

FOR IMMEDIATE RELEASE

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Sustainability Communication Guide Issued; Supports Sustainability Transformation

Dentsu Inc. (Headquarters: Minato-ku, Tokyo; President & CEO: Hiroshi Igarashi) updated its 2018 SDGs Communication Guide,¹ and renamed it the Sustainability Communication Guide. This it did under the guidance of the Sustainability Promotion Office and Dentsu Team SDGs which, together, are promoting sustainability-related projects across the Dentsu Group.

Dentsu Team SDGs had planned and produced the 2018 guide, which was made available to the public free of charge and was subsequently used by a great number of people. During the three years since, the Sustainability Promotion Office and Dentsu Team SDGs have been engaged in business-related sustainability domain innovations and value creation, while expanding knowledge and networks in the domain, and accumulating experience related to communications. Having added to this the opinions of experts, the updated and renamed guide now applies to an even broader range of people, and is available for downloading, free of charge, at the URL below.

The spread of COVID-19 and changes in social conditions have increased awareness of the SDGs over the past year, making sustainability a concern familiar to most consumers. Similarly, with respect to corporate and organizational SDGs, sustainability initiatives, and communication activities, increasingly opinions and discussions are being shared and held daily, in both mainstream and social media. This trend is deepening the importance of sustainability transformation (SX), which aims to transform management methods through individual measures as well as organization-wide efforts, by striking a balance between earnings power and environmental, social, and governance (ESG) criteria.

The new guide presents sustainability issues that have been facing Japan and the rest of the world over the past few years, and provides checklists for each stage of communication, including examination, planning, production, and dissemination. In addition, it summarizes environmental and human rights perspectives that should be espoused. We believe that use of the updated guide, together with the further promotion of initiatives and communication activities related to sustainability, will help create a sustainable society.

Dentsu Inc. and the Dentsu Group will continue to work with client companies and all stakeholders in a bid to contribute to the realization of a sustainable society through various measures and businesses that include, but are not limited to, the advertising communications domain.



Sustainability Communication Guide: Overview

Introduction

Recent symbolic cases related to sustainability

Part 1: Practical Sustainability Communication Checklist and Examples

Checking perspectives

0. Before starting your communication

1. Preparing your communication

2. Planning expressions

3. Creating expressions

4. Using the SDGs logo

5. Upon completion of draft expression

6. After your communication

Possible conflicts with stakeholders

Pointers to constantly raising literacy

Reference : Dentsu Advertising Awards SDGs Special Award winners

Part 2 : Background and Context to Sustainability Communication

Background social changes and perspectives to consider

What you need to know as a prerequisite for SDG communication

Appendix

Accelerated uptake of initiatives related to the SDGs

Awareness of Japanese consumers regarding the SDGs

Change in public awareness of social issues following COVID-19

Little room for optimism under the current sustainability situation

Notes on global communication design

Identifying your company's global position

Regulations related to environmental communications

Regulations related to human rights communications

Reference : Sustainability trends (detailed version)

List of contributors

Distribution method: Available for downloading at:

https://www.dentsu.co.jp/en/sustainability/sdgs_action/pdf/sustainability_communication_guide.pdf

Sustainability Communication Guide: Excerpts



Sustainability Communication Guide

Sustainability Communication Guide

A practical checklist and the social changes behind it

dentsu
japan network

Dentsu Team
SDGs

1. Preparing your communication

Is your team diverse?

A team with members who are similar in things like gender, age, country of origin, disability, and so on could be a negative in terms of the diversity of ideas. In addition, it is likely that things that members do not care about will be issues when seen by others.

Is there good communication within the team?

No matter how diverse your team's members, if they feel they cannot express themselves freely, there's no point. Make sure that people can speak frankly and ensure their psychological safety.

Are your initiatives sustainable, rather than being one-offs?

Many sustainability initiatives need to be taken slowly, over time. You need to ensure that your sustainability communication is not unsustainable.

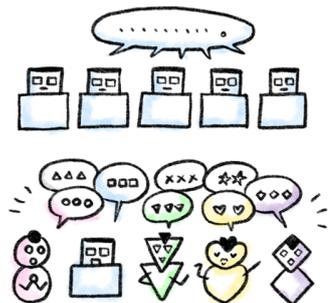
Are these initiatives required in terms of what your company is?

Related to the previous one, it is important that your initiatives are necessary in order that they can be sustained. The more relevant it is to the company's business and the clearer the reason for working on it, the more convincing the communication will be.

Do these initiatives potentially lead to social change?

What is needed now are initiatives that change society to something sustainable. It can be said to be a truly "sustainable" initiative/communication if it is not completed only by the company itself, but if it is possible to take on the challenge of changing the world by involving various stakeholders, including consumers. If you can look this far ahead, it will be an essential approach.

Is there a diversity of team members ?
What kind of content should be included
in the communication?

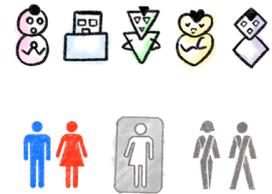


3. Creating expressions (1)

Consideration for human rights

Specific Examples

- Some basic rules
 - Eliminate all forms of discrimination and prejudice (in all areas, including race, ethnicity, gender, gender identity, sexual orientation, disability, religion, origin, age, etc.).
 - Be aware that social information and historical background can change judgment criteria.
 - Avoid stereotyped perspectives (especially ones caused by unconscious bias).
- Gender (sexual discrimination, gender identity, sexual orientation, etc.)
 - Avoid gender-based role perspectives.
 - Also be careful about stereotyped depictions.
- Race and ethnicity
 - Do not emphasize or ridicule skin color or visible characteristics
 - Avoid assessing other countries from a so-called first-world perspective.
- People who are disabled or ill
 - Check and use objective information.
 - Be aware of perspectives that contrast with "healthy" people.



Reference:

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Notes:

1. *SDG Communication Guide* published in 2018

https://www.dentsu.co.jp/en/sustainability/sdgs_action/pdf/sdgs_communication_guide.pdf



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