



**So-Tech**

**NAGATA**

**Business and Sustainable Development  
Special Workshop and Lecture**

**Yadanabon University  
University of Mandalay**

**- Report -**

**February 2016**

**Mizue Unno  
Managing Director, So-Tech Consulting**

## 1. Background and objectives

Economic progress resulted in the improvement of our livelihoods, but growth by industrial activity, on the other hand, has also caused environmental and social problems to both local communities and our planet as a whole. Companies are now required to accept responsibility to stakeholders on these issues - so-called CSR (Corporate Social Responsibility) throughout their business activities.

This program examines the global trends on sustainable development and CSR. The sessions are also intended to be a process of capacity building and human resource development, and to enhance motivation in this area for faculty members and students.

## 2. Schedule and programs

### A. Yadanabon University

Located in a suburb of Mandalay, Yadanabon University is focused on education for undergraduates. It has 21 departments with over 20,000 students in total.



	Date	Program	Instructors
1	14–15 September, 2015 10:00 – 11:30	Business and Sustainable Development 1) Overview 2) Workshop	Mizue Unno (So-Tech Consulting)
2	10–11 December, 2015 10:00 – 11:30	Cases presented by Japanese companies 1) Advertising aimed at raising awareness of environment 2) Global CSR activities 3) Microfinance	1) Thein Sann (Advertising Nagata) 2) Thiri May (Mitsubishi Corporation) 3) Susumu Watahiki (Maruhan Japan Bank)
3	2–3 February, 2016 10:00 – 11:30	Business and human rights 1) Overview 2) Impact assessment of tourism sector	1) Vicky Bowman, Director 2) Thein Than Htay (Myanmar Centre for Responsible Business [MCRB])

- Venue: Class room at Yadanabon Campus
- Participants: 55 faculty members (1 – 3 members from each department)  
(Additional 20 students at the third session)

#### B. University of Mandalay

Located in central Mandalay, the University of Mandalay is the highest ranking university in north Myanmar, with 15 departments and a graduate school with master and doctoral postgraduate courses. The current number of students is 9,000.

- Date: 2<sup>nd</sup> February, 2016 14:00 – 16:30
- Program: 14:00 – 14:05 Opening remarks  
14:05 – 15:30 Business and sustainable development  
Mizue Unno (So-Tech Consulting)  
15:30 – 16:30 Responsible business and environmental impacts  
Vicky Bowman (MCRB)
- Venue: Conference hall at Mandalay campus
- Participants: Total 400 students and faculty members from 15 departments

### 3. Report of each program

#### A. Yadanabon University

##### A.1 Session 1: Business and Sustainable Development

###### <Day 1: Overview>

###### <Background>

- What is sustainable development?
- Why business is responsible for sustainable development?

###### <Business and sustainable development>

- Corporate social responsibility (CSR)
- Inclusive business

A lecture providing an overview on global trends and some case studies was conducted at the beginning. Most participants said they had only “heard of” CSR and had a lack of knowledge of the issues. The series of workshops aims at providing a basic understanding in the academic context. The university also invited faculty members from each department to participate.

The environmental and social issues that the participants were particularly interested were deforestation and waste management, both of which are close to their livelihood.



###### <Day 2>

Small group discussions with 4 – 5 members were held using a case study of a model fishery company. The topics for discussion selected from seven core subjects defined in ISO26000 were environment, labor practices and community development. Participants discussed each topic in the plenary, after presentations by each group. Among these topics, the issue of the environment gathered the most interests from faculty members. Other topics included housing and hygiene.



Presented by the Rector

## A.2 Session 2: Cases presented by Japanese companies

### <Day 1>

#### 1) Advertising aimed at raising awareness of environmental issues (Advertising Nagata)

Nagata's main business is to install sign boards for advertisement. The company has arranged dust bins with advertising space in Bagan and Mandalay. The dust bins are expected to raise environmental consciousness, particularly regarding the recycling of plastics, amongst residents and visitors. This is awareness raising of environmental issues with advertising for public.

In Bagan, Nagata acts as one of key players of the Plastic Campaign, a community based plastic waste collection initiative started by the Governor. Awareness raising activities are conducted every week, and the company provides vehicles and devices for the activities as well as volunteer participation. The Governor highly appreciates Nagata's involvement, which also advances their advertising business thanks to their commitment to the community.

Program participants showed high interest in household wastes management since there is little awareness of waste collection issue in Myanmar. Some participants suggested that dust bins in Mandalay could be used effectively for awareness raising.

### <Day 2>

#### 2) Global CSR activities (Mitsubishi Corporation: MC)

1. MC's Corporate Philosophy
2. Creating Sustainable Corporate Value through Business
3. Snapshots for MC's Global CSR Activities
4. CSR Projects in Myanmar

MC is a pioneer in the field of global CSR activities throughout its global business network. National staff made a presentation of the core values of the company and gave various snapshots of MC's global activities. In Myanmar, the company's major initiative is related to rural development and support for agriculture. Various programs include cooperation with UN organizations as well as support of community groups in Mandalay and grants to aid research at development agencies.



### 3) Microfinance (Maruhan Japan Bank)

1. What is Microfinance?
2. Microfinance and CSR
3. Microfinance in Myanmar
4. About Sathapana Limited
5. For Future Development of Myanmar

Maruhan Bank has run a banking business in Cambodia permitted with license of microfinance. The company started with the same business model in Myanmar in 2015, based on their experience in Cambodia. A presentation was given by a Japanese representative in English with the Cambodian project manager leading a Q&A session regarding the start-up in Mandalay.

Microfinance is a well-known methodology to facilitate sustainable economic development for the mitigation of poverty, and has spread widely in developing economies. The presentation included an overview of the mechanism and structure of microfinance, and advantages for community development in low income regions. The current status of microfinance in Myanmar and Maruhan's experience in the country were also presented.

Motivated participants were familiar with microfinance mechanism and showed active interests in its effectiveness.

#### A.3 Session 3: Business and human rights

<Day 1>

MCRB is an initiative to encourage responsible business activities, funded by the UK, Denmark, Norway, Switzerland, Netherlands and Ireland. The Centre is a neutral platform for the creation of knowledge, capacity and dialogue concerning responsible business in Myanmar.

Presentation of the overview of responsible business and human rights related to business was preceded in Burmese. An on-line voting device was used to explore issues on responsible business. The result of on-line voting was immediately displayed on the screen, further encouraging interests among participants



### <Day 2>

The second day workshop focused on the topic of responsible tourism in the Mandalay context. The waste issue received interest in the class and an active discussion was led by students with serious concern regarding environmental issue.

Tourism is one of major business in Mandalay, and a connecting that sector with business and human rights was the major purpose of this program. During the second day, usage of voting device deepened understanding the issue on responsible business.

## B. The University of Mandalay

### B.1 Lecture 1: Business and sustainable development

The overview of this subject was conducted building on the workshop previously held at Yadanabon University. The program targeted both under- and post- graduates and faculty members.



### B.2 Lecture 2: Managing social and environmental impacts of business

Based on the lecture for Yadanabon University, the overview of responsible business and social/environmental impact assessment was provided as a whole. Then the sector specific issues in Myanmar, such as mining, which resulted in lively debate, were explored.

## 4. Next steps

Under the new government, universities are currently encouraged to establish advanced educational programs for future generations. There are still various obstacles, including the general lecture structure, curriculum and evaluation scheme. Any kinds of cooperation from foreign institutions, both in the private sectors and research institutions, is welcomed.

We believe that universities should establish introductory programs on environmental and social issues, with contents related to business effectively integrated into those programs. It is also crucial to embrace learning programs that foster creativity and independent thinking in addition to lecture oriented classes.



## 5. Profile of organizers

- Organized by Mizue Unno, Managing Director of So-Tech Consulting, Founded So-Tech Consulting (Tokyo), Ms Unno has assisted Japanese businesses in the fields of sustainable development and CSR. She is also a lecturer at the Graduate Schools of Frontier Science of the University of Tokyo (since 2000) and previously taught at the Graduate School of Environmental Management of Hosei University (2004 - 2009).
- Sponsored by Advertising NAGATA  
Located in the suburb of Nagoya, NAGATA has engaged in advertising business nationwide in Japan using roadside signposts. It founded a Yangon office in October 2014, and launched sustainable projects to enhance environmental awareness through the advertising business.

## 6. Reference

Global New Light of Myanmar, 21 September 2015

4 LOCAL NEWS

THE GLOBAL NEW LIGHT OF MYANMAR

21 September 2015

### CSR workshop held in Yadanabon University



MANDALAY — A workshop on Corporate Social Responsibility was organized by Managing Director Miss Mizue Unno of So-tech Consulting Inc in Yadanabon University in Mandalay on 15 September.

Rector of the university Dr Aung Min and 50 faculty members participated in the discussions facilitated by President Mr Nataga Ichiro of NAGATA (Japan) Co., Ltd, Managing Director Mr Takeshi Shirashi, Project Director U Thein San and business consultant U ZawNaing.

NAGATA Co., is a service company providing CSR services including clearance of waste in Mandalay and Bagan and promotion of techniques of Karatedo in Myanmar.—*Tin Maung* (Sub-printing house in Mandalay)

Corporate Social Responsibility workshop focuses on clearance of waste in Mandalay and Bagan and promotion of techniques of Karatedo in Myanmar. PHOTO: TIN MAUNG