

Rolling Out Partnership with The Private Sector

In order to attain the SDGs, it is indispensable to invite the cooperation of diverse players ship by a private entity that is bringing its knowledge and expertise together to play its role

such as enterprises, NGOs and research institutions. Here are examples of such a partner- as a member of the international community.

01

Striving to Balance Business and SDGs

Global Compact Network Japan (GCNJ)

The United Nations Global Compact, launched in 2000, is an initiative in which enterprises and organizations take the lead to actively pursue the shaping of global framework for realization of sustainable growth. It is comprised of two layers: the headquarters in the United Nations and Local Networks built within each country. Global Compact Network Japan (GCNJ) was founded in 2003 as Japan's Local Network and currently has over 200 member companies.

GCNJ is taking various initiatives to support the attainment of the SDGs. In the working group formed in 2014 focusing on SDGs, member companies share their efforts and challenges with each other. GCNJ continuously offers lectures at seminars and forums as part of its activities to raise awareness of SDGs, while drawing up a Japanese edition of SDG Compass, a guide for companies on how they can align their strategies as well as measure and manage their contribution to the realization of the SDGs. Moreover, in February this year, Japan Global Compact Academic Network was founded involving universities and research institutions with a view to promoting industry-academia partnerships for, and research on UN Global Compact. It also aims to boost sharing of academic trends as well as intel-

lectual contributions from Japan.

Toshio Arima, Chairman of the board of GCNJ, says "To solve the social issues in deprived, conflict-affected or disaster-affected areas, it is important that aid recipients are able to autonomously operate economic activities. Companies have numerous ways to contribute to it by using their technologies and expertise." He also stressed the benefit for the companies saying "it also could help development of future markets, or development of human resources of the member companies. It may even bring about reverse innovation, a technology or product originally developed in the developing world that later spreads into the industrialized nations."

GCNJ, while calling for more participation of small-to-medium sized enterprises, is going to pave the way for the companies to help them shape their specific activities by analyzing the SDGs indicators.



Special seminar to teach how to utilize the Japanese edition of SDG Compass

02

Action to Seek Harmony between Society, Economy and Environment

Open 2030 Project (O2P)



For the realization of sustainable consuming society, the workshop participants shared the vision of the future and exchanged ideas on how they can work together.

Hakuhodo Inc. is Japan's leading advertisement agency whose corporate philosophy is "sei-katsu-sha insight". Sei-katsu-sha, which literally means "living person," expresses the holistic person — an individual with a lifestyle, aspirations and dreams. Hakuhodo's mission, under this philosophy, is to better serve as a bridge between corporations and consumers in society. Making use of such a standpoint, Hakuhodo launched the "Foodloss Challenge Project" in 2013 to tackle social issues in concert with various stakeholders.

Japan is said to generate 5-8 million tons of food loss, food consumable yet wasted, every year. To solve this problem, Hakuhodo organized a team consisting of consumers, corporations, government agencies, food producers, NGOs and scholars to undertake projects including a tour to observe the process from food production site to household's refrigerator. Takeaki Udo, sub leader of Hakuhodo Brand Design, says "while carrying out the project, I realized that it is crucial to utilize connections among diverse actors, and to change the circulation system in the society."

Besides the "Foodloss Challenge Project," the company, which launched other initiatives related to education and parenting since then, kicked off new project named OPEN 2030 PROJECT (O2P) last year. O2P's goal is to facilitate the society,

corporations and consumers to take action for the attainment of SDGs and it has set up an executive committee comprised of NGO workers, scholars and members of corporations including Hakuhodo to take the lead in its activities.

O2P especially focuses on the realization of a sustainable consumer society through promotion of international certification. To achieve this goal, closely related to Goal 12 of SDGs, efforts of developed countries are indispensable. One example of such international certifications is FSC that is given to wood produced concerning protection of the forest environment and yet economically sustainable. However, many producers shy away from acquisition of such certification because of the cost. In addition, it is not known well enough among consumers and consequently corporations do not actively procure certified products. The project is to build a system that brings all three players— consumers, corporations and producers— to engage in the development of sustainable production and consumption with a view to "change the future through shopping."

"We are working to create a world in which pursuit of economic benefit and better society go hand in hand. In the future, we would like to provide support to Japanese companies to equip them with good understanding of SDGs when they are going to expand into the developing countries," Udo says.



Working group on SDGs