

CPJ Women's Course on CSR of Japan's Oil Companies for Qatar and UAE

This Customized Program was held in Japan for female employees from Qatar and UAE. This was JCCP's first time to offer a program for women only.

1. Background and Overview

JCCP received a request from Qatar and UAE to implement a customized course for a group of women only. The group was to be comprised of three women from Qatar and seven women from UAE, ranging in their jobs from general affairs to engineering. JCCP therefore organized a course themed on corporate social responsibility (CSR), as it pertains to both administrative and technical personnel. It was designed to introduce case examples of CSR initiatives in Japan's oil industry as a frame of reference for fulfilling CSR in the participants' companies, and to provide a comparison of the respective characteristics of CSR initiatives in three major oil companies in Japan. It also provided an understanding of two of the most important aspects of CSR: environmental management and relationship with local communities. At an engineering company that was visited for offsite training, the company's approach to ensuring CSR in its facility design, construction and operation was presented in a way that would prove useful to promoting projects in the participants' countries.

The course was implemented over a period of 11

days, from October 9 to 19, 2012.

2. Course Content

(1) Overview of Japan's Oil industry and CSR Initiatives

This lecture provided an overview of the oil situation in Japan, including the status of oil imports, changes in product demand, and the reality of oil companies in Japan. From the perspective of understanding the meaning of CSR, it focused on the efforts that are being made by Japanese oil companies to do their part in contributing to society.

(2) Global Energy Situation

(Lecturer: Mr. Mitsuyuki Maeda, Energy & Innovation Research Institute)

This lecture was designed based on the realization that widely collecting and analyzing information on global energy situations and acquiring knowledge and information about the energy industry as a whole from a global perspective are essential to CSR initiatives in oil companies, and examined various oil-related circumstances and the status and role of petroleum. It also presented a detailed comparison and outlook between the future of petroleum and other energies, and encouraged participants to form their own thoughts on

energy. The lecture covered a wide range of topics, but the participants seemed to absorb them well.

(3) JX Nippon Oil and Energy Corporation (JX), Head Office & “SOENE House”

The participants were introduced to the CSR initiatives of one of Japan’s leading oil companies through a tour of its “SOENE House,” a model house that proposes new living environments utilizing new energy technologies developed by JX. Organized from the female perspective, the tour captured the interest of all participants, who listened to explanations with great attention and asked many questions. At the JX Head Office, the participants learned about JX’s initiatives for fulfilling CSR by the oil industry as a whole, received an overview of oil development projects that JX is implementing in UAE and Qatar, and renewed their friendship with JX members who were previously posted in the two countries. A get-together was also organized with female employees at the JX Head Office, which proved to be a lively occasion to exchange views on the similarities and differences in women’s work in Japan and the participants’ countries.



Discussion with women staff at JX

(4) Cosmo Oil Co., Ltd., Head Office

This offsite training session by Cosmo Oil was held in a conference room at Cosmo Research Institute. Following an overview of the company, the participants received a detailed explanation of CSR initiatives and sustainable corporate activities implemented by the company, with particular emphasis on various initiatives and volunteer activities that place importance on the company’s relationship with society. The lecture provided an effective introduction to visiting the Sakaide Refinery on the following day.

(5) Cosmo Oil Co., Ltd., Sakaide Refinery

At the Sakaide Refinery, the participants first watched an introductory video of the refinery and received a detailed outline of its history and operations. The mention of the refinery’s closing next fiscal year elicited many questions as to its reasons. The participants also received a presentation on the community contribution activities and social responsibility initiatives implemented by the Sakaide Refinery, which particularly emphasized its efforts to maintain a harmonious relationship with local residents and to conserve the environment.

During the tour of the refinery, the participants expressed interest in the compact arrangement of the units, and asked specific questions about the inspections and other aspects regarding the external corrosion of insulators.

(6) Toyota Motor Corporation, Head Office & Takaoka Plant

The participants first visited the Toyota Kaikan Museum operated by the Toyota Head Office and learned about the company’s CSR initiatives as a leading company in its industry, and about its diverse social contribution activities. At the main Takaoka Plant, the participants observed various examples of kaizen activities within the assembly process, and were especially impressed to learn that employees’ ideas have largely shaped the people-friendly assembly lines. After the plant tour, they were given a detailed explanation particularly of the framework and policy for responding to questions and complaints from customers.

(7) JGC Corporation, Yokohama Head Office

At JGC Corporation, the participants first received an overview of the engineering company’s CSR activities in an easy-to-understand manner. An example was introduced, in which bread and cookie sales are organized and held during the company’s lunchtime hours as an employee welfare project implemented in conjunction with local efforts to support people with disabilities. The participants actually visited the place where the sales were held and experienced the activity for themselves. They then learned about JGC’s environmental initiatives through the activities of Earthwatch Japan, an NPO which JGC sponsors, and about its technological initiatives, mainly with a focus on its carbon dioxide capture technology, flare gas reduction technology, and technologies related to renewable energies and low-carbon infrastructures. Engineers in the

group asked many questions and seemed to appreciate the highly specialized content of the lectures.



Lecture at JGC Corporation

(8) Idemitsu Kosan Co., Ltd., Chiba Refinery & Plant

Following an introduction of the company and its Chiba Refinery, the participants toured the refinery, where they spotted a TPM activity board in a meeting room next to the control room of Refining Section No. 1 and asked various questions in its regard. They also showed interest in a skills acquisition chart that shows at a glance the skills level of each employee in the section, and were strongly impressed with the 5S



At Idemitsu Kosan's Chiba Refinery

efforts in the tool shed. In the presentation on Idemitsu Kosan's corporate philosophy and CSR activities, the participants learned that activities the company has maintained since its establishment to promote human respect and environmental harmony at its refineries and plants precisely correspond to its CSR activities. A large number of questions were asked, indicating the participants' strong interest in CSR.

3. Observations

The course in general was highly evaluated by the participants, all of whom said the experience will benefit them in fulfilling their future duties. At some of the offsite facilities, the use of interpreters facilitated greater understanding among the participants. Taking this cue, JCCP will closely consult with each cooperating company the next time the course is held, and recommend the use of interpreters where they might be necessary.

Since this was a course for women only, a female staff member was assigned as the course sub-coordinator. By paying greater attention and responding to details that a male coordinator would not notice, the assignment of a female sub-coordinator probably contributed to the participants' overall evaluation of the course.

As requested by Qatar and UAE, the course was broadly themed on corporate social responsibility (CSR), and was attended by participants from a wide range of fields, from administrative to technical fields. The CSR theme thus proved to be extremely appropriate for a course intended for women only. In fact, although the recent course comprised women from areas including engineering, personnel management, administrative affairs, environmental safety and CSR, no one had issues with the course content and the course was able to be implemented smoothly. Thus, in the future, JCCP will consider proposing a women's course on CSR to other countries as well.

<by Fumihiro Tone, Training Dept.>