

# A Study on Local Businesses' SDG Activities from the viewpoint of CSR

東京 02 Kodaira High School, Tokyo

## I Aims

Our project is to study what kind of SDG activities some local corporates are doing. Having no budget and a time shortage for our project, our members decided to study them *online* for the sake of our convenience. Our scope will be mainly about the environment, which is the most important thing for anyone or anything on the Earth.

## II Terms

**CSR:** "Corporate social responsibility" is a type of international private business self-regulation."

**SDG Compass:** "provides guidance for companies on how they can align their strategies as well as measure and manage their contribution to the realization of SDGs."

## III Methods

The active use of the Internet enables us to get some information, data and figures, and an annual report on SDGs that each company has made. For further information, we are also going to visit a local corporation to have an interview with the company. The local companies chosen are;

- ① SEIBU RAILWAY
- ② IHI (formerly, Ishikawajima-Harima Heavy Industries)
- ③ BRIDGESTONE
- ④ SGH: Sagawa Group Holdings

## IV SEIBU RAILWAY 西武鉄道

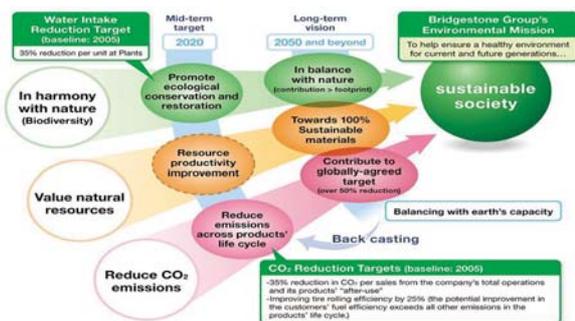


Among the various SDG activities of Seibu Railway, the thing which concerns environmental problems in particular is converting electric light bulletin boards and lights in trains and stations, one of which is in Kodaira, into LEDs.

◇Reference sites : <https://sdgcompass.org/> [https://blogs.yahoo.co.jp/yoshi1223\\_kosei/27570758.html](https://blogs.yahoo.co.jp/yoshi1223_kosei/27570758.html)

## VI BRIDGESTONE 株式会社ブリヂストン

"BRIDGESTONE will contribute to building a sustainable society by balancing operations with the environment, being in harmony with nature, and improving the quality of life for all."



Regular tires cause energy loss due to deforming due to the weight of the car while driving. However, **ECOPIA, which was developed by BRIDGESTONE** does not cause this thing so it **improved fuel economy**. It allows for reduced rolling resistance, which in turn enhances fuel efficiency.



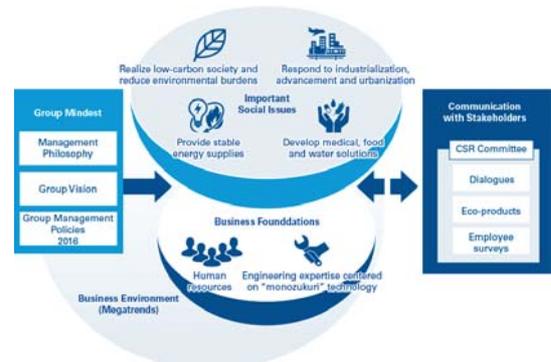
Besides tackling the environmental problems, **BRIDGESTONE held an event for the Tokyo 2020 Olympics** at 'Bridgestone Sports Arena Kodaira' twice — in 2016 and 2017. Participants exercised with Olympic athletes and took special lessons. For example, Kosuke Hagino, gold medalist in Rio, instructed students in swimming.

◇Reference sites : <https://www.bridgestone.com/responsibilities/environment/index.html>

: <http://agogo2020.bridgestone/event05/>

## V IHI Groups IHI Realize your dreams

"IHI is committed to contributing to the resolutions of societal problems through manufacturing technology. IHI focuses on the following four issues through its business activities."



☆One of the four examples

"Realize low-carbon societies and reduce environmental burdens."

(To Increase energy efficiency and to control and reduce the use of natural resources)

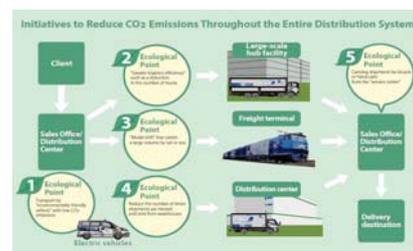


Some people perhaps have taken an airplane before. These planes are running on jet engines. (see the picture on the left) However, the jet engine IHI has developed and manufactured is different from the previous one. What is different is **"IHI's innovation greatly improve fuel consumption by reducing weight and enhancing efficiency."**

◇Reference site : <https://www.ihi.co.jp/csr/english/realize/enterprise.html>

## VII SG Holdings Sgh

"SG Holdings Group is working to reduce CO2 emissions throughout the entire distribution system."



One example

"Promotion of Modal Shift"



The Sagawa express has been delivering freight using "Super Rail Cargo" express railway container cars, instead of trucks, which were developed jointly with Japan Railway Company in 2004. The train runs late at night, not in the daytime, every day. One train can carry as much weight as 56 ten-tons truck

◇Reference Site [http://www.sghldgs.co.jp/english/csr/download/pdf/csr\\_report\\_2017.pdf](http://www.sghldgs.co.jp/english/csr/download/pdf/csr_report_2017.pdf)

## VIII Conclusion

Our project has reached these following conclusion.

1. Through this project, we could get to know what the concepts of SDGs and CSR are and what they mean to our lives.
2. We could also learn about local companies' commitments to the social and environmental issues that surround the companies. Local companies such as SEIBU RAILWAY and BRIDGESTONE are tackling various kinds of problems with much more effort than we had thought.
3. We would be willing to fulfill our CSR as a corporate worker when we start working in the future.