



Keio University Global Security Research Institute

Sharing Information on Progress

The First Report on Responsible Management Education

June 2010



PRME Principles for Responsible
Management Education

Keio-United Nations Global Compact Project

Global Security Research Institute

Message from the Project Leader

The Keio University Global Security Research Institute (G-SEC) was established in June 2000 to further the aim of interdisciplinary research and education on the global agenda. More specifically, G-SEC has researched several contemporary issues, such as technological policy, environmental policy, IT impact on society, security in Asia, and security and management on health and bio-hazards. Several projects are simultaneously being carried out in theoretical, practical and policy aspects. The ultimate goal of G-SEC is to contribute sustainable development for a global society through research and education.

In 2008, G-SEC decided to participate in the Principles for Responsible Management Education (PRME). The Keio-United Nations Global Compact Project (Keio-UNGC Project) was created to actualize these principles. Focusing on ethical and responsible corporate management, it tried to practice the basic philosophy of PRME. In the past one and one-half years, the Keio-UNGC project has set up three major activities: 1) research on business ethics and corporate social responsibility; 2) educational practice for both Keio University students and public; 3) creation of dialogue and collaboration among corporations, civil society organizations, and academia.

In this first report, we would like to summarize what we have achieved. Since we are in the initial stage of this project, it is important to create a firm ground for future development of this project. What does it mean, “to create a firm ground”? Strong organization, financial foundation, physical space, such as offices and buildings - these are certainly important managerial resources, but we did not have any of these. As an ancient Japanese samurai said, we believe that people are the most important foundation; in other words, human networks consisting of people who believed in the principles expressed by PRME and UNGC are our “firm ground”. As academics, we believe in the power of knowledge that dwells in these human networks.

Mitsuhiro Umezu, Ph.D.
G-SEC Senior Research Fellow

I Our Achievements

<Open Seminar Series>



Since its inception, Keio-UNGC Project has had 14 seminar series. We have invited CSR officers from major Japanese corporations, social entrepreneurs, UN officers, responsible persons from NGOs/NPOs, and UNGC Japan network related personnel. This seminar series is open to the public and provides unique opportunities for discussion and collaboration among businesses, NGOs/NPOs, students and academics. From the planning stage, students have participated and have sometimes presented their research results. Consequently, the management of this seminar series itself has strong implications for responsible management education for Keio students.

Brief Overview

- **Room:** G-SEC Laboratory (sixth floor, East Building, Keio University)
- **Time:** One seminar is about two hours.
- **Entry:** Open style (pre-registration required, 100 participants maximum)
- **Target:** Students, Scholars, Businesspersons and Entrepreneurs.
- **Purpose:** 1) Sharing latest information about business practices for responsible management education.
2) Presenting the results of research by graduate and undergraduate students.
3) Finding a new style for the academic development of responsible management education and business ethics studies.

<Empirical Study of Volvic 1L for 10L Program>

The Keio-UNGC Project conducted the collaborative research on “Volvic 1ℓ for 10ℓ” project under the support of Danone Waters of Japan Co., Ltd. “Volvic 1ℓ for 10ℓ” project is cause-related marketing (CRM) where, for every liter of Volvic (French mineral water produced by Danone) purchased in Japan, Volvic Japan donates a portion of the profits to UNICEF. UNICEF then promises to provide ten liters of clean, safe drinking water through their well creation program in the Republic of Mali. Recently the Japanese public has started to show an interest in this kind of CRM efforts by Japanese corporations.

In this collaborative research, students tried to see how Japanese consumers perceived and reacted to this kind of CRM project. Students completed both survey and statistical analysis. Students also visited the Republic of Mali to see the actual water situation in a developing nation and to verify that the donated money was spent efficiently and effectively to create wells. Finally, they analyzed theoretically the potentiality and limits of CSR programs through collaboration with NGO/NPOs.

These project-based research results have been presented on many occasions. Students first presented these research results at the Society for Business Ethics Annual Meeting, August 2008, then at three G-SEC open seminars from 2008 to 2009.

Abstract

Scope: Empirical research on “Volvic 1ℓ for 10ℓ” in Japan.

Purpose: Exploring corporate social roles and analyzing a new marketing field related to corporate charitable contributions.

Period: From July to September, 2008

Method: Fieldwork in the Republic of Mali and survey of consumers’ attitudes in Japan.

Results: Reaching potential consumers depends on name recognition of product (Volvic), consciousness of the corporate contribution and expectation to solve global problems, and obtaining relevant information about the campaign from different sources and media.

Recommendation: Confirm the importance of corporate contribution to global problems and the administrative efficiency in NGO/NPO collaboration.

Time & Date

1st Seminar

18 July, 2008.

Title: Thinking about Corporate Sustainable Contribution to Society: “Volvic 1ℓ for 10ℓ”.

Speaker: Naohiro Yoshizawa, Director of Volvic 1ℓ for 10ℓ program, Danone Waters of Japan Co., Ltd

Student Speakers: Research Members of Umezu Seminar, Faculty of Business and Commerce, Keio University.

2nd Seminar

2 October, 2008

Title: The Roles and Challenges of Nonprofit and Non-Governmental Organizations in Africa

Speakers: Masako Tsuchiya, Representatives of NGO FAN3: fan saba, Ayako Uragami, the Japan Committee for UNICEF

3rd Seminar

8 January, 2009

Title 1: The Analysis of Corporate Roles and its Feasibility for Social

Interests: With reference to the Result of the Search for “Volvic 10 for 10 Program in 2008”

Student Speakers: Research Members of Umezu Seminar, Faculty of Business and Commerce, Keio University.

Title 2: A Report on The United Nations Global Compact 1st Global Forum for Responsible Management Education

Speaker: Dr. Mitsuhiro Umezu, G-SEC Senior Research Fellow

4th Seminar

28 April, 2009

Title: Thinking about Legal Compliance Experience, Focusing on Bank Business.

Speaker: Akira Kurita, former Associate Director of the Legal Department of Mizuho Financial Group, Inc.

5th Seminar

27 May, 2009

Title: From Cost to Chance for CO²-reduction project: The case of “Energy Efficiency Building Retrofit Program” by Clinton Climate Initiative (CCI)

Speaker: Midori Mitsuhashi, Tokyo City Director of William J. Clinton Foundation, Clinton Climate Initiative

6th Seminar

23 June, 2009

Title: Venturing into the Elimination of Landmines: Recovery from Peaceful and Productive Land

Lecturer: Kiyoshi Amemiya, President of Yamanashi Hitachi Construction Machinery Co., Ltd.

7th Seminar

10 July, 2009

Title: The Recycling Campaign for All Products by UNIQLO CO., LTD.

Lecturer: Eiko Koshihara, Staff of CSR Department in FAST RETAILING CO., Ltd.

8th Seminar

6 October, 2009

Title: Congo Acadex Project: The Venture into the Foundation of an Elementary School in the Democratic Republic of the Congo.

Speakers: Simon Bedelo, Leader of Congo Acadex Project and Lecturer, Faculty of Environmental Information, Keio University.

Yoko Hasebe, Associate Professor, Faculty of Environmental Information, Keio University.

9th Panel Session
(SFC Open Research Forum),

23-24 November, 2009

Panel Presentations: The Practices for Keio-UNGC Global Compact Projects;

“The Conditions for Successful Micro Finance”,

“The Advertising Council and Potentiality of Public Advertisement by Private Corporations”

Panelist: Research Members of Umezu Seminar, Faculty of Business and Commerce, Keio University.

10th Seminar

8 December, 2009

Title: Practical Business for CSR Officer.

Speaker: Koichi Kaneda, Senior Manager of the Department of Corporate Communication, Takeda Pharmaceutical Co. Ltd.

11th Seminar

12 January, 2010

Title: Activities of UNGC Japan Network

Speakers: Yuko Enomoto, UNGC Japan Network

Yuko Nishitani, Tokio Marine Group CSR Office

Ken Iwama, Tokio Marine Group CSR Office

12th Seminar

2 April, 2010

Title: Globalism and Nikkei Global Social Responsibility (GSR) Project.

Speaker: Katuhiro Harada, Member of Editorial Board, Nikkei Inc.



13rd Seminar

12 May, 2010

Title: The Campaign for Table for Two

Speaker: Yuya Kamimura, Representative of Table for Two University Association.

14rd Seminar

15 June, 2010

Title: AEON Supplier Code of Conduct: the Practices of Social Responsibility in Production Process of “Private Brand” Goods

Speaker: Saimen Kazumi, Group Manager for SA8000 Promotion, AEON Co. Inc.



II The Application of the Six Principles

In this section, we will briefly show how Keio-UNGC project's activities and the PRME six principles coincide. Since we joined PRME in 2008, our activities have always reflected PRME purpose, values, method, research, partnership, and dialogue.

1. Purpose

We will develop the capabilities of students to be future generators of sustainable value for business and society at large and to work for an inclusive and sustainable global economy.

Our seminar invites a variety of guest speakers and their talks are always inspirational to our students. The majority of Keio students will get a job right after their graduation, and many of them will work in major corporations in Japan. Keio alumni networks are very strong and very global. Therefore, we can expect their future influence will coincide with the PRME purpose of developing the capabilities of students to be future generators of sustainable value.

2. Values

We will incorporate into our academic activities and curricula the values of global social responsibility as portrayed in international initiatives such as the United Nations Global Compact.

The Keio-UNGC Project tries to be a good example of activities that reflect both academic and educational values of global social responsibility. Participation of the Volvic 10 for 10 Program and research on its implication in Japan is a good example of this value. It is a small step for our project, but the student participation for this program was an epoch-making process. (1st, 6th, 10th seminars)

3. Method

We will create educational frameworks, materials, processes and environments that enable effective learning experiences for responsible leadership.

As explained in the previous section, the Keio-UNGC Project has offered many opportunities for students to consider leadership for global responsibilities. From the participation in the “Volvic 10 for 100 Program” to the recycling program of UNIQLO Corp., students witnessed the fact that even what seems to be a small beginning of individual initiative can eventually make quite a big difference. This project-based approach might be one of the most influential educational methods that will change the traditional classroom lecture-based educational approach. (3rd, 9th seminars)

4. Research

We will engage in conceptual and empirical research that advances our understanding about the role, dynamics, and impact of corporations in the creation of sustainable social, environmental and economic value.

Besides the research on the “Volvic 10 for 100 Program”, more than 40 individual and group research projects have been conducted. All of them are written in the Japanese language. Two of these projects were presented at the 2009 Open Research Forum in Tokyo. (3rd, 9th seminars)

5. Partnership

We will interact with managers of business corporations to extend our knowledge of their challenges in meeting social and environmental responsibilities and to explore jointly effective approaches to meeting these challenges.

Through the “Volvic 10 for 100 Program” we made a partnership with

Volvic Japan Co., UNICEF Japan and Mali, and the Japanese NGO FAN3 (fan saba), which specializes in exchanges between Japan and Mali. It would have been impossible to carry out our research tour to Mali without the help and partnership of these organizations. We also had a variety of interaction with managers of business: experienced compliance officers (4th seminar); the president of Yamanashi Hitachi Construction, who was responsible for developing a mine-elimination machine (6th seminar); the person in charge of the CRM program to support food supply to the developing nations (13th seminar); the CSR officer in charge of developing support programs (10th seminar); the CSR officer who developed ethical codes for international supply-chain management, to name a few. Through the interaction with these officers and managers, students learned the challenges of these practitioners.

6. Dialogue

We will facilitate and support dialog and debate among educators, business, government, consumers, media, civil society organizations and other interested groups and stakeholders on critical issues related to global social responsibility and sustainability.

We had a variety of occasions to exchange opinions with many different stakeholders: business(1st, 4th, 6th, 7th, 10th, 11th, 14th seminars) , The UN (2nd seminar), civil society organizations (2nd ,5th, 8th, 11th, 13th seminars), media (12th seminar), and academics (3rd, 8th seminars). After each seminar, we tried to have adequate time for a question and answer session. Our dialogue often continued long after the speaker's talk ended!

III For the Future

In this first report on our project, we have tried to summarize our activities from 2008 to 2010. In the previous section, we described the relationship of our activities and the six principles of PRME. Since our attempts are still in the beginning stage and need further improvement, we would like to point out some reflections and future outlooks.

Further Collaboration with Corporations

For the past two years, we have had a very enriching experience with Danone Waters of Japan. Through this collaboration, we gained a wealth of insight through this experience, and many students had a further project-based learning opportunity. We would like to develop more of these kinds of collaborations. Fortunately, we will have another collaboration opportunity with the Nikkei GSR project, which includes 8 corporations and 8 student teams. We look forward to another positive research and educational experience.

From Seminars to Curriculum

Although monthly seminars have been very fruitful occasions for many stakeholders to meet and exchange opinions, we would like to develop a more curriculum-wide change. Originally we had planned to set up an omnibus class, where students would get credits for an officially recognized course. In order to actualize its plan, we need donations to create an endowment for the course. The recent global financial crisis has made this difficult to carry out, but our past experience has provided us with the ability to develop effective curriculum to educate future leaders based on PRME.

Exchange and Corporation with Other Universities

According to a Japanese governmental report, there are more than 750 universities. Among these, 340 universities have Departments of Management or Commerce. Japan also has about 50 Business Schools. These schools increasingly offer courses entitled “business ethics” and “corporate social responsibility”, but there seems to be little interest in

making these subjects mainstream.

In Japan, there are only two PRME-member universities - Hosei University and Keio University. We need to have a stronger network and campaign to popularize PRME. Fortunately, our neighbor nations Korea and China have a similar situation, and are also developing an East Asian network of PRME. We will have our first symposium this fall in Korea. It will not only be a good opportunity to strengthen friendship among these three nations, but will also provide strong stimulus and incentives for more universities from these countries to join PRME.

Sharing Information on Progress:

The First Report for the Responsible Management Education

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