

2019

World Business Conference for World Peace in HIROSHIMA Archive



2019 World Business Conference for World Peace in HIROSHIMA

Overview

Date **October 23-24, 2019**

Venue **International Conference Center Hiroshima**

Theme **Solving Global Issues and Realizing World Peace through a Business Approach
～ SDGs as an Intersection of Peace and Business ～**

Special Session	Growth Index and Peace
Session 1	Cultural Exchange Programs and Peace
Session 2	Sustaining Governance through Infosphere Security
Session 3	Contributions to Peace through Disaster Prevention, Emergency Assistance and Global Health in Asia
Session 4	Realization of Peace through Global Business Strategy
SDGs Bussiness Contest	Hiroshima Peace Startup Award

Keynote
Speech

Tilman RUFF

Co-founder, International Campaign
to Abolish Nuclear Weapons
(ICAN, 2017 Nobel Peace Prize Laureate)

Theme **The Planetary Health Imperative to Eliminate Nuclear Weapons**

- Drawing attention to the humanitarian consequences and the global-scale environmental impact of the use of a nuclear weapon, and the immediate threat of a nuclear war.
- Investment to establish peace, for example by diverting expense for modernizing nuclear weapons to achieve the sustainable development goals, is necessary.



Speech

Jacques ATTALI

President, Positive Planet

- One of the factors greatly affecting the next generation is a considerable change in the environment surrounding security as a result of changes in the alliance relationships formed in the 1950s and the introduction of smaller or unmanned weapons.
- The second factor is climate change.
As indicated by history, there is a correlation between conflicts and climate changes. Shortage of drinkable water and food can trigger wars and violence.
- The third factor is the failure of conventional systems to work as a solution for global issues. Such conventional systems do not address future problems to be caused by a growing gap and social mobility, but lead to acts of violence.
- Hopes that the positive economy forum will take place in Hiroshima on a continuing basis.



Conference Results and Future Initiatives

1 Even closer tie with the Global Positive Forum

We organized the conference jointly with the Global Positive Forum, with which we had concluded a memorandum last year, leading us to disseminate messages more powerfully to the world and influence the world more greatly. Toward the joint organization of the next year's conference, we have agreed to proceed with preparations to draw a wider variety of participants and make the event even more fulfilling.

2 Contribution to the fulfillment of the SDGs

Setting the SDGs, an intersection point of peace and business, as a conference subtheme, we discussed various topics, such as the definition of peace today, the relationship between the SDGs and peace, and new indexes for realizing a sustainable society and handing down an even better world to the next generation. This discussion has enabled us to form the basis on which SDG 16 "Peace, Justice and Strong Institutions" is reinterpreted, Hiroshima-style.

3 Increase in the number of supporters toward realizing peace

We discussed peace with representatives from a wide variety of fields, including not only business, but also from culture, sports, disaster damage reduction, and emergency aid. We gained support from these representatives to make continuous contributions to realizing world peace in their respective positions. This achievement made in 2020 served as the first step toward a dramatic increase in the number of those who would support a wide variety of efforts to accomplish peace.

4 Dissemination of messages by youth as the next-generation key players

Together with young people, who will underpin the next generation, we discussed what the world should be in 2045, the 100th anniversary of the atomic bombings, and what we can do now. The discussion was followed by their statement on the importance of establishing a peace platform and increasing the number of producers of peace, and their determination toward the next year's event. This served as the starting point for young people themselves to form a community for engaging in next year's event.

5 Promotion of SDGs business

We organized an SDGs business contest and released SDGs Select Booklet to spread the concept of the SDGs among companies in Hiroshima. This served as an opportunity to consider establishing a scheme to promote SDGs business through cooperation among NPOs, universities, companies, etc.

Special Session



Growth Index and Peace

While referring to the new economy index, Positive Economy Index, designed to contribute to creating a sustainable society based on altruism, we discussed basic conditions for peace in society today and how to transform such conditions into indexes.

FUJII Ko

CEO, Makaira KK / Visiting Professor, Center for Rule-Making Strategies, Tama University

Robert VERDIER

President, Positive Planet Japan

Session 1



Cultural Exchange Programs and Peace

While discussing both effects and challenges of a wide variety of cultural exchange programs in terms of their contribution to establishing peace, we introduced efforts made by companies to contribute to mutual understanding and cultural exchange through their activities.

FUKUSHIMA Akiko

Professor, School of Global Studies and Collaboration, Aoyama Gakuin University

KIMURA Makoto

Chief Marketing Officer, SANRIO COMPANY, LTD.

YAMADA Taizo

Head, Office for the cultural program of Tokyo 2020 Olympic and Paralympic Games, Agency for Cultural Affairs, Mext

YANAGISAWA Toshio

Director, Balkan Chamber Orchestra

Session 2



Sustaining Governance through Infosphere Security

Discussed possible alliance forms between mass media, online media and related industries to ensure national governance, especially a sustainable continuation of a free, democratic society.

FURUTA Daisuke

Journalist / Founder, media-collab

KAJIURA Toshinori

President, Japan Cybersecurity Innovation Committee

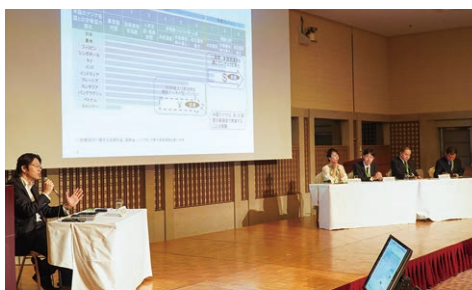
KAWAGUCHI Takahisa

Principal Researcher, Tokio Marine & Nichido Risk Consulting Co.,Ltd.

TAKANO Seigen

CEO, Sprout Inc.

Session 3



Contributions to Peace through Disaster Prevention, Emergency Assistance and Global Health in Asia

Discussion on ideal leadership to be displayed by Japan in fields where the country can make considerable contributions. Specifically, we explored ideal public-private cooperation in the fields of humanitarian aid, disaster-relief efforts and global health; export of urban infrastructure featuring the additional function of collecting meteorological, oceanographic, and other natural data for the use for preventing and reducing disaster damage; and cooperation in the area of global health.

KOKUBUN Toshifumi

Director / Professor, Center for Rule-Making Strategies, Tama University

KASHIWAKURA Mihoko

Head of Japan Relations, Bill & Melinda Gates Foundation

MATSUI Takashi

Senior Engineer, Intelligence and Information Systems Division, Defense Systems Business Unit, Hitachi, Ltd.

SASAKI Yasuhiro

Senior Expert, NEC Corporation, Public Safety Business Promotion Headquarters

TAKEYA Kimio

Distinguished Technical Advisor to the President, Japan International Cooperation Agency (JICA) / Visiting Professor, International Research Institute of Disaster Science (IRIDeS), Tohoku University

Session 4



Realization of Peace through Global Business Strategy

With concern about a global spread of the bloc economy, how can free trade and globalization, underpinned by open economy, contribute to realizing regional stability and world peace? We discussed the realization of world peace through business strategies.

YAMAKOSHI Atsushi

Former Executive Director, Keidanren-USA /Managing Director, Keizai Koho Center

IMAMURA Takashi

Executive officer, Marubeni Corporation / General Manager, Research Institute

SAHASHI Ryo

Associate Professor, Institute for Advanced Studies on Asia, the University of Tokyo

UEMURA Noritsugu

Corporate Executive, Government & External Relations Div., MITSUBISHI ELECTRIC CORPORATION



Special Talk



- ✓ Hiroshima provides food for thoughts about peace. It is important to look at things from other people's points of view.
- ✓ From the perspective of peace, accepting differences and respecting each other is important. Some people in Japan develop a dislike for others when they express opinions different from theirs, but respecting difference is important.
- ✓ The Japan Fencing Federation strives to eliminate discrimination by gender, age, and disability, for example by organizing a SDGs-themed forum and providing the same amount of prize money for male and female players. In addition, we also work on environmental problems by doing what fencers can do, such as providing broken sabre blades for recycling and using EVs for transportation.

OTA Yuki

Vice president, International Fencing Federation / President, Japan Fencing Federation

KAJI Yoshimitsu

Advisor, Kamakura City Government

SDGs Business Contest

Hiroshima Peace Startup Award

To encourage many more companies to engage in SDGs business, we held the SDGs Business Contest Hiroshima Peace Startup Award, thereby aiming to ensure that specific efforts to launch SDGs business from Hiroshima.

Result

● Winner

LUCKS Co.,Ltd.

● Encouragement Award

Aoi Chemical Inc.,
Energia Communications, Inc.,
ONOMICHI OMOTENASHI Co.,Ltd.
Tobishima citrus club association,
FUKUYAMA Association for Global Partnership,
MAEDA HOUSING

● Chief judge

KANEKO Shinji

Director, HIROSHIMA UNIVERSITY International Center /
Director, HIROSHIMA UNIVERSITY Network for Education and
Research on Peace and Sustainability (NERPS) /
Vice-Dean Professor, HIROSHIMA UNIVERSITY Graduate School for
International Development and Cooperation

● Judge

FUJII Ko

CEO, Makaira KK / Visiting Professor, Center for Rule-Making Strategies,
Tama University

GORAI Chizuru

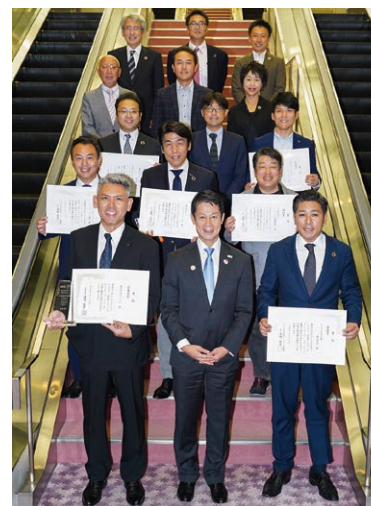
President, Soar Service Inc.

HATAEDA Mikio

Director General, Private Sector Partnership and Finance Department,
Japan International Cooperation Agency (JICA)

MATSUBARA Hiroki

Managing Director, Secretary General, HIROSHIMA NPO CENTER



Youth Conference: Young People's Approach to Peace



Young people, who will underpin the next generation, explored measures to realize their ideals toward accomplishing peace based on their own experiences, engaged in discussion, and handed recommendations to the Governor.

FUJII Ko	CEO, Makaira KK / Visiting Professor, Center for Rule-Making Strategies, Tama University
ISHIHARA Ikuya	Hiroshima Mirai Kaigi
SHINTANI Yuya	Co-Founder , NPO The Peace Front
CHISHIRO Yoshiki	Hiroshima Shudo University
MIYAGI Senri	Hiroshima University
KUSUNOKI Kousei	Shudo Senior High School
HIROTA Sae	Nortre Dame Seishin High School

Hiroshima Positive Economy Forum

Opening

Jacques ATTALI	President, Positive Planet
YUZAKI Hidehiko	Governor, Hiroshima Prefecture

Introduction

Every Kind of Diplomacy Can Serve Peace

Keynote The Nobel Diplomacy: a Transnational Contribution to World Peace

Josepha LAROCHE	Professor of Political Science, the Paris1 Panthoen- Sorbonne University
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ACT1

Can War be Eradicated? –Close up on the different aspects of conflict

Are wars unavoidable? Alternatively, can humans eliminate wars? What is the best way to eliminate wars? Education, international dialogue, or social equality? We discussed which types of positive economy we should select in order to prevent the occurrence of conflicts in the future.

Inna SHEVCHENKO	Co-founder, International Women's Movement FEMEN
Jean Jacques KOURLIANDSKY	Director, the Latin America Observatory
TAGUCHI Akiko	Director, ILO Office for Japan
Jean-Christophe BAS	CEO, the Research Institute Dialogue of Civilizations
Robert VERDIER	President, Positive Planet Japan
Jacques ATTALI	President, Positive Planet
Jean PLANTUREUX	Cartoonist / Co-founder, Cartooning for Peace



ACT2

International Cooperation

International cooperation comes in a wide variety of forms, such as organizational, private-level, or humanitarian cooperation. International cooperation is always a means for realizing peace. Whether it is climate change, a nuclear weapon, or a strategic talk, nothing would work today without international cooperation. We discussed what should be done by states and leaders to support the promotion of international cooperation.

Michèle SABBAN	President, R20
Tilman RUFF	Co-founder, International Campaign to Abolish Nuclear Weapons (ICAN)
OGURA Keiko	Atomic bomb survivor
Jacques ATTALI	President, Positive Planet



Moderator

Cédric BAECHER	Co-founder, Nomadeis
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Previous Conferences

2016 World Business Conference for World Peace (October, 2016)

Conference Overview

- Featuring Prof. Kotler, this was the world's first meeting for marketing peace.
- The event drew approximately 300 participants, including world-leading top executives, researchers, social entrepreneurs, and representatives of international NGOs from both home and abroad. The event was also attended by WEF young leaders.
- We discussed the possibility of establishing peace through marketing.



Keynote Speaker: Professor Philip Kotler

Three Recommendations from Prof. Philip Kotler

Peace-making through the points below:

1. Reducing the amount of weapons, including nuclear weapons
2. Reducing the amount of hatred
3. Increasing the amount of love

Joint Communiqué

Proposals for developing a sustainable platform for peace dialogue

1. The World Business Conference for World Peace should continue to be held in the future.
2. A Track2 (businesses and NGOs/NPOs) Community for peace dialogue based in Hiroshima should be developed and maintained through the following means:
 - (1) Creation of a secretariat and a foundation with a mission to maintain and support the Track2 Community
 - (2) Creation of a "Peace Marketing" Laboratory
 - (3) Reinforcement of Hiroshima's information outreach and dissemination capabilities as a Global Peace Hub
3. Hiroshima's research capabilities for peace should be strengthened and built upon.

Session 1	Campaigns to Abolish Inhumane Weapons	Session 2	Communications Design for Peace Campaigns
Session 3	Marketing for Non-profit Organizations that Contribute to Peace	Session 4	The Role of Soft Power in Marketing Peace
Session 5	Discussion Panel with Young Global Leaders of the World Economic Forum	Session 6	New Enterprise Value Created by Contributing to Peace (BOP+CSV)
Session 7	Branding "Hiroshima" as Global Peace Hub		

2018 World Business Conference for World Peace (November, 2018)

(1) Memorandum signed with the Global Positive Forum

In order to contribute to realization of a peaceful international society without nuclear weapons, a memorandum was signed with the Global Positive Forum, over which Mr. Jacques Attali presides.

<Objectives> To facilitate more sustainable contributions to the realizations of a peaceful international society through mutual cooperation.

<Agreement> To cooperate toward joint organization of the Positive Economy Forum and the World Business Conference for World Peace in Hiroshima in 2019 and thereafter.

(2) Formation of a community and platform through which international peace will be promoted

Mr. Attali underscored the importance of Hiroshima, sending out message by connecting peace with positive actions. He also suggested that there would be a need to develop infrastructure for peace in such areas as the economy, culture and education. With some speakers declaring their intention to build a community for peace, the Conference helped to lay a foundation for the community and platform creation in the future.

(3) Promotion of the SDGs, BOP, and CSR businesses

Through organization of the SDGs Business Contest and the compilation of SDGs case studies by Hiroshima-based businesses, the basis of a system for promoting the SDGs business in collaboration with NPOs, universities and private business were formed.

(4) Collaboration between the business sector and NPOs/NGOs aligned with the government

At various sessions, proposals were made on how such collaborations should /could be made.

Startup Program	Realizing Peace through the Creation of SDGs, BOP and CSR Businesses
Session 1	The Security Risks of Climate Change and Environmental Innovations as Countermeasures
Session 2	Securing Peace in an Increasingly Unstable Digitized World
Session 3	Commitment to Education for Lasting Peace in the New Era
Session 4	Realizing Peace through the Social Impact of Art
Session 5	Achieving Peace through the Power of Sports
Session 6	Altruistic Capitalism and a New Path to Peace





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