

News Release

Hitachi Launches World First Zero Carbon Powered Film in Build Up to COP26

Sir Sam Mendes narrates first zero carbon powered film to mark Hitachi's use of innovation to achieve a net zero society

Tokyo/London, 6th October, 2021 – Hitachi has set a new world first* today by launching the first ever film powered by zero-carbon energy. The zero-carbon powered film was made by 30 cast and crew and was powered entirely by cyclists and a solar-powered generator, with zero carbon emissions from energy use.

Set on a beach at night, the film starts in blackness, then shows a cyclist approach a bike and begin to pedal. With other cyclists assisting, they eventually light up a connected projector showing a Hitachi battery train thundering past. The projection reveals all the low-carbon transport options Hitachi has developed or is working on.

All aspects of the shoot controlled by the team were powered by zero-carbon energy and were specifically designed to keep emissions as low as possible. This included using a smaller crew and a solar-powered generator onsite, as well as renewable energy-powered Zoom calls and post-production. The advert achieved CarbonNeutral[®] production certification from [Natural Capital Partners](#) and is narrated by Oscar-Winning Director Sir Sam Mendes.

Sir Sam Mendes said: *"I'm proud that 1917 was the first carbon neutral film made in the UK. However, carbon emissions generated from feature film production and distribution remain substantial, so the opportunity to get involved in a project aiming for zero carbon emissions was one I wanted to support."*

"This film highlights that beyond governments every industry and individual can play their part in making our planet greener, offering examples of ways in which it's possible to reduce emissions. It's a privilege to lend my voice to the project and speak in some small way to those attending COP26 and beyond."

The film was created as part of Hitachi's commitment to become a climate change innovator and play a key role in helping governments, cities and customers cut carbon. Hitachi recently announced it will spend ¥1.5 trillion (almost £10 billion) over a three-year period on R&D technologies to foster digital innovation. This will include research and development of grid control to help deliver the mass adoption of renewable energy, as well as state-of-the-art materials, and hydrogen-powered mobilities (trains, buses etc) to help unlock digital innovation to achieve a decarbonized society.

Alistair Dormer, Chief Environmental Officer of Hitachi, Ltd., said:

“We developed this film to show what was possible in the lead up to COP26. The creation of this world first was a huge feat, and we would like to thank everyone involved for their commitment to this important project.

“At Hitachi we have actively oriented our business towards the sustainable technology of the future and this film personifies our desire to push boundaries. We see huge opportunities, particularly around smart energy, mobility and industry and our role at Hitachi is to help unlock these transformational business benefits through our cross-sector experience and expertise in digital innovation.”

Hitachi is a proud Principal Partner of COP26, the International Climate Change Summit taking place in Glasgow this November. At the end of 2020 Hitachi joined the UN’s Race to Zero campaign through the Business Ambition for 1.5°C, committing to aligning its business with the most ambitious aim of the Paris Agreement.

The film was created by creative advertising agency, Mamapööl and was directed by Ivan Bird (Sexy Beast & Guinness Surfer DOP) of multi-award winning production company Rattling Stick. It will run on global digital channels from 15th October, with media by Universal McCann. It will also be shown in the IMAX cinema in Glasgow during COP26. The film can be viewed here:

<https://www.youtube.com/watch?v=tPbgd3jBk44>

* Based on desk research conducted by Mamapööl and Hitachi Europe Ltd.

About Hitachi, Ltd.

Hitachi, Ltd. (TSE: 6501), headquartered in Tokyo, Japan, is focused on its Social Innovation Business that combines information technology (IT), operational technology (OT) and products. The company’s consolidated revenues for fiscal year 2020 (ended March 31, 2021) totaled 8,729.1 billion yen (\$78.6 billion), with 871 consolidated subsidiaries and approximately 350,000 employees worldwide. Hitachi is working to increase social, environmental and economic value for its customers across six domains; IT, Energy, Industry, Mobility, Smart Life and Automotive Systems through Lumada, Hitachi’s advanced digital solutions, services, and technologies for turning data into insights to drive digital innovation.

Hitachi is a Principal Partner of COP26, playing a leading role in the efforts to achieve a Net Zero society and become a climate change innovator. Hitachi strives to achieve carbon neutrality at all its business sites by fiscal 2030 and across the company’s entire value chain by fiscal 2050.

About Mamapööl:

The brainchild of Creative Partner, Jason Mendes and Strategic Partner, Tom Pinsent, Mamapööl was established in June 2020 with the ambition of getting to better ideas twice as quickly for half the cost of legacy businesses and networks. No offices, no layers, no account management, no coffee machine, they work with

ambitious clients and the most talented freelancers from around the world. Tom & Jay use their extensive knowledge and previous global experience from working at the major networks across every part of the world. Jay has worked in creative leadership roles at Saatchi & Saatchi in London, the Nordics and Sydney. Tom started in London as a planner at BMP DDB and CHI&Partners before strategic leadership roles at Ogilvy in Singapore and Tokyo and Publicis in Switzerland. They have led strategy and creative on the world's biggest brands including VW, Toyota, Lexus, Dove, Coca-Cola, GSK and now Hitachi, winning, along the way, the most sought after creative advertising awards across the globe. <https://mamapool.io/>