

FOR IMMEDIATE RELEASE

June 1, 2018

Dentsu Creates *SDGs Communication Guide*

Dentsu Inc. (Head Office: Minato-ward, Tokyo; President & CEO: Toshihiro Yamamoto) announces the release of *SDGs Communication Guide* in Japanese and English versions, suggesting guidelines for corporate managers, people working in advertising and ad agency professionals when planning out communication initiatives in line with Sustainable Development Goals (SDGs).

The SDGs are “global objectives for creating a sustainable future”, comprised of 17 goals and 169 targets stated during the United Nations Sustainable Development Summit held at the UN headquarters in New York in September 2015. Over the recent years, a sense of crisis for sustainability has been discussed throughout the global community. Japan is also promoting full-fledged discussions on countermeasures with the involvement of national and local governments, business and economic circles as well as non-political organizations. Since it is specifically hoped for businesses to make active participation and commitment, taking actions based on the concept of sustainability is required for all corporate activities and across the field of advertising communication.

Meanwhile, the use of “excessive expressions deviating from the actual initiatives of companies” and “inappropriate expressions that can mislead consumers” in advertising communication is also an act contrary to the purpose of SDGs. Experts point out disadvantages from such use, including the possibility of receiving criticism which can lead to damage corporate value.

Based on such situations, Dentsu formed the Dentsu *SDGs Communication Guide* Creation Committee* including eight expert panels, to compile useful guidelines providing “things to know” and “thing to pay attention to” for successful advertising and promotional campaigns with SDGs in mind.

Dentsu is committed to continue its efforts for creating a sustainable future in advertising communication and beyond for a wide range of fields.

About *SDGs Communication Guide*

Published by: Dentsu Inc.

Cooperated with: Dentsu *SDGs Communication Guide* Creation Committee*

Distribution: Available for download at

http://www.dentsu.com/csr/team_sdgs/pdf/sdgs_communication_guide.pdf

Front cover image:



*Dentsu *SDGs Communication Guide* Creation Committee members
(As of April 1, 2018; in alphabetical order of surname)

Chair: Toshihiko Goto	Executive Director, Global Compact Network Japan CEO, Sustainability Forum Japan
Members: Mikako Awano	Founder & CEO, General Association SusCon Japan
Yumiko Horie	Advocacy Manager, Save the Children Japan
Ichiro Ishida	Director Marketing Headquarters, The Asahi Shimbun
Koichi Kaneda	CSR Promotion, Senior Director, ANA HOLDINGS INC.
Koji Kinoshita	Chair of Environmental Subcommittee, Japan Advertising Agencies Association
Kaori Kuroda	Executive Director, CSO Network Japan
Taikan Oki	Professor, Integrated Research System for Sustainability Science, The University of Tokyo Institutes for Advanced Study Senior Vice-Rector, United Nations University Assistant Secretary-General, United Nations

#####

Contacts:

Media-related enquiries: Shusaku Kannan
Managing Director
Corporate Communications Division
Telephone: (81-3) 6216-8042
E-mail: s.kannan@dentsu.co.jp

Business-related enquiries: Dentsu SDGs Project
Email: team-sdgs@dentsu.co.jp