

# **Mainstreaming the SDGs in Business: Actions by Companies and Organisations in Japan**

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# SDG SURVEY 2018: BASIC FACTS

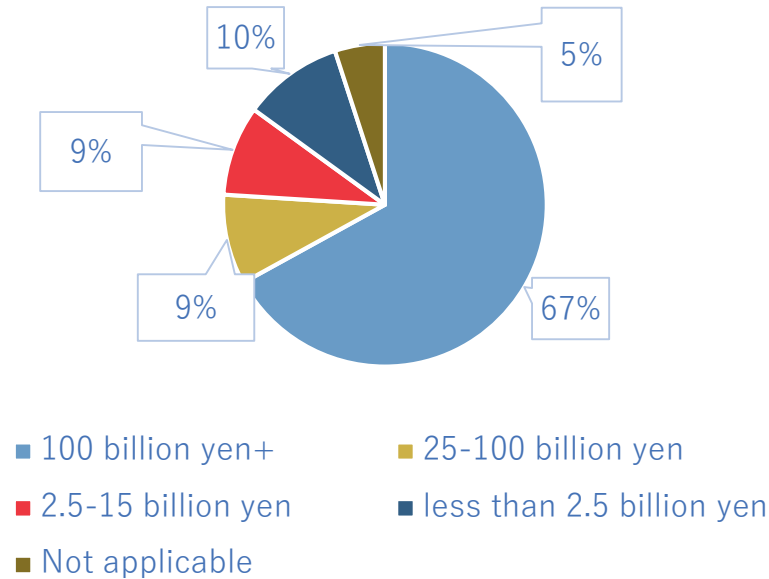
## ✓ Questionnaire Survey

- Asked knowledge about SDGs, progress and issues on SDG implementation
- Targeted 287 GCNJ member companies and organisations (as for 2018.9.1)
- **Response rate: 62.7% (180 member companies and organisations)**

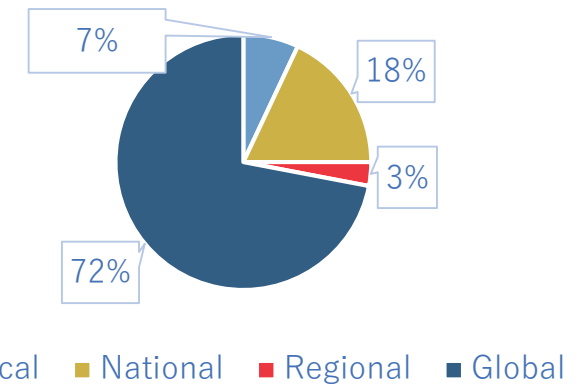
## ✓ Interview:

- A total of 7 C-level executives who responded were interviewed

Sales of respondent companies



Markets of respondent companies



	2015	2016	2017	2018
<b>Number of Response</b>	134	147	163	180
<b>Response Rate</b>	64.1%	63.1%	64.2%	62.7%

# SDG SURVEY 2018: AWARENESS ON SDGs

	2015	2016	2017	2018
Well-known by CSR divisions/officers	61%	84%	86%	84%
Well-known by top management	20%	28%	36%	59%
Well-known by middle management	4%	5%	9%	18%
Well-known among employees	N/A	N/A	8%	17%
Well-known across affiliated companies and other stakeholders	N/A	3%	2%	4%
Do not know	15%	12%	7%	3%

- ✓ Improvements in awareness among top management
- ✓ The level of understanding at the middle management level doubled.

# SDG SURVEY 2018: AWARENESS-RAISING ACTIVITIES ON THE SDGs

- ✓ Increasing effort overall
- ✓ Common activities: training courses, promotion via online, and management training, etc.
- ✓ Sumitomo Chemical's efforts towards the "sustainable trees" serves as a valuable reference for some companies

	2016	2017	2018
Training course (including e-Learning)	24%	31%	39%
Via internet	24%	31%	44%
Via internal company newsletter	28%	40%	52%
Via official website homepage introduction	27%	40%	56%
Establishment of CSR division	1%	2%	8%
Induction for new employees	-	23%	36%
Management training	-	15%	24%
Tying up with performance evaluations	-	1%	2%
Commitment to uphold the SDGs in Code of Conduct	-	4%	5%
Commitment to uphold the SDGs in corporate management policies briefing session	-	17%	32%
Distribution of SDG lapel pins and/or other goods to employees	-	-	27%
SDG poster and/or other communications materials	-	-	10%
Others	20%	21%	24%
N/A	31%	15%	4%

# SDG SURVEY 2018: STATE OF PROGRESS AGAINST SDG COMPASS

	2016	2017	2018
Step 1: Understanding the SDGs	54%	43%	31%
Step 2: Defining Priorities	22%	28%	28%
Step 3: Setting Goals	11%	13%	17%
Step 4: Integrating	9%	8%	12%
Step 5: Reporting and communicating	4%	8%	12%

- ✓ Companies which indicated that they were on step 1 declined, showing steady progress on SDGs-related initiatives.
- ✓ A majority of companies indicated that the analysis of the business opportunities and risks throughout the entire value chain was beneficial.
- ✓ Major achievements include integrating the SDGs into the companies' medium and long-term management plan, recognizing the importance of formulating human rights policies, identifying the most relevant SDGs and setting targets and KPIs, etc.

# Three necessary elements for SDGs implementation by a corporation

## Corporate Activities

- Core business: **Featured in last year's report**
- Other activities: CSR, philanthropic activities, collaboration with NGOs etc.

## Corporate Management

- **Labor/employment: diversity and inclusion, flexible workstyle, gender equality**
- Environment: Energy efficiency, Env't management, pollution prevention, green procurement etc.

Compliance on **labor, employment**, tax payment, environment, competition etc.

- **Latest report focused on labor/employment aspects**
- **Most relevant goals: SDG 5 (gender equality and women's empowerment), SDG 8 (decent work), and SDG 10 (addressing inequality)**

# Results of responses to WEPs Gender Gap Analysis Tool and interviews

	<b>Leadership and Strategy (Corresponding mainly to WEPs Principle: 1)</b>
11	1) Leadership commitment and support (WEPs Principle 1)
	<b>Workplace (Corresponding mainly to WEPs Principles: 2, 3, 4)</b>
14	2) Non-discrimination and equal opportunity policy (WEPs Principle 2)
16	3) Approach to ensure non-discrimination and equal opportunity in recruitment processes (WEPs Principle 2)
13	4) Approach to ensure non-discrimination and equal opportunity in professional development and promotion processes (WEPs Principle 4)
14	5) Approach to ensure women and men are compensated equally (WEPs Principle 2)
16	6) System of paid maternity leave (WEPs Principle 2)
16	7) System of paid child-care leave than can be used by fathers (WEPs Principle 2)
16	8) Approach to support employees as parents and caregivers (WEPs Principle 2)
16	9) Approach to accommodate the work-life balance of employees (WEPs Principle 2)
16	10) Approach to ensure an environment free of violence, harassment and sexual exploitation (WEPs Principle 3)
16	11) Approach to address the specific health, safety and hygiene needs of women (WEPs Principle 3)
13	12) Access to quality health services that meet the specific health needs of women employees (WEPs Principle 3)
	<b>Market (Corresponding mainly to WEPs Principle: 5)</b>
0	13) Proactive procurement steps to expand relationships with women-owned businesses (WEPs Principle 5)
5	14) Encourage suppliers and vendors to advance performance on gender equality (WEPs Principle 5)
5	15) Responsible marketing that considers the portrayal of gender stereotypes (WEPs Principle 5)
7	16) Approach to assess differential impacts on women and men when developing products and/or services (WEPs Principle 5)
	<b>Communities (Corresponding mainly to WEPs Principle: 6)</b>
3	17) Policies and processes to ensure responsibility to respect rights of women and girls in local communities in which operating (WEPs Principle 6)
10	18) Approach to embed gender in corporate CSR activities, public advocacy and partnerships (WEPs Principle 6)

## Responses to Women Empowerment Principles Gender Gap Analysis Tools

- **Laws and rules are in place, but not operationalized fully**
- **Unconscious biases**
- **Initiatives at work are more common than those in communities and market**
- **Leading companies advancing diversity management designate promotion of gender equality as a part of diversity promotion to bring about innovation to contribute to achieving SDGs.**
- **Through repeated messages and workshops**
- **Understanding of promotion of gender equality**

# INTEGRATING THE SDGs INTO CORPORATE REPORTING: A PRACTICAL GUIDE

- ✓ Published jointly by UNGC and GRI in August, 2018.
- ✓ Japanese translated version published in January 2019 by GCNJ and IGES
- ✓ Building on earlier work, in particular the SDG Compass developed by the UNGC, GRI and the World Business Council for Sustainable Development (WBCSD), this guide aims at helping businesses move beyond the current trend of simply mapping activities and programs against the SDGs to driving change.
- ✓ Assists in integrating the SDGs into reporting processes, particularly those based on the GRI Sustainability
  - ✓ Step 1: Define priority SDG targets
  - ✓ Step 2: Measure and analyze
  - ✓ Step 3. Report, integrate and implement change



English version: [https://www.globalreporting.org/resource/library/GRI\\_UNGC\\_Reporting-on-SDGs\\_Practical\\_Guide.pdf](https://www.globalreporting.org/resource/library/GRI_UNGC_Reporting-on-SDGs_Practical_Guide.pdf)

Japanese translated version: [https://pub.iges.or.jp/system/files/publication\\_documents/pub/policyreport/6705/PracticalGuide%28JP%29.pdf](https://pub.iges.or.jp/system/files/publication_documents/pub/policyreport/6705/PracticalGuide%28JP%29.pdf)

Other publications in the “BUSINESS REPORTING ON THE SDGS” series include:

- “An Analysis of the Goals and Targets” (Japanese translated version available)
- “In Focus: Addressing Investor Needs in Business Reporting on the SDGs”