

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

1. Background and Overview

JCCP once again received a request from Qatar and UAE to implement a customized course for women, following last year's implementation of such a women-only course. The request was for a group composed of two women from Qatar and eight from UAE, representing a wide range of ages and occupations from general affairs to engineering. In consideration of the diversity of the group, JCCP organized a course on corporate social responsibility (CSR) that pertains to both administrative and technical personnel. To provide a frame of reference for the fulfillment of CSR in the participants' companies, the course was designed with a focus on presenting case examples of CSR initiatives in Japan's oil industry, and a comparison of the respective characteristics of CSR initiatives in three major oil companies in Japan. Visits were also made to an engineering company, automobile manufacturer and an analytical instrument manufacturer, to examine their environmental management practices, which form the core of corporate social responsibility, and their relationship with local communities.

The course was implemented over a period of 12 days, from October 21 to November 1, 2013.

2. Course Program

(1) Overview of Japan's Oil Industry and CSR

Initiatives

In addition to presenting an overview of the oil situation in Japan, including the status of oil imports, changes in product demand, and the reality of oil companies, this lecture provided an understanding of the goal of corporate social responsibility, the theme of the course, through an examination of how oil companies in Japan fulfill their role in making ongoing contributions to society. Special focus was placed on changes that have occurred in the oil situation after the Great East Japan Earthquake and the initiatives taken by companies in the oil industry to survive the tumultuous aftermath of the disaster.

(2) Global Energy Situation

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

This lecture was designed to allow participants to gather and analyze wide-ranging information on the global energy situation, which oil companies require to promote CSR, and to acquire general knowledge and information on the energy industry from a global perspective. First, the status of petroleum was clarified by examining various energy circumstances in relation to petroleum, and a comparison was presented of the future outlook of petroleum and other energies. The situation in Fukushima was also discussed in detail, in response to the participants' requests.

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

As a representative oil company in Japan, JX introduced its CSR activities with a focus on social contribution activities. In the exchange event with the female staff at the JX Head Office, the participants divided into four groups and spent a fruitful time exchanging views with their Japanese counterparts about the similarities and differences in women's work in Japan and their countries. Additionally, at "SOENE (energy creating) House," a model house that incorporates proposals for new living environments using new energy technologies developed by JX, a training program was organized and implemented from the female perspective. It provided effective training, which captured the participants' avid attention and inspired many questions.

(4) Cosmo Research Institute, Head Office

Cosmo Research Institute first gave a presentation on Cosmo Oil's CSR activities and sustainable corporate activities, then discussed various initiatives and volunteer activities that the company implements with particular emphasis on maintaining close ties with society. The participants then divided into two groups and engaged in a workshop to extract topics that are key to corporate activities related to the three keywords of economy, environment and society, and gauged their level of understanding of CSR.



Workshop at Cosmo Research Institute

(5) Toyota Motor Corporation, Head Office and Motomachi Plant

First, the participants toured the Motomachi Plant, the main factory of the company, and observed first-hand the various Kaizen activities being implemented in the assembly process. They were especially impressed with the explanation of the features of the Jidoka principle, Kanban system, Andon system and other such tools developed and implemented by Toyota. The CSR Department Corporate Planning Division also provided detailed information on Toyota's CSR activities and elicited strong interest and many questions from the participants about important CSR issues. For example, they asked how Toyota disseminates and shares policies and strategies with its business partners, and what types of criteria are used to evaluate Toyota's CSR. The fact that all questions were answered in precise detail was a testament to Toyota's status as a world-leading company.

(6) JX Nippon Oil and Energy Corporation, Marifu Refinery

A video presentation provided an overview of the refinery, followed by a tour of the refinery's compact group of devices. In the integrated instrument control room, the participants experienced an actual general meeting and safety confirmation practice, and expressed surprise at the refinery's high share of needle cokes, which are its particular specialty. Furthermore, they learned about the refinery's preventive maintenance for air and water management through an explanation of its environmental initiatives, and gained an understanding of safety management systems (SMS) and risk management in a lecture that featured actual examples of management practices implemented by Marifu Refinery presented in an easy-to-understand manner.



Presentation of CSR activities by Toyota Motor Corporation

(7) Shimadzu Corporation, Head Office and Sanjo Plant

Shimadzu Corporation specializes in the manufacture of measuring instruments that provide an effective means for environmental measurements.

Following an overview of the company, a presentation was given on its CSR activities, with particular focus on environmental management topics, including the details of monitoring and treatment of wastewater that is discharged from the plant. The participants then toured the site, which is governed by voluntary standards that are 10 times more stringent than the water quality standards of Kyoto City, as well as inspected the manufacture of testing equipment and observed a demonstration of the equipment using various testing devices. They also showed strong interest in how Japanese companies maintain corporate security, upon learning that the assembly of special analytical instruments in the plant is exclusively performed by a specific team of three employees, and asked about the measures taken by the company to prevent them from being recruited away by other companies.



At Shimadzu Corporation

(8) JGC Corporation, Yokohama Head Office

A presentation of JGC Corporation's business vision as an engineering company was followed by an overview of its CSR activities, with an emphasis on activities that are implemented in cooperation with the local community as part of the company's local contribution efforts. For example, detailed descriptions were given of its activities in support of handicapped people, which are implemented jointly with an NPO, and its activities for environment protection, which are implemented with Earthwatch Japan, an NPO sponsored by JGC. As part of the presentation, a female employee related her experience in participating in an activity organized by Earthwatch Japan, and held a lively and interactive Q&A with the participants. With regard to JGC's environmental countermeasures, an overview was given of its initiatives for CO₂ capture and storage and renewable energies.

(9) Idemitsu Kosan Co., Ltd., Chiba Refinery and Plant

Following an introduction to the company and its Chiba Refinery, a brief overview was given of the training program that the Technical Training Center offers to refinery operators from Qatar and Oman, and information was provided about the organization of the operating departments and their energy-saving activities through a tour of the refinery. During the tour, an explanation was given of an employee skills acquisition chart in response to a question on how the skills of employees and staff are evaluated. With regard to CSR activities, the company's stance that "the very activities that the company has pursued since its founding to promote human respect and environmental harmony by its refineries and plants form the core of CSR activities" prompted many questions that indicated the participants' strong interest in CSR.

3. Observations

In the visits to various offsite facilities, there were many questions from the participants about



At JGC Corporation

the employment and development of multinational employees, as a reflection of the issues and realities of the employment and human resource development situation in the participants' countries. Consideration will thus be given to including this issue as a possible new theme for improving future training programs.

As requested by Qatar and UAE, the course was themed on corporate social responsibility, as it was last year. The group of participants came from a broad range of fields, including members from the personnel management, regional cooperation, administration, procurement and finance departments, as well as project managers, strategic planning managers and CSR managers, but they all seemed to equally appreciate the course content. Thus, JCCP gained a boost in continuing to offer the CSR course to various countries hereafter as a women-only course.

The participants' evaluation of the course indicated that the course objectives had been sufficiently achieved, and included comments that expressed their strong desire to use the experience of this course to enhance CSR activities in their companies and countries. Based on the achievements of the course, which has been implemented twice so far, participants requested an "Advanced CSR course" specifically for female employees in charge of CSR, including last year's participants, so they can further their knowledge and ensure an even higher level of CSR activities.

<by Fumihito Tone, Training Dept.>