

Sumika ★ Stories

For the purpose of raising and enhancing awareness of sustainability among employees, Sumitomo Chemical began Sumika ★ Stories, a new series of events held in person and online, from November 2021.

Sumika ★ Stories events feature employees telling stories about and giving their take on how Sumitomo Chemical is contributing to the solution of social issues through business activities involving its businesses, technologies, and initiatives. Participants are encouraged to incorporate the realizations gained through the storytelling event in their own work with the overarching aim of crafting a forward-looking story for Sumitomo Chemical.

In fiscal 2024, we held two such events at which the Sumitomo EXPO 2025 Promotion Committee sought to communicate the significance and purpose of the Sumitomo Pavilion at Expo 2025 (the 2025 World Exposition in Osaka, Kansai, Japan). Participants offered such feedback as “I think the event was good because it boosted employee engagement.” In addition, a majority of respondents to the follow-up survey conducted after the event stated they felt a sense of pride and accomplishment as a member of the Sumitomo Group.

After the events concluded, we distributed a video of the events internally so that employees who were unable to attend in real time could also gain the information. We plan to regularly hold three to four events every year.

■ FY2024 Event Results

	Theme	Number of participants	Video views
Twelfth talk	One year before the EXPO! Our vision of the EXPO 2025 Osaka, Kansai, Japan*	620 people	495 views
Thirteenth talk	Let's go together! EXPO 2025 Osaka, Kansai, Japan (one month to go)*	662 people	315 views

Note: video views as of June 2025

* This was the joint talk with a Group company

Concept

(1) Stories Unique to Sumitomo Chemical

We use cases related to such aspects of the Group’s sustainability as Sumika Sustainable Solutions (SSS), as topics, and speakers share case overviews along with their dreams, ideas, and other private matters, with the aim of bolstering participants’ awareness, pride, and sense of accomplishment.

(2) Facilitation Centered on Young People

To realize a sustainable society, going forward, young employees, who will be central to leading the way, will facilitate fun conversations in a casual atmosphere with the support of veteran employees.

(3) Interactive

We are using a real-time feedback system as a form of two-way communication. This expands our scope of empathy by enabling employees participating on-site and those participating online to immediately share their ideas.

[▶ Promoting Sustainability: SSS](#)



Speakers introducing COMFORMER, a polymer-based temperature-control material



Speakers introducing the Sumitomo Pavilion