

# The overarching sales departments goals of the Daiseki Group, which continues to create value as a part of the “venous industry”

The continued growth and development of the Daiseki Group as an environment-creating company requires not only technological capabilities and knowledge—high level sales knowledge to respond to customers in all business areas is also essential. In this conversation, the top executives in our sales departments at Daiseki and Daiseki Eco. Solution provide explanations of our initiatives.

## Daiseki Group’s resource recycling solutions for the age of carbon neutrality

— In sales have you felt there are new needs pertaining to the SDGs and ESG investment?

**Amano:** Yes, I feel that demand for Daiseki’s recycling, which addresses the needs of the age of carbon neutrality, is growing day by day, and we are experiencing an unprecedented tailwind. Customers choose us because of our high recycling rate and our technological capability of disposing of waste in environmentally friendly ways. In particular, our non-burning recycling process is a major appeal point for customers who are carbon neutrality oriented.



**Ryuji Suzuki**

Senior Managing Executive Officer & General Manager of Headquarters of Environmental Business in charge of the Eastern Japan area, Daiseki Eco. Solution. Appointed as a director in 2007. Served as a director of System Kikou from 2010 to 2013. From 2013 served as Deputy General Manager and then General Manager of Daiseki Eco. Solution’s Headquarters of Environmental Business. Took on his current role in 2022.

**Suzuki:** I’ve also been feeling the same thing. At Daiseki Eco. Solutions we have many customers in the construction industry, and requests for environmental considerations, such as treatment of contaminated soil, are on the rise from their clients in the manufacturing and other industries. There is strong business in the manufacturing industry, and there are many excellent companies that have preemptively taken environmental and resource related measures. The construction industry is following suit, for example by choosing environmentally friendly recycled materials, and we are beginning to see a virtuous cycle.

**Amano:** There are also increasing carbon-neutrality needs among major companies in the manufacturing industry. Daiseki has long marketed recycling processing services and recycled products with low CO<sub>2</sub> emissions, and is now considering the development of new products that can contribute to carbon neutrality.

Daiseki has also received a B score from the CDP (climate change), and we are aiming to further improve our score in the future. This is an evaluation from an organization which provides environmental ratings and has a high level of global influence, which I believe will work in Daiseki’s favor in our sales activities.

— What is required for venous industry to contribute to the circular economy and sustainability?

**Amano:** We need to deepen cooperation between customers in the arterial industry, which generates waste, and the venous industry, which recycles it. Even waste that is not currently recyclable could be reusable with creative sorting and processing methods by customers in the arterial industry. A kind of cooperative framework in which the venous industry provides know-how to be utilized by the arterial industry to expand the scope of recycling, is key. To this end, it is also necessary to have clear motivation on the arterial industry side. It will be necessary to demonstrate benefits commensurate with the costs, or legal regulations to create a country-wide system.

**Suzuki:** The cost of disposing of contaminated soil and industrial wastes can be a factor that puts pressure on a company’s business. Therefore, I believe policies such as subsidy programs for environmental restoration

costs and tax incentives would also be effective.

**Amano:** An urgent matter that we must consider is the creation of a system to recycle waste-derived materials such as waste plastic and scrap inside Japan, rather than shipping them to other countries. Japan is a country with few natural resources. There would be considerable economic benefits if we could recycle such waste into raw materials in Japan.

**Suzuki:** Waste is being shipped outside of Japan. This is because the price of such waste is higher in other countries. We would like to pursue a system by which high quality scrap and other strategic resources can be procured within Japan.

## Daiseki's DNA: Creating new value as waste recycling professionals

— What do you think the Daiseki Group's strengths are in terms of sales?

**Amano:** Number one is trustworthiness, and this applies to both of our companies. In the unlikely event that a waste disposal company violates the Waste Management and Public Cleansing Act, its customer will be strictly held liable as the emitting business. Daiseki is a trusted company, with an unwavering track record of strict compliance spanning approximately half a century.

**Suzuki:** Second is our ability to respond to the diverse needs of customers in the manufacturing industry. Third is the fact that we practice in-house operations to provide one-stop solutions. Our DNA is rooted in the idea of providing added value to waste through our own efforts and ingenuity.

**Amano:** That's where our pride as waste recycling professionals lies. In times of disaster or accident, we respond to requests from the national government and municipalities to resolve waste and pollution related issues. Even in the event of major disasters such as the Great East Japan Earthquake, Daiseki immediately hastened to the affected areas and supported the relief efforts.

**Suzuki:** The quality of mobility is something to be proud of. We take pride in how quickly we grasp customer needs and make proposals, make arrangements and carry out work, and make practical decisions as an organization. This speediness is a core competence of competitiveness.

— What is the goal of strengthening sales collaboration between Daiseki and Daiseki Eco. Solution?

**Suzuki:** Up until now, we had a sort of passive collaboration in which we contacted each other when there was a request from a customer. Moving forward, we will conduct screenings of customer segments having latent needs so that we can actively provide them with the knowledge that the Daiseki Group possesses. The aim is to strengthen our presence and increase customer satisfaction.

**Amano:** The aim is to strengthen our one-stop solutions. For example, when a Daiseki customer relocates a plant, it is necessary to remediate the soil of the plant site. Therefore, we started an

initiative in which Daiseki sales representatives are accompanied by a sales representative from Daiseki Eco. Solution when meeting with customers who may have soil remediation needs.

**Suzuki:** In order to satisfy the needs of our customers, we are taking various measures, such as inventorying customer information, making joint visits and proposals to relevant customers, and monitoring organizational processes via the introduction of KPIs.

## Future sales efforts for the growth of Daiseki Group

— What do you think is required of Daiseki and Daiseki Eco. Solution in terms of sales?

**Amano:** We must maintain the ability to think freely without being bound by preconceived notions. The needs of environmental businesses are changing at a dizzying pace. I believe that our mission is to contribute to society with services that are one step ahead by being keenly perceptive of these changing needs.

**Suzuki:** For Daiseki Eco. Solution, it is securing resources. As a core member of the soil contamination and related industrial waste industry, we receive a large number of inquiries; however, we are facing the issue of not being able to respond to all of these requests. In order to improve the quality of our consulting services and actual operations, we are looking to scale up the training and development of internal and external employees, as well as collaboration with strategic partners.



**Koji Amano**

Director & Senior Managing Executive Officer, Deputy General Manager of Headquarters of Business Generalization, Daiseki  
Appointed as a director in 2003. From 2000 to 2020 served as the head of Daiseki's Kyushu, Kanto, and Kansai works. Took on his current role at Daiseki in 2020.