

Japanese Perception of SRI/CSR

- For Discussion on Asian Value -

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Response by Japanese Companies to SRI/CSR

Survey result *

- Majority of top management acknowledge the importance of CSR (76%)
- CSR should be integrated into corporate strategy (53%)
- Global perspective on CSR at headquarters necessary (48%)

However

- Vast majority do not conduct social impact and benefit assessment (95%)
- Concerns about universal CSR:
 - “Do not push Anglo-Saxon standards”
 - “Framework of CSR should be defined by each company not by standards”



Current status in Japan

- Awareness to SRI/CSR just started
- Do not clarify what to do toward CSR
- Importance of “Country-specific” framework for some parts

*: CSR survey conducted by So-Tech Consulting in July - August, 2002., 43 large Japanese corporations

Social Criteria

	Type	Awareness by Japanese	Issues
-Corporate governance - Structure - Codes of conduct	Internal	Medium to high	Not only structure/policy but process/performance
-Labour practices - Employment - Working conditions - Training	Internal	Medium	Heavily related to social system in each nation
-Human rights - Policy and management - Each issue	External	Low	Multinational corporations should take initiative
-Community	External	High	Beyond social contribution
-Product responsibility - Product safety - Labeling	External	High	Performance-oriented

Key Areas to be Discussed

- **Corporate governance**

- Process-oriented approach
- Discussion on structure

- **Labour practices**

- Regard employee as a key stakeholder
- Employee satisfaction

- **Human rights**

- Recognise themselves as a part of global economy
- Asian partnership