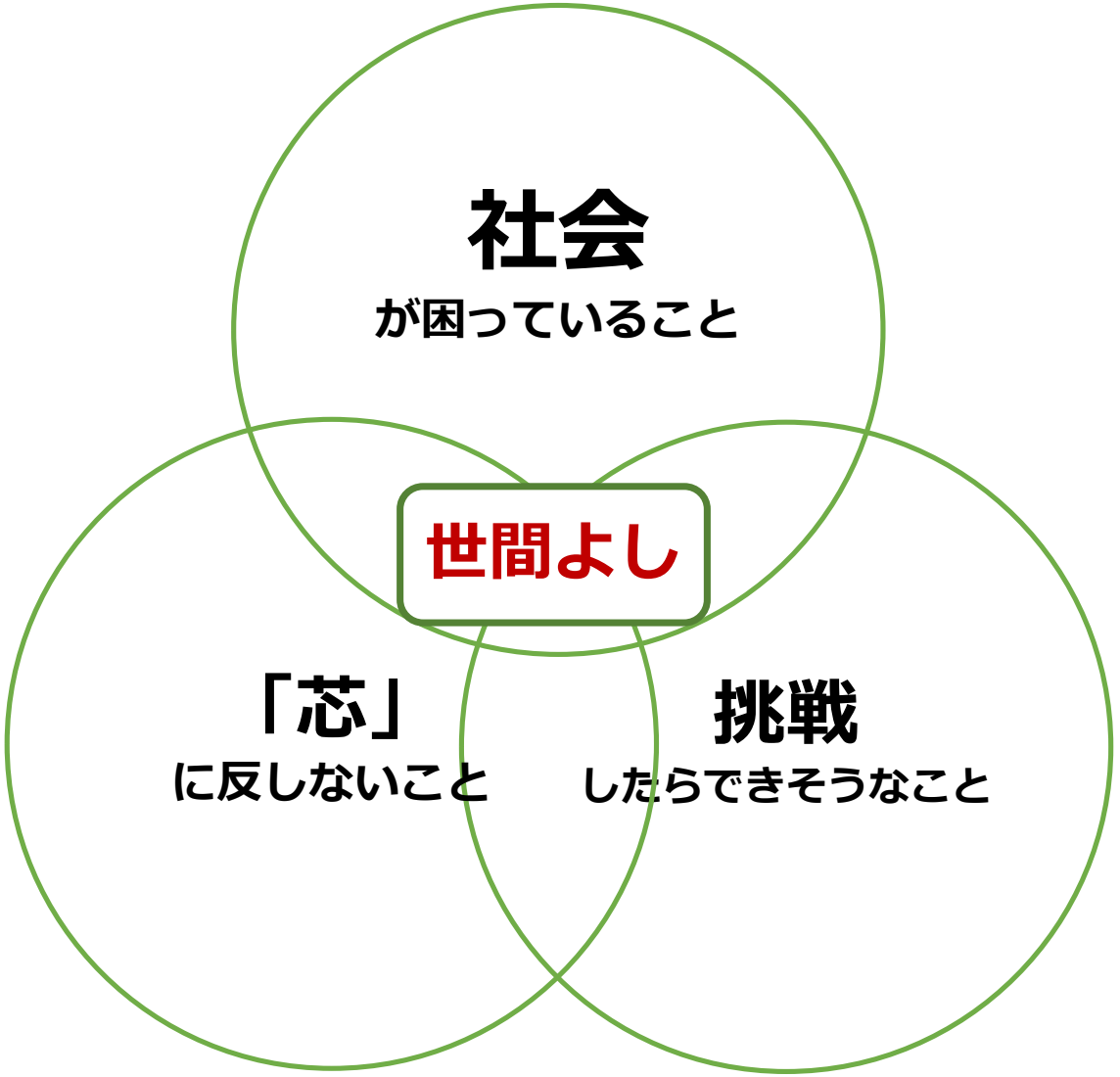
Salesforce CEO Marc Benioff Says
“The Business Of Business Is Improving The State Of The World”

https://www.forbes.com/sites/danpontefract/2017/01/07/salesforce-ceo-marc-benioff-says-the-business-of-business-is-improving-the-state-of-the-world/?sh=455c8c6f7eb0

企業の仕事は
世の中をよくすること

「新・三方よし」

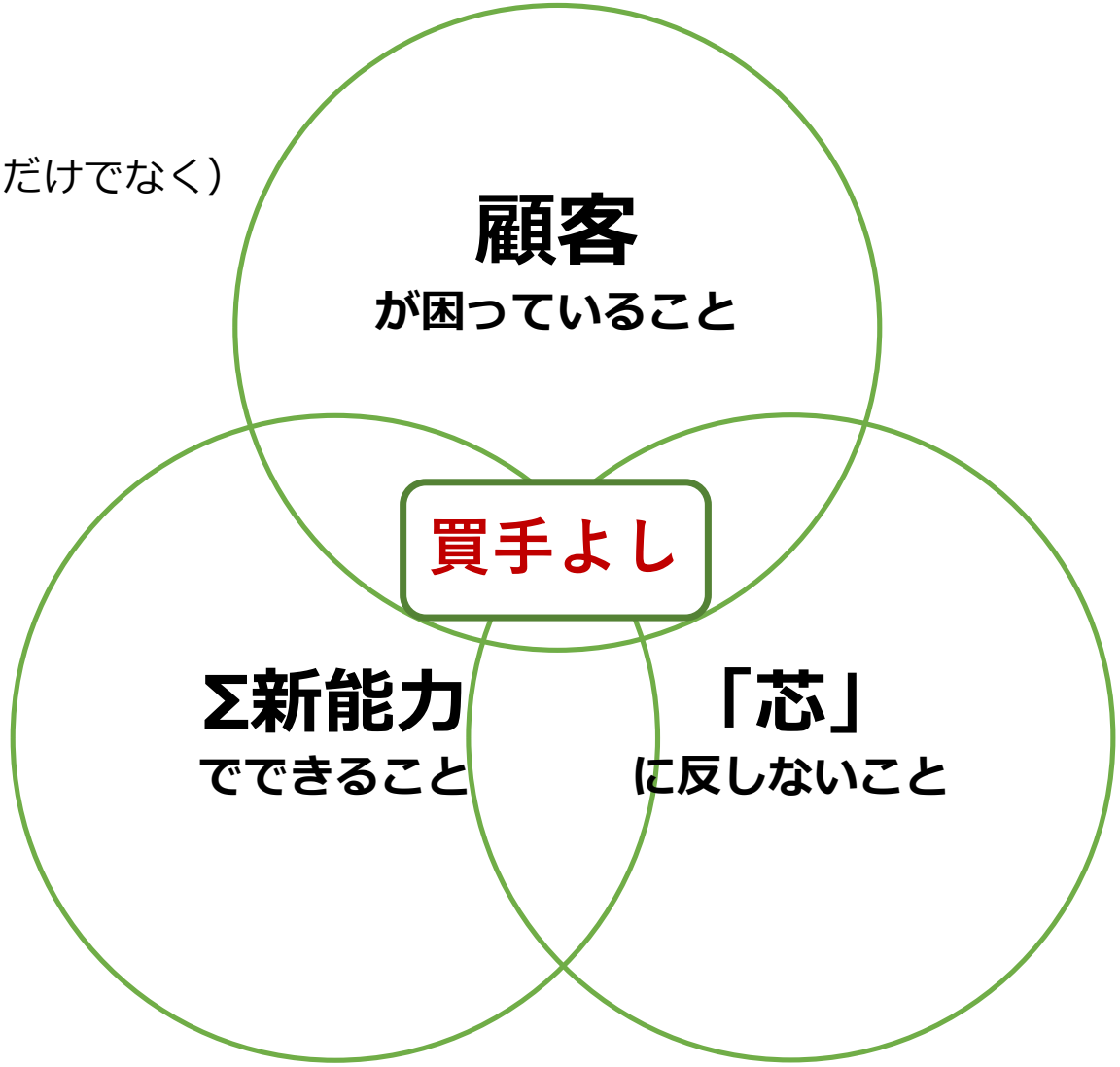

社会
が困っていること
世間よし
「芯」
に反しないこと
挑戦
したらできそうなこと

新・三方よし
売手よし
社会
が困っていること
世間よし
「芯」
に反しないこと
挑戦
したらできそうなこと
新能力の獲得
→
←
さらなる挑戦
顧客
が困っていること
買手よし
Σ新能力
でできること
「芯」
に反しないこと

Σ新能力＝

技術力（だけでなく）

自信
やる気
誇り
絆
楽しさ



MAZDA SUPPLIES CARS TO TEAM RUBICON UK FOR COVID-19 RESPONSE

The Mazda cars will plug into the command structure of Team Rubicon UK and assist in the supply and training of PPE, running mortuaries and supporting logistics for the operational team. "Team Rubicon UK is standing up its capability and bringing in our disaster response expertise to help the UK to overcome the biggest peace-time challenge it has ever faced," commented Ben Lampard, Director of Operations.

https://www.mazda.co.uk/why-mazda/news-and-events/mazda-news/articles/mazda-supplies-cars-to-team-rubicon-uk-for-covid-19-response/

Mazda supports RE:ACT during critical Covid-19 response with volunteers honoured by the Queen

In total the Mazda vehicles **covered almost 12,000 miles and supported 37 counties across the UK,** with two Regional Liaison Officers, Mary Lockwood and Lizzy Stileman, making full use of the vehicles.

Since March 2020, RE:ACT has distributed 10.1 million PPE items, supported and delivered 3.1 million meals, conducted 4,400 welfare checks, cared for 2,700 deceased, facilitated 3,700 Covid-19 tests, completed 121 live critical tasks and supported 37 counties across the UK. https://www.insidemazda.co.uk/2020/11/03/mazda-supports-react-during-critical-covid-19-response/

こういうアクションを王室＝社会が賞賛する

Lizzy Stilemanさんが授与されたMBEはこんな感じ
この栄誉がMazda UKにも還流し誇りと元気が生まれるはず

Ed Sheeran poses with his **MBE (Member of the Order of the British Empire) medal** that was presented to him by Britain's Prince Charles (Picture: REUTERS/John Stillwell/Pool)