



Join us for WICI Symposium 2018 at the Okuma Auditorium of WASEDA University, Tokyo, Japan.

Since 1990s the US, European countries, and Japan have been respectively exploring initiatives on innovative activities to rightly report the value creation beyond the scope of conventional financial reporting. Through these efforts by relevant parties to disclose value creation stories to share with stakeholders exploiting respective common platform to feature regional circumstance, "Enhanced Business Reporting Council-EBRC" from the US, "European Federation of Financial Analyst Societies-EFFAS", also University of Ferrara from Europe, and the "Ministry of Economy, Trade and Industry-METI", together with the Intellectual Capital Society of WASEDA University from Japan convened at the headquarters of OECD in Paris and jointly established the World Intellectual Capital/Assets Initiative in November 2007.

Then WICI initiated to integrate "Improved Business Reporting Framework (ver. 2.0)" by EBRC and "Disclosure Guidelines for Intellectual Property Management" by the Ministry of Economy, Trade and Industry into "WICI Business Reporting Framework". This calls for three principles from companies: (i) expressing value creation story of each company, (ii) the proposition of business model based on business cycle and its time-span of the company, and (iii) providing respective financial and non-financial data including KPIs with forward-looking information. Ever since WICI has hosted WICI symposium in Tokyo late in every autumn starting from 2008 to promote dissemination and education activities on these corporate disclosures and this year marks the eleventh symposium.

Further, WICI has been stepping up efforts to introduce initiatives through activities such as the participation of the round table discussion by the members mostly from Europe, including relevant parties the world over, to require companies to report activities in ESG, which has become recognized as fundamental factors to support the sustainability of industrial society, as well as the participation of the international conference to report the process of value creation reflecting the preparation to the framework to comprehensively capture the intangibles as the resource of value creation on financial and non-financial data. As results of activities, "Accounting for Sustainability Project" prepared and supported by Mr. Paul Druckman and Price Charles in Britain, respectively, has been established, leading to the formation of International Integrated Reporting Committee, with supporting entities "IFAC" and "GRI" in 2011. WICI has been committed to the full-scale cooperation by providing human resources to draw up the draft of "International Integrated Reporting Framework" proposed by IIRC and concluded mutual cooperation agreement with IIRC, becoming the member of its current council.

We are hosting "2018 WICI symposium" on Friday November 30, 2018 as the eleventh session at Okuma Auditorium of WASEDA University. The symposium aims to offer opportunities to look back at the achievements by WICI during 10 years and explore further agendas through discussions among presenters and participants. In other words, in the light of the situation where reportedly, at least over 400 hundred listed companies make public integrated report, we consider the symposium as an opportunity to ensure the strategy for companies and organizations---focusing on relations with the society while confirming their *raison d'être*, to further employ integrated reporting as the tools of communications with stakeholders to provide clear understandings of the value creation stories to enhance the processes for value creation.

We welcome you to join and enjoy the symposium.

November 1, 2018

Masahiko KON  
Chairman

World Intellectual Capital/Assets Initiative

# WICI Symposium 2018 (11<sup>th</sup> Symposium) Draft

“In the Age of SDGs,

Our Challenges to Exploit our Experiences on Developing Integrated Reporting  
for Social Communications”

**Host:** World Intellectual Capital/Assets Initiative (WICI)  
**Supported by:** The Ministry of Economy, Trade and Industry (METI) and The Integrated Reporting Council  
**Sponsored by:** EY Japan, Grant Thornton Tokyo LLC, KPMG AZSA LLC, PwC ARATA, Deloitte Touche Tohmatsu LLC, Edge international INC., DENTSU INC., TOPPAN PRINTING Co., Ltd, Value Create Inc., FALCON Consulting Inc., and others  
**Date:** November 30, 2018 (Friday)  
**Venue:** Okuma Auditorium of WASEDA University  
 1-104 Totsuka-Machi, Shinjuku-ku, Tokyo 109-0071  
 Tel: 81 3-3203-9746 <https://www.waseda.jp/culture/en/facility/>

## PROGRAM

9:30 - 9:35	<b>Welcome &amp; Opening Remarks</b>	Prof. Masahiko KON (Chairperson WICI, WASEDA Univ., Vice President of 3M Japan)
9:35 - 9:45	<b>Congratulatory Speech</b> : Mr. Jun KAZEKI (Deputy Director-General, Economic and Industrial Policy Bureau, METI)	
9:45-10:15	<b>Keynote Speech: “Progress toward Developing Japanese Style SDGs”</b> Mr. Tokutaro NAKAI (General Environment Policy Officer, Ministry of Environment)	
	The Japanese government has employed SDGs as a pillar of national policy development which was unanimously adopted at the UN General Assembly in 2015. In deploying SDGs, it is not enough to passively act as "translating into a literal translation into Japanese". Based on its basic spirit, it is asked to tackle it with affinity with social values that have supported Japan. As a representative effort, there is a project of "Supporting and Connecting Forest, Village, River and Sea" that the Ministry of Environment has advocated prior to the adoption of SDGs. Everyone who lives in the community begins from the question of how to tackle SDGs with each one by themselves in the connection of regional links.	
10:15-10:25	<b>VIDEO Message: “Our Activities and How to Contribute WICI”</b> Mr. Mario ABELA (Director, Redefining Value, WBCSD)	
10:25-11:30	<b>Session 1: How to Communicate Intangibles (value creation factor) of Startup and Early Stage Business Entities</b>	
	Under the maturing Japanese economy, the social role of entrepreneurs has been increasingly crucial and hugely recognized. For either founding managers or supporting management, the every stage of corporate development from entrepreneurs to solid status as socially recognized institution entails the engine to communicate with internal and external stakeholders for the planning of business strategy and its implementation to create intrinsic value of each institution. Repeating and lasting communications help management find potential, yet unidentified, management resources to create business opportunities while lead to reflexes in formulating pre-emptive strategies to cope with changes in the climate surrounding corporate management. To promote expected communications, this session encompasses the method to evolve our expertise in “Small Business Intellectual Property Management Report” into integrated reporting.	
	Moderator	Prof. Tadashi TAKIGUCHI (Professor of WASEDA Univ. President of WERU Investment Co. Ltd.)
	Panelists	Mr. Hideyuki AKASHI (CEO, MEDCARE, Inc) Mr. Masaki ISHIDA (President of A.I. Squared, Inc.) Mr. Tomoaki SATO (CEO, Startbase Co. ) Prof. Shuichi Matsuda (Professor Emeritus of WASEDA Univ.) Mr./Ms. Adviser for Venture Business (Grant Thornton Taiyo LLC.)
11:30-12:30	<b>Session 2: Business Developments through Open Innovation Provided by Future Center</b>	
	In the 21st century, many of Japanese big business enterprises have developed their success model of the 20th century globally to lead to the next growth. However, as they begin to feel the structural changes in the business environment both inside and outside, it is forced to seek "What next will be done after globalization?" In the 2010s many people have been heard say "open innovation is the key". We will consider the possibilities of the Future Center activities from Europe that have been advocating business development by open innovation from the earliest while introducing the latest examples which are starting to concretely be learning from the development of the advanced.	
	Moderator	Dr. Satoshi FUNAHASHI (CEO/KIFU Business Research Laboratory)
	Panelists	Dr. Hitoshi FUNAHASHI (President, ICMG Co. Ltd.) Mr. Daisuke ASANO (Director, Service Affairs Policy Division and Education Industries Office, Commerce and Service Industry Policy Group, Commerce and Information Policy Bureau, METI) Mr. Atem S RAMSUNDERSINGH 氏 (CEO, WEnergy Global Pte Ltd) Mr. Hiroshi OKAMOTO (Vice President/TEPCO Power Grid Incorporated) Mr./Ms. (KPMG Azusa)
12:30-13:30	Lunch Break	

13:30-14:30	<p><b>6th WICI Japan Integrated Reporting Award Ceremony</b></p> <p><b>Comment from Chairman of the Panel on Judging the Award</b> Mr. Noriyuki MATSUSHIMA (Chief Advisor/Mitsubishi UFJ Research and Consulting Co. Ltd.),</p> <p><b>WICI Integrated Reporting Award Ceremony</b> “The Best Integrated Reporting Grand Prize” “The Excellent Integrated Reporting Prize” “The Integrated Reporting Encouragement Prize”</p> <p><b>Comments from Some Members of Judging the Award</b> <b>Moderator</b> : Prof. Masayoshi MIYANAGA (Chief Secretariat of the Panel of Judging the Award, Graduate School of Innovation Studies, Tokyo University of Science ), <b>Judges</b> : Mr. Noriyuki MATSUSHIMA (Chief Advisor/Mitsubishi UFJ Research and Consulting Co. Ltd.), Mr. Hidemi TOMITA (Director, Lloyd's Register Japan Co. Ltd.), Mr. Kiyohide NAGATA(Tokyo Tokai Research Institute Co., Ltd.-TBF)</p>					
14:30-15:30	<p><b>Session 3: Progressive Value Creation through Development from CSR / ESG Viewpoint to SDGs Perspective</b></p> <p>For each of E · S · G, it is not a matter to cut them out one by one and work independently. With regard to each issue, it is nothing other than becoming a meaningful effort for the first time, being clearly positioned in the enterprise value creation process, in association with the business activities that run and the strengths of the organizations that support it. The same goes for the United Nations' efforts towards "sustainable development targets (SDGs)" now becoming common language of the world. There are things that companies should clarify before they can challenge tasks in cooperation with their stakeholders. The organization itself and its stakeholders will clarify issues to be sorted out, such as "how the value creation process of the organization is captured", "what is the outcome affecting the organization's value formation", and share it socially which is urgent task to set up a mechanism</p> <table border="1" data-bbox="177 790 1541 1050"> <tr> <td data-bbox="177 790 496 831">Moderator</td> <td data-bbox="501 790 1541 831">Mr. Hidemi TOMITA (Director, Lloyd's Register Japan Co. Ltd.)</td> </tr> <tr> <td data-bbox="177 837 496 1050">Panelists</td> <td data-bbox="501 837 1541 1050">           Mr. Minoru MATSUBARA (Chief Manager, Asset Management Division, Responsible Investment Group /Resona Bank, Ltd.)            Ms. Mari MUKURAJIMA (ESG Analyst, Investment Equity/FUKOKU CAPITAL MANAGEMENT, INC)            Mr./Ms. (Senior Manager of CCaSS/EY Japan)            Mr. Jean-Philippe DESMARTIN (WICI Europe, Head of Responsible Investment/Edmond de Rothschild Asset Management)            Ms.Asthildur HJALTADOTTIR (Director Regions and Programs Implementation/ GRI)         </td> </tr> </table>		Moderator	Mr. Hidemi TOMITA (Director, Lloyd's Register Japan Co. Ltd.)	Panelists	Mr. Minoru MATSUBARA (Chief Manager, Asset Management Division, Responsible Investment Group /Resona Bank, Ltd.) Ms. Mari MUKURAJIMA (ESG Analyst, Investment Equity/FUKOKU CAPITAL MANAGEMENT, INC) Mr./Ms. (Senior Manager of CCaSS/EY Japan) Mr. Jean-Philippe DESMARTIN (WICI Europe, Head of Responsible Investment/Edmond de Rothschild Asset Management) Ms.Asthildur HJALTADOTTIR (Director Regions and Programs Implementation/ GRI)
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15:30-15:40	<p><b>Coffee Break</b></p>					
15:40-16:40	<p><b>Session 4: In the Age of SDGs, Developing the Best Way to Express the Value Creation Process in the Integrated Reporting</b></p> <p>In the context of SDGs, each company should be concerned with respective goals among 17 goals---defined under “Sustainable Development Goals” by the UN as a de facto standard, and set objectives to make contribution to the society. Now is the time for organizations to promote the management based on integrated reporting by maintaining communications with internal and external stakeholders and clarifying the prioritized activities in integrated reporting while enhancing communications with stakeholders to materialize the individual activities in value creation in the light of environments surrounding business management.</p> <table border="1" data-bbox="177 1301 1541 1525"> <tr> <td data-bbox="177 1301 496 1346">Moderator</td> <td data-bbox="501 1301 1541 1346">Mr. Hisao KUMAKURA(3M Japan)</td> </tr> <tr> <td data-bbox="177 1352 496 1525">Panelists</td> <td data-bbox="501 1352 1541 1525">           Mr. Masahiro NISHINA (Counselor for Industrial Competitiveness, Secretariat of Intellectual Property Strategy headquarters, Cabinet Office)            Prof. Kazunori ITO (College of Commerce, SENSU Univ.)            Mr. Yasuaki HIGASHITANI (Business Promoting Dept, HONDA Motor Co., Ltd.)            Mr. Satoshi ANDO (Director, OMRON Co., Ltd.)            Mr./Ms. (TOHMATSU LLC.)         </td> </tr> </table>		Moderator	Mr. Hisao KUMAKURA(3M Japan)	Panelists	Mr. Masahiro NISHINA (Counselor for Industrial Competitiveness, Secretariat of Intellectual Property Strategy headquarters, Cabinet Office) Prof. Kazunori ITO (College of Commerce, SENSU Univ.) Mr. Yasuaki HIGASHITANI (Business Promoting Dept, HONDA Motor Co., Ltd.) Mr. Satoshi ANDO (Director, OMRON Co., Ltd.) Mr./Ms. (TOHMATSU LLC.)
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16:40-18:00	<p><b>Final Session: How to Make Use of the Value Creation Story for the Realization of SDGs</b></p> <p>Until now WICI has accumulated considerable results in endeavoring and disseminating Integrated Reporting while holding hands with IIRC. Every time we have the opportunity to explain the importance of explaining the value creation process as a story. WICI has entered its 11th year of establishment, and the spread of Integrated Reporting that have been promoted has also been established in Japanese business society. In addition, this year we are showing a new development that the University of Tokyo will publish its integrated report. Under these circumstances, it is expected that the Integrated Reporting will further evolve through more substantial communication with stakeholders. For that reason, I think that it is possible to make an opportunity to think with each participant by listing the things each person should work on from now on.</p> <table border="1" data-bbox="177 1783 1541 2000"> <tr> <td data-bbox="177 1783 496 1823">Moderator</td> <td data-bbox="501 1783 1541 1823">Mr. Takayuki SUMITA (Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Office)</td> </tr> <tr> <td data-bbox="177 1830 496 2000">Panelists</td> <td data-bbox="501 1830 1541 2000">           Mr. Tokutaro NAKAI ( General Environment Policy Officer, Ministry of Environment))            Prof. Leif EDVINSON (Lund Univ.- TBC)            Mr. Takayuki ASHIZU(Chief SHINTO Priest, MUNAKATA Shrine)            Ms. Shiho AOKI (Head Office of University Administration, TOKYO Univ.)            Jean-Philippe DESMARTIN 氏 (WICI Europe, Head of Responsible Investment, Edmond de Rothschild Asset Management)         </td> </tr> </table>		Moderator	Mr. Takayuki SUMITA (Secretary-General, Intellectual Property Strategy Headquarters, Cabinet Office)	Panelists	Mr. Tokutaro NAKAI ( General Environment Policy Officer, Ministry of Environment)) Prof. Leif EDVINSON (Lund Univ.- TBC) Mr. Takayuki ASHIZU(Chief SHINTO Priest, MUNAKATA Shrine) Ms. Shiho AOKI (Head Office of University Administration, TOKYO Univ.) Jean-Philippe DESMARTIN 氏 (WICI Europe, Head of Responsible Investment, Edmond de Rothschild Asset Management)
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18:00-18:05	Closing Remarks	Prof. Yasuhiro HANADO (Senior Adviser, WICI Japan)				
18:05-20:00	<p><b>Networking Dinner</b> (RIHGA Royal HOTEL Tokyo)</p>					

