

Sustainable Japan Award 2021

Ceremony and panel session with award winners



Prizes bring efforts of Japan and its companies to global attention

Minako Suematsu
CHAIRPERSON AND PRESIDENT,
THE JAPAN TIMES CO. LTD.

At the first awards event since the Japan Times Satoyama and ESG Awards became the Sustainable Japan Award, Japan Times Chairperson and Publisher Minako Suematsu gave the opening address.

Satoyama & ESG AwardsからSustainable Japan Awardへ、名称が変わってから初めての受賞イベントを迎えるにあたり、ジャパンタイムズの代表取締役会長兼社長の末松弥奈子氏が開会の挨拶をした。

Looking back to 2018, when The Japan Times established the predecessor of the Sustainable Japan Network, she said, “At that time, many said that the government and companies were falling behind countries in Europe and



North America in ESG efforts.” She analyzed the reputation of Japan’s efforts as partly the result of a lack of visibility due to an insufficient capacity to publicize information in English. She also pointed out that imbalanced media coverage hinders thorough understanding of what is really happening, such as in the case of the July 2020 grounding incident in Mauritius that Mitsui O.S.K. Lines was not actually

responsible for. She highlighted the importance of taking responsibility in communicating the facts to the world based on a profound understanding of Japan and Japanese companies. She celebrated the prizewinners, saying their activities deserve global attention, and promised that The Japan Times, Japan’s oldest English-language newspaper, will keep the word up to date on their achievements.

深い理解にもとづき、責任を持って事実を世界に発信することの重要性を強調。また、受賞者らの活動は世界からの注目に値するとして、受賞を祝福し、日本で最も古い英字新聞として、これを世界に伝えていくことを約束した。



Sustainable Japan Grand Prize

Mitsuru Izumo
PRESIDENT, EUGLENA CO. LTD.

The Sustainable Japan Network, established in June through a merger of The Japan Times’ ESG Consortium and *Satoyama* Consortium, organized the awards ceremony for the Sustainable Japan Award 2021 on Sept. 28 online to recognize companies, organizations and municipalities that have made noteworthy achievements mainly in the areas of ESG (environmental, social and governance) practices and the preservation and sustainable utilization of *satoyama*

ジャパンタイムズESGコンソーシアムとSatoyama推進コンソーシアムが合併する形で今年6月に設立されたSustainable Japan Networkは、オンラインにてSustainable Japan Award 2021の授賞式を開催し、主にESGの取り組みや里山の資源の保全・持続可

resources. “Satoyama” refers to rural mountains and forests that are kept intact by residents through careful use and maintenance. The annual Sustainable Japan Award — originally the Japan Times Satoyama and ESG Awards, launched in 2019 — selected nine prizewinners from diverse sectors and industries. The Grand Prize went to Euglena Co. Ltd., a venture company engaging in the research, development and commercializa-



能な活用といった分野での企業や団体、自治体による注目すべき取り組みを評価した。大賞は、栄養豊富な藻類であるユーグレナの研究開発、そしてヘルスケアやエネルギーなどへの活用を手がけるベンチャー企業、株式会社ユーグレナに贈られ、

tion of the nutrient-rich algae euglena, mainly to be used in the fields of health care and energy. In celebration of the winning of the Grand Prize, President Mitsuru Izumo made a speech online from his company’s lab. The concept for the company came out of Izumo’s experience of seeing children suffering from malnutrition in Bangladesh back when he was in university. In the course of his academic pursuit to find highly nutritious food sources, he came across Euglena, and started the company in 2005 to turn Euglena into food products. In addition to contributing to the health of

代表取締役社長の出雲充氏が受賞の喜びを語った。学生時代に訪れたバングラデシュで栄養失調に苦しむ子ども達を目の当たりにしたことがきっかけで、栄養価の高い食材の研究を始めた出雲氏はユーグレナに出会い、2005年に起業。食品という形で販売し、多

many through the sale of Euglena food products, the company has provided more than 10 million packs of cookies with nutritious Euglena to children in Bangladesh since 2014 through the Euglena Genki Program. The company also produces biofuels made from used cooking oil and Euglena oil. The company supplies its biofuels to about 30 companies and aims to further promote and expand its use to realize the Euglena corporate philosophy, “Sustainability First.” “In June this year, the first flight of a jet aircraft filled up with the bio-jet fuel developed

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くの人の健康に資するだけでなく、2014年からユーグレナGENKIプログラムと称してバングラデシュの子ども達にユーグレナ入りクッキーを届け続けている。また、使用済みの食用油とユーグレナ油脂から作られるバイオ燃料開発など、その事業はすべて

ESG Panel Session

ESG winners discuss advancing efforts at home and abroad

Maiko Muraoka
Contributing writer

As part of the awards event of the Sustainable Japan Award 2021, a panel discussion was held involving speakers from the Dai-ichi Life Insurance Co. Ltd. and Mitsui O.S.K. Lines Ltd., (MOL), which received the Excellence Award, and Food Loss Bank and Green Finance Network Japan, which received the Special Award in the ESG (environmental, social and governance) category.



Michiyo Morisawa PRI
Secretariat Japan head
and CDP Japan director

The discussion, moderated by Michiyo Morisawa, Japan head of the Principles for Responsible Investment (PRI) and CDP (formerly the Carbon Disclosure Project), focused on the sustainability efforts of the companies, political involvement in promoting and supporting corporate efforts, and the importance of participating in international frameworks and public relations activities.

Kazuyuki Shigemoto, executive officer of Dai-ichi Life, explained that the company is making sustainability efforts in line with its corporate vision of contributing to the well-being of all. "As an operating company providing life insurance and an institutional investor, we have set the targets for achieving carbon neutrality. As an operating company, we aim to halve GHG emissions from our life insurance business by 2025 and achieve carbon neutrality by 2040. As an institutional investor, we will reduce GHG emissions from our investment portfolio by 25% by 2025 and achieve carbon-neutrality by 2050," he said.

The company is also making progressive efforts in achieving diversity and inclusion within its organization. The current percentage of women in managers position is 13%, and the company set the target to increase it to 30% by 2024, and aim to increase the female ratio in executives to 30% by 2030.

As an institutional investor, the company aims to create positive impacts to the society through its investments. "We started ESG investments in 2014, and so far have invested ¥940 billion (\$8.2 billion), of which ¥390 billion went to measures against climate change, including renewable energy," Shigemoto said.

Toshiaki Tanaka, director, senior managing executive officer, and the chief environment and sustainability officer of MOL explained how the oil spill involving the bulk carrier MV Wakashio that occurred off the coast of Mauritius last year led to greater awareness and actions to preserve the environment and provide regional support. The vessel was chartered by MOL but was owned and operated by Nagashiki Shipping Co. In the cases of incidents like this, the vessel owner usually bears the legal responsibility. Even though MOL was not legally responsible, it has been making great contributions to the affected areas to fulfill their social responsibility.

"It was heart-wrenching news for all of our employees," Tanaka said. "We really put our heads together and thought



through what we can do, though we were not responsible legally. As a result, this incident triggered the company structure to face the [U.N.] sustainable development goals head-on and take action."

He went on to say that exposing themselves to the global community and explaining about the incident while making various social and environmental contributions was considered to be the best way to rectify some of the misleading news reports about the incident. Their support activities included protection of mangrove forests, coral reefs and birds, financial support for fishermen, food aid, donations to schools and other welfare activities.

"We emit 15 million tons of carbon dioxide annually. Compared to the other mode of transportation, it is not much at all, considering the amount per shipment, but the scale of our business makes the total volume big. We have taken measures to address this, along with other environmental issues such as climate change, protection of biodiversity and marine environments, and prevention of air pollution," Tanaka said.



Toshiaki Tanaka
Mitsui O.S.K. Lines Ltd.
Director, Senior Managing
Executive Officer, and
Chief Environment and
Sustainability Officer

Food Loss Bank, headed by Sakiko Yamada, who is also the president of Academie Japonaise de la Gastronomie, engages in sustainable business activities including the manufacture and sale of products made from otherwise wasted food items and flowers, plus planning and running related events while helping other companies to be more sustainable in their own business practices.

"Japan's food loss amounts to 6 million tons per year, which is 1.5 times more than the amount of food aid provided to people suffering from hunger in the world annually," Yamada said. She explained about Ugly Love, one of the projects run by Food Loss Bank to promote the use of vegetables and fruits that have been discarded just because their shape is irregular.

In addition, the company worked with Armani/Ristorante in Tokyo to develop a

"Loss Food Menu" making use of such irregular vegetables and fruits. It also collaborated with the Palace Hotel to make cakes for sale using ingredients that would have been wasted otherwise, and in similar ways with many other well-known brands and companies such as Snow Peak Inc., a Japanese outdoor brand, and the food company Mizkan Holdings Co. Ltd.

The Green Finance Network Japan (GFNJ) was the only nonprofit organization among the four award winners this year. Green finance — the practices of financing and investing in more environmentally sound and sustainable ways, which became a global trend after the Paris Agreement was signed in 2015 — is drawing more and more attention in Japan recently thanks partly to the efforts of GFNJ.

Hideki Takada, the secretary-general of the organization, was assigned by the Ministry of Finance as a senior policy analyst for green finance and investment at the Organisation for Economic Co-operation and Development (OECD) in Paris from 2015 to 2018. Although Japan was a slow starter in this field, he saw both ministries and companies starting to take on new challenges in line with the concept of green finance. "But the problem was that there were few horizontal relationships among them and insufficient information about who is doing what and where it had been shared," Takada said.

That is why Takada founded GFNJ almost as soon as he returned from Europe in 2018. The organization now consists of over 330 members. "The remarkable feature of GFNJ is that members are participating as individuals by their own will," Takada said. This way, closer personal relationships grow among the members, free and open discussions take place, and the network has the potential to expand even while members are assigned to different sections or positions in organizations or companies, or change jobs.

GFNJ also functions as a point of contact for foreign players of green finance in order for them to reach people in Japan. "Foreign investors are interested in the Japanese green finance market, but many are at a loss who to contact. GFNJ can help them reach out to appropriate players in Japan," Takada said. It also collaborates with international and domestic organiza-

tions, government entities and companies in organizing events and symposiums about green finance.

Collaborations with various stakeholders, including governments, investors and enterprises, are also necessary to accelerate sustainability efforts in the business sector. Yamada from Food Loss Bank said that when she asked companies for their support in using agricultural products that deviate from standard, some responded by saying that their brands would suffer damage. "So I went to talk to brands like Bvlgari and Armani, which I had connections with through Academie Japonaise de la Gastronomie. If these top brands that are very strict about brand management declare that irregular vegetable and fruits are as good as standard ones in terms of quality, many other companies and brands will follow suit, I thought," Yamada said. "It is also said that the world's richest 10% produce half of the world's carbon emissions."

She noted that renowned chefs at such companies were already aware of the high quality of Japanese agricultural products and had been thinking that something must be done to preserve its agriculture. "So they said they would gladly collaborate with us in an effort to reduce food loss. We try to come up with a sustainability project that is suitable for each company like this," Yamada said.

Just as receiving ideas from outside a company or organization serves as a strong driving force, government policies and initiatives trigger swift changes, too. Morisawa, the facilitator, pointed out that the finance sector is advancing rapidly partly due to government policy changes and initiatives. "Former Prime Minister Yoshihide Suga said in his policy speech that Japan aims to achieve carbon neutrality by 2050. In April this year, he also announced the target of a 46% cut in greenhouse gas emissions by 2030" from 2013 levels, Morisawa said, noting that the fact that this has been put into a policy document means this commitment will not be altered easily even if the government or prime minister changes. "This helped investors who had been indecisive because of the lack of long-term predictability in this field finally decide in which direction to steer," she said.

Takada from GFNJ agreed and said Japan has been catching up rapidly, especially in the last few years, and even making pioneering efforts in some areas. He noted that the expansion of green finance, backed by increasing awareness of climate change and other environmental issues, is remarkable. "The role of the financial sector is gaining importance. Conventionally, green finance had been dealt with only by parts of the Ministry of Environment and the Ministry of Economy, Trade and Industry, but it is now promoted by the entire Financial Services Agency, the Ministry of Finance and the Bank of Japan," he said.

Companies like MOL welcome this change.

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Sakiko Yamada Food
Loss Bank Co. Ltd. CEO



Sustainable Japan ESG Excellence Award

Dai-ichi Life Insurance Co. Ltd.

Established in 1902, Dai-ichi Life Insurance has been serving people by delivering life insurance as a lifelong partner for each and every customer. It is also committed to promoting responsible investments as an asset owner.

第一生命保険株式会社

1902年の創業以来、生命保険事業を通じてお客さまに安心を届けてきました。また、機関投資家として責任投資の推進にも積極的に取り組んでいます。

一生のパートナー

第一生命



Dai-ichi Life Group

Mitsui O.S.K. Lines Ltd.

Mitsui O.S.K. Lines has developed a variety of social infrastructure businesses, mainly in the shipping industry, since its establishment in 1884. It will continue to take on the challenges of society's changing needs through the evolution of technologies and services.

株式会社 商船三井

商船三井は1884年の創業以来、海運業を中心に様々な社会インフラ事業を展開してきました。今後も変化する社会のニーズに技術とサービスの進化で挑みます。



Photos by Hiromichi Matono

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MOL announced this year its goal of achieving net-zero emissions in 2050. “But the hard part is that we are moving things like huge islands. Tens of thousands of horsepower is necessary every year to move such big vessels for tens of thousands of miles,” Tanaka said. He explained that it is a huge challenge to replace the heavy fuel oil to new fuel in the future to move such large ships for such long distances, which needs enormous energy like nuclear power for example. “The use of hydrogen and ammonia power generation in this sector is still in the discussion stage,” Tanaka said, adding that the use of liquefied natural gas can help reduce emissions by only 25%. “We are still at the transition stage of our efforts to achieve net-zero emissions, starting with establishing new technologies such as ammonia power generation,” Tanaka said. He stressed that the cooperation of the public sector as well as the financial sector is a must.

Takada agreed, saying: “Green finance is spreading to various fields in the private sector. Just like in the case of MOL, the need for transition finance will increase. This is one of the fields in which Japan can take the initiative on the global stage.”

Participating in various international frameworks is also a way to speed up the process of achieving higher levels of sustainability. “Since the 2030 target of a 46% cut in greenhouse gas emissions does not apply to international shipping industry, MOL complies with the measures set forth by the International Maritime Organization in terms of emission controls,” Tanaka said. He further explained that one good thing about IMO’s measures is that they are mandatory, “But there is also criticism that its guidelines are not strict enough, which is being rectified at the moment,” Tanaka said.

Shigemoto from Dai-ichi Life outlined some of the international frameworks that the company is involved in. One is the Net-Zero Asset Owner Alliance, an international initiative in which institutional investors aim to transition their portfolios to net-zero greenhouse gas emissions by 2050. “We were aware that we were far behind compared to institutional investors in Europe in this field,” Shigemoto said. To catch up with its counterparts in Europe, Shigemoto said, it was much faster to join the alliance, which had already been working on the creation of standards, and use what they could learn from it in their asset management than to think about what to do on their own from scratch. “Becoming a member of the alliance comes with the responsibility to set a reduction target and commit it. We have set 25% emission reduction by 2025, which is a significant amount, but we are thinking about how to achieve it rather than whether we can achieve it or not. The important thing would be to think how effectively to engage with stakeholders and contribute to transition finance as well,” he said.

Diversity and inclusion, though not mentioned at length in this panel discussion, is becoming one of the major challenges not only for companies but also for society

itself to ensure sustainable growth. Dai-ichi Life belongs to the 30% Club, a global campaign to increase workplace gender diversity at the board and senior management levels. While a company can deal with gender diversity by itself, again the reason for joining such an international project is efficiency. “We can learn some advanced examples of other companies. We can get concrete answers to questions like what kinds of challenges need to be overcome in what ways to increase diversity,” Shigemoto said.

It is one thing to make efforts and another to publicize those efforts and achievements to increase one’s international presence. Dai-ichi Life is also a member of the Glasgow Financial Alliance for Net Zero (GFANZ), an international coalition of more than 290 financial institutions committed to the decarbonization of the global economy. Dai-ichi Life President and Representative Director Seiji Inagaki is one of the 18 people from around the world forming the CEO Principals Group. The group, which operates GFANZ, builds strategies to accelerate decarbonization and monitors their progress. It is led by Mark Carney, the U.N. special envoy for climate action and finance and U.K. Prime Minister Johnson’s finance adviser for COP26, and Nigel Topping, the U.K.’s high-level climate action champion, appointed by the prime minister in January 2020. “Inagaki received the offer to be one of the principals because we were the first company to join the Net-Zero Asset Owner Alliance from the Asian region,” Shigemoto explained, adding that Inagaki was able to accept the offer because he is capable of speaking about Japan’s stance in English. “It is an international group, so of course all the discussions are conducted in English. It is not always easy for just one Japanese company to make an impact on international rule-making, but we want to do our best,” Shigemoto said.

Yamada from Food Loss Bank is promoting its activities and Japan’s efforts through “Masterclasses for a Better Food Future,” a video series published by the World Food Forum, an international youth-led movement and network committed to transforming global food systems in sustainable ways. “We originally had the spirit of *mottainai*, meaning ‘what a waste,’ since long before the launch of the sustainable development goals,” she said of Japan, pointing out that Japan is actually making various efforts for global sustainability. “But our efforts will go unnoticed if we do not present them on a global stage. It is important to disseminate Japan’s achievements to the world, and we want to make contributions in this area too.”

Morisawa, the moderator of the session, who is also the chairman of The Japan Times’ Sustainable Japan Network, agreed and commented that Japan has been making environmental efforts not only for itself but also for the world. “We should send out more information about such efforts to the world, and I hope that The Japan Times will do exactly that,” Morisawa said in conclusion.



Kazuyuki Shigemoto
Dai-ichi Life Insurance
Co. Ltd. Executive Officer,
Chief General Manager,
Investment

Sustainable Japan Award 2021の授賞式の一部として行われたESG優秀賞&特別賞パネルセッションでは、PRI事務局ジャパンヘッド兼CDPジャパンディレクターの森澤充世氏がモデレーターを務め、優秀賞を受賞した第一生命保険株式会社の執行役員投資本部長の重本和之氏と株式会社商船三井の取締役専務執行役員、チーフエンバイロメント・サステナビリティオフィサーの田中利明氏、そして特別賞を受賞した株式会社フードロスバンクの代表の山田早輝子氏、Green Finance Network Japanの事務局長の高田英樹氏の4名が、持続可能な取り組みや行政の役割、国際的な枠組みに参加することの重要性や海外への情報発信の必要性などについて意見を交わした。

第一生命の重本氏は、「当社は事業会社・機関投資家の両面で、カーボンニュートラルを実現するための目標を掲げています。事業会社としては、生命保険事業によるGHG排出量を2025年には50%に、2040年にはカーボンニュートラルを達成することを目標としています。機関投資家としては、運用ポートフォリオのGHG排出量を2025年までに25%削減、2050年にはカーボンニュートラルを実現したいと考えています」と語った。

職場における多様性の確保に関しても、2030年までに女性役員比率30%を目指し、2024年4月までに女性のライン部長・ラインマネジャー級比率30%の達成を目標に掲げる。機関投資家としては、社会課題の解決に資する資産への積極的な投資を通じて、社会へのポジティブ・インパクトの創出に取り組んでいる。例えば、気候変動対策としては、再生可能エネルギー事業・グリーンボンドなどにこれまでに3,900億円を投資していると明かした。

商船三井の田中氏は、昨年モーリシャス沖で発生したWAKASHIO号の座礁事故がきっかけとなり、SDGsに正面から向き合う社内体制づくりにつながったと語った。商船三井がチャーターしたこの船を実際に所有・運航していたのは別の会社であり、本来、商船三井には法的責任がない状況でありながら、誤解も含めた報じられ方を正すと同時に、影響を受けた地域への多様な支援を行ったのは、社会的な反響と責任を考えたからだという。

また、「荷物あたりの量からすると（他の輸送手段に比べれば）非常に少ない」というものの事業規模が大きいため毎年1,500万トンのCO2を排出しています」と話し、気候変動への対策を含む環境保護の取り組みが行なわれていることにも触れた。

「日本の食品ロスは年間600万トン。これは世界で飢餓に苦しむ人々への支援の約1.5倍です」と語ったフードロスバンクの山田氏は、食品ロスを利用した商品開発や企業に合わせたサステナビリティプロジェクトの提案などを手がける。「Ugly Love」はフードロスバンクが動かしているプロジェクトのひとつで、形が不揃いであるというだけで規格外品とされ、廃棄されてしまう野菜や果物の活用を推進している。アルマーニが経営するレストランと規格外品のメニューを考案したり、パレスホテルと協力し規格外品を使用したケーキサレを作るなど企業とのコラボレーションの実績も多い。

より環境に良い、持続可能な金融活動や投資活動を指すグリーンファイナンスが世界で広まり始めてから数年が経つ。Green Finance Network Japanの高田氏は財務省の官僚でもあり、出向先のOECDではグリーンファイナンスと投資の分野の職務に従事。2018年に出向先のフランスから帰国した際に、日本でも省庁や企業が良い活動をし始めているにも関わらず、横のつながりが少なく、情報共有が十分にされていないことに気づき、様々な業界、立場の人が個人の資格で参加できるGFNJを設立した。参加者は330人を超え、海外と日本のプレイヤーを引きあわせるための窓口としての機能も果たす。

ビジネスの分野でのサステナビリティの取り組みを加速させるには、様々なステークホルダーを巻き込むことが必要だ。フードロスバンクの山田氏は、規格外品の使用することでブランドに傷がつくと言われた経験もあるが、そ

こであえてブルガリやアルマーニなどのトップブランドにアプローチしたという。

「ブランド管理に厳格なトップブランドが規格外の野菜や果物も品質は良いと言ってくれば早いと思ったのです」と山田氏。世界の上位10%の富裕層が世界の炭素排出量の約半分を占めることを指摘し、この層を巻き込むことの重要性を説いた。

ビジネスに関わるステークホルダーのひとつにはもちろん行政も含まれる。モデレーターの森澤氏は、CO2排出量削減目標など政府が明確な方針を打ち出すことで、金融をはじめ各セクターにおける変化を加速させることができるということに触れ、高田氏も、従来は環境省や経産省の一部で扱われていたグリーンファイナンスが、金融庁全体、財務省、日本銀行なども推進するものに成長してきていることを指摘した。商船三井はこのような変化を歓迎し、船舶のような大きなものを動かすためのエネルギーをグリーンなものに変えていくにはまだまだ技術の開発も必要で、これは一企業だけでは実現できないと述べた。

大きさや距離のスケールを考えると原子力でも使わない限り難しいとされていた業界で、水素やアンモニアなどを活用する技術を生かすかについてはまだ議論の段階であるとし、このトランジションを支えるための行政や金融の協力は不可欠であるとした。「高田氏はこれに対し、「トランジションファイナンスも、日本が世界をリードしう分野です」と述べた。

国際的な枠組みへの参加もまた、変化を推進していく上で大きな原動力になる。2030年までに46%削減という日本の目標は、外航海運は対象外であるため、商船三井では外航海運を扱う国際機関であるIMOの基準を遵守しつつ、自社では2050年までにネットゼロを目標に掲げているという。

第一生命は、ネットゼロ・アセットオーナー・アライアンスという国際的イニシアチブに加盟。「アライアンスに加盟することにより、GHG削減目標にコミットするという責任が生じます。当社は中間目標として2025年までの25%削減(2020年対比)にコミットしています。これはかなりの削減量ですが、どうすれば達成できるかを考えています」と重本氏はいう。

また、サステナブルな投資の基準を一から自社で検討するよりも、すでに検討中の組織に参加して知見を得る方がはるかに効率的であるという見解を示した。第一生命は同じ理由で、多様性の推進についても30% Clubという女性の管理職比率の引き上げに取り組む世界規模のキャンペーンに参加している。

こういった日本における様々な取り組みを世界に発信していくことの重要性について受賞者らには共通の認識があり、フードロスバンクでは、世界の若者が中心となって世界の食物システムをよりサステナブルに転換させよう取り組みであるWorld Food Forumを通じて日本発のビデオ講座シリーズを発表するなどの取り組みを行っている。

「日本にはもともとSDGs以前にもったいない精神がありますよね」と山田氏は指摘し、努力をしていますが、そのことが大きな舞台で発表されなければ何もしていないのと同じ扱いになってしまうため、海外への発信を強めていく必要があると語った。

第一生命は世界の290を超える金融機関が世界経済の脱炭素を目指すグラスゴー・ファイナンス・アライアンス・フォー・ネットゼロ（GFANZ）にも加盟しているが、代表取締役社長の稲垣精二氏は、世界各国から選ばれたGFANZの18人のプリンシパルとして名を連ねている。

重本氏は、「もちろんすべての議論が英語で行われるが、日本の立場を英語で発信できる社長であるからこそ可能になりました」と語り、日本のアセットオーナーとして国際的なルール作りに関わっていく意欲を示した。

森澤氏は、「日本での取り組みについてもっと世界に発信していくべきで、ジャパンタイムズがまさにその部分を担うことを期待しています」とこのセッションを締めくくった。



Sustainable Japan ESG Special Award

Food Loss Bank Co. Ltd.

Food Loss Bank was established with the aim of improving the environment starting with reducing food loss. It aims to solve social issues and achieve economic growth at the same time, based on the principles of diversity, recycling and sustainability.

株式会社フードロスバンク

FOOD LOSS BANKは食品ロス削減から始まる環境改善を目指し設立されました。多様性、循環性、持続可能性が持続可能である事を軸に社会課題の解決と経済成長の両立を目指します。



Green Finance Network Japan

Green Finance Network Japan, launched in 2018, is an informal network that brings together key players on green finance in Japan from both the public and private sectors and provides a platform for collaborating with international stakeholders.

Green Finance Network Japan

2018年に設立されたインフォーマルなネットワークです。日本における官民のグリーン・ファイナンス関係者の連携・情報共有を図るとともに、海外のステークホルダーとの連携のプラットフォームとしても機能しております。

Green Finance Network Japan

Satoyama Panel Session

Satoyama winners discuss new approaches to sustainable revitalization

Sam Holden
Contributing writer

Local regions in Japan and around the world are in need of innovative approaches to developing sustainable economic models while adapting to social challenges such as depopulation and aging. Although we typically think of innovation as emerging from dynamic urban centers, some of the most important insights and new models for the future can be found far away from big cities, and in response to the specific challenges facing local communities.

At the Sustainable Japan Awards 2021, held by The Japan Times in Tokyo on Sept. 29, a talk session featuring four award recipients in the satoyama category offered ample evidence that innovation can flower in the most remote places, or within established companies that choose to re-imagine their business models.

The Japan Times Satoyama Consortium is named for the traditional rural mountain landscapes known as satoyama, whose residents nurture ecosystems and pursue the sustainable use of natural resources.

In 2019, the consortium established the Satoyama and ESG Awards to recognize exemplary initiatives in two fields: creating a sustainable circular economy through the use of existing regional resources — the satoyama category; and delivering innovative projects and technologies from the perspectives of the environment, society and corporate governance (ESG) and of the U.N.'s sustainable development goals — the ESG category.

"Our tiny village can seem like the end of the Earth, but being recognized in this way reflects the expectations for what has been started in this remote place," said Naoko Oshima, who represented the village of Nishiawakura in Okayama Prefecture.

Similarly, Hiroshi Abe, representative director of Kaze to Tuchi to Inc., described his tiny, isolated community of Ama in the Oki Islands of Shimane Prefecture as "a kind of miniature model of where Japanese society is headed." The economic and demographic challenges it faces are becoming apparent across the country, but Abe suggested that "if we can become a pioneer in developing solutions to these problems, it could be useful everywhere."

These two innovators on the rural frontier were joined by Tadamas Saito, representative director of the Matsumoto-based hospitality company Tobira Group, and Osamu Nishimura of Meets Takegami, a brand of sustainable bamboo paper launched by Chuetsu Pulp & Paper Co. Ltd. Both discussed how their long-standing companies developed new business models built around sustainability principles.

Nishiawakura won the Sustainable Japan Excellence Award at this year's Satoyama and ESG Awards, while the Excellence Award in the satoyama category was shared by Tobira Group and Kaze to Tuchi to. Meets Takegami received the Sustainable Japan Satoyama Special Award.

Kosuke Motani, a chief senior economist at the Japan Research Institute Ltd. and an adviser to the consortium as well as one of the judges of the satoyama awards, moderated the talk session.



Kousuke Motani
The Japan Research Institute Ltd, chief senior economist MODERATOR



Isolation from Tokyo and other economic centers can be an obstacle to economic development and an accelerant of depopulation, but both Nishiawakura and Ama have succeeded in turning their remoteness to their advantage, becoming seedbeds of innovation. In both cases, the decision not to merge with larger municipalities in the mid-2000s set the stage for the communities to forge their own paths as they grappled with social, economic and environmental challenges.

At the talk session, Nishiawakura was represented by Naoko



Naoko Oshima
NISHIAWAKURA
MURAMARUGOTO
Local Invention Labo,
representative director

Oshima, a migrant to the village who now runs a nonprofit organization engaged in community revitalization efforts. Nishiawakura, nestled in the mountains of northern Okayama Prefecture along the borders with Hyogo and Tottori, has a population of around 1,450 people and is

more than 95% forest.

Despite its relative inconvenience, Nishiawakura has gained notice around Japan for attracting a large number of migrants, who now make up nearly 15% of the population. The number of households has increased so dramatically that new migrants struggle to find vacant houses, which once were abundant. "This could be seen as a problem, but some have turned it into an opportunity for new businesses," said Oshima.

Like many other new migrants, Oshima was attracted by Nishiawakura's "100-year vision of the forest," an initiative launched in 2008. Many artificial forests planted in Japan in the 20th century have been neglected for decades, leaving mountainous areas in a poor state of ecological health. The 100-year vision seeks to pioneer new approaches to restore greater biodiversity and a sustainable relationship between humans and the environment. As part of this initiative, a "forest school" was established to share knowledge about forestry and craftsmanship, and helped to attract a community of eco-minded migrants. Of more than 50 recently established businesses, many are related to forestry and the use of forest products, Oshima said.

In recent years, the village's forest management has attracted attention for its cutting-edge techniques such as using laser-equipped drones to create 3D models of mountains and

individual trees, but Oshima recalled how the initiative started from humble origins, with public servants working to convince local landowners to support the initiative. He added, "Nowadays you could use a helicopter, but 15 years ago, a young woman the same age as me had to take a GPS receiver into the forest and measured all the property boundaries on foot."

Oshima credited many of the local people inside and outside of the village office with laying the groundwork. "It's atop those earlier efforts that migrants like myself have been able to establish ourselves and achieve success in current initiatives. I'm very proud of that," she said.

Moderator Motani pointed to the high number of migrants and new businesses, and the challenges of entrepreneurship, and suggested Nishiawakura is ahead of Tokyo in many ways. "Cutting-edge things that aren't happening in the heart of Tokyo are happening in a mountain village. This is what is astonishing about Japan's satoyama. It's not simply beautiful nature and leisure — the same sorts of things that happen in big cities are taking place in a more advanced form," he said.

Similar to Nishiawakura, Ama is a tiny community distant from major economic centers. "To get from Ama to Tokyo, it's a three-hour boat ride, and then a further six to eight hours with several transfers," said Hiroshi Abe, who had made the journey to Tokyo the previous day. As the representative director of Kaze to Tuchi to, Abe has worked closely with the local government and community on educational and revitalization initiatives in Ama. "We are all engaged in an all-out battle for the island's future," he said.

Abe explained how Ama has successfully used a combination of technology and social innovation to turn this isolation to its advantage. Advanced freezing technology known as CAS allows local seafood producers to export high-quality products to Tokyo and other distant consumer centers. Two restaurants in the capital and a third in Sapporo serve menus primarily composed of ingredients shipped from Ama.

Like Nishiawakura, Ama also introduced high-speed internet at a relatively early stage, and the local government and entrepreneurs have leveraged this technology to great effect. Abe's Kaze to Tuchi to recently launched a publishing business. "It's possible to start a publishing company on a remote island — not to publish information about the island, but books about updating society as a whole," he said.

While changes in logistics and communica-

tion have transformed the ability of rural communities to connect with the outside world, technology alone is unable to solve the challenges posed by population decline, which is particularly severe for isolated islands such as Ama. The municipality's population declined from around 7,000 in 1950 to around 2,300 in 2015, during which time annual births fell from around 200 to just eight and the ratio of residents over the age of 65 reached 41%.

A decade ago, Ama was in danger of losing its only high school. "Children would have to go to the mainland, and in many cases the whole family might leave. Plus, there would be no chance of getting young families to move to the island without a school," said Abe.

Faced with a crisis that could lead to Ama becoming uninhabited, the island reinvented its high school as a boarding school for children from outside the community. The concept of "island exchange" offers children a distinctive learning environment where "the whole island is a classroom and every islander is a teacher." Enrollment has rebounded from around 90 to 180 students.

The two other participants in the talk session showed that rural migration and startups are not the only recipe for spurring innovation that taps into Japan's satoyama heritage. Tobira Group and Meets Takegami both exemplify how venerable companies can reorient their business models around values that contribute to environmental sustainability and local revitalization.

Tobira Holdings is a hospitality company headquartered in Matsumoto, Nagano Prefecture. Its origins stretch back to the founding of the Tobira Onsen Myojinkan hot spring in 1931, and today the group operates eight different restaurants and accommodations, with over 170 employees. Over the past two decades under Saito's leadership, the company has focused its branding and business strategy on sustainability and well-being rooted in satoyama principles.

Starting in 2003, Tobira Group began integrating ecology and health into its hotel business, through steps including adopting sustainable building materials and composting food waste. In 2009, Tobira Onsen Myojinkan became the first hotel in Japan to be recognized by Green Key International, a Denmark-based eco-label awarded to accommodations and hospitality facilities around the world. Tobira Group has also focused on promoting the macrobiotic qualities of traditional Nagano foods used in its restaurants.

While sustainability and health have become deeply rooted in the company's culture, Saito said it recognized the need to be more deeply connected to the local communities where it operates, and in 2019 established a new division focused on restoring traditional houses.

Two projects have since been completed under the Satoyama Villa brand, including an accommodation facility that was rebuilt from a large 108-year-old house located in a compound once used by samurai lords traveling to and from Edo. The building's historical and academic value was recognized and was immediately registered as a tangible cultural



Tadamas Saito Tobira Holdings Co. Ltd. owner and CEO



Sustainable Japan Satoyama Excellence Award

Kaze to Tuchi to Inc. (Shimane Pref.)

Located in the town of Ama on one of the Oki Islands in the Sea of Japan, Kaze to Tuchi to engages in community-building, human resource development and publishing projects in order to create a sustainable social model.



日本海の小さな島・海士町で持続可能な社会モデルをつくり、社会を良くする人材や知恵を広げていくために、地域づくり・人材育成・出版事業を行っています。

Tobira Holdings Co. Ltd. (Nagano Pref.)

Tobira Holdings is a corporate group that operates lodging and restaurant businesses in Matsumoto, Nagano Prefecture, including the hot spring Tobira Onsen Myojinkan, which is celebrating its 90th anniversary, among others.



長野県松本市で創立90周年の扉温泉明神館のほか松本丸の内ホテル、2棟の古民家宿泊施設、和食・フランス料理のレストランヒカリヤなど、宿泊・飲食業を展開する企業グループ。

Continued on page 5 →

→ *Continued from page 1*

by the company was achieved successfully.

We invested ¥10 billion [\$90 million] and spent 10 years to develop this bio-jet fuel,” Izumo said, showing his enthusiasm over making contributes to reduction of carbon dioxide emissions bio-jet fuel a country that is not an oil producer.

In recent years, Euglena established a consortium with multiple companies and organizations to conduct joint research and development of biomass plastics using a kind of polysaccharide called paramylon, a unique component of Euglena. The company also launched a research farm in Saga City named Sustainable Tech Farm to utilize

Sustainability First (サステナビリティ・ファースト) というフィロソフィーにもとづく。

「今年6月、100億円を投じて開発に10年をかけたバイオジェット燃料による初フライトが成功しました」と出雲氏。非産油国の日本で、二酸化炭素の排出量削減に貢献するバイオジェット燃料を作ることにかける熱意を示した。

近年は、ユーグレナの特有成分を利用したバイオマ

fertilizer made of Euglena to achieve circular agriculture.

Euglena is also keen to reflect the ideas and thoughts of the younger generation to realize a better future. It is the first listed company to create the post of CFO (chief future officer), offered to a youth age 18 or younger. The CFO takes the initiative in making positive changes for the future of the company and society.

Euglena is also making efforts in procuring funds on the global stage. “We undertook stock issuing and public stock offering to foreign institutional investors for the first time this year,” Izumo said, but noted that they were faced with the hard fact that

スプラスチックの研究開発を進めるコンソーシアムの設立や、サステナブルテック・ファームと呼ばれる循環型農業を目指す研究用農園の立ち上げも行っている。

また、上場企業として初めて、18歳以下の若者をCFO(Chief Future Officer)に任命し、未来を担う世代の意見を会社や社会に反映させる取り組みも行う。

資金調達の面では、「今年初めて海外の機関投資家向けの株式発行による公募増資を行いました」と述べ

Euglena was as yet little-known. Still, it has now been more than two years since algae grown by the company became the first algae to receive certificates from the Marine Stewardship Council and the Aquaculture Stewardship Council, two major international organizations that certify aquatic products caught or grown in sustainable ways, after the company persuaded them to establish algae categories.

“When I explain this to foreign investors, they are impressed and say they want to support us. I really felt the importance of showcasing Japan’s startups and technologies. As a startup, I feel encouraged by the prize and the recognition,” Izumo said.

た出雲氏だが、自社の国際的認知度が足りていない現実に直面したとも言う。

持続可能な方法で漁獲または養殖された海産物を認証する国際的機関、MSCとASCによる認証には、海藻の部門がなかった。ユーグレナ社の働きかけによりあらたに設置されたこの部門における初めての認証を、同社が培養する藻類であるユーグレナやクロレラが取得したのは2年前のことだが、この事実も世界では知

1-グレ[∞]

いきる、たのしむ、サステナブル。

Euglena Co. Ltd.

Euglena is a biotechnology company engaged in health care, biofuels and social business.

られていないという。「日本のスタートアップ、技術を発信することの重要性を実感する中での受賞に励まされています」と出雲氏は語った。

ユーグレナ株式会社

持続可能な社会・地球をめざし事業展開する株式会社ユーグレナは、ヘルスケアやバイオ燃料、ソーシャルビジネスを展開しているバイオテクノロジー企業です。



Sustainable Japan Excellence Award

Hideki Aoki

NISHIAWAKURA VILLAGE

Nishiawakura Mayor Hideki Aoki appeared via video message to accept the Excellence Award at the Sustainable Japan Awards 2021, held by The Japan Times on Sept. 29. Aoki expressed gratitude that his small village of just over 1,400 people deep in the mountains of northern Okayama Prefecture was recognized for its leading initiatives in the fields of sustainable forestry and community revitalization.

“Local areas face ongoing depopulation, which is diminishing the value and diversity of local resources,” Aoki said, suggesting that

岡山県の山間部に位置する人口1,400人あまりの西栗倉村。村の青木秀樹村長は、9月28日にジャパンタイムズ主催の「サステナブル・ジャパン・アワード2021」表彰式にビデオメッセージで登場した。SDGs未来都市にも選定された西栗倉村は、近年多くの移住者を迎え、林業などで環境に配慮した先駆的な取り組みを打ち出していることで全国から注目が集

the wisdom of local people is key to unlocking the value of ordinary things in places like Nishiawakura.

Rural areas today face a range of existential challenges — foremost how to maintain stable populations and how to build sustainable industries in sync with nature.

“Our small village lacks many things. How can we overcome those limitations and achieve our catchphrase of ‘Enjoy living’? Today, we are welcoming young people with a range of ideas as we move into the future,” Aoki said.



まっている。

「小さな村には足りないものがたくさんあります。それをどう克服するか、そしてキャッチフレーズである“生きるを楽しむ”をどう実現するか、村は今多彩な考えを持つ若者たちを受け入れながら、そんな将来に向かっていきます」と青木氏は話す。西栗倉村では、現在移住者の割合が人口の15パーセント近くを占め、

In recent years, Nishiawakura has attracted a large number of migrants, who now make up close to 15% of the population. This influx has led to a range of new businesses and social initiatives in the community.

Nishiawakura, which is more than 95% forested, has also set itself apart with the establishment in 2009 of its “100-year vision” for a sustainable forest. Forestry practices in Japan during the 20th century caused many forests to lose their biodiversity and value. This forward-thinking initiative has spawned numerous new forestry-related businesses focused on sustainability. “Our 100-year forest vision is slowly restoring the forest, and a new village is being born,” Aoki said.

地域を活気づけるとともに様々な新しいビジネスや社会的な取り組みを生み出している。また、村は持続可能な林業と多様な生態系の維持を目的とする「百年の森林構想」を2009年より進めており、地域に暮らす住民、移住者、行政が密接に協力しながら様々な可能性を切り開いている。「一時は失われてしまったかに思えた森林の力や多様性を、「百年の森林構想」に



Nishiawakura village

Nishiawakura is a mountain village in Okayama Prefecture with a population of 1,400 surrounded by beautiful forests and clear streams. In 2019, Japan for Sustainability selected it as an environmental, social and economic FutureCity.

よって少しずつ復活させながら、新しい村の創造が始まっています」と青木は言う。

西栗倉村

西栗倉村は、美しい森林と河に囲まれ清流が流れる、岡山県の山間部に位置する人口 1,400 人の山村です。2019 年には「SDGs 未来都市」に選定されました。

Passion of award winners taking the seemingly impossible to the world

Naonori Kimura

INDUSTRIAL GROWTH PLATFORM INC.
(IGPI), MANAGING DIRECTOR

At the end of the Sustainable Japan Awards 2021 event, Naonori Kimura, partner and managing director at Industrial Growth Platform Inc. and adviser to the Sustainable Japan Network, made concluding remarks and shared inspirations he gained from the panel sessions.

Pointing out that many companies in Japan still think of ESG as a theme to be handled by the department of investor relations,

Kimura stressed that corporate leaders should consider ESG as both a major risk and an opportunity in management.

“Companies need to make aggressive ESG efforts to differentiate themselves from their competitors and seek ways to combine ESG factors with technologies and existing assets to create new values,” he said.

With respect to the revitalization of local economies in rural areas referred to as



satoyama, Kimura explained that bringing ideas and knowledge together to add values to existing resources and to create something new is the key.

“Innovations and solutions that are springing up in satoyama areas in Japan may spread not only across the nation but also to the world,” Kimura said.

He said that throughout the sessions, he had felt each prize winner’s strong will and passion to achieve sustainability. “Making fuels from Euglena would have sounded bizarre 10 years ago, but the passion of Mr. Izumo, the Grand Prize winner, made it possible,” Kimura said.



Winners and officials at the Sustainable Japan Awards 2021 ceremony Hiromichi Matono

Sustainable Japan Award 2021 授賞式を締めくくり、経営共創基盤共同経営者 マネージングディレクターで Sustainable Japan Network アドバイザーの木村尚敬氏が総括を述べ、受賞者らの

強い志を称えた。

ESG を IR の担当分野と捉えるのではなく、経営上の大きなリスクであり、機会でもあると捉えるべきだとし、「競合他社と差別化するため、攻め

の ESG への取り組みが必要。技術やアセットを組み合わせる新しい価値を生み出す試みを」と述べた。

地方のローカル経済の活性化に関しては、アイ

デアや知識を集積して付加価値や新規性を生むことの重要性を指摘し、「里山におけるイノベーションやソリューションが日本のみならず世界に広がる可能性がある」と語った。

the japan times

Sustainable Japan Award

2021

Selection committee



Michiyo Morisawa

PRI Secretariat Japan Head and CDP Japan Director



Ken Shibusawa

Commons Asset Management Inc. Executive Chairman and ESG Chief Executive Officer



Naonori Kimura

Industrial Growth Platform Inc. (IGPI), Managing Director



Takatoshi Kato

Japan Center for International Finance, Senior Adviser to the President



Kousuke Motani

The Japan Research Institute Ltd. Chief Senior Economist



Takashi Mitachi

The Boston Consulting Group K.K., Senior Adviser

Sustainable Japan Awards

The Japan Times Satoyama and ESG Awards 2019

The Japan Times Satoyama and ESG consortiums hosted an inaugural awards ceremony – “The Japan Times Satoyama and ESG Awards 2019” in Tokyo Midtown to recognize the contributions from companies, organizations and individuals that have worked diligently to realize a sustainable society and have accomplished feats in their respective fields. In 2019, a total of 7 individuals and groups were selected in the Satoyama and ESG categories.

Satoyama refers to rural mountains and forests tended by residents for the sake of the sustainable use of existing natural resources. A similar concept in relation to the ocean is known as *satoumi*. ESG stands for “Environmental, social, governance.” These factors are increasingly considered essential for corporate management and activities as investors place more importance on this non-financial information. The Japan Times Satoyama and ESG Awards were established with the aim of showcasing successful undertakings of organizations and creating opportunities for exchanges among relevant parties.

In the Satoyama category, the Grand Prize was awarded to Kenya Katayama, mayor of the Hokkaido town of Niseko, while Chika Tsubouchi, CEO of Ghibli-Sendanmaru, as well as nonprofit organization Urushi Next, received the Excellence Award. Tottori Prefecture was presented the Special Award.

The Grand Prize winner, Mayor Katayama, has worked on various initiatives to boost tourism and strengthen the agricultural sector. The judges highly praised Katayama and the town’s position to retain and pass on the spirit of protecting and nurturing Niseko’s grand landscape.

The judges for this category were Kosuke Motani, senior researcher at the Japan Research Institute Ltd.; Takashi Mitachi, senior adviser of Boston Consulting Group K.K.; and Kyosuke Inoue, executive producer at public broadcaster NHK.

To select the award winners, it was determined whether they “contributed to the establishment of a circulating economy in the region by utilizing the resources and assets of satoyama and satoumi.” In addition, whether the “creativity” was in line with the history and current situation of the region, or if the “sustainability” aspect enabled development in the region, was also taken into consideration.

For the ESG category, the Government Pension Investment Fund (GPIF) was chosen as the Grand Prize winner, while Marui Group Co. and FP Corp. (FPCO) received the Excellence Award.

GPIF is the world’s largest pension fund, led



Winners and officials at the Japan Times Satoyama and ESG Awards 2019 gather at the ceremony in Tokyo. YOSHIKAZU MIURA



People cut weeds around the historical Arishima Irrigation Channel in Niseko, Hokkaido. TOWN OF NISEKO

by President Norihiro Takahashi. It has played a key role in promoting ESG investment in Japan since 2015, and was praised by the judges for having “contributed to the improvement of sustainability and in value for the capital market,” and “led the rapid expansion of ESG investment in Japan.”

The judges were Michiyo Morisawa, Japan head of the Principles for Responsible Investment (PRI) and CDP (formerly the Carbon Disclosure Project); Takatoshi Kato, adviser of the Japan Center for International Finance; Ken Shibusawa, chairman of Commons Asset Management Inc.; and Naonori Kimura, partner and managing director at Industrial Growth Platform Inc.

Winners were selected based on their contribution to the dissemination and promotion of ESG thinking and the realization of a sustainable society. Furthermore, points such as “uniqueness” and “novelty” were also considered. In addition, whether information on management and the business performance was actively disclosed was also a factor included in the decision.

The Japan Times Satoyama and ESG Awards 2020

For The Japan Times Satoyama and ESG Awards 2020, the judges selected Obata Sake Brewery in the Satoyama category and Fuji Oil Holdings Inc. in the ESG category as the Grand Prize winners.

In its second year, the awards are given to companies, organizations and individuals who have made notable achievements in Satoyama and ESG-related activities. The awards aim to showcase the successful undertakings of those recipients in and outside of Japan. “Through these awards, we hope to introduce Japanese organizations that are not necessarily well known in the world and are trying to create a sustainable society,” said Minako Suematsu, president of The Japan Times, who heads the two consortiums.

ESG stands for “environmental, social, governance.” The three factors help to measure the sustainability and societal impact of activities, investments, a company, and organizations. The combination of the factors can help determine better ways for including sustainability in the performance of companies and institutions.

In the concept of Satoyama, in order to sustainably utilize existing natural resources, activities to create a safe and promising local community by providing new exchangeable value to the people living the local areas are further initiated.

In the Satoyama category, Obata Sake Brewery won the Grand Prize Award. Obata Sake Brewery is based on Sado Island in Niigata Prefecture and headed by Rumiko Obata. The brewery has contributed to community development by producing special sake rice and sake in its brewery for some 130 years. Since 2014, it also offers sake production lessons and workshops.

Fisherman Japan and the city of Toyooka in Hyogo Prefecture received the Excellence Award. The former for making connections between the fishery industry and consumers, and offering training programs to future fishermen. The latter for working hard to successfully revive the natural stork population while also promoting art-related events and education by setting up an art university and center. Mie Prefecture received the Special Award.

The judges for this category were Kosuke Motani, senior researcher at the Japan Research Institute Ltd. and Takashi Mitachi, senior adviser of Boston Consulting Group K.K.

This time, not only the efforts in each region, but also the transmission of informa-



Fuji Oil Holdings Inc. employees pose with local farmers in Burkina Faso in July 2018. Fuji Oil Group is conducting research on sustainable procurement of soybeans, as well as improving the health of area residents through development of soybean meat substitutes. COURTESY OF FUJI OIL HOLDINGS INC.



Brewers produce sake using traditional methods at Obata Sake Brewery

tion domestically and overseas was also incorporated into the selection criteria.

In the ESG category, Fuji Oil Holdings won the top prize for its efforts in ESG management and working to eliminate child labor at cacao farms by 2030. It also uses satellite images to prevent child labor and to protect the environment.

The Excellence Award winners were Suntory Holdings Ltd. and Shizen Energy Group. Suntory promotes energy saving and the recycling of pet bottles and have received certification from the Alliance for Water Stewardship, which confirms that it has met the global benchmark for sustainable water management. While Shizen has helped local communities build renewable energy power plants and engaged in many overseas projects to generate power by natural energy. Nonprofit organization ACE was presented with the Special Award.

Michiyo Morisawa, Japan head of Principles for Responsible Investment (PRI); Takatoshi Kato, adviser of the Japan Center for International Finance; Naonori Kimura, partner and managing director at Industrial Growth Platform Inc.; and Ken Shibusawa, chairman of Commons Asset Management Inc., selected the ESG awards winners.



ジャパンタイムズでは、持続可能な社会を実現するために活動し、功績のある企業や団体を表彰することで、成功事例を共有するために2019年から「The Japan Times Satoyama & ESGアワード」を開催している。

2019年は、Satoyama部門、ESG部門で、合計7個人・団体を選定した。

Satoyama部門では、北海道ニセコ町長の片山健也氏が大賞を受賞し、GHIBLI 船団丸の代表取締役の坪内知佳氏と特別非営利活動法人ウルシネクストが優秀賞に選ばれた。そして、鳥取県に特別賞が贈られた。

この部門の審査員は、日本総合研究所調査部主席研究員の藻谷浩介氏、ボストンコンサルティンググループのシニアアドバイザーの御立尚資氏、そして日本放送協会のエグゼクティブ・プロデューサーの井上恭介氏が務めた。

受賞者の選考にあたって、「里山や里海の資源、資産を活用し、地域で循環する経済の確立に寄与」し

ているかどうかを判断した。また、地域の歴史や実情に沿って「創意工夫」がなされているか、地域で取り組みを可能にする「持続可能性」も考慮された点だ。

ESG部門では、年金積立金管理運用独立行政法人（GPIF）が大賞に選ばれ、丸井グループとエフビコが優秀賞を受賞した。

審査員は、責任投資原則（PRI）ジャパンヘッド / CDP ジャパンディレクターの森澤充世氏、国際金融情報センター顧問の加藤隆俊氏、コモنز投信会長の洪澤健氏、そして経営共創基盤パートナー取締役マネージングディレクターの木村尚敬氏が務めた。

受賞者は、ESGの考え方の普及、促進と持続可能な社会の実現に寄与しているかという基準で選考された。さらに、「独自性」や「新規性」といった点も判断された。他に、経営や業績の情報を積極的に開示しているかも判断材料となった。



「The Japan Times Satoyama & ESGアワード2020」はSatoyama部門大賞に尾畑酒造、ESG部門大賞に不二製油グループ本社を選出した。

2年目を迎えた同賞は、里山およびESG分野で顕著な功績をあげた企業・団体・個人を表彰し、成功事例を国内外に発信することを目的とする。

ESGは「Environmental（環境）」「Social（社会）」「Governance（企業統治）」の頭文字を並べた用語で、非財務情報を重視する投資家が増えるなか、企業の経営や活動に不可欠な要素としてますます重要視されるようになってきている。

「Satoyama」では、既存の自然資源を持続的に活用するために、地域で暮らす人々の手によって新たに交換可能な価値を与え、安心で将来性のある地域社会をつくる活動がさらに活発化されてきた。

Satoyama部門では、フィッシャーマンジャパンと兵庫県豊岡市が優秀賞、三重県が特別賞を受賞した。

この部門の審査員は、日本総合研究所・調査部主席研究員の藻谷浩介氏と、ボストンコンサルティンググループ・シニアアドバイザーの御立尚資氏が務めた。

今回は各地での取り組みはもちろん、国内外に向けての発信も選考基準に取り入れた。

ESG部門では、ESG経営への取り組みと、2030年までにカカオ農園での児童労働をゼロにする活動に対し、不二製油グループ本社が大賞を受賞した。

優秀賞には、サントリーホールディングスと自然電力グループが選ばれた。特別賞は特定非営利団体ACEが受賞した。

ESG部門の審査員は、PRI事務局・ジャパンヘッドの森澤充世氏、国際金融情報センター・顧問の加藤隆俊氏、経営共創基盤・共同経営者兼マネージングディレクターの木村尚敬氏、コモنز投信・会長の洪澤健氏が務めた。

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