

# **Japan NGO Network for CSR Promotion**

## **1. Mission**

Japan NGO Network for CSR Promotion was formed in 2008, in order to promote mutual understanding and collaboration between Japanese NGOs and private companies to solve global issues, such as poverty, human rights, peace, and environment, which are stated in the Millennium Development Goals (MDGs).

To accomplish this mission, Japan NGO Network for CSR Promotion aims the following.

- To activate exchange of experiences and information about CSR issues among NGO staff in charge.
- To deepen communication between NGOs and private companies.
- To find problems appeared in the collaboration between NGOs and private companies, to indicate and advocate how to solve these problems, and to implement these solutions.

## **2. Objectives**

- To advocate and promote CSR with consideration of MDGs.
- To research effective approach towards private companies and to share its findings with NGOs.
- To research and advocate implementation of collaboration between Japanese NGOs and private companies.
- To indicate closer relationship between environment and development issue.
- To disseminate the role of NGOs in implementation of CSR using this network (i.e.: website, publication, symposium).

## **3. Member List (2009)**

### **NGO**

- ACE (Action against Child Exploitation)
- Africa Japan Forum
- AIDS Orphan Support NGO - PLAS (Positive Living through Aids Orphan Support)
- AMURT Japan
- Bridge Asia Japan
- CARE International Japan
- Foundation for International Development / Relief (FIDR)
- GLM Institute (GMLi)
- Hunger Free World
- International Development Center of Japan (IDCJ)

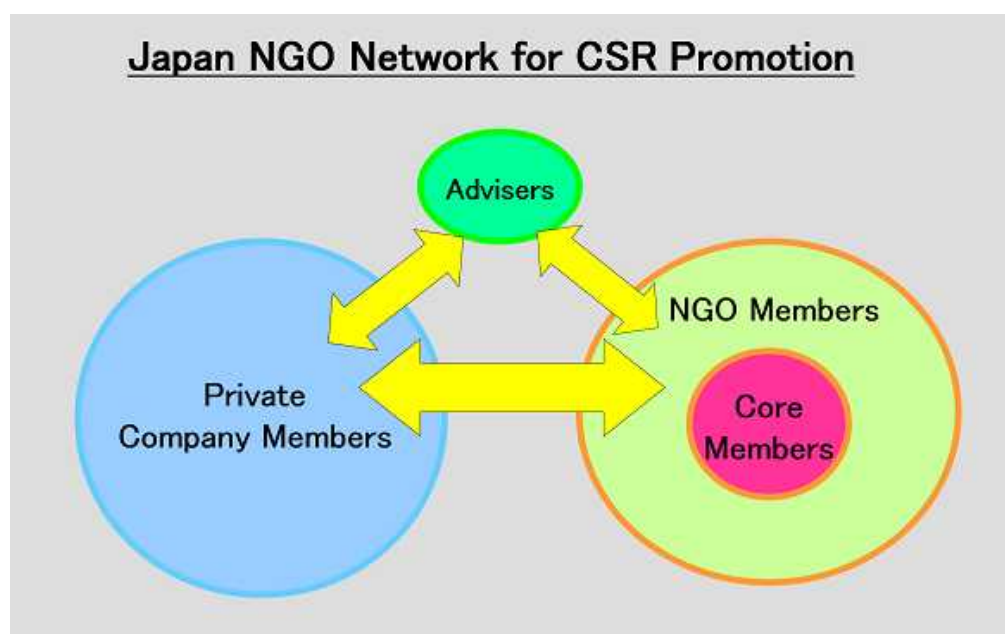
- JANNET
- Japan International Center for the Rights of the Child (JICRC / C-Rights)
- Japan International Volunteer Center (JVC)
- JEN
- Oxfam Japan
- Plan Japan
- Shanti Volunteer Association (SVA)
- SHAPLA NEER
- SHARE
- Yokohama NGO Network (YNN)
- JANIC 【Secretariat】

### **Private Company**

- Ajinomoto Co., Inc.
- Kao Corporation
- Sony Corporation
- DENTSU INC.
- NEC Corporation
- Hakuodo Inc.
- Panasonic Corporation
- Pfizer Inc.

### **Adviser**

- Daisuke SHINTANI (Mitsui Global Strategic Studies Institute)
- Kaori KURODA (CSO Network Japan)



## 4. Activities (2009)

	Period	Participants	Theme	Contents
Core Meeting	Apr. – Mar.	Core Members	Principles & Decision	<ul style="list-style-type: none"> <li>• Discuss and decide the operating principle.</li> <li>• Formulate and revise action programs.</li> <li>• Settle a schedule and determine the order of priority.</li> </ul>
Regular Meeting	May – Mar.	NGO members & Private Company Members	(1) Promotion of MDGs Understanding	<p><b>【To promote understanding of MDGs towards each company staff member】</b></p> <ul style="list-style-type: none"> <li>• Collect opinions on expected challenges, needs, and tools in need.</li> <li>• Summarize the proposal for MDGs campaign targeted at private companies.</li> <li>• Start promoting understanding of MDGs to private company staff members, using tools developed as a result of the proposal.</li> </ul>
	May – Sep.		(2) Standards for Collaboration	<p><b>【Making guidelines for Collaboration of NGOs and private companies】</b></p> <ul style="list-style-type: none"> <li>• Work on guidelines that indicate potential problems and basic things to know under the collaboration between NGOs and private companies</li> </ul>
	Oct. – Mar.		(3) Possibility and Challenges of BOP Business	<p><b>【The key : Public + Private + NGO Collaboration】</b></p> <ul style="list-style-type: none"> <li>• Learn the basics of BOP business.</li> <li>• Run a panel, inviting specialists who support and carry out BOP business from METI, JICA, companies, and NGOs (Nov. 30).</li> <li>• Carry on SWOT analysis on BOP business and formulate unique action plans.</li> </ul>
Research	Sep. – Nov.	Secretariat & Core Members	Case Study	<ul style="list-style-type: none"> <li>• Case study of CRM collaboration</li> <li>• Case study of BOP business</li> </ul>
Symposium	Aug. 25	NGO members & Private Company Members	1 <sup>st</sup> in Fukuoka	<p><b>【NGO – Private Company Partnership in Fukuoka】</b></p> <ul style="list-style-type: none"> <li>• Keynote speech.</li> <li>• Presentation of case examples.</li> <li>• Group discussion.</li> </ul>
	Nov. 13		2 <sup>nd</sup> in Osaka	<p><b>【MDGs – carried forward by collaboration between NGOs and Private Companies】</b></p> <ul style="list-style-type: none"> <li>• Proposal of issues.</li> <li>• Presentation of case examples.</li> <li>• Special lecture.</li> </ul>
	Planned in the end of Jan.		3 <sup>rd</sup> in Tokyo	<ul style="list-style-type: none"> <li>• Presentation of accomplishments in this fiscal year.</li> <li>• Presentation of case study.</li> <li>• Open-floor discussion.</li> </ul>

Secretariat Contact

Japan NGO Center for International Cooperation (JANIC)

5th Floor, Avaco Building, 2-3-18 Nishiwaseda, Shinjuku-ku

Tokyo 169-0051, JAPAN

Tel: 81-3-5292-2911 Fax: 81-3-5292-2912

E-mail: [global-citizen@janic.org](mailto:global-citizen@janic.org) URL: <http://www.janic.org>