

Exploring the ultimate drawing and writing  
– and beyond, pioneering the broader inking experience

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# Wacom Story Book

Our Sustainability

Issue 2



Cover Art\_Shigeki Hibino (Wacom), "404 Not Found"

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# Our Approach to Sustainability

Wacom offers the ultimate drawing and writing experience through its digital pen-and-ink technology. With its medium-term business plan, **Wacom Chapter 4**, Wacom aims to go even further beyond this level of excellence and pioneer a broader inking experience. We asked **Wacom CEO, Nobutaka IDE (Nobu)** about the company's journey so far and its future path toward sustainability from this strategic viewpoint of inking.

## Inking Experience Supported by Wacom

The act of drawing and writing has been innate to humanity for tens of thousands of years, yet many aspects of it remain scientifically unexplained. Something deep within us compels us to keep inking. Wacom aspires to play a role in shaping the culture of inking, which should last for many more tens of thousands of years. Thanks to its digital capabilities, Wacom's inking technology enables humans to express themselves and connect across time,

space, and context, and even reveals deeper, meta-level meanings. What gave rise to Wacom's technology within the vast timeline of human history? And why should we preserve it for future generations? All we can say is that, by a twist of fate, we happened to be entrusted with this mission. Our quest continues to uncover the mysteries behind the uniquely human act of inking.

## Inking Experience and Communities

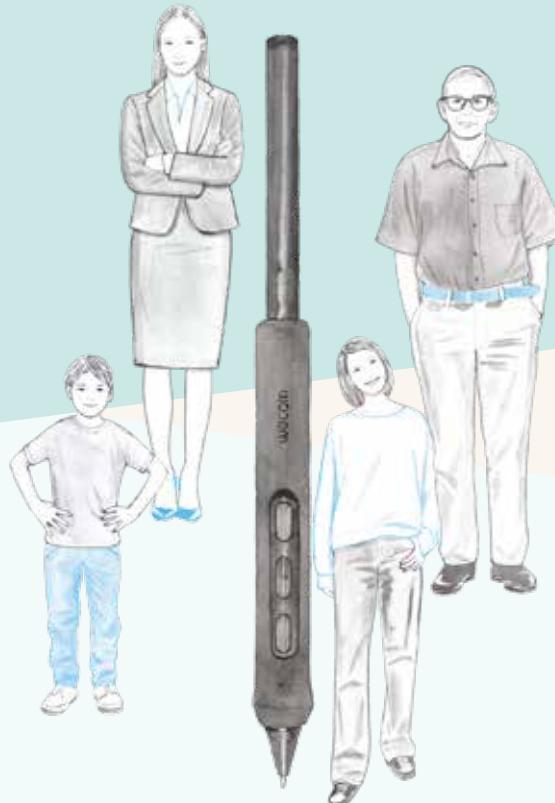
In view of the virtually limitless possibilities of inking, it is not realistic for Wacom to pursue every one of them. It is therefore all the more important for us to build collaborative relationships with communities, groups loosely connected by shared goals and interests. We aim to nurture our pen-and-ink competence and concepts from the rich soil of these communities, and to present them to the world. We believe in the value of this cohabitation as a way to deepen trust and foster co-creative relationships with communities. We strive to serve communities by enriching people's inking experience. Wacom's commitment to living within communities has remained strong and will continue to do so into the future.

Together with diverse communities in the fields of creativity, education, technology, and beyond, we aim to explore and expand the horizons of the inking experience and carry it forward into the future. To this end, Wacom has initiated various initiatives to create new values in experiences and culture, including educational programs to enhance learning quality through our technology, or to support high school students aspiring to become professional creators. We must never lose sight of those people who are inspired by the instinct to draw and write. Our future success depends on taking them seriously.

## Links Connecting Business, Communities, and Sustainability

While conducting business with a strong mission to support the inking experience, I must admit that we are still exploring how best to address the theme of sustainability. Wacom is committed to growing its business, and living within communities, while simultaneously pursuing sustainability. Ideally, they should be merged into one coherent story. Indeed, in fulfilling our corporate social responsibilities, we address key issues such as climate change and energy. Yet, I am afraid that there is a missing link when it comes to convincingly connecting these initiatives with the mission to support communities through our pen-and-ink technology. The best solution to bridge this gap is still being sought.

People and communities today face many challenges. How can Wacom contribute to solving them with its inking technology? At Wacom, everything from technical development to the creation of new communities begins by asking ourselves questions. We have always found our way forward through continually asking questions, engaging in dialogue, and moving from one question to the next. We will continue this approach to combat climate change and energy issues. Through our ongoing questioning of what sustainability truly means for people and communities, we hope to arrive at a meaningful answer. Although our journey is still underway, all of us at Wacom remain committed to pursuing this quest.



Names of organizational units and job titles quoted in the booklet are as of May 2025.

## Takafumi NAKAJIMA Appointed as Outside Director

Dr. Takafumi NAKAJIMA, Representative Director, RE-X Expansion Inc. was appointed as an outside director in June 2024 to contribute his expertise to the discussion on sustainability at Wacom. He provides support services for energy-related businesses at RE-X Expansion Inc. which he founded in April 2014. Before that, he served as CEO of a spin-off venture from research groups at Waseda University. Drawing on his experience as a visiting deputy researcher at the university's Environmental Research Institute, he now acts as a business accelerator in the fields of energy and recycling. We asked him how he views the sustainability efforts at Wacom, as he is actively engaged in community activities himself.



### Dr. NAKAJIMA's Commentary on Sustainability at Wacom

I was deeply impressed by Wacom Story Book Issue 1, published in 2023. It tells a compelling story of Wacom's strong commitment to inking and its mission to deliver the inking experience to the world. Yet, I initially sensed a bit of a disconnect – the narrative seems to lose its thread when it comes to sustainability. I felt like there was something missing between Wacom's contributions to people and communities through its inking technology, and the figures presented in the sustainability assessments. In my opinion, these elements must be interconnected.

The figures presented in a sustainability assessment are the result of an enterprise's efforts toward its goals. Goals must come first, not the other way around. Genuine sustainability is not simply about reducing environmental impact metrics. What value can Wacom offer to people and communities? And what impact arises from that contribution? I believe Wacom's story will gain credibility by reviewing and redefining these questions. As a board member at Wacom, I hope to be part of this journey and co-create meaningful values.

## Living Together Within Communities: Supporting People and Communities through the Inking Experience

In the following sections, we will present case studies on our project supporting the inking experience within communities. Two Wacom members engaging for sustainability assessment will share the company's current and future sustainability initiatives.



### Living Within Communities to Support the Inking Experience

- Collaboration with Z-kai for the effective development of "Handwriting x Digital" in Education
- CREATE Program for fostering young talent at Sisler High School

### FROM SUSTAINABILITY ASSESSMENT POINT OF VIEW Views from the Sustainability Assessment Perspective

- Setting Up Action Plans for Preserving the Culture of Inking
- Wacom's approach to reducing the environmental impact

# Living Within Communities to Support the Inking Experience

## INITIATIVE 01 Collaboration with Z-kai

### Ignite the Evolution of Learning: "Handwriting × Digital"

Z-kai and Wacom both belong to the educational community. United by a deep appreciation for the value and significance of handwriting, Z-kai and Wacom aim to drive innovation in the education sector by complementing each other's unique assets. Since 2020, we have been working together on a joint initiative to create a new learning service that unlocks the full potential of "Handwriting × Digital".

One outcome of this collaboration is "*Chienowa*," a search tool released in 2024. With the help of knowledge graph technology, the *Chienowa* search tool integrates the extensive learning insights Z-kai has accumulated over many years across its diverse educational services with handwriting-based learning. When students encounter an unfamiliar term, the tool offers explanations and related exercises to help deepen their understanding. A key feature is its ability to visualize relationships between related terms in a graph structure. For example, when searching for "carbon dioxide," related terms such as "gas properties" and "work and energy" appear on the screen. This tool invites students to explore a series of interconnected terms within a given field. When looking up the term  $\text{CO}_2$ , students can see related terms spanning a wide range of subjects from photosynthesis and chemical formulas (science) to global warming (social studies) and the Kyoto Protocol (history). In this way, students can naturally expand the scope of their learning according to their personal

interests and curiosity, while systematically acquiring structured knowledge across subjects and grade levels.

When it comes to implementing Wacom's technology in educational services, sdtech Inc. (hereafter, sdtech) is a significant help. Since Wacom's capital participation in 2021, sdtech has been collaborating with Wacom to develop services that leverage handwriting-related technologies and AI across various fields, including education. The *Chienowa* search is the result of combining sdtech's expertise in UI/UX design and AI implementation with Wacom's strength in knowledge graph technology. Wacom, Z-kai, and sdtech share a common vision of delivering a new learning experience through "Handwriting × Digital". Our joint efforts have now resulted in this innovative service.

In 2024, PILOT CORPORATION (hereafter, "PILOT"), a renowned manufacturer of writing instruments joined this co-creation landscape. PILOT's Dr. GRIP series is very popular thanks to its ergonomic design, which reduces hand



Dr. GRIP DIGITAL Type AZ01: a digital pen jointly developed by PILOT for Z-kai users.

fatigue and offers writing comfort. PILOT developed a special digital Dr. GRIP pen for Z-kai, the Dr. GRIP DIGITAL Type AZ01. Equipped with Wacom's AES technology, it has been optimized for a special edition of tablets created for Z-kai. With this digital pen (available to students in selected grades), Z-kai learners can write more comfortably and stay focused on their studies with less strain. The joint initiative by Wacom and Z-kai to explore learning through "Handwriting × Digital" experience is expanding the circle of communities, as seen in the collaboration with sdtech and PILOT, and is paving the way for new learning experiences. Leading this initiative are Tsukasa NOMI and Ryo SASAKI from the Technology Solution Sales Team, driven by their ambition to enhance the quality of education by providing students with the best inking instruments. We hope that the engaging experience at Z-kai will inspire a lifelong passion for learning and foster a lasting connection to "Handwriting × Digital" experience well into adulthood.



View of search results in *Chienowa*: Terms related to the searched keyword are displayed as a knowledge graph.

Wacom aspires to work within communities – groups loosely connected by shared goals and interests. We strive to enrich the culture of inking by advancing pen-and-ink technologies and nurturing new ideas within this vibrant co-creative network. The following case studies highlight Wacom's collaborations with Z-kai Inc. (hereafter, Z-kai) and Sisler High School in Canada. They illustrate how Wacom and partners work together to unlock new possibilities in digital inking.

## INITIATIVE 02 Collaboration with Sisler High School

### The CREATE Program for Empowering High School Students for the Future

The CREATE program, run by Sisler High School in Winnipeg in the province of Manitoba, Canada, is designed to launch students into careers in the creative industries, or prepare them for higher education in the respective fields. It offers free training in a variety of creative skills, including 2D and 3D animation, game design, and video FX. The program is supported by more than 20 entities and organizations, including animation studios and educational institutions. As a member of this community, Wacom supports a student-led project each year. Our involvement also extends to hosting lectures by professional artists and sponsoring an award ceremony that celebrates outstanding works produced through the CREATE program.

Since its launch, the CREATE program has attracted widespread attention as an innovative educational initiative

for high school students. The 24 Hours Animation Contest for Students – organized by Legends Animated – offers a stage for students from universities, vocational schools, and high schools around the world to showcase their skills. Year after year, participants trained through the CREATE program have achieved impressive results, providing strong evidence of the program's quality instructions. In the 2023/2024 school year, students created webcomics on the theme of "teenage mental healthcare," a topic that deeply resonated with them as many face this issue in their daily lives. Teachers actively supported students' cross-media projects, helping to expand their creative horizons. These collaborative efforts resulted in a comic book with QR codes that link to an online short animation. It marked the birth of the very first cross-media project in the history of the CREATE program.

Many students participating in the CREATE program are first-generation Canadians and often face multiple challenges in and outside of school. Coming from households where both parents work, many students take on a significant share of the domestic responsibilities. The CREATE program helps these students build self-confidence, pursue their passion for creative professions, and gain the skills needed to continue into higher education or embark on career paths in the creative fields. Dave BOLTON from Wacom Technology Corp's Canadian team supports the program as a mentor. He is thrilled to see how the inking experience is empowering the students and accompanies their journeys as they grow and succeed.



# Setting Up Action Plans for Preserving the Culture of Inking

How can we identify sustainability priorities that align with international standards? Satoshi AMANO is working on this exact question at Wacom. Drawing on his many years of experience in both domestic and international sales, he seeks to connect sustainability with the creation of greater corporate value and new business opportunities. As a company committed to supporting the inking experience, how should Wacom approach the challenge of sustainability? Here is the interview with AMANO, who shares Wacom's current initiatives and future possibilities in this area.

## Sustainability as a Source of Opportunity – Insights Gained in Sales

Over the past 20 years in sales, I have supported customers in the medical and financial sectors, as well as public institutions, by providing digital ink solutions that helped to streamline their workflows, including application submissions, document management, and so on. As a corporate account executive, I visited them regularly and observed firsthand how our technologies and products were meeting their business needs. Later, I was given the opportunity to take on my current role in sustainability assessment. Coming from a sales background, I was drawn to the idea of sustainability as a means of enhancing

corporate value. As a newcomer to the field, I first needed to equip myself with the necessary knowledge by attending over a hundred seminars. At the time, I was fully absorbed in trying to keep up with the rapidly evolving criteria and information surrounding sustainability. While sustainability assessment is often viewed through the lens of corporate risk management, I came to see its potential for boosting public trust in the company and opening up new business opportunities. It is this positive dimension of sustainability that keeps me motivated in my work.

## Analysis Reveals Challenges and Future Opportunities

The first step was to conduct interviews with various departments and sections across the company to gather relevant information. Sustainability assessment can sometimes go beyond our immediate reach. For instance, when analyzing the product manufacturing process, we need to trace where our suppliers source their raw materials. It was very hard to figure out what needed to be checked, and with whom, and which guidelines to follow. It was a mammoth task, to say the least. Although more and more data were being accumulated through interviews, I couldn't help but question to what extent our efforts were actually contributing to society. Only after completing interviews with more than 30 team members within the company, was I able to form a clearer picture of which tasks are considered priorities at Wacom.



Satoshi AMANO  
Sustainability Expert, Technology & Experience  
Wacom

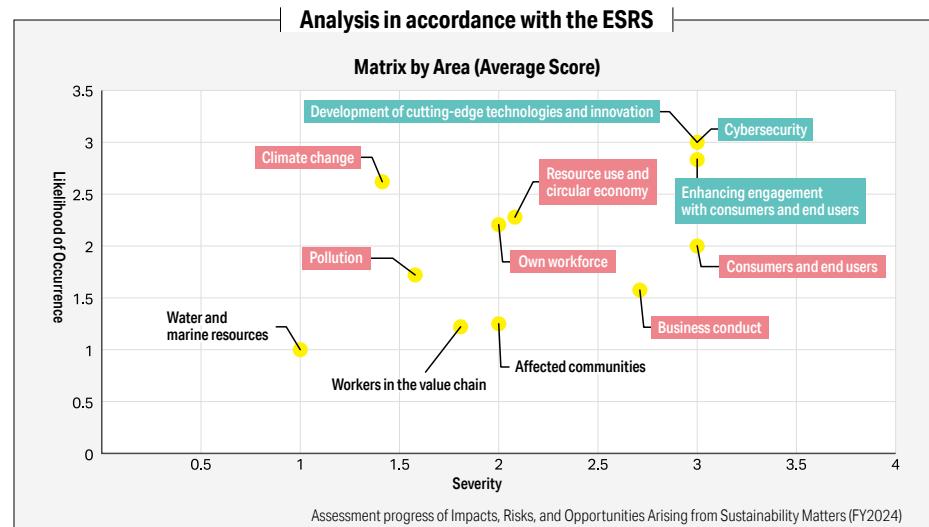
## Wacom's Sustainability Efforts to Preserve the Inking Experience

In my role working towards sustainability, I have come to realize that the act of inking empowers people. And the competence Wacom has built up over years – through trial and error – can be a great help in this context. The concept of inking may evolve over time. When people get more used to drawing and writing on displays in their daily life, the use of paper may become a rarity. And our perception of paper itself may begin to shift. In this sense, we are entrusted with the mission of shaping and preserving the future of inking for generations to come. A demanding task such as this extends beyond the boundaries of corporate sustainability. I hope Wacom will play a role in being a bridge between technology and communities through its efforts to pursue the value of handwriting.

The diagram below shows an analysis conducted in

accordance with the ESRS (European Sustainability Reporting Standards), offering an overview of Wacom's current status. By quantifying sustainability efforts and their impact on both business and communities, Wacom can better identify its strategic priorities. For Wacom, sustainability means taking action to support people and communities throughout the inking experience – and this is the message we wish to share with the wider public.

By engaging in dialogue not only with investors but also with a wide range of stakeholders including customers, users, business partners and team members inhouse, Wacom's core value of inking can be meaningfully integrated into the broader context of our sustainability efforts.



Wacom conducted an analysis of key sustainability matters in accordance with the ESRS to identify its standards. As a result, four additional areas were defined as Wacom-specific priorities in addition to those specified in the ESRS:

- Development of cutting-edge technologies and innovations
- Ensuring cybersecurity
- Enhancing engagement with consumers and end users (the training of creators, the education sector, and business partners)
- Creating Shared Value (development of new products and services, as well as new business models by leveraging a collaborative relationship with communities)

We aim to visualize the impact of these sustainability initiatives in order to align more closely with our business activities, ultimately contributing to shape and preserve the future of "inking experience". This approach will guide Wacom's future business direction.

# Wacom's Approach to Reducing the Environmental Impact

Sustainability is not simply about reducing environmental impact metrics. As climate change intensifies, how can Wacom contribute to minimizing the environmental impact associated with its business of supporting the inking experience? How meaningful are Wacom's actions? Hidemi TOMITSUKA is a key figure in promoting compliance with and proper implementation of ISO standards at Wacom. We asked him to share his thoughts on the company's ongoing efforts in environmental sustainability.

## Sense of Urgency: Think Beyond the Mere Production of Goods

Including my previous career path, I've been engaged in the field of sustainability for more than 25 years. Even back then, I held a strong conviction that we must think beyond the mere production of goods. That sense of urgency still remains intact today at Wacom. Although Wacom's efforts to reduce its environmental footprint may have a relatively modest impact compared to industries with high CO<sub>2</sub> emissions, I firmly believe that increasing

the use of renewable energy and recycled materials will benefit society in the long run. Genuine sustainability can only be built through the continuous accumulation of these small steps. Over time, these efforts will positively impact all stakeholders including our customers, investors, communities, Wacom team members, and eventually our business.

## Reducing the Environmental Impact while Supporting the Inking Experience

In 2024, Wacom was awarded an A-rating on the CDP scale, which is a key benchmark for evaluating corporate and municipal efforts toward climate neutrality. This recognition reflects our tireless efforts to reduce greenhouse gas (GHG) emissions following the release of the report in *Wacom Story Book, Issue 1* in 2023. One of our notable achievements is the computation of our Carbon Footprint (CFP), which translates GHG emissions across the entire product and service life cycle into CO<sub>2</sub> equivalents at the initiative of the Mechanical Technology Team.

The product life cycle begins with the production of components. These components are used to create the final products, which are delivered to Wacom and then shipped to customers. Once customers have used these products for a certain length of time, the products are eventually disposed of as waste. CO<sub>2</sub> emissions accumulate throughout this entire life cycle. To better understand and quantify this impact, an extensive study was conducted, covering all

emissions related to raw materials of individual components, logistics routes, and water consumption by suppliers. The results are presented in the CFP diagrams on the right.

The data shows that raw materials account for a significant portion of the Carbon Footprint (CFP). In theory, the most effective way to reduce the environmental impact would be to stop producing components or even products altogether. But as a company which calls itself an instrument craftsman deeply committed to supporting the inking experience, Wacom cannot simply cease production. Reducing numerical metrics alone is not our ultimate goal. Instead, we are striving to find the right balance between continuing to deliver exciting products that enhance the inking experience and fulfilling our environmental responsibilities at the same time. In this context, I believe it is essential to disclose accurate and relevant information to clearly communicate our position.

## CFP Analysis of Wacom's Main Products

\*As of May 2025

Pens  
Wacom Pro Pen3  
(ACP50000DZ)

Total emissions  
1.63  
kg-CO<sub>2</sub>eq

Raw Material procurement  
Transport for raw material procurement  
Manufacturing  
Production waste

Pen tablets  
Wacom One small  
(CTC4110WL)

Total emissions  
9.67  
kg-CO<sub>2</sub>eq

Raw Material procurement  
Transport for raw material procurement  
Manufacturing  
Production waste  
Distribution phase  
Use  
Disposal and recycling

Pen Displays  
Wacom Cintiq 16  
(DTK168)

Total emissions  
100.9  
kg-CO<sub>2</sub>eq

Raw Material procurement  
Transport for raw material procurement  
Manufacturing  
Production waste  
Distribution phase  
Use  
Disposal and recycling

The CFP figures vary significantly by roughly 6 to 60 times when comparing pens, pen tablets, and pen displays. Initiatives such as reducing the number of components, designing lighter products, and using recycled materials are considered effective in terms of lowering the CFP.

\*CFP figures are subject to change due to future revisions in assessment rules or carbon footprint per unit. The figures provided are approximate and intended for reference purposes only.

## Lowering the Environmental Impact and Reliable Data Disclosure

Our challenges will continue. Our next steps include setting targets to achieve net-zero carbon emissions, formulating climate transition strategies and a biodiversity policy. Naturally, we should continue our efforts to maintain our CDP score of A- or strive to improve it even further.

We must first clarify which actions we should or can take and implement them step by step. Reliable disclosure of data on these steps is then required in order to effectively communicate Wacom's sustainability approach and activities to all stakeholders. I also find it valuable to share the achievements of Wacom team members who are all deeply committed to addressing sustainability. To transform our efforts across various fields into tangible outcomes, I hope to move forward in close collaboration with other departments and sections.



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