



Sustainability—The Nature of Time at Shizukuishi

With a panoramic view of Mt. Iwate, visitors are greeted by the big lily tree at the entrance. The tree brings fresh green leaves in the springtime, and then dresses with fall foliage, eventually taken place by winter branches. Morioka Seiko Instruments Inc., now embracing the new studio, took root on the soil of Shizukuishi about 50 years ago as an ideal place for watchmaking. It always enjoys the blessings of the seasons with the green spaces occupying one-third of the entire site, covered by almost 1,000 wild-grown trees.

■ Pursuit of sustainable manufacturing

The studio produces mechanical watches, which are, in a sense, a representation of sustainability, as its energy comes from the natural power generated by the unwinding mainspring, and also as the lifetime of the product may exceed that of its owner's. It is no wonder that everyone here shares the idea of sustainability through every area of manufacturing.

— Reduce, Reuse, Recycle

Through practicing Reduce, Reuse and Recycle initiatives, the studio strives to promote effective use of resources and waste reduction.

— To minimize the impact on the environment and to use resources in the most efficient way possible, the studio practices its wastewater treatment to reuse its water.

— As an approach to prevent global warming, the factory strives to reduce CO₂ emission levels by setting target values and carrying out continuous reduction activities.

— We have installed a self-developed wireless sensor network system “Mr. Sho-Ene” or “Mister Energy Saving” in the facility to monitor the temperature, humidity, illuminance and current levels, to promote energy saving.

■ Coexistence with the local environment

Initiatives for biodiversity conservation

- Natural forests on the premises are registered and maintained.
- We are investigating, monitoring and managing the distribution and breeding status of alien species.
- Birds and squirrel houses are installed on site, and regular maintenance is performed to observe its habitat.

■ People, nature and the local community

- Employees and their families periodically participate in nature-friendly activities such as green maintenance, green zone tours, and setting insect hotels* and nest boxes.
 - We hold environmental briefing sessions for residents and government officials, in addition to studio tours and information on environmental activities including lectures on biodiversity and SDGs
- *Insect hotel: boxes made from logs and grass to host insects of any species together and encourage diversity of local vegetation

■ Certificates and awards

- 2015 : The company acquired the first factory version of the “Association for business innovation in harmony with nature and community Certification” (ABINC certification). The ABINC certification system evaluates and certifies facilities working on green space development that considers biodiversity on a third-party basis.
- 2019 : Received the “Chairman’s Award for Urban Greenery” during the “39th Green City Award Recognition” sponsored by the Organization for Landscape and Urban Green Infrastructure in recognition of appropriate maintenance to improve the quality of green spaces and the consideration of biodiversity within the facility perimeters.