

Corporate social responsibility (CSR) is one of the primary pillars of the American Chamber of Commerce in Japan (ACCJ).

The ACCJ believes that as good corporate citizens, companies must be responsible participants in the communities they serve and support sensible investment in an effective social safety infrastructure as well as balanced and appropriate measures designed to protect consumers, which are vital to the economic well-being of society overall.

Over the years, the ACCJ has worked to further develop and practically implement CSR concepts in Japan.

- 2006 -

The ACCJ convened a task force that worked to define CSR, surveyed ACCJ members to gain an understanding of their CSR activities and shared its findings in a major publication at the end of the year.

- 2007 -

Building on the success of 2006, the ACCJ created a standing CSR Committee to promote and sponsor CSR awareness, facilitate the dissemination of CSR best practices and make a sustained contribution to the ongoing dialogue about CSR in Japan. Over the year, the Committee invited a number of internationally recognized CSR authorities on the topics of CSR dialogue, operational CSR (Responsible Workplaces) and non-profit organization engagement. The Committee also ran a CSR trivia night that combined fun, special guest speakers, and fundraising for ACCJ 2007 charities.

- 2008 -

2008 saw a focus on embedding CSR into business and community practice. A wide variety of speakers discussed how individuals, organizations and governments are actively using CSR and sustainability initiatives to create "triple-win" benefits for individual citizens, organizations and communities. The CSR Committee also supported the launch of the Soft Landing Program that provided employment opportunities to Japanese women who were returning to the workforce and were graduates of the Japanese government's Second Chance Program. In addition, the Committee created and led the ACCJ "Kanreki" / Faces of CSR event that introduced the launch of the Soft Landing Program with a speech from former Minister of Gender Equality and Social Issues, Hon. Yoko Kamikawa. The Faces of CSR event also provided a panel discussion from corporate leaders about how their companies are embedding and benefiting from CSR. The event opened with a keynote speech from Lord Michael Hastings, a globally recognized leader in sustainability, and closed with a Community Action Learning event that guided participants into how to further incorporate CSR into their organizations and communities.

- 2009 -

This year the ACCJ CSR Committee focused on the links between Green Thinking, commercialization and the ultimate development of a Green Marketplace, which depends on a proactive business community and consumer acceptance of innovative products that will impact the future of our planet. As part of its Green Market Forum, the Committee addressed Green Buildings, Green Products and Green Careers and encouraged responsible long-term decision-making and enhanced internal controls.

In 2009, the ACCJ CSR Committee helped participants stay at the forefront of a rapidly changing environment in which the needs of an uncertain economy are merging with new technological capabilities to change the very nature of today's workplace.

As good corporate citizens, American Chamber of Commerce in Japan (ACCJ) members believe that companies should serve and support the communities in which they do business. To enable Chamber members to further promote their positive influence in their communities, the ACCJ instituted a community service program over a decade ago.

The ACCJ's first major charity effort followed the Kobe earthquake in 1995 in which the Chamber collected donations for earthquake victims. Starting with a five million yen initial donation from the ACCJ general account, the Chamber successfully raised and donated approximately 30 million yen to those in need. The success of this effort prompted the ACCJ Board of Governors to create a permanent mechanism, the Community Service Advisory Council (CSAC), to carry out similar activities.

In 1997, the CSAC was given the mission to administer the charitable contributions from ACCJ members to support worthy community service projects. These projects included charitable activities for American businesses and families as well as youth communities and selected Japanese social welfare organizations. Since then, over 200 million yen has been collected and distributed to many worthy causes and charities in and around Japan.

Today, the CSAC remains the steward of the Chamber's community service donations and determines donation recipients according to the criteria that the donations be used in Japan and that the recipient be small enough that a

donation of 500,000 to three million yen per recipient would be a significant contribution.

Over the years, the ACCJ has developed a number of charity and fundraising initiatives including, an annual Charity Ball and Walkathon in Tokyo, Kansai and Chubu Walkathons, member solicitations and extraordinary solicitations in response to disasters such as the 1995 Kobe earthquake, the September 11, 2001 terrorist attacks and the 2004 Niigata earthquake.

In 2009, over 24 million yen was donated to a range of deserving charities, including organizations that care for the homeless in Tokyo, children's homes, children and families that are affected by serious illnesses, support and homes for abused women and their children, breast cancer research, camps for mentally and physically handicapped children, food distribution to the hungry, fight against human trafficking and care for orphans and neglected children.

The ACCJ is proud of its work each year to support worthwhile organizations and address community needs. The ACCJ provides Chamber members and their companies an opportunity to take part in efforts to give back to the communities in which they live and work.

2009 ACCJ Primary Donation Recipients (pictured below)

- Elizabeth Saunders Home
- Second Harvest Japan
- The Polaris Project
- The ACCJ Homeless Fund

