

# Perspectives on SDGs from the Japanese Private Sector

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**Masaya Futamiya**

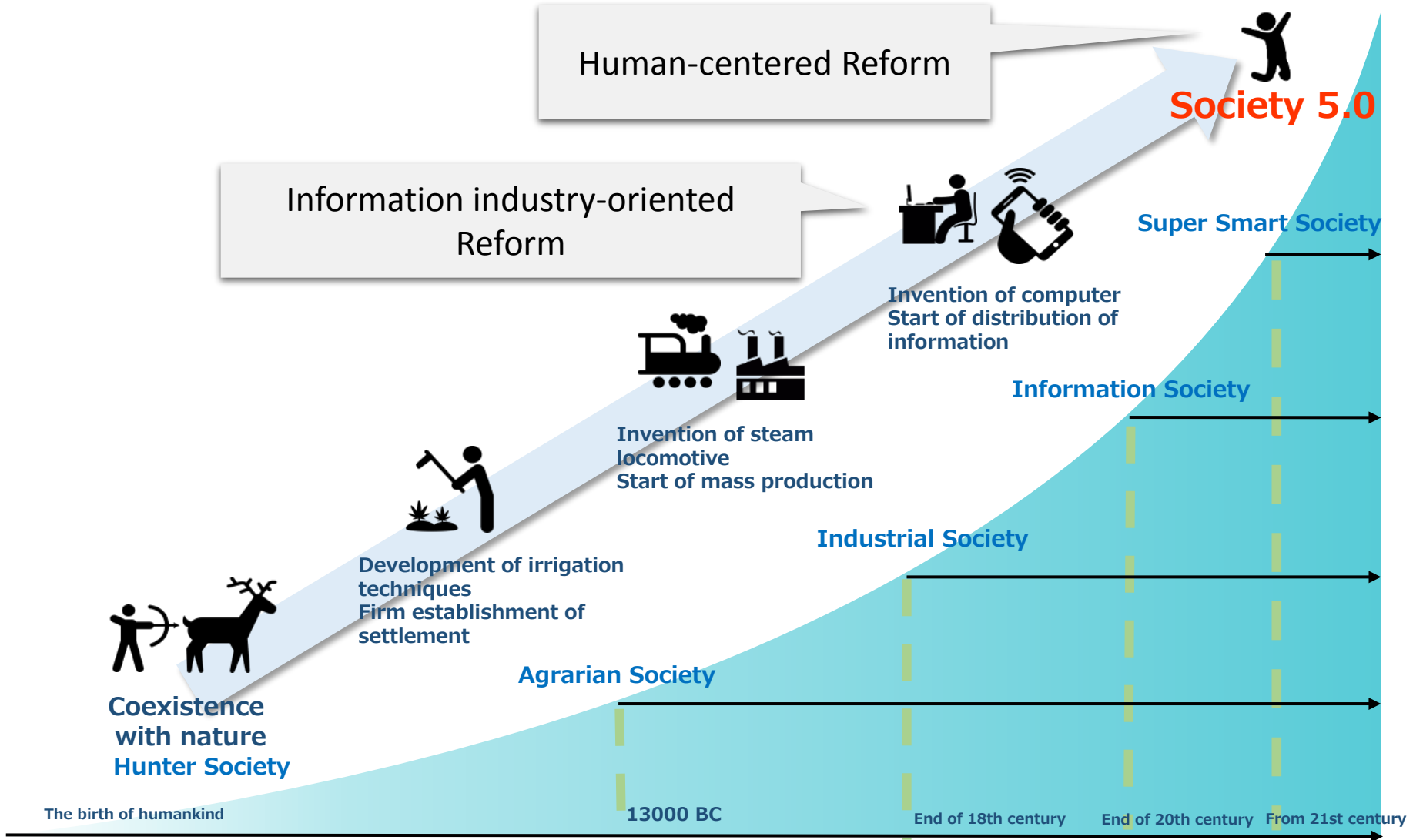
Chair, Committee on Corporate Behavior  
& Social Responsibility, Keidanren

Director - Chairman

Sompo Japan Nipponkoa Insurance Inc.

# - Society 5.0 - New Growth Model

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



# Society 5.0 for **SDGs**

Society 5.0 offers a new growth model with a view of “solving social issues” as well as “creating a better future”, which **contributes to the achievement of SDGs**



# Weather Index Insurance : Thailand

## Risk Financing Solutions for Drought for Thai Farmers



**JBIC**  
(Japan Bank for International Cooperation)

**Sompo Japan Nipponkoa Group**

**BAAC Thailand**  
(Bank for Agriculture and Agricultural Cooperatives)



Pictures: Embassy of Thailand website, etc.

# BCtA : Business Call to Action

## Our Objective : Access to Insurance



- Targeting small scale farmers.
- Enhance climate resilience against crop damage in more countries in Southeast Asia by 2025.



**BUSINESS  
CALL TO  
ACTION**

BCtA is a global initiative hosted at the UNDP, which promotes businesses aimed at achieving both commercial success & sustainable development

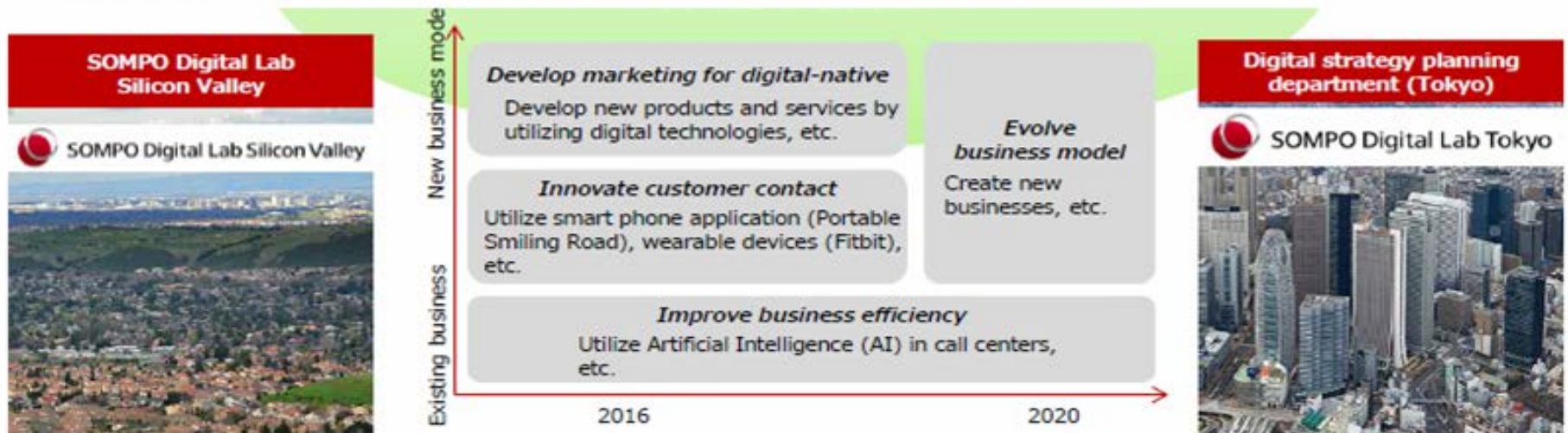




# Digital Strategy

- Apply digital technologies to each business as a smart provider while grasping technological innovations immediately and in detail.
- Already established solid platform by inviting leading figures in the industry to contribute.

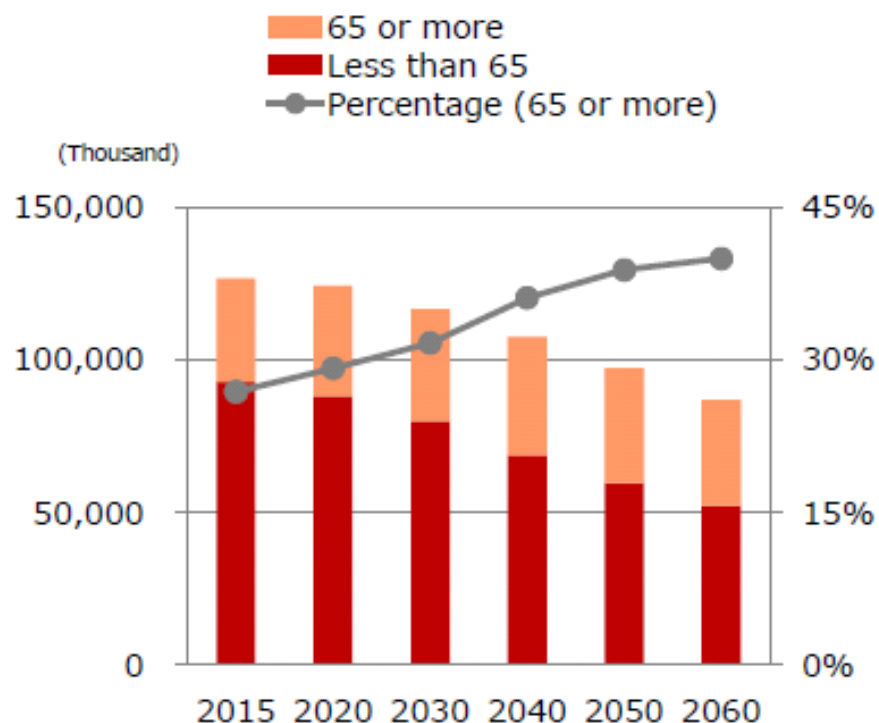
## Organizational structure and what to be achieved



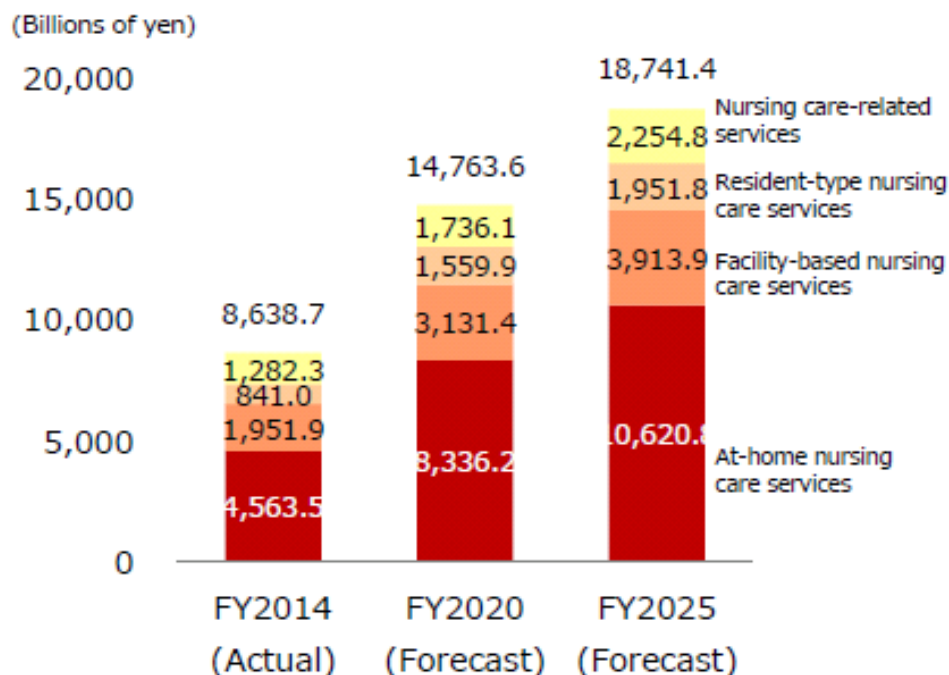
# Nursing Care Business

- Japan is a super-aging society that other countries have never experienced.
- Nursing care is one of the growing businesses in Japan, and necessary to contribute our customers' security, health, and wellbeing.

## Japanese population



## Estimated future scale of nursing care market



**“Charter of Corporate Behavior”** is the code of conduct composed of 10 principles 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



# UN High Level Political Forum on Sustainable Development (July 2017, in New York)



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)

# The meeting with Ms. Amina J. Mohammed, Deputy Secretary-General (Oct. 2017, in Tokyo)



Keidanren executive member (CEOs of Japanese top companies)  
and Ms. Amina Mohammed (October 2, 2017)

# Respect for Human Rights

Conduct business that respects the human rights of all persons.

## Items in Implementation Guidance on Charter of Corporate Behavior

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- 4-1 Understand and respect internationally recognized human rights.
- 4-2 Clarify policies for respecting human rights and reflect them in business activities.
- 4-3 Contribute to the creation of an inclusive society by supporting the independence of socially vulnerable people who are at greater risk of human rights violations, through collaboration with a diverse range of stakeholders

**Keidanren**  
Japan Business Federation

Keidanren supports the SDGs

