

# ABOUT TRANSITION ASIA

Founded in 2021, Transition Asia is a non-profit think tank that produces solutions-oriented research on corporate decarbonisation pathways. Our focus is on accelerating 1.5°C-aligned corporate climate action in East Asian companies through engagement and partnership with key stakeholders in our priority sectors.

## KEY AREAS OF WORK

### CORPORATE AND SECTORAL RESEARCH

We specialise in corporate and sectoral analysis in East Asia, including corporate commitments and decarbonisation pathways, and their effectiveness in urgently reducing emissions.

Sectors covered: Steel, automotive, consumer discretionary, technology

Companies covered: Nippon Steel, JFE, Canon

### STAKEHOLDER ENGAGEMENT

We integrate qualitative and quantitative analysis to provide investors and corporations with the insights and recommendations they need to drive science-based, high-ambition corporate climate action.

### POLICY ANALYSIS

We combine local and global expertise to advise on corporate and investor action in the region and to advocate for government policy that supports an economy-wide transition to net-zero by 2050.

## ACHIEVEMENTS

### AN ESTABLISHED EAST ASIAN GREEN STEEL EXPERT

Our research team has completed a series of steel sector insights, such as a green steel premium data model, as well as case studies on the low-carbon transformation of Japanese steel companies including Nippon Steel and JFE. The analysis provided a model for stakeholders to understand green steel's role in providing a long-term, stable and cost-effective carbon reduction solution to steel manufacturers and their customers.

### NIPPON STEEL

As a result of our research and engagement with partners and investors, Nippon Steel committed to begin studies to shift from a blast furnace (BF) steelmaking process to an electric arc furnace (EAF) steelmaking process: On May 10th, 2023, with the Kyushu Works steel plant in Yawata and the Setouchi Works steel plant in Hirohata were identified as candidate sites for this transition. We are proud to be a part of this effort and will continue to work toward creating a more sustainable future for East Asia and beyond.

### CANON

Supported by our research, which involved analysing Canon's recently announced New 2030 Targets and benchmarking them against its peers, we publicly highlighted Canon's poor climate performance. This action helped to influence the voting outcome for Canon's Chairman & CEO Fujio Mitarai, in terms of retaining his position on the Board. The percentage of votes against his continued presence on the Board increased notably, rising from 24.7% in 2022 to 49.4% in 2023.

## CONTACT

To understand more about Transition Asia, visit : [www.transitionasia.org](http://www.transitionasia.org) or follow us on [LinkedIn](#)