

Supporting the creation of a sustainable society as an expert in the environmental sector



INTAGE RESEARCH Inc. has among its clients government agencies and municipalities, and provides support in survey, research, and consulting and drafting of environmental master plans of a municipality, based on the Company’s understanding of policies and legal systems in the environmental sector, and spanning areas including issues of global warming, recycling, and waste. Through research on how environmental policies are perceived by general consumers, among the matters, INTAGE is contributing to the creation of a sustainable society.

Accompanying the promotion of “green purchasing”

In order to create a sustainable society, initiatives on the users’ side are just as important as the initiatives on the manufacturers’ side. INTAGE RESEARCH focused early on “green purchasing” by initiating purchase of eco-friendly products and has been engaged in the study on standards used by the government for its purchasing. This is why INTAGE RESEARCH has continuously been involved in adding and reviewing fields and items (the Company refers to them as “Specific Purchasing Items”) of a category called “Environmental goods and others” for promotion of purchase by the government. The Company has done this ever since the enactment of the Act on Promoting Green Purchasing (officially, The Act on Promotion of Procurement of Eco-Friendly Goods and Services by the State and Other Entities) in May 2000. In addition, by playing a role in the survey undertaken to prepare for the Green Contract Law (The Law Concerning the Promotion of Contracts Considering Reduction of GHG Emissions by the State and Other Entities; Figure 1), INTAGE RESEARCH provided support to the government and others in establishing a structure to comprehensively evaluate prices as well as environmental performance

at times of purchase tenders, and to facilitate contracting with providers of the most outstanding products and services.

Toward establishing a sustainable society

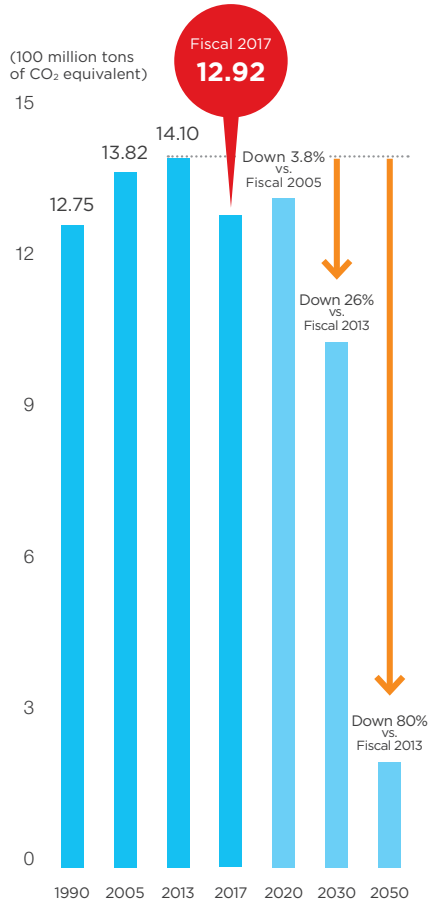
The government and other public institutions in Japan account for a quarter of the nation’s Gross Domestic Product (GDP). Their initiatives in promoting purchasing of eco-friendly goods should have a significant social impact. If green purchasing is promoted, consumers’ behavior in selecting of goods will change and result in the enhanced market competitiveness of products and services, and in reduced environmental burden over the products’ lifecycles, from raw material purchasing to production, consumption, and disposal. INTAGE RESEARCH intends to promote a potential shift in demand of consumers via its business, with the aim of promoting the establishment of a sustainably-developing society.

Reasons that INTAGE RESEARCH is continuously selected by customers

INTAGE RESEARCH’s Social Business Promoting Department, engaged in survey, research, and consulting in the environmental field, contributes to the creation of a better society through research specialized

in tackling social challenges. Employees with a sense of mission are engaged in in surveys and research on public-interest themes and are committed to the resolution of a wide range of social issues.

(Figure 1)
Greenhouse Gas Emission Volume: Results and Targets



Source: Fiscal 2017 Global Warming Gas Emission Volume (final report)

The INTAGE Group's industry-academia collaboration

Supporting development of data scientists, specialists in shortage across the world

Advanced digital technology and penetration of IoT have resulted in the wealth of data available today. Initiatives to strengthen corporate competitiveness by promoting problem solving and innovations from new insights obtained from collection and analysis of massive information have begun to be significant, and this trend will continue.

In such an environment, more attention is being paid to the use of big data in order to bring about desired business outcomes, and being paid to data design that leads to construction and development of algorithm assets. However, data scientists, who are important players in technology, are short in supply in Japan (and globally) and education and training of these professionals have to be fostered on an urgent basis. In order to respond to this social challenge, the INTAGE Group is in collaboration with many universities, assisting in the development of data scientists.



Since March
2018

**Yokohama
City
University**



A lecture on "Data Science" by an INTAGE employee (May 2019)

Since March
2019

**Shiga
University**



Seminar of Professor Kaoru Kawamoto, Department of Data Science (April 2019)

Since April
2019

**Musashino
University**



A ceremony of the Industry-Academia Basic Cooperation Agreement (April 2019)

Initiatives with Shiga University

In April 2017, Shiga University opened Japan's first Department of Data Science to promote development of personnel who can handle and analyze big data, and create new value from them. In April 2019, the INTAGE Group began to cooperate with the seminar of Professor Kaoru Kawamoto of the Department, by sending its data scientists as lecturers. By providing actual business issues, INTAGE's daily tracking survey data that capture change in intention to buy, and actual data from the SCI (nationwide individual consumer panel research) that capture changes in purchasing, the lecturers assist the curriculum in various ways; from setting of an agenda to the setting, extraction, and analysis of necessary data, and to reporting of results and proposals. This means fulfilling the purpose of obtaining statistics technology and creating opportunity to learn data science that contributes to solve business issues.