

IGES



SDGs ACTION by Business



<PRESENTING ON GCNJ/IGES JOINT RESEARCH REPORT>

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TETSURO YOSHIDA
RESEARCH MANGER, SUSTAINABILITY GOVERNANCE CENTRE
IGES

IGES/GLOBAL COMPACT NETWORK JAPAN REPORT ON JAPANESE BUSINESS ON SDGS (APRIL 2017)

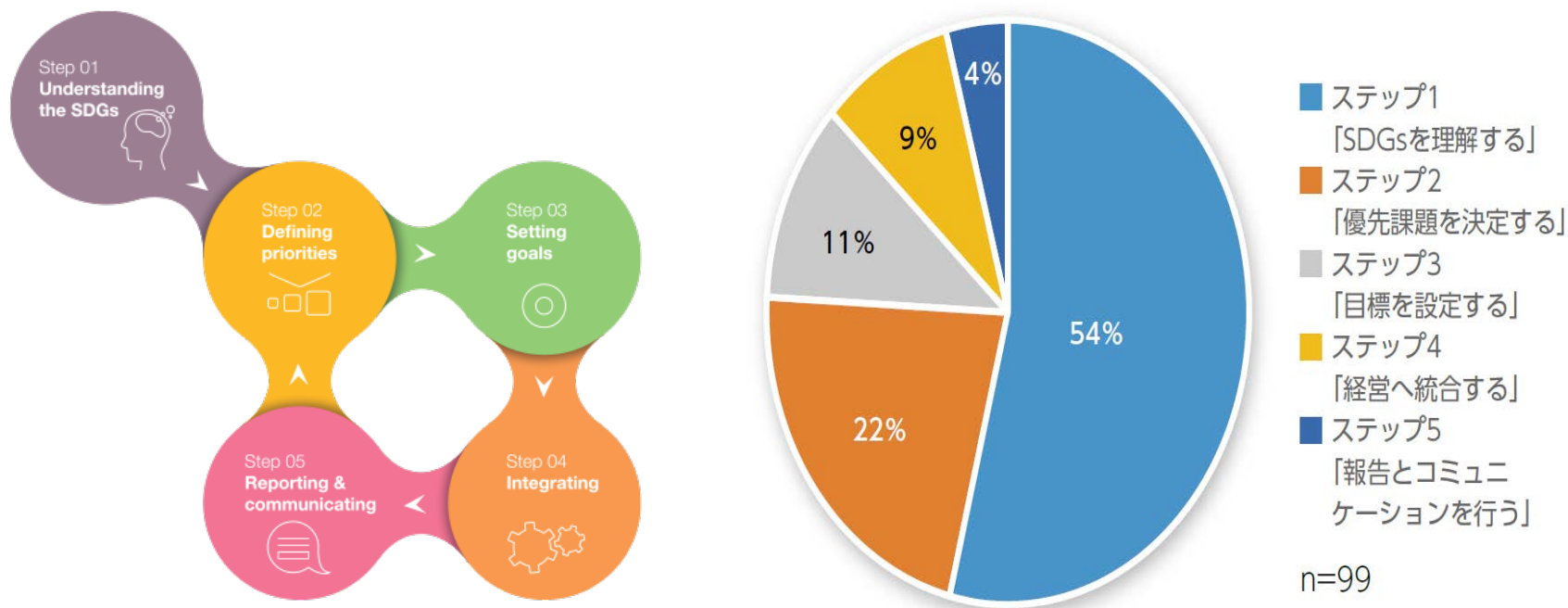


“Japanese business and SDGs on the move~Perspectives from Japanese companies”

- Conducted interviews and a survey on undertakings on SDGs by Japanese companies/organizations (*233 GCNJ member companies/organizations and other 17 companies/organizations)
- Introduced 11 cases of progressive companies
- Recommendations for various stakeholders to promote action by Japanese companies

RESEARCH RESULT: PROGRESS IN SDG IMPLEMENTATION BY JAPANESE COMPANIES

- More than half (54%) are at the stage of Step 1 "Understanding SDGs", 22% at Step 2 "Defining Priorities", 10% at Step 3 "Setting Goals" and Step 4 "Integrating".



Progress in terms of Steps suggested by SDG Compass

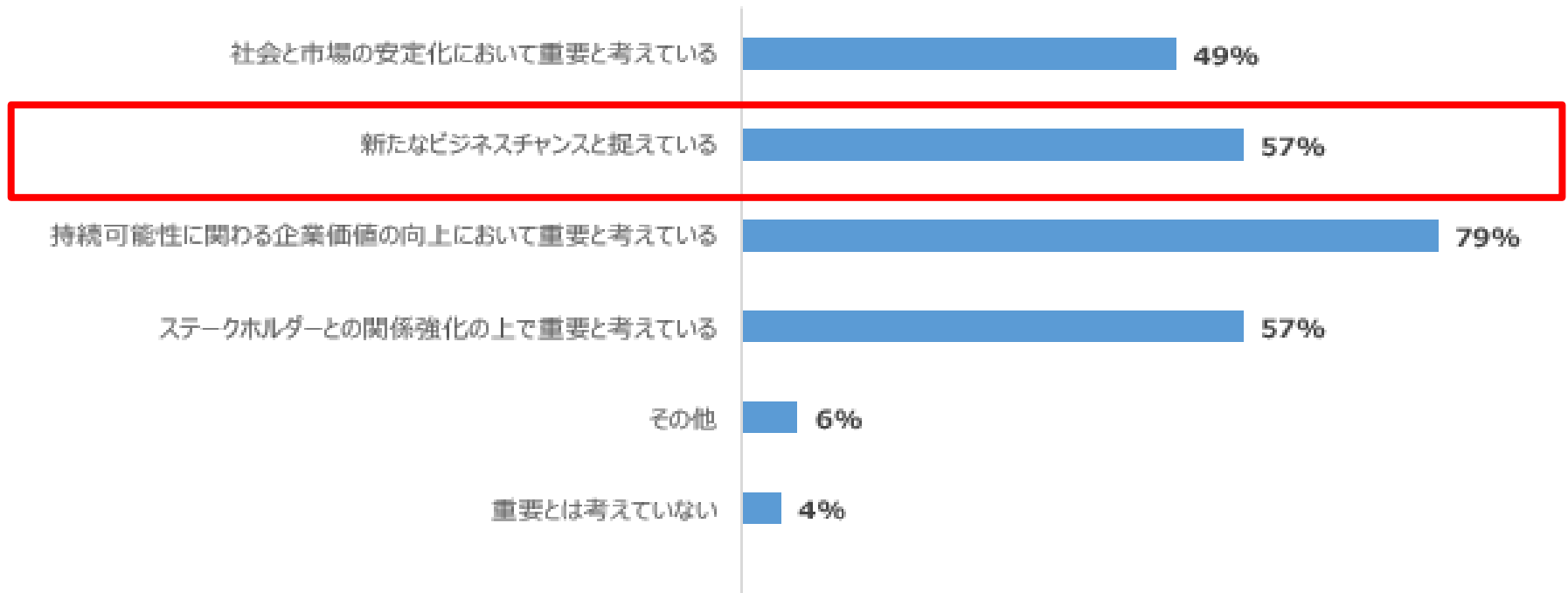
<At which Step is your company at the moment? >

(Only those companies and organizations which use the SDGs Compass responded)

RESEARCH RESULT: RECOGNITION ON SDGs

- GCNJ Members see the promotion of SDGs as “increasing and enhancing values (sales and branding)” (79%), “enhancing relations with stakeholders” (57%), “new business opportunities” (57%), “not important” (4%)

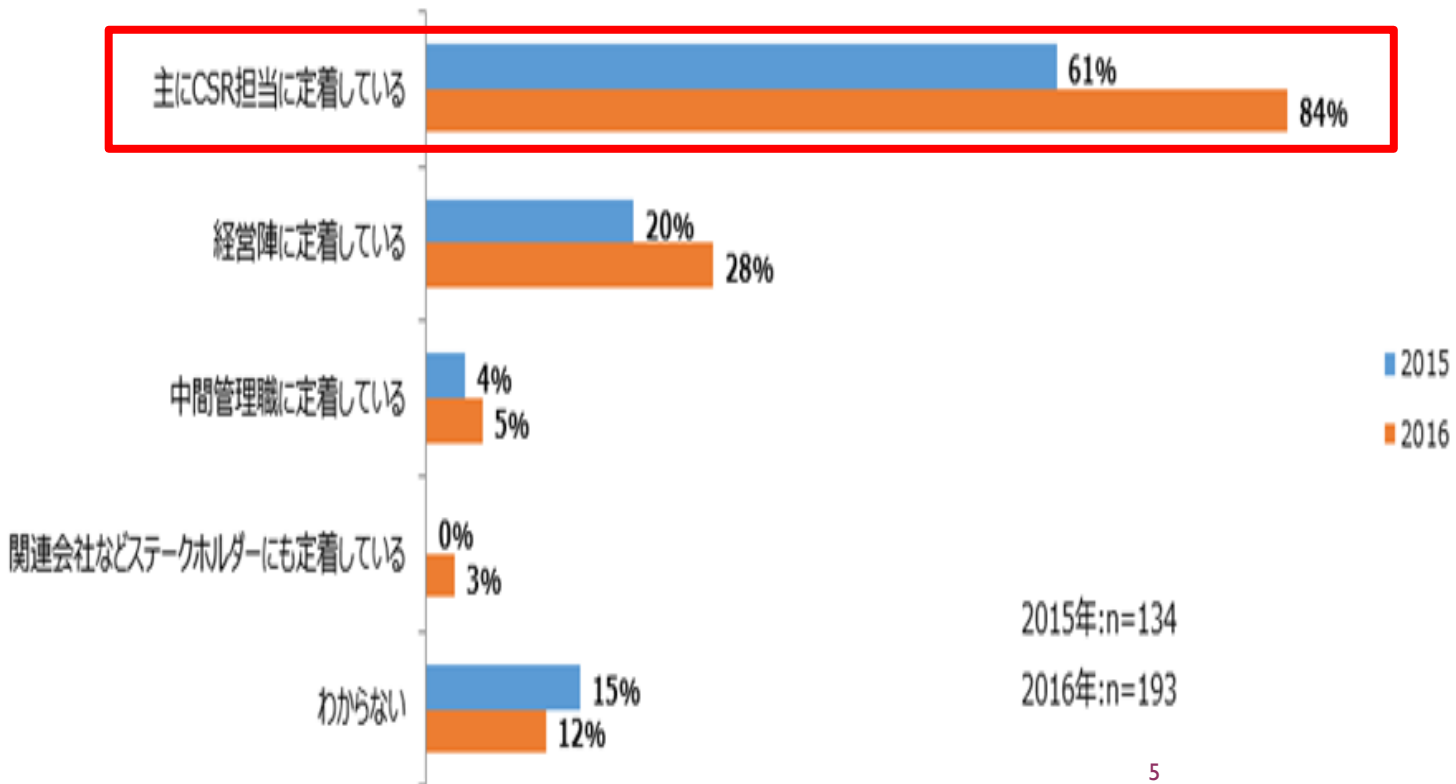
Recognition of SDGs : <Q:How does you organization recognize the SDGs?>



Research result: Awareness on SDGs in the organization

- From 2015 to 2016, Heightened awareness in the CSR division from 61% to 84%. Awareness became fairly high in the CSR division in one year time

Figure : Awareness on SDGs (2015 and 2016)



SUMMARY

IMPLEMENTATION OF SDGS BY JAPANESE BUSINESS

- Many Japanese companies started to use SDGs for stocktaking of the existing corporate principles and activities
- A limited number of Japanese companies integrate SDGs into their core business
 - Some companies set **time bound goals and targets** in their core business .
 - In many cases, implement activities through public-private **partnerships and multi-stakeholder collaboration**.
 - It will be important to consider cross sectoral synergies and **scale up the activities**.

WHAT THE JAPANESE GOVERNMENT CAN DO FURTHER

■ Lead efforts and send a visionary message

- Linking domestic priorities and SDGs, show clear vision/goals and establishing an effective implementing structure
- Rectify gaps in awareness and motivations, for example;
 - ❑ Integrating SDGs in the planning documents of local municipalities
 - ❑ Awareness raising in major cities outside Tokyo
- Establish a national platform to share best practices :
 - ❑ Organize meetings and seminars
 - ❑ Make a reward system for good practices etc.



WHAT ABOUT OTHER STAKEHOLDERS ?



- **Investors** : make a trend to promote SDGs implementation by companies. Check a company's stance on SDGs and its efforts when deciding whether to invest
- **UN and Research Institutes** : share information on progressive cases and inform stakeholders on international trend in a timely manner, assist them to integrate SDGs in their planning , monitoring and review
- **Civil society organizations** : Enhance collaboration with other stakeholders and support companies and governments and others in implementation and awareness raising

CONCLUSIONS

- SDGs implementation is still government-led and of formality in Japan and companies are seeking more concrete and practical guidance from the government. Stakeholders need to be truly motivated.
- Some companies are already on the move even without governmental guidance as **they see SDGs as business opportunities**.
- Not all ministries are on board evenly in a substantive way. Need clearer and stronger message from the Promotion Headquarters
- Linking SDGs and Japan's domestic priorities is crucial. SDGs are not just a development agenda for developing countries.