



Who Cares?

What the Asian Public Think about
Business Responsibility

From Japanese Perspective

15 July, 2004

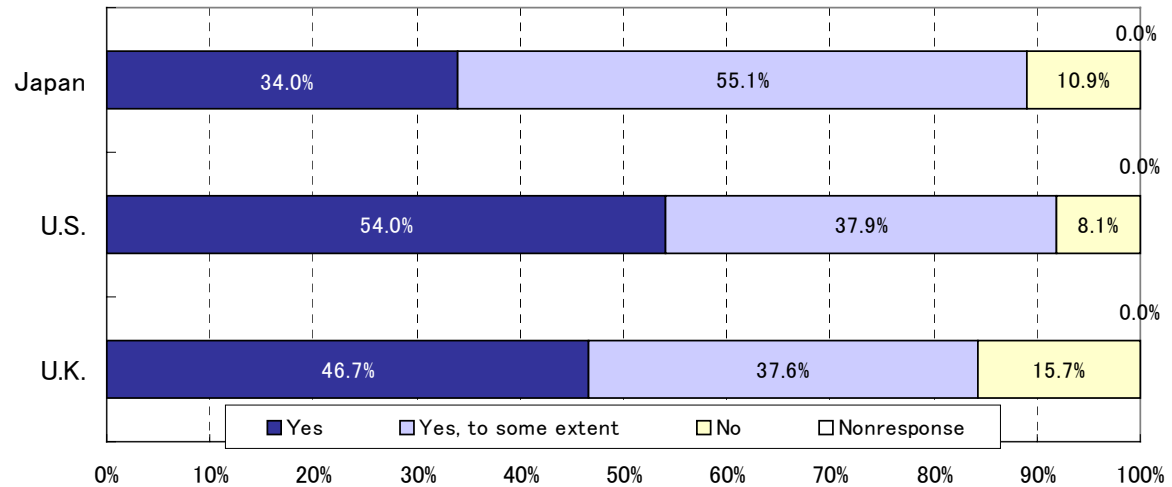
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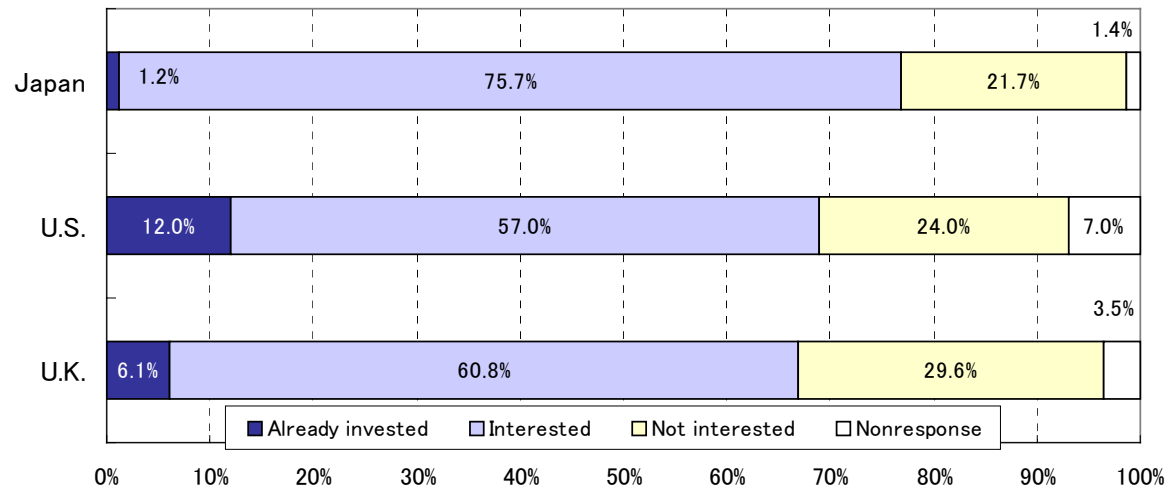
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Individual investors answer “Yes, we care about” as followed.

Q: Are you interested in CSR when you invest in the stock market ?



Q: Are you interested in SRI fund?



(note) Methodology of the survey:

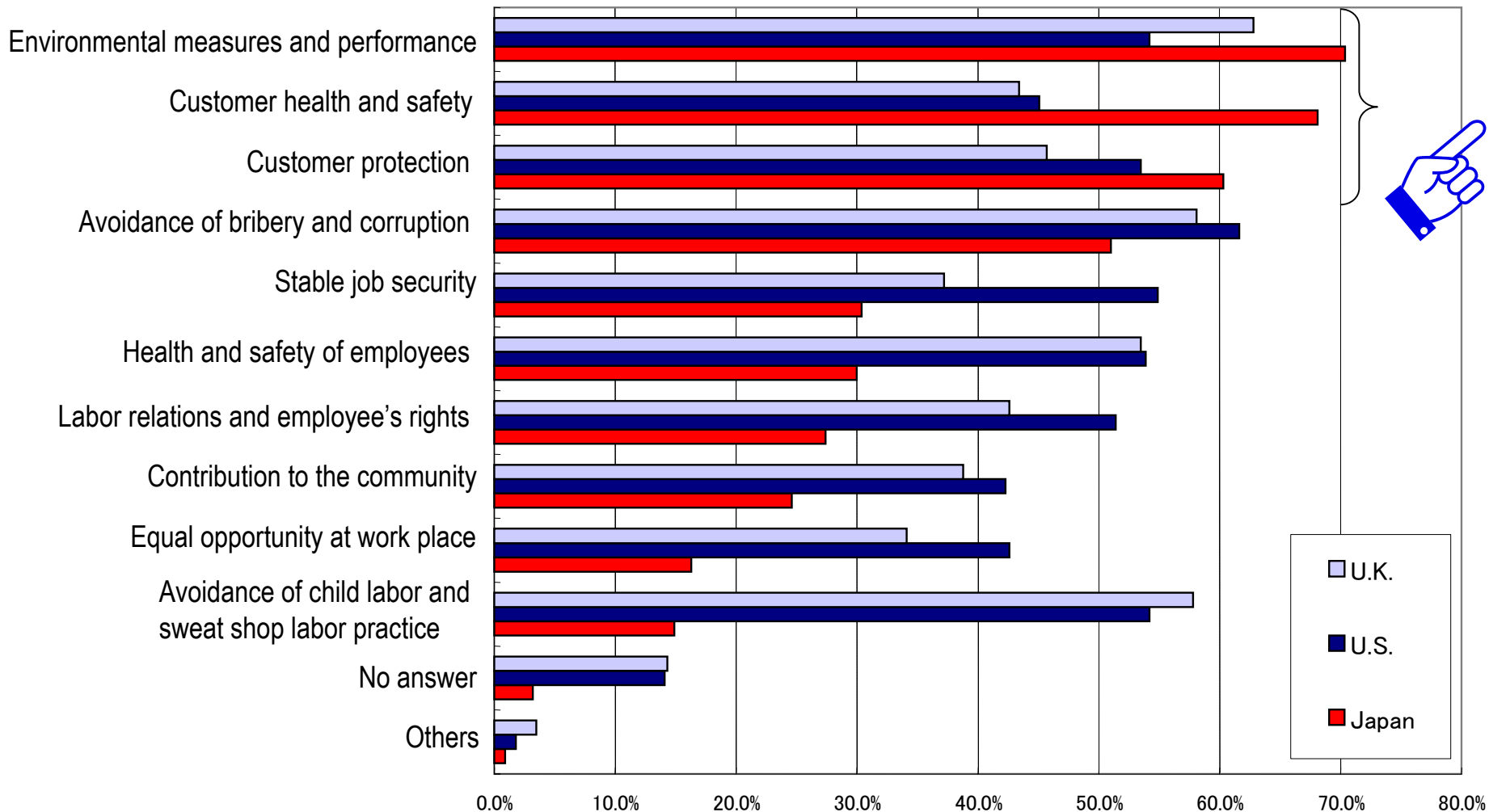
Period: Dec 12, 2002 – Jan 31, 2003

of valid response from individual investors:

Japan = 1,670, US = 309, UK = 306

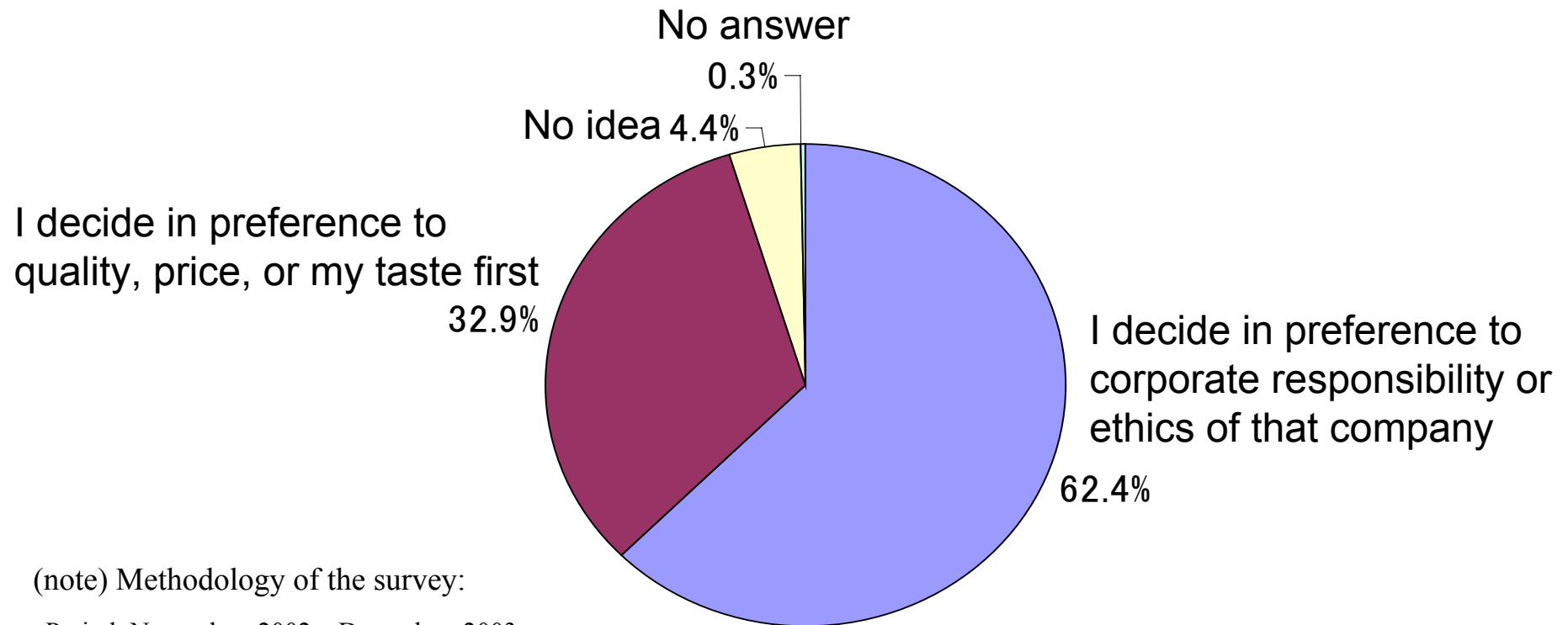
They focus on environmental and consumers' aspects.

Q: In what area are you interested in the company's CSR activities when you invest?



Consumers answer “Yes, we care about” as followed.

Q: To what extent do you consider corporate scandals or corporate responsibility when you buy products?



(note) Methodology of the survey:

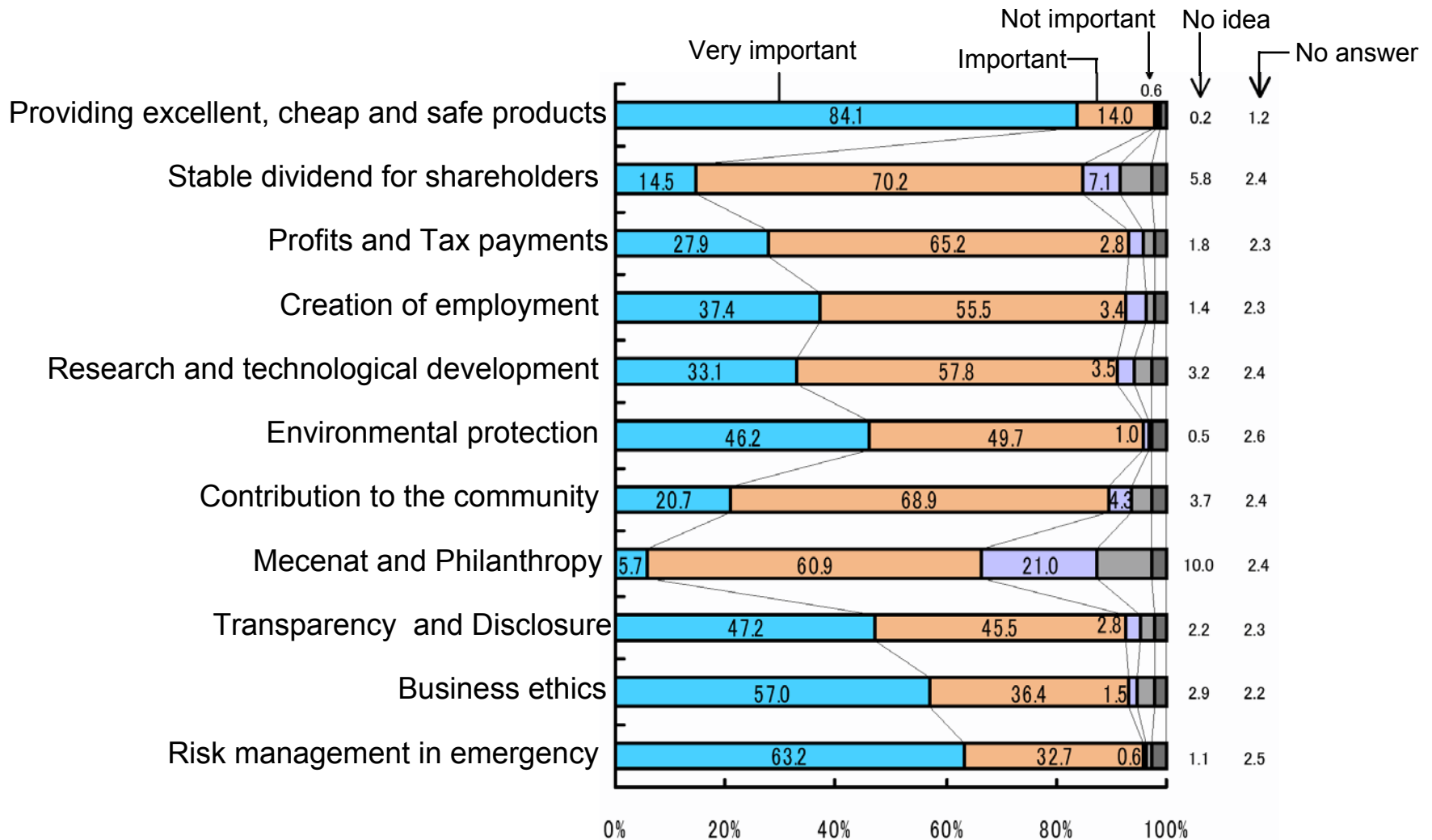
Period: November, 2002 – December, 2003

of valid response from public: 3,753

Public survey for corporate behavior (2003), The Keizai Koho Center

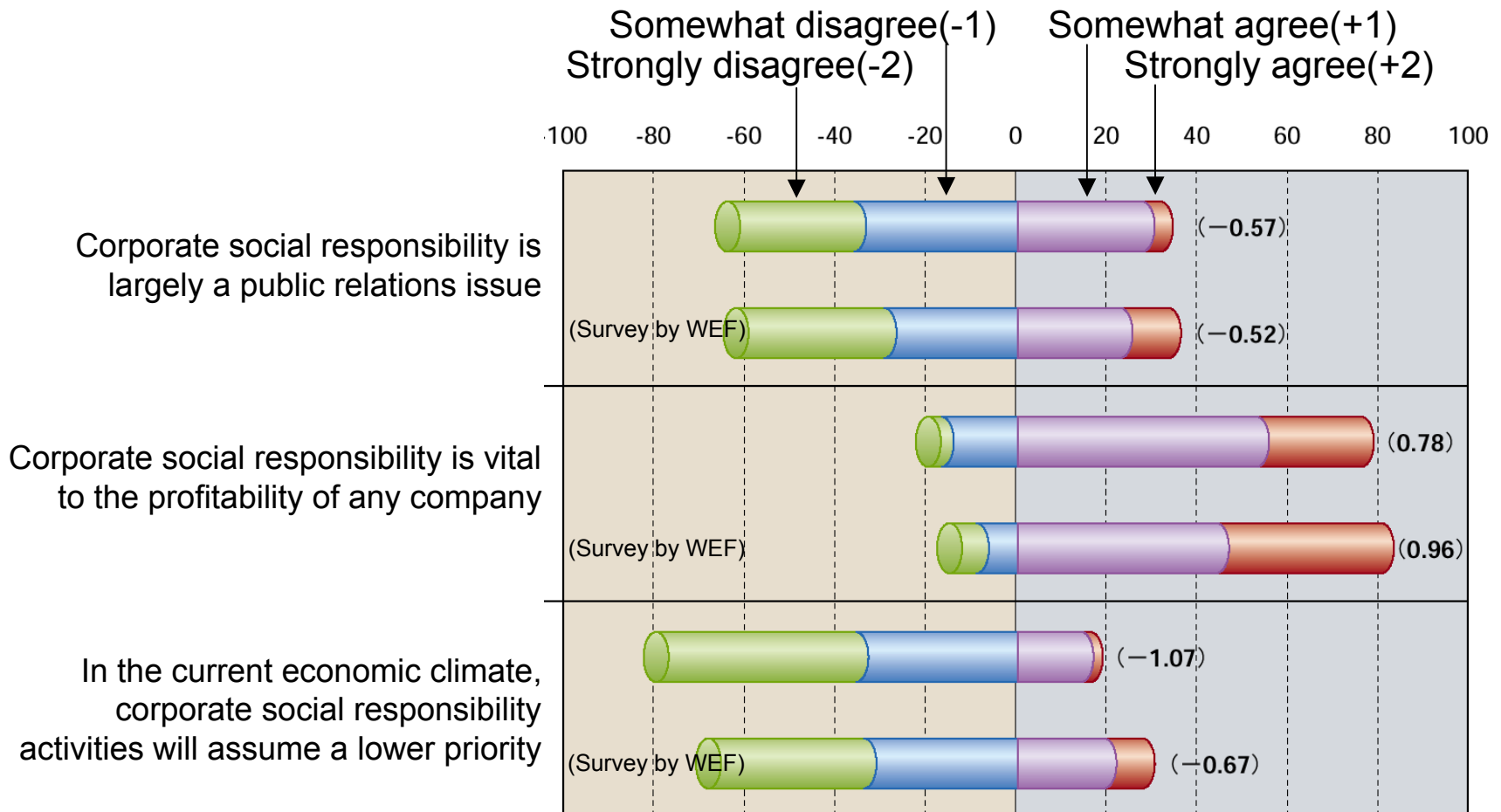
They focus on products, environment, transparency, ethics and risk management.

Q: For the following activities, how important do you think it is from CSR perspective?



Executives also answer “Yes, we care about” as followed.

Q: To what extent do you agree or disagree with the following statements?



They still focus on traditional aspects and environment.

Q: Do you think “CSR” includes the following meanings?



Conclusion

- The Japanese public care about “corporate social responsibility” in fact.
- But the focus is somewhat narrow.
 - Compliance and Business Ethics
 - Product safety and Consumer protection
 - Environment (especially in pollutions) } “Meism Criteria”

- There are the following backgrounds.
 - The Japanese public are quality-conscious in the goods one purchases.
 - The Japanese public suffered serious pollutions in 1960 or 1970.On the other hand,
 - The relation between company and employees is compared to a family. It is not usual to reveal a dispute between labor and management.
 - People still expect the role of government regarding social issues.
 - There are few powerful civil society organization groups in Japan.
 - The Japanese public have little interest in foreign affairs.

However, it will change at warp speed in the next 5 or 10 years. Then...