As a core operating company of the Mitsubishi Chemical Holdings (MCHC) Group, Mitsubishi Chemical (MCC) shares the MCHC Group’s philosophy, vision and motto, working to realize KAITEKI by providing solutions to environmental and social issues and contributing to the sustainable development of people, society and the Earth.

What is KAITEKI?

Humanity has advanced to where it is today as a result of diverse economic activities as well as scientific and technological progress. At the same time, however, we have upset the natural balance of the global environment and are now confronted with complex problems ranging from climate change and natural resource and energy depletion to the uneven distribution of food and water. In addition to addressing these global issues, corporations are being asked by society to contribute to the fields of healthcare and medicine and to explore ways to improve convenience and advance technology while coexisting harmoniously with the planet.

KAITEKI refers to “a sustainable condition which is comfortable for people, society and the Earth, transcending time and generations.” An original concept coined by the MCHC Group, KAITEKI points to a way forward in the sustainable development of society and the planet in addition to serving as a guide for solving environmental and social issues.

MCC shares the vision of realizing KAITEKI with MCHC and, building on a foundation of chemistry, provides solutions to environmental and social issues through businesses related to performance products and industrial materials. In addition, MCC aims to more broadly contribute to the sustainable development of people, society and the Earth.

To advance corporate activities under the vision of realizing KAITEKI, we must earn the trust of stakeholders, and to do that, we must work in harmony with our stakeholders. As we advance our corporate activities, we will invite our stakeholders to share in our goals and the challenges we face through dialogue and disclosure.
KAITEKI Management

The word chemistry is used to refer to, of course, the science, but also to the compatibilities, relationships and connections between objects, between people or between people and objects. The MCHC Group includes these meanings in the Group philosophy of Good Chemistry for Tomorrow, and working to realize KAITEKI promotes corporate activities that create better relationships among people, society and our planet. Based on this philosophy, the MCHC Group asks, “What is the Good Chemistry that the future requires?” The answer that it has come to is Sustainability, Health and Comfort. The MCHC Group has therefore established Sustainability, Health and Comfort as three decision criteria for corporate activities.

In line with KAITEKI, the MCHC Group seeks to advance corporate activities aimed at solving environmental and social problems. To do so, however, conventional value criteria and management methods are not sufficient.

We have therefore created our own management method, which we named KAITEKI Management, and put it into practice. This method is based on three management axes: Management of Economics, which aims to increase economic value by focusing on capital efficiency; Management of Technology, which aims to foster innovation that leads to higher economic and social value, and Management of Sustainability, which aims to enhance social value through improvements in sustainability. The MCHC Group evaluates and implements corporate activities based on these axes, the Group Philosophy and the abovementioned three decision-making criteria for corporate activities, always informed by an awareness of shifting trends and opportunities. We refer to the corporate value constituted by these three axes as KAITEKI Value. By enhancing said value, we get closer to realizing KAITEKI while improving the Group’s sustainability. As an operating company, Mitsubishi Chemical also practices KAITEKI Management, implementing PDCA cycles using quantitative scoring on each of the three axes as it strives to increase corporate value, i.e., KAITEKI Value.

The Mitsubishi Chemical Holdings Group’s KAITEKI Management