

2015

Fifteen years at the interface
of media and corporate action for sustainability

15 ANNIVERSARY **EMF** Nikkei BP
Eco Management Forum



An invitation to take action
to better understand and advance corporate sustainability



Celebrating our 15th year with our partners in sustainable management

The **Nikkei BP Eco Management Forum** currently comprises about 140 corporations, organizations, and prefectural and municipal entities that have an active concern for the health of our planet and the sustainability of economic activities. Nikkei Business Publications serves as the forum's secretariat, assisting forum members with CSR communications and promoting learning and engagement through our publications, online media, and seminars. EMF members also receive the results of an annual survey on branding and environmental values.

Nikkei Business Publications, Inc. (Nikkei BP) is the publishing arm of Nikkei Inc., publisher of Japan's foremost business daily and the Nikkei Average and other indexes.

The EMF's core activities:

Core activity ①

Assist our partner organizations with **external communications**

[Read more](#)

Reach target audiences effectively through Nikkei BP media such as Nikkei Ecology, *ecomom*, and Nikkei Business Online. Make full use of both articles and ads to share information on activities, invite participation, and communicate your organization's values.

Core activity ②

Opportunities for our partner organizations to **gather information**

[Read more](#)

We help our partners build the knowledge they need for effective policies and programs on environmental issues and CSR through seminars, workshops, and symposiums. Our seminars can be viewed on streaming video platforms such as Ustream or as webcasts. We also organize tours of facilities that employ cutting-edge technologies.

Core activity ③

Analysis of the data from our survey on branding and perceptions

[Read more](#)

Our partner organizations receive in-depth analyses and all of the data gathered through our annual Eco-brand Survey. Responses from approximately 20,000 consumers and businesspeople help in the evaluation of corporate activities and communications, and play a vital role in forward planning.

Core themes for 2015

ISO14001

Revisions taking effect in 2015; corporate compliance

Energy issues in Japan

Feed-in-tariff reform, renewables, and liberalization of the electricity market

Global warming

Outlook for COP negotiations; climate risks

Waste management and recycling

Pending revisions in Japanese regulations and laws

Biodiversity and natural capital

Outlook for COP negotiations; management issues relating to natural resources and ecosystem services

Looking forward as we celebrate 15 years



Kohei Osada

Representative,
Nikkei BP Eco Management Forum
President,
Nikkei Business Publications, Inc.

The Nikkei BP Eco Management Forum was launched 15 years ago this May with the goal of incorporating sustainability into corporate values. The EMF has grown to about 140 companies and others who share this mission, making us a unique organization that promotes private sector engagement in this important area.

Over these 15 years, sustainability initiatives have expanded in scope—they began with action by individual corporations to reduce their environmental impact, and have since grown to encompass Corporate Social Responsibility and governance. Collectively, our efforts still fall short, and concern over the current social inequities, depletion and degradation is reflected in the momentum among member states of the United Nations to develop sustainable development goals (SDGs), which may be adopted by the UN General Assembly as early as this September.

A working group proposal available to the public since July 2014 lists 17 development objectives relating to sustainable production, sustainable consumption, and accountability. As participants seek to define this new development paradigm, businesses and industry need to recognize both the responsibility they share for achieving these goals and the imperative to engage in a way that reflects the values they represent.

The secretariat for the Nikkei BP Eco Management Forum, together with the editors of Nikkei Ecology, are working to stay abreast of ongoing dialogues and deliver to our members useful, actionable information. We also plan to deploy the various online and print media of Nikkei Business Publications, and utilize our networks and resources to help our partner organizations communicate with their stakeholders and the wider public.

The values of sustainability and social responsibility correlate to enterprise value for each organization. We look forward to your participation.

Goals for 2015

Globalize our communications:

We aim to increase recognition of the Eco Management Forum by expanding outbound communications in English on our activities, publishing insights from our eco-brand survey, and participating in industry events and symposiums attended by corporations and organizations from outside Japan.

More opportunities for exchange with key people in international organizations, including nonprofits and NGOs:

We will create new opportunities for face-to-face discussions with influential people active in international groups that include nonprofits and non-governmental organizations—people who may not be available to meet with a single company or organization in Japan.

Incorporate perspectives and news on social issues such as workforce diversity and opportunities for women:

We will examine corporate responsibility in the social context—activities such as opening up opportunities for women in environmental management and CSR.

Core activity ① External communications

Communicate your values and activities relating to environmental action and corporate citizenship

Processes and technologies to reduce environmental impact, activities in the workplace or community, and leadership in policy-making—all of these reflect the values of your company or organization. Share your stories through Nikkei BP print media, online, or through subscriber mailings.



Newsletters and reports to our subscribers

Make full use of our websites and email newsletters to communicate sustainability-related news and information to a wide audience.

EMF Newsletter—sent out every first, third, and fifth Wednesday

Website features news releases from member organizations, in-depth articles and more

Links on Nikkei Business Online



Our dedicated website (in Japanese) (<http://business.nikkeibp.co.jp/emf/>) features news releases and articles on the CSR efforts of our partner organizations. A daily ranking highlights the most-read items. Some articles also appear on the Japanese-language business news portal of Nikkei BP (<http://www.nikkeibp.co.jp/>), as well as selected sites linked to nikkei.com, the website of Japan's foremost business daily, The Nikkei. EMF members receive news, event alerts, and more in the EMF Newsletter, sent by email every first, third, and fifth Wednesday.

Nikkei Business Online shares the focus of Nikkei Business magazine, offering breaking news and in-depth analysis on business and the economy, with a particular focus on politics and world news, finance, and technology and IT. Our experts also cover emerging media as well as energy and the environment. Accessible at all times wherever you are, we provide timely yet thorough coverage of events vital to the business community.

- 36.430 million PVs per month
- approx. 3.12 million unique visitors per month
- approx. 1.7 million registered subscribers (data for October 2014 by SiteCensus)



Communicating through Nikkei Ecology magazine

Nikkei Ecology can help communicate your organization's commitment to the environment, local communities, and other aspects of CSR. Each issue of Nikkei Ecology features an interview by our editor-in-chief with top management—at our partner organizations, whenever possible—on topics relating to corporate social responsibility. Our reporters and editors write in-depth reports on CSR activities at individual companies and talk to key people in the organization who are leading these initiatives. Sister publication *ecomom* shares information on these efforts with a targeted readership—women who are concerned about environmental issues and family health.

■ New year's feature story:

Interviews with top management at EMF platinum member companies



Interviews by the editor-in-chief



Series: "Direct from the CSR office"



Case studies in environmental management



EMF Reports in ecomom





Ads for Nikkei BP Eco Management Forum, incorporating all our partner logos

Our ad features the logos of all current partner organizations and our mission: to work for healthy economic growth in step with the health of our planet. This full-color ad on two facing pages appears regularly in Nikkei Business as well as key specialist and trade journals from Nikkei Business Publications.



major
publications
of Nikkei BP



Advertisements and advertorials by our partner organizations

Opportunities to communicate to stakeholders are a major benefit of membership in the Nikkei BP Eco Management Forum. Our partner organizations are invited to make full use of Nikkei Ecology, a key publication for reaching both interested stakeholders and peers among CSR professionals. Other Nikkei BP publications with focused readerships include the lifestyle magazine *ecomom*, which is read by women who seek to be informed, eco-conscious consumers, and our business weekly Nikkei Business.

A sampling of corporate ads and advertorials in past issues



Bridgestone
(Nikkei Ecology, July 2014 issue)



East Japan Railway
(Nikkei Ecology, August 2014 issue)



Mitsubishi Estate
(Nikkei Ecology, January 2014 issue)



Daiwa House Industry (Nikkei Ecology, January 2014 issue)



Ajinomoto (*ecomom*, Spring 2014 issue)

Core activity ② Opportunities for our partner organizations to gather information

Vital information for strategic planning

Our events provide information on all aspects of environmental management. Topics range from prevention and remediation technologies and market trends to legal issues—from broad policy overviews to the nuts and bolts of regulatory compliance. Seminars provide critical input for forward planning as well as opportunities for networking.



Regular seminars, Nikkei Ecology Live! and online seminars

Regular seminars



Participants examine the results of Eco-brand Survey 2014. The seminar was held in July 2014 in Tokyo and Osaka.

Nikkei Ecology Live!

Read the article in Nikkei Ecology, then engage in discussion with the writer and/or experts interviewed for the story.



Speakers at a Nikkei Ecology Live! session, "Users spark a revolution in electricity supply," held in May 2014.

Streaming video and podcasts

Virtually all of the content of our regular seminars can be viewed on Ustream, an online streaming video platform. Recordings can also be downloaded from a link on our dedicated website for later viewing. Presentation materials and handouts are also available for download.



Seminar on Ustream: "Dissecting the latest news from the COP12 Convention on Biodiversity," held in October 2014.





Meet the editors of Nikkei Ecology

Nikkei Ecology hosts a biannual meeting for networking and information exchange, inviting members from all EMF partner organizations.

Our “Meet the editors” event in January 2014 opened with a presentation: “Forecast for 2014—topics to watch in the year ahead.”



EMF workshops and discussions with opinion leaders

Workshops offer an opportunity to share knowledge and discuss issues with peers. Prepare for international conferences or respond to newly adopted goals with input from thought leaders and representatives of major NGOs and nonprofits.

Representatives from the World Bank and The Nature Conservancy discuss the concept of “natural capital” with EMF members at a workshop in February 2014.



Plant tours and other activities

The EMF organizes eco-friendly activities and visits to our partner organizations’ research centers and other cutting-edge facilities. We also plan tours of other facilities or visits with groups whose capabilities and experiences could help inform your sustainability initiatives.



Tour of industrial waste furnace at Eco-system Chiba

In September 2014, a group visited Shimokawa, a model eco-community in northern Hokkaido that is pursuing biomass energy, sustainable forestry, and other programs.



For Platinum Partners: EMF Executive Salon, meetings of the forum secretariat

The top management and executives of our Platinum Partners are invited to attend the EMF Executive Salon for discussions with thought leaders and experts. In December 2014, we invited Hiroya Masuda, former Minister of Internal Affairs and Communications and now a consultant with Nomura Research Institute, who spoke on “CSR in 2030: sustainability in a rapidly depopulating Japan.”

Our Platinum Partners who are members of the Forum Secretariat also attend meetings of the secretariat to help define our agenda and activities.



EMF Executive Salon in December 2014

Core activity 2 Opportunities for our partner organizations to gather information

Seminars, tours, symposiums and other events organized by Nikkei BP Eco Management Forum in 2014

Seminars

Nikkei Ecology Live!

"Workers' rights and CSR procurement in the supply chain"

● March 3; guest speaker and writer of feature story in February issue

"Adding value through corporate strategies to adapt to global warming"

● April 14; guest speaker and writer of feature story in March issue

"Users spark a revolution in electricity supply"

● May 20; guest speakers and writer of feature story in April issue

"Chemical substances: health risks and management risks"

● June 19; guest speaker and writer of feature story in May issue

"Environmental management in 2030"

● July 15 in Osaka; guest speaker, editor-in-chief, and writers of Nikkei Ecology 15th anniversary special feature in July issue

"At the forefront of Life Cycle Assessments"

● August 7; guest speakers and writer of feature story in August issue

"Close-up—Planning and creativity make Portland, Oregon (U.S.) sustainable"

● August 19; guest speaker and writer of overseas report for September issue

"Policies on asbestos exposure—progress and pitfalls"

● September 18; guest speakers and writer of feature story for December issue

"Biomass energy—clearing the threshold for adoption"

● October 6; guest speakers and writer of feature story in October issue

"What corporations can do to brace for extreme weather events"

● November 10; guest speakers and writer of feature story in November issue

"NGOs, social entrepreneurs and corporations together can create new businesses"

● December 12; guest speakers and editor-in-chief; topic from regular column, "NGOs and social entrepreneurs—creators of new business"

Seminars on environmental management

"Current issues in CSR and environmental management"

● March 10 in Nagoya

"How corporations can be involved in Education for Sustainable Development"

● May 19

Seminars on environmental communication

"Latest news on the new International Integrated Reporting Framework"

● January 22

"Ask the Global Reporting Initiative: G4 guidelines and implementation"

● March 19

"Sustainability reports—incorporating consumers' voices"

● April 7

"Analyzing the results of Eco-brand Survey 2014"

● July 14 in Osaka and July 18 in Tokyo

Seminars on global warming

"Understanding the Japanese government's Strategic Energy Plan"

● July 2

"The UNFCCC and climate change—reflections on COP20"

● December 25

Seminars on biological diversity

"Why disclosure needs to be the first step. CDP and Trucost discuss natural capital disclosure"

● October 8

"News flash from the Convention on Biological Diversity, COP12"

● October 31

EMF Workshop

"UNESCO World Conference on Education for Sustainable Development—how corporations can engage in ESD"

● November 20

"Meet the Editors" events

"Forecast for 2014—topics to watch in the year ahead"

● January 10

"Environmental management in 2030"

● July 4

EMF Executive Salon

"CSR in 2030: sustainability in a rapidly depopulating Japan"

● December 4

Tours of facilities operated by EMF partner organizations; other activities

Visit to Aeon Mall Makuhari New City

● February 4, Makuhari New City, Chiba Prefecture

Tour of Eco-system Chiba

● May 21, Dowa Eco-system's waste facility in Sodegaura, Chiba

Tour of eco-projects by Mitsubishi Estate in the Marunouchi area, Tokyo

● Sept. 12, Shin-Marunouchi Bldg., public square at Mitsubishi Ichigokan, main plant in Marunouchi Park Bldg. providing district heating

Learning from Shimokawa

—biomass energy and rural revitalization

● September 29-30

Other events (EMF as cohost or supporter)

International symposium on natural capital and management

● February 17

Straight Talk with key figures in sustainability and the use of natural capital

● February 18

Education for Sustainable Development, Kiyosato meeting 2014 by Japan Environmental Education Forum (JEEF)

● November 15-17

Nikkei Ecology Seminars (paid events; discount for EMF members)

"Using GRI's new G4 guidelines for sustainability reporting"

● March 11

"Business opportunities in the hydrogen economy" (introduction)

● April 21

"Business opportunities in the hydrogen economy" (five sessions on business models)

● May 15, 20, June 5, 19, 24

"What you need to know about environmental law—emerging trends in 2014-2015"

● September 8

Three-day seminar: "Case studies on waste management"

● October 15, 21, 28

"Self-generation and multiple suppliers: alternatives to survive the price hikes that are raising your electricity costs"

● November 20

Nikkei Ecology Seminars (free events; attendance limited to subscribers)

Nikkei Ecology 15th Anniversary Symposium

"Looking ahead to 2030—expectations for environmental management"

● July 1

"Meeting standards: ISO14001, including revisions planned for 2015"

● December 8

Core activity ③ Survey and analysis

Insights from our survey on branding and public perceptions

Our annual Eco-brand Survey asks approximately 20,000 people to rate our partner organizations and major corporations in terms of their engagement with environmental issues and their brands. The resulting data and analyses offer insights to shape future communication efforts and activities.



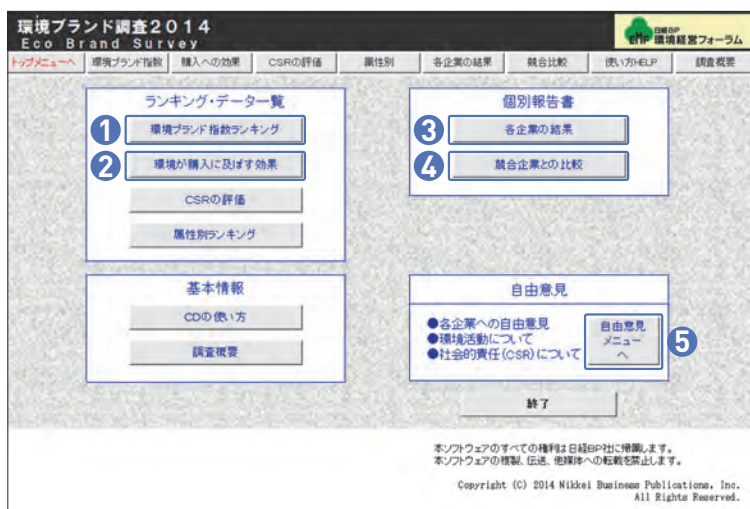
The Eco-brand Survey

Public perceptions of environment-related activities and brand image

Our Eco-brand Survey gathers feedback from approximately 20,000 businesspeople and others on the CSR activities and public image of our partner organizations and other major corporations. Conducted over four weeks in March and April, the survey covers 560 corporations. (See list of top 50 brands below.) The results, which are announced in July, are widely reported and read closely by the corporations that were evaluated.

Our partner organizations receive a detailed report and CD with all of the gathered data, which allows them to benchmark their CSR communications by consumer awareness and brand perception over time, make comparisons with industry peers and competitors, and conduct deep analyses by respondent characteristics. Key findings are reported in The Nikkei and Nikkei Business Daily newspapers, Nikkei MJ, a marketing trade publication, and Nikkei Ecology.

● CD : list of contents



The report on Nikkei BP's Eco-brand Survey 2014 (with full survey results on CD) is available only to EMF partner organizations. (The report is not for sale.)

① Data tables, rankings

Rankings in the eco-brand index are tallied across each industry; data is also broken down by respondent characteristics and questionnaire items to provide actionable insights.

② Influence on purchasing decisions

Analysis of whether and how much environmental efforts have influenced consumers' purchases of products and services.

③ Data on individual corporations

The eco-brand index allows corporations to monitor the sustainability associated with their brand by comparing yearly data or by analyzing perceptions according to respondent characteristics. Find out how the public perceives each company's CSR activities and how those perceptions have influenced purchase behavior.

④ Comparisons across industries and categories

Rankings in the eco-brand index facilitate year-on-year comparisons and comparisons with other corporations in the same industry or category. The influence of perceptions on purchase behavior can also be compared across sectors.

⑤ Complete list of "other comments"

Find all comments pertaining to your organization. The list is also searchable by keywords such as "recycling," "energy-saving" and other aspects of CSR.



Top 50 corporations in the eco-brand index

ranking	corporate brand	score
1	Suntory	108.1
2	Toyota Motor	100.1
3	Aeon	86.6
4	Panasonic	85.7
5	Nissan Motor	82.7
6	Kirin Brewery	78.8
7	Coca-Cola (Japan)	78.7
8	Sharp	76.9
9	Sapporo Breweries	76.7
10	Toshiba	75.8
11	Honda	75.4
12	Asahi Breweries	75.0
13	Seven-Eleven Japan	74.3
14	Kirin Beverage	74.0
15	Hitachi	73.3
16	Canon	73.0
17	Yamato Transport	72.6
18	Bridgestone	72.5
19	Mitsubishi Electric	72.1
20	Asahi Soft Drinks	71.3
21	Japan Tobacco	71.0
22	Kao	70.1
22	Cosmo Oil	70.1
22	Lawson	70.1
25	Mazda	69.9

ranking	corporate brand	score
26	JX Nippon Oil & Energy (ENEOS)	69.5
27	Kagome	69.4
28	Daikin	69.1
29	Lion	69.0
30	TOTO	68.5
31	P & G	68.3
32	MOS Food Services	67.8
33	NEC	67.6
33	McDonald's (Japan)	67.6
35	Ito-Yokado	67.3
36	Ajinomoto	66.9
37	Ito En	66.6
38	Mitsubishi Motors	66.3
39	Starbucks Coffee Japan	66.0
40	Idemitsu Kosan	65.8
41	Asahi Kasei	65.7
42	Sekisui House	65.4
43	Yakult Honsha	65.1
44	Sony	65.0
45	NTT dokomo	64.9
45	Daihatsu Motor	64.9
47	Shiseido	64.6
47	Fujifilm	64.6
49	Suzuki Motor	64.4
50	Sagawa Express	64.3

【How the rankings are calculated】

The ranking is based on four metrics that together influence corporate branding and brand perceptions: exposure to environmental information (extent of respondent's exposure to the company's environment-related information), environmental communication channels (number of corporate environmental reports and media through which the respondent accessed the company's environment-related information), environmental image (descriptors selected by the respondent as applicable to the company in relation to the environment), and environmental evaluation (evaluation by the respondent of the company's environment-related activities). All scores are scaled to a mean of 50.

A "corporate brand" does not necessarily refer to a single company; a brand that is shared by multiple companies in a corporate group was considered a single brand for the purposes of this survey.

Become a member

Membership options			
		Platinum member	Regular member
Annual membership		4 million yen (plus consumption tax)	1.5 million yen (plus consumption tax)
Eligibility		Corporations, organizations, and government entities engaged in environmental and resource management	
Open committees	Advisory Committee	Committee members make recommendations and approve the activities of the EMF	—
	Forum Secretariat	Members of the Forum Secretariat take part in determining the scope of EMF activities	—
Communicating with stakeholders and the public through ads and advertorials		Members may place 6 pages per year of ads and/or advertorials in Nikkei Ecology magazine. *	Members may place 2 pages per year of ads and/or advertorials in Nikkei Ecology magazine. *
		* Members may also elect to place ads or advertorials in Nikkei BP publications other than Nikkei Ecology. Different limitations on the number of pages or surcharges may apply to placement in other publications; please contact the Forum Secretariat for particulars.	

Contact information:	Secretariat of the Nikkei BP Environmental Management Forum
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For healthy economic growth in step with the health of our planet.

We will pursue economic activities that protect the well-being of nature and its ecosystems for future generations.

15th Anniversary Nikkei BP Eco Management Forum
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Platinum members

Food/ pharmaceuticals	Asahi	KIRIN	SUNTORY	Coca-Cola	Construction/ housing/real estate	SEKISUI HOUSE
Daiwa House®	Steel/nonferrous metals	三和ミヤッパ	Transport equipment	Kawasaki Powering your potential	TOYOTA	HONDA
Machinery	三菱重工 この星に、たしかな未来を	Chemicals/ fibers/rubber	SEKISUI	三菱ケミカルホールディングス	Pulp/ paper	APPI
NEC	Canon	TOSHIBA	Panasonic	HITACHI Inspire the Next	FUJITSU	RICOH imagine. change.
Transport	TRANSPORT! COMMUNICATION SAGAWA	Energy	コスモ石油	Trade/ retail	三菱商事	Services/ other
					エコ計画	大栄環境グループ

Members

Food/ pharmaceuticals	Ear Well, Live Well. AJINOMOTO®	AGF	伊藤園	KAGOME	第一共株式会社	NIPPON 日本製粉	JT
Construction/ housing/real estate	コングレックHD	清水建設	Sweden House	住友林業	DAIKYO	竹中工務店	PanaHome あなたと夢を、ごいっしょに。
MISAWA ミサワホーム	三井不動産	三井不動産レジデンシャル	三井ホーム	三菱地所	Steel/ nonferrous metals	三協立山	
JFE	住友電工	DOWA エコシステム	NLM 日本軽金属	Transport equipment	DENSO	豊田自動織機	トヨタ紡織
SUBARU	MAZDA	YAZAKI	YAMAHA	Machinery	IHI Realize your dreams	KOMATSU	タイキン工業株式会社
Chemicals/ fibers/rubber	Asahi KASEI	ONWARD	KAO	KUREHA	SARAYA	SHI/EIDO	住友ゴム
住友ベークライト	TEIJIN	TORAY	FUJIFILM	BRIDGESTONE	P&G	unicharm	YOKOHAMA
Ceramics	AGC 旭硝子	TOTO	NGK NTK 日本特殊陶業	Pulp/paper	OJI PAPER	大王製紙株式会社	日本製紙
Office equipment	大カムラ	Electrical/ electronic machinery	azbil	ADVANTEST	ALPS	Anritsu	CASIO
KONICA MINOLTA	SEIKO	SONY	TDK	NELTA	東京エレクトロン	NATIONAL INSTRUMENTS	FUJI XEROX
富士電機	MITSUBISHI ELECTRIC Changes for the Better	muRata	YASKAWA 安川電機	YOKOGAWA	ローム	住友商事	阪和興業
Transport	JR 東日本	ANA	ヤマトホールディングス	Telecommunica- tions	NTT 東日本	AUTODESK	Energy
JSP ジャパン・ソーラー・パワー	昭和シェル石油株式会社	TOKYO GAS	Trade/ retail	ASKUL	AEON	伊藤忠商事	CGC
住友商事	Marubeni	MITSUI & CO.	Finance	DBJ 日本政策投資銀行	Other manufacturing	DNP 大日本印刷	TOPPAN
BANDAI NAMCO	BAN DAI	理想科学工業株式会社	Services/other	YKK®	ERM	e-reverse.com	WME 産業振興財団
DNV-GL	日本アジアグループ	JQA 一般財団法人 日本品質保証機構	MATEC	LRQA Business Assurance	Government/ municipalities	FutureCity Shimokawa	和歌山県

Members as of November 30, 2014
 Listed by industry, in Japanese alphabetical order

