



## WHY FOCUS ON FUTURE GENERATIONS?

MARUI GROUP is unique in its placing future generations among the stakeholder groups it emphasizes. This new stakeholder group was introduced in 2019 when we unveiled MARUI GROUP's 2050 Vision, our long-term vision for 2050. The introduction of this stakeholder group was symbolic of our commitment to help contribute to the realization of a sustainable society that emphasizes well-being by promoting co-creation with future generations.

In his book, *The Good Ancestor: How to Think Long Term in a Short-Term World*, Australian-born, U.K.-based philosopher Roman Krznaric describes a need to move away from short-sightedness to adopt a longer-term perspective by posing the question of whether we can become "good ancestors."

This question is more pertinent today than it has ever been in the past. Humanity has grown to a point whereby the impacts of our culture, economy, and lifestyles have surpassed the ability of the global environment to repair itself, triggering a crisis that threatens our very survival. The first horseman of this crisis is climate change. It has even been said that climate change is symbolic of how we are extracting resources from the future.

Recognizing this threat, members of the current generations have launched nation-level campaigns to pursue sustainability. A number of companies have joined this cause, listing the environment or the earth among their stakeholders. However, this raises the question, if the earth or the environment is a stakeholder, to whom exactly does that refer?

What we are fighting to protect is not the earth itself, it is the people of the future who will live on this planet. It could thus be said that the stakeholders whose interests we should actually be looking to serve are future generations. This is the reason why MARUI GROUP has chosen to place future generations as the sixth member among the stakeholder groups on which it focuses.

Rather than preoccupying itself with the question of *if* it can become a good ancestor, MARUI GROUP is acting based on the commitment that it *will* be a good ancestor.