

For Immediate Release

ASUENE CAREER Partners with Wind Power Group to Alleviate the Structural Shortage of GX Talent

Providing a One-Stop Solution for the Creation and Supply of Skilled GX Professionals

Nov.8, 2024

Asuene Inc.

ASUENE Inc. is pleased to announce a new partnership with Wind Power Group Co., Ltd. This strategic alliance involves the deployment of ASUENE CAREER, ASUENE's GX- and ESG-focused hiring and recruitment platform, to Wind Power Group's organization. Together, ASUENE and Wind Power Group aim to support the decarbonization goals of the wind power industry by providing a seamless, one-stop solution for talent matching and development in this sector. This collaboration seeks to address the structural shortage of GX talent and drive industry competitiveness.

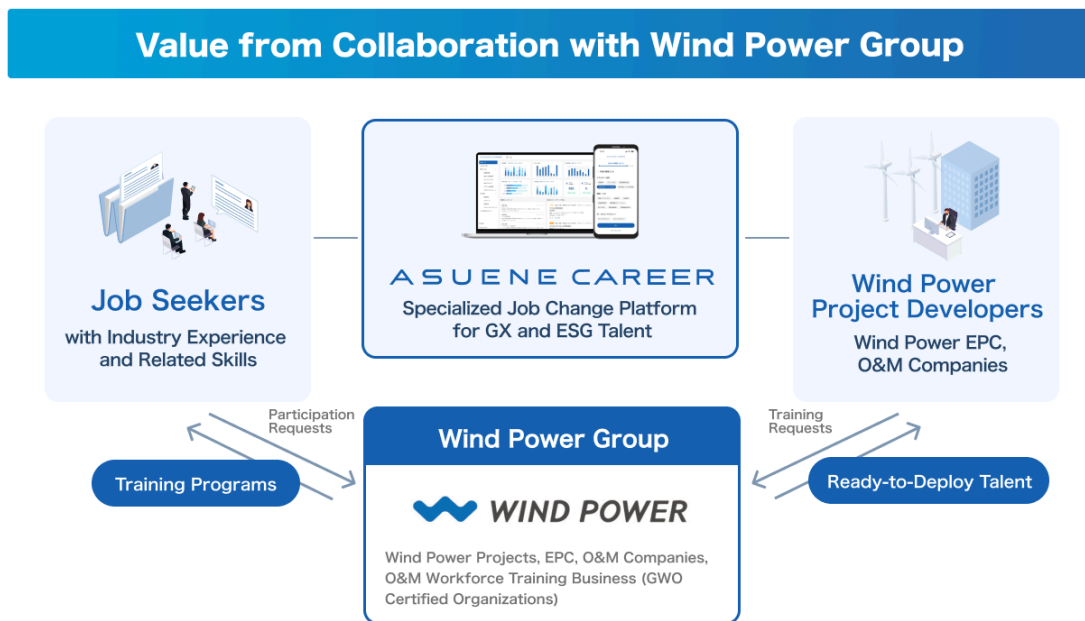


Background of the Partnership

With the Japanese government's commitment to achieving carbon neutrality by 2050, companies are being called upon to reduce CO2 emissions not only within their own operations but throughout their supply chains. Many are looking to accelerate decarbonization efforts by utilizing renewable energy sources.

However, a shortage of skilled personnel in the decarbonization field, or GX talent, has become a significant social issue. The renewable energy sector, particularly the wind power industry, faces an especially acute shortage due to the anticipated rise in power demand and decarbonization needs. By 2030, an estimated 16,000 workers will be needed in Japan's offshore wind power industry, growing to 38,000 by 2040 (as per October 2023 estimates from the Japan Wind Power Association). The demand for technical workers specializing in manufacturing, assembly, and O&M (operations and maintenance) is projected to be particularly strong.

Amid this growing need for GX talent development, ASUENE CAREER and Wind Power Group have partnered to create and deliver a one-stop solution for GX talent creation and supply to help alleviate this structural workforce shortage.



Details of the Partnership

Wind Power Group operates a fully integrated wind power business that spans EPC, O&M, and training. In January 2024, Wind Power Group opened a training center as GWO certified training provider, and in September 2024, it launched Japan’s first online GWO Training Standard program. This pioneering program plays a vital role in producing skilled GX talent for the industry.

ASUENE provides various sustainability-focused solutions, including ASUENE, a carbon accounting platform, ASUENE ESG, a cloud service for ESG evaluation of supply chain procurement, and ASUENE CAREER, a hiring and recruitment platform specializing in GX and ESG fields. In the wind power sector, ASUENE CAREER has an active roster of EPC and O&M companies and has facilitated placements of technical specialists.

By combining ASUENE CAREER with Wind Power’s GWO Training Standard program, which is essential for the wind industry, this partnership enables a one-stop approach to GX talent training and matching, which is critical to advancing a sustainable, decarbonized society.

*GWO Training Standard : Global Wind Organization standard for safety and technical training in the wind energy sector.

Key Partnership Initiatives

1. Enhanced Customer Referrals and Joint Sales

To secure skilled GX talent for O&M companies in wind power, both companies will engage in mutual customer referrals. ASUENE CAREER will promote Wind Power’s GWO Training Standard program to hiring companies on its platform, while Wind Power will introduce

ASUENE CAREER to its partners to accelerate the supply of talent across the renewable energy industry.

2. Joint PR Initiatives in the Renewable Energy Sector

The two companies will work together to increase their presence through joint webinars, exhibitions, and other events, broadening support for talent creation and supply across the renewable energy sector.

3. Talent Support for Wind Power Group

ASUENE CAREER will provide comprehensive support to enhance Wind Power's recruitment capabilities.

Comments from Each Company

Takashi Komatsuzaki, Director of the Training Center Division, Wind Power Group

"Our GWO Training Standard program offers a unique hybrid online course that enables participants to acquire the knowledge and skills necessary to safely perform wind power-related tasks. We hope that each trainee will take their first step toward becoming a professional who ensures the safety and growth of offshore wind. We look forward to furthering our mission alongside ASUENE."

Kohei Nishiwada, Founder & CEO, ASUENE Inc.

"We are delighted to partner with Wind Power Group, a pioneer in Japan's wind power industry. As renewable energy becomes increasingly crucial for companies pursuing decarbonization, we are dedicated to supporting the structural shortage of GX talent through a one-stop solution that contributes to a sustainable, decarbonized future."

Asuene Company Profile

Asuene Inc. is a leading Climate Tech company in Japan with the mission of "Changing the world for the next generation". We provide "ASUENE", a carbon accounting platform to measure, report and reduce carbon emissions of companies and we contribute to the net zero society.

Company name: Asuene Inc.

Representative: Founder & CEO Kohei Nishiwada

Date of establishment: October, 2019

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