

COMMUNICATION ON ENGAGEMENT (COE)**Save the Children Japan****Period covered by this Communication on Engagement****From:** October 2021**To:** October 2023**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.

24 October, 2023

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 groups on CSV, SDGs, ESG, Supply Chains, Human Rights Due Diligence, Disaster Risk Reduction, and Kansai region.
- 2) Collaborated with Global Compact Network Japan to co-host a webinar on “Risks to Children’s Rights in Supply Chains” in October 2021, as part of the webinar series on “Business and Human Rights in the Context of COVID-19 Crisis: Risks on Children’s Rights”, to promote engagement of Japanese companies in human rights, children’s rights and sustainable business practices within the context of COVID-19 pandemic.
- 3) Continued to promote 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 the “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, including seminars and individual meetings with Japanese companies.
- 4) A process was started in 2021 to revise the “Guidelines on Advertising and Marketing that Affects Children”, addressing the negative influence of digital marketing to children. A working group was formed, consisting of experts in consumer policy, advertising and marketing, legal affairs, as well as Global Compact Network Japan. Through consultations with advertising agencies, a platform company, a youth group, and a company, the revised version of the Guidelines was finalized and released in March 2023. A webinar was conducted in collaboration with Global Compact Network Japan to inform various stakeholders on the context and content of the revised version, through information sharing by experts and a multi-stakeholder panel discussion.
- 5) Participated in the Civil Society Platform for Business and Human Rights as the Representative Vice Secretary to engage in advocacy towards the Japanese government’s policy and practice on implementing the National Action Plan for Business and Human Rights, as well as in the development process of the “Guidelines on Respecting Human Rights in Responsible Supply Chains” in 2022, through collaboration 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 the process of implementing the National Action Plan and for developing the "Guidelines on Respecting Human Rights in Responsible Supply Chains".

Specific outcomes include:

- Over 80 people from Japanese companies and other stakeholders participated in the webinar on children's rights and supply chain risks organized in October 2021, which initiated engagement and constructive discussions around protecting children's rights in supply chains.
- By initiating interaction and dialogue with companies on child rights and business, we had several opportunities for influence with major Japanese companies by having individual discussions and consultations to support and promote these companies to incorporate children's rights in the companies' human rights policies and practices, and to implement CRBP and the "Guidelines on Advertising and Marketing that Affect Children".
- Through a multi-stakeholder process, the revised version of the "Guidelines on Advertising and Marketing that Affect Children" was released in March 2023.
- As a result of focused advocacy on business and children's rights, CRBP was referenced in the "Guidelines on Respecting Human Rights in Responsible Supply Chains" in 2022.