

# Dash to the GOALS!

**Our Initiatives to deliver on SDGs**



# Delivering on the SDGs through the Realization of Society 5.0

*Dash to the GOALS! ~ Our Initiatives to deliver on SDGs ~*

**Keidanren**  
Japan Business Federation

Keidanren supports the SDGs



**Keidanren** is aiming for the realization of **Society 5.0**, a future society in which IoT, AI, robots, and other innovative technologies will be used to maximum effect for the optimization of individual lives and of society as a whole. In this future society, economic growth will become consistent with solutions to global and local challenges such as health and medical care, agriculture and food, the environment and climate change, energy, safety and disaster prevention, human and gender equality, and a society will be realized in which each and every individual can lead a comfortable life that is full of vitality. The creation of such a society is also in line with the principles of the SDGs of the United Nations.

*(Revision of the Charter of Corporate Behavior)*

# Top Message

The trend towards digitalization, which includes IoT, AI, big data, and robots has begun to bring revolutionary change—a paradigm shift—to many industries. Helping that transformation extend beyond the scope of industry and reach society on a broader scale represents a key social responsibility for members of the business community. It also represents the concept of “Society 5.0”, a future society which Keidanren aim to realize.

Society 5.0 is a society where individual happiness and solutions to social problems align in harmony. Such a society would be exactly the embodiment of a society, in which the UN Sustainable Development Goals (SDGs) have been achieved. While maintaining and strengthening ties with a range of stakeholders, Keidanren is determined to bring that future society closer through its ongoing contributions toward the more stable and sustained development of the global economy. We appreciate your continued cooperation and support.

Chairman **Hiroaki Nakanishi**  
*(Executive Chairman, Hitachi, Ltd)*



# Hiroaki Nakanishi



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# Society 5.0 for SDGs

Using remote sensing and oceanographic data for monitoring and management of water quality, forests, land degradation, biodiversity, etc.

Resolving climate change issues with the simulation based on the analysis of meteorological and other observation data by using High Performance Computing

Creating smart cities where convenience, safety and economic efficiency are made compatible

Building global innovation ecosystems by connecting industries, academic institutions and other related stakeholders

Building resilient infrastructure and promoting sustainable industrialization by using i-Construction



**Boosting food production by smart agriculture utilizing IoT, AI and Big Data**  
**Improving nutritional status with smart food produced by cutting-edge biotechnology**

**Developing early warning alert system for the prevention of infectious diseases by combining different types of monitoring data**

**Make high quality education affordable for everyone on the earth with e-learning systems utilizing state-of-the-art technologies**

**Empowering women with access to education and information through the Internet**  
**Providing women with opportunities for startups by utilizing ICT**

**Managing electric power supply and demand in a sustainable way by constructing smart grid systems**

# What's “Society 5.0”



1

**Hunter  
Society**

2

**Agrarian  
Society**

Development of irrigation  
techniques/Firm establishment  
of settlement

3

**Industrial  
Society**

Invention of steam locomotive start  
of mass production

4

**Information  
Society**

Invention of computer  
Start of distribution of information

5

**Super  
Smart  
Society**

## Society 5.0

is the fifth and newest society in the history of human social development, following on from the Hunter-gather society, Agrarian society, Industrial society, and Information society.

This future society in which IoT, AI, robots and other innovative technologies will be used to maximum effect for the optimization of individual lives and society as a whole.

# Toward Society 5.0

## Society 5.0

is a society where economic growth will become consistent with solutions to global and local challenges such as health and medical care, agriculture and food, the environment and climate change, energy, safety and disaster prevention, human and gender equality, and a society will be realized in which each and every individual can lead a comfortable life that is full of vitality.

The creation of such a society is also in line with the principles of the SDGs of the United Nations.

## Society 4.0 Information society



Individual  
optimization  
through  
application of ICT

Efficient  
use of  
natural  
resources

World bound by  
various constraints  
(temporal, spatial,  
etc.)

Seeking solutions to  
individual problems  
Making individual  
industries more efficient

## Society 5.0 Super-smart society



Optimizing  
society as a whole  
through integration  
of cyberspace and  
physical space

Use of  
new  
resources  
(data)

World  
released  
from various  
constraints

Solving complex  
social issues  
enriching society  
and citizen's life





# Healthcare in Society 5.0

Hyper-aging has confronted Japanese society with a variety of challenges.

With the trend toward a human-centered society with the 100-year life, Keidanren has created a vision of healthcare in Society 5.0 to improve the healthy life expectancy and vitality of individual citizens. In Society 5.0, digitalization of human biometrics and physical functions together with advances in biotechnology will make it possible to treat - and even prevent - heretofore incurable diseases, improving human health worldwide and contributing to the achievement of SDGs.

Society 5.0 is a human-centered society. Healthcare is one domain that could benefit most through utilization of cutting-edge technologies.



## Society 5.0

### Society 4.0



Standardized care for median groups



Digitalization of the individual



Advances in biotechnology

## Society 5.0



Shift to personalized care



Healthcare with broadened scope/Longer periods of good health



To make meaningful progress on the SDGs for **2030**, we are striving to **realize Society 5.0**.

For years, **Keidanren** has continued to engage in a broad range of

activities in hopes of establishing a **sustainable society**.

Here are more details on some of our **many endeavors**.



Keidanren member companies adhere to the a set of shared guidelines that align with the

organization’s Code of Corporate Behavior, objectives of the SDGs.

**CHARTER OF CORPORATE BEHAVIOR - For the Realization of a Sustainable Society –**  
The role of a corporation is to take the lead in the realization of a sustainable society by creating added value that will benefit society and generating employment, through autonomous and responsible behavior, on the basis of fair and free competition. To this end, regardless of its location, a corporation is expected to comply with the letter and spirit of relevant laws and regulations and international rules and to fulfill their social responsibility with a strong sense of ethical values, by acting in line with the following ten principles.



**Sustainable economic growth and the resolution of social issues**

**1** Develop and provide socially beneficial and safe goods and services through innovation, and strive for sustainable economic growth and the resolution of social issues.



**Reform of work practices and enhancement of workplace environments**

**6** Realize work practices that will improve the capability of employees and that respect their diversity, character, and personality. Also, provide safe and healthy working environments.



**Fair business practices**

**2** Engage in fair and free competition, appropriate transactions and responsible procurement. Also, maintain a sound relationship with political bodies and government agencies.



**Engagement in environmental issues**

**7** Proactively initiate measures in acknowledgment of environmental issues, the common challenges they pose to humanity and their importance to a corporation's operation and persistence.



**Fair disclosure of information and constructive dialogue with stakeholders**

**3** Disclose corporate information actively, effectively and fairly and engage in constructive dialogue with a wide range of stakeholders, with a purpose of enhancing corporate value.



**Involvement in community and contribution to its development**

**8** Actively engage in community involvement activities and contribute to community development as a good corporate citizen.



**Respect for human rights**

**4** Conduct business that respects the human rights of all persons.




**Thorough crisis management**

**9** Conduct thorough and organized crisis management in the face of actions by antisocial forces, terrorism, cyber attacks, natural disasters and other crises that pose a threat to civil society and corporate activity.



**Relationships of trust with consumers and customers**

**5** Provide consumers and customers with appropriate information about goods and services, communicate with them in good faith, and earn their satisfaction and trust.



**Role of top management and implementation of this Charter**

**10** Top management shall recognize that it is their role to realize the spirit of this Charter, build effective governance systems for the conduct of business, and strive to raise awareness of the Charter's spirit within the corporation and the entire corporate group to achieve its full compliance. Top management should also encourage behavior based on the principles of this Charter within the corporation's supply chain. In the event that the corporation violates the spirit of this Charter and loses the trust of society, top management shall proactively take responsibility to respond to the situation, including resolving the problem, investigating the causes, and preventing the problem from recurring.

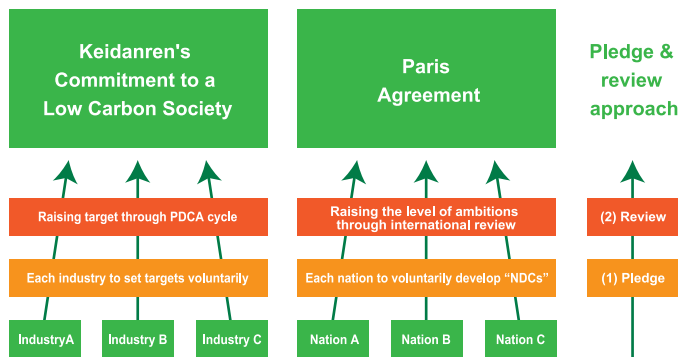




## Implement the pledge-and-review system

Since 1997, we have been making significant efforts in reducing CO<sub>2</sub> emissions in Japan, through the same pledge & review approach adopted in the Paris Agreement.

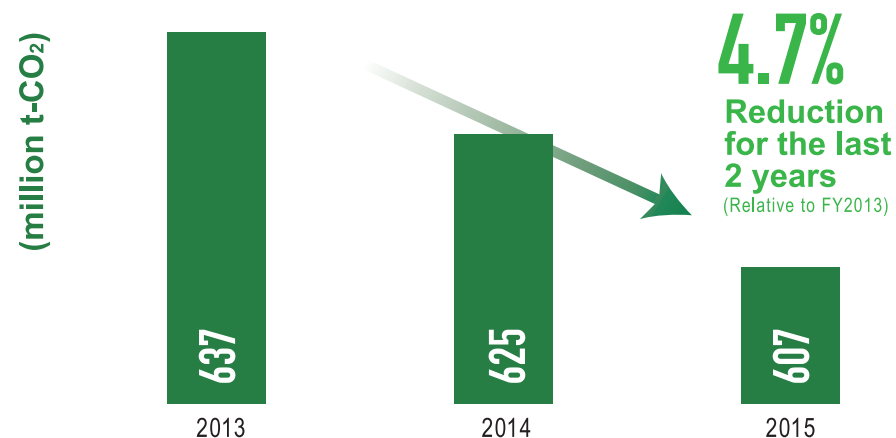
As we continue to encourage the development and spread of innovative low-carbon/energy-conserving technologies, we remain hard at work on bringing CO<sub>2</sub> output to even lower levels.



CO<sub>2</sub> emissions by 34 industries in the industrial and energy-conversion sectors



CO<sub>2</sub> emissions by 60 industries in the industrial, energy-conversion, service, and transportation sectors



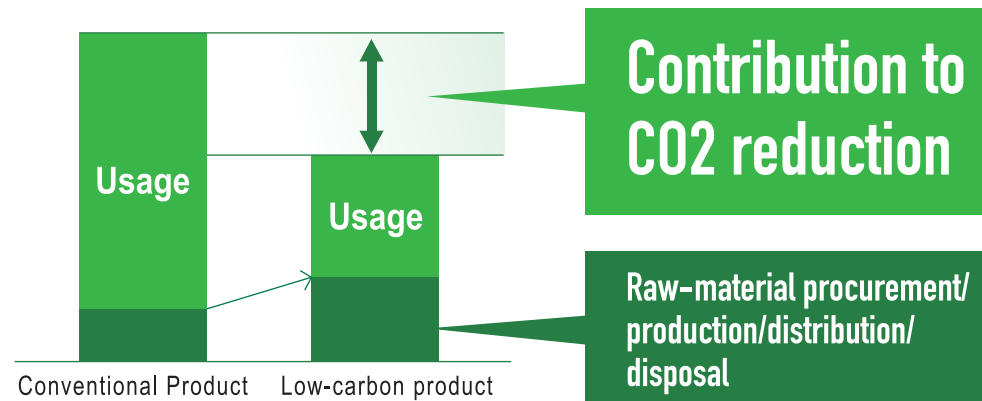


## Reduce emissions on a global scale through global value chains (GVCs)

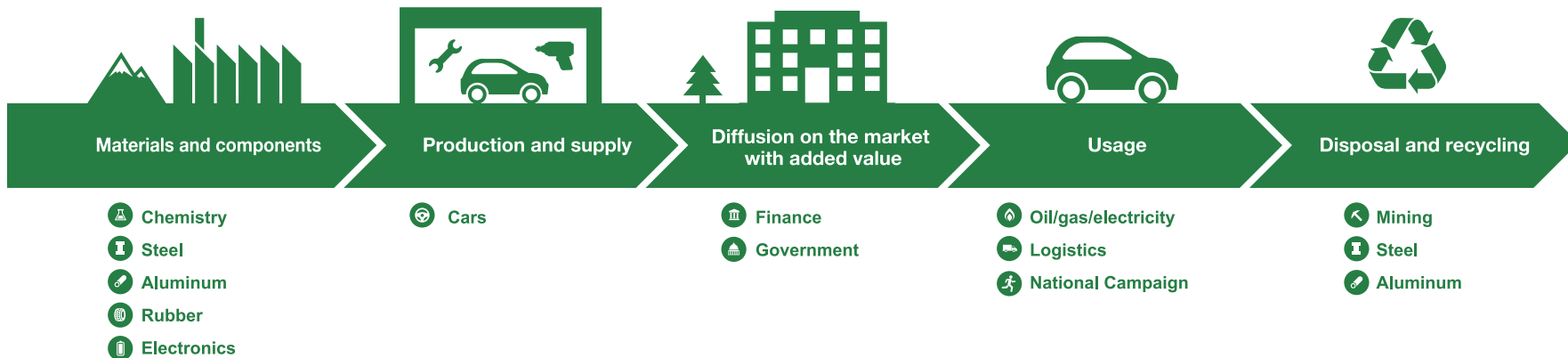
We contribute to reductions in CO<sub>2</sub> emissions by utilizing low-carbon/energy-conserving products and services throughout our value chains at home and abroad.

Our efforts to transfer quality technologies and expertise to emerging and developing economies also propel the growth of a sustainable global society.

Reducing CO<sub>2</sub> emissions over the full span of the product lifecycle



Next-generation vehicles (ex.)





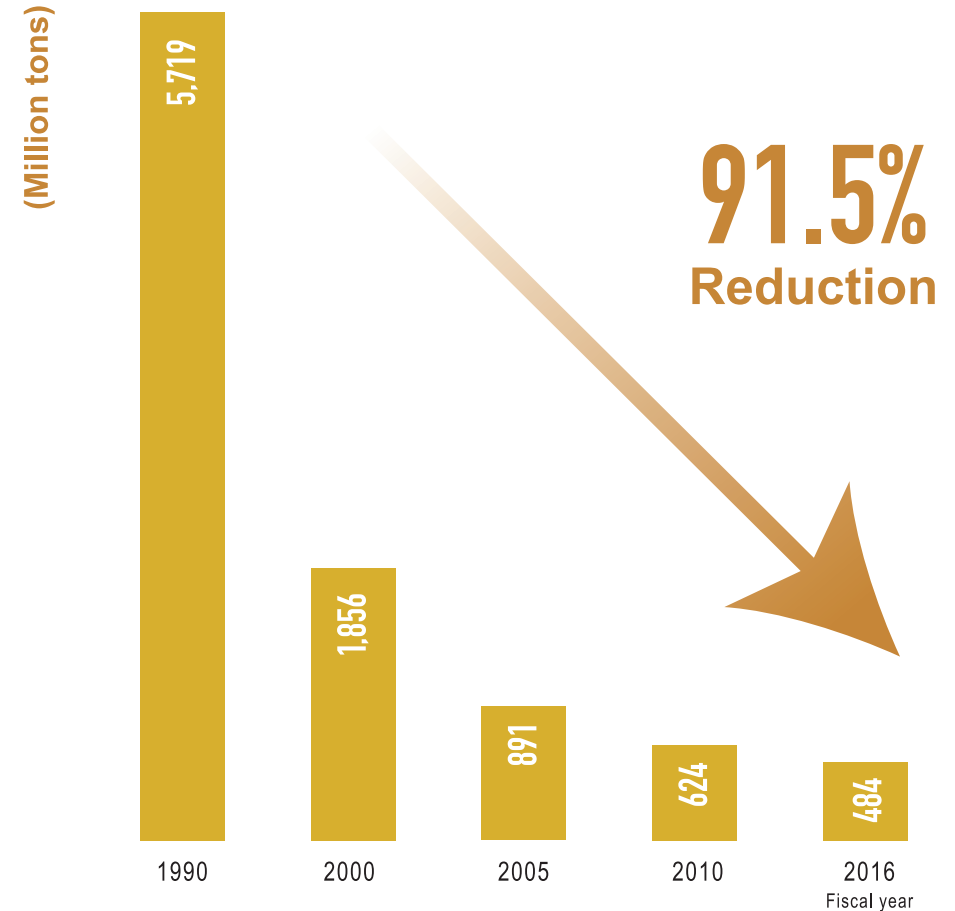
## Establish a Sound Material-Cycle Society

To help establish a material-cycle society, we promote the 3R (reduce, reuse, and recycle) policies.

We have also made substantial reductions in Japan's final disposal volume of industrial waste through our voluntary action plan.



Final Disposal Volume of Industrial Waste





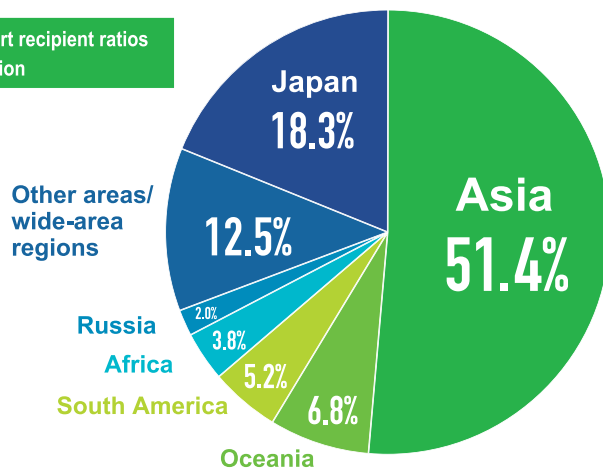


Since its creation in 1992, Keidanren Nature Conservation Fund (KNCF) has used its funding to provide NGOs in Japan and abroad with financial support for various projects on nature protection and biodiversity conservation. Over its quarter-century in operation, KNCF has granted a total of over 39 million USD to more than 1,300 projects.



### Keidanren Nature Conservation Fund

Support recipient ratios  
by region



No. of Support Projects

**1345** Projects

Total Amount of Financial Support Given

**39** Million USD



## Promote Womenomics (Women × Economics)

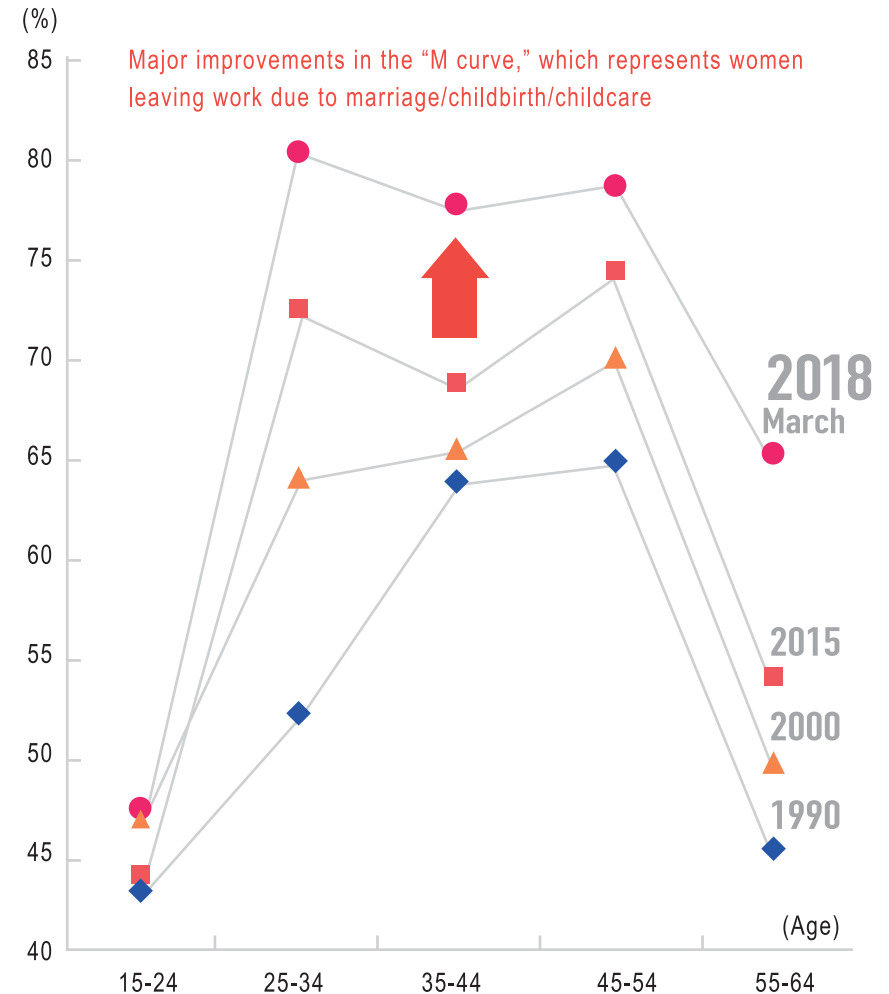
We have been encouraging initiatives to ensure diversity & inclusion represent crucial cooperate strategies. In particular, "Womenomics" (Women × Economics) initiatives which aim to nurture economic growth by welcoming more women into the workplace and making a more important impact on business fronts through forming the action plans for promoting women to executive and managerial positions.

As a result, it has taken a positive turn, and in business settings also, results are taking shape in various forms, for example, innovation based on a female perspective, and creating new markets focused on women as consumers. We will attempt to further increase this momentum by sharing such successful cases and promoting economic diplomacy through the exchanges among female executives from around the world.

The number of female employees  
in Japan rose by

# 2.0 million

from 2012 to 2017

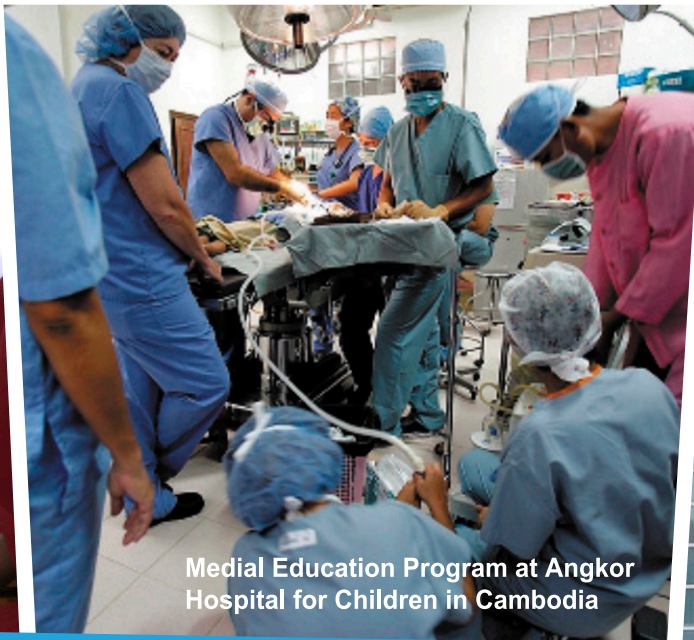




CBCC



Sakura Girls Secondary  
School in Tanzania



Medial Education Program at Angkor  
Hospital for Children in Cambodia



Maison  
de la culture  
du Japon  
à Paris

cooperates

Expansion of international  
cultural exchange

220 million USD in fundraising

Council for Better Corporate Citizenship (CBCC), founded by Keidanren in 1989, promotes CSR. It has raised 220 million USD by donations mainly from Keidanren's member companies to its International Contribution Projects since 1989.





Keidanren is constantly building partnerships with a wide range of stakeholders to realize Society 5.0 to solve social problems in the world.



# About KEIDANREN

**KEIDANREN**(Japan Business Federation) is a comprehensive economic organization with a membership comprised of 1,376 representative companies of Japan, 109 nationwide industrial associations and 47 regional economic organizations (as of May 31, 2018).

Our mission as a comprehensive economic organization is to draw upon the vitality of corporations, individuals and local communities to support corporate activities which contribute to the self-sustaining development of the Japanese economy and improvement in the quality of life for the Japanese people.



## KEIDANREN EXECUTIVE MEMBER COMPANIES

**HITACHI**  
Inspire the Next

**NOMURA**

 Nissay NIPPON Life Insurance Company	 MUFG MUFG Bank	 MITSUBISHI HEAVY INDUSTRIES
 SUMITOMO CHEMICAL	 MITSUI & CO.	 NYK NIPPON, YOKOHAMA, KAIYOKU LINE
 TOKYO GAS	 Mitsubishi Corporation	 FUYO BANK FUYO BANK HOLDINGS
 SMBC	 TAISEI For a Lively World	 NIPPON STEEL & SUMITOMO METAL
 MITSUBISHI ELECTRIC Changes for the Better	 TOYOTA	 Tokio Marine Holdings
 JR-EAST	 ANA	 JXTG Group

 SHOWA DENKO	 Daiwa Securities Group Inc.	 MS&AD Mitsui Sumitomo Insurance	 ITOCHU	 Dai-ichi Life Holdings
 BT	 HAKUICHI	 Asahi	 Panasonic	 Sumitomo Corporation
 MIZUHO	 NEC Orchestrating a brighter world	 AsahiKASEI	 SEKISUI	 IHI Realize your dreams
 NTT	 Mitsui FUDOSAN	 astellas	 SEVEN & HDGS	 SUNTORY



# 世界を変革するための17の目標、SDGs



SUSTAINABLE DEVELOPMENT GOALS

世界を変えるための17の目標



**“The SDGs are the integration of human wisdom.”**

**To fulfill the ambitious objectives of the SDGs, however, we still need to surmount some significant roadblocks.**

**Keidanren is determined to keep breaking those barriers down by making Society 5.0 a reality together with you.**

**Dash to the**  
**GOALS!**  
Our Initiatives to deliver on SDGs