is not enough for individual companies and organizations within companies to engage in limited activities alone. Instead, co-creation between diverse industries and businesses as well as collaboration between educational and research institutes are necessary. This program was created to produce innovation through co-creation that transcends company and industry borders in order to work toward resolving the issues that Japan faces.

Main activities of the program

Phase 1 (scheduled for June – September): What did Japan lose during the “lost three decades?” The program’s founding members will discuss how to create a bright future for Japan by sorting through the fundamental issues and selecting which issues to tackle.

- Highly experienced consultants from AKKODiS will participate as founding members and share their thoughts.
- Ideas will be put together through candid and open exchanges of opinion and discussions with the founding members of the program.

Phase 2 (scheduled for October onward): An action task force to resolve issues will be established and new members who excel at taking action will be invited.

- A project will be established for each issue with a team to discuss plans to put solutions into action.
- After formulating solutions, new members from a diverse range of specialist fields who excel at taking action will be invited to put plans into action.
- The solutions will become assets for restoring Japan, and when other countries in the world face the same social issues, Japan will be able to lead solutions as a precedent.

Participating AKKODiS consultants



Shinichi Sakuraya
AKKODiS Consulting Ltd.
Program Director

Profile

Sakuraya is the Director of this program. He is the innovation facilitator who will enable the mass production of zero-to-one solutions. He has experience working in all forms of companies, including business companies and consulting companies and from startups to major corporations. He is a specialist in using digital technology to grow businesses. Recently, he led the Production and Service Consulting Department at Capgemini Japan K.K.

where he worked on creating innovations that resolve social issues and operational excellence for producing financial impact.



Kazunobu Seto
AKKODiS Consulting Ltd.
Executive Officer, Chief Marketing Officer, and Marketing Division Director

Profile

Seto is passionate about creating new perspectives, businesses and habits. Recently, he oversaw the establishment of SONOS JAPAN as its first employee and representative of Japan, contributing to a new music lifestyle. He was also one of the members to found the Japanese branch of Fitbit (now part of Google) and established a new habit of using watches to promote good

health. At Microsoft, he oversaw the first tablet PC Surface product to be launched in Japan, which facilitated the spread of a new style of using computers.

Kotaro Kosugiyama
Adecco Group Japan



Head of Sustainable Transformation/ESG

Profile

Kosugiyama specializes in sustainability, and in particular, implementing sustainability measures in businesses (SX). As a student at New York University in the US, he was invited by the President of the United Nations General Assembly as a world youth leader representative and held discussions on practicing sustainable development with ambassadors from various other countries. Currently, in addition to implementing SDGs management at AKKODiS and across the entire Adecco Group, he also offers consulting to municipalities and other companies on SDGs promotion and implementing SDGs management. He

published a book in May 2022 based on these experiences.

Invitation to become founding members of the program

Information sessions on the Innovation Nation Japan Program will be held ahead of inviting organizations to become members who concur with the purpose and essence of the program or the company's vision of "making Japan a leading problem-solving country." The program is looking for members who wish to candidly and openly exchange opinions and hold discussions during Phase 1 (establishment stage) with the goal of resolving the social issues that Japan faces.

Overview of the information sessions

Dates	Information sessions will be held as webinars using Zoom Session 1: May 12 (Fri.) 12:00 p.m. – 1:00 p.m. Session 2: May 19 (Fri.) 11:00 a.m. – 12:00 p.m. Session 3: May 19 (Fri.) 6:00 p.m. – 7:00 p.m.
Registration form	https://forms.office.com/r/1QqFLk3gKR
Registration deadline	For session 1: May 11 (Thur.) 6:00 p.m. For sessions 2 and 3: May 18 (Thur.) 6:00 p.m.
Participation requirements	Companies, organizations within companies, educational institutes or research institutes that concur with the purpose and essence of this program and have an interest in holding discussions on resolving the social issues that Japan faces.
Inquiries	innovation_rnp@akkodis.co.jp

***The above information sessions will officially explain how to register to become formal members of the program.**

On April 1, AKKODiS renewed its business portfolio and made a new start with consulting services as its leading business. The company aims to achieve the vision of "transforming Japan into a leading problem-solving country" and will strive to work with and support the innovation of companies, organizations and regions.

About AKKODiS Consulting Ltd.

AKKODiS is a global leader in utilizing the power of connected data to offer solutions that combine digital technologies and engineering in 30 countries worldwide. AKKODiS Consulting Co., Ltd. develops business in Japan with the vision of “transforming Japan into a leading problem-solving country.” The company has over 9,500 consultants in a wide variety of fields including strategy, project management, technology, and academia and provides end-to-end consulting services that support the business innovation of organizations and companies. It keeps pace with and supports organizational transformation by providing the four services of Consulting, Solution, Academy, and Talent, comprehensively ranging from consulting in the field of upstream activities to system development, education, and onsite maintenance and operations.

AKKODiS website: <https://www.akkodis.co.jp/>

<For comments/inquiries about this topic>

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