



Keizai Koho Center

Japan Institute for Social and Economic Affairs

Chairman's Message

Aiming for Sustainable Capitalism Based on “. The NEW Growth Strategy”

Keizai Koho Center (Japan Institute for Social and Economic Affairs, or KKC) was established in 1978, at a time of mounting criticism of the corporate sector following the oil crisis years of the 1970s. To this day, the KKC has worked to publicize the views and activities of Keidanren and bring the contributions being made by Japanese companies and industries to the attention of the Japanese and international media, opinion leaders, the educational community, society at large, and other stakeholders. Through dialogue, we have sought to build and strengthen trust in the Japanese business community.

Recent years have brought to the surface a number of fundamental problems in the world. These include widening social disparities arising from excessive capitalism, the destruction of ecosystems caused by global warming and other environmental damage, and escalating geopolitical risks and the crisis of democracy, among others. Many of these challenges have been exacerbated by the novel coronavirus pandemic. As an important player in a capitalist society, the business community must work more speedily and proactively than ever before to address these issues. As we aim to realize Society 5.0 for SDGs and to establish more sustainable forms of capitalism, we must work to find solutions to growing social disparities, climate change, and the other pressing challenges that face our societies.

In this context, the KKC will redouble our efforts to communicate effectively and powerfully with stakeholders in Japan and overseas to highlight the contributions that Japanese companies and industries are making to solve these social problems. Our efforts will center on Keidanren's proactive proposals to address social issues based on “. The NEW Growth Strategy,” including the acceleration of digital transformation and the realization of carbon neutrality. In addition to dialogue, we will help to support and strengthen the public relations of companies and industries.

In line with this, as part of our efforts to promote digital transformation, we will provide easy-to-understand information that will be useful in gaining the understanding and confidence of people in society in providing their personal data and encouraging the changes in behavior that will be necessary to achieve a carbon neutral society.

I sincerely hope we can look forward to your continued guidance and support as we move forward with these efforts.



Chairman TOKURA Masakazu

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Managing Director
SAKUWA Tohru

Managing Director
YAMAKOSHI Atsushi

Organizational Profile

Date established: November 30, 1978

Supporting members: 39 organizations and 230 corporations (as of November, 2021)

1 Communication Regarding Key Policy Topics

Adopting Keidanren's “The NEW Growth Strategy” as an agenda for action, KKC engages in communication and dialogue with domestic and international stakeholders to promote understanding of Keidanren's efforts to resolve social issues—including the achievement of the United Nations Sustainable Development Goals (SDGs) through digital transformation implementation projects and the Keidanren Carbon Neutrality Action Plan—and proactive industry initiatives to address challenges facing society.

1. The NEW Growth Strategy

To promote understanding of establishing sustainable capitalism as set out in “The NEW Growth Strategy” announced by Keidanren, KKC communicates Keidanren's ideas and corporate efforts in university lectures, newsletters, and sponsored newspaper opinion pieces.



Opinion piece in the *Nikkei* newspaper

2 Realization of Society 5.0 through Digital Transformation

KKC organizes digital transformation seminars and provides information to help answer questions that concern consumers, such as the use of personal data. In the aim of realizing digital transformation, KKC also introduces Keidanren's digital transformation implementation projects in newsletters and other publications.



Scan the QR code to visit KKC's web page on the use of personal data →

3 Carbon Neutrality, Green Transformation, and Other Environmental and Energy Issues

KKC will communicate proactive business efforts aimed at decarbonizing society by 2050 and achieving green transformation, including the Keidanren Carbon Neutrality Action Plan and the Challenge Zero project, and outlines examples of actions that consumers can take to contribute to carbon neutrality. KKC also arranges study groups to provide consumers and educators with a deeper understanding of environmental and energy issues. Through seminars on topics such as plastic resource recycling, KKC outlines initiatives being undertaken by companies and the business community.



Article introducing the Challenge Zero project

2

Support for the Public Relations Activities of Industrial Organizations

| Seminars and Contests

KKC conducts seminars on topics of public concern, including topics such as how to prepare for and reduce the risks of dementia to realize a healthy aging society.

A car photo contest for elementary school students is held in cooperation with the Japan Automobile Manufacturers Association, Inc. (JAMA), to heighten the younger generation's interest and awareness of cars and the future mobility society.

3

Support for the Communications Activities of Member Companies and Organizations

| Corporate Communications Awards

KKC presents awards for outstanding accomplishments in the field of corporate communications. It encourages a deeper awareness of the importance of corporate communications and contributes to improvements in the quality and effectiveness of corporate communications activities.



Corporate Communications Awards ceremony

| Lectures, Seminars, and Media Training

KKC offers a range of programs and activities to support professionals in the corporate communications field. The corporate communications lecture series provides newcomers with learning opportunities in corporate communications principles and practices, while practical forums and social events for corporate communications professionals create opportunities for interpersonal networking. In addition, KKC's media training program offers practical media training for corporate communications executives.



Lecture for newly appointed public relations personnel

| Corporate Communications Studies

KKC conducts surveys to identify changing trends that serve as a useful source of information on corporate awareness and understanding. Additionally, KKC organizes business delegations for advanced case studies on corporate communications trends in other countries.



Company visit by delegation members to study corporate communications practices in the U.S.

KKC engages in activities to cultivate widespread understanding of the ideas and initiatives of industrial organizations.



Car photo contest

The role of corporate communications has evolved in parallel with changes in the environment for corporate management. KKC considers appropriate approaches to the communications activities of corporations and industrial organizations, and provides support for improving the quality of their communications.

Exchange with the Media

KKC provides opportunities for corporate communications officers in member companies and organizations to interact with media executives, including business editors at leading newspaper companies, press agencies, and television channels, as well as chief editors of major business magazines.



Reception for corporate and media representatives

Disaster Communications Committee and Communications and Networking Committee for Industrial Organizations

KKC convenes liaison committees to support the public relations activities of industrial organizations in times of emergency and disasters. KKC also provides opportunities for industrial organizations' communications staff to exchange views and share information on issues and initiatives in their organizations.

Publications and Website (*Keizai Koho* and Kigyo Koho Plaza)

In addition to pamphlets on public relations topics, KKC also publishes *Keizai Koho*, a monthly magazine on corporate communications. KKC also provides information on public relations through Kigyo Koho Plaza (Corporate Communication Plaza), a website created exclusively to share information relevant to the corporate communications field.



The Kigyo Koho Plaza website
<https://www.kkc.or.jp/plaza/>

4 Educational Exchange and Support for the Education Field

Business Training for Japanese School Teachers

This program takes advantage of the summer vacation period to provide elementary and middle school teachers with a range of business training opportunities in corporate settings. Participants gain a deeper understanding of corporate practices and CSR activities.



Business training for teachers

Business Executive Lecture Series

KKC arranges corporate executives and managers to serve as university lecturers, enabling students to gain a tangible understanding of the latest economic trends and industrial challenges.



University lecture by a business executive

5 Dialogue with Broad Sectors of Society

Corporate Town Hall Meetings and Facility Tours for the Public

KKC holds corporate town hall meetings as venues for the direct exchange of views and opinions by companies and members of the public. In addition, KKC offers tours of corporate museums and other corporate facilities to foster a deeper understanding of corporate operations.



Exchanging views at a meeting with local citizens

KKC engages in activities aimed at cultivating an accurate understanding of corporate activities among children and students, as leaders of the next generation in Japan.

Educational Support on SDGs and Environmental, Energy, and Industrial Topics

To help elementary and middle school students gain a more accurate understanding of corporate efforts regarding the SDGs and the environment, industrial structures (finance, trade, and logistics), and energy issues, KKC arranges seminars and symposiums nationwide for elementary and middle school teachers. KKC also works with individual industries to prepare supplementary teaching materials for use in actual classroom settings.



Supplementary teaching materials



Environmental education texts for elementary and middle school students

Harnessing its nationwide network of some 3,300 social survey respondents recruited from the general public, KKC engages in activities aimed at gathering opinions from broad sectors of society and conveys to the public an accurate understanding of the views of the business community.

Public Questionnaires

KKC conducts questionnaires on subjects ranging from public sentiment toward corporations and the environment to education, releases the findings to the media, and provides feedback to member companies and organizations.



A survey report

Network Tsushin (Network Communications)

KKC publishes *Network Tsushin*, a quarterly publication for KKC's social survey respondents. It brings together information on local corporate meetings, corporate town hall meetings, the findings of public questionnaires, and other activities aimed at measuring public opinion. In addition to KKC's social survey respondents, this publication is also distributed to member companies and organizations and the media.



Network Tsushin

7

KKC engages in a variety of activities, including online forums, to strengthen cooperation between business professionals in Japan and policymakers and experts from Europe, North America, Asia, and other regions.

Meetings with Foreign Ambassadors to Japan

KKC arranges meetings for frank exchanges of views and opinions between executives of member companies and organizations and ambassadors to Japan from nations that have significant ties with Japan's business community.



Meeting with the Ambassador of India to Japan

Lectures and Symposiums

KKC arranges symposiums and lectures where experts from Japan and abroad exchange views on situations in various countries and their relations with Japan, as well as major policy issues facing Japan.

KKC implements a variety of programs for foreign educators and students to promote understanding of Japan.

Invitation Program for Chinese University Students

This program invites university students from China's Guangdong Province to Japan to deepen their knowledge of Japan's economy and corporate activities.



Company visit by university students from Guangdong, China

8 Promotion of Dialogue with Foreign Media

Invitation Program for European Journalists and Economic Experts

This program invites journalists and economic experts from the U.K., France, and Germany to Japan for opportunities to engage in dialogue with corporate executives, government officials, academics, and leading Japanese media.



Panel discussion by European journalists

Invitation Program for ASEAN Journalists

Journalists from ASEAN countries are invited to Japan for corporate visits and meetings with businesspeople, academics, and government officials.



Discussion with ASEAN journalists

Japan Business Update

Japan Business Update is a series of roundtable meetings that provide opportunities for Japanese corporate executives to explain their business strategies and exchange views and opinions with foreign journalists in Tokyo.

9 Information Services

English-language Website

KKC communicates and shares information on policies such as digital transformation and environmental and energy issues.
<https://en.kkc.or.jp>



The NEW Growth Strategy



Marine Plastic Waste



Commitment to Society 5.0

KKC organizes programs in collaboration with leading foreign media to strengthen the Japanese business community's channels of international communication.

Delegation to Shanghai

KKC organizes a delegation to visit Shanghai to provide member companies and organizations with opportunities to exchange views with media and corporate representatives in Shanghai.



Online exchange with Shanghai media in 2020

Exchange with Chinese Media in Japan

KKC arranges receptions for Chinese news media in Japan and KKC member companies and organizations to strengthen the ties and communication among them.



Reception with Chinese media representatives in Japan

Meetings with the Bureau Chiefs of Foreign Media

KKC organizes meetings with the bureau chiefs of leading foreign media in Japan to facilitate candid exchanges of views and opinions with executives of KKC member companies and organizations.

KKC disseminates information on a range of topics including the current state of Japan's economy and society and international relations issues.

e-Newsletter *KKC International Platform*

This e-newsletter provides a platform for academics and experts in Japan and abroad to communicate their views regarding economic and social issues in Japan and the international society. It is published in both English and Japanese.

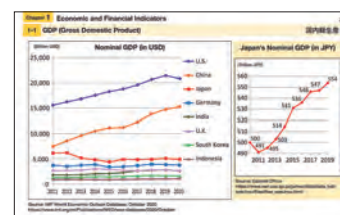
<https://en.kkc.or.jp/research/ip/>

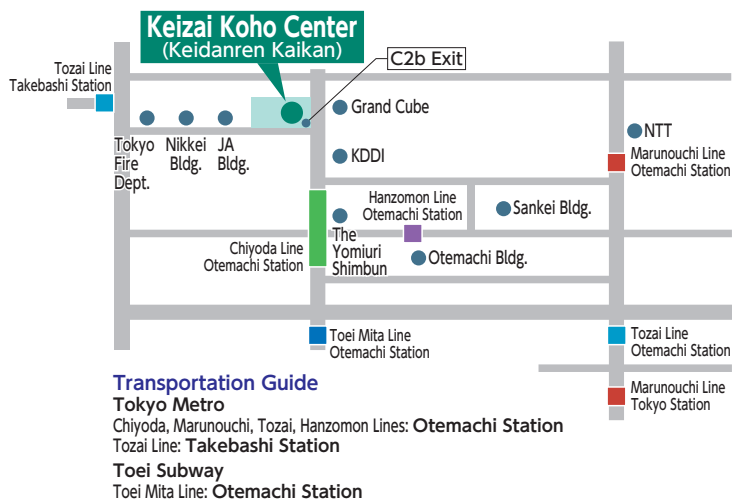


Japan and the World 2020/21 - A Pocket Guide in Figures (Digital Edition)

Digital statistics that are useful for understanding Japan's position in the global business environment are available on the KKC website.

<https://en.kkc.or.jp/research/jw/>





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