Keio-United Nations PRME Project

The 3rd Sharing Information on Progress

（第 3 号 バリンガル版：2012.12-2014.12 活動報告）

Dec. 31  2014
Massage from the Project Leader

It is my great pleasure to present our third “Sharing Information on Progress.” During this third term of our project, there were two memorable events: hosting the 3rd PRME Asian Forum at Keio University Campus and the Chugai Special Lecture for PRME.

PRME Asia Forum began in 2010, and had been previously hosted by Kyunghee University of Korea and Tsinghua University of China. We were honored to host it in Japan at Keio University. There were a total of 149 participants from 11 countries gathered and the Tokyo declaration was adopted by the member participants.

The PRME movement in Japan is still in its initial phase, so we are also constructing programs which target university personnel interested in learning about PRME from the beginning. There were sessions that introduced best practices from Asia, Oceania and elsewhere. As a result of this forum, the number of Japanese PRME signatories jumped from 1 to 5 schools.

On the second day, we had a student session, where a number of student groups presented CSR business models. These presentations themselves indicated the process of project-base learning and the embodiment of PRME in a practical educational context.

Chugai Pharmaceutical Co. funded the lecture series “Dedication to Health” the first lecture series for PRME, which is a fully credited course at Keio University. Its aim was to provide opportunities to reconsider CSR activities from the keyword “health.” Starting from the physical and mental health of individuals, the concept expanded to healthy organizations, communities and even healthy global economies.

This SIP included many activities that we had achieved during this third term of our project. I sincerely hope that our report will assist many PRME signatories.
I. Activity Report

Activity Report 1

The 3rd PRME Asia Forum
"Responsible Management Education: Present and Future in Asia"

第3回 PRME アジア・フォーラム、東京
「アジアにおける責任ある経営教育のいまとこれから」

開催記録

December 8 – 9, 2012
The 3rd PRME Asia Forum in KEIO
"Responsible Management Education:
Present and Future in Asia"

Date: Dec. 8-9, 2012
Place: Keio University, Mita Campus North Building Hall (Tokyo, Japan)
Sponsor: Keio-UN PRME Project, Committee for the 3rd PRME Asia Forum
Co-Sponsor: Chugai Pharmaceutical Co., Keio Society for Business and Commerce
Support: Ministry of Foreign Affairs Japan, Ministry of Economy, Trade and Industry Japan, Japan Society for Business Ethics, Japan Forum for Business and Society, Global Compact Japan Network.
Co-Support: Danone Waters of Japan.

Overview: PRME Asia Forum began in 2010, and had been previously hosted by Kyunghee University of Korea and Tsinghua University of China. A total of 149 participants from 11 countries gathered and the Tokyo declaration was adopted by the member participants.

The main purpose of this forum was to target university personnel interested in learning about PRME from the beginning. Following three keynote speeches, 4 countries’ reports that introduced best practices from Asia and Oceania followed. As a result of this forum, the number of Japanese PRME signatories jumped from 1 to 5 schools.

On the second day, we had a student session, where five student groups presented CSR business models. These presentations themselves indicated the process of project-based learning and the embodiment of PRME in a practical educational context.

（概要: 第3回PRMEアジア・フォーラムが2012年12月8-9日に慶應義塾大学三田キャンパスで開催され11カ国から延149名の参加者を得て開催された。初日は基調報告、各国のPRME実施報告が行われ、二日目は学生大会が開催された。）
The First day session

■ Welcome Speech
Dr. Mitsuhiko Umezu, (Project Leader Keio-UN PRME Project)
Dr. Heizo Takanaka, (Director of Keio Global Security Research Center)

■ Keynote Speech
Fr. Oliver F. Williams, (University of Notre Dame)
Mr. Toshio Arima (Board member, UN Global Compact, Global Compact Japan Network)
Mr. Jonas Heartle (Head, UN PRME Secretariat)
**Country Reports**

**Korea:** Dr. Yong – Seung Park (Kyunghlee University)  
**Australia:** Dr. Malcolm McIntosh (Griffith University)  
**Japan:** Dr. Mari Kondo (Doshisha University)  
**Japan:** Dr. Kazuki Takada (Japan Society for the Promotion of Science, Keio G-SEC)

---

**Second Day Session** (Student Session)

**Presentation 1**  KEIO University G-SEC  
Chugai Lecture Class 「Dedication to Health」Team

**Presentation 2**  Keio University  Tohoku Revival Project Team
Presentation 3  Tohoku Gakuin University  Tohoku Revival Project Team

Presentation 4  Doshisha University Business School Team

Presentation 5  Kyunghee University Business School Team
Chugai Pharmaceutical Co. funded the lecture series “Dedication to Health”, the first lecture series for PRME, which is a fully credited course at Keio University. Its aim was to provide opportunities to reconsider CSR activities from the keyword “health.” Starting from the physical and mental health of individuals, the concept expanded to healthy organizations, communities and even healthy global economies.

Course Structure:
April 12, 2012~ July 19, 2012
April 11, 2013~ July 11, 2013

Each course consisted of 13 omnibus lectures by specialists and 2 students presentations which were evaluated and awarded by Chugai representatives and coordinator of this course.

About 35 students registered for each sessions. 1st Prize Winning Team

(中外製薬寄付講座『健康への貢献』は慶應—国連 PRME プロジェクト初のオムニバス形式講座で、7学部、2研究科から学生・院生が参加した。13回の専門家による講義と2回の学生プレゼンテーションからなり、最終日には中外製薬と梅津先生によるプレゼン評価と授賞式が行われた。2012年優勝チームは PRME アジアフォーラムでも最優秀賞に輝いた。)
<Activity Report 3>

Nikkei GSR Project
The 4th Student GSR Idea Contest

第4回日経 GSR プロジェクト学生アイデア・コンテスト

Sept. 28, 2013       Sept. 9, 2014
Nikkei GSR Project  4th and 5th Student GSR Idea Contest

**Date:**  Sept.28, 2013, Sept, 27, 2014
**Place:**  Dentsu Hall (Chiyoda-ku, Tokyo)
**Participants:**  University Students, Professors, Business Persons
**Sponsors:**  Japan Economic Research Institute, Keio-PRME Project
**Participating Universities:**  Atomi Womens College*, Kwasei Gakuin University*, Keio University*, University of Shizuoka, Dokkyo University, Hosei University, Meiji Gakuin University, Meiji University, Rikkyo University (* PRME Signatories)

**Overview:** Since 2009, the Nikkei GSR Project has researched the business relation between global responsibility and corporate contribution to society. Eight corporate members of the project held an academic session for collaborating with university 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 resources to solve economical, sanitary, and social issues in developing countries. One Keio University student group 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.
(日経 GSR（Global Social Responsibility）研究会に参画する8つの企業から2社を選び、事業内容の長所を組み合わせて、学生が新たな社会貢献を提案。2社のリソースを組み合わせることで地球規模の課題解決に寄与する独創的なビジネスプランを学生グループが提案し、企業担当者からプランの将来性や課題について講評を受ける企画。事前に企業訪問やメールでの相談を重ね、2つの企業の強みを生かすべく、プレゼンテーションに臨み、企業側の担当者に学生からの提案を披露した。テーマは、発展途上国における貧困解消や生活水準の向上に向けたBottom of Pyramid(BOP)ビジネス。国連ミレニアム開発目標(MDGs)の達成に迫るような企業の取り組みを収益性の見込める事業展開に結び付けることで、持続可能な社会の実現を目指す。当日、会場には、8つの大学生・大学院生のグループがプランを発表し、その内容はインターネット上で配信される動画で閲覧することができる。)

cf. Nikkei Channel:  http://channel.nikkei.co.jp/business/130928_gsr/5995/

Keio University Team Presentation 2013

Clean Water for Bangladeshi People: Combining the Resources of

C.Ito Corporation and Chiyoda Corporation

:「パングラディシュの人々に綺麗な水を…」

（伊藤忠商事㈱×千代田化工建設㈱）
Keio University Team Presentation 2014

Improving Nutritional Imbalance in Thailand:
Combining the Resources of
C. Ito Corporation and Ajinomoto Corporation

「タイにおける栄養の二重苦解消プロジェクト」
（伊藤忠商事㈱×味の素㈱）

(Keio presentation awarded Special Prize of Nikkei GSR 2014)
The Second Inter-Seminar Contest for Tohoku Revival CSR Design

（第 2 回復興構想インターミニアール）

Sept. 29 2012
The Second Inter-Seminar Contest For the Tohoku Revival CSR Design

(第2回復興構想インターミナル)

Date: Sep.29, 2012
Place: Keio University, Mita Campus (Minato-ku, Tokyo, Japan)
Participants: Six University teams and Professors.
   Tohoku-gakuin University, Saitama University, Nagoya University, Kansai University, Keio University, Tohoku University
Sponsor: Keio-UN PRME Project
Supporter: A Research division on Management Education for Business Ethics in Japan Society for Business Ethics
Guest Jury: Dr. Hiroh Takahashi (Institute President of Japan Society for Business Ethics Study and Professor of Hakuoh University), Mr. Hiroyuki Teshima (Director of Business Ethics Research Center), Mr. Takeshi Miyamoto (Director of Global Compact Japan Network)

Program:
Participant University: (Seminar) and Title of Presentation
① Tohoku Gakuin University (Yoshinori Yaguchi Seminar)
   “Green Aid Project: Youth Power for the Future of Agriculture”
   (Green Aid Project～農業の未来に若者の力を～)
② Saitama University (Norihiro Mizumura Seminar)
   “First Step for Revival Support” (復興支援～はじめの一歩～)
③ Nagoya University (Satoshi Miura Seminar)
   “Let’s go Miyagi Project” (みやぎのすてき！プロジェクト)
④ Kansai University (Kazuhiko Takano Seminar)
   “Corporate Approach to the East Japan Earthquake and CSR for Revitalization”
   (企業の東日本大震災への対応と社会貢献による復興)
⑤ Keio University (Mitsuhiro Umezono Seminar)
   “Minami-Sanriku Business School” (南三陸ビジネススクール)
   (Keio presentation awarded the Grand Prix of the 2nd Inter-Seminar Contest 2012)
⑥ Tohoku University (Yasuari Takaura Seminar)
   “A Revival Support Plan: Revitalization of Tashiro Island, Miyagi-Prefecture”
   (震災復興支援策～宮城県・田代島の復興を考える)
<Activity Report 5>

The 3rd Inter-Seminar Contest

For the Tohoku Revival CSR Design

In Tohoku University

第3回 復興構想インターミナール

in 東北大学

Sept. 8, 2013
The 3rd Inter-Seminar Contest

For the Tohoku Revival CSR Design

In Tohoku University

(第3回 復興構想インターユミナール in 東北大学)

Date: Sept. 8, 2013
Place: Tohoku University, Katahira Campus Extension Education Research Hall
Sponsor: Tohoku University Graduate School of Economics, Regional Innovation Research Center “Regional Industrial Revitalization Research Project” and Keio-UN PRME Project
Supporters: Japan Society for Business Ethics, Japan Society for Business Ethics Education Research Division
Participants: Kansai University, Nagoya University, Keio University, Tohoku Gakuin University, Tohoku University (Two Teams)
Guest Jury: Hiroo Takahashi (President, Japan Society for Business Ethics・Professor, Hakuho University) Mr. Masayashi Fukushima (KDDI Co., Revival Support Division) Mr. Kazutada Haijima (Head, Kyosei Chiiki Sozo Foundation)

Overview:
For the third year of this project, we were hosted by Tohoku University, the epicenter of the Tohoku Earthquake. There were 20-minute presentations by six University teams. At the end of each session, there evaluations by the guest jury. Next year we decided to continue this event, expanding our vision into the general theme of CSR Design.

概要： 東日本大震災から2年が経過し、3回目となる今回は、東北大学に会場を移して、「復興構想」を掲げた最後となるインターユミナールを開催した。当日はあいにくの雨模様となったが、全国から5大学6ゼミの学生と教員が仙台に集まり、夏休み中に積み重ねた調査結果やゼミ内での研究成果をまとめて、20分間のプレゼンテーションに挑んだ。全プレゼンテーション終了後に、審査員からの講評と表彰が行われた。また、次年度からはより広範な「CSR構想インターユミナール」として継続することが決まった。

・ 東北大学大学院経済学研究科地域イノベーション研究センターのアドレスは以下の通り。
http://www.econ.tohoku.ac.jp/rirc/
Program:

Participant University: (Seminar) and Title of Presentation

1. Kansai University (Kazuhiko Takano Seminar)
   “Advice for Tohoku Support Method: Necessary Support that for Tohoku”
   （東北支援の在り方に関する提言：現在の東北に必要な継続的支援）

2. Nagoya University (Satoshi Miura Seminar)
   “Let’s go Miyagi Project 2013 Version”
   （みやぎのすてき！プロジェクト 2013年バージョン）

3. Keio University (Mitsuhiro Umezu Seminar)
   “Tsutsujigaoka Bicycle X Revival from Earthquake: Cycling for Evacuation Route Search”
   （つつじがおか 自転車 X 震災復興：ルート探しサイクリング）
   (Keio Presentation awarded the Excellent Presentation Prize 2013)

4. Tohoku Gakuin University (Yoshinori Yaguchi Seminar)
   “New Volunteer Format: Tri-Sector Project for Universities, Volunteers and Companies damaged by the earthquake”
   （新しいボランティアの形を:大学・ボランティア・被災企業の三位一体計画）

5. Tohoku University (Yuko Nishide Seminar)
   “Trip Map: Revitalizing Tourism in Tohoku by Utilizing IT Power”
   （TRIP MAP の提案：IT の力で被災地観光を活性化）

6. Tohoku University (Yasuari Takaura Seminar)
   “Move on Miyagi”
   （ウゴカセ、ミヤギ：雇用問題から復興を考える）

Q & A by Students  Evaluation by Guest Jury  Awarding Ceremony
<Activity Report 6>

The 4th Inter-Seminar Contest

For the CSR Design

In Kansai University

(第4回CSR構想インターミニナルin関西大学)

Date: Oct. 3~4, 2014
Place: Kansai University, Takatsuki Muse Campus Musu Hall
Sponsors: Kansai University Faculty of Social Security, Keio-UN PRME Project
Supporters: Japan Society for Business Ethics, Japan Society for Business Ethics Education Research Division
Participants: Kansai University, Nagoya University, Keio University, Tohoku Gakuin University, Tohoku University (Two Teams)
Guest Jury: Hiroo Takahashi (President, Japan Society for Business Ethics・Professor, Hakuho University) Hiroshi Kenmochi (Japan Society for Business Ethics)

概要：企業の資源と経営のアイディアを活用して持続可能な社会の実現をめざし、学部のゼミ生がひと夏をかけて、現地調査やグループワークを重ねた研究成果を発表する企画。本年度で4回目を数えた。企業の社会貢献活動や東日本大震災からの復興をテーマとして、8つのゼミが20分間のプレゼンテーションを行い、質疑と審査を受けた。当プロジェクトの発表は、昨年、優秀賞（2位）だったが、今年は見事、最優秀賞に輝いた。
Program:

**Participant University**: (Seminar) and Title of Presentation

1. Tohoku University (Yuko Nishide Seminar)
   "Leisure Passport for Regional Revitalization"

2. Kansai University (Keiko Yokoyama Seminar)
   "Creation of Social Business for Improving a QOL in an Aging Society"

3. Keio University (Mitsuhiko Umezu Seminar)
   "Education for Future Generations: Financial Education for Children"
   (Keio Team Presentation awarded Grand Prix 2014 Inter-Seminar Contest)

4. Tohoku Gakuin University (Yoshinori Yaguchi Seminar)
   "Let’s Stand Up Tohoku Project"

5. Fuji Tokoha University (Mun Jae-Ho Seminar)
   "Survey of Ethical Awareness of Japanese University Students"

6. Takushoku University (Ayako Sendo Seminar)
   "Advice for the Cannon Marketing Japan’s CSR Activity"

7. Kansai University (Kazuhiko Takano Seminar)
   "Dilemma of Social Engagement of Woman"

8. Tohoku University (Yasuari Takaura Seminar)
   "Securing Personnel to Carry out Revitalization"
   "Education for Future Generation: Financial Education for Children"
   「未来を担う子供たちを育てる—金融教育—」
<Activity Report 7>

G-SEC Square
in SFC Open Research Forum 2013, 2014
(SFC オープン・リサーチ・フォーラム)

Date: Nov. 22–23, 2013 and Nov. 21–22 2014
Place: Tokyo Midtown Hall
Overview: Since 2008, Keio-UN PRME Project has joined G-SEC Square portion of Keio Shonan Fujisawa Campus (SFC) Open Research Forum. Every year we have a small booth and exhibited research posters.
1st and 2nd SIP

会場で配布した活動報告書（SIP）

www.unprme.org/reports/PRMESharingInfoonProgressKEIO.pdf
Open Research Forum 2013 「Bazaar of Creation」

「創のbazaar」
Open Research Forum 2014 「PROTO-UNIVERSITY」

(Pictures above reflect several years of ORF)
II. 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.

<table>
<thead>
<tr>
<th>Principle 1. Purpose</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

The Keio-UN PRME project provides an opportunity to teach corporate social responsibility, sustainable society and business ethics to undergraduate and graduate 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.

<table>
<thead>
<tr>
<th>Principle 2. Values</th>
</tr>
</thead>
<tbody>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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 2012-2014, the theme of the Keio-UN PRME project was to propose 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 these goals 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 companies, both for students and business persons.
At the Keio-UN PRME project, we believe that it is important to discuss social issues, teach the case method, and conduct project-based study. Both educational activities are intended to provide active experiences for students who find the challenges in our business society. Although we pay attention to knowledge-based method, we also explore teaching methods that combine managerial theory and business practice. This project presents 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 2014 in order to assess the needs of the Fukushima local community. As a result, the student groups were able to show a new CSR model to connect company donations 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 2012, four universities (Atomi Womens University, Nagoya University of Commerce and Business, Kwansei Gakuin University and Doshisha University) joined PRME. The Keio UN-PRME project believes that it is important for domestic universities to work together. We were together at the 3rd PRME Asia Forum at Keio University in December 2012.

"The 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 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.

The Keio UN-PRME project has sent the results of academic research and educational practices to the outside world through academic conferences and forums. We also exhibited posters at the Open Research Forum 2012~2014. This project received critical and supportive opinions for reports and presentations by student groups. By exchanging ideas from various positions, we have able to find ways to improve. A group of students won the award for Best Presentation at the 3rd Asia Forum PRME in Keio. We made sure that the award was well deserved. 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 and 2nd Sharing Information on Progress (SIP) published in June 2010 and Dec. 2012. The 3rd report describes the activities from Dec. 2012 to Dec. 2014. 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 and 2nd 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, Malaysia and India. However, the number of members in Japan has been small. In 2011~12, four new universities joined as new PRME members. We believe in building a stronger academic network in the future. 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.
慶應—国連 PRME プロジェクト活動報告書第3版
2014.12.31

Keio University Global Security Research Institute
慶應義塾大学グローバルセキュリティ研究所
Keio-UN PRME Project
慶應—国連 PRME プロジェクト
2-15-45 Mita Minato-ku, Tokyo 108-8345
〒108-8345 東京都港区三田2-15-45
www1.gsec.keio.ac.jp/e-mail: kungc.gsec2008@gmail.com

Mitsuhiro UMEZU, Ph.D. Project Leader
梅津 光弘 G-SEC 研究員、慶應義塾大学商学部准教授
Kazuki TAKADA, Ph.D.
高田 一樹 G-SEC 研究員、南山大学ビジネス研究科准教授
Yosuke ARINO, Ph.D.
有野 洋輔 G-SEC 客員研究助教
Maki DAN, MA
段 牧 G-SEC 研究員