



## Tips for Filling out Entry Forms and Achieving Success

Here are some tips for completing entry forms and effectively communicating the value of your project.

### Point

1

Share the successful implementation of a challenging project.

Tell a simple story that communicates **how you exhibited the Hitachi Group Identity** while overcoming difficulties and hardship in a project and **the results of your project**. This will help your evaluation.

“Repeated trial and error” “Never give up”

“What you learned from failure”

“Tackle challenges that others dismissed as impossible”

“For people’s smiles and happiness”

**You may add the points above to bring out your passion comes out when writing about the events.** Doing this, you will be able to communicate your passion and willingness to take on challenges in a project!

### Point

2

**Title** ~Title your project dramatically to appeal to judges ~

The title simply outlines your project.

Use catchy titles like those below to convey **the value of your project**.

Making the Sea Beautiful Again! Water Infrastructure Business in  
Papua New Guinea

Never Stop the Infrastructure of Tokyo! A Challenge for Hitachi’s Escalator

Use of Lumada in Medical Care: Saving Lives through Data Analysis

Education for All Children  
~Using Digital Technologies to Create a Classroom of Children’s Dreams~

Point

3

**MISSION** ~Share your passionate feelings in an easy-to-understand manner~

Summarize your project and explain **how it has contributed to society. Refrain from using technical terms and make your explanation easy for even elementary schoolers to understand.**

Point

4

**VALUES** ~ Good to share specific examples of how you showed your spirit ~

To effectively express your passion, **include your vision, how you felt when you completed your project, and positive customer feedback** using the following key words and not just listing the project results or track record. **Applications are evaluated in terms of three criteria: Harmony, Sincerity and Pioneering Spirit. Ensure that your application impressively satisfies all of these criteria.**



One Hitachi  
Respect others  
Solidarity  
Open discussion



Open discussion  
Customers' trust  
Never give up  
Persistence in carrying out things



Nobody had tried  
Create new value  
Challenge high-level goals  
Take calculated risks

Point

5

**VISION** ~ Communicate what you want to achieve for a better future ~

For example, include keywords such as the following and explain **how your project will enrich people's lives and society and how it will help make society more sustainable.**

Contribute to a better society   Collaborative creation  
Answer society's challenges   Improvement in people's QoL

Point

6

How to complete the entry form

Refer to the example descriptions on the following pages that may help you.

\*All the examples are fictitious and given for reference purpose only

Sample1 : Social innovation and digital technology

Sample2 : Project which contributed to creating a sustainable society

Sample3 : Internal reform

Key words and phrases that are sure to impress the judges are highlighted in yellow

## Sample1 : Social innovation and digital technology

### Project Title In max 25 words.

Secure Clean Water for Comfortable Life!

### MISSION Summary of the project Max 200 words

- Improvement of water quality has long been a challenge for City X. Hitachi delivered a system, which uses **Lumada and AI** to analyze measurement data and suggest measures to improve the quality, with Company A.
- It improved the local water environment and contributed to **the creation of a sustainable society** where local residents can drink clean water at any time. It also realized economic benefits in terms of increased tourism income due to the improved image of City X.

### VALUES Harmony, Sincerity, Pioneering Spirit Max 300 words

- City X, Company A, and Hitachi had different ideas and a hard time collaborating. Meetings were held to **frankly discuss the three parties' thoughts.** The discussions revealed all the parties shared the same vision of allowing residents to lead comfortable lives, and enabled them to move forward the goal by working together.
- A City X official often complained about the slow progress. The project members reviewed their procedures that work in Japan and employed a suitable methodology for the community. As a result, **project members established a favorable relationship with the official, which allowed them to move ahead smoothly.**
- An interview with the City X official revealed that they were unable to analyze measurement data. The team provided a system that obtained new information from measurement data and automatically suggested measures to improve water quality. Later the official thanked the team, saying that Hitachi gave them clean water and a comfortable life.

### VISION What you want to achieve through your project for a better future. Max 200 words

- By taking part in a charitable activities with residents, team members could have a direct interaction with them and found that they also need to improve sewage. Since water is indispensable in daily life, our team is now planning to propose sewage improvement.
- Delivering this system reminded us of enormous potential of Hitachi's digital technologies. By making the most of Lumada and AI, we would like to **present a proposal that helps residents of City X to lead a life with smiles.**



Good

- The application shows that internal and external stakeholders openly discussed and collaborated on the project, taking advantage of diverse views.
- It includes that the team sincerely handled complaints from the community.

## Sample 2: Project which contributed to the sustainable society

### Project Title In max 25 words.

Eco-friendly Future Mobility Realized through Concerted Efforts at Hitachi!

### MISSION Summary of the project Max 200 words

- Automobile Manufacturer B is famous for epoch-making cars with improved fuel efficiency. Manufacturer B asked Hitachi to develop an engine component to further improve fuel efficiency.
- Our innovation improved fuel efficiency, enabling a **drastic reduction of carbon dioxide emissions** from cars. It will **contribute to the realization of a low-carbon society** (and an increase in environmental value), a part of Hitachi's Environmental Vision.

### VALUES Harmony, Sincerity, Pioneering Spirit Max 300 words

- Manufacturer B had once complained about quality in the past. We were rebuilding a relationship of trust and afraid that another failure would destroy the relationship. We **continued to respond to Manufacture B's requests with sincerely.**
- Manufacturer B set a short delivery period. To address their request, meeting was held weekly to allow the departments to **share the issues of the other departments in a timely manner.**
- We had to make a change to an engine component to improve fuel efficiency. Many disagreed about the design at development meetings, saying safety was not assured. Development halted for a while. As **a result of persistent testing,** we successfully developed an engine component, using a material that secured sufficient safety.
- The person in charge from Manufacturer B told us that, despite initial concerns, Hitachi had developed a good product. Having lost it once, **we rebuilt trust by working sincerely**

### VISION What you want to achieve through your project for a better future. Max 200 words

- Manufacturer B and Hitachi jointly published a press release announcing an engine component for improved fuel efficiency, which raised the profile of Hitachi as a company focuses on environment.
- We want to **contribute to increasing the number of fuel-efficient** cars by developing an engine component for other auto makers using what we've learned from this project. Especially in countries with large population, air pollution due to emissions is serious problem. We want to contribute to solving this problem.



Good

- A dramatic turnaround is great: a failure is included as well as success and achievement. At the end, they rebuilt trust and received appreciative words from the client.
- The process of persistently taking on challenges and overcoming them is very good!

## Sample3 : Internal reform

### Project Title In max 25 words.

To be a Globally Trusted Partner

### MISSION Summary of the project Max 200 words

- Hitachi Group Company C marketed Product Y in an emerging country. The Hitachi brand is not known in the country, so we faced the challenge of disseminating Hitachi's image effectively.
- We designed the "Sales Meister Training Program" to train salespeople to easily convey the Hitachi image. Through this project, we realized that it was important for the sales department to be highly conscious of the way of conveying the Hitachi image, which resulted in changes in the attitudes of employees.

### VALUES Harmony, Sincerity, Pioneering Spirit Max 300 words

- We launched the first cross-sectoral project for discussing effective ways for the sales department to communicate the Hitachi image, involving sales, R&D, design, production technology, and quality assurance. The project team ensured a friendly environment that enabled members to proactively present opinions while starting from scratch.
- We tried to understand the situation in the country by conducting a research. Having recognized that many people were inconvenienced in their daily lives, we reached the conclusion that it was necessary for us to convey the image of Hitachi as a trustworthy partner.
- We designed the training program to train salespeople to become "Sales Meisters" and share what they learned with others. During role playing, trainees focused on assessing whether they are able to communicate the image the sales department want to convey in a simple and convincing manner.

### VISION What you want to achieve through your project for a better future. Max 200 words

- We expect Hitachi will have more opportunities to address inconvenience in daily life in emerging countries, to support QOL improvements for residents.
- Since it is important to convey the image of Hitachi as a trustworthy partner in other emerging countries, we are planning to expand this program globally. Eventually, we would like to contribute to the economic development.



- The story of their challenge is moving: all employees united to achieve goals as One Hitachi!
- The application gives a good explanation of the value the project brought to society: the completion of internal reforms led to QOL improvements for people.