



# Keidanren's initiatives on delivering on the SDGs

*Takashi INOUE, KEIDANREN, CBCC*

# About KEIDANREN



KEIDANREN (Japan Business Federation) is a comprehensive economic organization with a membership comprised of 1,412 representative companies of Japan, 109 nationwide industrial associations and 47 regional economic organizations (as of April 1, 2019).

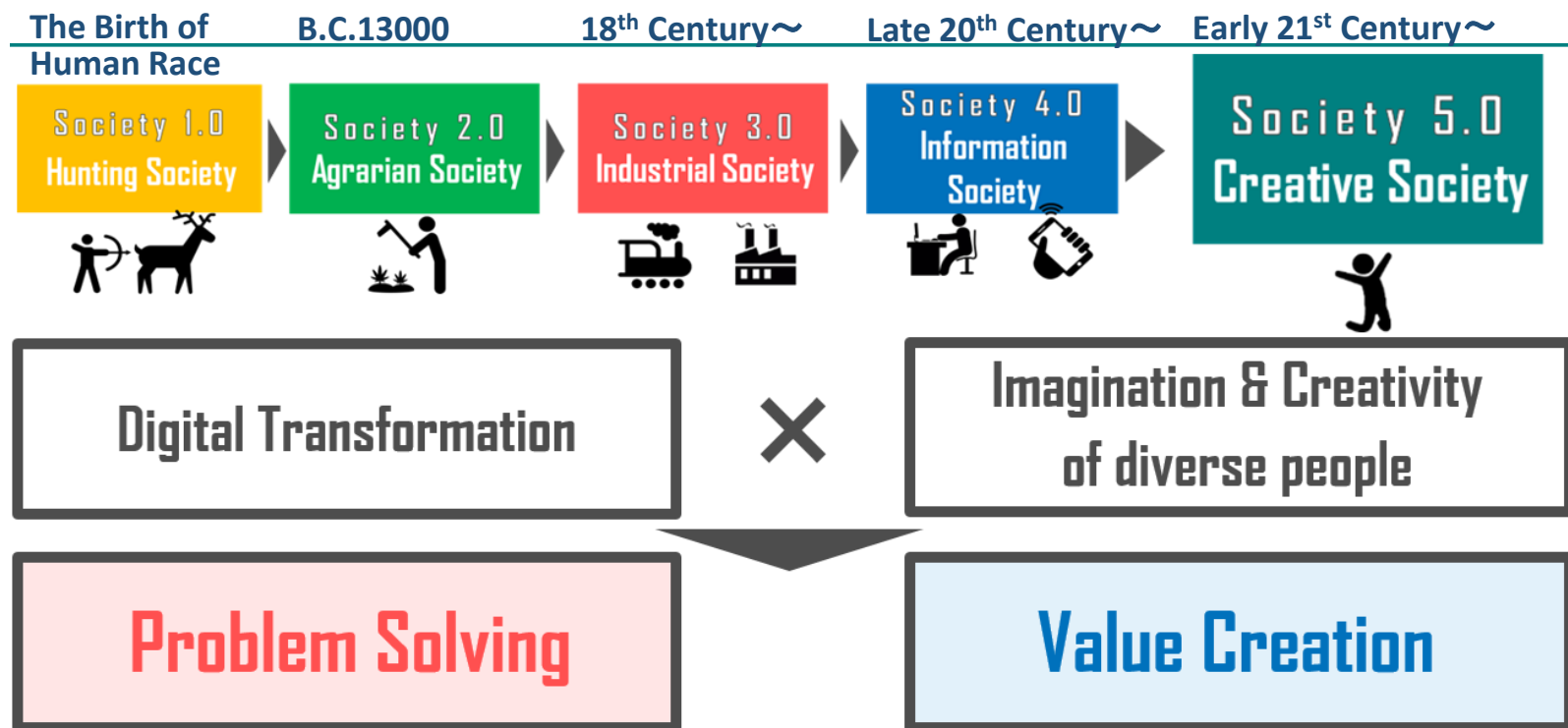
Established: August 16, 1946

Chair: Hiroaki Nakanishi,  
Executive Chairman, Hitachi Ltd.



# Society 5.0 – Co-creating the future -

- Digital technologies and data should be utilized to create a society where people lead diverse lifestyles and pursue happiness in their own ways. In the future, humans will require imagination to change the world and creativity to materialize their ideas. Society 5.0 will be an Creative Society.



# Society 5.0 for SDGs





# Charter of Corporate Behavior

(revised in Nov. 2017)

**“Charter of Corporate Behavior”** is the code of conduct composed of 10 principle that Keidanren’s member corporations pledge to take the lead in the realization of a sustainable society.

1. The 10 principles (Keidanren’s Core Values)

2. The Implementation Guidance

✓ 49 Key implementation items under the 10 principle

3. The charter is the product of in-depth deliberations and experience of over 1,300 corporate members



English version is available on Keidanren website

<http://www.keidanren.or.jp/en/policy/csr/charter2017.html>

# 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.

**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**

**6. Reform of working styles and enhancement of workplace environments**

**7. Engagement in environmental issues**

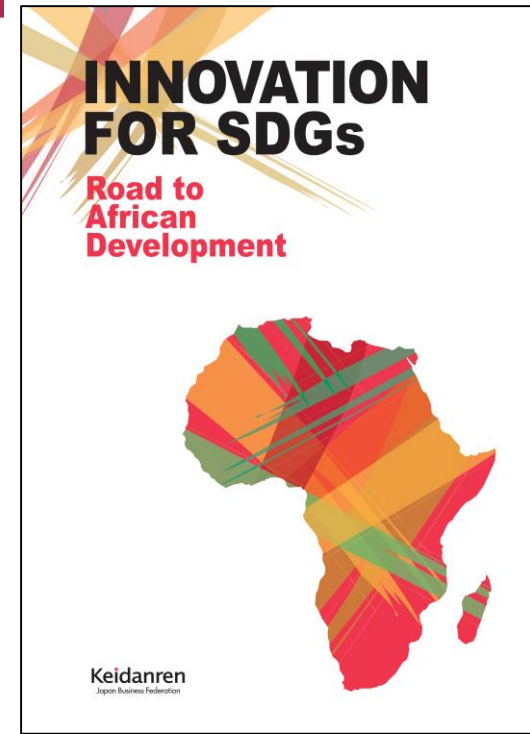
**8. Involvement in community and contribution to its development**

**9. Thorough crisis management**

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

# Innovation showcases examples for SDGs

## - Road to Society 5.0 -



We issued the booklets entitled “*INNOVATION FOR SDGs - Road to Society 5.0 -*” in July 2018 and “*INNOVATION FOR SDGs - Road to African Development -*” in August 2019, which are the collections of start-up innovations showcases examples that will bring us a step closer to “Society 5.0.”

# KeidanrenSDGs.com

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NEWS: Making the Share Button Work(30 July)

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**"Ane-kai": Creative workshop to support contributions to the SDGs**  
Mitsubishi UFJ Research and Consulting Co.,Ltd.  
With its vision to contribute to the SDGs, this creative workshop series invites

URL : <https://www.keidanrensdgs.com/>



- We also launched the special website “KeidanrenSDGs.com” in July, 2018.
- Anyone can check 291(Japanese) and 192(English) case studies on innovation for SDGs.
- The database of case studies is continuously updated. By reference to it, we welcome further collaboration with other organizations.



# Towards Collaboration - HLPF 2018

## SDG BUSINESS FORUM

High-Level Political Forum  
United Nations | 17 July 2018



**Transformation towards sustainable  
and resilient societies**

**ICC** INTERNATIONAL  
CHAMBER  
OF COMMERCE  
The world business organization

  
**UN DESA**



**United Nations**  
Global Compact



Keidanren's Presentation



Keidanren participated in SDG Business Forum on July 17, 2018 and gave a presentation about our initiatives on the SDGs

# Towards Collaboration with UN agencies



**H.E. Ms. Amina Mohammed**  
Deputy Secretary-General , UN



**Mr. Achim Steiner**  
UNDP Administrator



**Mr. Fabian**  
UNICEF Ventures



**Dr. Mohieldin**  
The World Bank Group  
Vice President



**Ms. Keiko Honda**  
Executive Vice President  
and CEO, MIGA



# B20 Tokyo Summit



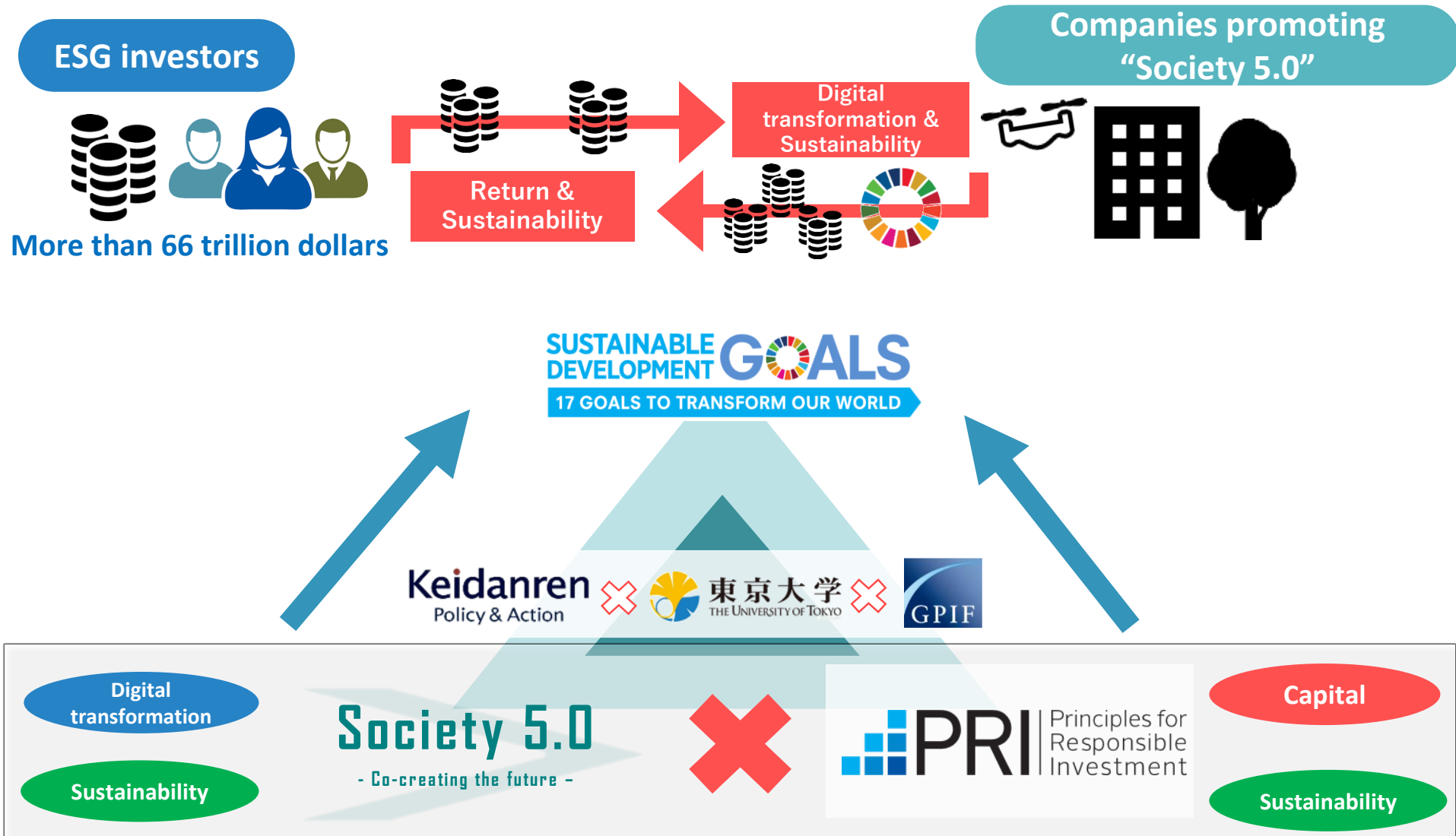
1. Date : 14(Thu) – 15(Fri) March 2019
2. Venue : Keidanren Kaikan (Tokyo)
3. Theme : "Realising Society 5.0 for SDGs"
4. Number of Participants : approx. 300

(Executives of business federations from G20 countries, International organisations, Leading members of Keidanren (Chairman and Vice Chairs, Chairman and Vice Chairs of the Board of Councillors, Chairs of Committees and Sub-Committees), etc.)



# Linking Society 5.0 and ESG Investment to Deliver on SDGs

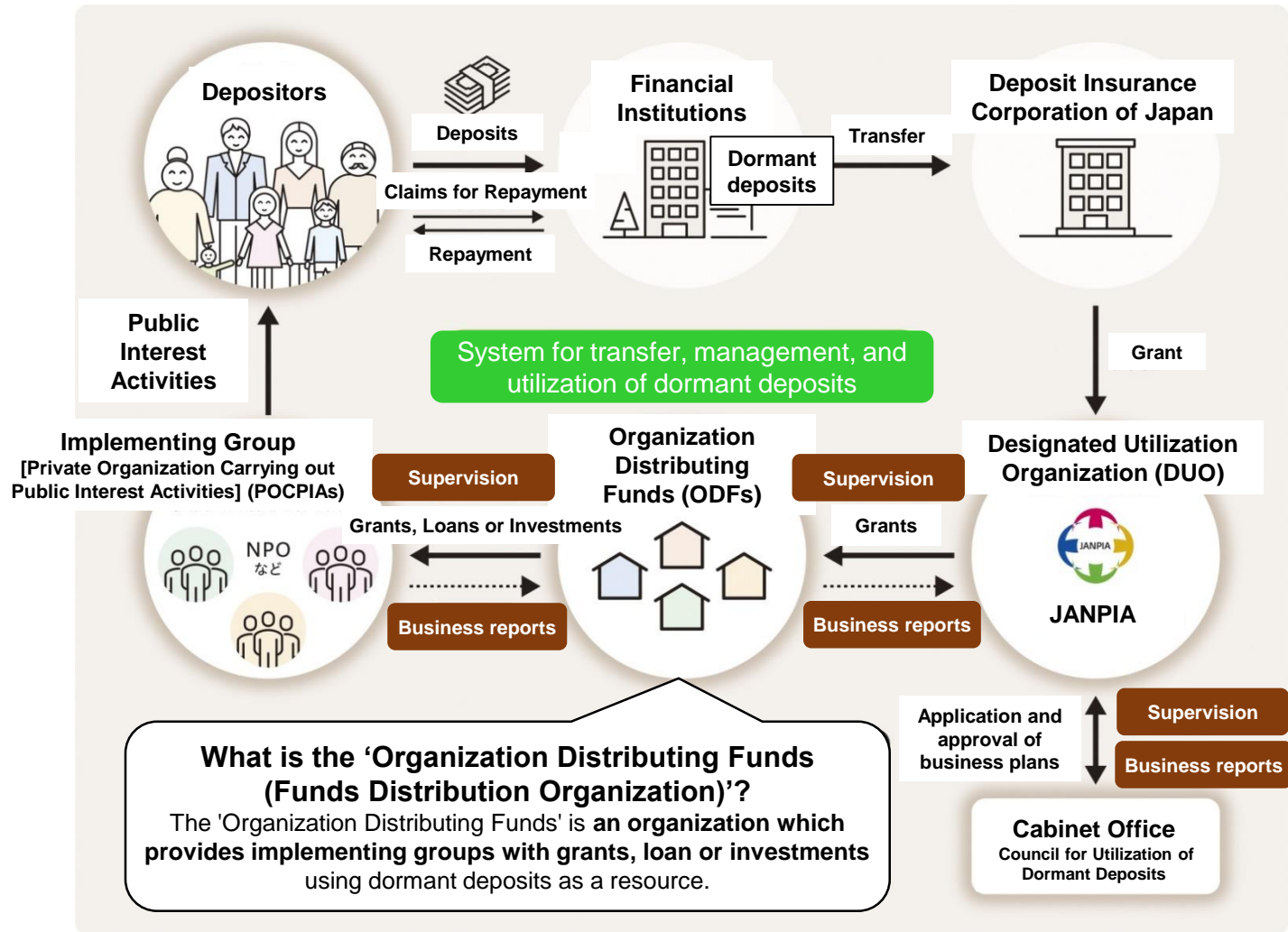
## 《Society 5.0 x ESG investment → SDGs》





# Utilization of Dormant Deposits (1)

The system that dormant deposits in bank accounts which have been inactive for 10 or more years are utilized to promote public interest activities is introduced in FY2019, based on the “Act on Utilization of Funds Related to Dormant Deposits to Promote Public Interest Activities by the Private Sector”.



# Utilization of Dormant Deposits (2)

## Social Issues that should be preferentially solved

The following seven social issues are designated as 'Social problems that should be preferentially solved' and actively addressed. Projects aimed at solving these problems are selected as a priority; however, applications for other projects that have a significant influence/effect on solving social problems are also acceptable.

1	Activities relating to the support for children and young people <ol style="list-style-type: none"><li>1. Support for children with domestic disadvantages such as poverty</li><li>2. Support for children and young people facing difficulties in their daily life and development</li><li>3. Support in building the capacity of young people who are engaged in social problem resolution</li></ol>
2	Activities relating to the support for people having difficulties in their daily and social lives <ol style="list-style-type: none"><li>1. Support for people having difficulties in working</li><li>2. Support towards resolution of social isolation and discrimination</li></ol>
3	Activities relating to the support for areas facing social difficulties such as a decline in social vitality in local communities <ol style="list-style-type: none"><li>1. Support for job creation in local communities</li><li>2. Support of developing secure and safe communities</li></ol>

