Keio University Global Security Institute
Keio-United Nations PRME Project

Sharing Information on Progress
The Second Report for Responsible Management Education

(2010.07-2012.07)
Message from the Project Leader

It is my pleasure to present our second “Sharing Information on Progress”.

During this second term of our project, the most significant event that occurred to Japan was the Great East Japan Earthquake on the afternoon of March 11, 2011. A 9.0 earthquake hit the Tohoku region, but was felt over much of Eastern Japan. It caused a once-in-a-thousand-year tsunami, which took the lives of nearly 16,000 people.

Furthermore, this tsunami destroyed all the back-up electric power generators of Fukushima No.1 nuclear power plant, consequently causing hydrogen explosions and a disastrous meltdown of the nuclear electric power generators.

Faced with this catastrophic natural disaster, we all lost our voices and felt powerless. The media reported that many Japanese are reconsidering their basic value systems and rethinking the meaning of their lives.

Meanwhile, the Japanese government decided to start a Reconstruction Design Council, which consists of 35 members from academia, government, business. The majority of them are over 60 years old and only 4 members are women. As a project leader of PRME at Keio University, I consider this as a perfect opportunity for students to design the future of eastern Japan.

On September 24, 2011, the Keio University PRME project hosted student groups from 7 universities to have a business model competition for future reconstruction design for the Tohoku region of Japan. Each presentation showed these students’ enthusiasm and compassion for the victims of this disaster. It also indicated the results of careful field research and unique solutions that combined the resources of tri-sectors, namely corporations, governments and NGOs. In short, this opportunity has provided us the embodiment of the PRME spirit. Just like our old proverb, it turns a misfortune into a blessing. Young people are the ones who can open up a bright future, even in the middle of a catastrophic situation. We plan to continue this event as one of the main activities of Keio PRME project for several coming years.

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ACTION 1: Nikkei GSR Project: Creating Our Planet's Future with Students

Business Planning Presentation by College Students on the Bottom of Pyramid Business

Location:  Nikkei Hall and Conference Room (Chiyoda-ku, Tokyo, Japan)

Date:  August 2, 2010

Participants:  College students, academic researchers and business persons connected with the Nikkei GSR Project

Overview:  The Nikkei GSR Project has researched the business relation between global responsibility and corporate contribution to society since 2009. Eight corporate members of the project held an academic session for collaborating with college students’ groups to create a new business planning for the Bottom of Pyramid (BOP). Eight undergraduate groups participated in the session and showed the new models of combining corporate competences with the way to solve economical, sanitary, and social issues in the developing countries. Two students groups from our project presented plans. Eight presentations, including a question-and-answer session, encouraged all participants to profoundly research corporate social responsibility and sustainable society. The Nikkei newspaper ran an article about the session at a later date. (published in August 31, 2010)

    www.nikkei.co.jp/gsr/2010/global/presentation/02.html
Student Team A

Collaboration plan between SHISEIDO & Fuji Xerox

Title: The Reality of the World: CSR and Human Happiness

Every day, about 26,000 infants under the age of five lose their lives. According to a survey by the Japan International Cooperation Agency, JOICFP (NGO), maternal mortality rates also tend to be high in developing countries. Malnutrition, massive bleeding during childbirth, and infections after giving birth are often the causes.

In order to make this issue better known and to try to improve this situation, we propose a combination of a photo exhibition and a “click” donation button for fund-raising on the web. Shiseido and Fuji Xerox have both listed "true beauty" and "Our business goal is to achieve better understanding among men through better communication" as their management philosophy.

We believe in the inherent power of a mother’s love, and want to make this issue better known by using information technology.

Tea brewed from leaves from Assam, India is a popular drink in Japan. However, most of us don’t know anything about the reality of Assam and tea growing. The selling price of tea leaves has been falling because of flood damage and dealing with middlemen, and many farmers in Assam have fallen into poverty. It is difficult for small farmers to compete with large-scale plantations in all processes of cultivation, processing and shipment. It is also difficult for small farms to sell high-quality tea leaves at a high price.

We have proposed the following plan. First, OMRON’s electronic control technology could contribute to a construction method to improve the quality of tea leaves from small farms. Secondly, AEON’s sales network could open fair trade cafes in Japan, where people could enjoy the tea.

We hope that OMRON’s technology can control the quality and quantity of tea leaves, improve the living standard of farmers in Assam, and create...
ACTION 2: NEC-India Project
A Business Plan for Social Contribution to Local Agricultural Education in India.

Date: October 4, 2010
Location: East Tower 6th Floor, Mita Campus, Keio University (Minato-ku, Tokyo, Japan)
Overview: The Keio-PRME Project, in cooperation with the CSR Promotion Office of NEC Corporation, carried out a project to propose a business plan for a student group to improve the standard of living of the poor of India (NEC-India Project). The student group proposed the theme of agricultural education and technical assistance and investigated features of the Indian climate, regional, and economic conditions. As a result, they planned to submit a report on agricultural support in collaboration with local NGOs in Gokak (one of the rural areas of Karnataka state in India).

In the NEC-India project, they have proposed concrete measures divided into five stages to support students. 1) NEC is to provide computers, Internet environment and power to "TERAKOYA", a facility of primary education supported by the Japanese NGO which seeks to foster local IT literacy. 2) By opening the bulletin board or net SNS, to provide information about weather and crops, create a place where farmers can exchange information and opinions with each other. 3) By dispatching technology to local leaders in Gokak, educate them how to use the
computer and the Internet, and provide information literacy training to farmers. 4) Using satellite and communication systems of NEC, deliver sunshine hours, rainfall data, and soil quality information to farmers. This would help with proper cultivation, predicting harvest times, and improve the quality of the harvest of crops. 5) By shipping the harvest to urban areas, to trade at higher prices, aiming to sustainable economic development in the region.

This project is a student proposal that was held in cooperation with Department of Social Contributions Office of NEC. They are trying to conduct research to further advance the study, and exploring measures to improve and increase the feasibility of the proposal.

**ACTION 3: The first PRME Asian Forum in Seoul**

Participation and Presentation by College Students

**Date:** 5-6, November 2010  
**Location:** Orbis Hall, Kyung Hee University, Seoul city, South Korea  
**Theme:** Toward Conscious Business for the Changing World: An Asian Perspective

**Overview:** An academic forum for university officials to join the 1st PRME in the Asian region was held in Seoul, South Korea. After the welcome address, the Secretary General of the United Nations Global Compact Korea Network, the PRME Secretariat and the Rector of Kyung Hee University all made keynote speeches. A video message from UN Secretary-General Ban Ki-moon was also aired at the venue.

On the first morning, a panel discussion on industry-academia collaboration and responsible management was offered for researchers and practitioners. In the afternoon session, there were reports on management education efforts in Japan, China, and South Korea. Dr. Takada introduced G-SEC activities on behalf of the Keio UN PRME project. Dr. Umezu spoke of strengthening academic networks in Asia.

On the second day of the forum, presentations by undergraduate students were held. Three student teams, including the Nikkei GSR project and NEC-India project made a presentation about the CSR business model. The NEC-Indian contribution project won the best presentation award. The 2nd Asian Forum will be hosted by the School of Economics and Management at Tsinghua University, Beijing, China in November 2011.
**Date:** December 22-23, 2010  
**Location:** Academic Hills in Roppongi Hills (Minato-Ku, Tokyo)

**Overview:** In order to show the results of the study to the public, Keio G-SEC has participated in the Open Research Forum since 2007 (hosted by Keio SFC Research Institute). There were several panel discussions and summary posters on display of each project at the venue.

The Keio-UNPRME project started to exhibit in the ORF in 2009 (the name of the project until last year was "Keio United Nations Global Compact Project"). Student groups organized the results of research so far for this day and completed three posters.

The ORF reached a large number of visitors during those two days. The student groups explained an overview of their project to the visitors. They distributed the annual project report (SIP), and tried outgoing information for "Responsible Management Education". Our project will exhibit four posters at ORF 2011 (Held on 22-23 October 2011, Tokyo Midtown in Minato-ku, Tokyo).
ACTION 5:  American Society of Business Administration (AOM)
Joining in a Talk Session on Responsible Management Education.

Date:  August 14, 2011
Location:  Convention Center 201 in San Antonio (Texas, US)
Title:  East-West Perspectives on Responsible Management Education: Prospects for Convergence and Divergence
Speakers:  Hsu O'Keefe (Pace U.)
Jonas Haertle (PRME Secretariat / United Nations Global Compact Office)
Andreas Rasche (U. of Warwick)
Yong-Seung Park (Kyung Hee U.)
Mitsuhiro Umezu (Keio U.)
Mary Catherine Gentile (Babson College)
Overview:  Dr. Umezu reported on "Responsible Management Education" as a panelist, at a symposium of the annual meeting of The Academy of Management (AOM).

Outline on PRME website  (www.unprme.org/events/index.php?day=14&month=8&year=2011)
The Principles for Responsible Management Education (PRME), launched in 2007 by the United Nations Global Compact and several co-convening institutions, encourage business schools across the globe to incorporate concepts of corporate sustainability and social responsibility in their management education and research. The panel will compare and contrast samples of West-East PRME signatories to identify the similarities and differences in their approaches to responsible management education and research. Panelists will assess the extent to which Asian academia are adopting the Principles in accordance with the Western perspective (convergence) or are adapting them to incorporate the Asian ways of thinking (divergence) in

Our project gave out copies of the SIP to participants.
The SIP in English is available on the Website
www.unprme.org/reports/PRMESHaringInfoonProgressKEIO.pdf
order to reflect the local reality. They will also examine ideas being developed in the East that can be of relevance to PRME initiatives in the West. This articulation can be of benefit to both management educators and researchers who are, or may become, actively involved in the PRME.

**ACTION 6: The First Inter-Seminar for the Reconstruction Design in Response to the Great East Japan Earthquake**

**Date:** 24 September 2011  
**Location:** Keio University, Mita Campus（Minato-ku, Tokyo, Japan）  
**Participants:** Seven undergraduate teams and professors  
Fuji-Tokoha University, Kansai University, Kanazawa Institute of Technology, Keio University, Takasaki City University of Economics, Tohoku University, and Rikkyo University  
**Guest jury:** Dr. Hiroh TAKAHASHI (Institute President of Japan Society for Business Ethics Study and Professor of Hakuoh University)  
Mr. Hiroyuki Teshima (Director of Secretariat of Business Ethics Research Center)  
Mr. Takeshi Miyamoto (Director of Secretariat of Global Compact Japan Network)  
**Sponsorship:** A Research division on Management Education for Business Ethics in Japan Society for Business Ethics Study  
**Overview:** The Great East Japan Earthquake in March 2011 was a major disaster that has caused suffering and sorrow to hundreds of thousands of people. However, at the same time, it has given us yet another opportunity to rethink safety and security issues and social ties. This disaster has not encouraged government and businesses to rethink future policies and planning for disaster assistance and enterprise, but it also provides implications for ways to improve higher education and academic research in the future.

The Keio-UN PRME project held an inter-seminar for undergraduates in order to discuss the business of the future. The theme was "reconstruction plans". Seven undergraduate teams and faculty
members from all regions of Japan gathered at Keio. Each team presented the result of their research and their plans for reconstruction in the disaster-affected areas.

Each representation lasted about 15 minutes, with time afterwards for questions and answers. Three invited commentators from the academic and business world gave their opinions on the projects. A paper with further details of the presentations will be available in March 2011.

Dr. Takahashi, Mr. Teshima, and Mr. Miyamoto

Student masters of ceremony

Planning 1: Kansai University, Faculty of Safety Science

Remarks on Education for Disaster Mitigation:
An Advocacy for curriculum redesign at schools-
lesson from the Great East Japan Earthquake

The presenters emphasized that disaster prevention education is important for creating a city to withstand natural disasters. They proposed additions to the curriculum of primary and secondary education to help students survive a disaster. However, because there is an insufficient number of experts to guide disaster prevention education, we have to immediately review the content of education, such as compulsory subjects for disaster prevention education in teacher training course at universities.

(Relsearch adviser: Prof. K.TAKANO)

Planning 2: Kanazawa Institute of Technology, College of Information

KIT (Please listen): Project to give suffers a feeling of security

A Story broadcast by "IMAIKI"(living in now) radio

This group is attempting the production of radio programs to share their experiences of the disaster. After editing the interviews with victims of the Great East Japan Earthquake, they will try to broadcast the program on community radio "FM One"(fmn1.jp/).

They introduced their activities on SNS such as Facebook and twitter and also have a plan to distribute cassette tape or CD-ROM.
Planning 3: Fuji-Tokoha University, General Management Department

A Project to put back the smile by Fuji-Tokoha University: Supporting sales of fruits beverages for farmers

This group tried to sell fresh juices made in Fukushima prefecture, the disaster area, at "Expo 2011 at the foot of Mt Fuji" (held on 21st and 22nd May, Fuji City). They set up a panel to explain the current description of the farmers and the damage to Fukushima’s reputation and stressed the safety and security of the juice. They sold a total of 1366 units of juice, such as apple and tomato, for sales of over 170,000 yen. They also had an opportunity to interact with people who belong to local NPOs and live in Fukushima. This campaign was also published in local newspapers.

(Research adviser: Prof. J. MOON)

Planning 4: Tohoku University, Faculty of Economics
Earthquake Reconstruction Assistance Plan- the Tohoku Cotton Project
Starting with the tsunami on March 11, 2011, much of the farmland in Tohoku suffers from salt damage. It has become difficult to grow standard food crops in much of the region. However, cotton is said to have a relatively high resistance to seawater.

The "Tohoku Cotton project" is a project to grow cotton by using the fields that suffered salt damage. This project tries to commercialize to produce accessories and clothes made of the cotton in three years.

This project was initiated by some corporate manufacturers to collaborate with business partners. Since the first attempt, to predict the yield of cotton is not easy, but the project will produce a friendship bracelet and clothes using the cotton harvested in Tohoku Area. We also want to explore the ideas for future reconstruction of the region by thinking of a mechanism to create jobs in areas such as travel planning and volunteer tours.

- Tohoku cotton project (www.tohokucotton.com/)

(Research adviser: Y. TAKAURA)

Planning: 5 Rikkyo University, College of Arts
Editing Textbook on Environmental Ethics:
Learning from the atomic-power accident in Fukushima Prefecture

This group pointed out that citizenship education and sustainable policy are important in order to support the psychological and social purposes of protection of humans and the environment. They proposed to edit a text about environmental ethics to encourage correct knowledge of radioactivity and to act ethically toward the earthquake victims. They are thinking of the delivery of the text via internet to overseas universities and SNS sites, UN agencies, etc. They hope to discuss the future of energy policy and social goals on a global scale.

(Research adviser: T. KONO)
This group proposed a plan to help children living in the disaster area to enjoy a sports day by requesting cooperation from local companies. They visited one disaster-stricken area, Ishinomaki City, during the summer of 2011, and interviewed a local NPO about the needs of the area.

They learned that the children of the area had been under a great deal of mental stress, and they decided to make an opportunity to play with them. They asked for support from food manufacturers to hold a sports day and the companies agreed, supplying goods, juice, food, and toys. Using the afterschool time on October 8, they played games with the children. In this report, they showed a new CSR model in which students could play an intermediary role with companies and NPOs to find a solution to social issues.

(Research adviser: Prof. M. UMEZU)

Plan 7: Takasaki City University of Economics
The Creation of Green Business and Employment in Miyagi Prefecture

The Great East Japan Earthquake and subsequent tsunami left huge amounts of timber rubble in the affected areas. The selection of disposal and treatment sites is one of the big challenges for recovery and reconstruction from the disaster. The group proposed a business plan to reuse timber rubble as a new resource for paper. They estimated the impact on the creation of new jobs if the rubble were recycled into paper, newspaper, paper bags, etc., and the possibility of conducting a sustainable business in Miyagi Prefecture, which was particularly hard hit. The student team estimated candidate places, recycling companies, and the economic effects. They pointed out there are several challenges for feasibility.

(Research adviser: Prof. A. SENDO)
The Application of the Six Principles

This section describes the relationship between practices of the Keio-UN PRME project and the six principles of PRME for "Responsible Management Education". When Keio G-SEC became a member of the PRME in 2008, we had been aware of the purpose, value, methods, research, dialogue and cooperation of this initiative. The six principles are listed below, together with a vision of this project.

**Principle 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.

The Keio-UN PRME project provides an opportunity to teach corporate social responsibility, sustainable society and business ethics to undergraduate students. In order to realize a sustainable society, the philosophy of the company to take advantage of the resources is important. Many people can gain knowledge and skills through professional experience of the business. However, many business persons are too busy to deepen their basic understanding of corporate social responsibility. This project hopes that young
people who participate in the research project based on the purpose of PRME, will be active in the business world for the next generation.

**Principle 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.

It is well known that many multinational companies have accepted the idea of Bottom of Pyramid (BOP) business, and have expanded their businesses in developing countries. During 2010-2011, the theme of the Keio-UN PRME project was to propose to the students a model of future BOP Business. The four activities described above are for the UN Millennium Development Goals (MDGs) which the UN aims to achieve by 2015. Student groups examined the efforts of companies that support this goal and presented their plans. Although our challenges were small steps, we think the project is a turning point to find a global meaning to the role of responsible company, both for students and business persons.

**Principle 3. Method**

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

The Keio-UN PRME project thinks that it is important to discuss social issues, teach the case method, and conduct project-based study on the undergraduate initiative. Both educational activities are intended to have active experiences for students who find the challenges in our business society. Although we pay attention to knowledge-based method, we have explored teaching methods that combine managerial theory and business practice. This project presented educational achievements and research implications at the academic meetings.
In the Keio UN-PRME project, students have led research on corporate social responsibility. The students visited the earthquake-affected areas of eastern Japan during their summer vacation in 2010 in order to assess the needs of the local community. Furthermore, they asked a food company to supply juice and snacks for a sports day in Ayukawa, Ishinomaki City. As a result, the student groups were able to show a new CSR model to connect between a company donation and local NPO activity. There are still several challenges of the student-led research project. However, by exploring ways to solve these problems one by one, we believe that they will be able to improve the quality of research on the role of business to build a sustainable society.

In 2011, two universities (Atomi University and Nagoya University of Commerce and Business) joined PRME. The Keio UN-PRME project believes that it is important for domestic universities to work together.

"The First Inter-seminar for The Reconstruction Design in response to the Great East Japan Earthquake" provided an opportunity to communicate with a number of researchers and students who are interested in corporate social responsibility. We believe that we can continue an academic relationship between the universities and corporations. We can also build a cooperative relationship with companies joining the UN-Global Compact Japan Network and Nikkei GSR project. This project expects more rewarding educational practices and academic researches to promote responsible management.

・ Atomi University, Faculty of Management:  www2.mmc.atomi.ac.jp/~graduate_school_management/PRME/index.html
・ Nagoya University of Commerce and Business, Graduate School:  www.nucba.ac.jp/en/accreditation.html
The Keio UN-PRME project has sent the results of academic research and educational practices to the outside world through academic conferences and forums. More specifically, actions 1-5 were the achievements of student activities in 2010-2011. We will also exhibit posters at the Open Research Forum 2011.

This project has received critical and supportive opinions for reports and presentations by student groups. By exchanging ideas from various positions, we have been able to find ways to improve. A group of students won the award for Best Presentation at the First Asia Forum PRME in Seoul. We made sure that the award was the gift of improvements. In the future, the Keio-UN PRME project expects to provide opportunities, including the dissemination of information on the web site, to inform people of our actions and achievements. Needless to say, the SIP is one of the attempts for dialogue with the world.

III For the Future

The report is a sequel to the 1st Sharing Information on Progress (SIP) published in June 2010. The 2nd report describes the activities from July 2011 until September 2012. The Keio UN-PRME project is always seeking ways for further improvement. We believe that you can see the progress of activities compared with the 1st report. In this section, we show the outlook for the future, taking into account the reflection of the past.

Further Partnership
The Keio UN-PRME project researched a commercial campaign of the Volvic "1 ℓ for 10 ℓ" project, in cooperation with Danone Waters Japan during 2008-2009. It was the first time to build a partnership with a company. In 2010, our Project built a partnership with the member companies of NEC Social Contribution Division and Nikkei GSR Project and had a chance to exchange opinions about corporate social responsibility between undergraduates and business persons. We are looking forward to new joint research and partnerships with companies in the future.
Application to the Educational Curriculum
The Keio UN-PRME project has practiced management education and research activities as a project of our university research institute, G-SEC, since 2008. We believe that our activities produce fruitful chances for meeting new people and exchanging opinions. However, there are still many challenges for the reorganization of the educational curriculum and the installation of the major study of CSR. In order to realize the concept of PRME, our project hopes to continue development educational activities to the creation of curriculum of management by the assistance of an endowed course at universities.

Cooperation with Other Universities
The PRME network has begun to spread in Asia, in countries such as China, South Korea, the Philippines, Singapore, Thailand and India. However, the number of members in Japan has been small. In 2011, two new universities joined as new PRME members. We believe in building a stronger academic network in the future.

In addition, the PRME first Asia Forum was held by the host school Kyung Hee University, Korea in November 2010. Member schools in Japan, China, and Korea were able to interact with each other in this forum. In November 2011, the second forum will be scheduled at the School of Economics and Management at Tsinghua University, China. In the future, the KEIO-UN PRME project wants to strive for cooperation in Asia and to promote the exchange of opinions with the world's universities in cooperation with PRME headquarters.

In order to reflect the philosophy of PRME on educational practices, we believe that it is one of the most important issues to promote the sharing useful information for effective practices and to respect the diversity of organizational and academic culture of the member schools.

Keio-UN PRME Project
Sharing Information on Progress
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Keio University Global Security Institute
Keio-UN PRME Project
East building 4th Floor, 2-15-45 Mita, Minato-Ku, Tokyo, JAPAN, 108-8345
www1.gsec.keio.ac.jp/
e-mail: kungc.gsec2008@gmail.com

Dr. Mitsuhiro UMEZU
G-SEC Researcher & Project Lead
Associate Professor in the Faculty of Business and Commerce

Dr. Kazuki TAKADA
JSPS fellowship & G-SEC Visiting researcher