

A Road to Social Innovation

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ABSTRACT

Sanden corporation is a global manufacturer for environmental technologies of heating and cooling of air-conditioning, compressors as automotive parts and housing and vending machines. Recent sustainable technological innovation of the company include its CO2 heat pump developed at its environmentally friendly plant and global center of technology, which are important constituents of Sanden Road, that is provided over decades as the company leadership developed quality management infrastructure. This paper discusses Components of Sanden Road and Sanden's corporate philosophy and how the applications influenced the R&D in sustainable technologies.

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SANDEN CORPORATION

Establish : 1943 <73 Years>
Capital : 11 Billion Yen
Ann. Sales : 310 Billion Yen
Employee : 15,000 Employees
Base : Tokyo HQ / Domestic Plants
Global 23 countries, 54
Locations 27 Plants

MAJOR BUSINESS UNITS

【Auto Parts】



Compressor and Air Conditioners

【Vending Machine】

Hot & Cold



【Show Cases】

Freezer & Refrigerator



【Living & Environment】

Heat Pump



【Electronics】

Card Reader



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GATHER GLOBAL ENGINEERING RESOURCES

World 4 pole system Overseas 23 countries, 54fronts



America Area

- ROD
- SIA
- SVA



Europe Area

- TCE
- SME/TCF
- SMP
- VDI
- ISI



Japan Area

- TSA
- SSA
- SDC
- SIT



TCA



TCE/TCF



SGCT

ASIA Area

- PVL
- SRT
- STC
- SAM
- SIM
- SIS

China Area

- TSA
- SSA
- SDC
- SIT

Japan Area

- SGCT
- 180

Synthesizing All Power of 1,000 R&D Engineers in Global Network

東京大学 博士課程教育リーディングプログラムGSDI Masayoshi Ushikubo all rights reserved





Global QUALITY Awards

AWARD/CERTIFICATION LIST

	J. JAPAN		A. USA		F. FRANCE		S. SINGAPORE		Comp Quality Assurance																																								
	97	98	99	00	01	02	03	04	05	06	07	08	09	10	11	12	13	14																															
QUALITY AWARD	TPM CONTINUANCE PRIZE (JAPAN MANAGEMENT ASSOCIATION)	VALUE TO THE CUSTOMER AWARD (VW)	GOLD PENTASTAR AWARD (CHRYSLER)	DEMING PRIZE (DEMING PRIZE COMMITTEE)	EAGP (PSA)	FORD Q1 (F)	12 Mo. ON TIME DELIVERY (GM SPO)	CERTIFIED SUPPLIER (CATERPILLAR)	BEST SUPPLIER (RENAULT FASA)	QUALITAS AWARD (FIAT)	TPM Spedal Award (VW)	QUALITY PERFORMANCE AWARD (HONDA)	QUALITY CLASS AWARD (HONDA)	PERFORMANCE AWARD (HONDA)	JAPAN QUALITY MEDAL (AISIN)	QUALITY EXCELLENCE AWARD (AISIN)	FORD Q1 (F)	QUALITY PERFORMANCE AWARD (PSA-PEUGEOT-CITROEN)	SUPPLIER OF THE YEAR (GM)	QUALITY CERTIFICATION 2004 (MAZDA)	ANNUAL WORLD EXCELLENCE AWARDS (FORD (F))	Best global parts supplier (Renault (SALL SANDEN))	Supplier of the Year Award (GM (SALL SANDEN))	2008 Q1 Silver Award (FORD (S))	2008 Supplier Quality Award (GM (A))	2008 Supplier Quality Award (GM (A))	Deming Quality Award (SIS)	Ford Motor Company's Silver World Excellence Awards (FORD (L))	Technology Supplier 2008 (BMW (L))	VW GROUP AWARD (VW (L, F, P))	VWV Excellent Supplier AWARD (VWV (A))	US HONDA 2007 Delivery AWARD (US HONDA (A))	JLRQ Award (JLR (SMP))	三豊精工 品質賞 (SMP)	JLRQ Award (JLR (YPS))	Gold FR-Friendly Company (SA (A))	Recognized for Excellence 5 star level (FIAT)	JLRQ Q1 Preferred Quality Status (FORD)	PSA 2011 Supplier Award (SIS)	Entrepreneur supporting Creativity Award (SMP)	Deming Excellence Award (SVL)	EFQM Five Star (SSE, SMP, SMC)	JIPM TPM Excellent Award (F)	The Malaysia Business Excellence (SMP)	RENAULT Supplier Awards (F)	PSA Supplier Awards (F)	Caterpillar Supplier Quality Excellent Process Award	2014 Supplier Quality Excellence Award (GM, YPS)	RENAULT Supplier Awards (F)



**Manufacturing excellence
Maruti Suzuki India
(2013)**



**RENAULT Quality Award
(2013)**



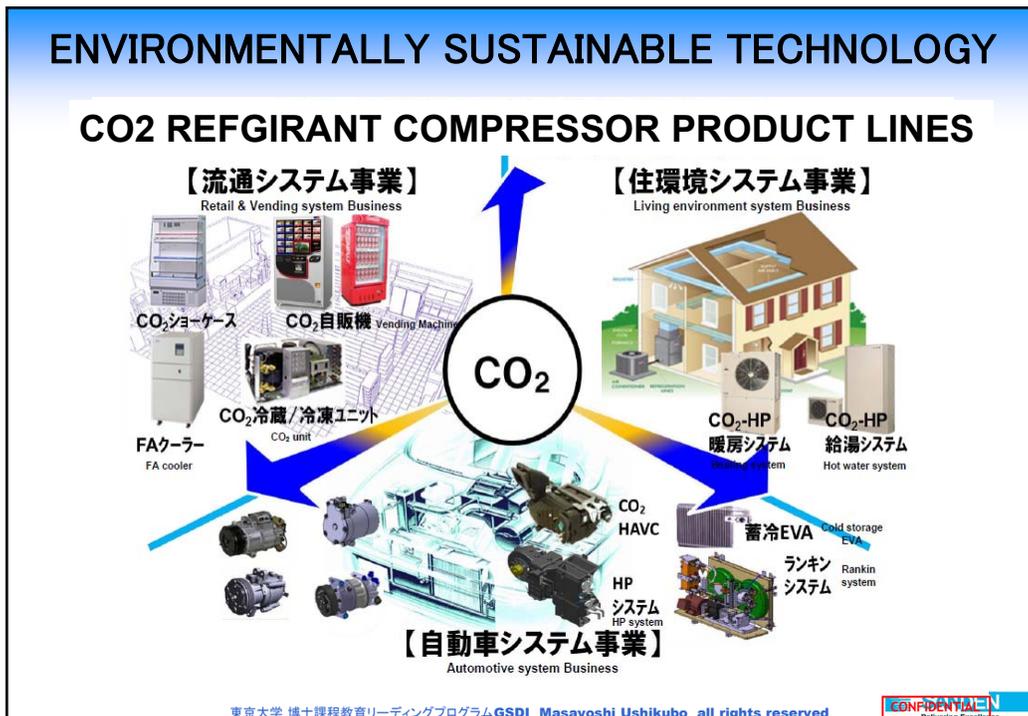
**PSA Quality Award
(2013)**

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Social Innovation through Sanden Road

- Sanden's Core Technology is to heat and cool.
- The effectiveness of its technology directly contribute to one of the most serious problems in the society, that is, environmental issue.
- Regional HR development through Academic & Industrial Collaboration (courses opened at U of Tokyo and Waseda Univ.)
- Collaboration with regional culture and businesses
- The place where people gather prospers
- Sanden road becomes a center of centripetal and outgoing force and develops globally welcomed base and region.

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Delivering Excellence



REASONS FOR ENVIRONMENTAL

Environmentally Sustainable Technology As Our Core Competence

Growth Strategy focusing on the success of Environmental Technology.
Heating & Cooling Thermal Tech., Electronic Tech., Foundation Tech.

- 1 CO2 Reduction**
Reducing amount of CO2 exhaust thoroughly with new technologies.
- 2 Energy Efficiency**
Winning the competition of energy efficiency with energy management.
- 3 Smart System**
Developing "Products and Systems" with advanced electronic technology.

TECHNOLOGIES AS CORE COMPETENCE

[Environmental Technology Development]
R&D Engineers and Sanden Employees are
PROUD of state-of-the-art Technologies
[Environmentally Contributing to Society]
Employees are **PROUD** of Sanden Akagi
Forest, coexisting industry with nature,
which draws global attentions and praises

Sanden Road

LONG TIME
HISTORY OF
ACTIONS AND
COMMUNICATION



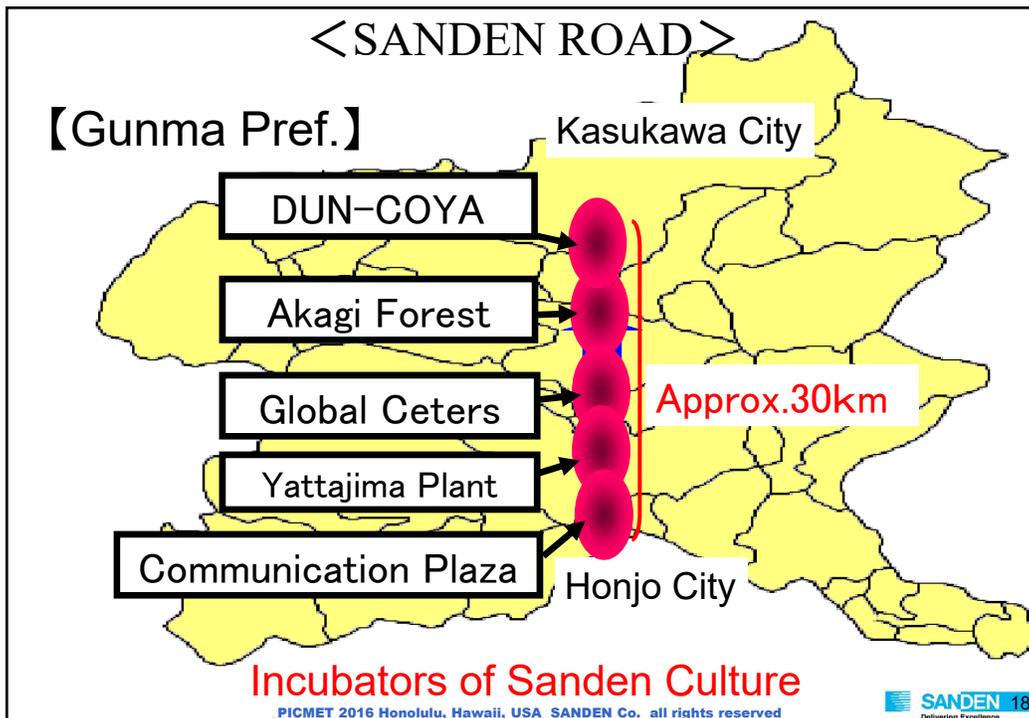
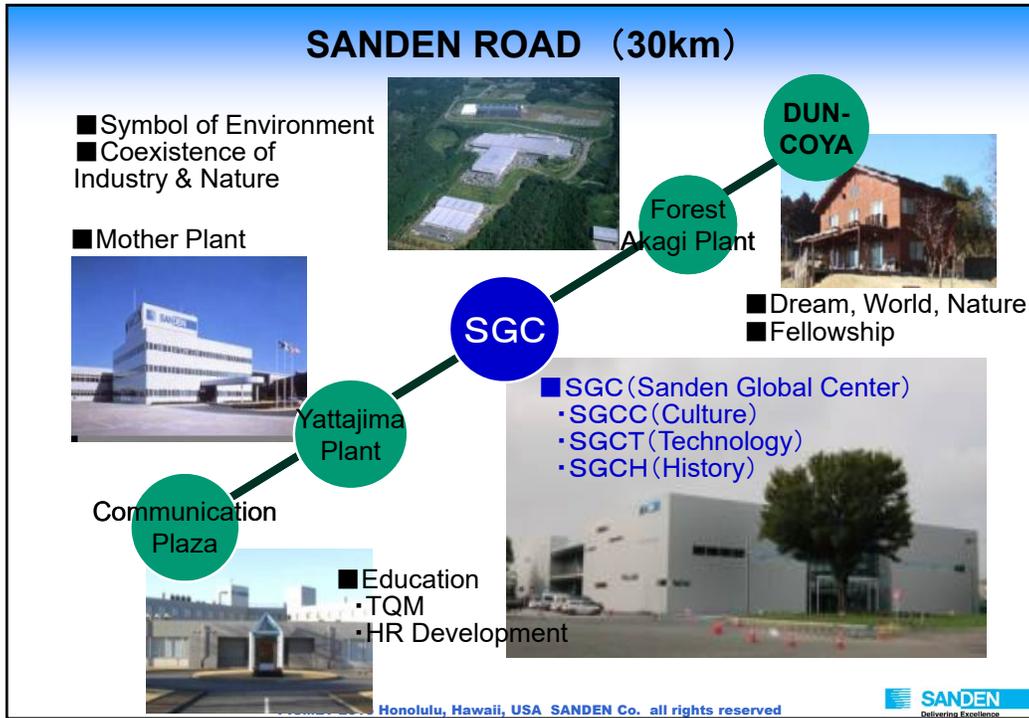
SANDEN ROAD

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- ① Communication Plaza: Quality
- ② Yattajima Plant: Manufacturing
- ③ Global Centers: Culture, Technology, History
- ④ Akagi Forest: Environmental Sustainability
- ⑤ DUN-COYA : Sharing Dream, World, Nature

Dream Universe Nature
Cottage Of Young Associates

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TQC-TPM Education Facility

Sanden Communication Plaza (Est.1992)



Yattajima Plant (Isezaki City)



Manufacturing Center

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AKAGI FOREST (Maebashi City)



SANDEN for Environmental Sustainability

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DUN-COYA: Place for Fellowship

Sharing Own Dream, World, Nature



Fellowship (Communication)

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The Lessons Learned

- Local education board designated Sanden forest as a facility where all students are to visit.
- OECD introduced **Sanden Corporation, Akagi Plant (Maebashi, Japan)** as an sustainable manufacturing good practices on its web page of case: manufacturing in harmony with nature

<https://www.oecd.org/innovation/green/toolkit/sustainablemanufacturinggoodpractices.htm#sanden>

Conclusion

“Dreams come true” and “first class” means that people gather and prosper together, and to become a global center of centripetal and outgoing force

Dream, Hope, Vision from Actions and Communication

BY

- Broad View of the World
- Global View
- Variety of Experience
- Sharing ideas with many People

“Dream” comes true

Perform at **“First
Class”**

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