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# Unite as one for Climate Change

**Akira Yoshida**

Strategist, Partner Ecosystem Success, SAP Japan

Fellow, IBU Public Sector Emergency and Disaster Management, SAP SE



# Introduction



## SAP runs Global Business.

**105,000+**

employees from 157+ countries.

**24,000+**

SAP partner companies globally.

**€29.52b**

total revenue (non-IFRS) in FY2022.

**280m+**

subscribers in our cloud user base.

**100+**

development locations worldwide.

**#1**

software company in Dow Jones Sustainability Index for 16 years.

*We're best placed to help companies run more sustainably and become more profitable.*

*Sustainability data is the biggest obstacle.*

*We need to better measure things so we can better manage them.*

*Sustainability is a team sport. We either win together or lose separately.*

*Business likes certainty. We need clear policy framework and investments to drive energy transition.*



## Akira Yoshida

*Strategist, Partner Ecosystem Success, SAP Japan*

*Fellow, IBU Public Sector, Emergency and Disaster Management, SAP SE*



**INSPIRATION+**  
1% Inspiration and 99% Perspiration

*Strategist, Inspiration+ (Start-up company)*



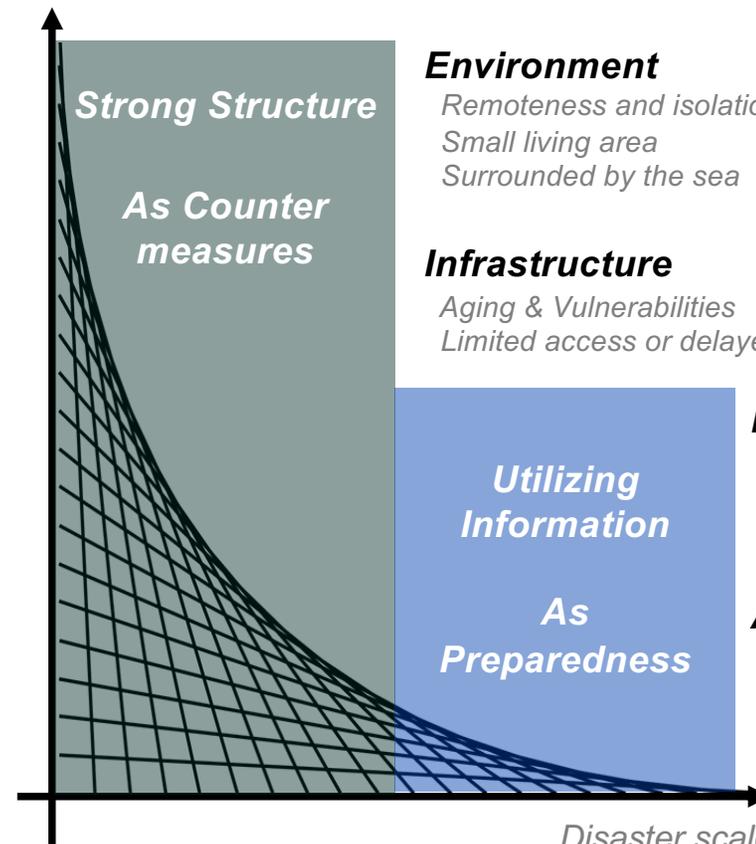
**OITA UNIVERSITY**

*Visiting Researcher, Oita University*

# Disaster preparedness & countermeasures in Asia



Disaster occurred rate



## Environment

Remoteness and isolation by each city  
Small living area  
Surrounded by the sea

## Infrastructure

Aging & Vulnerabilities  
Limited access or delayed

## Mitigation

Delay in preparation of basic data  
Sensor installation is not progressing  
Need to early warning

## Awareness

Need to Education & training  
Reconstruction

Disaster scale

# Utilizing Information, Early warning system “PREIN”

## Integrated data networks

High-speed real-time use and visualization of integrated data from Realtime, Static data with IoT

## Forecasting in 500m mesh Up to 15 hours ahead

Multifaceted data analysis, prediction, simulation  
With Mathematical model & AI

## Data ecosystem with Private company

Strengthen Business Continuity Planning for Private company  
Connect to SAP ERP and Cloud Services



## Utilizing information

Creating disaster prevention plans instead of planning with Inside & outside stakeholders

## Extracting regional issues Building plans

Identify regional issues, create disaster prevention plans, and create new services By Design Thinking

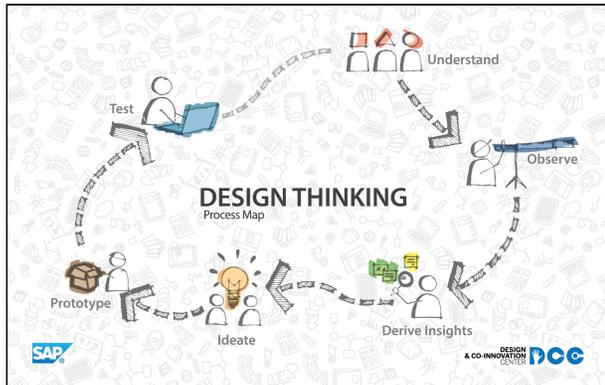
## Raise awareness

Improving awareness through education & training by Digital Education

## Standardization of disaster prevention technology model

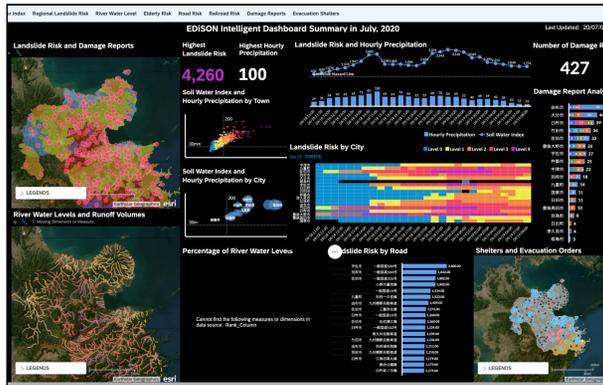
Government, University, Private company with SAP Ecosystem

# How to work with customers



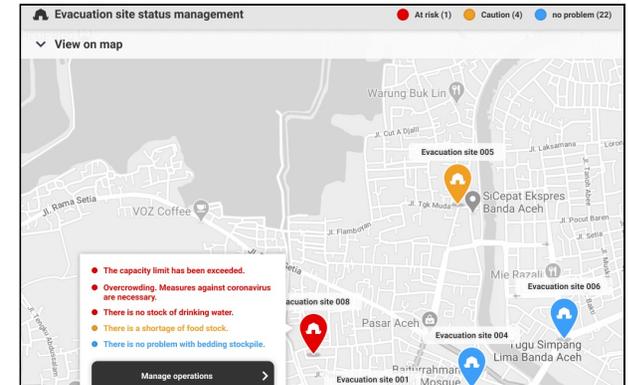
## Highlight potential-needs & true-needs by Design Thinking

*Human-centered Innovation Workshop  
with  
Government, University, Private Company*



## Early warning system “PREIN”

*Realize advanced disaster preparedness  
and countermeasures  
by utilizing data & technologies*



## Build Ecosystem with customer specific function

*Regional characteristics function for  
government  
Industry specific function for  
private companies.*

# Highlight potential-needs & true-needs by Design Thinking

## Design Thinking Workshop with UNDP and Banda Aceh, Indonesia



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# Highlight potential-needs & true-needs by Design Thinking

Hasso Plattner Institute of Design at Stanford University

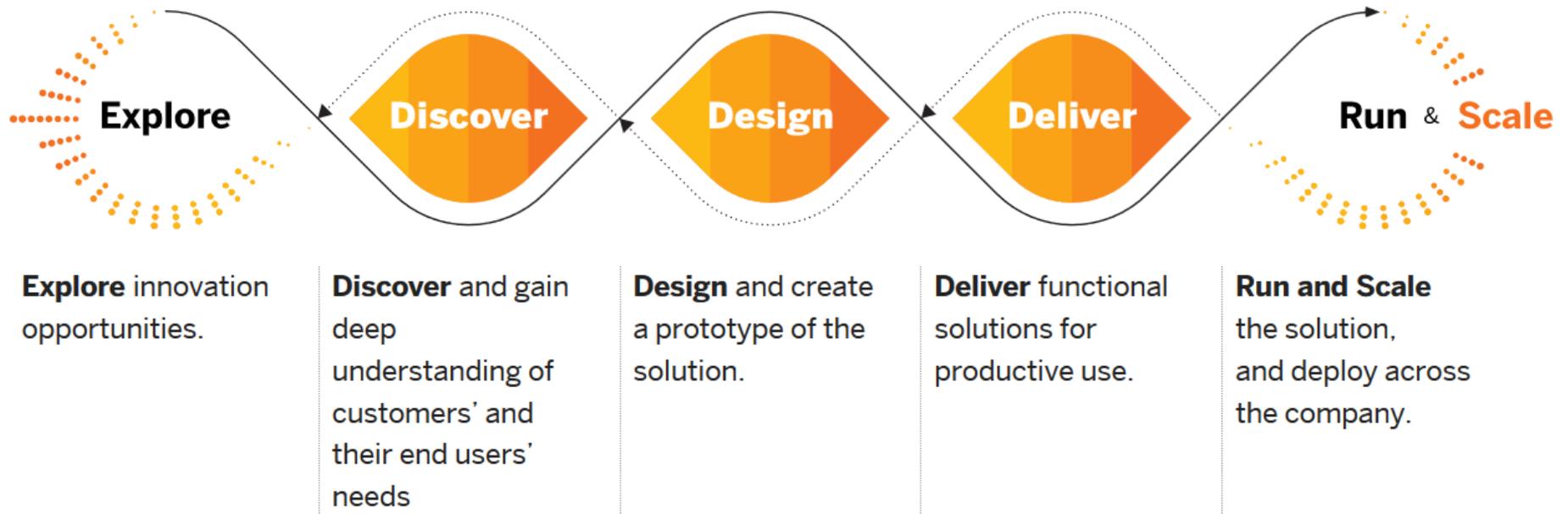


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# Highlight potential-needs & true-needs by Design Thinking

## Creating User-Centered Solutions for a Digital World

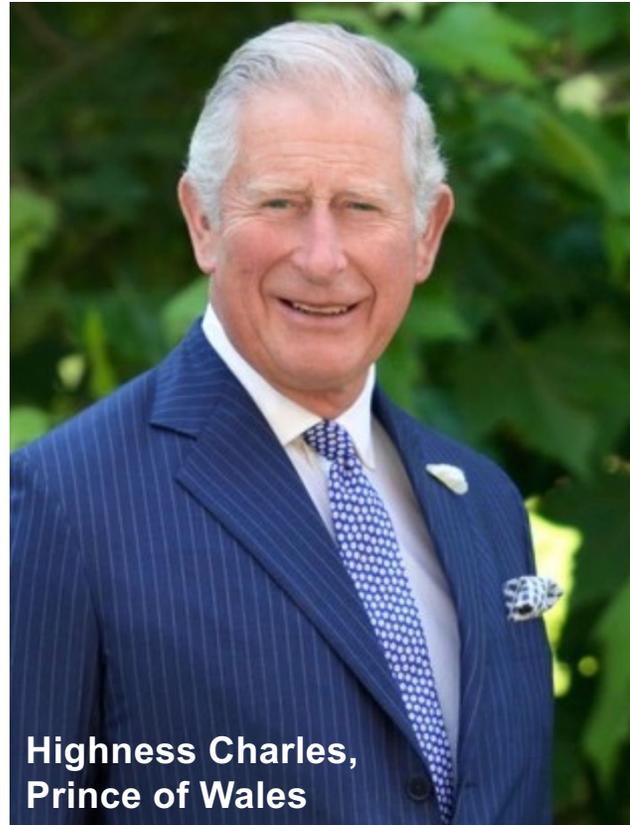


HASSO PLATTNER  
Institute of Design at Stanford

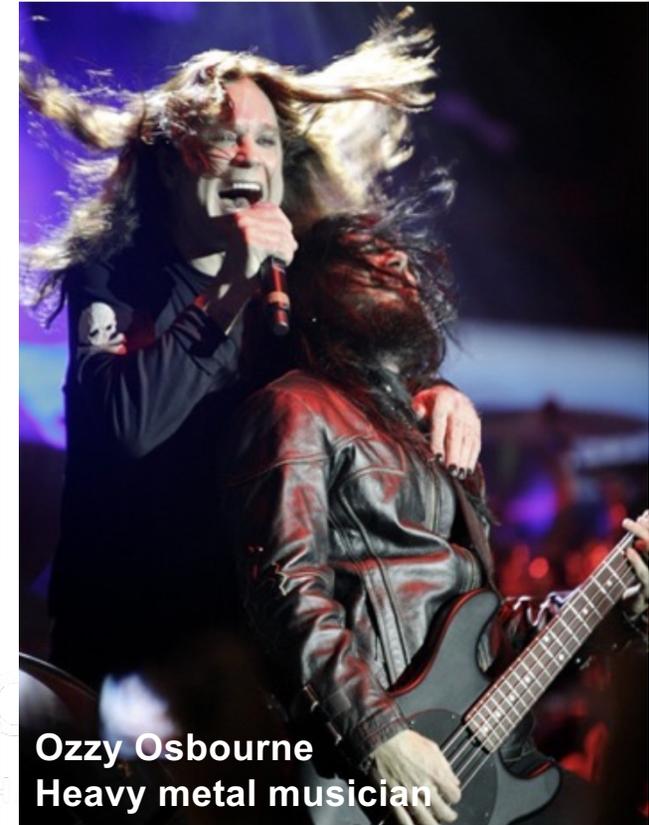
# Highlight potential-needs & true-needs by Design Thinking

## Please try to imagine

70 years old,  
male, British, married.  
Celebrity and has a wealthy life.  
He loves dogs and loves the Alps.  
He have two children.



Highness Charles,  
Prince of Wales

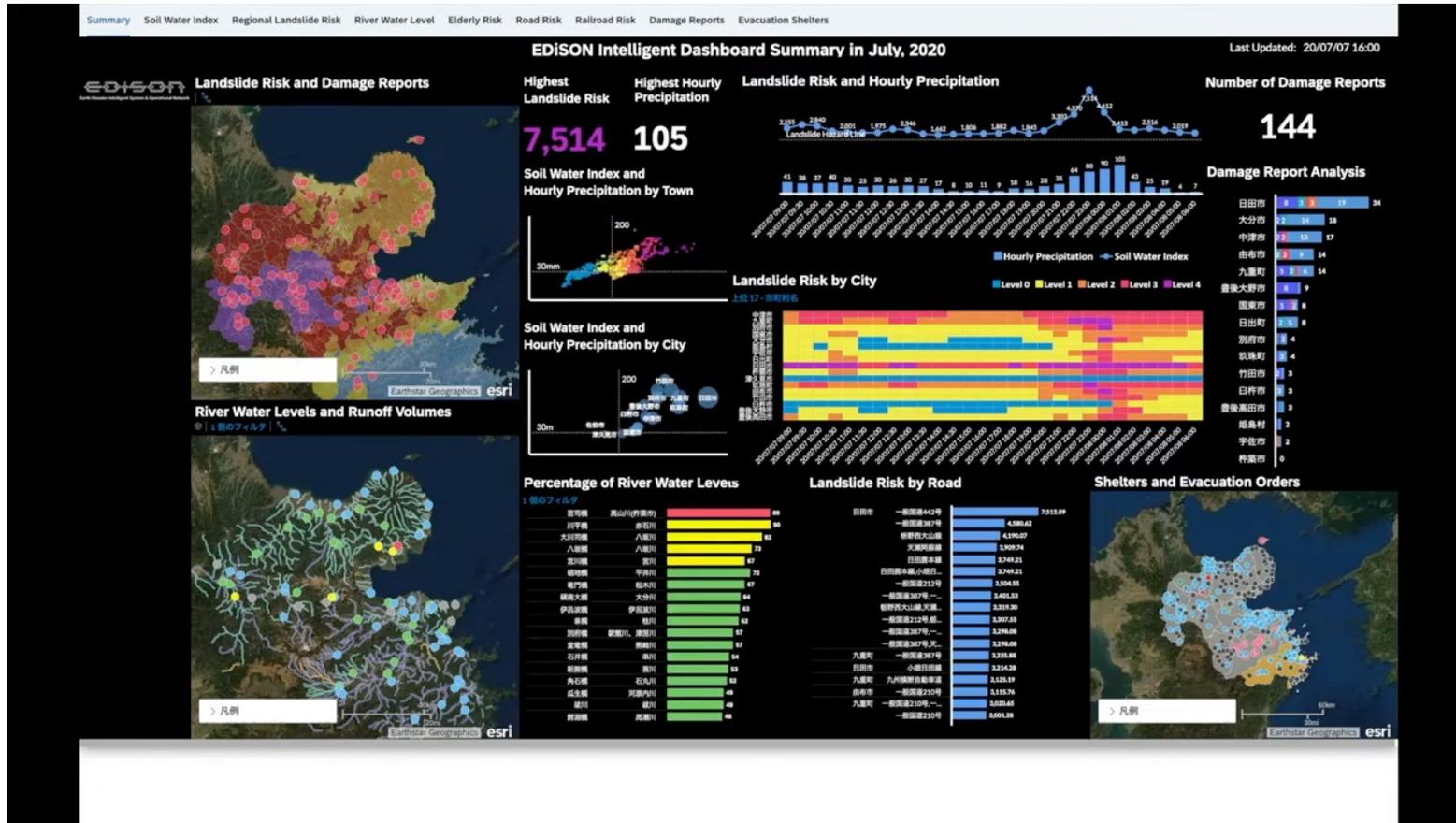


Ozzy Osbourne  
Heavy metal musician

Different potential-needs & true-needs by User, Country, Area, Organization



# Early warning system “PREIN”



# Build Ecosystem with customer specific function

## Early Warning

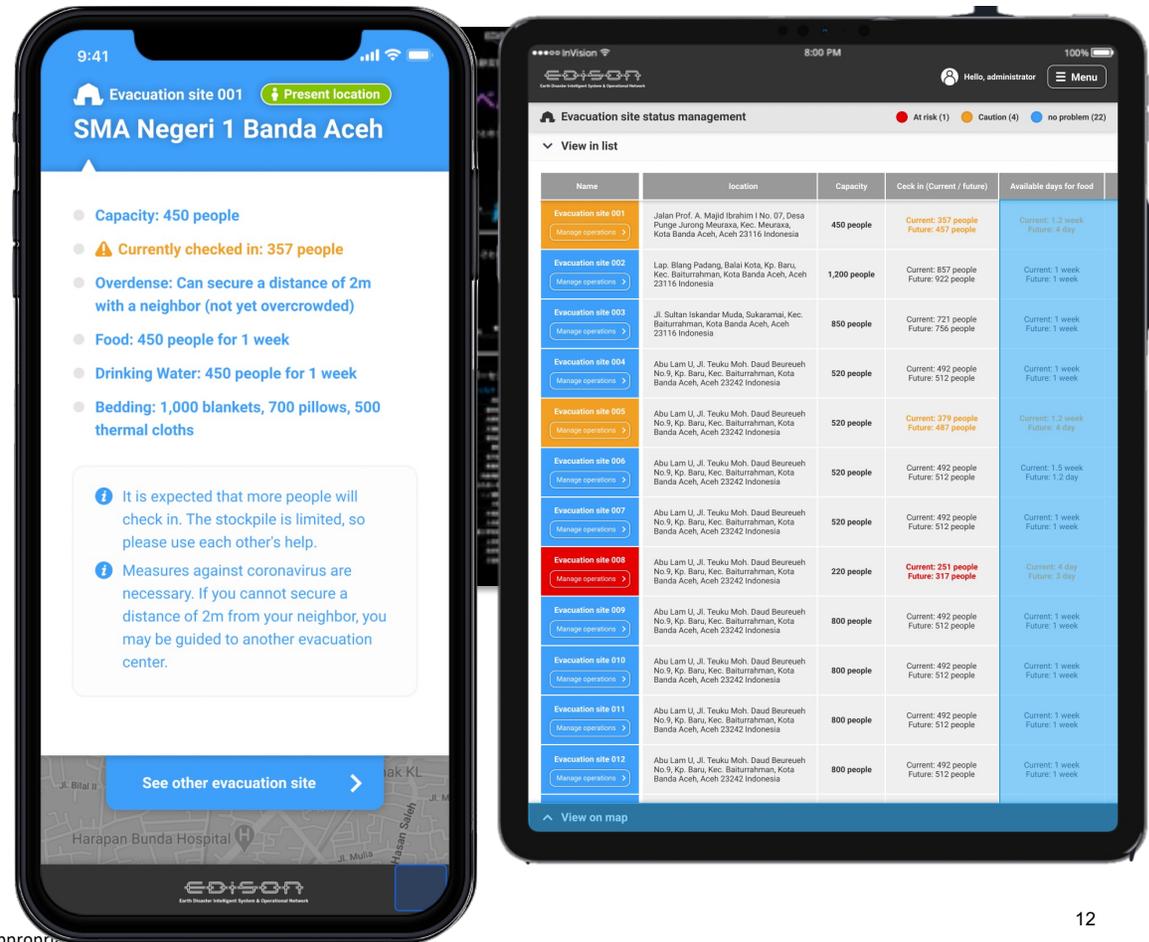
Warning information to mobile  
from Early Warning System PREIN

## Evacuation Guidance

Guide evacuation route for citizen  
Check-in function  
Notify family and organization

## Facility Management

Connect to evacuation facility  
management

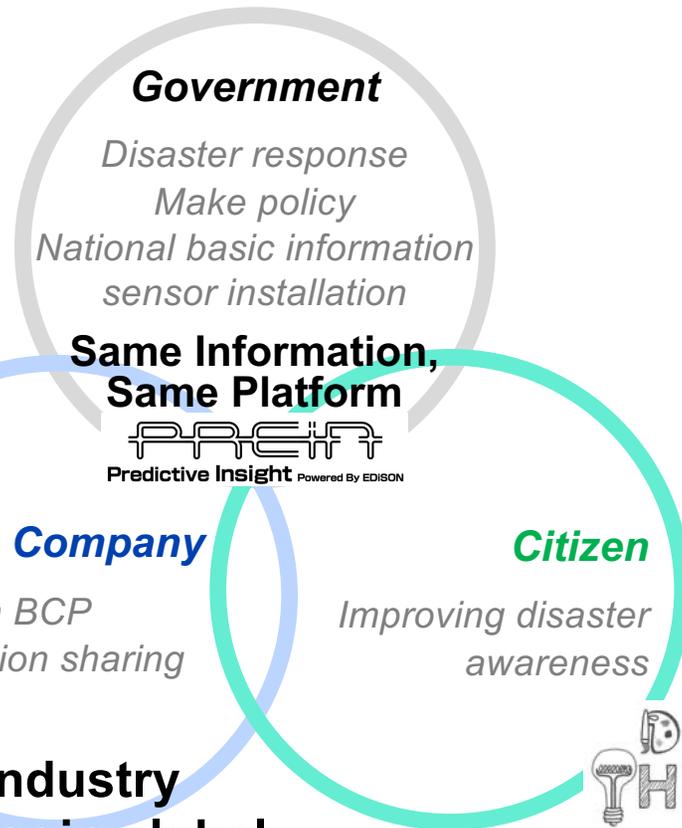


# Build Ecosystem with customer specific function

Internet service Provider & Ministry provides free internet connection



Digital Inclusion In Banda Aceh As Resilient City assistance program



**26+** Industry Customer in global



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