

COMMUNICATION ON ENGAGEMENT (COE)

Save the Children Japan**Period covered by this Communication on Engagement****From:** October 2019**To:** October 2021**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.

26 October, 2021

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



Save the Children

Save the Children Japan

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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, the SDGs group and the Kansai regional group.
- 2) Collaborated with Global Compact Network Japan to co-host a webinar series "Business and Human Rights in the Context of COVID-19 Crisis: Risks on Children's Rights" in December 2020 (child friendly workplaces), March 2021 (marketing and advertisement), and October 2021 (supply chains) to promote engagement of Japanese companies in human rights, children's rights and sustainable business practices within the context of COVID-19 pandemic.
- 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 seminars where Save the Children was invited as a speaker, at 6 different opportunities from June 2020 to August 2021.
 - Introduced CRBP and Guidelines on Advertising/Marketing at individual meetings with Japanese companies on various occasions.
 - Conducted a customized workshop with a company to support incorporating children's rights perspectives in the company's human rights policy and practices.
- 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.



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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 the process for developing the National Action Plan for Business and Human Rights and other opportunities.

Specific outcomes include:

- Over 200 people from Japanese companies, thinktanks, academia and NGOs participated in the webinar series organized in December 2020, March 2021 and October 2021, which initiated engaging and constructive discussions around children's rights and business.
- 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 conducted a workshop to a company in December 2020 to support incorporating children's rights perspectives in the company's human rights policy and practices.
- As a result of focused advocacy, protection and promotion of children's rights was incorporated in the National Action Plan for Business and Human Rights in 2020 as one of the pillars for cross-cutting issues, and dissemination and awareness raising of CRBP was also mentioned as one of the measures of this pillar.