

**COMMUNICATION ON ENGAGEMENT (COE)**

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**Save the Children Japan****Period covered by this Communication on Engagement****From:** October 2017**To:** October 2019**Part I. Statement of Continued Support by the Chief Executive or Equivalent**

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

10 October, 2019

To our stakeholders:

I am pleased to confirm that Save the Children Japan reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption.

We also pledged to participate in and engage with the UN Global Compact in the following ways:

- To propose and implement partnerships on corporate sustainability and promotion of child rights
- To support UN Global Compact business participants to implement sustainable practices and respect/promote child rights
- To engage with Global Compact Network Japan

This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

Junichiro Ida  
Chair of the Board



## Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. Please refer to the complete list of suggested activities for your type of organization found [here](#).

Save the Children Japan has promoted the Global Compact and its principles through the following activities:

- 1) Introduced the Global Compact to Japanese companies and invited them to take part. Also actively participated in the thematic working groups of Global Compact Network Japan, namely the CSV group and the Kansai regional group.
- 2) Collaborated with Global Compact Network Japan to co-host seminars to promote human rights and sustainable business practices within the context of contributing to achieve the SDGs, among Japanese companies.
  - Co-hosted a workshop on "Guidelines on Advertising and Marketing that Affects Children" in January, 2018.
  - Co-hosted a seminar on "Children's Rights and Business in the SDGs Era" in May, 2018.
  - Co-hosted a seminar on "The Value of Corporate Social Practices" in May, 2019.
- 3) Promoted implementation of Children's Rights and Business Principles (CRBP - developed by the Global Compact, UNICEF, and Save the Children in 2012 and launched in Japan in 2014) and "Guidelines on Advertising and Marketing that Affects Children" (developed by Save the Children Japan and a multi-stakeholder committee including Global Compact Network Japan to promote Principle 6 of the Children's Rights and Business Principles in 2016) at various opportunities in Japan.
  - Introduced CRBP and Guidelines on Advertising/Marketing at above 3 events.
  - Introduced CRBP and Guidelines on Advertising/Marketing at seminars in November 2017 and June 2018.
  - Introduced CRBP and Guidelines on Advertising/Marketing at individual meetings with Japanese companies.
  - Introduced CRBP and Guidelines on Advertising/Marketing internally within Save the Children Japan.
  - Advocated and influenced the process for developing the Sustainable Sourcing Code for Tokyo Olympics and Paralympics, and the baseline study for National Action Plan on Business and Human Rights to include perspectives on respecting and promoting children's rights and fair marketing for children.
- 4) Participated in the Civil Society Platform for Business and Human Rights National Action Plan as the Representative Vice Secretary to engage in advocacy for the Japanese government's process for developing the National Action Plan for Business and Human Rights, and collaborated with other stakeholders including Global Compact Network Japan.



**Part III. Measurement of Outcomes**

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

As a result of the above-mentioned activities, Save the Children Japan has promoted awareness and implementation of the Global Compact principles among Japanese companies, especially in regards to human rights and children's rights. Save the Children also advocated towards the Japanese government in processes for developing the National Action Plan for Business and Human Rights and other opportunities.

Specific outcomes include:

- By introducing the Global Compact to Japanese companies, 1 company had joined, and another is currently considering to join.
- Over 80 people from Japanese companies, thinktanks, government, and NGOs participated in the seminars organized in May 2018 and 2019, with positive feedbacks and constructive comments.
- By having active interaction and dialogue with companies on CRBP, we received individual inquiries for implementing CRBP and Guidelines on Marketing/Advertising from several major companies in Japan, and developed proposals for implementation.
- Received individual requests for lectures and workshops for SDGs from several major companies in Japan, and conducted lectures and workshops.
- CRBP and perspectives for respecting children's rights in advertising and marketing was incorporated in the Sustainable Sourcing Code for Tokyo Olympics and Paralympics in 2017 (1<sup>st</sup> version).
- CRBP and perspectives for respecting and promoting children's rights were incorporated in the baseline study for the National Action Plan for Business and Human Rights in 2018.