



Sustainable Japan Day

2025/9/18 (THU) 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.



PARTNER

Japan making progress toward achieving SDGs

Yoshimasa Hayashi
CHIEF CABINET SECRETARY

A decade has passed since the unanimous adoption of the 2030 Agenda for Sustainable Development at the United Nations General Assembly in September 2015. Over this time, many parties have made long efforts to achieve the sustainable development goals. As a result, the economic and social activities of the international community – from people’s awareness and lifestyles to industrial structures and financial flows – have undergone rapid and significant transformations.

This year, Japan conducted its third Voluntary National Review of the implementation of the agenda, four years since its last review. A prominent feature of Japan’s promotion of the SDGs is a high level of aware-

ness and engagement among multiple stakeholders. The Japan Times’ Sustainable Japan Award has contributed significantly to raising awareness and promoting the SDGs in Japan, and I extend my respect to its efforts.

The government of Japan has been supporting business initiatives focused on realizing a sustainable economy and society, with the aim of turning solutions to social issues into engines for growth as well in order to demonstrate the compatibility of growth and sustainability as a realistic path to achieving the SDGs.



Japan’s efforts in sustainable finance have been remarkable, with the balance expanding from ¥56 trillion (approximately \$500 billion) in 2016 to an estimated ¥626 trillion (\$4.12 trillion) in 2024. Furthermore, impact investments that intend to realize positive social or environmental outcomes while securing financial returns are growing.

Achieving the SDGs requires united efforts from everyone. This is a principle that Japan has consistently advocated for through the promotion of human security. To achieve an inclusive society, as expressed by the 2030 Agenda’s central promise to “leave no one behind,” it is essential that everyone everywhere makes it happen.

Additionally, vibrant international exchange and knowledge-sharing are essential to realizing the SDGs. The ongoing Expo 2025 Osaka, Kansai, Japan, with its theme of

“Designing Future Society for Our Lives,” serves as a dynamic platform for such exchanges. In these times, when the international community faces various divisions and crises, we must share hope for the future and foster solidarity and cooperation toward the SDGs.

Japan faces numerous challenges, including a declining birth rate, an aging population and a high risk of natural disasters. Accordingly, the government is engaged in concerted efforts for revitalizing regions and reducing disaster risks. Japan aims to present its approaches and insights on these challenges as a model to the international community. Japan remains resolutely committed to the realization of a sustainable economy and society and aims to play a leading role in discussions and rulemaking on international sustainability beyond 2030.

2015 年 9 月、国連総会で「持続可能な開発のための 2030 アジェンダ」が全会一致で採択されてから 10 年が経過しました。この間、世界は SDGs の達成に向けて大きく歩みを進め、人々の意識や生活様式、産業構造や金融の流れまで、国際社会全体の経済・社会活動は大きな変革を遂げました。

本年、日本は 4 年ぶりとなる 3 回目の自発的国

レビューを実施しました。日本の特徴は認知度の高さ、多様なステークホルダーが主体的に参画し、それぞれの立場から行動を進めている点にあります。

ジャパンタイムズの「サステナブル・ジャパン・アワード」は、SDGs への理解と普及に多大な貢献を果たしており、その取り組みに深く敬意を表します。政府としても、社会課題の解決を経済成長の原動力とすべく、

持続可能な経済社会を目指す企業活動を支援してまいりました。

サステナブルファイナンスは 2016 年の約 56 兆円から 2024 年には推計 626 兆円に拡大し、社会的・環境的成果と財務リターンを両立するインパクト投資も広がっています。

国際的な知見共有の場として、「大阪・関西万博」

は未来社会を共に描く大きな契機となります。日本は少子高齢化、地方創生、自然災害といった課題にも直面していますが、これらの経験を国際社会と分かち合い、持続可能な未来のモデルを提示してまいります。

日本は今後も、持続可能な経済社会の実現に向け、2030 年以降も国際社会を力強く牽引していく決意です。

Winners of the Sustainable Japan Award in the ESG category

Sustainable Japan Grand Prize

Hankyu Hanshin Holdings, Inc.

Yasuo Shimada

PRESIDENT AND REPRESENTATIVE
DIRECTOR, GROUP CEO

The Hankyu Hanshin Holdings Group operates a diverse range of businesses, including urban transportation centered on Hankyu Railway and Hanshin Electric Railway, real estate (residential, office, commercial facilities, hotels), entertainment such as the Hanshin Tigers baseball team and the Takarazuka Revue, as well as information and communications, travel and international logistics. Our mission is to support and enrich people's lives creating com-



この度は、栄えある賞をいただき、大変光栄に存じます。当社グループは、100 年以上にわたり阪急電鉄・阪神電気鉄道を中心とする都市交通事業をはじめ、不動産、エンタテインメント、情報・通信、旅行、国際輸送など、多岐にわたる事業を展開しています。私たちは、

Reason for the award:

For over a century, Hankyu Hanshin Holdings has built communities where people aspire to live, expanding from its railway business into real estate, entertainment and culture. Since 2009, the group has further underlined its role as a member of local society through the Mirai no Yume Machi

100 年以上にわたり鉄道を基盤に不動産やエンタテインメント事業を展開し、「誰もが住みたいと思えるまちづくり」を推進してきました。
2009 年 4 月からは、この地域社会の一員として歩むために社会貢献活動「阪急阪神 未来のゆめ・まち

munities where people want to live and visit. For over a century, we have built initiatives that we are committed to passing on to future generations. Guided by our 2020 Sustainability Declaration, we have set goals in decarbonization, biodiversity and resource circulation. We are enhancing transportation networks and developing environmentally friendly facilities to contribute to carbon neutrality and nature-rich urban development. Notable achievements include the 2010 opening of Settsu-shi Station, Japan's first carbon-neutral station, and the launch in 2020 of the SDGs Train, operated with 100% renewable energy. In April 2025, we became the first railway operator in Kansai to achieve carbon-neutral operation across our entire network. We are also advancing renewable energy initiatives, including installing solar panels on our facilities and utilizing corporate power

人々の暮らしを支え、豊かなライフスタイルを提案することで、誰もが住みたい・訪れたいと思えるまちづくりを進めています。2020 年に制定した『サステナビリティ宣言』のもと、脱炭素化や自然豊かなまちづくりを推進。日本初のカーボンニュートラルステーション摂津市駅、

Project, a wide-ranging social contribution initiative that fosters growth together with communities. Guided by its Sustainability Declaration, the company has set ambitious greenhouse gas reduction targets and promoted decarbonization through a shift to rail transportation and the development of environmentally conscious facilities. Landmark achievements

プロジェクト」を展開し、地域と共に成長する姿勢を明確にしてきました。『サステナビリティ宣言』のもと、GHG 排出削減目標を掲げ、鉄道へのモーダルシフトや環境配慮施設の整備など社会全体の脱炭素化に積極的に貢献しています。

Hankyu Hanshin Holdings, Inc.



HANKYU HANSHIN HOLDINGS, INC.

purchase agreements at railways, the Takarazuka Grand Theater and Hanshin Koshien Stadium. Other projects include the Hanshin Tigers' Zero Carbon Baseball Park, the first baseball stadium in Japan to receive ZEB (zero-energy building) certification, and the

実質再生可能エネルギー 100%で運行する「SDGs トレイン」、関西初となる鉄道全線カーボンニュートラル運行などを実現しました。また、自社施設への太陽光パネルの設置や、鉄道・宝塚大劇場・阪神甲子園球場でのコーポレート PPA の活用など、創エネの取組も進め

include Japan's first carbon-neutral station in the city of Settsu, the SDGs Train powered entirely by renewable energy, and Kansai's first rail network to achieve full carbon neutrality. Beyond transportation, it has introduced innovative projects such as the Zero Carbon Baseball Park for the Hanshin Tigers' farm team and the upcoming Grand Green Osaka, an urban development that integrates

日本初の「カーボンニュートラルステーション摂津市駅」や再エネ 100%で運行する「SDGs トレイン」、関西初となる鉄道全線カーボンニュートラルの達成は先駆的な成果です。さらに「ゼロカーボンベースボールパーク」や「グラングリーン大阪」開業など都市と

development of Grand Green Osaka. We will continue to pursue sustainable, environmentally conscious urban development while enhancing our corporate value. <https://www.hankyu-hanshin.co.jp/en/>

ています。さらに、初の ZEB 認証を得た「ゼロカーボンベースボールパーク」や、広大な緑地を備える「グラングリーン大阪」の開業など、環境への取組を推進。今後も、環境と共生するサステナブルな「まちづくり」と企業価値向上の両立を目指してまいります。

expansive green spaces into the city center. By linking transportation, real estate and cultural activities into a unified vision, Hankyu Hanshin has created a forward-looking model that balances corporate value with sustainable growth. Its pioneering initiatives exemplify how companies can partner with communities to build resilient and environmentally responsible urban futures.

自然の共生も体现しました。
鉄道・不動産・文化スポーツを総合的に結び付け、持続可能な社会と企業価値の両立を具現化するこの取組を、先進的な地域共生モデルとして高く評価しました。

Sustainable Japan Excellence Award

Unicharm Corporation

Takahisa Takahara

PRESIDENT & CEO

Our company provides daily necessities — primarily disposable diapers and sanitary products — supporting hygienic and safe lifestyles. In this sense, our business itself aligns with the SDGs, and the SDGs embody our corporate purpose. However, the disposal of used diapers has become a pressing global challenge, projected to account for around 7% of Japan's waste by 2030. In response, since 2015 we have been promoting horizontal recycling of used dispos-



この度は、ESG 部門優秀賞を賜りましたこと、誠に光栄に存じます。当社は紙パンツや生理用品を中心とした日用品を提供し、世の中の衛生的で安全な暮らしを支えてまいりました。当社の事業そのものが SDGs であり、SDGs 達成が当社の Purpose です。一方で、

Reason for the award:

Unicharm has demonstrated groundbreaking technology and results in the pursuit of a circular economy, becoming the first company in the world to commercialize horizontal recycling of used diapers. In 2015, it launched the cross-functional project RefF (Recycle for the Future) and the following

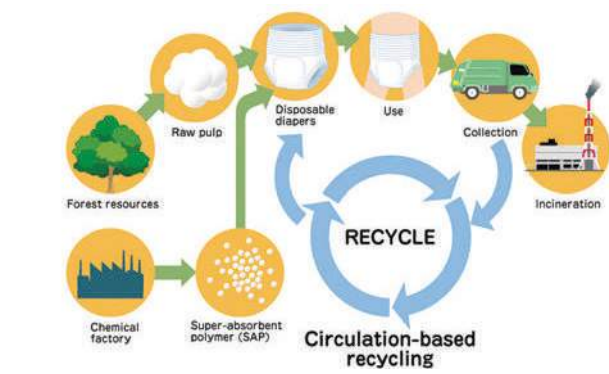
世界で初めて使用済み紙おむつの水平リサイクルを商用化するという、資源循環型社会に向けた画期的な技術と実績を示しました。
2015 年に社内横断プロジェクト「RefF (Recycle for the Future)」を立ち上げ、2016 年には鹿児島県志

able diapers as part of our vision for a circular society. This initiative, named RefF (Recycle for the Future), reflects our commitment to building a future without waste. Utilizing patented ozone-based technology, we have succeeded not only in recycling pulp — the main material — but also in regenerating plastics and superabsorbent polymers, achieving both hygiene and quality standards. Through partnerships with local governments and communities, we have established a sustainable collection and reuse system. This project goes beyond reducing environmental impact — it also aims to solve social challenges through co-creation with local stakeholders, generating new and unique value. We view this award as recognition of both our philosophy and our actions. Moving forward, we will accelerate technological inno-

使用済み紙パンツの廃棄問題は喫緊の課題であり、2030 年には国内の廃棄物の約 7% を占めると予想されています。また国際的な問題にもなっています。こうした状況を踏まえ、当社では 2015 年より、使用済み紙パンツのリサイクルプロジェクト「RefF」(リーフ)

year began pilot trials in collaboration with the city of Shibushi in Kagoshima Prefecture. By 2018, the town of Osaki also joined, enabling the establishment of a collection process with municipalities and moving the project toward social implementation. Unlike the conventional practice of incineration or landfill, Unicharm's unique ozone-based treatment technology allows for the

布志市と連携して実証実験を開始。2018 年には隣接する大崎町も参画し、自治体と協働した回収プロセスの確立など社会実装を実現しました。焼却や埋め立てが一般的な紙おむつに対し、独自のオゾン処理技術でパルプの水平リサイクルを可能にし、2022 年に



This Unicharm chart illustrates the horizontal recycling of paper diapers. © UNICHARM

vation and social implementation in collaboration with partners in Japan and abroad, sharing our Japan-born sustainable model with the world. Encouraged by this honor, we remain committed to contributing to a

を推進してまいりました。これは、“Recycle for the Future” の頭文字をつなげたもので、廃棄しない未来を実現するという志を込めた取り組みです。特許を有するオゾンを活用した新技術で、パルプ、プラスチックおよび高分子吸収材の再生にも成功し、衛生面と品

complete recycling of all materials in used diapers. In 2022, the company commercialized adult incontinence products made from recycled pulp, and to date has recycled 5.46 million diapers. Full recycling is scheduled to be achieved by 2025. Looking ahead, Unicharm aims to expand the initiative to 10 municipalities across Japan by 2030, with ambitions for global deploy-

は再生パルプを用いた大人用紙パンツを事業化。これまでに 546 万枚を再資源化し、2025 年にはすべての素材をリサイクルする技術を確立しました。さらに 2030 年までに国内 10 自治体、将来的には世界展開を視野に入れており、日本発の革新モデルを国際社会

sustainable future with as many people as possible. <https://www.unicharm.co.jp/en/home.html>

質の両立を実現しました。さらに、自治体や地域住民との連携により、持続可能な回収・再利用の仕組みも同時並行で構築しました。今後も国内外のパートナーと連携し、技術革新と社会実装を加速させ、日本発のサステナブルモデルとして世界へ発信してまいります。

ment. By linking technological innovation to practical implementation, Unicharm has created a pioneering model that not only addresses Japan's waste challenges but also offers a significant contribution to solving a global environmental issue. Its leadership in circular business practices carries high international relevance and impact.

に示すことで、廃棄物問題という地球規模課題の解決に大きく寄与する可能性を持ちます。
技術革新を社会実装へと結びつけ、循環型ビジネスモデルの先導者として国際的にも高い意義を持つ点を評価しました。

Winners of the Sustainable Japan Award in the ESG category

Sustainable Japan Excellence Award

GLIN Impact Capital

Masato Nakamura, Masahiro Hata
FOUNDING PARTNERS

Since our founding in 2020, GLIN Impact Capital has pursued the vision of “a society where social challenges are autonomously solved alongside economic growth.” Our activities are built upon two pillars.

The first is impact investing in startups tackling pressing issues such as climate change and the environment, health care and social inclusion.

The second is providing sustainability management and impact consulting services to corporations and financial institutions. In parallel, we have devoted significant efforts to fostering the broader impact finance ecosystem in Japan.

Through these initiatives, we aim to accel-

この度は優秀賞という栄誉ある賞を賜り、心より御礼申し上げます。私たちが掲げる理念と、これまで積み重ねてきた歩みをご評価いただいた証であり、大変光栄に存じます。私たちは、「経済成長と共に自律的に社会課題が解決される社会の実現」をビジョンに掲

Reason for the award:

Since its founding in 2020, GLIN Impact Capital has positioned itself at the forefront of Japan's impact finance, guided by the vision of creating a society where economic growth and the resolution of social issues advance together. Combining impact investment with consulting, the firm supports the growth of

GLIN Impact Capital は、2020 年の創業以来、「経済成長と共に自律的に社会課題が解決される社会」の実現を掲げ、日本のインパクトファイナンスを牽引してきました。

インパクト投資とコンサルティングを両輪とし、気

erate the growth of impact finance, support businesses that view social issues as opportunities and help them address those issues through the power of their operations. We believe this is the pathway to a society where sustainable growth and the resolution of societal challenges can coexist. This award serves as a milestone and a powerful encouragement, reinforcing our commitment to realizing this vision.

Looking ahead, we will continue to leverage our expertise, insights and networks to work alongside stakeholders in advancing impact finance and generating positive societal impact through business. In doing so, we remain committed to contributing — however modestly — to building a more sustainable global society.

<https://glinimpact.com/en>

げ、2020 年の創業以来、2 つの事業を柱として展開してまいりました。ひとつは、気候変動・環境、ヘルスケア、社会的包摂などの課題解決に挑むスタートアップへのインパクト投資事業。もうひとつは、企業や金融機関に対するサステナブル経営・インパクトコンサル

companies addressing critical challenges such as climate change, health care and social inclusion.

Its investment focus lies in mid- to later-stage enterprises in Japan and abroad, particularly those tackling sustainable living environments and human well-being. Beyond providing capital, GLIN enhances corporate value by introducing global ESG best prac-

候変動、ヘルスケア、社会的包摂といった課題に取り組む企業の成長を支援。特に持続可能な生活環境や人々のウェルビーイング向上をテーマに、国内外のミドル・レイターステージ企業へ投資を行い、グローバル基準のインパクト/ESG 施策や人材・投資家ネット



From left: Masato Nakamura and Masahiro Hata, founding partners of GLIN

ティング事業です。さらに、重要な取り組みとしてインパクトファイナンスのエコシステム発展にも力を注いでまいりました。これらの活動を通じ、インパクトファイナンスの発展を促し、事業の力で社会課題の解決を目指す企業の挑戦を後押しすることで、持続的な成長と

tices and connecting firms with top-tier talent and investor networks.

The firm's influence extends beyond portfolio companies. By serving on committees for Japan's Financial Services Agency and Ministry of the Environment, GLIN has contributed to guideline development and market formation, strengthening the country's impact finance ecosystem. Internationally, its

ワークの提供を通じて企業価値を高めています。さらに金融庁や環境省の委員を歴任し、ガイドライン策定や市場形成に寄与するなど、国内外でのエコシステム構築にも尽力しました。

その姿勢は国際的にも注目され、世界最大のインパ

GLIN
IMPACT CAPITAL



GLIN IMPACT CAPITAL

課題解決が両立する社会の実現を目指しています。

今後もインパクトファイナンスの更なる発展と、事業を通じた社会的インパクトの創出に取り組んでまいります。そして、よりサステナブルなグローバル社会の実現に、微力ながらも貢献し続けてまいります。

leadership has been recognized at major forums, including the GLIN Impact Forum, and its work has been adopted as a case study at Harvard Business School.

Balancing business results with institutional design, GLIN Impact Capital exemplifies a pioneering model from Japan, setting a global benchmark for how finance can drive sustainable and inclusive growth.

クト投資フォーラム等で発信を重ね、ハーバード・ビジネススクールの教材にも採用されるなど、海外からも高い評価を獲得。

事業成果と制度設計の両面で市場を牽引し、日本発の先駆的モデルとして高く評価されました。

Sustainable Japan Special Award

Health and Global Policy Institute (HGPI)



Ryoji Noritake
CHAIR

Founded in 2004, HGPI is a nonprofit, independent and nonpartisan think tank dedicated to advancing “citizen-centered health care policy.” By bringing together insights from diverse stakeholders, we have worked to develop evidence-based policy proposals. We believe this award recognizes our innovative ESG and SDG initiatives, particularly those deemed worthy of sharing globally as a model from Japan.

Since fiscal year 2022, our Planetary



この度は、光栄にも審査員特別賞を賜り、心より感謝申し上げます。日本医療政策機構（HGPI）は 2004 年設立の非営利・独立・超党派シンクタンクとして、「市民主体の医療政策」実現に向け、マルチステークホルダーの知見を結集し、政策提言を行ってまいりました。

Reason for the award:

Founded in 2004, the Health and Global Policy Institute (HGPI) is a nonprofit, independent and nonpartisan think tank dedicated to advancing “citizen-centered health care policy.” By convening diverse stakeholders in a neutral forum, it has consistently generated impactful policy proposals.

2004 年に設立された非営利・独立・超党派の医療政策シンクタンクとして、「市民主体の医療政策」を掲げ、中立的に幅広いステークホルダーを結集してきました。

特に 2022 年度に開始したブラネタリーヘルスブ

Health Project has sought to integrate environmental and human health perspectives. Our efforts include contributing to reform of nursing education, making policy recommendations reflected in government reports and participating in the WHO Alliance for Transformative Action on Climate and Health (ATACH) to both support and accelerate governmental action. Additionally, we facilitated Japan's first membership in the Global Green and Healthy Hospitals (GGHH) network, an international initiative that considers health care facilities' environmental impact — offering Japan a new lens to view health in the context of the entire planet.

At HGPI, each member works not as a specialist in a single field, but as a facilitator to convene multistakeholder discussions among representatives from government, academia, industry and civil society. Through

本受賞は、ESG/SDGs 活動における取り組みの中で「日本の取り組みとして世界に伝えるべきもの」としてご評価いただけたと確信しております。2022 年度からの「ブラネタリーヘルスプロジェクト」は、環境と人間の健康を統合的に捉える試みです。これまで、看護学教育や

Among its most pioneering initiatives is the Planetary Health Project, launched in 2022, which integrates health care and environmental sustainability to contribute to both ESG and SDGs agendas. The project has influenced national reforms by proposing new components for the nursing education curriculum and contributing perspectives to Japan's Basic Environment Plan. Internationally, HGPI

ロジェクトは、医療と環境を統合的に捉え、ESG と SDGs 双方に資する日本発の先進的取り組みです。

看護学教育モデルへの新項目提言や環境基本計画への反映を通じ制度改革を後押しし、国連気候変動枠組条約 COP26 での議論や WHO アライアンス加盟



Speakers and stakeholders gather at the close of the 2025 Global Conference on Climate and Health, reaffirming collaboration through ATACH and offering recommendations for the draft Belem Health Action Plan ahead of COP30.

open, position-free dialogue, we weave together collective wisdom and channel it into actionable policy.

Encouraged by this award, we will continue to advance health and health care poli-

cies that are both public in nature and personal in impact, striving toward a healthier, more sustainable global society.

<https://hgpi.org/en/>

政府報告書への提言を通じた制度変革に取り組むとともに、WHO の「気候変動と健康に関する変革的行動のためのアライアンス」への参画や、医療施設の地球環境への負荷を考慮する国際的な取り組み「グローバル・グリーン・アンド・ヘルシー・ホスピタルズ」への

has informed discussions at COP26 and helped pave the way for Japan's participation in the WHO Alliance on Climate and Health.

HGPI also became the first Japanese member of the Global Green and Healthy Hospitals network, advancing decarbonization in medical settings while fostering collaboration with international partners. By actively engaging with global organizations, it positions Japan's

にも寄与しました。さらに、「グローバル・グリーン・アンド・ヘルシー・ホスピタルズ（GGHH）」への国内初加盟を実現し、医療現場における脱炭素化と国際的ネットワークとの協働を促進。国内外の団体との連携を活発に進める姿勢は、日本の知見を世界に発信し、

日本初の加盟などを実現してきました。これらの活動を通じて、従来の保健医療の枠を超え、健康を社会や地球環境全体の視点から捉え直す視点を日本社会に提示しています。本受賞を励みに、健康・医療政策分野で、より良い人類社会のため一層精進してまいります。

expertise within broader international dialogues on health and sustainability.

Through its ability to unite government, academia, industry and civil society, HGPI exemplifies how collective intelligence can drive systemic change. Its work in education, policy and global collaboration offers a rare and highly valuable model for building a more sustainable society worldwide.

社会変革の一翼を担っています。

産官学界が立場を超えて集合知を紡ぎ出し、教育・制度・国際連携の各面から持続可能な社会構築に寄与するこの活動は、国際的にも希少で価値ある実践として高く評価されました。

Winners of the Sustainable Japan Award in the satoyama category

Sustainable Japan Grand Prize
Lifestyle Accent Inc.

Toshio Yamada
CEO

Factelier produces clothing in Japan and sells it both domestically and internationally. We partner with 60 factories nationwide, 90% of which are located in communities with fewer than 100,000 residents. Each visit to these factories reminds us of the beauty of local nature and the warmth of its people.

In Japan’s shrinking textile industry, sustainability has been central to our opera-



この度は、素晴らしい賞をいただきありがとうございます。ファクトリエは日本で洋服を作り、国内外に販売しています。提携する工場は全国に 60 工場あり、その 9 割が人口 10 万人未満の地域にあります。国内で減少する繊維産業において、事業を長く続けるためにも創

Reason for the award:

Factelier has pioneered a transformative model for Japan’s apparel industry through its innovative Satoyama Platform*, designed to sustain local craftsmanship while promoting fair and transparent production. By partnering directly with factories and eliminating intermediaries, the company ensures fair

ファクトリエは、日本のものづくりを支える「* 里山プラットフォーム」を実現し、持続可能なアパレル産業の新たなモデルを築きました。中間業者を介さず工場と直接提携する仕組みにより、適正価格と高品質を両立し、高い技術のある地方の工場が、下請けではなく、自らがブランド化して付加価値を得られる手助けを

tions since our founding. We aim to purchase at prices desired by our partner factories and provide work even during off-peak seasons. For customers, we ensure lasting quality through strict standards, including a 10-wash durability test.

In 2024, we collaborated with Aichi-based furniture manufacturer Karimoku to address forestry challenges by repurposing insect-damaged oak. Though unsuitable for furniture, when soaked in an iron solution the wood turns a deep black — a color created from the tannins the tree released to protect itself from insects.

The first batch of furniture upholstered with recycled denim sold out immediately, prompting additional production. Customers welcomed the project not because it was “for the planet” in a general sense, but

業時より「サステナブルであること」を心がけてまいりました。できる限り工場の希望価格で取引し、閑散期にも仕事をお渡しする。また、長く愛用していただけるよう 10 洗濯試験など品質管理を徹底しています。昨年は林業の課題を解決するため、愛知県知多郡にある

pricing and superior quality while empowering regional manufacturers to build their own brands instead of remaining subcontractors. This approach enables skilled artisans to pass down their techniques with stability, nurtures successors and creates employment opportunities for younger generations.

Equally important, Factelier shares the stories and values behind each product, cultivat-

しています。これにより職人が安定して技術を継承でき、後継者育成や若手雇用の促進にもつながっています。さらに、製品の背景にある職人の想いや物語を丁寧に伝えることで、単なる購買を超え「長く愛用する文化」を醸成しました。創業からわずか 4 年で売上 10 億円を達成。「日本発の一流ブランドを世界へ」という



because it offered a truly special, one-of-a-kind product.

We will continue to cross industry boundaries to create items that delight customers

木工家具メーカーであるカリモク家具さんと虫食いナラ材の有効活用を目指して家具を作りました。家具として使用できなくなったナラ材も、鉄の溶剤につけると黒く染まります。この特徴的な色味のリサイクルデニムを張り地にした初回ロット分はすぐ完売し、急ぎよ追加生産

ing a culture in which clothing is not simply purchased but cherished for the long term. Within just four years of its founding, the company achieved sales of ¥1 billion while continuing to pursue its vision of bringing world-class Japanese brands to global markets.

Factelier’s commitment extends well beyond commerce. By fostering pride among

理念を掲げ、海外展開にも挑戦。職人の誇りを守りつつ顧客との共感を生み出す姿勢は、単なるビジネスを超えて地域社会の持続可能性に寄与しています。生産者と消費者を直接結ぶこの仕組みが、日本の伝統産業を未来へとつなぐ革新的かつ国際的な価値を持つモデルであると高く評価しました。

FACTELIER

Atago, the sportswear factory in Fukui Prefecture behind the best-selling Air Blouson. Every product is crafted hand-in-hand with the factory.
LIFESTYLE ACCENT INC.

while fostering sustainable environments in communities across Japan.

.....
<http://www.lifestyleaccent.co.jp/>

を決定。「地球のために」と言っても購入いただけませんが、「特別な一品」ということで喜んでいただけたのではないかと思います。これからもお客様に喜んでいただける商品を産業の垣根を越えてチャレンジすることで、各地にサステナブルな環境を作っていきたいと思います。

artisans and forging emotional connections with customers, it contributes to the vitality of regional communities. By directly linking producers and consumers, the company has created an innovative and internationally significant model — one that preserves Japan’s traditional industries while offering a forward-looking blueprint for sustainable business worldwide.

* This is not the traditional subcontracting model of upstream and downstream hierarchies, but a single-platform model that organically connects companies and producers nationwide in mutually beneficial ways.

Sustainable Japan Excellence Award
Nakagawa Co., Ltd.

Takashi Tanaka
PRESIDENT

The origins of our work trace back to our founder, Masaya Nakagawa, who, while working as a company employee, was once asked by his 3-year-old son to “play together.” Seeking a career that would allow him to cherish time with his child, Nakagawa turned to forestry. Guided by the principle that “nurturing forests is nurturing people,” and with the vision of reducing abandoned planting sites in Wakayama Prefecture to zero, he launched the company in August 2016, pioneering a



この度は、大変素晴らしい賞をいただき心より感謝申し上げます。活動の原点は、創業者である中川雅也が会社員の頃、その当時 3 歳の息子に「遊んで欲しい」と言われ、子供との時間を大切にしながら働くことができる仕事を模索したことです。子供たちやその次の

Reason for the award:

Nakagawa Co. Ltd., founded in 2016 in the Wakayama Prefecture city of Tanabe, has reimagined forestry with its pioneering concept of “forestry without cutting trees.” The company has built a new model of sustainable forest management through a wide range of initiatives: producing its own seedlings, intro-

株式会社中川は、「木を伐らない林業」という発想転換によって、持続可能な森林管理の新しいモデルを構築しました。2016 年の創業以来、和歌山県田辺市を拠点に、自家苗木の生産、獣害対策、大型ドローンの導入によ

model of forestry that focuses on forest cultivation without logging.

Facing a nationwide shortage of forestry workers, we introduced large drones to reduce the labor required for transportation and improve safety, enabling the employment of women and creating a more inclusive and attractive work environment. By hiring many newcomers, including those relocating from other regions, we have contributed to local revitalization.

We also collaborate with local children, disability employment centers and small businesses to grow seedlings from acorns collected by children. These locally grown broad-leaf trees are planted to minimize the risk of genetic disturbance, restore *satoyama* landscapes, promote coexistence with wildlife, and — after 30 years — serve as raw material for Kishu Binchotan charcoal. Additional ben-

世代も住み続けることが出来るまちづくりのために、社訓は「育林は育人」。「和歌山県内の植栽放棄地をゼロにする」をビジョンに「木を伐らない林業」を提唱し、2016 年 8 月に創業、育林に特化した林業を行っています。林業界では担い手不足が課題です。そこで大型ド

ducing large drones to improve efficiency and safety, implementing measures against wildlife damage and creating employment opportunities for women.

One of its most notable projects involves children collecting acorns, which are grown into seedlings and planted in collaboration with local disability facilities — an approach that exemplifies a community co-creation

る省力化・安全性向上、女性雇用の創出など、多角的な取り組みを展開。地域の子どもたちが集めたどんぐりを苗木として育て、障害者施設と連携して植林を進める仕組みは、地域共創型モデルとして高く評価されます。さらに、花粉症対策や CO₂固定など環境面



efits include local economic circulation, allergy prevention and carbon sequestration.

Inspired by this award, we will continue to break away from conventional forestry, expand opportunities in primary industries,

ローンを開発・導入し、作業の省力化と安全性の向上を図ることで女性の雇用を推進するなど、働きやすい環境を整えています。さらに、移住者を積極的に雇用し、林業を通じて豊かなまちづくりに取り組んでいます。また、地域の子供達が拾ったどんぐりを活用した苗木づく

model. Beyond social impact, the initiative offers significant environmental benefits, from mitigating pollen allergies to fixing CO₂. The broadleaf trees planted will eventually serve as raw material for traditional Kishu Binchotan charcoal, ensuring continuity of local industry over the long term.

Nakagawa’s model is already inspiring similar ventures nationwide, shifting forestry’s

での効果に加え、広葉樹は将来、紀州備長炭の原木として地場産業を支えるという長期的な視点も持ち合わせています。同社の仕組みを基盤に全国で新たな事業者が誕生するなど波及効果も大きく、林業における価値観を経済的リターンから環境的価値へと転換さ

create jobs, restore satoyama ecosystems, preserve native species and sustain biodiversity for future generations.

.....
<https://nakagawa-forestry.com/>

りを、地域の障がい者雇用施設や中小企業と連携して行っています。今回の受賞を励みに、従業員と共に希望に満ちた第一次産業の可能性を広め、林業の既存概念にとらわれることなく、雇用創出、里山再生、郷土樹種の保全、生物多様性を持続可能にしています。

value system from purely economic returns to environmental and social value. Its open stance — creating employment, welcoming diverse talent and fostering a virtuous cycle where “people attract people” — demonstrates how forestry can become both innovative and inclusive. As a Japanese-born model, it offers important lessons for building more sustainable societies worldwide.

せる先駆的事例となっています。雇用創出や多様な人材の参画、そして「人が人を呼ぶ」循環を生み出す開かれた姿勢に注目しました。日本発の革新的な林業モデルとして、持続可能な社会づくりに大きな示唆を与えています。



Winners of the Sustainable Japan Award in the satoyama category

Sustainable Japan Excellence Award

Yamaroku Shoyu Co., Ltd.

Yasuo Yamamoto
PRESIDENT

We are honored to receive the Excellence Award in the satoyama category of the Sustainable Japan Award for our Kioke Craftsmen Revival Project.



Kioke — large wooden vats once indispensable to traditional soy sauce brewing — were a familiar sight in breweries across Japan for centuries. Made from Japanese cedar and bound with bamboo hoops, these vats imparted subtle aromas and flavors that cannot be replicated by modern steel tanks. However, as the brewing industry shifted toward cheaper, more

このたびは、Sustainblu Japan Award の Satoyama 部門において、私たち「木桶職人復活プロジェクト」が優秀賞という名誉ある賞をいただき、心より感謝申し上げます。

日本の伝統的な醤油づくりに欠かせない「木桶」は、

Reason for the award:

Yamaroku Shoyu has played a vital role in preserving the centuries-old tradition of wooden barrel fermentation, safeguarding both Japan's culinary heritage and its artisanal techniques. Under the leadership of fifth-generation brewer Yasuo Yamamoto, the Kioke Craftsmen Revival Project was

ヤマロク醤油は、数百年にわたり受け継がれてきた木桶仕込み文化を守り、日本の食文化と伝統技術の持続可能性に大きく寄与しています。

五代目・山本康夫氏が立ち上げた「木桶職人復活プロジェクト」は、途絶えかけていた木桶づくりを再興

efficient tank production in the mid-20th century, the use of kioke rapidly declined. Today, they account for only about 1% of soy sauce production in Japan. Compounding this decline, the number of skilled craftsmen capable of making and repairing these vats has dwindled sharply, with most now in their 70s or 80s.

Recognizing this as a cultural and culinary crisis, we have joined forces with breweries, artisans and supporters nationwide to train new craftsmen, pass down traditional vat-making techniques and share the appeal of kioke brewing with audiences both in Japan and overseas. In the spirit of preserving true tradition through industrywide cooperation beyond regional borders, even competing companies have collaborated on this forward-looking initiative.

We see this award as an acknowledgment that our work helps sustain not only a craft,

かつて全国に広く普及していましたが、現在では国内の流通量のわずか1%を占めるのみとなりました。その背景には、安価で効率的なタンク仕込みへの移行や、木桶を製造・修繕できる職人の高齢化・減少があります。私たちはこの危機感を共有する仲間たちと

launched to rescue the nearly vanished craft of barrel-making. Using domestically sourced materials such as Yoshino cedar from Nara, the initiative has brought together master artisans, students and residents of the island of Shodoshima to rebuild barrels and pass down essential skills to future generations.

Wooden barrels are not only vessels but living environments that nurture unique

させる画期的な試みであり、奈良県吉野杉など国産材を用いた新桶づくりを小豆島で進め、職人や学生、地域住民まで多様な人々を巻き込みながら技術と人材の継承を実現しました。

木桶は微生物環境を活かし、唯一無二の深い味わ



but also the natural environment, local communities and Japan's culinary heritage. We will continue to walk alongside the kioke makers so that future generations — our children and grandchildren — can inherit this

もに、職人の育成、桶づくりの技術継承、そして木桶仕込みの魅力を国内外へ発信する活動を続けてまいりました。「産地の枠を超えて、業界が力を合わせなければ本物の伝統は残せない」という強い思いのもと、競合であっても手を取り合い、未来を見据えたプ

microbial ecosystems, producing soy sauce with unmatched depth of flavor while supporting broader fermentation traditions, including miso and vinegar. To raise awareness, Yamaroku also organizes the Kioke Fermentation Culture Summit in cities nationwide, expanding recognition beyond Shodoshima.

Despite fierce price competition in the soy

いを生み出すことで醤油をはじめ味噌や酢など発酵文化全体を支えています。さらに「木桶による発酵文化サミット」を全国各地で開催し、木桶醤油の認知度を高める活動も積極的に展開。国内外の研究者や食文化関係者も注目し、木桶文化を未来へつなぐ動き

authentic tradition.

We extend our deepest gratitude to all who have supported our journey.

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<https://yama-roku.net/en>

ロジェクトとして取り組んでいます。この受賞は、私たちの活動が地域の自然と文化、そして持続可能な未来に寄与しているという評価であると受け止めております。今後も子や孫の世代に、この「本物」を残していけるよう、木桶とともに歩み続けてまいります。

sauce market, the company continues to emphasize quality and cultivate loyal fans, seeking to expand the niche market for barrel-fermented soy sauce. Yamaroku's efforts represent more than preservation — they embody a forward-looking revival that blends tradition with contemporary innovation, offering a model of sustainability and cultural resilience that resonates far beyond Japan.

が広がっています。価格競争の厳しい市場においても品質向上とファンづくりを進め、市場規模を拡大しようと挑戦を続けています。伝統を守るだけでなく、現代的な広がりや国際的な市場拡大の可能性を伴った取り組みを高く評価しました。

Sustainable Japan Special Award

Necchu Gakuen, GIA

Kazufu Hotta
CHAIR

The General Incorporated Association Necchu Gakuen began in 2015 with the revitalization of a closed school building in Takahata, Yamagata Prefecture.



The idea was to create a learning space for adults — Necchu Elementary School — bringing together volunteer teachers from various fields.

Today, the Necchu School project has since expanded to 16 locations; 15 across Japan and one in Seattle, with 350 volunteer instructors and about 1,000 students.

「地方創生」に取り組んで10年目に素敵な賞を賜り、大変感動しています。一般社団法人熱中学園は、2015年に山形県高島町で廃校を再生し、周辺の大人を集めて学びの場を作ろうと始めました。「熱中小学校」は現在、全国15か所と米国シアトルに拠点を持ち、各界

Reason for the award:

Launched in 2015 with government revitalization grants, the Necchu School project has since expanded to 16 locations, totaling 15 across Japan and one in Seattle. It presents a pioneering model that fuses lifelong learning with regional revitalization, addressing social issues such as depopulation and the closure

2015年には地方創生交付金を活用してプロジェクトを開始し、現在までに国内15地域と米国シアトルを含む16地域で展開。リスキリングや人材育成、起業支援や移住促進を実現し、教育と地域振興を融合させた先進モデルです。少子化で廃校となった校舎を

Our motto is “See the world again through the eyes of a 7-year-old.” Each school is operated independently by people engaged in their local community, encouraging participants to rediscover curiosity and reimagine life in regional areas.

Despite our efforts, the concentrations of population and opportunity in Tokyo have not changed, prompting us to seek new ways to connect urban and rural areas. In September 2023, we launched Shoku no Necchu Elementary School (“School of Food”) in Tokyo, led by Principal Kotaro Kashiwabara, to link urban consumers with rural producers through shared learning.

Each six-month term enrolls about 100 students, and monthly lectures feature guest teachers from rural areas, including the Noto Peninsula.

Students also join unique tours visiting

のボランティア講師350人のもと、約1,000人が学んでいます。「もういちど7歳の目で世界を」が合言葉です。特徴は、自主独立の精神で運営する大人の学び舎であることです。目的は「7歳の目」、すなわち好奇心に満ちた気持ちに立ち返り、地方での生き方を考えること

of rural schools.

By transforming former school buildings into hubs of education and community, Necchu School creates spaces where people of different generations and professions — from business leaders and farmers to homemakers — learn and interact. These encounters often spark new businesses, projects and collaborations. The schools, spread from Hok-

再生し、多世代・多職種が交流する学びと地域再生の場を構築。異業種・異世代の出会いから新たな事業や活動が生まれています。さらに北海道から九州まで広がる分校は、地域ごとの特色を活かしつつ理念を共有し、「* 里山プラットフォーム」として展開。地域



local producers and chefs — 34 tours to 24 municipalities so far — designed to foster mutual understanding between consumers and producers. Encouraged by this award, we plan to expand our activities beyond Japan,

にあります。しかし、この10年で東京一極集中は変わらず、首都圏と地方の人々が交流しながら学び合う仕組みが必要だと考えました。そこで「食」をテーマに、2023年9月東京に「食の熱中小学校」（校長：柏原光太郎）を開校。現在は第4期で約100人が在籍してい

kaido to Kyushu, operate independently while sharing a unifying philosophy, forming a “satoyama platform*” that strengthens regional identity and cultural expression.

Incorporating local traditions and products into programs, the initiative also helps external participants engage with the distinct charm of each region. This approach ensures the schools are not only centers of learning

資源や文化の発信力を高めています。地域の文化や特産品を取り入れることで、外部からの参加者にも地域の魅力を伝え。人と地域をつなぎ直す“社会教育＋地域再生”モデルであり、持続可能な地域づくりに資する取り組みとして高く評価されました。

starting with Seattle, to connect regional communities with metropolitan and overseas audiences.

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<https://necchu-shogakkou.com/>

ます。毎月1回の座学では、能登半島を含む各地から講師を招いています。さらに、地方の生産者やシェフを訪問するツアーも実施しており、これまでに24自治体で延べ34回のユニークな企画を行ってきました。今後は米国シアトルを皮切りに海外でも活動して参ります。

but also catalysts for solving local issues and generating new opportunities.

By reconnecting people with place and weaving education into community-building, Necchu School represents a unique model of social education plus regional regeneration. Its success offers valuable lessons in sustainable development for both Japan and the world.

* These are companies or organizations that develop adaptable prototypes as the foundation of their activities, providing a framework that can be applied and expanded flexibly across multiple sites.



A graduation ceremony of the Takahata Necchu Elementary School in Yamagata Prefecture
© NECCHU GAKUEN, GIA

thejapan times

Sustainable Japan Award

2025

Sustainable Japan Award 2025 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.

株式会社ジャパントイムズは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。ジャパントイムズは年に一度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

Hankyu Hanshin Holdings, Inc.

Hankyu Hanshin Holdings, Inc.

Sustainable Japan satoyama Grand Prize

● **FACTELIER**

Lifestyle Accent Inc.

Sustainable Japan ESG Excellence Award



Unicharm Corporation



Nakagawa Co., Ltd.



GLIN Impact Capital



Yamaroku Shoyu Co., Ltd

Sustainable Japan ESG Special Award



Health and Global Policy Institute (HGPI)



Necchu Gakuen, GIA

Sustainable Japan Award panel of judges



Michiyo Morisawa
PRI senior lead, Japan Times ESG Consortium chair



Naonori Kimura
Managing director, Industrial Growth Platform, Inc., Japan Times ESG Consortium adviser



Ken Shibusawa
Chairman of the Commons Investment Trust, Japan Times ESG Consortium adviser



Takatoshi Kato
International Financial Information Center adviser, Japan Times ESG Consortium adviser



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



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



Kyosuke Inoue
Suke Juku representative, TV producer and writer, Japan Times Satoyama Consortium adviser



Poppins Corp.
PARTNER

Sustainable Japan Day 2025

2025/9/18 (Thu) 13:00-18:00, reception 18:30-20:00

Location: The International House of Japan

Advance registration required. Reception fee: ¥10,000 (tax included)

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 satoyama 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7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、ESG 部門、Satoyama 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、個人をなどを審査し、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。

PROGRAM

Language: Japanese

13:00 Opening

Greeting from the organizer
Greetings from guests of honor
Award ceremony
ESG panel session
Break
Satoyama panel session
Special dialogue

17:50 Closing remarks

18:30 Reception

*The program is subject to change without notice.



Scan for details
and registration.

ESG PANEL SESSION



Moderator
Michiyo Morisawa
PRI senior lead, Japan Times ESG
Consortium chair



Panelist
Yukiko Sagara
Group planning division
General manager, corporate
sustainability department
Hankyu Hanshin Holdings, Inc.



Panelist
Tsutomu Kido
Senior executive officer,
Unicharm Corporation



Panelist
Masahiro Hata
Founding Partner, GLIN Impact
Capital



Panelist
Ryoji Noritake
Chair, Health and Global Policy
Institute (HGPI)

SATOYAMA PANEL SESSION



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



Panelist
Toshio Yamada
CEO, Lifestyle Accent Inc.



Panelist
Takashi Tanaka
President, Nakagawa Co., Ltd.



Panelist
Yasuo Yamamoto
President, Yamaroku Shoyu Co., Ltd.



Panelist
Kazufu Hotta
Chair, Necchu Gakuen, GIA



The Sustainable Japan Day 2024 award ceremony



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



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 FUJII OIL HOLDINGS INC.



Brewers produce sake using traditional methods at Obata Sake Brewery.

ESG Grand Prize winner



FUJII 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



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For more information on 2021 winners

Grand Prize winner



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

ESG Excellence Award winner



ESG Excellence Award winner



ESG Special Award winner



ESG Special Award winner



Satoyama Excellence Award winner



Satoyama Excellence Award winner



Satoyama Excellence Award winner



Satoyama Special Award winner



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For more information on 2022 winners



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

ESG Grand Prize winner



ESG Excellence Award winner



ESG Excellence Award winner



ESG:Excellence Award winner



JAPAN CLEAN OCEAN MATERIAL ALLIANCE

Satoyama Grand Prize winner



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



For more information on 2023 winners

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.

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SASUE MAEDA FISH STORE CO. LTD.

Poppins supports working women in every stage of life

(Sponsored content)



Maiko Muraoka
Contributing writer

For 38 years, Poppins Corp. has provided services that support women at every stage of their lives and careers, from babysitting to elder care. In its EduCare business, which provides child care at 325 locations nationwide, Poppins pursues its own theory of child care, with a strong focus on research and training for staff. Poppins has also expanded into pet care and services for preventing infertility. A common thread running through all of these businesses is a focus on solving social issues.

When Poppins went public in 2020, it branded its IPO as an "SDGs-IPO" with two main goals. The first was to show its shareholders and the public that solving social issues can be a driving force for business. The second was to elevate the social standing of essential workers to help them take pride in their work. "We need a social structure where sustainability generates profit," said Maiko Todoroki, the company's president and CEO.

Five years on, Todoroki said Poppins has been able to visualize the impact its business has had on society and establish itself in the market as a company with a mission of supporting working women.

In 2018, Todoroki took over as the company's representative from her mother, founder Noriko Nakamura. Todoroki said Poppins has moved past its startup phase and is now entering a period where it must be nurtured by the strength of its entire team. She has positioned 2024 as the first year of the company's new phase and is working to instill and implement reforms to manage the company as a team as it

approaches its 40th anniversary. The roots of this idea can be traced back to Todoroki's childhood. Having moved to the U.K. on her own to study at the age of 12, she learned early on that "it is impossible to do everything on your own. Everyone has their own limits, and you need to figure out how to reach your destination by cooperating with others."

This mindset made her add "listen" to the three qualities of a leader that the founder had emphasized — "decide, stay resolute, and never falter" — to create a new leadership philosophy: "decide, stay resolute, and never falter." This emphasis on listening is the core of the company's "employee-first" approach, which has become the central policy for the company's various initiatives since 2024.

Todoroki said Poppins' unwavering commitment to being "client-first" from its founding was instrumental in establishing its current position — especially during a time when that was the very definition of the service industry. Yet she also felt a growing contradiction: The more the company dedicated itself to supporting working women with a client-first spirit, the more exhausted its own female employees became. "The majority of our employees are women. To support working women, I felt that our first priority should be on making our own employees happy," she said.

Todoroki visits various workplaces within the company herself and listens to the people who work there. She also hosts dinners with randomly invited employees. These opportunities help build closer relationships with employees and create an environment where they feel comfortable sharing their thoughts. The opinions they



President Maiko Todoroki exchanges views with staff at a Poppins nursery school. POPPINS

express are then shared within the company and used to drive internal reforms, such as updating the welfare system from one that was originally designed to fit a male-dominated society to one that places greater emphasis on diversity and inclusivity.

Improvement of the workplace environment, including systems is scheduled to commemorate the company's 40th anniversary, and an employee-led project has been launched to incorporate their opinions on various aspects, such as the programs to enhance the workers' well-being.

"I believe that when you are happy and your family is happy, you can then pay it forward to society," Todoroki said. As she considers how to "pay it forward" in ways that society truly needs, she envisions expanding Poppins' services beyond supporting different life stages. She believes the company can develop services that

help create and enrich the "colors" of people's lives.

For example, Todoroki said there is still much to be done to help people plan their lives in their senior years in today's "100-year life" era. "I often hear stories of people who have spent their lives trying new things and worked hard, only to suddenly find themselves with nothing to do after retirement," she said. "It would be wonderful to help them extend their healthy life span while creating new excitement and challenges in their daily lives, ultimately improving their quality of life."

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

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Dialogue matters.

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