

# Press Release

August 1, 2024  
transcosmos inc.

**transcosmos supports Information-technology Promotion Agency, Japan's information security/cybersecurity awareness building activities for children**  
**Creates awareness campaign animation videos for**  
**IPA's IT Security Award 2024 and Cybersecurity Awareness Stickers**

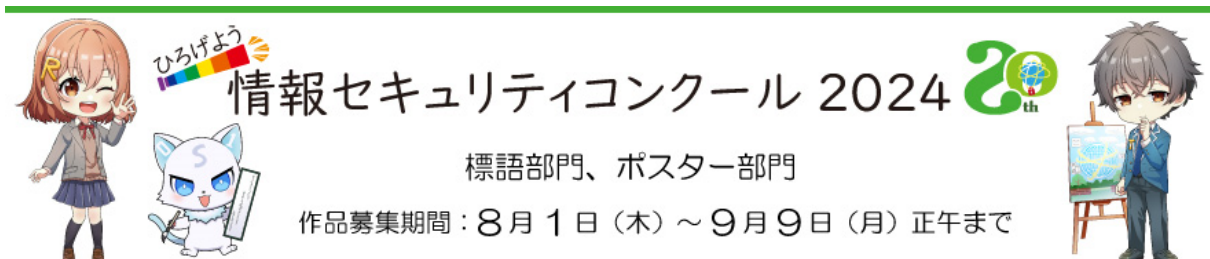
transcosmos is proud to announce that the company has created awareness campaign videos for IT Security Award 2024 hosted by Information-technology Promotion Agency, Japan (IPA) as well as Cyber Security Awareness stickers.

Digital risks have become a major social problem as damaging consequences of information leakage incidents such as personal data breach due to unauthorized access and other cybercrimes have become increasingly serious in recent years. In addition, complex and aging existing systems (legacy systems) are highly vulnerable to potential security attacks. Such legacy systems hinder the progress of digital transformation (DX) of a society, and escalate security risks. According to the DX report issued by the Ministry of Economy, Trade and Industry, if Japan cannot resolve this social problem due to an ever-growing shortage of professionals who can operate and maintain the legacy systems, GDP would be lower than it could be by as much as ¥12 trillion each year from after 2025 (\*1 Source: DX Report: Overcoming '2025 Digital Cliff' Involving IT Systems and Full-fledged Development of Efforts for DX (no translation available) by the Ministry of Economy, Trade and Industry).

Given this, the government has made information security and cybersecurity a top priority social problem for the government. To overcome the problem, the government has set out a commitment on promoting R&D, developing and securing IT professionals, and raising cybersecurity awareness from cross-cutting and medium-to long-term perspectives in its Cybersecurity Strategy (\*2 Source: Cybersecurity Strategy by the National center of Incident readiness and Strategy for Cybersecurity (NISC)).

Against this backdrop, transcosmos recognizes the difficulty in securing and developing the next generation of IT talent who must address information security and cybersecurity. Therefore, transcosmos supports IPA's activities to communicate the importance of information security and cybersecurity to a wider public, and raise social awareness of these problems through animation videos and stickers that the company has created for IPA's IT Security Award 2024.

transcosmos will carry out activities related to information security and cybersecurity by raising awareness among children—the next generation of talent who will forge the future of information security and cybersecurity. Through these activities, the company will not only help society increase awareness of information security, but also contribute to the creation of a safer digital society.



\*The image above is reprinted from IPA's official website

IT Security Award 2024 is an art competition hosted by IPA. With the purpose of fostering the awareness of, and inspiring interests in information security, IPA calls for submissions of artworks under the theme of information security from children

and students in elementary, junior high, senior high and other schools across Japan. Prize-winning artworks will be used for IPA's nationwide information security awareness campaign. Entry is open from Thursday August 1 to noon, Monday September 9, 2024 (current plan).

IPA 2024 IT Security Award official website (no translation available) : <https://www.ipa.go.jp/security/contest/index.html>

\*1: [https://www.meti.go.jp/shingikai/mono\\_info\\_service/digital\\_transformation/20180907\\_report.html](https://www.meti.go.jp/shingikai/mono_info_service/digital_transformation/20180907_report.html)

\*2: <https://www.nisc.go.jp/policy/materials/index.html>

#### ■Animation video created by transcosmos



- Presents the 2023 award-winning artworks on the theme of information security in 15 to 30 second short movies in a dramatic structure.

- Describes potential security risks using familiar settings to make children recognize cybersecurity is everyone's problem, not someone else's.

Three 30-second awareness campaign animation videos based on 2023 award-winning artworks

[https://www.youtube.com/playlist?list=PLi57U\\_f9scIlkctylzXT4fyxQdcJUORi8](https://www.youtube.com/playlist?list=PLi57U_f9scIlkctylzXT4fyxQdcJUORi8)



transcosmos has also created Cybersecurity Awareness stickers as part of IPA's cybersecurity awareness campaign to enable elementary to senior high school students, in particular early school-aged children, to learn the importance of cybersecurity and become interested in the topic via the stickers. IPA rents the stickers to various organizations in Japan for them to use for their cybersecurity initiatives and events (as of August 2024).

- Devised a way to help children come up with answers = correct stickers to riddles by combining riddles, manga or comics, and hints.
- Devised a way to enable children to learn about information security while enjoying collecting a variety of lovely stickers.
- Devised a way to enable children to visualize specific situations and settings in easy-to-understand words for school-aged children, in particular early school-aged, without using technical words.

Committed to our purpose of expanding our social impact as a business and ultimately maximize the well-being of society as a whole through solving social challenges, we, transcosmos, are engaging in meaningful business activities to become a Sustainable Transformation (SX) Partner for all. Not only as its initiative to promote SDGs but also to show its sincere

gratitude for employees and the municipalities where they live, transcosmos will continue to assist initiatives led by local governments by utilizing the corporate version of Japan's hometown tax donation program, the furusato nozei.

■**transcosmos SDGs initiatives** (<https://www.trans-cosmos.co.jp/english/company/sustainability/sdgs.html>)



Guided by our fundamental management philosophy that client satisfaction is the true value of our company and that the growth of each of our employees creates the value that shapes our future, we at transcosmos strive to contribute to the achievement of SDGs through responsible corporate activities and businesses that hinge on people & technology.

transcosmos acknowledges the importance of analyzing and understanding the risks and opportunities inherent in the 17 SDGs and the management strategies related to each of these goals from the perspective of our sustainable growth. Toward this end, we have established the transcosmos SDGs Committee, which is specifically designed for aligning our business and management resources with our SDG initiatives, setting targets, prioritizing social issues of particular significance, and confirming the progress on a regular basis. With the aim of raising awareness and permeating our SDG initiatives, the committee runs various SDG-driven activities both internally and externally including SDGs training courses for our employees (e-learning), internal workshops with the selected members from each function, and more.

Related page: <https://www.trans-cosmos.co.jp/english/bpo/>  
<https://www.trans-cosmos.co.jp/bpo/it-managed.html>

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\*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

#### **About transcosmos inc.**

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 182 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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