



## **Title of the session: Member's day- Japan country session**

### **Summary of the session content:**

This session discussed how Japanese companies, NGOs and foundations are dealing with social issues and explaining their proactive approaches in CSR and the social investing sector. Despite its economic development, Japan has been struggling with budget deficit/stagnant economic situation due to acceleration of aging population. Japan has the highest amount of debt among developed nations which will only increase due to increases in the social insurance expenditures. Corporations, NGOs, and foundations are actively involved with social businesses. Mitsubishi Corporation has been doing philanthropy activities in Tohoku areas, affected by Tsunami on March 11, 2012. Despite its limited business activity in the recovery area, Mitsubishi has taken an active approach to invest US\$100million as its initial commitment. In order to respond to the changing needs of the area, they believe that donations are not enough, special vehicle companies should be built in order to expedite the process. One of the biggest foundations in Japan, Nippon foundation is focusing on venture philanthropy and shifting its focus to donating effectively in order to achieve social impact.

### **Speakers:**

#### ***Ken Ito, Regional Head, East Asia AVPN***

Ken is one of the promoters of the Venture Philanthropy model in Japan and other Asian countries. He has successfully supported the launch of VP organizations in Singapore and Hong Kong.

#### ***Keisuke Motoki (Co-Founder, NPO Kamonohashi Project)***

Kamonohashi Project is a Japanese NPO which focuses on eradicating sex trafficking as well as to prevent vulnerable women and children from being trafficked. It was established in 2002 by three university students to help/educate vulnerable/poor area kids to prevent future causes of human trafficking in Cambodia. They expanded their activities to India in 2010. They are involved with local NGOs and police authorities to tackle the sex trafficking. Throughout the years of effort to eradicate the sex trafficking in these countries, they found out that, it is almost impossible to identify the future victims of sex trafficking because of weak data and complexity of the issue (too many stakeholders involved). Cooperation with police/educating police officers on these issues has an impact to reduce the sex trafficking.

#### ***Yoshiyuki Nojima (General Manager of CSR & Environmental Affairs Department, Mitsubishi Corporation)***

Mitsubishi Corporation is a global integrated business enterprise that develops and operates businesses across virtually every industry with over 200 offices and subsidiaries in approximately 90 countries worldwide. Mitsubishi has significantly involved with sustainability issues over the years, including recovery activities in Tsunami affected areas through their businesses and philanthropy activities. He believes that in order to respond changing nature of human needs, it is better to



respond with speed, flexibility and good governance. Recently, new initiative to help on fruits/vegetable farmers in Fukushima area by offering profitable business model. Planning to turnover the business in 10 years to local farmers after establishing business model.

***Shuich Ohno , Executive Director of Nippon Foundation***

Nippon foundation was established in 1962 as a non-profit philanthropic organization that focuses on education, social welfare, public health and other areas in more than 100 countries. Their approach has been changing from traditional philanthropy to venture philanthropy, putting weigh on outcome and impact on the society. Nippon foundation is focusing on inclusive business Incubation Center for youth with disabilities in youth and creation of ASEAN women social entrepreneurs network.

**Questions and Answers:**

**Question 1: Why focus on India and Cambodia? Why not Japan?**

Keisuke:

Sex trafficking is extremely low in Japan. And we wanted to focus on the countries where the numbers are high.

**Question 2: How much is the total value of corporate shared value? How about maximizing the corporate value and introducing it to the mainstream of the business?**

Nojima:

Japanese corporations are actively doing CSR, but in terms of corporate value and business mainstream, we are struggling with it right now.

**Question 3: Can you tell us more about Social Impact bond?**

Ohno:

It is social innovative tool to solve social issues. Since the conventional way of philanthropic activities come to the point that we have to reconsider. Therefore we are looking for other innovative ideas.

**Question 4: What are the challenges in Japan?**

Ken:

Current social economic system is not very sustainable in Japan right now. Policies that are taken by LDP can be considered unsustainable. It triggers depleting money and increase in debt structure.