

Achieving the SDGs through Society 5.0 and the Corporate Philanthropic Activities of Japanese companies

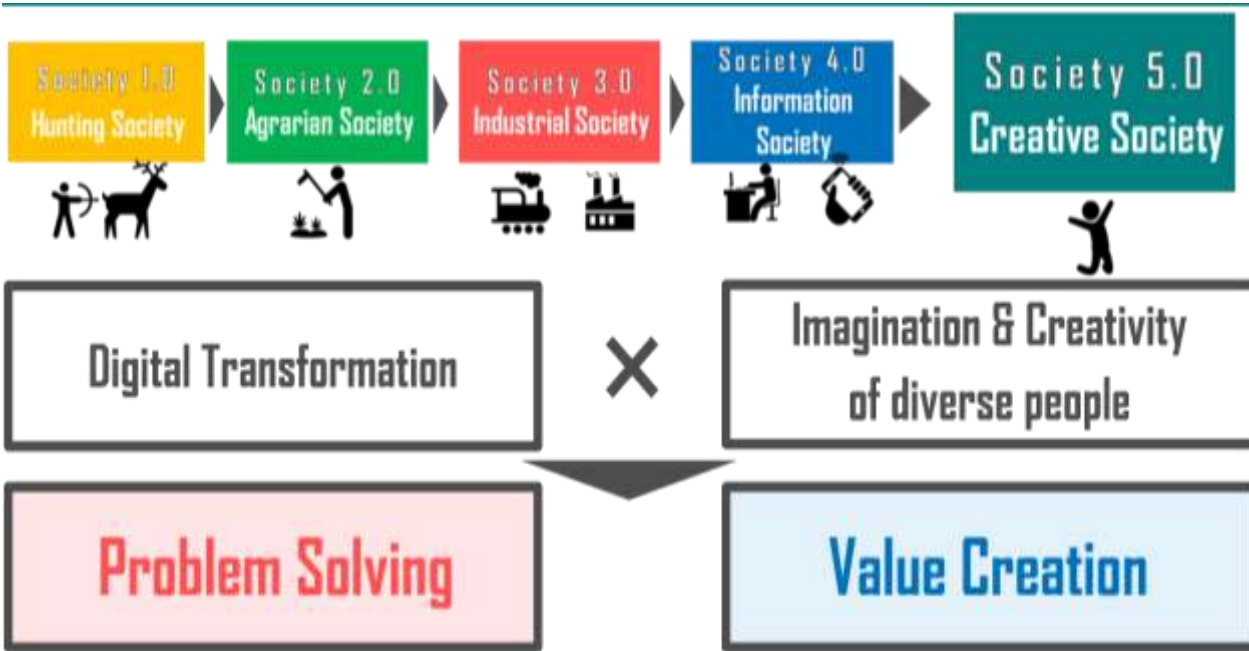


30 November 2023

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Society 5.0 for SDGs = A new future society achieved through innovation



経団連 Society 5.0 -ともに創造する未来-より

Charter of Corporate Behavior

- For the Realization of a Sustainable Society -

Established: Sept. 14, 1991
5th Revision: Nov. 8, 2017

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

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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

Company's Good practices for Society 5.0 for SDGs

[Ex. Goal 3 -Good Health and well-being-]

- The healthcare for children and young people in the next generation is essential to realize "Society 5.0 for SDGs", a growth strategy.
- "Achievement of Universal Health Coverage" is targeted by SDGs Goal 3 "Ensure healthy lives and promote well-being for all at all ages"



- Companies in all industrial sectors are working to achieve SDGs goal 3.
- Collaboration with stakeholders, including the public and private sectors, energizes companies' ability to create innovations. In particular, we expect the public sector to support the private sector to create innovations.



"Pandemic Ready" buildings to reduce the risk of infection



Supplying Safe and Clean Water to Developing Countries



AI Diagnostic Imaging Service Targeting the Eradication of Tuberculosis

【KeidanrenSDGs Website】
Introducing good cases for SDGs by the member companies



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

【Keidanren's Initiatives】

In 1991, Keidanren established the "1% Club*," a group of companies that share the goal of allocating at least 1% of their ordinary income to corporate philanthropy.

* The structure of the organization has been changed to reflect current trends.

Keidanren also holds symposia and meetings and provides information on corporate philanthropic activities.



【Examples of Japanese companies' contributions】



*Establishment of hospitals, museums, and research funding foundations



*Disaster relief donations and volunteer dispatch



*Lecture on architecture for elementary school children



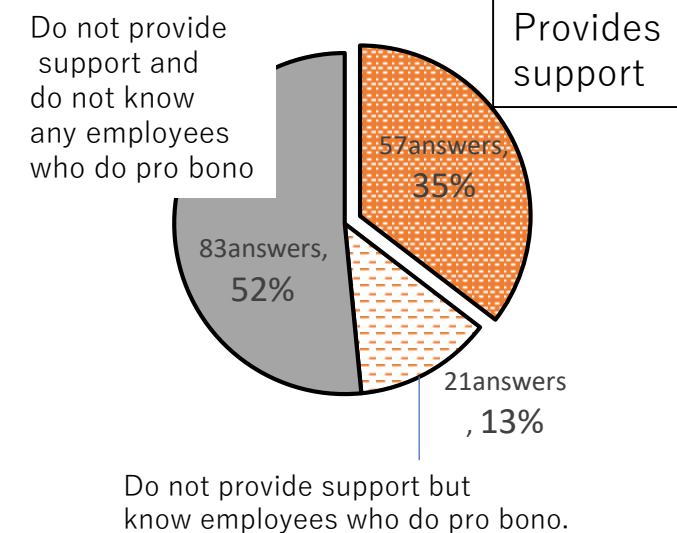
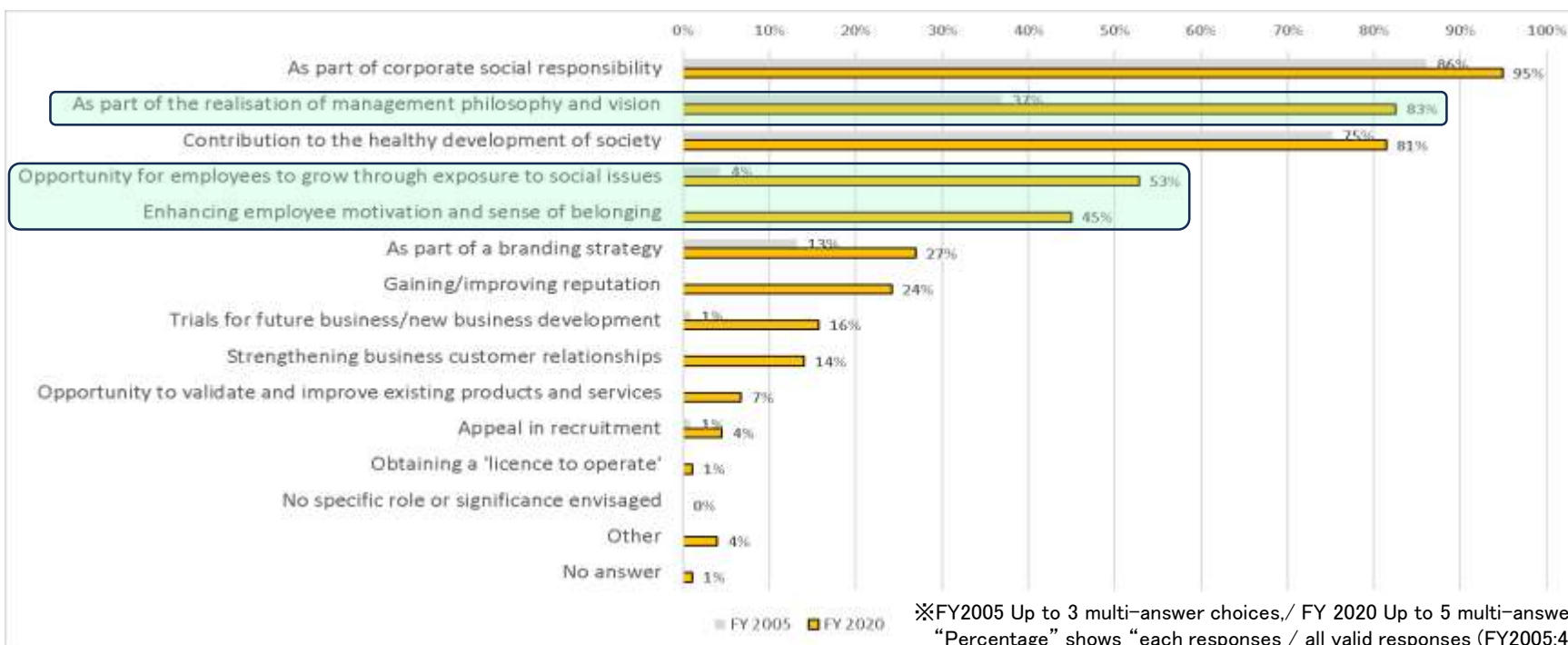
*Donate a portion of sales

Survey on corporate philanthropic activities (conducted in 2020)

- Many companies recognize corporate philanthropic activities as part of their corporate social responsibility.
- Compared to the survey 15 years ago, the answer "part of the realization of management philosophy and vision" increased significantly.
- The recognition that corporate philanthropic activities lead to employees' growth and motivation has also increased.
- 35% of responding companies support pro bono activities of their employees

【Role and significance of corporate philanthropic activities】

【"Pro bono" support for employees】



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Keidanren supports the SDGs

