ESD Stakeholders Round-Table Discussion 2

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ESD Initiatives from Economic and Labor Organizations (Presentations of Speakers)

Mr.Masao Seki Senior Adviser on CSR, SOMPO JAPAN INSURANCE INC., Chair of the Steering Committee of the Council for Better Corporate Citizenship (CBCC) of the Japan Business Federation

The process, through which a consensus by multiple stakeholders was reached on ISO26000 policy, was ESD. This was a great place to learn, for me personally. At first I didn't know what to do and I thought the process would be aborted in the planning stage but an environment of "Let's make this together" was gradually built. I participated in debates on tasks for Stakeholder Engagement, which is an important way of thinking and proposals were made. Stakeholder Engagement should be integrated in a general activity not as a supplement. That is why ESD becomes a very important factor for education. ESD also plays a role to make CSR not only for CSR division.

Mr.Kuniharu Nakai Deputy Executive Director of Keidanren Committee on Nature Coservation

The 4 major activities for Keidanren Committee on Nature Conservation are listed below: 1. Projects through Keidanren Nature Conservation Fund, 2. Promotion on communication between business organizations and NGOs, 3. Awareness-raising activities for business organizations, 4. Reconstruction support for Tohoku through regeneration of nature. Although members in business sector have launched various projects, it is essential for each executive to empower environmental awareness to escalate the activities. For example, Mitsui & Co. aims to raise all the executives' awareness on environmental issues by regular seminars, training on environmental laws and regulations, or ISO14001 trainings. In addition, environmental education for investment provides an opportunity for employees to raise awareness by using a company-owned forest as education materials.

Mr.Naoki Aoyama The Japan Chamber of Commerce and Industry Industrial Policy Division II Project General Manager

The first president of the Japan Chamber of Commerce and Industry was Eiichi Shibusawa and he is known as the first person to advocate social responsibility of industries. There are currently 514 local chambers of commerce and industry nationwide. Local chambers help the members in the area grow comprehensively and promote the welfare of the society as a whole. The foundation of our activity is the sustainability of the local community. Environmental activities such as suggesting social responsibility of business, protecting local environment, or improving business management of small and medium companies by saving energy, are seen in many places. The major example of those activities is the Certification Test for Environmental Specialists (ECO Test).

Mr.Yusuke Kitagawa Project Manager of The Tokyo Chamber of Commerce and Industry Skill Testing Promotion Team

The purpose of the ECO Test is to develop leaders who have a wide knowledge of environment and these leaders will promote "a sustainable society" consistent with the environment and economy. The ECO Test was established in 2006 and the test was conducted 16 times. If you take action, it cannot be the wrong kind. The test is for people to acquire correct knowledge through the principle of ESD. There is a company where the number of sales for environmentally friendly products has increased after the number of successful candidates of the ECO Test (who are called ECO People inside the company) increased. However, the number of examinees has decreased after the Great East Japan Earthquake in 2011. The decrease of examinees, which resulted from the depression, means that the test had not really taken root yet.

Mr.Tetsuya Oki Director of Social Policy Division of Japanese Trade Union Confederation(JTUC-RENGO)

"Rengo ECO Life 21" is a movement to review lifestyle, "from familiar practice and where you can" to protect the global environment as a union. The main purpose is to recommend everyone to choose and implement activities voluntarily, instead of a top-down approach, and to suggest "10 Environment Friendly Choices".

How do we breakthrough "a situation where only the ESD leader is committed to ESD activities and is fighting alone in the organization"?

- It has to be a top-down approach to make a large change. ESD in the company plays the key role in changing executives' awareness. **(Seki)**
- Changing the nation's mind to "obtain environment friendly products" will be reflected in the business for sure. **(Kitagawa)**

Economic and Labor Organizations Session:

Citizens' Approach to Industries in Conflict of Interest with Stakeholders

- Start with finding something in common. Take an approach to gain sympathy instead of focusing on confrontation. In order to do so, a system to engage each other is required and industries should use a voluntary approach, as well. **(Seki)**

- Executives sometimes don't know what is happening on site when there is a conflict of interest. Industries will have difficulties agreeing on a project if NGO/NPO makes an initial approach in an aggressive manner. It is important for NGO/NPO to disclose information based on concrete facts. **(Nakai)**

- Labor organizations are good at debating radically when there is a conflict of interest. A conflict occurs within industries in the relationship between capital and labor; industrial relations need to work together. They just need to have a heart-to-heart discussion in the end. **(Oki)**

- Small and medium sized companies are often related to the local community more than large companies; therefore, they tend to show more interests in CSR. Small and medium sized companies appreciate when they are asked to help the locals. A tie-up approach like Pro bono will be great for this case. **(Kitagawa)**

- It is important to share challenges since there are lots of employees with an attitude like, "Let's start with a chat", willing to talk. I expect industries to disclose information of activities taken by their employees, on their website, to create a new project. **(Coordinator Kawatei)**

- It is an approach to have a third person as a coordinator at the discussion. I know an organization approached a company unexpectedly, published on their website, and scared the company. It is essential to talk, not vaguely, but with verified data instead. **(Coordinator Nagasawa)**

It is a big challenge to infiltrate ESD within a company. Industries play an essential role to work with multiple stakeholders in the future. The challenges of co-working with another sector and the difference between large industries and small-medium sized industries needs to be solved. What is an efficient method to cooperate with other sectors for ESD activities?

- Although a lot of companies include natural environment education in their business policy, our company is the only one to practice it. I hear that branch offices in each area have no projects to work on. If NPO and NGO can communicate with branch offices in their area, they can approach saying, "if you don't have any project, we can help you". The system that all players – the local government with a strong relationship with the citizens, NGOs, and industries, can work together, will be beneficial. Additionally, I would like to share the information on environmental education that our company is implementing, by providing detailed examples. **(Nakai)**

- Local communities" should be recognized more as stakeholders in the discussion of the use of local resources and protection of society. "Past" can be another stakeholder. We are now talking about "what we should preserve for the future"; however, we also need to review the past and use our imagination to look at the future. **(Aoyama)**

- It is essential to promote communication outside an organization to other sectors. **(Oki)**

- There is not enough chance to communicate with others. It is important to provide more opportunities like today, in the future, and ISO26000 policy will be the common language then. **(Seki)**