

# THE GLOBAL GOALS

For Sustainable Development

## Integrating the SDGs with Business

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Insights from the SDG Corporate Strategy Forum

The Sustainable Development Goals (SDGs) are at the core of the *2030 Agenda for Sustainable Development* (the 2030 Agenda), adopted by the United Nations General Assembly in September 2015. If we are to achieve this ambitious set of 17 goals by 2030, action is needed in developed and developing countries alike, and in both the public and private sectors.

Poverty, inequality, and environmental problems don't just hurt people – they impede economic and social development as well. Thus, the private sector has just as much stake in developing and implementing solutions to these challenges as the public sector.

Understanding the key but under-realised role of the private sector in achieving the SDGs, and given its unique identity as the only UN organisation whose headquarters is located in Japan, the United Nations University (UNU) is seeking to help Japanese companies support the SDGs by incorporating elements of the 2030 Agenda into their long-term visions and strategies.

To this end, UNU launched the SDG Corporate Strategy Forum in Japan in October 2017. Composed of twenty companies, this Forum has convened meetings among participating companies and key stakeholders of the SDGs (government institutions, governors, pension trusts, business owners, consultants, NGOs, etc.).

Through these interactions, the members of the SDG Corporate Strategy Forum have gained the following insights:

- Sustainable development benefits all of society, contributing to social, commercial, and industrial stability.
- To contribute to the achievement of the SDGs in a meaningful way, companies must embrace the ideals of the 2030 Agenda in their business strategies: respecting

human rights and dignity; improving the lives of all people; and harmonising the economic, social, and environmental aspects of sustainable development.

- Companies that have proactively incorporated the SDGs into their long-term vision are perceived more positively by their publics, thus enhancing overall corporate value.
- Because the SDG targets and indicators are mostly macro-level, it can be difficult for companies to assess their own contribution level.
- The 17 SDGs cover a broad range of issues, and actions to achieve one goal can entail both positive synergistic effects and negative trade-offs with other goals.
- Though wide-ranging, the SDGs are not all-encompassing; issues not included in the goals, including emergent problems, must be considered as well.

To help companies more effectively contribute to building a sustainable society, the SDG Corporate Strategy Forum formulated three insights. While these insights are directed to companies, successfully implementing them will require cooperation and partnerships among all SDG stakeholders.

The SDG Corporate Strategy Forum hopes these insights will catalyse active engagement and conversation, and will encourage more companies to become global players for sustainable development, building a society in which “no one is left behind”.



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## INSIGHT

### 1

# Focus on the Agenda Incorporate Elements of the 2030 Agenda

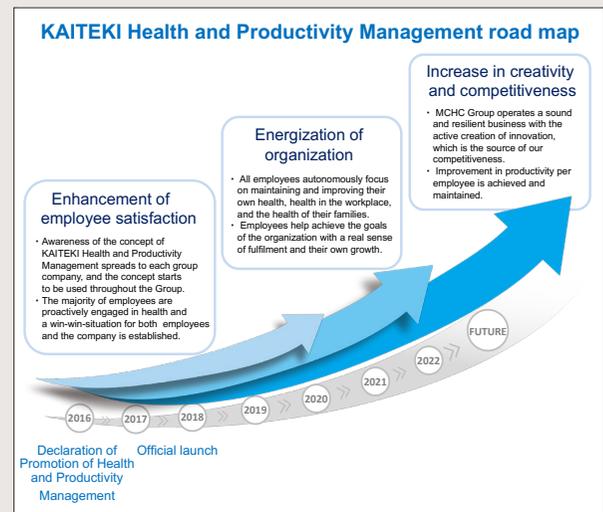
Companies contribute to society in many ways – through core business, through corporate social responsibility, or through support for the arts, sports, and entertainment. Yet, a company’s contribution may not always be considered as a part of the SDGs. Even if a company finds it difficult to connect business activities to the 17 goals, attempts to set out some corporate objectives that support the underlying pledge of the 2030 Agenda (“ensuring that no one is left behind”) will enable opportunities to play an active, public role in fulfilling that pledge.

## Measuring Personal Creativity and Workforce Productivity

### Mitsubishi Chemical Holdings Corporation

If a company is to enjoy long-term success, the well-being and productivity of its workers is vital. Only by enabling human creativity and enhancing individual potential through “decent work” (productive employment that maintains human dignity) can a company ensure sustainable growth.

Mitsubishi Chemical Holdings Corporation (MCHC) aims to strengthen its workforce by promoting the KAITEKI Health and Productivity Management approach. This approach focuses on four elements that have been identified as having the greatest influence on the creativity and productivity of employees: “value”, “enthusiasm”, “trust” (in the organisation), and “personal development”. Further, the company has established several key performance indicators to help assess work style and health, including an “Energy and Vitality Index” that allows management to monitor the well-being of all personnel. The combination of its management approach and these tailored indicators have enabled the company to improve the vitality of its employees. MCHC is committed to broadening investment in measures that support employee health and workplace reforms.



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[https://www.mitsubishichem-hd.co.jp/kaiteki\\_management/health\\_productivity\\_management/](https://www.mitsubishichem-hd.co.jp/kaiteki_management/health_productivity_management/)

## Align with the Targets Align Corporate Objectives with Specific SDG Targets

The 17 SDGs encompass 169 targets and 232 indicators, the majority of which are national or global in scope. This can make it difficult for corporations to engage with the individual goals or judge to what extent they can contribute. It is therefore important to align the most applicable SDG targets and indicators with corporate objectives and benchmarks so that contributions can be quantified and achievements can be visualised to inspire employees.

### Extending Life Expectancy and Reducing Health Care Costs

#### OMRON Corporation

Healthcare costs are rising sharply around the world due to trends such as aging populations in developed countries and growing rates of lifestyle diseases in emerging economies. Further, the number of people with high blood pressure is on the rise globally, as are the number of patients with cerebral or cardiovascular diseases triggered by hypertension. In line with OMRON's vision of "proactive patient care" – where the individual takes a degree of responsibility for their own health through the use of monitoring systems – the company supports the prevention of hypertension through its blood pressure monitoring equipment and offers products and services that ensure customers receive the best diagnoses and treatment possible. OMRON is committed to playing a role in helping to extend healthy lives, reduce medical costs, and solve other social health issues through the prevention and treatment of lifestyle diseases. To underline this commitment and align its business with the global goals, the company set a key performance indicator for the market distribution of its blood pressure monitors.

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<https://www.omron.com/about/sustainability/contribution/healthcare/>  
<https://www.edge-link.omron.com/articles/250.html>

In addition, OMRON is developing sensing devices that collect and analyse a wide range of health-related data from patients. Advanced algorithms are being further developed that use this data to identify the risk of brain and cardiovascular diseases with high precision. OMRON is changing the notion of personalised medical care through diagnosis and treatment support services used by medical professionals and behaviour change support services used by individuals for personal health management.



Regional Health Program to work in partnership with the Government of the Philippines

## Align with the Targets CONTINUED

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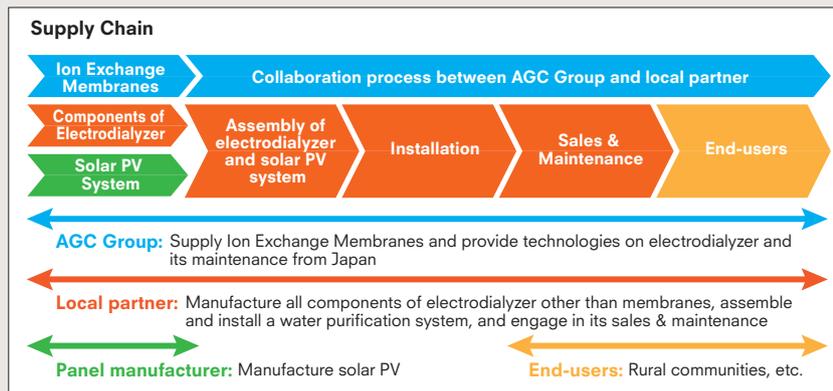
### Achieving Greater Access to Safe Drinking Water in India

AGC Inc.

The AGC Group conducts business globally in four industries: glass, electronics, chemicals, and ceramics. With the mission of “making the lives of people worldwide better”, the AGC Group assists rural areas facing problems of groundwater contamination. Specifically, the group supplies electro dialysis water purification systems that use solar power and an ion-exchange membrane to remove chemical contaminants from groundwater.

For example, Maharashtra, India faces a dire situation. With 40 per cent of the population living in drought-prone areas, groundwater supplies have not been able to keep up with demand, leading to decreased groundwater volumes with increased concentrations of contaminants such as arsenic and nitrates. Local livelihoods and human health depend on solutions that improve efficiency of water use and increase access to safe drinking water.

The AGC Group is supporting these efforts by introducing and spreading the use of electro dialysis water purification systems. The aim is to increase the current percentage of the population in Maharashtra that has access to safely managed drinking water from 83 per cent to 100 per cent by 2030. There is potential to expand these activities in the future to the rest of India as well as neighbouring countries, in collaboration with the Indian government and regional communities.



READ MORE <https://www.agc.com/en/csr/index.html>

JAPAN TOBACCO INC.

Transforming awareness and behavior (volunteer activities) of every employee – [https://www.jt.com/sustainability/report/pdf/2018/JT\\_Group\\_Sustainability\\_Report\\_FY2018.pdf](https://www.jt.com/sustainability/report/pdf/2018/JT_Group_Sustainability_Report_FY2018.pdf)

FUJIFILM Holdings Corporation

Contribute to Creating a Safe and Secure Society “an achievement bolstering the era of big data and IoT” – <https://www.fujifilmholdings.com/en/sustainability/svp2030/dailylife/01.html>

Lion Corporation

Establishing daily cleanliness and hygiene habits that form the basis of a healthy life – <https://www.lion.co.jp/en/csr/activity/>

Recruit Holdings Co., Ltd.

Promoting SDG 5 to improve diversity and the female managerial ratio – <https://recruit-holdings.com/sustainability/people-workplace/diversity/policy.html>

## INSIGHT

## 3

## The Goals and Beyond

Consider How the SDGs Fit Into the Larger Picture

While the 17 SDGs are wide-ranging, they do not encompass all of the current and emergent challenges, such as aging populations or the growing incidence of obesity and diabetes, that increasingly are becoming serious issues in many countries. But for the purpose of sustainable development, these challenges cannot be ignored.

Going forward, beyond the need to make greater efforts to achieve the targets set by the SDGs, corporations can help cultivate the human skills needed to address new challenges – particularly those that may undercut success in achieving the SDG targets. By helping to identify potential challenges, and by proactively engaging in this process and sharing the findings, corporations can be a key partner in the quest to achieve global sustainable development.

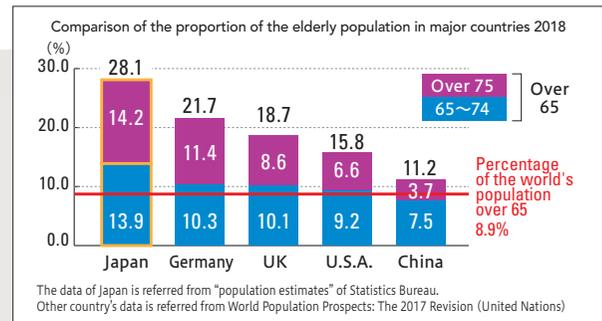
### Supporting an Aging Society

#### Kao Corporation

Kao is a manufacturer of consumer health products with approximately 60 per cent of its sales in Japan, a country with the world's highest percentage of aging people. An estimated 28.1 per cent of the population is over 65 years old, according to September 2018 data of the Statistics Bureau of Japan.

Among its portfolio of goods and services, Kao has focused on developing products for the elderly to assist them in leading a healthy life, both physically and mentally. For example, approximately 85 per cent of active seniors in Japan are known to suffer from incontinence. In 2009, Kao addressed this issue by launching various hygiene products tailored to this senior group, including a line of disposable incontinence underwear that offers high absorbency while remaining slim and discreet.

Many other producers have joined the fast-expanding market for hygiene products catering to the elderly in Japan, which in



2018 was estimated at JPY 3.8 billion – a 121 per cent increase over the previous year. Global population trends indicate other countries, including developing countries, will face similar issues with aging societies in the future. As a company committed to creating high quality products (*Yoki-Monozukuri*) that support the daily lives of active seniors and their families, Kao will continue to focus on improving its products to meet the specific needs of the elderly and to help ensure they can lead dignified, healthy lives.

READ MORE <https://www.kao.com/global/en/>

#### INSIGHT 3 The Goals and Beyond

Shimizu Corporation

*Autonomous robots can transform a construction job site* – <https://www.shimz.co.jp/en/topics/construction/item12/>

Marubeni Corporation

*Contribution to fight global climate change* – <https://www.marubeni.com/jp/sustainability/environment/approach/>

Mitsubishi Corporation

*Investment for the future of disaster areas* – <https://www.mitsubishicorp.com/jp/ja/csr/>

SDG Corporate Strategy Forum Participants

**AGC**

**AEON**

**OMRON**

  
**ORIX**

**kaō**  
Enriching lives, in harmony with nature.

**SUNTORY**

**JXTG**  
Group

SHIMIZU CORPORATION  
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Value from Innovation

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 Mitsubishi Chemical Holdings  
KAITEKI Value for Tomorrow

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*life.love.*  
**LION**

 **RECRUIT**



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