

Keidanren and CBCC 's initiatives to deliver on the SDGs

November, 2017
Masaya Futamiya
Chairman of CBCC

About CBCC and Keidanren



Council for Better Corporate Citizenship
(<http://www.keidanren.or.jp/cbcc>)

Founded : September 1989 by **Keidanren**

Mission : To promote Japanese companies' CSR and to support their CSR initiatives by;

- 1) Collecting and disseminating information on CSR
- 2) Hosting meetings and seminars on CSR
- 3) Conducting exchange with various entities both in Japan and foreign countries, etc.

Chairman : Mr. Masaya Futamiya

(Chair, Committee on Corporate Behavior & Social Responsibility, Keidanren
Chairman and Representative Director, Sompo Japan Nipponkoa Insurance Inc.)

Members : 87 companies



Keidanren
Japan Business Federation

KEIDANREN (Japan Business Federation) is a comprehensive economic organization with a membership comprised of 1,350 representative companies of Japan, 109 nationwide industrial associations and 47 regional economic organizations

Schedule of CBCC CSR Dialogue Mission to Germany

Monday, November 20

<Frankfurt>

Meetings with Deutsche Börse, GIZ and Metzler Asset Management

Tuesday, November 21

<Frankfurt>

Meeting with Werner & Mertz

<Berlin>

Meeting with BDI & Econsense

Wednesday, November 22

<Berlin>

Meeting with German Institute for Human Rights, the Federal Ministry of Labour and Social Affairs and the Embassy of Japan in Germany

Thursday, November 23

<Berlin>

Meeting with the German Council for Sustainability Development

<Munich>

Meeting with oekom research

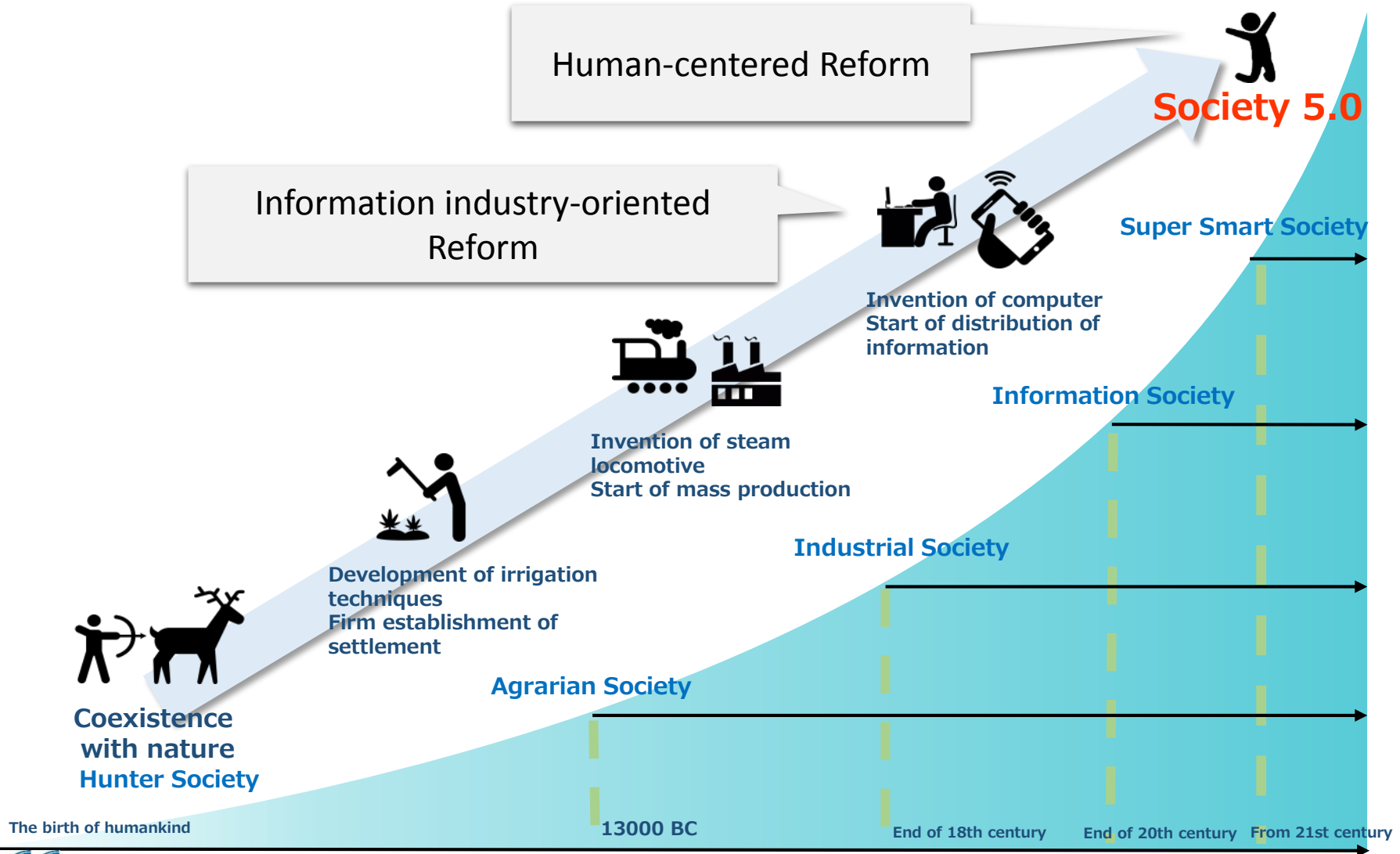
Friday, November 24

<Munich>

Meetings with Munich Re and Siemens

- Society 5.0 - New Growth Model

The Society 5.0 concept has been introduced in Japan's 5th Science and Technology Basic Plan



“Charter of Corporate Behavior” is the code of conduct composed of 10 principle that Keidanren’s member corporations pledge to comply with for realizing a sustainable society.

1. Sustainable economic growth and the resolution of social issues

2. Fair business practices

3. Fair disclosure of information and constructive dialogue with stakeholders

4. Respect for human rights

5. Relationships of trust with consumers and customers

Keidanren
Japan Business Federation



**SUSTAINABLE
DEVELOPMENT
GOALS**

6. Reform of working styles and enhancement of workplace environments

7. Engagement in environmental issues

8. Involvement in community and contribution to its development

9. Thorough crisis management

10. Role of top management and implementation of this Charter

The SDGs Promotion Headquarters

Cabinet body headed by Prime Minister Shinzo Abe and composed of all ministers

(established on May 20, 2016)

The SDGs Promotion Roundtable Meetings

- **Multi-stakeholder platform** for exchanging views and fostering cooperation to promote SDGs in Japan
- **Masaya Futamiya**, Chair of Keidanren's Committee on Corporate Behavior & Social Responsibility, participates



Mr. Futamiya (right) made a presentation at an event hosted by UNDP and Japanese Government (July 17, 2017)



Mr. Futamiya (left) and Mr. Thomas Gass, Assistant Secretary-General for Policy Coordination and Inter-Agency Affairs, UN Dept. of Economic and Social Affairs (July 17, 2017)



SDGs Business Forum held at UN General Assembly Hall (July 18, 2017)

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Keidanren supports the SDGs



CBCC supports the SDGs

