Grow as a manufacturer and strive to enrich time

Since a wide range of social issues are emerging, corporations are now urged to fulfill their roles and social responsibilities more actively. As investments in Environment, Society, and Governance (ESG) are drawing more attention, corporations have entered an era in which pursuing a profit is no longer a sufficient reason alone to be chosen by stakeholders. We must change our sense of existing values, set goals that enable us to coexist with Earth and society, and take bold actions to achieve these goals.

In 2017, Seiko Instruments Inc. (SII) formulated an Environmental Vision that looks to the future of environmental management. It highlights the SII’s direction, “Enrich time that the Earth and people are enjoying,” based on achieving a sustainable society by the coexistence with nature, low carbon, and material cycle. “Enriching of time” means that we promote the accomplishment of the United Nation’s Sustainable Development Goals (SDGs) adopted in 2015 so that everyone is able to live happy and fulfilling lives into the future. To that end, our most important mission is to create environmentally friendly products that can contribute to the environment in a manner that mitigates the environmental burden.

SII has created environmentally friendly products, especially since the introduction of our SII Green Product Label System in 2001. On the other hand, global environmental laws and regulations have become increasingly stringent and customers’ needs regarding the environment have been diversifying. We regard this trend as an opportunity, speedily comply with such requirements, and provide products with high-level environmental performance so that we are able to make a contribution to one of the SDGs goals, “Ensure sustainable consumption and production patterns.”

When I became president of SII in April 2018, I stated that my policy was to “Grow SII as an excellent manufacturer.” SII has technologies and traditions that our predecessors have built up over many years, however, we cannot develop them simply by maintaining the status quo. To grow further, we need to keep evolving our strength, Craftsmanship, Miniaturization, and Efficiency that has been honed by the processes involved in SII’s well-established history of watchmaking. The scope of this evolution is not only development and manufacturing, but also all business activities including marketing, sales, and management. Together with our suppliers, we will make a concerted effort to grow further as a manufacturer.

We remain committed to growing and expanding these efforts with our employees to “enrich time,” the sustainable society we strive for.

Tetsu Kobayashi, President
Seiko Instruments Inc.