

Japan, Asia and Beyond:

How a AD Agency, the Entertainment Industry, And Civil Society are Promoting SDGs to Communities and Businesses

17 GOALS TO TRANSFORM OUR WORLD





SDGs Initiatives by Yoshimoto Kogyo

17 GOALS TO TRANSFORM OUR WORLD



Yoshimoto Kogyo

**Yoshimoto has a history of 106 years.
One of the most FAMOUS,
talent management agencies in Japan.**



Inception

**“Let’s change the world through SDGs!
Kick-off Seminar”
For the Employees of Yoshimoto Kogyo.**

First Initiative



Big Festival of the Islands ～Okinawa International Movie Festival～

Okinawa International Movie Festival “Laugh and Peace”



**At the Naha Red Carpet event,
the comedians promoted 17 SDGs goals!**

Content Production Example 1

“SDGs Shin kigeki - theatre”



Kyoto International Movie Festival 2017

Content Production Example 2

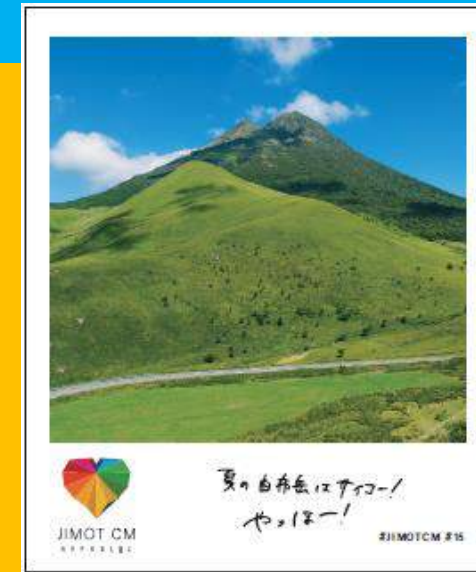
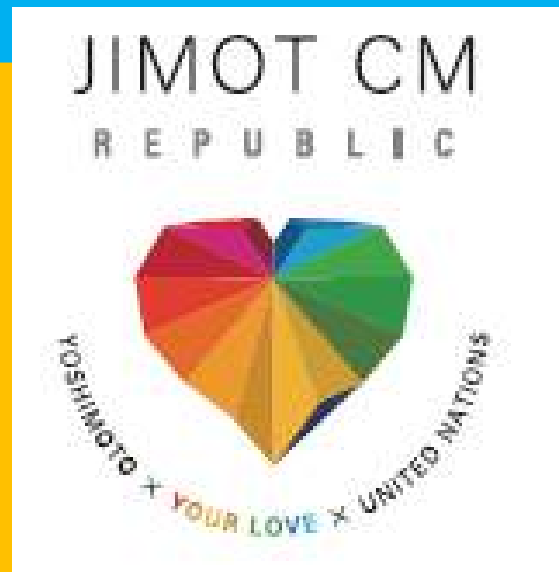
「SDGs Walk」



Content Production

Example 3

「JIMOT CM REPUBLIC」



Big Festival of the Islands

～Okinawa International Movie Festival～

Collaborations with Stakeholders 1



Ministry of Foreign Affairs – “Global Festa 2017”



AIESEC – May Fair in Tokyo University



Marine Stewardship Council

Collaborations with Stakeholders 2

Nikkei Financial Newspaper “Eco Pro 2017”



Asahi Newspaper “Asahi World Forum”

Collaborations of Dentsu & Yoshimoto

dentsu


+



YOSHIMOTO



**This collaboration will be able to present and
promote SDGs
in methods beyond imagination.**



I'm going to pour this leftover ice
into the ocean.



I've never really had any goals in life...

DENTSU SDGs ACTIVITIES

1. About Dentsu
2. Why SDGs at Dentsu
3. SDGs Sensitization Activity in Dentsu
4. Dentsu's activity influencing clients
5. Yoshimoto Partnership

1. About Dentsu

17 GOALS TO TRANSFORM OUR WORLD





dentsu



Over
145 countries
and regions

Gross Profit



877,622
million yen
(CY 2017)

Dentsu Group
Employees



60,064
(as of Dec.31,2017)

Ratio of Gross Profit from
International
Business



58.8%
(CY 2017)

Founded: July 1, 1901

2. Why SDGs at Dentsu

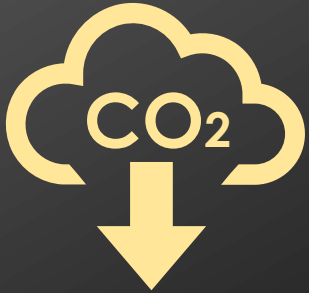
17 GOALS TO TRANSFORM OUR WORLD



Dentsu Group Medium-Term CSR Strategy 2020

Four key domains set for Japan and overseas

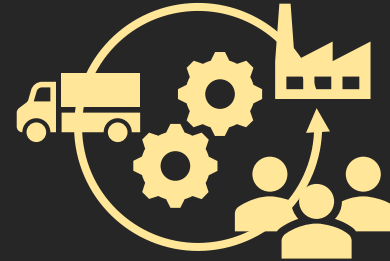
ENVIRONMENT



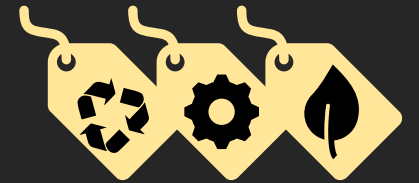
COMMUNITY



SUPPLY CHAIN



**RESPONSIBLE
MARKETING &
COMMUNICATION**



Various CSR actions especially in the COMMUNITY domain

CSR Initiatives in the COMMUNITY Domain

**Dentsu CSR activities based on specialized skills
threw our business domain**



**AD PRIMARY
SCHOOL**



**TIPS ON
COMMUNICATION**



**SOCIAL POSTER
GALLERY**

SDGs supporting project by the 6 world's largest advertising groups



Cannes Lions International Festival of Creativity 2016

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Dentsu Group's Commitment to SDGs

Dentsu : "Health"

WPP : Gender

Publicis : Food

Havas : Climate Change

Omnicom : Water

IPG : Education



malaria
NO MORE

Stop TB Partnership



“Zero Malaria 2030” Campaign



“Malaria Must Die” Campaign



3. SDGs Activity in Dentsu

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Dentsu Internal Activity

We are prepared to share the importance of SDGs with clients and promote stakeholders' involvement

Workshops and seminars

For employees

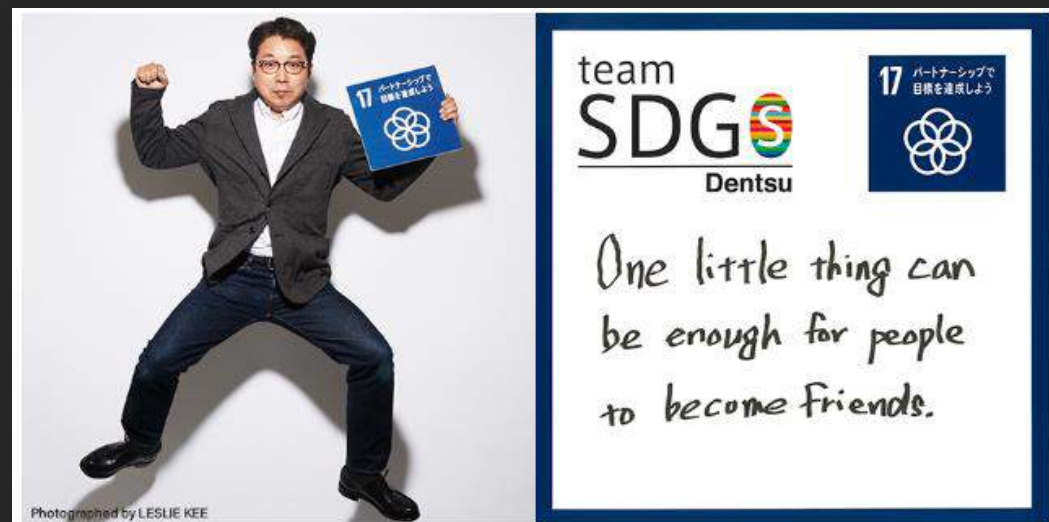
For board
members

Seminars for clients

Dentsu Employee Photo Session

Photo session
with Leslie Kee

Over 100
employees
took part in the
event



Dentsu SDG's Week



仕事で、
世界を
よくしよう。

「それには、たしかな経験がある。」

五、六で既述してきたように、この二篇は、
 一、二を見て見ぬふりをする態度、

その際、以下を付帯して請求する。
（一）委託料の額を請求する。

電話人: 暫くお待ち。
 中込: はい、おかしな感じがします。
 電話人: 少々お待ちください。

4. Dentsu's activity influencing clients

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Dentsu's Activity Influencing Clients

[illegible]

既述の如く、新提議「環境保全」を、郵政に換へた。持論が時間的な未来の可能性を考へる「創日期会」の「創日」(朝日新聞社主催)が10月31日まで開き終つた。登壇した企業側の三任友四事は、社会として成長することを自らの使命と位置付け、今後の経営戦略の要諦となる6つのフアラシリイ(重要課題)を公表した。その首括を社内場持する盛化を中村邦晴社長に聞く。



SUSTAINABLE DEVELOPMENT GOALS 6つの重要課題
世界を安全な地球の17の目標



元海防艦の雄姿
海上自衛隊



舞踊団
舞踊団



医療関係
医療関係



医療関係
医療関係



医療関係
医療関係



医療関係
医療関係



舞踊団
舞踊団



舞踊団
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舞踊団
舞踊団



Dentsu's Activity Influencing Clients

女の子は、太陽だ。

私たちはキレイモ。高度な全身脱毛技術で、女の子たちのキレイを叶えるサロンです。しかし、私たちが目指すのは、美しい素肌に仕上げることだけではありません。すべての女の子が自分らしく、いつでも100%全開なマインドで進んでいけるような、前向きなパワーを生み出すこと。それが私たちのゴールです。この国の女の子たちは、つつい周囲と幸福を合わせ、正解ばかりを求めがち。そんな絶対つまらないと思うんです。勇気を出して、自分らしさを受け入れること。自分自身を思いっきり愛すること。いつだって100%な自分でいられること。それがキレイモの考えるキレイなのです。キレイモは、国連で採択された持続可能な開発目標(SDGs)の5つ目のテーマである「ジェンダー平等を実現しよう」に賛同し、様々な取り組みを推進しています。去る5月31日、キレイモはニューヨークの国連本部にて、国連の友とTOKYO GIRLS COLLECTIONのコラボレーションイベントに参加。現地でファッションセレモニーも開催し、大きな反響を呼びました。KIREI THE WORLD!! 女性たちが、いつも自分らしくポジティブにいられるなら、世界もきっとHAPPYな方向へ進んでいく。そう信じて、キレイモはこれからも進化を続けます。ご期待ください。

東京都 株式会社「キレイモ」
東京事務所(東京都目黒区) (GDD)
本社(東京都)



全身脱毛サロン「キレイモ」は、国連で採択された持続可能な開発目標(SDGs)を支援しています。



あなたを叶える全身脱毛 KIREIMO

5. Yoshimoto Partnership

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What Inspired Yoshimoto and Dentsu to SDGs Partnership?

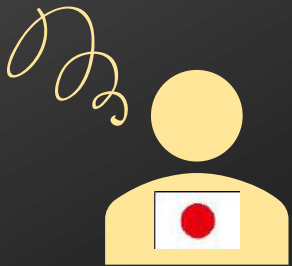
dentsu



What Inspired Yoshimoto and Dentsu to SDGs Partnership?

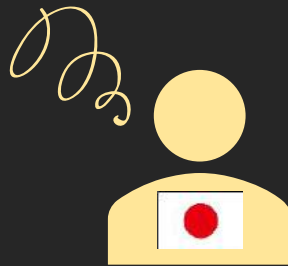
Empathize w SDGs

**Approx.
40%**



Awareness in Japan

**Less than
15%**



**Penetration of
SDGs has
a long way to go**

What Inspired Yoshimoto and Dentsu to SDGs Partnership?

Top Runner on SDGs in Japan



YOSHIMOTO



dentsu

Communication Expert

SUSTAINABLE DEVELOPMENT GOALS



うた: 未来人 feat. SDGs オールスターズ

え: テリー・ジョンソン

Artists : Futureman feat. SDGs All-Stars

Characters : Terry Johnson

Civil Society's partnership with mass media, Entertainment Industry and ad agencies in attaining the SDGs #1

17 GOALS TO TRANSFORM OUR WORLD



August 23, 2018

Kaori Kuroda

**President, Japan Civil Society Network on
SDGs**

Executive Director, CSO Network Japan

Japan Civil Society Network on SDGs (SDGs Japan)



- **A broad civil society network for the achievement of the SDGs with 100 member organizations (as of 2018.8)**
- **Promoting Partnership with other stakeholders and multi-stakeholders processes**
- **Main activities of SDGs Japan include:**
 - advocacy actions and policy making
 - information sharing and outreach, and
 - public awareness campaigns



UN Secretary-General António Guterres and core members of SDGs Japan in Dec. 2017

“Leave No One Behind” as a central theme of the 2030 Agenda

- Many CSOs work at the grassroots level to support marginalized and vulnerable people and communities in and outside Japan.
- CSOs advocate for the rights of such people and communities.
- SDGs Japan is committed to achieving the SDGs without leaving no one behind



Partnership with media, entertainment and ad agencies

Why CSOs engage and partner with mass media, the entertainment industry and ad agencies?

- 1 Outreach to the wider public in efforts to get the word crossed**
- 2 Enhance communication skills of CSOs**
- 3 Develop guidelines and standards for responsible marketing and communication**

1 Outreach to the wider public

Future Runners



Fuji Television started new TV program featuring “future runners” who are committed to attaining the SDGs.



Ms. Mako Yoshioka
MADRE BONITA



Mr. Ren Onishi
MOYAI

“Each story will show a challenging action which might be a small step but definitely has the power to change the future.” Facebook of Future Runners

Source: <https://www.fujitv.co.jp/futurerunners/>

3 GOOD HEALTH
AND WELL-BEING



NPO Madre Bonita
Mako YOSHIOKA

I was exhausted after giving birth.

© 新宿ごはんプラス



Even in a well-off country such as Japan,
I realized that there are still so many people living in poverty.

SHINSEI X Asahi Shimbun (Newspaper)



SHINSEI supports the people with disabilities and welfare facilities in the disaster-affected areas in Fukushima by creating jobs after the Great East Japan Earthquake on March 11, 2011.



**Here, We Create a Job.
We Create the Future.**



**Collaborative Project on
Persons with Disabilities in
Fukushima**

SHINSEI

2 Enhance communication skills of CSOs

“Tsutaeru Kotsu (Tips on communication)”

Creative Directors and copy writers of Dentsu formed a committee for improving communication and PR skills of nonprofits.

A total of 4,800 members of the nonprofit sector took the course across Japan. (As of March 2016)



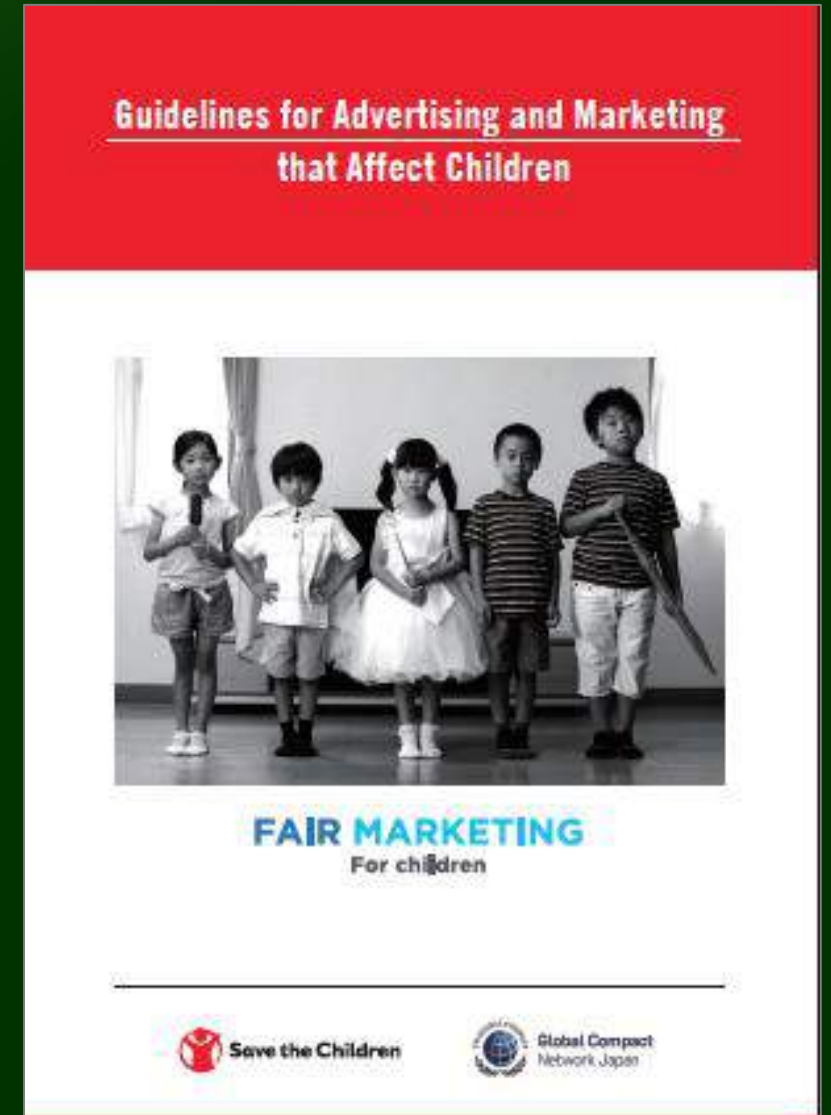
Received “Good Design Best 100 Award” in 2016

Source: <https://dentsu-ho.com/articles/4053>, <http://www.jnpoc.ne.jp/?tag=tsutaeru>

3 Develop guidelines and standards for marketing and communication

- Developed “the Guidelines for Advertising and Marketing that Affect Children
- Based on the “UN Guiding Principles of Business and Human Rights” and “Children ‘s Rights and Business Principles”
- Completed by Save the Children Japan and Global Compact Network Japan in October 2016.

Source: Save the Children Japan's webpage
http://www.savechildren.or.jp/partnership/crbp/pdf/fair-marketing_eng.pdf



SDGs Communication Guide by Dentsu

Dentsu formed the multi-sectoral SDGs Communication Guide Creation Committee to develop the Guide in 2018.

Member of the nonprofit sector actively participated in discussions, in particular, on

- **Respect for human rights**
- **Avoid “Cherry Picking” and “SDGs Wash”**

in advertising and promotional campaigns.



Source: <https://dentsu-ho.com/articles/4053>, <http://www.jnpoc.ne.jp/?tag=tsutaeru>

DENTSU SDGs ACTIVITIES

- 6. SDGs Communication Guide
- 7. SDGs Awareness Market Research
- 8. SDGs Lion



6. SDGs Communication Guide

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“SDGs Communication Guide”

Guidelines for communication initiatives in line with SDGs

SDGs Communication Guide

(1) What are the SDGs?

The SDGs are the “Sustainable Development Goals” stated in the “2030 Agenda for Sustainable Development” that was unanimously adopted with the participation of the leaders of more than 150 member states at the September 2015 United Nations Summit. The SDGs are comprised of 17 goals targeting the social issues of all countries, and 169 targets which are the achievement criteria established for each of the issues. The SDGs aim to build an inclusive and sustainable society using these goals and targets.

The SDGs encompass a broad range of issues from poverty and hunger to environmental issues, economic growth and gender, pursue affluence while also protecting global environment, and emphasize that “no one will be left behind,” and the goal is to achieve them by 2030.



SDGs Communication Guide 3

(1) “Advertising communication using the SDGs” to improve corporate value

Gaining a good reputation from society and customers with “advertising communication using the SDGs”

As “a sustainable company that complies with the philosophy of the SDGs and keeps in mind the future and society,” we can expect effects like the following if we are understood by society overall and our customers and gain a good reputation from them.

- With respect to the inside of companies →
SDGs become the common language of in-house integration and centripetal force improves
Improve in-house integration and centripetal force and accelerate promotion of the SDGs by gaining a good corporate brand evaluation from society and customers and the SDGs becoming a common language that indicates the future of the company.
- With respect to a variety of stakeholders →
creates opportunities for constructive dialogue and creative relationship-building
If the management philosophy and its application are understood, that becomes an opportunity for dialogue with stakeholders and creative relationships.
- With respect to a variety of organizations and groups such as companies, local governments, regions, NPOs, etc. →
brings about the potential for diverse collaboration and co-creation
If the stance and intentions of the company regarding the promotion of the SDGs are communicated, the potential for collaboration and co-creation with a variety of companies, local governments, regions, and NPOs will be opened up.
- When launching and advertising new businesses and new products →
evaluation and understanding is obtained from a higher viewpoint
When launching and advertising businesses aimed at the solution of social issues, if the business is evaluated and understood from a high viewpoint then this contributes to promotion of the business.

SDGs Communication Guide 10

SDGs Communication Guide



Toshihiko Goto, Chairperson

Executive director, Global Compact Network Japan
CEO, Sustainability Forum Japan

Mikako Awano

Founder & CEO, General Association SusCon Japan

Ichiro Ishida

Director, Marketing Strategy Division, The Asahi Shimbun

Taikan Oki

Prof., Integrated Research System for Sustainability Science, The Univ. of Tokyo Institute for Advanced Study,
Senior Vice-Rector, United Nations University, Assistant Secretary-General, United Nations

Koichi Kaneda

CSR Promotion, Senior Director, ANA Holdings Inc.

Koji Kinoshita

Chair of Environmental Subcommittee, Japan Advertising Agencies Association

Kaori Kuroda

Executive Director, CSO Network Japan

Yumiko Horie

Advocacy Manager, Save the Children Japan

(Data as of April 1, 2018)

SDGs Communication Guide

Background of the SDGs, meaning and advantages for private sectors to participate

(2) Background of the SDGs

The background to the adoption of the SDGs is the growing global sense of crisis regarding sustainability from 2000 onwards, and a variety of movements calling for the cooperation and participation of companies for the solution of social issues.

Comparing the SDGs with the MDGs, the predecessors of the SDGs which were adopted in 2000, the MDGs covered limited social issues such as poverty, etc. in developing countries whereas the SDGs cover solutions for a wide range of social issues such as climate change, human rights, social infrastructure and urban problems, economic growth, etc. in all countries, including developed countries. Furthermore, the SDGs expect that companies will solve social issues through the investment and innovation they carry out as a part of their business activities.

The major developments in the world pertaining to companies and society since 2000 are reflected in the change from the MDGs to the SDGs.

Domestic and overseas developments pertaining to CSR/ESG/SDGs	
Year	
2000	<ul style="list-style-type: none">Adoption of the MDGs, development goals for the 15 years until 2015, at the United Nations Millennium Summit (these were the predecessors of the SDGs and were centered on issues such as poverty, education, public health, etc. in developing countries)The Global Compact (UNGC), a global framework for realizing sustainable growth centered on enterprises, is launched after being proposed by the United Nations
2010	The ISO (International Organization for Standardization) issues the SR International standard "ISO 26000"
2011	The United Nations Human Rights Council endorses the Guiding Principles on Business and Human Rights
2012	<ul style="list-style-type: none">The participants at the United Nations Conference on Sustainable Development (Rio+20) shared the perception that building a society based on the three elements of the economy, the environment, and society was important for sustainable developmentThey agreed to commence intergovernmental negotiations for the Sustainable Development Goals (SDGs)
2014	The Financial Services Agency announced the Japanese version of the Stewardship Code for Institutional Investors
2015	<ul style="list-style-type: none">Adoption of the SDGs at the United Nations Conference on Sustainable DevelopmentThe Government Pension Investment Fund (GPIF) signs the United Nations Principles for Responsible Investment that give consideration to the environment, society, and governanceThe CO₂ reduction goals for 2020 onwards are agreed at COP21 (the Paris Agreement)Application of the Corporate Governance Code, a code of conduct for listed companies, commences
2016	<ul style="list-style-type: none">The SDGs Promotion Headquarters is established in the CabinetThe SDGs Implementation Guiding Principles are formulated
2017	<ul style="list-style-type: none">Publication of the Business Reporting on the SDGs provided by the United Nations Global Compact (UNGC) and the GRI (Global Reporting Initiative)KDGMBS (Japan Business Federation) revises the Charter of Corporate Behavior to incorporate the achievement of the SDGs through the revision of Society 5.0

(4) Advantages for business management realized by the SDGs

The SDGs are currently leading the variety of transformations and innovations that are required of companies. That opens up the possibility of "sustainable business management focused on the future."

- Improvement and development of relationships with stakeholders**
Initiatives for the SDGs improve and develop relationships with the stakeholders of companies (a variety of individuals and organizations involved with companies). This leads to the improvement of corporate value and reduces a variety of potential social risks.
- The solution of social issues is an enormous business opportunity**
The 2017 report of the World Economic Forum, Better Business Better World, states that "Achieving the Global Goals opens up an economic prize of at least US\$12 trillion by 2030." Enormous business opportunities related to the SDGs are expected both in Japan and overseas in relation to the solution of social issues.
- ESG Investment* that is beneficial for funds procurement**
Initiatives for SDGs function beneficially for the funds procurement of companies through ESG investment which is becoming established among the investors of the world. It is estimated that the proportion of the global balance of managed assets accounted for by ESG investment reached approximately 25% in 2016.
- Collaboration with a variety of entities is realized with the SDGs as the common language**
By transcending national borders and the boundary between the public and private sectors and providing goals and frameworks as a common language, the SDGs connect partners that can cooperate with each other to tackle social issues, such as companies and national and local governments, small and medium-sized enterprises and regions, NPOs, etc., thereby creating opportunities to work together.



The positioning of the SDGs at the core of their management by companies ties them to their investors through ESG investment and encourages engagement with a variety of stakeholders

* ESG Investment refers to investment carried out giving the priority to companies that take into consideration the environment, social issues, and governance.

SDGs Communication Guide

Effects and methods of SDGs in corporate communication

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When launching and notifying businesses aimed at the solution of social issues, if the business is evaluated and understood from a high viewpoint then this contributes to promotion of the business.



(2) Method of getting publicity for initiatives for SDGs

If we make active appeals with "advertising communication using the SDGs" to what kind of company we think we want to become in the future, and what kinds of products and services we will provide to solve social issues, then we will be able to communicate the stance of the company clearly to each stakeholder. When communicating, it is effective to utilize perspectives like the following and furthermore to incorporate measures that enable consumers and diverse stakeholders to collaborate to tackle the goals under the SDGs.

Corporate advertising, product advertising, and promotions

- **Management strategy/medium to long-term strategy**
Combine the company's intentions for the future with the goals under the SDGs and actively utilize communication.
- **Products and services**
Closely examine on a factual basis whether the company's products and services match the goals under the SDGs, not only at the time of use but also at the time of raw materials procurement and product manufacturing, and after use, etc., and actively utilize this information in the communication.
- **Promotions/campaigns**
Formulate and implement a range of promotions and campaigns to encourage participation in and cooperation with the SDGs by customers and a variety of stakeholders.
- **Utilization of a range of certification labels**
Utilize sustainable certification labels by third parties that can be trusted, such as environmental labels^{*1} and fair trade labels^{*2}, etc. in the products and services provided by the company.

^{*1} Environmental labels are labels that communicate environmental information about products and services to purchasers through products and packaging labels, product instructions, advertising, public relations, etc. ISO has established standards divided into three types.

^{*2} Fairtrade labels are labels which certify that the international Fairtrade Standards stipulated by Fairtrade International have been met in each process from when the raw materials were produced to importing and exporting, processing, and the manufacturing process until the product is completed as an "international Fairtrade certified product."



SDGs Communication Guide

Avoidance of "SDGs Wash" and consideration for human rights

(3)-3 Ambiguity and vagueness of SDGs wash and human rights

We briefly discuss SDGs wash and matters pertaining to human rights as points to note when engaging in communication, taking into account the fact that the idea of human rights is at the foundation of the SDGs.

- **The judgment criteria differ depending on the country and region, and the perceptions and religion of the people**
There are no international guidelines for SDGs wash and their good and bad aspects are not judged based on law. The judgment of specifically what kind of expression is equivalent to a "wash" differs greatly depending on the literacy of individuals and the situation of the country and society.
- **The judgment criteria change due to the trends of the era and society**
Currently, suggestions for improvement and criticism by opinion leaders, etc., regarding expressions that do not equate to "wash" are having an impact on the way of thinking of many people through social media, etc., and it is possible that social criticism that "it is SDGs wash" will suddenly spread.
- **The judgment criteria change depending on the company scale and industry, etc.**
There are cases in which a company sets out goals that it believes are achievable based on its internal resources but if the company scale is taken into account actually the scale is not adequate to be able to say the company is tackling the SDGs. There is a danger that the company will be suspected of insincerity if it communicates in this way. It is necessary to firstly set goals commensurate with the company scale before doing any advertising, and the setting of goals commensurate with the industry characteristics and the region in which the company will be active is required first of all.
- **It is important to be careful to make the judgment for the goals under the SDGs overall, including taking into account negative impacts**
It is dangerous for companies to do advertising that only presents the positive aspects of measures related to the goals under the SDGs. If the company does not take into consideration the negative aspects of the impact of the business of the company overall on society, rather than only the implemented measures, and disclose those negative aspects as well, there is a risk that it will be judged as engaging in a "wash."

(3)-5 Checkpoints for the avoidance of SDGs wash and consideration for human rights

Measures to avoid SDGs wash

- (i) **Avoid expressions which have no basis and for which the information source is unknown**
 - In the case that the materials that form the basis for the expressions are not very reliable and in the case that there are no verifying materials
- (ii) **Avoid expressions which exaggerate beyond the facts**
 - The case of greedily emphasizing and appealing to initiatives for the SDGs which are not that big, and discussing small initiatives to an exaggerated degree
 - The case of using expressions that suggest the company is voluntarily taking into consideration matters that are regulated by law anyway
- (iii) **Avoid vague expressions for which it is difficult to determine the meaning of the words**
 - Copywriting lacking specificity regarding the response to the SDGs for which it is difficult to determine the meaning of the words, etc.
- (iv) **Do not use visuals with little relationship to the facts**
 - Aiming to create or simplify the SDGs image using photographs of "poverty," "education," etc., despite there being no consideration given to the SDGs in fact, etc.,

Consideration for human rights

- (v) **Use expressions after looking up the original etymology of the words**
 - Be careful of the fact that cases in which the meaning of words is different depending on religious background, etc., are possible
- (vi) **Verify whether or not the means of expressions of people and groups that appear in advertising expressions are appropriate**
 - Check whether or not stereotypical roles and images, prejudices, discrimination consciousness, etc., have been expressed
- (vii) **Be aware that there are differences in values and culture in each country**
 - Be aware that evaluations and understanding of history and ethnic groups differs greatly depending on the country and ethnic group, etc.

SUMMARY – SDGs Communication Guide



7. SDGs Awareness Market Research

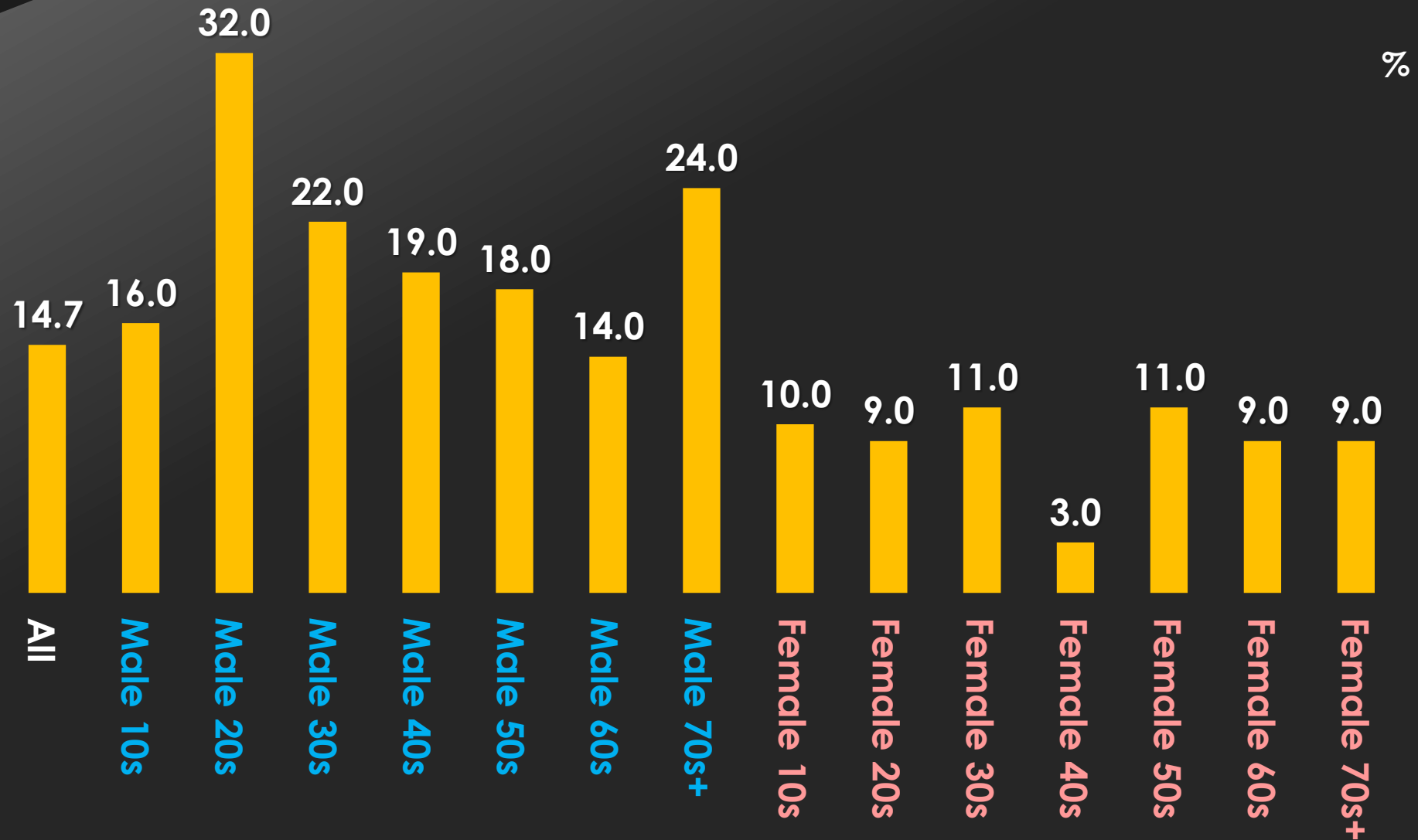
17 GOALS TO TRANSFORM OUR WORLD



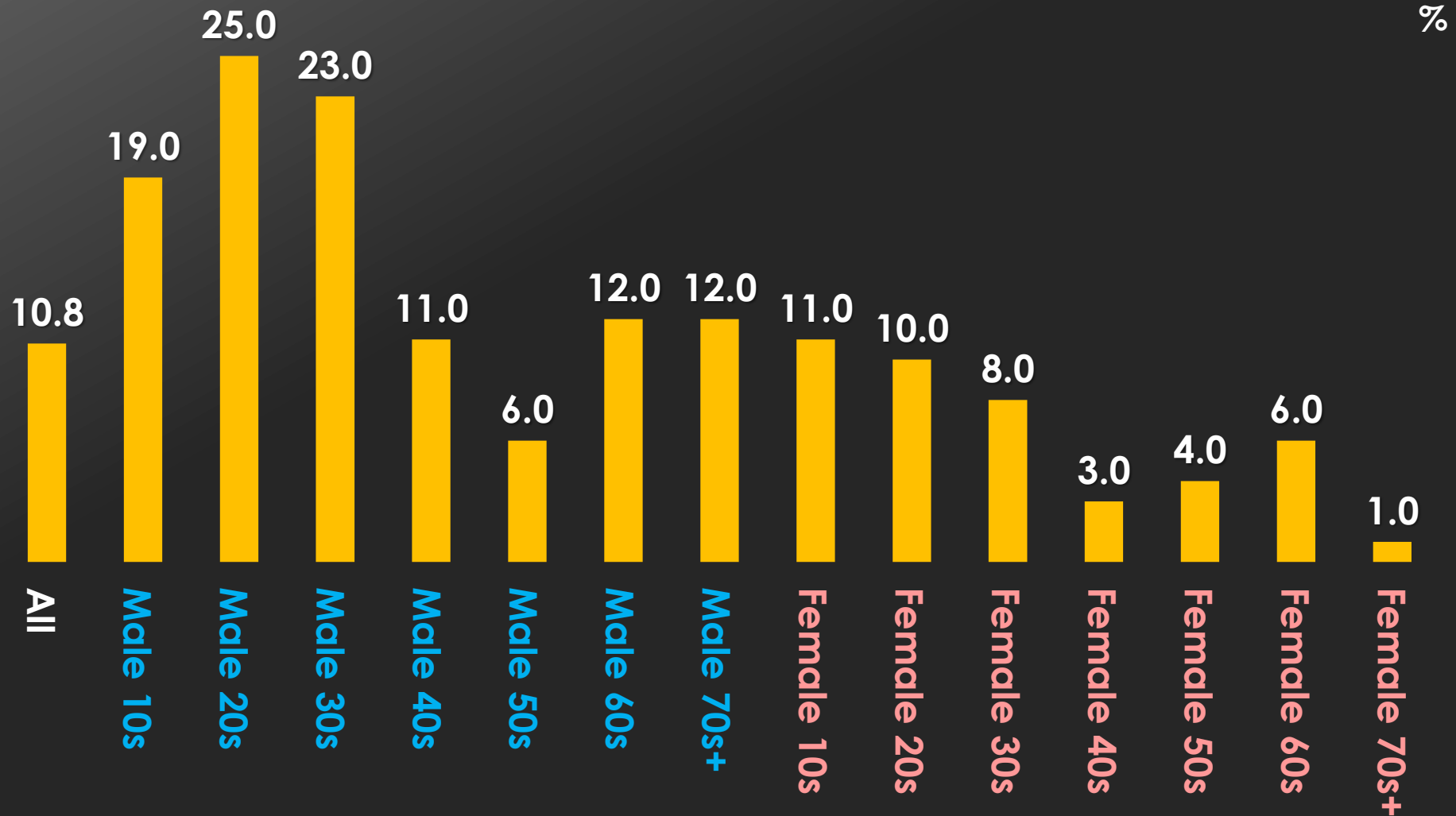
SDGs Awareness Market Research

- Objectives** Identify "awareness, understanding," "interest," "profile of those who are aware of SDGs" and "path of contact with information."
- Research date** February 6-7, 2018
- Respondents** 1,400 persons in Japan
(100ss M/F each per age group from 10s to 70s)

Awareness of SDGs as a Word

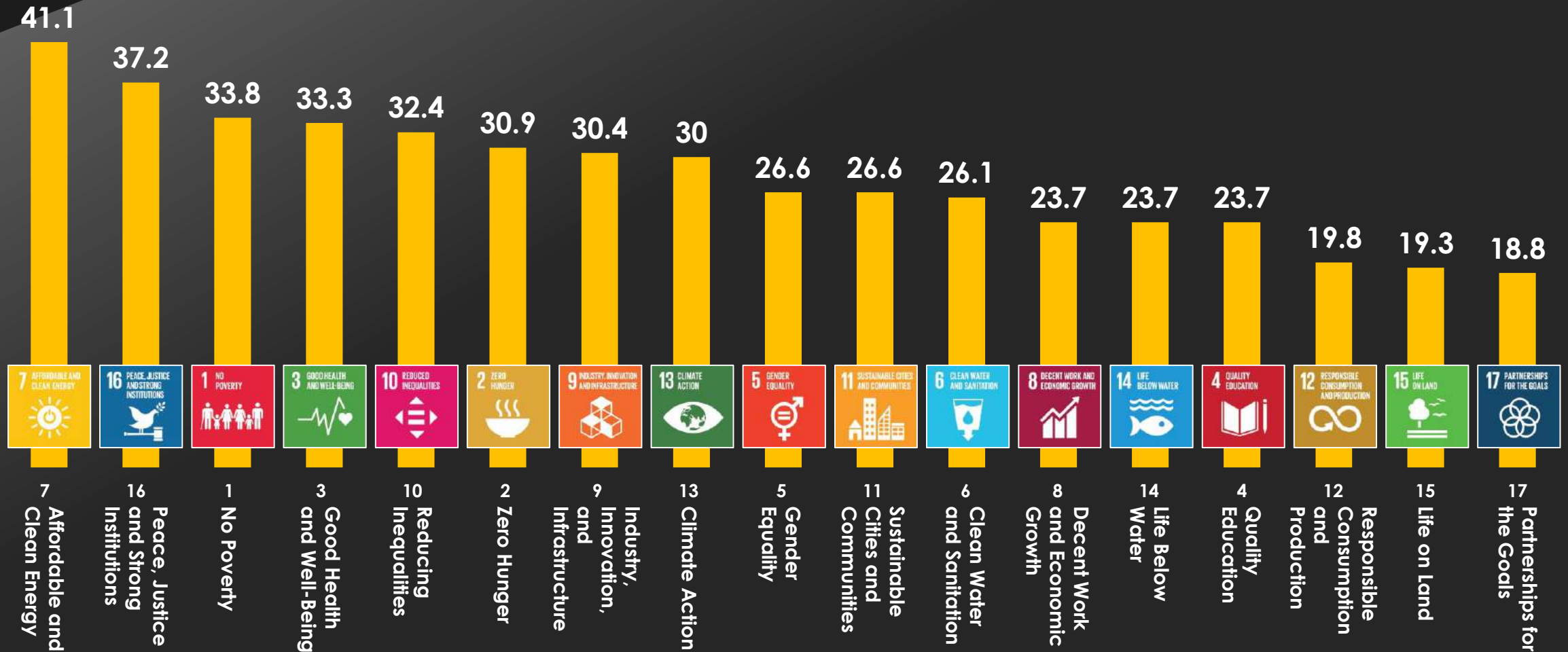


Awareness of SDGs Activities

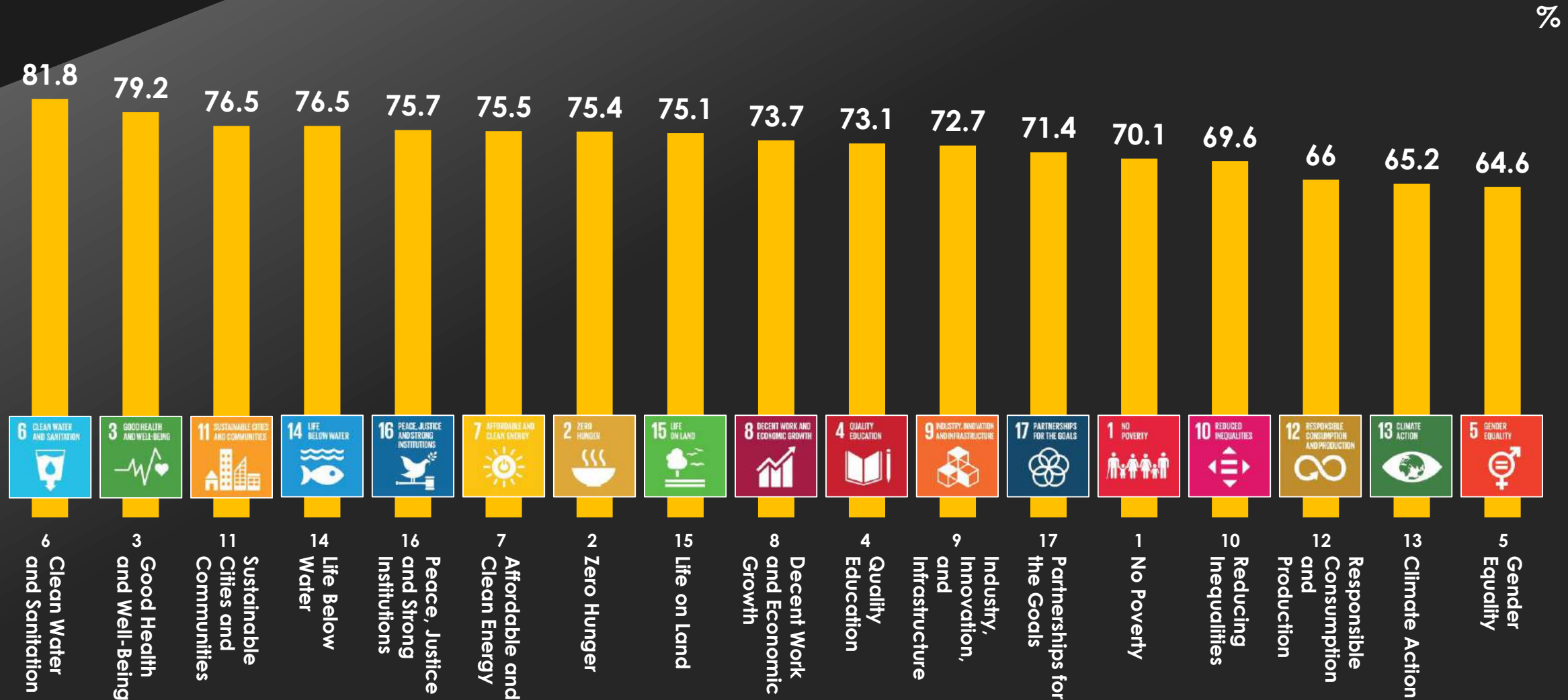


Awareness of SDGs 17 Goals

%

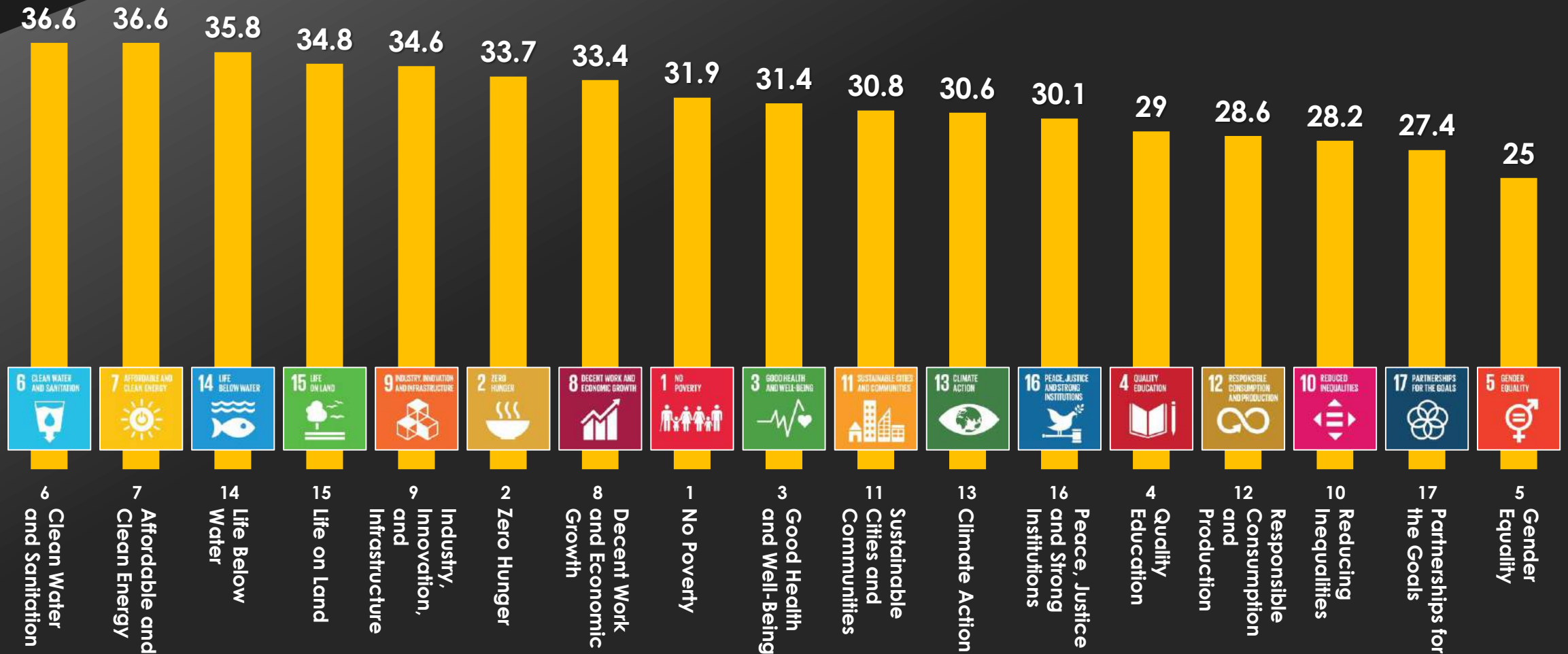


Empathy with SDGs 17 Goals



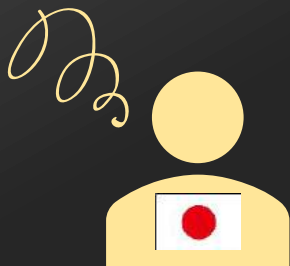
Choosing Companies Relevant to SDGs Concept

%



SUMMARY - SDGs Awareness Market Research

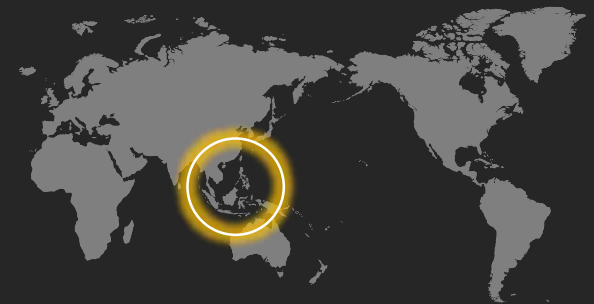
Awareness in Japan
**Less than
15%**



Level of empathy
with 17 Goals
High



Awareness in
Southeast Asia
**Relatively
high**



SUMMARY -People's Interest Level Varies Across 17 Goals

Empathy

Clean water (81.8%)
Health (79.2%)
Sustainable community (76.5%)
Abundance in the sea (76.5%)



Expectations for companies

"Clean water,"
"Energy"
"Abundance in the sea"



Personal actions

"Health"
"Responsible production and consumption"
"Clean water"



8. SDGs Lion

17 GOALS TO TRANSFORM OUR WORLD



Cannes Lions Festival and SDG Lions



Cannes Lions Festival and SDG Lions



Cannes Lions Festival and SDG Lions

●Dentsu Aegis Group Beach House



Impact of SDGs and Return for Ad Agency's Business

SDGs will promote reforming attitudes and symbolize Dentsu's new image.

A new business opportunity for Dentsu with SDGs in client's agenda



1 貧困をなくそう

2 飢餓をゼロに

3 すべての人に健康と福祉を

4 質の高い教育をみんなに

5 ジェンダー平等を實現しよう

6 安全な水とトイレを世界中に

7 エネルギーをみんなにそしてクリーンに

8 働きがいも経済成長も

9 産業と技術革新の基盤をつくろう

10 人や国の不平等をなくそう

11 住み続けられるまちづくりを

12 つくる責任つかう責任

13 気候変動に具体的な対策を

14 海の豊かさを守ろう

15 陸の豊かさも守ろう

16 平和と公正をすべての人に

17 パートナーシップで目標を達成しよう

Regional Revitalization 1



**Living in Your Town Project
In 47 Prefectures of Japan**

Regional Revitalization 2-1



Comprehensive Cooperation Agreement with Shimokawa Town, Hokkaido to promote SDGs

Regional Revitalization 2-2



Comprehensive Cooperation Agreement with Shimokawa Town, Hokkaido to promote SDGs

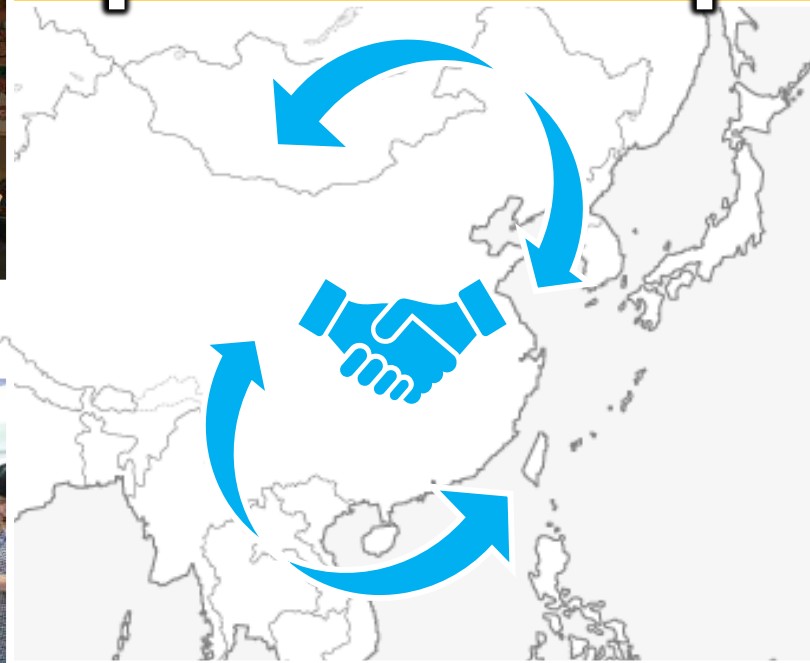
Regional Revitalization 3



Yoshimoto Blue Sky Kagetsu – Mobile Theatre

Global

Living in Your Project - Asia Aspire Partnerships with all parts of Asia



Civil Society's partnership with mass media, Entertainment Industry and ad agencies in attaining the SDGs #2

17 GOALS TO TRANSFORM OUR WORLD



August 23, 2018

Kaori Kuroda

President, Japan Civil Society Network on SDGs

Executive Director, CSO Network Japan

Community and CSOs

CSOs created their community Goals in Hokkaido and published “SDGs x Indigenous People.”



Many cities launched a network and project for promoting SDGs.



Increasing partnerships with Co- operatives








Source: http://www.sapporoyu.org/modules/sy_book/index.php, CSN on SDGs

Advocacy and policy work

CSOs try to influence public policy to bring about justice and positive change for sustainable development.



What is needed for advocacy and policy work

-  Knowledge and research ability
 -  Community-based networks
 -  Partnership with like-minded organizations
 -  Public mobilization
- 

Collaboration with media entertainment industry and ad agencies is very important !



Source: <https://www.whiteband.org>

CSOs and Entertainment industry

PROJECT

EVERYONE

The power of entertainment for cause

The power of laughter

Devised By Richard Curtis, filmmaker
and founder of comic relief

From "Make Poverty History"
to "Project Everyone"



Expectations for partnership with media, entertainment and ad agencies

Ensure the partnership is based on LNOB as a central theme of SDGs and integrated economic, social and environmental dimensions

Enhance partnership with community based CSOs so that their grassroots activities can be reached out to the wider public for positive change

Implement nation-wide/world-wide campaigns and public mobilization



12 RESPONSIBLE CONSUMPTION AND PRODUCTION

11 SUSTAINABLE CITIES AND COMMUNITIES

10 REDUCED INEQUALITIES

2 ZERO HUNGER

SUSTAINABLE DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS

7 AFFORDABLE AND CLEAN ENERGY

17 PARTNERSHIPS FOR GOALS

Japan, Asia and Beyond:

How a AD Agency, the Entertainment Industry, And Civil Society are Promoting SDGs to Communities and Businesses

17 GOALS TO TRANSFORM OUR WORLD

