Business Strategy

We cherish the collective capabilities of the Haseko Group, and they serve

as the primary driving force of our CSR initiatives.

People, organization, and teamwork

Human resources full of spirit to take on challenges and vitality to take action will create new value to meet social expectations, together with various departments, Group companies, clients and members of local communities.

Consumer perspective

We have created the history of condominiums in Japan with consumers. On the front line of our businesses of housing and daily life, we will constantly uncover consumers' needs and materialize products and services leveraging the collective capabilities of the Haseko Group.

Technology and know-how for life and living space

> Based on a wide range of technologies and know-how related to life and living space, we are aggressively engaging in technological development and making business proposals that further accelerate solutions of social and environmental issues.

SDGs (Global Goals) Closely Related to Our Business Operations

We have identified 10 out of the 17 Global Goals (SDGs) promoted by United Nations with a particular connection to our business. We recognize that the business and operations of the Haseko Group are closely linked to social and environmental challenges, and through solution-oriented business actions, we aim to create synergies between the generation of social value and the growth of the Haseko Group.

Social issues surrounding our daily lives

Response to climate change

Conservation of ecosystem

Safety and security

Disaster prevention and disaster response

Regional revitalization

Response to demographic changes and aging society

Diversity promotion

Active participation of

women

Health, medical care, and

nursing care

Vocational education and creation of employment opportunities

Childcare and parental care Sustainable consumption

Cyclical resource use

SUSTAINABLE GALS
DEVELOPMENT GALS











CSR Organizational Framework

Board of Director

Supervise

Report

Sustainability Committee

Sustainability Promotion Conference

*Each of the Group companies also participates in the Sustainability Committee and Sustainability Promotion Conference.