

**Inaugural Project of IGES Kansai Research Center  
International Forum 2001 on  
“Business and the Environment”**

**International Symposium on  
“Sustainable Management”**

- Global Trends of Sustainable Management -



# Introduction

## **International Forum 2001 on “Business and the Environment”**

The Institute for Global Environmental Strategies (IGES) established the Kansai Research Center in June 2001 with strong support from the Hyogo Prefectural Government and with cooperation from businesses and organizations in the Kansai region (Kobe, Osaka, Kyoto, etc.). In cooperation with academic institutions and businesses in the Kansai region as well as domestic and international research institutions, researches, policy proposals and promotion activities based on the themes of “Industry and the Environment” have been implemented at the Kansai Research Center where IGES has made a base for the Kansai region. The first three years are devoted to the study of the Business and the Environment Project, in which environmental accounting and detailed methods of sustainable management such as environmental disclosure have been researched. In commemoration of the opening of the Kansai Research Center, an international symposium on “Sustainable Management” and a workshop on “Environmental Accounting” were held as the International Forum 2001 on “Business and the Environment”. Experts from the Asia-Pacific and many regions of the world joined together to hold discussions on up-to-date information regarding corporate efforts towards sustainable development and future management strategies.

## **International Symposium on “Sustainable Management”**

Recently, voluntary corporate activities such as the introduction of the ISO14000 series, environmental reporting, environmental accounting, and green purchasing are developing worldwide in western countries, Japan and Asia-Pacific region. With information and opinions by international panelists, this symposium aims at holding discussions on the content of “sustainable management,” on the obstacles and the means to overcome them, by meanwhile revealing socioeconomic background of these voluntary corporate activities and consequent changes in business strategies.

## Opening remarks



**Akio Morishima**  
Chair, board of directors,  
Institute for Global  
Environmental Strategies  
President, Central Environment Council



**Toshizou Ido**  
Governor of Hyogo Prefecture



**Nobutoshi Miyoshi**  
Director of Environment and  
Economy Division, Environmental  
Policy Bureau, Ministry of the  
Environment, Japan

## Keynote speech



**Akihiro Amano**



## Presentations



**Martin Bennett**



**Kazuo Yamamoto**

## Panel discussion



Coordinator  
Katsuhiko Kokubu



Martin Bennett



Saburo Kato



Byung-Wook Lee



Takashi Seo



Kazuo Yamamoto





# Index

## Program

## Profile

## Opening remarks

- Akio Morishima 1  
Chair, board of directors, Institute for Global Environmental Strategies (IGES)  
President, Central Environment Council, Japan
- Toshizo Ido 3  
Governor of Hyogo Prefecture
- Nobutoshi Miyoshi 5  
Director of Environment and Economy Division,  
Environmental Policy Bureau, Ministry of the Environment, Japan

## Keynote speech 7

### “Building of an Environment-Conscious Society and Sustainable Management”

Akihiro Amano  
Director, Kansai Research Center, IGES / Director, IGES /  
Professor of Economics, School of Policy Studies, Kwansai Gakuin  
University, Japan

## Presentations 17

### “Aspects of Sustainable Management in the World”

- Presentation 1 17  
“Sustainable Management: a European Perspective”

Martin Bennett  
Principal Lecturer in Financial Management at Gloucestershire Business School,  
Cheltenham and Gloucester College of Higher Education, UK / Chair of  
the Environmental Management Accounting Network-Europe (EMAN-EU)

- Presentation 2 35  
“Business and Sustainable Management: Recent Trends”

Kazuo Yamamoto  
Advisor, IBM Japan, Ltd.

## Panel Discussion 49

### “Global Trends of Sustainable Management”

Coordinator: Katsuhiko Kokubu  
Project Leader, Kansai Research Center, IGES / Professor of Accounting,  
Graduate School of Business Administration, Kobe University, Japan / Steering  
Committee Member of Environmental Management Accounting  
Network - Asia Pacific (EMAN-AP)

1. Presentations	
Presentation 1	55
“Environmental Management in Korea - Government Policies & Industrial Practices”	
Byung-Wook Lee Director, Environmental Management Center, POSCO Research Institute, Korea / Steering Committee Member of Environmental Management Accounting Network - Asia Pacific (EMAN-AP)	
Presentation 2	63
“Eco Funds and Assessment of Sustainable Management”	
Takashi Seo General Manager, Department of Global Environment, The Yasuda Fire & Marine Insurance Corporation Ltd., Japan	
Presentation 3	73
“Sustainable Management”	
Saburo Kato Director, Research Institute for Environment and Society, Japan	
2. Discussion	79
2.1. Promoting factors and inhibiting factors of sustainable management	79
2.1.1. Promoting factors of sustainable management (Kazuo Yamamoto)	79
2.1.2. Characteristics of sustainable management (Martin Bennett)	81
2.1.3. Required points to promote sustainable management (Byung-Wook Lee)	86
2.1.4. Company staff required environmental awareness (Takashi Seo)	87
2.1.5. Environmental measures are not a cost factor. (Saburo Kato)	89
2.2. Towards the future sustainable management	93



# Program



# Inaugural Project of IGES Kansai Research Center International Forum 2001 on “Business and the Environment”



## International Symposium on “Sustainable Management”

- Global Trends of Sustainable Management -

Date: Wednesday, September 26th, 2001

Place: Shin Kobe Oriental Hotel, Kobe, Japan

## Program

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▼ 13:00~13:20

### Opening remarks

**Akio Morishima** Chair, board of directors, Institute for Global Environmental Strategies /  
President, Central Environment Council, Japan

**Toshizo Ido** Governor of Hyogo Prefecture

**Nobutoshi Miyoshi** Director of Environment and Economy Division, Environmental Policy Bureau, Ministry of the Environment

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▼ 13:20~13:50

### Keynote speech

“The Building of an Environment-Conscious Society and Environmental Management”

**Akihiro Amano** Director, Kansai Research Center, IGES / Director, IGES /  
Professor of Economics, School of Policy Studies, Kwansei Gakuin University, Japan

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▼ 13:50~14:50

### Presentations: “Aspects of Sustainable Management in the World”

“Sustainable Management : a European Perspective”

**Martin Bennett** Principal Lecturer in Financial Management at Gloucestershire Business School, Cheltenham and Gloucester  
College of Higher Education, UK, Chair of the Environmental Management Accounting Network - Europe (EMAN-EU)

“Business and Sustainable Management : Recent Trends”

**Kazuo Yamamoto** Adviser, IBM Japan, Ltd.

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▼ 14:50~15:10

### Coffee break

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▼ 15:10~17:00

### Panel discussion: “Global Trends of Sustainable Management”

Coordinator: **Katsuhiko Kokubu** Project Leader, Kansai Research Center, IGES, Professor of Accounting,  
Graduate School of Business Administration, Kobe University, Japan

Panelists : (in alphabetical order)

1. **Martin Bennett** Principal Lecturer in Financial Management at Gloucestershire Business School, Cheltenham and Gloucester College  
of Higher Education, UK, Chair of the Environmental Management Accounting Network - Europe (EMAN-EU) (Presenter)

2. **Saburo Kato** Director, Research Institute for Environment and Society, Japan

3. **Byung-Wook Lee** Director, Environmental Management Center, POSCO Research Institute, Korea, Steering  
Committee Member of Environmental Management Accounting Network for Asia Pacific (EMAN-AP)

4. **Takashi Seo** General Manager, Department of Global Environment, The Yasuda Fire & Marine Insurance Corporation Ltd., Japan

5. **Kazuo Yamamoto** Adviser, IBM Japan, Ltd. (Presenter)



# Profile

## Keynote speech : “Building of an Environment-Conscious Society and Sustainable Management”



### ■ Akihiro Amano

Director, Kansai Research Center, IGES / Director, IGES / Professor of Economics, School of Policy Studies, Kwansai Gakuin University, Japan

Completed Graduate School, Kobe University, 1958. Ph.D. in Economics, University of Rochester, U.S.A., 1963. Ph.D. in Economics, Osaka University, 1966. Specializes in environmental economics.

Former Associate Professor at Osaka University. Former Professor at Kobe University. Has served as member of councils for Economic Planning Agency, Environment Agency, Hyogo Prefecture, etc. Has extensive experience of research studies overseas. Awarded a Purple Ribbon Medal from Japanese Government, 2000. His publications include “Economics of Global Warming”, “Policy Studies for Co-existence with the Environment: Introduction”, and “Balance of Payments and Foreign Exchange Rates in Japan”.

## Presentations: “Aspects of Sustainable Management in the World”

### Presentation I:

#### “Sustainable Management: a European Perspective”



### ■ Martin Bennett

Principal Lecturer in Financial Management at Gloucestershire Business School, Cheltenham and Gloucester College of Higher Education, UK / Chair of the Environmental Management Accounting Network-Europe (EMAN-EU).

He was previously in the accountancy profession with KPMG and BDO Binder Hamlyn, in commerce with Great Universal Stores, and in education with Nottingham Trent University and Ashridge Management College. His research interests include environmental accounting and environmental performance measurement in industry, and publications include Sustainable Measures: Evaluation and Reporting of Environmental and Social Performance; Eco-Management Accounting: report on the EU’s ‘Eco-Management as a Tool of Environmental Management’ project; Eco-Management Accounting: Guidelines for Accountants; and Environment under the Spotlight: Current Practice and Future Trends in Environment-related Performance Measurement in Business, as well as several articles for academic and business journals. He has designed and delivered seminars and courses on these topics at Carnegie Mellon, Ghent, Budapest and Brunel universities, and has worked on environmental accounting projects for UNEP, UNIDO and the UN Division for Sustainable Development.

## Presentation2:

### “Business and Sustainable Management: Recent Trends”



#### ■ Kazuo Yamamoto

Adviser, IBM Japan, Ltd.

Graduated Faculty of Electrical Engineering of the Kanto Gakuin University in 1963. Joined IBM Japan, Ltd. in 1969. Inaugurated as the Yasu plant manager in 1985 after taking charge of printed circuit board manufacturing engineering, semiconductor production, etc. After successively holding Director of Development and

Manufacturing Operations (1988), Asia Pacific Director of Manufacturing & Supply Management (1989), and Managing Director of Manufacturing Operations (1994), he has become Senior Managing Director in charge of Storage Production in 1998. Has been in the present post since April, 2001 through the head of the Environmental Affairs Committee of IBM Japan, Ltd. Holding an additional post of the member of Environmental Affairs Executive Advisory Council of IBM head office. Book publication “Environment Management of IBM”(with Co-author, Toyokeizai Shinpo-sha, 2001).

## Panel Discussion: “Global Trends of Sustainable Management”

Coordinator



#### ■ Katsuhiko Kokubu

Project Leader, Business and the Environment Project Kansai Research Center, IGES / Professor of Social and Environmental Accounting, Graduate School of Business Administration, Kobe University, Japan / Steering Committee Member of Environmental Management Accounting Network - Asia Pacific (EMAN-AP)

Completed Ph.D. at Osaka City University. Formally appointed as Associate Professor at Osaka City University, Visiting Scholar at London School of Economics (LSE) and Associate Professor at Kobe University. Has been involved with many governmental projects on environmental accounting. Has served as member of the Study Group on Development of Environmental Accounting Systems and the Committee on the Revision of Environmental Reporting Guidelines, and an advisor of the Study Group on Corporate Environmental Accounting Practices (these three projects are led by Ministry of the Environment). Also he has been a Chairperson of the Environmental Accounting Committee of Japan Environmental Management Association for Industry led by Ministry of Economy, Trade and Industry. Currently appointed as Visiting Researcher at IGES, International Associate of the Centre for Social and Environmental Accounting Research at University of Glasgow, Director of Environmental Economics and Policy Association, Director of Corporate Social Accounting and Reporting Association. His publications include “Environmental Accounting” (Shinseisha, 2000), “Social and Environmental Accounting” (Chuokeizaisha, 1999), “Environmental Disclosure and Corporate Strategy” (Toyokeizai Shinpo-sha, 1998), and “Social Investment” (Nihonkeizai Hyoronsha, 1988).

Panelists (in alphabetical order)



■ **Saburo Kato**

Director, Research Institute for Environment and Society, Japan

After completed master course of Engineering Graduate School, University of Tokyo in 1966, joined the Ministry of Health and Welfare in the same year. Proceeded to the Air Quality Bureau, the Environment Agency in 1971, and attended the U.N. Conference on Human Environment next year. Since 1973 resided at Paris as first secretary specializing in OECD environment in Japan for three years. Took part in planning of decision of an action program to arrest global warming, the “Earth Summit”, and an Asia-Pacific Environmental Conference, and Basic Environmental Act as Chief of Global Environment Department, Environment Agency in 1990. Retired from the Environment Agency and established Research Institute for Environment and Society in 1993 and became the President. This institute has become NPO, the Japan Association of Environment and Society for the 21st Century (JAES21). A visiting chief researcher of the Sumitomo Life Research Institute, a visiting professor of Tokyo University of Agriculture, etc. His publications include “Environmental Century”, “Wise Recycling Q&A”, “Tomorrow of Environment and Civilization”.



■ **Byung-Wook Lee**

Director, Environmental Management Center, POSCO Research Institute, Korea / Steering Committee Member of Environmental Management Accounting Network - Asia Pacific (EMAN-AP)

Ph.D. in Environmental Management, Manchester School of Management, University of Manchester Institute of Science and Technology (UMIST), U.K.. After working as Planning Manager, ICI Korea Ltd., he has been in his present position. Visiting Professor, Graduate School of Environmental Studies, Seoul National University, a member of the Presidential Commission for Sustainable Development (PCSD), Director of the Korea Environmental Policy and Administration Society, Director of the Korean Society for Life Cycle Assessment, and Advisor to the Ministry of Environment and many other public institutions. His publications include “Environmental Management” (a textbook in Korea) and “Waste Costing for a Korean Steel Producer”.



■ **Takashi Seo**

General Manager, Department of Global Environment, The Yasuda Fire & Marine Insurance Corporation Ltd., Japan

Graduated from Faculty of Economics, Tohoku University. In 1973, joined The Yasuda Fire & Marine Insurance Company Ltd. Moved to Secretary Office in 1988 and engaged in environmental affairs as a secretary of then President, Mr. Goto. Has been Manager of Planning and Development Department (1992), Manager of Department of Global Environment (1997), and Assistant General Manager of the same department (1998). Has been in his current position since July 1999. He has been also Managing Director of the Yasuda Kasai Environment Foundation since April 1999.



## Opening remarks

