



# Sustainable Japan Day

## 2024/10/25(FRI)13:00-18:00

Sustainable Japan Day will be a one-day event including panel sessions conducted by winners of the Sustainable Japan Award and other companies that lead efforts toward sustainability in Japan.

PARTNERS



## Disaster-prone Japan must shift to sustainable resources

Michiyo Morisawa  
JAPAN TIMES ESG CONSORTIUM CHAIR

The Sustainable Japan Award focuses on companies, organizations and individuals who have been active in various fields to help realize a sustainable society, and showcases their efforts both in Japan and overseas. In Japan, disasters associated with earthquakes and typhoons occur every year, but this year we have seen the Noto earthquake at the beginning of the year, large typhoons and record-breaking heat, and have really felt the horror of these disasters occurring one after another. With disasters becoming more severe and combined, simply following the traditional responses is insufficient. Japan, an island nation where about 70% of the land is covered in forest, is greatly affected by climate change. It is urgent that we plan and take action to adapt to it. Economic growth is essential for the realization of a sustainable society. I would like to raise awareness concerning the impor-

Sustainable Japan Award は持続可能な社会の実現のために活躍する企業、団体、個人にフォーカスし、その取り組みを国内外に発信する。日本では毎年、地震や台風に伴う災害が生じるが、今年はそれらが重なる事による恐ろしさを実感した。災害が激甚化・複合化する中、従来の災害対応を踏襲するだけでなく、気候変動の影響の適応についての計画や行動が急務だ。持続可

stance of utilizing natural, human and financial resources.

Sumitomo Mitsui Trust is implementing initiatives aimed at achieving carbon neutrality and building a robust supply chain. It is building long-term trust with its customers and working on advanced investor engagement ahead of other companies. It has the kind of organizational capabilities that can be said to be the source of sustainable management, which can flexibly evolve and transform its business model in anticipation of environmental changes. It is promoting the coexistence of creating social value and economic value.

Wota is developing a system for the decentralized small-scale recycling of water that makes it possible to reuse wastewater, with the aim of creating a society that is sustainable in terms of both the global environment and the economy by repeatedly using limited water resources in households. Its system was used after the Noto Peninsula earthquake in January, when the water and sewage systems were cut off. This technology enables us to

能な社会の実現のためには経済成長は欠かせない。資源、人材、資金の活用、それらの重要性について改めて評価し、認識を高めたい。

三井住友トラストは、カーボンニュートラルの実現や強靱なサプライチェーン構築へ向けた取り組みを実行。先進的な投資先エンゲージメントに取り組んでいる。環境変化を先取した形で柔軟に事業モデルを進化・転換



think about “new water circulation in the future.”

Oji Holdings is involved in three types of recycling: “forest recycling,” which involves sustainable forest management, including growing and harvesting trees and planting new ones; “water recycling,” which involves

できる組織能力を保有し、社会的価値と経済的価値を創出する事の両立を推進している。WOTA は「小規模分散型の水循環社会」を目指し、排水を再生して循環利用することを可能にする「小規模分散型水循環システム」を開発。1月の能登半島地震においてこの技術が活用された。王子ホールディングスは持続可能な森林経営を実践する「森のリサイクル」、製造工程におけ

reducing water consumption by recycling and reusing water in the manufacturing process and purifying wastewater; and “paper recycling,” which involves collecting and recycling paper products. This forest management is important for mitigating climate change by absorbing and fixing carbon dioxide. It contributes to preserving biodiversity by protecting the environment. Oji also provides employment and educational support in collaboration with local communities.

Famiee issues “partnership certificates” for same-sex partners using blockchain technology. By adopting partnership certificates, private companies can provide family-oriented services such as welfare benefits. At present, over 90 companies and organizations, including medical facilities and insurance agencies, have accepted the system. Although the number of local governments in Japan that have partnership systems is increasing, it is not universal. Famiee is working with the aim of realizing a society where diverse family forms are accepted as a matter of course.

る水の循環・再利用による水使用量削減、排水浄化に取り組む「水のリサイクル」、紙製品の回収と再資源化を図る「紙のリサイクル」という3つのリサイクルに取り組んでいる。Famiee はブロックチェーン技術を用いた「パートナーシップ証明書」の発行を実施。90以上の企業や団体が導入している。多様な家族形態が当たり前のように認められる社会の実現を目指し活動している。



## Winners of the Sustainable Japan Awards in the ESG category

### Sustainable Japan Grand Prize

# Sumitomo Mitsui Trust Group Inc.

Was "Sumitomo Mitsui Trust Holdings, Inc." prior to Oct. 1.

#### Toru Takakura

DIRECTOR, PRESIDENT AND CEO

We are very pleased to receive this prestigious award.

The world is full of problems, such as global warming, loss of biodiversity, conflicts, poverty, human rights abuses and an increase in health hazards. Sustainable corporate growth requires companies to be involved in solving these problems with a sense of ownership, and to actively contribute to the creation of a sustainable society. While creating an impact on society, we

must also generate economic returns.

Sumitomo Mitsui Trust Group is engaged in environmentally and socially conscious sustainable finance in order to actively contribute to our customers' ESG goals and sustainable management. In addition, from the perspective of technological innovation, we have partnered with Breakthrough Energy Catalyst, Apollo and others and last year established a new company with the



Japanese subsidiary of the ERM Group, the world's largest sustainability consulting firm, to support corporate response to climate change.

In addition, I would like to introduce our Forest Trust as a unique business. Japan's forestry industry faces many problems, including the aging and decline of forestry workers, and devastated forests whose owners are difficult to identify. Forest Trust is a business in which forests themselves are entrusted to us in order to contribute to a green and sustainable society and the revitalization of local economies.

As a mechanism for promoting sustain-

ability and human capital, we established a new Sustainability Committee in 2023

This year marks the 100th anniversary of the founding of our group. In the spirit of trust, based on confidence and integrity, we will continue to fulfill our fiduciary role based on long-term relationships of trust with our customers. We will continue to contribute to solving social issues through the power of trust and contribute to the development of a sustainable and prosperous society as a unified group for the next 100 years.

<https://www.smth.jp/>

この度は栄えある賞をいただき、大変嬉しく思っております。三井住友トラストグループでは、お客さまの ESG/ サステナブル経営に積極的に貢献すべく、ポジティブ・インパクト・ファイナンスやインパクトエクイティ投資など、環境・社会に配慮したサステナブルファイ

ナンスに積極的に取り組んでいます。

Breakthrough Energy Catalyst や米 APOLLO 他と提携し、昨年、世界最大のサステナビリティ専門コンサルティング企業である ERM グループの日本法人と新会社を共同出資で設立、企業の気候変動対応の支援

にも注力しています。さらに、グリーンでサステナブルな社会や地域経済の活性化に貢献するために、森林の所有者さまとの信頼関係のもと、森林そのものを信託受託させていただく特有ビジネス「森林信託」も行っております。森林由来のカーボנקレジットを循環させ

るビジネスなどにも挑戦していきたいと考えています。

当グループは、今年創業 100 年を迎えました。信任と誠実を根本とする信託の精神に基づき、お客さまとの長期の信任関係を基礎として、フィデュシャリーとしての役割をこれからも全うし続けます。

#### Reason for the award:

Sumitomo Mitsui Trust Holdings contributes to the realization of carbon neutrality and the construction of strong supply chains. It has built long-term trust with its customers through its active engagement with their investees. It has the ability to flexibly develop and transform its business models, staying ahead of changes in the business environment. This can be seen as a source of its sustainable management. Moreover, as one of its policies for improving well-being in the workplace, it actively

invests in human capital development. Sumitomo Mitsui Trust has formulated strategies based on "paving the way for the next 100 years with the power of trust" as the core of its blueprint for ideal management into the future. The strategies include taking a "backcasting" approach by outlining where it wants to be in 2030, selling all its cross-shareholdings and setting numerical targets like a 10% return on equity. Furthermore, it has set up a sustainability committee to advise management on the creation of both social and economic value.

カーボンニュートラルの実現や強靱なサプライチェーン構築へ向けた取り組みを実行している。顧客に関して長期的な信用を築き、他社に先駆けた先進的な投資先エンゲージメントに取り組んでいる。環境

変化を先取した形で柔軟に事業モデルを進化・転換できるというサステナブル経営の源泉ともいえる組織能力を保有している。さらに、Well-being の一環として社内での人的投資を積極的に行っている。『信託の



**Brand slogan and statement** Sumitomo Mitsui Trust Group Inc.

### Sustainable Japan Excellence Award

# Wota Corp.

#### Yosuke Maeda

REPRESENTATIVE DIRECTOR & CEO

Our company aims to provide structural solutions to water problems. Since our founding in 2014, we have been developing our small-scale distributed water recycling system that recycles and makes maximum use of wastewater, as well as our technology for automated control of water treatment, which makes this possible, in order to solve various problems caused by uneven distribution, depletion and pollution of water resources around the planet.

Our system enables water use without relying on access to standard water and sewage services, such as during water outages caused by natural disasters.

During the 2018 floods in western Japan, we responded to water outages by using a prototype of our water-recycling shower, Wota Box, and have been promoting mass production since then, providing support for bathing and hand-washing in multiple disaster-affected areas.



After the Noto Peninsula earthquake early this year, we provided nearly 100 Wota Box units and 200 Wosh hand-washing stands, covering about 89% of evacuation centers and 68 hospitals and care facilities affected by long-term water outages. We are still providing bathing and hand-washing support in areas where water has been cut off.

We are also developing and conducting demonstration tests of our small-scale distributed water recycling system for residential use. By introducing this system, the need for water supply piping can be eliminated, leading to improvements in the fiscal sustainability of water

and sewage services in depopulated areas and providing a sustainable water supply solution. This system can also adapt flexibly to changes in regional population dynamics, which suggests potential demand in emerging overseas markets.

Our company aims to establish a sustainable water infrastructure that future generations can use with peace of mind by promoting the adoption of our Small-Scale Decentralized Water Recycling System as a standard water infrastructure that does not rely on traditional water and sewage systems.

<https://wota.co.jp/>

当社は水問題の構造的な解決を目指す企業です。2014 年の創業以来、水の問題解決のため、生活排水を再生し最大限有効活用する「小規模分散型水循環システム」とそれを実現する「水処理自律制御技術」を開発しています。当社のシステムは上下水道に依存せ

ずに水利用を可能にするため、災害断水時にも活用できます。2018 年の西日本豪雨による断水時に水循環型シャワー「WOTA BOX」の試作機を用いた対応実施を機に量産化を進め、これまで複数の被災地にて入浴・手洗いの支援を行ってきました。令和 6 年の能登

半島地震では水循環型シャワー「WOTA BOX」約 100 台、手洗いスタンド「WOSH」約 200 台を提供し、長期断水避難所の約 89%・68 箇所の病院や介護施設のカバーを実現。現在も支援を行っています。また当社は、住宅向け「小規模分散型水循環システム」の開発・実証

実験を進めています。本システム導入により水道配管が不要となり、過疎地域における上下水道財政改善・持続可能な給水手段の実現や災害時の配管破損による広域断水被害のリスク回避が期待できます。次世代が安心して使える持続可能な水インフラの確立を目指します。

#### Reason for the award:

Wota is developing a system that converts wastewater into water for daily use. In contrast to systems in which water is drawn from natural sources and then domestic wastewater is treated and discharged into rivers and the sea, the Wota system is a recycling-oriented model that considers wastewater as its standard water source, purifying it into drinkable water on the spot. The company's proprietary technology, centered on autonomous control of water treatment, enables constant monitoring and management of water quality remotely. Even when municipal water and sewage services are shut down due to a disaster, the sys-

tem lets water continue to be used as usual.

In the wake of the Noto Peninsula earthquake, Wota provided its systems along with support for their operation.

Approximately 100 showers and 200 Wosh hand-washing stations were deployed throughout the peninsula, covering 89% of the evacuation centers.



**The Wota Box is a portable system for recycling water in situations where there is no municipal supply.** WOTA

地球環境や将来世代に負担をかけず、誰もが安全な水を毎日使い続けられる一限られた水を各家庭で何度も繰り返し使うことで地球環境の面でも経済的にも持続可能になる「小規模分散型の水循環社会」を目指し、

排水を再生して循環利用を可能にする『小規模分散型水循環システム』を開発。「自然の水源から水を汲み上げ、生活排水は浄化して川や海に流す」上下水道に対し、「排水を最も身近な水源ととらえ、その場で生活

用水に再生して何度も使う」という循環型の水利用モデルを考案し、センサとデータ科学を駆使した水処理の自律制御を核とする独自技術で遠隔にて水質の常時監視・管理を実現した。災害時も断水に悩まされるこ

となく、いつも通り水を使い続けることができる。能登半島地震の際、1 月 4 日より水循環型シャワー「WOTA BOX」・手洗いスタンド「WOSH」を配備し、長期断水に陥った避難所の約 89% をカバーした。



Winners of the Sustainable Japan Awards in the ESG category

Sustainable Japan Excellence Award

Oji Holdings Corp.

Hiroyuki Isono

REPRESENTATIVE DIRECTOR OF THE BOARD, PRESIDENT & GROUP CEO

We are very honored to have been awarded the Excellence Award in the ESG category of the Sustainable Japan Awards 2024.

Our company has its roots in a paper manufacturing company established in 1873 by Eiichi Shibusawa, known as the father of the modern Japanese economy, who believed, as he said, that “paper is necessary for the development

of Japanese culture and civilization.”

Since then, we have supported the development of Japan’s culture and economy.

Today, we are expanding and developing our core printing and information media business globally, as well as our life-style and industrial materials business, which handles products such as corrugated card-



board and toilet paper, our functional materials business, which handles specialty paper and thermal paper for various industrial uses, and our resources and environment business, which handles forestry and pulp.

The foundation of our business is forests. Based on the philosophy that “those who use wood have a duty to plant trees,” we have been conducting sustainable business operations rooted in forest resources for over 100 years.

Currently, we own approximately 640,000 hectares of forest in Japan and overseas, and we are conducting forest management while



giving maximum consideration to the surrounding environment and creating local employment.

In addition, we are also focusing on the research and development of new products and next-generation materials, including environmentally friendly packaging, wood-derived pharmaceuticals, bioethanol, bio-mass plastics and cellulose nanofibers, and are working to contribute to the realization of a decarbonized society.

<https://www.ojiholdings.co.jp/>

この度は、Sustainable Japan Award ESG 部門優秀賞を授与いただき大変光栄に存じます。当社は日本近代経済の父・渋沢栄一が、「日本の文化・文明の発展には、情報を伝える紙が必要である」と説き、1873年に設立された抄紙会社がルーツであり、以降、日

本の文化・経済発展を支えてきました。現在は、段ボールやトイレットロールなどを扱う生活産業資材事業、各種工業用途向け特殊紙や感熱紙を扱う機能材事業、植林やパルプを扱う資源環境事業、祖業の印刷情報メディア事業をグローバルに展開、拡大しています。

当社の事業の根幹は「森林」です。「木を使うものは木を植える義務がある」という理念の下、100年以上にわたり、森林資源に根付いた持続可能な事業運営を行ってきました。現在、国内外に約 64 万 ha の森林を保有し、周辺環境に最大限配慮し、地域の雇用も創出しな

がら森林経営を行っています。また、環境配慮型パッケージングや木質由来の医薬品、バイオエタノール、バイオマスプラスチック、セルロースナノファイバーをはじめとする新製品、次世代の素材の育成、研究開発にも注力し、脱炭素社会の実現に貢献すべく歩みを進めています。

Reason for the award:

Oji Holdings Corp. recycles in three ways.

The first one is the recycling of forests: practicing sustainable forest management by growing trees, harvesting them and planting them again.

Second is the recycling of water: reducing water consumption and purifying wastewater by circulating and reusing water in industrial processes.

Third is the recycling of paper: collecting paper products and recycling them.

Oji grows and manages vast forests both at home and abroad. By doing so, it not only helps mitigate global warming by absorbing and fixing carbon dioxide, it also conserves

biodiversity by protecting the environment.

Oji also conducts other activities that benefit local environments and economies by supporting biodiversity programs in conservation forests as well as local employment and education through allying with local governments, nongovernmental organizations and citizens groups.



Oji owns approximately 640,000 hectares of forest in Japan and overseas. OJI

木を育て収穫し、また木を植えるという持続可能な森林経営を実践する「森のリサイクル」、製造工程における水の循環・再利用による水使用量削減、排水浄化に取り組む「水のリサイクル」、紙製品の回収と再資源化を図

る「紙のリサイクル」という3つのリサイクルに取り組んでいる。

国内外に保有する広大な森林において、森林を育て管理することにより、二酸化炭素 (CO2) の吸収と固定と

いう地球温暖化を緩和するために不可欠な対応や、環境を保全することによる生物多様性の保全に貢献している。

同時に、地域社会への環境と経済の支えとなるよう

な社会貢献活動を進めており、各地の行政・NGO・市民団体とも連携しながら環境保全林における生物多様性プログラムや地域社会の就労・教育の支援などを行っている。

Sustainable Japan Special Award

Famiee (general incorporated association)

Koki Uchiyama

FOUNDER AND CEO

We are very honored to receive the prestigious Sustainable Japan Award.

Famiee has been working for the realization of a society that recognizes diverse family forms.

In today’s society, the values of family and marriage are rapidly diversifying, and more and more people are seeking various family forms, including same-sex couples and de facto married couples, but also single moth-

ers living together and helping each other. In addition, with the aging of society, there is an increasing need for people to have the option of living with someone else after bereavement or separation from their partner in a way other than remarriage.

While we of course stand with legal reform allowing same-sex marriage and a selective surname system, opposition is strong, and it



may take longer to realize the goal. However, there are already many people facing difficulties today and tomorrow, even before the legal reform is realized.

Based on our policy of changing society starting with areas that can be changed by the private sector, we have been issuing partnership certificates using blockchain technology and creating a network of companies and local governments that provide services for families based on these certificates.

We strongly hope that this award will help more companies and municipalities to understand our activities and join the Famiee net-



work. This will help to address the issues of LGBTQ+ and married couples with different surnames, as well as to realize a society in which diverse family forms are recognized and everyone can choose the way they want to live. And we believe that our activities together with you will help to push for the amendment of the law.

We will continue to do our utmost to realize a society in which diverse families can live in peace and everyone can live as they choose. We sincerely look forward to your participation.

<https://famiee.org/>

この度、名誉ある賞を受賞し大変光栄に存じます。私たち Famiee は多様な家族形態が認められる社会の実現を目指し、活動してまいりました。現代社会では、家族や結婚に対する価値観は急速に多様化し、同性・事実婚カップルのみならずシングルマザーが同居して

助け合うなど、多様な家族形態を求める人々が増えています。パートナーとの死別や離別後、再婚以外の方法で誰かと生きる選択肢の必要性も増しています。

同性婚や選択的夫婦別姓制度の法改正を目指すのはもちろんですが、反対意見も根強く、実現にはさら

に時間がかかる可能性があります。私たちは民間の力で変えられる部分から社会を変えようとブロックチェーン技術を活用したパートナーシップ証明書を発行し、その証明書を基に家族向けのサービスを提供する企業や自治体のネットワークを創ってきました。

この受賞を機に、より多くの企業や自治体の皆さまに活動を理解いただき、Famiee のネットワークに加わっていただきたいと強く願っております。多様な家族が安心して暮らし、誰もが自分らしく生きられる社会を実現するために、これからも全力で活動を続けてまいります。

Reason for the award:

Famiee has been working toward a society that recognizes diverse family forms, including not only same-sex couples and de facto married couples, but also single mothers living together and helping each other, while also supporting legal reforms toward same-sex marriage and a selective surname system.

In February 2021, Famiee began issuing partnership certificates for same-sex partners using blockchain technology. Since then, it has worked to create a network of companies and local governments that provide services for families based on these certificates. Currently,

more than 90 companies and organizations, including medical facilities and insurance agencies, have accepted and adopted the system.

Famiee is working toward the issuance of new certificates with the aim of realizing a society in which diverse family forms are commonly recognized.



A Famiee booth was set up during the Tokyo Rainbow Pride 2024 FAMIEE

従来の概念での「夫婦」「親子」「家族」に当てはまらない新しいカタチの家族が生まれる中、Famiee は多様な家族のあり方が認められる社会の実現を目指して活動してきた。

民間の力で変えられる部分から社会を変えようという方針に基づき、2021年2月よりブロックチェーン技術を用いた同性パートナーのための「パートナーシップ証明書」の発行をスタートした。パートナーシップ証明書

を民間企業が採用することで、福利厚生等の家族向けサービスを受けることができる。

現在、医療施設や保険代理店も含む、90以上の企業や団体が導入している。

多様な家族形態が当たり前のように認められる社会、誰もが自分らしい生き方を選べる社会の実現を目指し、新たな証明書の発行に向けて活動している。



## Winners of the Sustainable Japan Awards in the satoyama category

### Sustainable Japan Grand Prize: World Heritage Iwami Ginzan (Omoricho, Oda, Shimane Pref.)

## Nakamura Brace Co. Ltd.

Noburo Nakamura

PRESIDENT, NAKAMURA BRACE CO. LTD.

Thank you very much for selecting us for the Grand Prize of the Sustainable Japan Award in the satoyama category. We are truly grateful.

This year marks the 50th anniversary since our company was founded in 1974 near the Iwami Ginzan silver mine. To receive such a high evaluation in that year is an honor.

Fifty years ago, Toshiro Nakamura, the company chairman, returned from his training in the U.S. and started Nakamura Brace with a single-minded determination to do something about his dying hometown and make Iwami Ginzan a world-class silver mine once again. He started with a corset he made for his uncle for ¥12,300. Though at a snail's pace, the number of patients gradually increased.

When the company slowly began to make a profit, we started to rehabilitate old houses one by one. At first, the houses were used as dormitories and residences for employees, and later as souvenir shops, restaurants, lodging facilities, the world's smallest opera house, etc. To date, we have renovated 65 old private houses.

Today, U- and I-turners who want to live in Iwami Ginzan live in those houses, as well as our employees, making use of them and protecting and nurturing Iwami Ginzan. Seeing the increase in the number of children in local nursery and elementary schools is a true joy, and we are reassured of our strong beliefs. I would like to express my gratitude again to all the residents who love Iwami Ginzan and are trying to make it a better town, and above all to all the employees who have worked diligently and sincerely, making prosthetic devices every day for half a century in a town without convenience stores.

We will continue to think about what we can do for patients in need in Iwami Ginzan, and continue to make human-friendly products that will make people happy.

<https://www.nakamura-brace.co.jp/>



今年は弊社が 1974 年に石見銀山の地で創業してからちょうど 50 年の節目の年です。その年にこのような高評価をいただけたこと、大変な難く光栄に思っております。50 年前、会長である中村俊郎が修行先の米国から戻り、廃れ行くふるさとを何とかしたい、もう一

度世界の石見銀山にしたいと一人で立ち上げたのがこの中村ブレイスです。石見銀山を愛しより良い町にしてくださいという住民の皆さま、そして半世紀にわたりコンビニもない町で、毎日義肢装具づくりに励んでくれた社員に改めて感謝の気持ちを伝えたいと思います。

#### Reason for the award:

These two companies founded in the Omoricho area of Oda around the Iwami Ginzan silver mine, recognized as a UNESCO World Heritage site in 2007, have worked to achieve a sustainable local economy while maintaining Omoricho's population of approximately 400 people.

Nakamura Brace Co. Ltd. established a prosthetic device factory in 1974, and the Iwami Ginzan Gungendo Group has been making tex-

tiles and household goods since 1989, promoting manufacturing rooted in the community and the Japanese textile industry's rich history and technology. Both were founded by husband-and-wife couples from Omoricho.

The Iwami Ginzan Gungendo Group continues to build on a history of working and raising children locally and passing on activities like the restoration of old homes and the operation of support facilities for the disabled, preparing for the future while also attracting the youth of today.

きている。この町出身の「2 組の夫婦」が起こした「2 つの会社」が 1974 年に大森町で義肢装具製作所を立ち上げた中村ブレイス株式会社と、1989 年から日本の

## Iwami Ginzan Gungendo Group Co. Ltd.

Tadashi Matsuba

PRESIDENT, IWAMI GINZAN GUNGENDO GROUP CO. LTD.

We are very honored to receive this award. Our company was founded in the Omoricho area near the Iwami Ginzan silver mine, a small town with a population of 400. We have continued to seek sustainable businesses based on the concept of "livelihood with roots," focusing on local culture and history, and Japanese craftsmanship. We are very pleased that our long-standing efforts have been recognized and appreciated in the form of a joint award with Nakamura Brace.

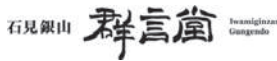
Founded in 1988, at a time when Japan was in the midst of its bubble economy, the founders, Daikichi and Tomi Matsuba, rediscovered values that had been overlooked in the age of mass production and mass consumption, and collected fabric scraps from sewing factories. We have been putting the Japanese spirit of "mottainai" (waste nothing) into our products. In cooperation with Japanese textile production areas, we are currently proposing to incorporate into our daily lives Japanese fabrics that

should be preserved.

In order to carry on the beautiful lifestyle and culture of Japan, we would also like to introduce not only our fabric products but the Iwami Ginzan lifestyle to the world. In 2027, the Iwami Ginzan silver mine will celebrate the 500th anniversary of its discovery. Iwami Ginzan was once world-renowned for its silver, but from now on, we will strive to make the *satoyama* lifestyle world-renowned and bring the unique brilliance of Iwami Ginzan to the world.

We will use this award as an opportunity to grow with the local community and continue our efforts to build a sustainable future. We look forward to your continued support and guidance.

<https://www.gungendo.co.jp/>



弊社は人口 400 人の小さな町、石見銀山大森町で創業し、「根のある暮らし」をコンセプトに、地域の文化や歴史、日本のものづくりをテーマに持続可能な事業を模索し続けてきました。長年の取り組みが評価され、また、中村ブレイス様と共同受賞という形での評価を

大変嬉しく思っております。かつて銀で世界に名を馳せた石見銀山ですが、これからは里山のライフスタイルが世界に名を馳せ、石見銀山らしい輝きを届けられるよう邁進していきます。さらに地域と共に成長し、持続可能な未来を築くための努力を続けてまいります。



Iwami Ginzan Library NAKAMURA BRACE



Gungendo main shop IWAMI GINZAN GUNGENDO

繊維産業の豊かな歴史と技術を大切に、地域に根ざしたものづくりを推進している石見銀山群言堂グループ。同グループは古民家再生や障がい者支援施設の運営を

含む数十年におよぶ活動を次の世代につなぎ、若い世代を呼び込みながら、ここで働いて、子どもを産んで育てる歴史を築き続けている。

### Sustainable Japan Special Award

## G-net (nonprofit corporation)

Shuji Minamida

REPRESENTATIVE DIRECTOR

This award was unexpected, but we are very happy to be noticed in this way.

G-net started in 2001 with the motto "To be a running partner for those taking on challenges, and a link for enthusiasm." By connecting local industries that are taking on challenges and a diverse range of human resources through

internships, employment, side jobs and pro bono work, we aim to accelerate the transformation of local companies and the growth of the human resources involved. We have been working on this with the belief that this accumulation will lead to the creation of a sustainable



G-net は「挑戦の伴走者に、熱意のつなぎ役に」を合言葉に 2001 年にスタートした NPO です。挑戦する地場産業と多様な人材を、インターンシップや就職、副業、プロボノなど多様な形で繋ぐことで地域企業の変革と関わる人材の成長を加速させる。その積み重ね

が人と地域の持続可能なエコシステム構築に繋がると考え取り組んできました。そうした中で、地域に埋もれている様々な魅力、普通に暮らしているだけでは出会えない奥行きがあることも実感するようになりました。今では、高校生から大企業の社員まで、様々な人が地

#### Reason for the award:

G-net, an organization launched in 2001 to "energize the city of Gifu," has been connecting local small and medium-size businesses with young people for over 20 years by developing business ideas such as practical internships, graduate recruitment support specializing in small and medium-size companies, and project based matching support

for side jobs and dual employment.

In 2020, during the COVID pandemic, G-net launched the online Tsunagaru Campus to support youths nationwide in meeting, learning and taking on challenges, and in 2022, it launched the recruiting platform Tokai Hitoshigoto Zukan.

Connecting local enterprises and young people, the company aims to nurture young people and revitalize local industries to create communities.

卒就職採用支援、プロジェクト型の副業兼業マッチング支援などを事業を展開する。

コロナ禍の 2020 年には、全国の U24 世代の若者

ecosystem for people and the region.

In the process, we have come to realize that there are many hidden charms in the regions, and that they have a depth that cannot be experienced by simply living an ordinary life.

Now there are many examples of people from all walks of life, from high school students to employees of major corporations, crossing regional boundaries and growing. In addition, there are also more and more examples of young people's efforts creating new possibilities for local companies and becoming the cornerstone of change in the next five to 10 years.

In the future, we aim to open a four-year university by 2025, tentatively called the "Co-Innovation University," which will make use

of our internship know-how; promote collaboration between educational institutions and the Tokai Hitoshigoto Zukan (Tokai Job Guide) platform for local companies that take on challenges and educational institutions; and the launch of a "regional human resources department" to support the entire region.

We hope to strengthen our partnerships with educational institutions, local governments, financial institutions, private companies and other organizations, and aim to create an even greater impact through co-creation with diverse sectors. We also hope that winning the Sustainable Japan Award will provide an opportunity to do so.

<https://gifist.net/>

域に越境し、成長する事例が多々生まれています。若者の挑戦が地域企業の新たな可能性を生み出し、5 年後 10 年後の変革の礎になるような事例も増えています。今後はインターンシップのノウハウを活かした四年制大学「Co-Innovation University (仮称)」の開学や

挑戦する地域企業プラットフォーム「東海ヒトシゴト図鑑」と教育機関の連携推進、地域全体を支える「地域の人事部」の立ち上げなど、多様なセクターとの共創による、より大きなインパクト創出を目指していきたいと思っています。



Young people learn about local businesses at a soy sauce brewery. G-NET

2001 年に「岐阜の街を元気にしたい」と立ち上がった団体、G-net。20 年以上にわたり岐阜を拠点として実践型インターンシップ、中小企業に特化した新

たちの出会い、学び、挑戦へのサポートとしてオンライン上の「つながるキャンパス」を、2022 年には求人プラットフォーム「東海ヒトシゴト図鑑」を立ち上

げる。地域の中小企業と若者をつなぎ、若者の育成と地域産業の活性化を目指し、地域づくりを行う。



Winners of the Sustainable Japan Awards in the satoyama category

Sustainable Japan Excellence Award  
Murasakino Wakuden Co. Ltd.

Aya Kuwamura  
PRESIDENT, MURASAKINO WAKUDEN CO. LTD.

It is a little bit presumptuous of me to accept this award, but I would like to accept it respectfully on behalf of the many people who have contributed to the creation of the forest Wakuden no Mori.  
Wakuden no Mori has fulfilled one of the things we have always wanted to give back to Kyotango, our hometown.  
When we were looking for land for our

この度の受賞、大変おこがましくもありますけれども、和久傳ノ森づくりにご尽力いただいたたくさんの皆さまの名代として、謹んでお受けさせていただきます。  
私どもの故郷、京丹後に恩返ししたいと常々思い続けておりますことが和久傳ノ森によって一つ叶いました。

Reason for the award:

Wakuden was founded in 1870 as a *ryokan* inn in Kyotango, facing the Sea of Japan. Due to the decline of the textile industry in the area, Wakuden relocated to Kyoto and opened a *ryōtei* restaurant that is also known for various side businesses and product sales, as well as for numerous chefs who have gone on to establish their own restaurants.  
In 2007, with a strong desire to give back to Kyotango, its CEO started a campaign to restore a forest on the site of a dilapidated industrial park. In 2017, the industrial park was turned back into a forest, Wakuden no

1870 年（明治 3 年）日本海に面する京丹後で料理旅館として創業した「和久傳」。同地の繊維産業衰退もあり、京都市内に移転し、料亭を開業。その後料亭と物販を分社化し、また多数の料理人が独立し、数々の名店を産んできたことでも知られている。

food workshop in Kyotango, we were fortunate enough to find a vacant industrial site of 8,000 *tsubo* (about 1,000 square meters) in Kumihama. When I started thinking about building a workshop there and creating a forest, I learned about Akira Miyawaki, a world-renowned plant ecologist, on NHK's "100 Minutes of Great Books" program. I



京丹後に食品工場の土地を探しておりましたところ、縁あって、久美浜に 8,000 坪の工業用の更地が見つかりました。ここに工房を建てて、森をつくりたいと考え始めた頃、NHK の番組「100 分で名著」で世界的な植物生態学者の宮脇昭先生のことを知り、奇跡的にお

Mori, that was opened to the public. The vegetation's strong roots prevent erosion and landslides, and so also have a positive impact on the sea nearby.  
Architect Tadao Ando strongly sympathized with the ideas of Wakuden and built his first wooden-made museum. Wakuden held concerts to provide cultural services for local residents and revived the Isehikari rice strain, which was thought to be extinct. A food workshop and restaurant were built in the forest, creating local employment. The company has been engaged in synergistic "sixth industrialization" adding value to local foodstuffs by utilizing the Wakuden brand.

2007 年に更地に森を再生させる運動を開始。植物生態学者、宮脇昭氏に指導のもと、1,000 人を超える人たちと共に植樹活動を行う。10 年の間に風土に合う 56 種類、3 万本の樹々を植樹し育て、2017 年には工業団地を森に戻し、「和久傳ノ森」をオープンさせた。強い根を張

immediately contacted him. Miyawaki is concerned about global warming and has created forests all over the world, including at the Great Wall of China and in the Sahara Desert. Miyawaki personally led the creation of the Wakuden no Mori forest using the "Miyawaki method," which is based on the principle of plant competition by mixing and densely planting a number of varieties of plants native to the area.  
In the first tree-planting festival in 2007, 30,000 saplings were planted, thanks to the support of 1,800 people who came from the

出会いさせていただくことができました。地球温暖化を憂えておられ、世界中で森をつくってこられた宮脇先生は、その土地に根ざした複数の品種を混植密植することで植物の競争原理を働かせるという「宮脇方式」で和久傳ノ森づくりに自らご指導くださいました。2007



Mitsumasa Anno Art Museum MURASAKINO WAKUDEN

る植生による災害防止、丹後の海への好影響獲得などを実現。また建築家の安藤忠雄氏が「和久傳」の想いに強く共感し、同氏の代名詞であるコンクリートではなく、杉板張りの外壁の美術館を建設。地元住民への文化サービスも兼ねたギャラリー、トーク、音楽会の実施、さら

local community and all over the country. Within five years, the forest grew at an amazing speed, and I believe that the land is happy to have given back its forest returned to a place that originally was natural.  
Today's Wakuden is the result of many important relationships with many people, connecting one by one. Thank you very much for the award you have bestowed upon us. I would like to thank everyone who has been involved with Wakuden.  
.....  
<https://www.wakuden.jp/>

年の第 1 回植樹祭では全国から集まった 1,800 人もの皆さまのおかげで 3 万本の苗木を植樹できました。5 年も経たないうちに驚くべきスピードで森が生長しましたことは、もともと自然のあった場所に森をお返しできた、この土地が喜んでいるのだなと思います。

Sustainable Japan Excellence Award  
Maebashi Design Commission

Hidefusa Kojima  
MAEBASHI DESIGN COMMISSION

Thank you very much for selecting us for the Sustainable Japan Award. We, the Maebashi Design Commission, as a representative of the Maebashi Urban Renewal Promotion Corp., believe that this award is the result of that collaboration. Maebashi citizens who are engaged in urban development, the city itself as part of the public-private partnership, and the national government and related organizations have all provided support for the

私ども都市再生推進法人（一社）前橋デザインコミッション（MDC）が代表して賞を頂戴しますが、まちづくりに取り組む前橋市民の皆様と官民連携のパートナーである前橋市、そしてバックアップを頂いた国及び関係機関などの協働成果であると考えております。

Reason for the award:

The Maebashi Design Commission has been designated by the city of Maebashi as an incorporated association for realizing a private-sector-driven development plan called Maebashi Urban Design.  
The role of the MDC is, first, to create a place to share the vision, and then to work on fundraising, study sessions on things like marketing methods, and fostering people who are willing to be involved in the city's development.

民間の会費運営による一般社団法人前橋デザインコミッション（MDC）。官民連携のまちづくり指針「前橋市アーバンデザイン」の実現に向け、エリアマネジメントなどを展開、都市再生推進法人として市に指定されている。

award.  
As a private organization, the MDC is playing a role in the public-private partnership to promote Maebashi Urban Design, a guideline for urban development in the city center formulated by the city in 2019.  
The city center is often derided as a "shattered town," but in fact has remained strong over the 20 years since it was first given that



MDC は民間組織として 2019 年に前橋市が策定した中心市街地のまちづくり指針「前橋市アーバンデザイン」推進の官民連携の一翼を担っています。「シャッター街」と揶揄される街中は、実際はそう表現されるようになってから 20 年、それ以上落ち込むことのない

For its Babakawa Street revitalization project, the company has introduced a social impact bond and a results-linked private-sector outsourcing system, and utilizes a variety of other mechanisms.  
In addition to the government budget, MDC has received donations from an organization formed by local business volunteers and has taken on the role of project management, from coordinating with design and construction companies to disseminating the vision and concept to the community.

MDC の役割は①ビジョンを共有するための場所づくりを行うこと。②住民たちの主体的アクションのサポートであることを掲げ、アーバンデザインの実現に向け、成功に導くために活動の継続を可能にする資金調達、マーケティングメソッドなどの勉強会、まちづくりに興

description. We are working to develop such urban resilience and create a new "Maebashi character" that is different from what it used to be.  
The Babakawa Street Urban Design Project, completed in March 2024, is an effort to reconstruct Maebashi's character. The private sector has been involved in the development of public space — a promenade park along 200 meters of city street — with donations from the local business association Taiyo no Kai, and residents are managing this public space in an autonomous manner.  
We believe that the sustainability of urban

力強さを保っています。都市の resilience を伸ばして、以前とは違う新しい「前橋らしさ」をつくり出しています。  
24 年 3 月に竣工させた「馬場川通りアーバンデザイン・プロジェクト」は、「前橋らしさ」を再構成する取組みです。公共空間（遊歩道公園＋市道 200 m）の民間整備を



The Babakawa Street Urban Design Project was completed in March 2024. Maebashi Design Commission

味を持って積極的に関与しようとする人材の育成を図っている。  
「馬場川通りアーバンデザイン・プロジェクト」では成果連動型民間委託方式「PFS/SIB（ソーシャル・インパクト・ボンド）」導入や多様な仕組みを活用。行政

development lies not in a one-point project, but in the creation of a series of challenges for urban development. The MDC is not an all-powerful organizer.  
The number of pedestrians on Babakawa Street is increasing and new tenants are beginning to open their shutters. Not only there, but the entire city center of Maebashi is beginning to move in a variety of ways, inspired by each other. We will continue to support the development of this town's potential.  
.....  
<https://www.maebashidc.jp/>

地元財界団体「太陽の会」の寄付によって実現し、この公共空間の住民自治的管理を行っています。  
まちづくりの持続性は一点突破型プロジェクトではなく、さまざまなめぶきが触発しあって動き始めています。今後もこのまちの持つ力を伸ばす支援をして参ります。

the japan times

Sustainable Japan Award

2024

# Sustainable Japan Award 2024 winners

In June 2021, The Japan Times merged its previously launched ESG Consortium and Satoyama Consortium into the Sustainable Japan Network. Its purpose is to support individuals, companies and organizations that have been working toward a sustainable society. Once a year, The Japan Times holds the Sustainable Japan Award, with both a satoyama section and an ESG section, to recognize and celebrate those who have made significant contributions. Here are this year's awardees.

株式会社ジャパンタイムズは2021年6月、「ESG推進コンソーシアム」と「Satoyama推進コンソーシアム」、の2つのコンソーシアムを統合し、「Sustainable Japan Network」をスタートしました。ジャパンタイムズは年に一度Satoyama部門、ESG部門からなるSustainable Japan Awardを開催し、それぞれの分野でその年に先進的かつ持続可能な取り組みを行なった企業、団体、個人を表彰しています。本年の受賞者は以下の通りです。



## Sustainable Japan ESG Grand Prize



Sumitomo Mitsui Trust Group, Inc.  
Was "Sumitomo Mitsui Trust Holdings, Inc." prior to Oct. 1.

## Sustainable Japan satoyama Grand Prize

World Heritage Iwami Ginzan (Omoricho, Oda, Shimane Pref.)



Nakamura Brace Co. Ltd.



Iwami Ginzan Gungendo Group Co. Ltd.

## Sustainable Japan ESG Excellence Award



Wota Corp.



Murasakino Wakuden Co. Ltd.



Oji Holdings Corp.



Maebashi Design Commission

## Sustainable Japan ESG Special Award



Famiee



G-net



# Sustainable Japan Day 2024

2024/10/25(FRI) 13:00-18:00 Reception 18:30-19:30

Location: Kudan Kaikan Terrace Language: Japanese



Nippon Life Insurance Co.



Poppins Corp.

PARTNERS

Since 2017, The Japan Times has focused on companies, organizations and individuals who have been active in various capacities to realize a sustainable society, and has been communicating their efforts to people in Japan and abroad.

This year, the award ceremony and panel discussion by award-winning companies will be held as Sustainable Japan Day.

The Sustainable Japan Award will be presented to companies, organizations and individuals that have advanced sustainability in the past year in the sato-yama and ESG categories, respectively.

In addition, a panel session will be held by the award-winning companies and organizations to introduce the excellent initiatives that led to the awards and discuss how they are working toward the realization of a sustainable society.

株式会社ジャパンタイムズでは、2017年から持続可能な社会の実現のために様々な立場で活躍してきた企業や団体そして個人をフォーカスし、その取り組みを国内外に発信してきました。

そして6年目となる今年も受賞式、受賞企業によるパネルディスカッションを「Sustainable Japan Day」として開催します。

Sustainable Japan Awardでは、Satoyama部門、ESG部門、それぞれの分野でその年に先進的かつ持続可能な取り組みを行なった企業、団体、個人などを審査し、様々な取り組みを表彰いたします。

さらに受賞企業・団体によるパネルセッションでは表彰に至る優れた取り組み事例を紹介しながら、持続可能な社会の実現に向けて考察していきます。



More information

## PROGRAM

13:02-13:05 Greeting from the organizer

13:05-13:20 Greetings from Guests of Honor

13:20-14:20 Award ceremony

14:20-15:20 ESG panel session

15:20-15:40 Break

15:40-16:40 Satoyama panel session

16:40-17:40 Special dialogue

17:45-17:50 Closing remarks

18:30-19:30 Reception



Special dialogue

Takashi Mitachi

Professor, Graduate School of Management, Kyoto University / Japan Times Satoyama Consortium adviser

## ESG PANEL SESSION



Moderator

Naonori Kimura

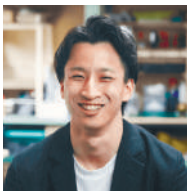
Industrial Growth Platform Inc. (IGPI) Partner



Panelist

Akiyo Inaba

Head of sustainable management, Sumitomo Mitsui Trust Group, Inc.



Panelist

Yosuke Maeda

CEO, Wota Corp.



Panelist

HIROMI YAMAMOTO

Manager Oji Forest Value-Creation & Promotion Dept., Corporate Business Development Div., Oji Management Office Inc.



Panelist

Koki Uchiyama

Founder and Representative Director, Famee



## SATOYAMA PANEL SESSION



Moderator

Kosuke Motani

Senior researcher at the Japan Research Institute, the Japan Times Satoyama Consortium adviser



Panelist

Noburo Nakamura

President, Nakamura Brace Co. Ltd.



Panelist

Tadashi Matsuba

Director, Iwami Ginzan Gungendo Group Co. Ltd.



Panelist

Aya Kuwamura

President, MurasAkino Wakuden Co. Ltd.



Panelist

Shin Higeta

Director of planning, secretary general, Maebashi Design Commission



Panelist

Shuji Minamida

Representative director, G-net



Kosuke Motani and Takashi Mitachi took part in a special dialogue at Sustainable Japan Day 2023.



Sustainable Japan Day 2023 reception





2019 FEATURE ARTICLE



Winners and officials at The Japan Times Satoyama & ESG Awards 2019 ceremony YOSHIAKI MIURA

ESG Grand Prize winner



GOVERNMENT PENSION INVESTMENT FUND

ESG Excellence Award winner



MARUI GROUP CO.

ESG Excellence Award winner



FP CORP.

Satoyama Grand Prize winner



NISEKO, HOKKAIDO

Satoyama Excellence Award winner



GHIBLI-SENDANMARU

Satoyama Excellence Award winner



URUSHI NEXT

Satoyama Special Award winner



TOTTORI PREFECTURE



2020 FEATURE ARTICLE



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

ESG Grand Prize winner



FUJI OIL HOLDINGS INC.

ESG Excellence Award winner



SUNTORY HOLDINGS LTD.

ESG Excellence Award winner



SHIZEN ENERGY GROUP

ESG Excellence Award winner



ACE

Satoyama Grand Prize winner



OBATA SAKE BREWERY

Satoyama Excellence Award winner



FISHERMAN JAPAN

Satoyama Excellence Award winner



TOYOOKA CITY

Satoyama Special Award winner



MIE PREFECTURE





2021 SPECIAL PAPER



Winners and officials at the Sustainable Japan Awards 2021 ceremony HIROMICHI MATONO

Grand Prize winner



EUGLENA CO.LTD.

ESG Excellence Award winner



DAI-ICHI LIFE INSURANCE CO.LTD.

ESG Excellence Award winner



MITSUMI O.S.K. LINES LTD.

ESG Special Award winner



FOOD LOSS BANK CO.LTD.

ESG Special Award winner

Green Finance Network Japan

GREEN FINANCE NETWORK JAPAN

Satoyama Excellence Award winner



KAZE TO TUCHI TO INC. (SHIMANE PREF.)

Satoyama Excellence Award winner



TOBIRA HOLDINGS CO.LTD. (NAGANO PREF.)

Satoyama Special Award winner



MEETS TAKEGAMI  
(CHUETSU PULP & PAPER CO.LTD.)



2022 SPECIAL PAPER



Winners and officials at the Sustainable Japan Award 2022 ceremony HIROMICHI MATONO

ESG Grand Prize winner



NOMURA RESEARCH INSTITUTE LTD.

ESG Excellence Award winner



LION CORPORATION

ESG Excellence Award winner



NIPPON LIFE INSURANCE CO.

ESG:Excellence Award winner



JAPAN CLEAN OCEAN MATERIAL ALLIANCE

Satoyama Grand Prize winner



SAKAUE CO.LTD.

Satoyama Excellence Award winner



SATOYAMA EXPERIENCE

Satoyama Excellence Award winner



HAYAMA TOWN

Satoyama Special Award winner



CERTIFIED NON-PROFIT ORGANIZATION  
FOR NATURE CONSERVATION AND HISTORY  
TRANSMISSION OF SHISHITSUKA SATOYAMA





Grand Prize winner



Winners and officials at the Sustainable Japan Award 2023 ceremony Hiromichi Matono

Sustainable Japan Excellence Award



MANIWA CITY

ESG Excellence Award winner



NISSAY ASSET MANAGEMENT CORP.

ESG Excellence Award winner



POPPINS CORP.

ESG Special Award winner



NATIONWIDE CHILDREN'S CAFETERIA  
SUPPORT CENTER, MUSUBIE

ESG Special Award winner



TOKYO METROPOLITAN GOVERNMENT

Satoyama Excellence Award winner



VALUE MANAGEMENT CO. LTD.

Satoyama Excellence Award winner



YAMAGATA DESIGN CO. LTD.

Satoyama Special Award winner



SASUE MAEDA FISH STORE CO. LTD.

# Poppins Corp. provides care from babies to elderly

(Sponsored content)

Maiko Muraoka  
Contributing writer

Poppins Corp. was established 37 years ago to provide nanny service for working mothers. The founder was an executive who knew firsthand of the trouble with finding a trustworthy babysitter for her own daughter, and her company became the first in Japan to introduce the idea of nannies as educational babysitters.

The Poppins Group has expanded its business to provide comprehensive services for working women at various stages of their lives, from licensed nursery schools, after-school facilities and international schools to VIP care services for the elderly. The group is now headed by Maiko Todoroki, the daughter of the founder, who has extensive experience in living, studying and working abroad in addition to being a working mother herself. She drives the company forward with the unshakable belief "When women shine, society shines, and the world changes."

The nanny service, which involves dispatching nannies to customers' homes, meets the needs of each customer in terms of language, religion, culture and other factors. In addition to the Standard Course, whose various services include taking care of children at home, playing outside with them, helping them eat and taking them to and from nursery schools, there is the Premium Course, which comes with an exclusive concierge who helps a customer find a suitable nanny among a select group of top nannies, and also offers various options such as tutoring, housekeeping and taking care of children at places other than customers' residences.

The company also runs three international and bilingual schools — Poppins Active Learning School, PALIS (Poppins Active Learning International School) and Poppins EDU School — in Tokyo's Hiroo, Ebisu and Roppongi areas. The schools provide EduCare, a state-of-the-art program combining education and child care that was created in collaboration with prominent educational institutions from home and abroad to provide children with an environment that cultivates their intellect, sensitivity and physical fitness. The schools aim to help children maximize their potential and grow up to become active members of the international community.

The company also has expertise in taking care of pets. Poppins Pet Care operates in Tokyo, Chiba, Kanagawa and Saitama prefectures, providing high-quality care mainly for dogs, cats and other small animals of all ages at home. Compared to pet hotels, the at-home care service reduces stress on pets and gives their keepers greater ease and peace of mind. In addition to general care for pets such as walking, feeding, playing and cleaning up after them, the pet-sitter can also provide special care for older animals.

Poppins will continue to pursue its mission of supporting working women by paying attention to the changing needs of women, families and society.

<https://www.poppins.co.jp/>



Maiko Todoroki, head of Poppins Corp. COSUFI



The Nursery School implementing the Poppins approach to education POPPINS



# Nippon Life targets firms' tough-to-cut emissions

(Sponsored content)

**Hiroko Nakata**  
Contributing writer

Nippon Life Insurance Co. urges large industrial emitters to help achieve the world's carbon reduction goal in a pragmatic way, prompting them to visualize their long-term net-zero pathway through transition finance.

The country's largest life insurer released a set of guidelines on June 11 for its transition finance regarding hard-to-abate sectors, such as steel and electric power, in which it requires companies to make plans to reduce emissions of greenhouse gases to zero by 2050 in line with the goal of the Paris Agreement, the international accord adopted in 2015 to avoid catastrophic global warming. "We want to confirm the companies' commitment to the goal," Yasutoshi Miyamoto, general manager of Nippon Life's responsible investment strategy office, said in a recent interview.

Japan has struggled to accelerate the generation of renewable energy, since it has limited space for giant solar plants and its narrow, steeply sloping continental shelf makes it hard to build large offshore wind farms like those in Europe. That is why it is extremely important to help hard-to-abate industries reduce their emissions, Miyamoto said.

As of the business year to March 2024, the total amount of transition finance in the country stood at ¥800 billion (\$5.5 billion), according to the government. This form of financing kicked off in 2021, when the country released its basic policy on transition finance, and the amount grew for the following three years.

But the government estimates much more potential demand. It expects that over the next decade, both the public and private sectors will need to finance more than ¥60 trillion to finance the construction of renewable energy generators, the resumption of nuclear power



Yasutoshi Miyamoto, general manager of Nippon Life's responsible investment strategy office  
NIPPON LIFE INSURANCE CO.

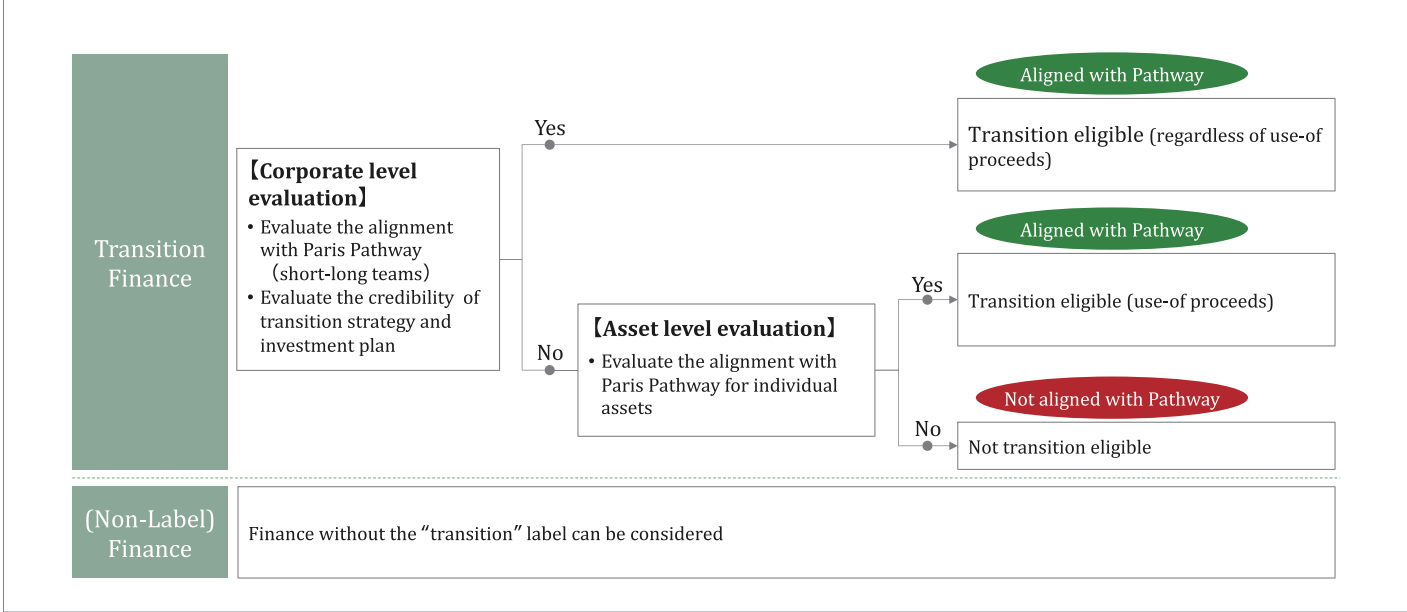
plants and the introduction of technologies for co-firing ammonia or hydrogen with coal. Nippon Life's transition finance framework shows how to evaluate emitter companies' long-term pathways to cut emissions.

There is some opposition to the use of ammonia or hydrogen among the Group of Seven industrialized nations as prolonging coal-fired power generation, which other G7 countries have pledged to shut down by 2030. Miyamoto acknowledged such criticism but said he also had received positive comments from certain financial institutions and global groups, including the nonprofit Climate Bonds Initiative, which said the framework is "a critically important contribution to investor understanding."

Under the framework, Nippon Life evalu-

ates each firm's decarbonization plan in the short, medium and long terms based on Paris Agreement scenarios to keep the global temperature rise well below 2.0 degrees Celsius since the Industrial Revolution and ideally no more than 1.5 degrees. If companywide financing is not acceptable, the insurer will decide whether to extend transition finance and bonds to an individual facility such as a generator or a furnace.

<https://www.nissay.co.jp/global/>



A flow chart of transition finance NIPPON LIFE INSURANCE CO.



Scan to learn more

# Sustainable Japan Network

Would you like to help The Japan Times tell the world about sustainable lifestyles and efforts in Japan? Join the Sustainable Japan Network, an initiative that aims to disseminate all kinds of sustainability-related information through communicating with you, our readers.

**CONTACT** [sjnetwork@japantimes.co.jp](mailto:sjnetwork@japantimes.co.jp)  
<https://sustainable.japantimes.com/sjnetwork-en>



Democrat vs. Republican

America vs. China

White vs. Black

Economy vs. Ecology

Wealth vs. Health

Urban vs. Rural

Government vs. People

Dogs vs. Cats

Coffee vs. Tea

Man vs. Woman

Monopoly vs. Share

Privacy vs. Surveillance

Politics vs. Science

Think vs. Do

Reject vs. Embrace

You vs. Me

Argument vs. Dialogue

Where there's division,  
there's an opportunity for progress.

#BeyondVS

Dialogue matters.

**thejapan times**