

● Information of Japan noharm Association

- Name: General Incorporated Association Japan noharm Association
- Established: February 19, 2020

- Directors of the board:

Naoko KANDA, Chairperson and Representative Director (President & CEO of Tagaya Co., Ltd.)

Ryuji(Ron) TSUTSUI, Managing Director (Former CEO of WWF Japan)

Keiji YAMADA, Director (Former Governor of Kyoto Prefecture)

Motohide YOSHIKAWA, Director (Ambassador to the United Nations / Specially Appointed

Professor at International Christian University / Visiting Professor at Kanda University of International Studies)

Takeshi KADOKAMI, Director (Food Columnist / Editorial Advisor for Amakara Techo)

Arihiro WADA, Director (Professor at the College of Gastronomy Management, Ritsumeikan University)

- Address:

Tokyo office:

〒160-0022, Shinjuku Kuwabara Building 2F, 6-29-3 Shinjuku, Shinjuku-ku, Tokyo

Kansai office:

〒604-8484, 57 Nishinokyo Age-cho, Nakagyo-ku, Kyoto

● Founding vision of “Japan noharm Association”

Ms.Naoko KANDA, Founder and Chairperson of the board of Directors

“The SDGs are the roadmap for solving the critical issues for our planet, ensuring that children can live well with peace of mind. With the belief that it is essential to bring these ideas closer to our daily lives and change our ways of thinking, living and values, we established “Japan noharm Association” as a general incorporated association in 2020. Through business partnerships, we engage in various activities to encourage member companies and individuals to engage in the SDGs. Following the COVID-19 pandemic, there has been a reassessment of values, social structures. Now there is a demand for sustainability management that adapts to the vital essentials of society by developing sustainable products and services. Japan noharm Association aims to support sustainable management and protect companies from SDGs washing, striving to realize a sustainable world.

Our goal:

The term "noharm" is derived from "no harm," signifying our goal and commitment to eliminate harms and leaving no one left behind. While the SDGs conclude in 2030, we will continue to contemplate what constitutes an ideal society and strive towards its realization. We aim to achieve a better society to live in peace for centuries with everyone, keeping the following points in mind:

- Ensure that the SDGs are not a trend nor fashion, but fundamental challenge to sustain our lives on the planet.
- Avoid using the SDGs merely to pursue profits; instead, reinvest them back into society.
- Support engagement in the SDGs, aim the sustainable growth of businesses and society.
- Foster young leaders, and avoid deferring solutions to unpredictable future.
- Promote Japan as a sustainability leader in the world through vigorous initiatives.

● Sustainability Support Services of Japan noharm Association

Sustainable corporate management involves recognition of critical social issues and changes, aligning business with the rising needs, and leads corporate partners for the sustainable growth. It is imperative to face the social issues from a broader perspective, and to contribute to the solutions even they take decades ahead. Reassessing current products, services, and employee engagement are the keys. By positioning “sustainability as a corporate strategy”, please join us to enhance the value of your company to meet, and exceed the expectations of stakeholders (shareholders, customers, employees, business partners, local communities and government).

1. Sustainable Business Consulting:

We offer a variety of support services to meet the needs and address the challenges of companies aiming for sustainability business success. Our support includes illustrating the current situation, analysis, and proposals, incorporating case studies of companies that have successfully implemented these practices. We provide tailored programs suitable for each company, with flexible scheduling for both short-term and long-term projects.

Additionally, our services are affordably priced, making it easy for many companies to take on the challenge, regardless of their size or budget.

➤ **SX(sustainable transformation) Service:**

A plan where senior consultants, with extensive management experience, work exclusively with your company, providing flexible support tailored to your situation and needs. Based on thorough hearings, we will offer the best proposals to address your challenges. We aim to directly connect your company’s sustainable growth with employee pride and job satisfaction. We have a proven track record of supporting a wide range of companies, from global companies to mid-sized enterprises.

➤ **Sustainability Promoting-Support Plan:**

Designed for small and medium-sized enterprises. This is our association’s most recommended plan, offering individual annual support. With regular follow-ups, companies can engage in SDGs management continuously and progressively. Flexible plans can be created within a 12-hour support timeframe.

➤ **Sustainability Communication:**

We analyze and evaluate your SDGs initiatives, provide recommendations, and create sustainability documents (SDGs initiatives). These documents can be utilized on your company's website, recruitment site, corporate profile brochures, and more.

2. Seminars and Training:

"Human capital management," which views hiring and capacity building budgets not as costs but as indispensable investments for growth, is a change that leads your business for success. It is crucial for each employee to improve their skills and grow ambitiously through achieving business goals. To develop leaders capable of promoting sustainable business, we propose training plans tailored to specific goals and positions.

3. Web Site Development:

To help multiple stakeholders understand the true value and potentials of your company, it is important to disclose your sustainability initiatives and ESG data. We assist in creating web pages editing that present comprehensive corporate significance, including non-financial data, in an accessible design for stakeholders (customers, employees, shareholders, business partners, local communities, etc.)

● Contact Japan noharm Association:

Please contact us for more information and/or inquiry. We can provide all of our services in English to meet your various needs.

<https://noharm.or.jp/contact/>