Remarks for Special Issue on Social Value Design - Contributing to Social Value Innovations

On behalf of everyone at NEC, I would like to express our deep gratitude for your continued reliance and trust in our products and services.

Recent advances in ICT technology have come at a dizzying pace. The widespread adoption of tablets and other smart devices, the shift to cloud services and other changes in the ICT landscape are transforming how we live at home, perform in the workplace, and enjoy and use public space. The penetration of many of these services is already on a par with the ubiquitous bank ATM and is so profound that any loss or interruption of service can have an adverse effect on life throughout society. Moreover, the advent of these ICT technologies can be seen contributing to digital divide phenomenon, widening the gap between those who can fully exploit the advantages of these services and those cannot. Also the increasing importance of the social infrastructure that supports these services is underscored by the examples of major social problems that have been caused by system failures triggered by operational errors.

"To be a leading global company leveraging the power of innovation to realize an information society friendly to humans and the earth" - this is the NEC Group Vision 2017.

YASUI Junji

Senior Executive Vice President
and Member of the Board

To reach our destination of an "information society friendly to humans and the earth," we are focusing our efforts on the "Solutions for Society" that provide innovative social infrastructure via ICT, and we are contributing to the solution of a variety of social problems.

In response to the exploding demand for energy, food and other resources due to the increase in the global population and urbanization, we aim to be a "Social Value Innovator" that provides the values of "Safety," "Security," "Efficiency" and "Equality" for all people and an abundant society.

In order to innovate social value, it is necessary to draw up an image of how society should be from multiple perspectives, for example, a vision of the ideal urban environment from the perspectives of corporations, the nation and the municipalities. In response to this need, it is indispensable to adopt a way of thinking that seeks to enhance the value of systems and services not only from a human perspective but also from a social perspective. This concept is embodied in NEC's "Social Value Design." Incorporating this approach in the planning and development of all of NEC's new products and services, we meet the challenge of creating innovative value.

In this special issue entitled "Social Value Design - Contributing to Social Value Innovations," we would like to introduce the reader to how NEC Group's Solutions for Society view social value and how we approach the development process that realizes it. In addition, we will introduce the process and method of the Human-Centered Design and the Design Thinking behind the realization of our Social Value Design, together with a glimpse of the fundamental activities that support Group-wide internal promotion and product development activities.

Under the banner of our brand statement "Empowered by Innovation," NEC Group is committed to creating new social value and to contributing to the realization of an "information society friendly to humans and the earth" in which everyone can enjoy excellent services.

I hope that you will enjoy this special issue, and look forward to your continued warm support and encouragement for our endeavors.

Information about the NEC Technical Journal

Thank you for reading the paper.
If you are interested in the NEC Technical Journal, you can also read other papers on our website.

Link to NEC Technical Journal website

Vol.8 No.3   Social Value Design - Contributing to Social Value Innovations

NEC Technical Journal

Social Value Design - Contributing to Social Value Innovations
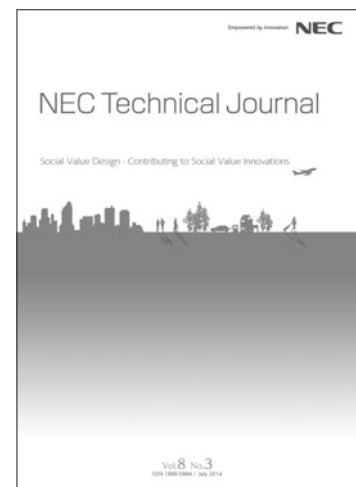
Vol.8 No.3

Vol.8 No.3

July, 2014

Special Issue TOP