

法政大学現代法研究所国連グローバル・コンパクトセンター

Hosei Research Center for the Support of the Global Compact, Japan

11月28日(日)公開研究会「東アジアのCSR・その新たなチャレンジ」

Nov. 28th (Sun) Open Seminar: CSR in East Asia and its New Challenges

東アジアの国連GCとCSRに関する 調査データの紹介

Survey Results on UNGC & CSR in East Asia

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SUGAWARA, Emi (Osaka School of International Public Policy)

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3. Analysis of CJK GC Joint Survey

1. 日中韓GC共同調査の経緯と方法

1. Background and Processesy of CJK GC Joint Survey

2009年11月 第1回日中韓研究者会合(ソウル)で提案
2009 Nov. Proposal of CJK GC Joint Survey at First CJK Researchers Meeting (Seoul)
2010年1月～ 韓国ソウルセンターのリーダーシップのもと検討が開始
2010 Jan. Start of discussion led by Seoul Research Center for the Global Compact

日中韓GC共同調査(CJK Global Compact Joint Survey)

目的(Purpose):

東アジア地域における国連GCの実施状況を分析し、今後の発展や改善を検討する

To provide an insight in the direction of East Asian companies' involvement in CSR initiatives and related issues and provide a future perspective

対象(Target):

日中韓のGC参加企業 GC participating companies among CJK countries

2010年3月26日-4月14日 日中韓共同の質問票の配布(韓国・中国は延長)

2010 March 26 – April 14 Questionnaire of Survey (Extension of deadline by China & Korea)

回答数(%) 中国 59社(41%) / 日本53社(53.5%) / 韓国39社(41.5%)

Responses (%) China 59 (41%) / Japan 53 (53.5%) / Korea 39 (41.5%)

2010年5月 GC中国ネットワークにて3カ国会合

2010 May CJK Survey Meeting hosted by GC China Network

2010年6月23日 GCリーダーズサミット2010の年次LN会議(ニューヨーク)で成果発表

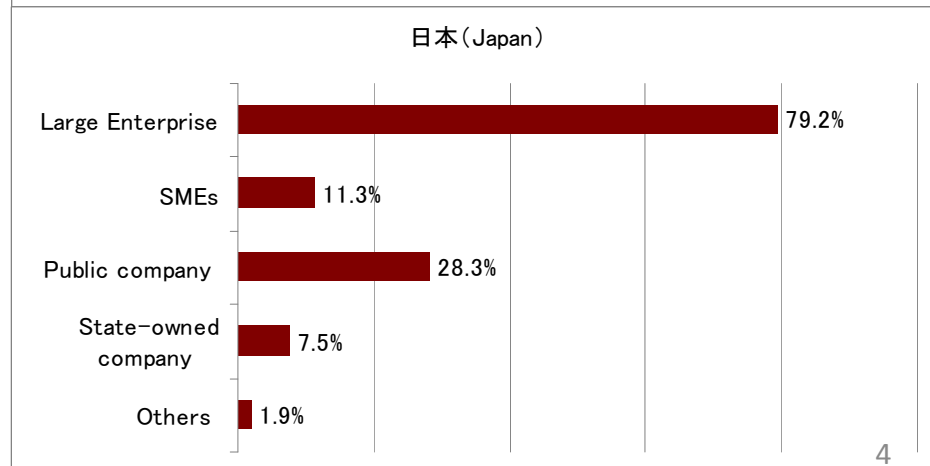
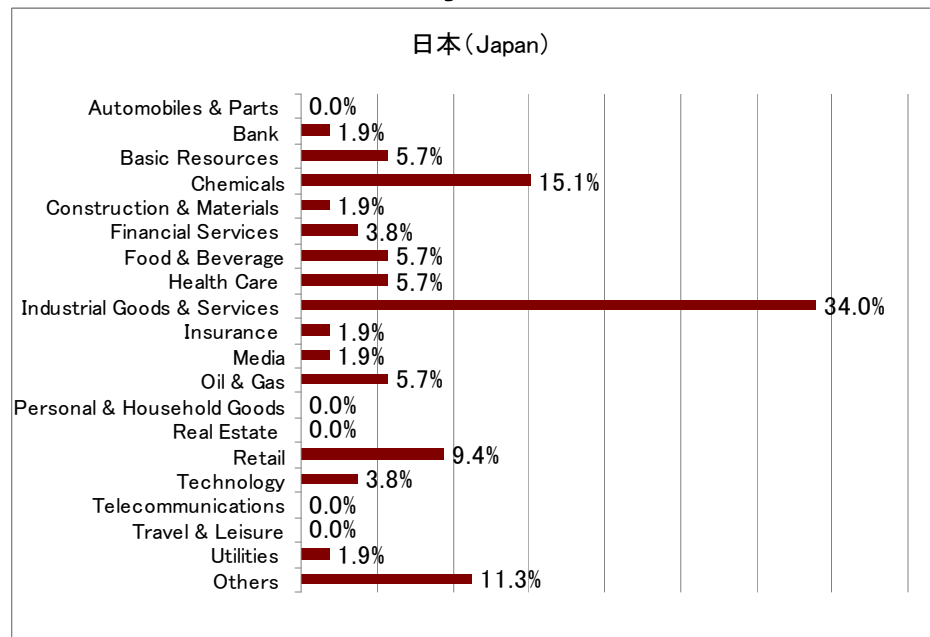
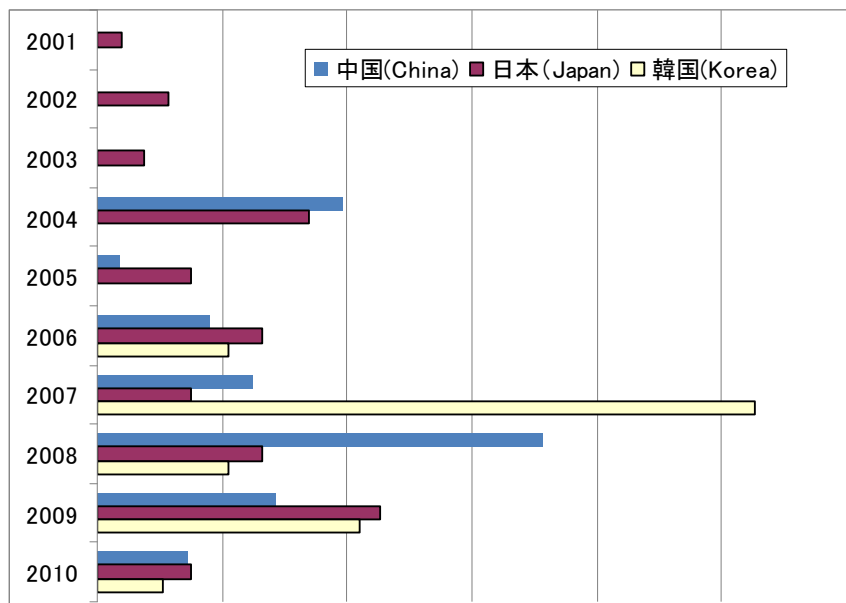
2010 June 23 Launch of Survey Report at Annual LN Forum, GC Leaders Summit 2010 (New York)

2. 日中韓GC共同調査の結果

2. Results of CJK GC Joint Survey

(1) 企業の基本情報(Basic Info)

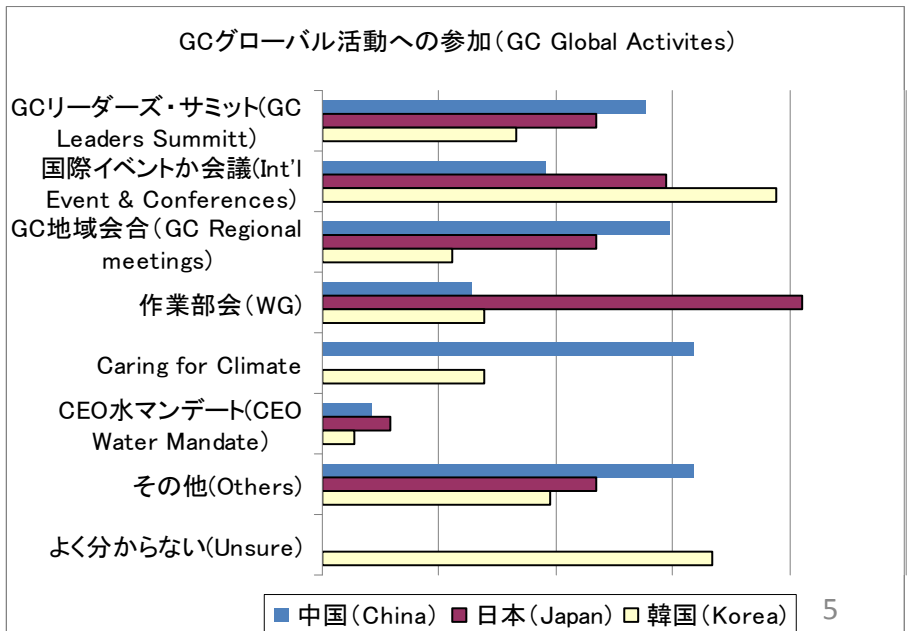
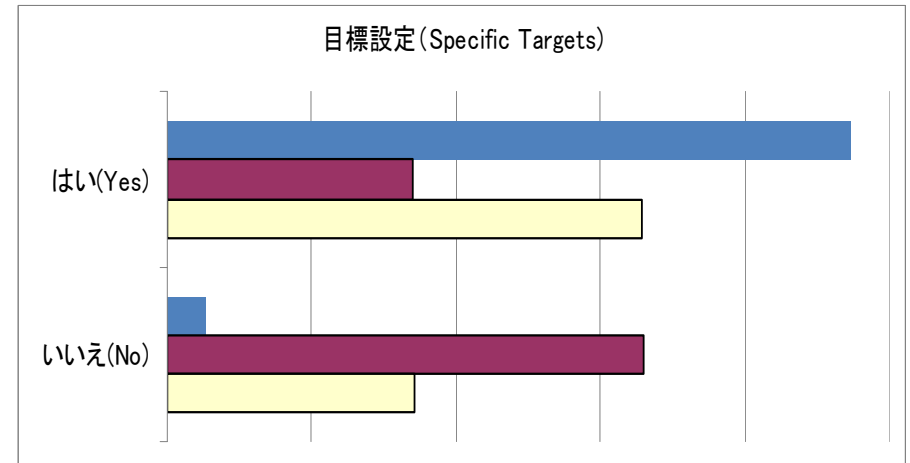
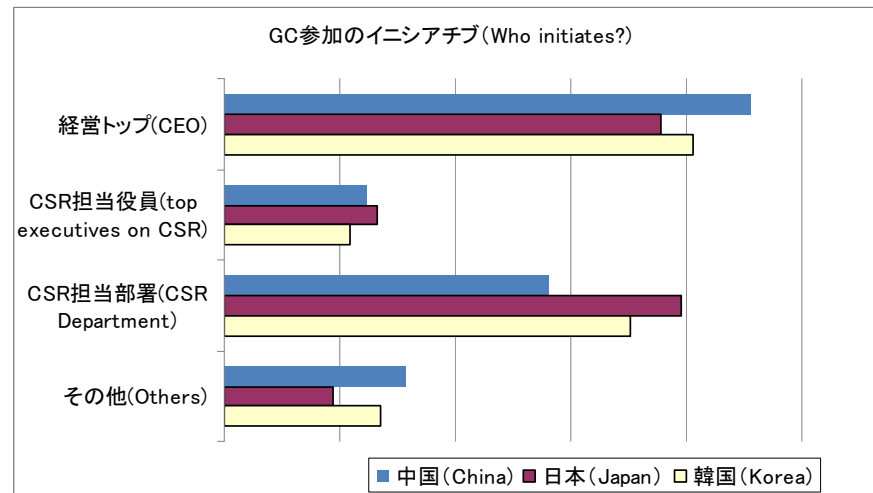
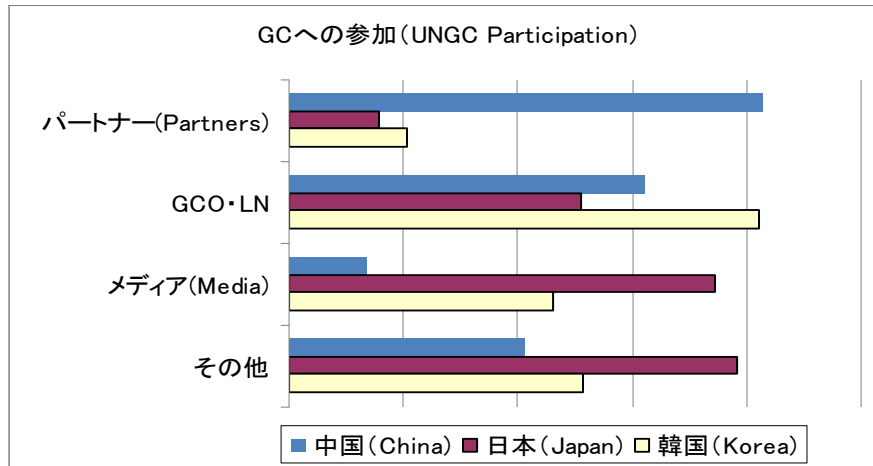
GC参加年 (Year to join the GC)



2. 日中韓GC共同調査の結果

2. Results of CJK GC Joint Survey

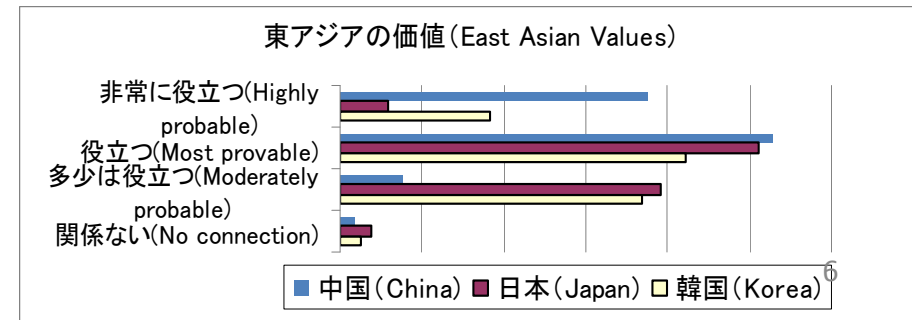
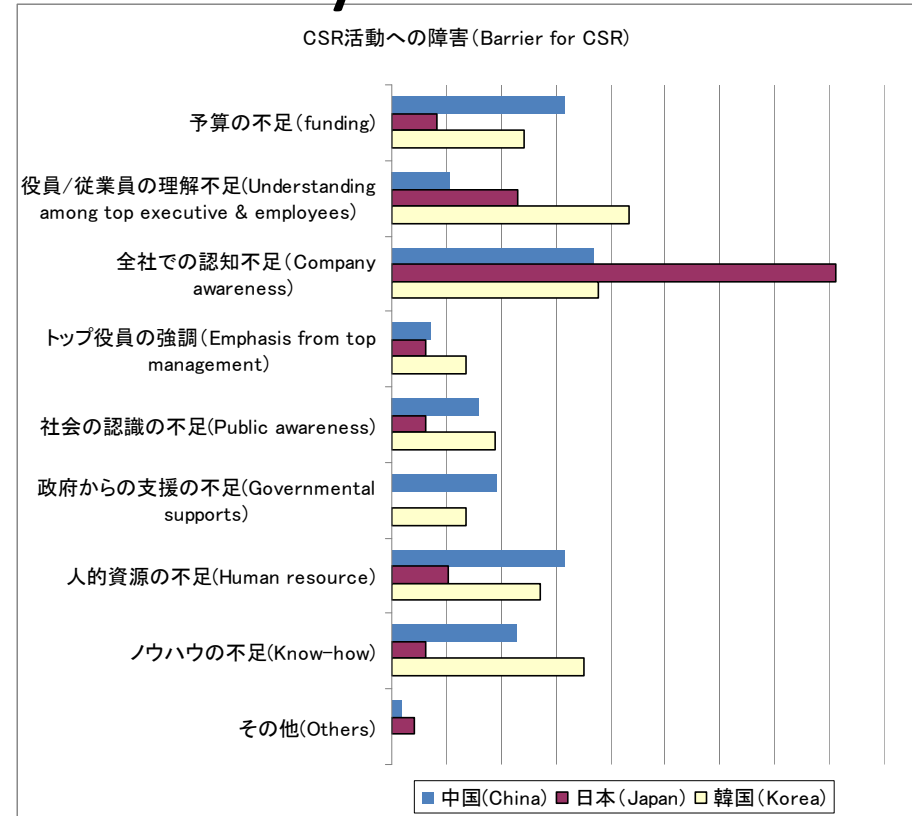
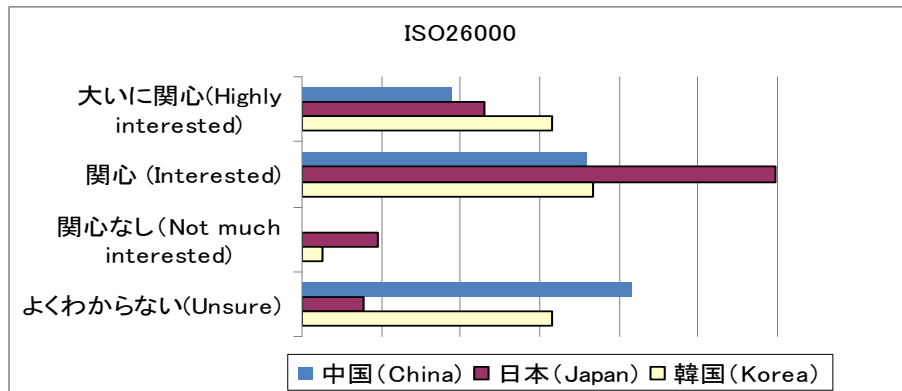
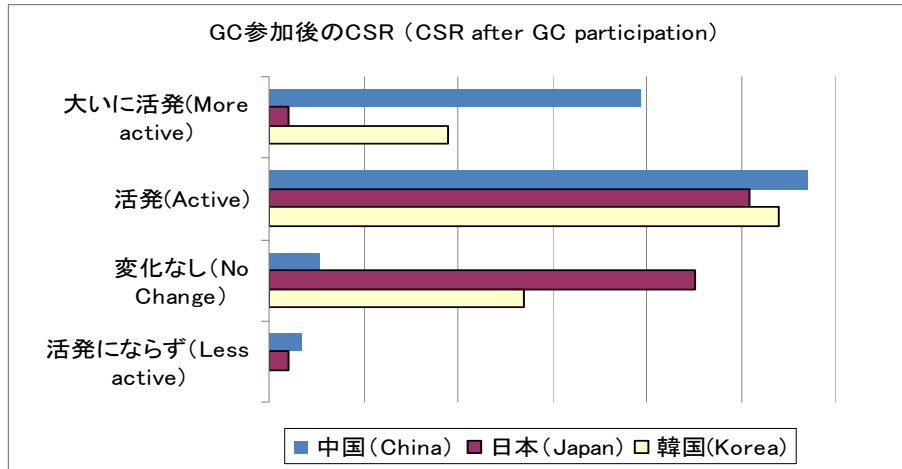
(2) GCへの参加(UNGC Participation)



2. 日中韓GC共同調査の結果

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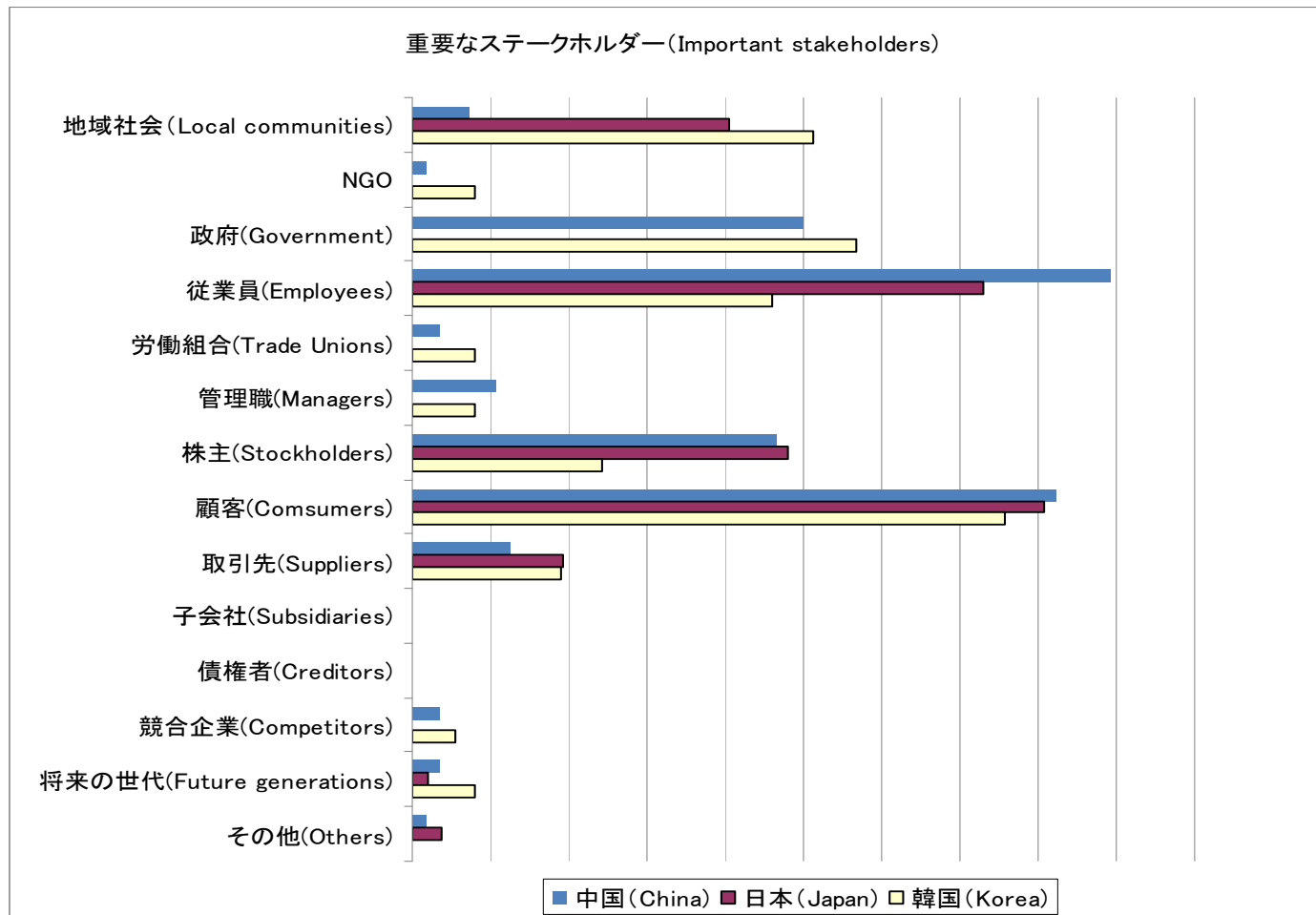
(3) CSRへの取組 (CSR Engagement)



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2. Results of CJK GC Joint Survey

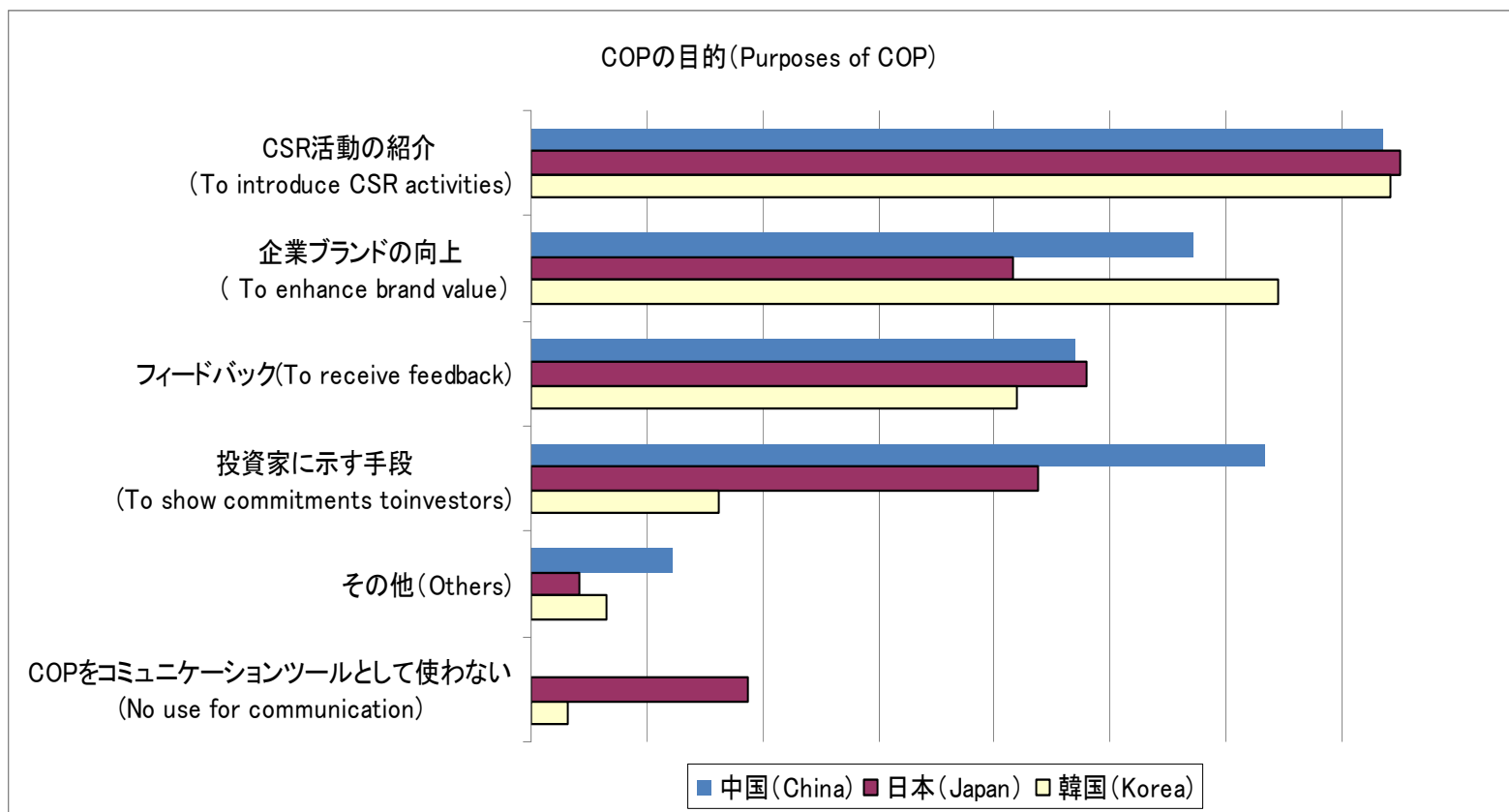
(4)ステークホルダーとのコミュニケーション(Stakeholder Communication)



2. 日中韓GC共同調査の結果

2. Results of CJK GC Joint Survey

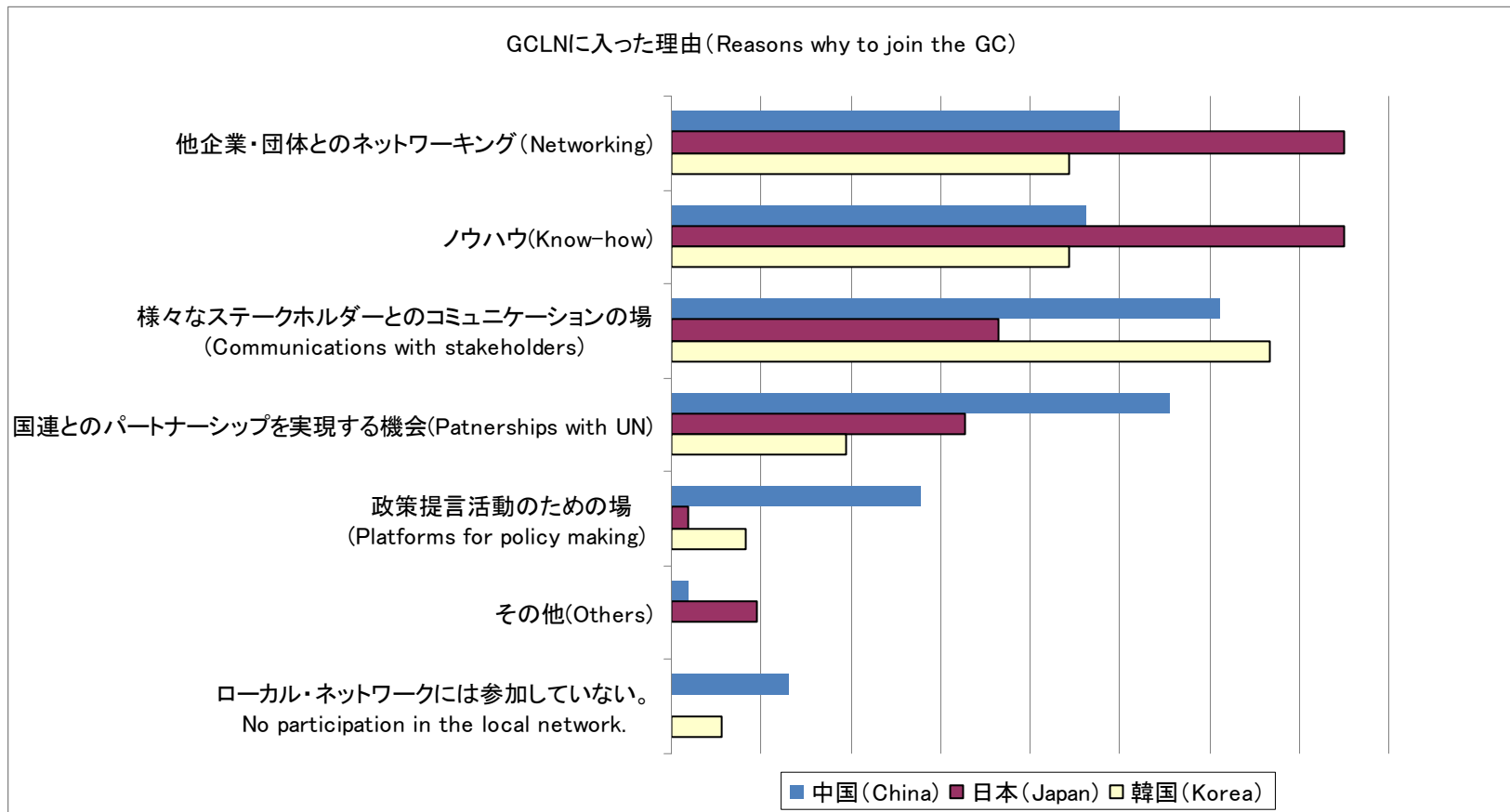
(5) COP (Communication on Progress)



2. 日中韓GC共同調査の結果

2. Results of CJK GC Joint Survey

(6)ローカルネットワーク(Local Network)



3. 日中韓GC共同調査の結果分析

3. Analysis of CJK GC Joint Survey

(1)第2回日中韓研究者会合において2つの分析が公表

Two analysis researches published at Second CJK Researchers Meeting

①名古屋大学三浦教授による「影響についての分析」

Prof. Miura (Nagoya University)

“CJK Survey on GC Participants: An Analysis of Impacts”

②国際基督教大学毛利教授による「セクター分析」

Prof. Mori (International Christian University)

“A Sectoral Analysis of the CJK Global Compact Joint Survey 2010”

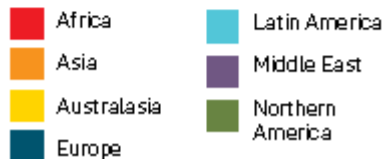
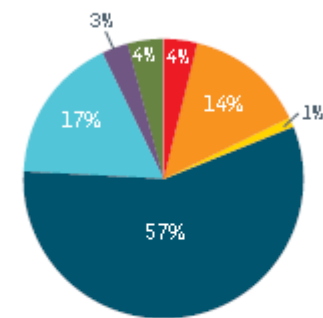
3. 日中韓GC共同調査の結果分析

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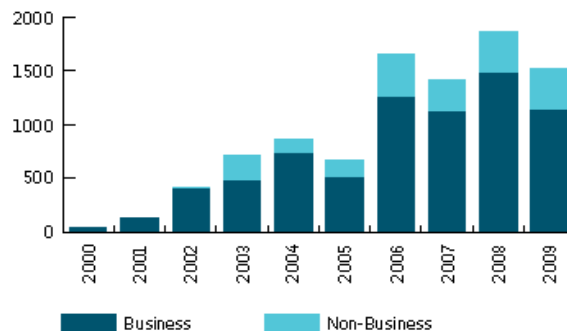
(2) 「国連GCの実践についての年次調査」との比較分析①

Comparative Analysis with UNGC Implementation Survey I

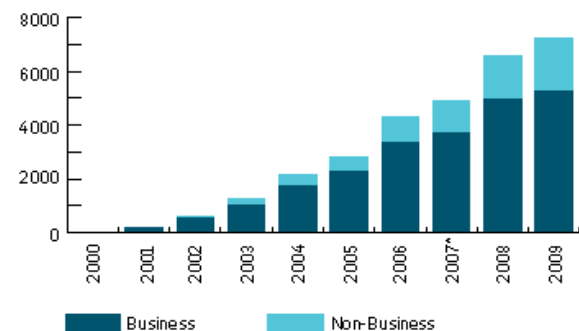
Responses by region



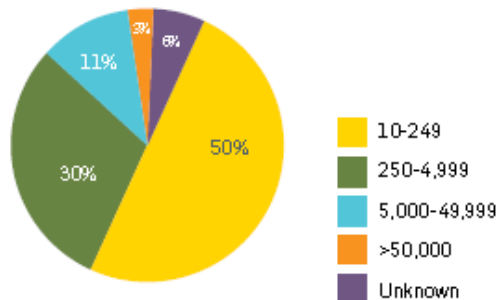
New signatories per year



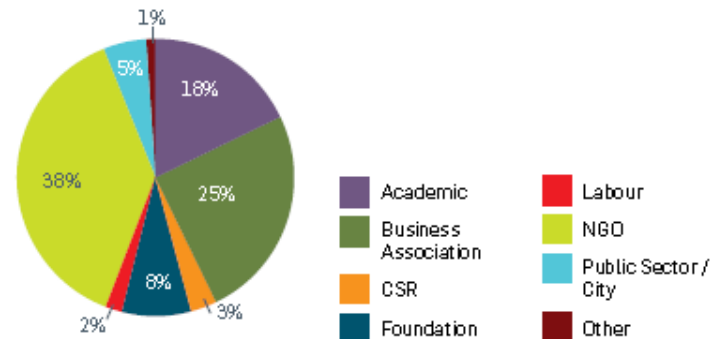
Total Global Compact signatories



Business participants by employee #



Non-business participants by type

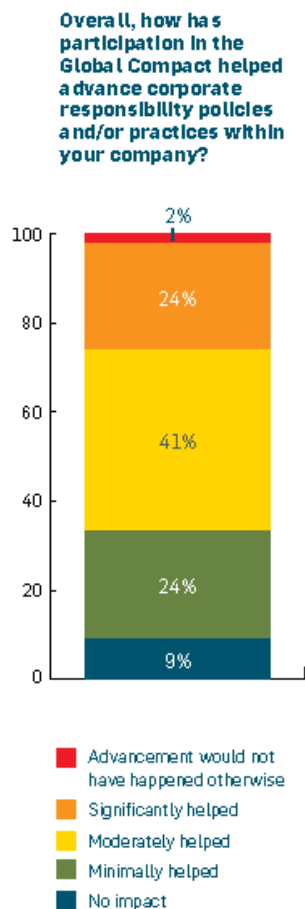


3. 日中韓GC共同調査の結果分析

3. Analysis of CJK GC Joint Survey

(2) 「国連GCの実践についての年次調査」との比較分析②

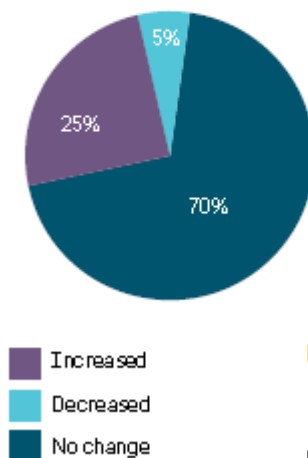
Comparative Analysis with UNGC Implementation Survey II



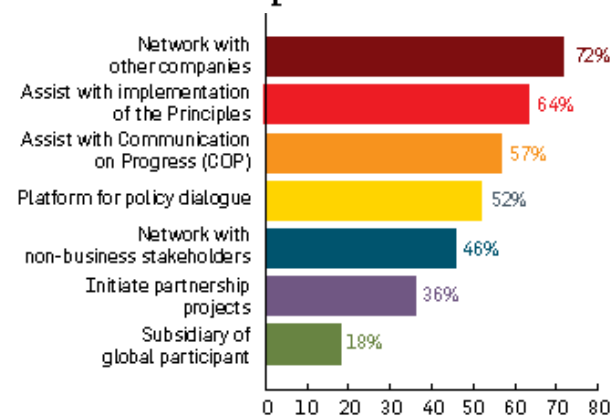
Top 5 Most Popular Reasons for Engagement in the Global Compact

- 1** Increase trust in company
- 2** Integration of sustainability issues
- 3** Universal nature of the principles
- 4** Networking with other organizations
- 5** Address humanitarian concerns

Has the relevance of your company's participation in the Global Compact been impacted by the global economic downturn?



Why does your company engage in a Global Compact Local Network?



TOP 3

Benefits of COP Identified by companies that have reported

- 1.** Demonstrates active participation in Global Compact
- 2.** Motivates integration of commitment into core business
- 3.** Improves corporate reputation