



JFBS 10th Annual Conference JFBS 第10回年次大会プログラム

Online
Annual
Conference
(Zoom)

Circular Economy Transition: Exploring the Institutional, Organizational & Behavioral Dimensions

サーキュラーエコノミーを目指して

2-3 September, 2021

The Conference Website

https://j-fbs.jp/annualconf_2021.html (日本語)
https://j-fbs.jp/annualconf_2021_en.html (English)

Welcome Message

We are pleased to welcome you to the 10th JFBS Annual Conference. The conference examines the topics of "Circular Economy Transition: Exploring the Institutional, Organizational & Behavioral Dimensions".

Produce, consume, dispose – this is the traditional industrial model our economy is based on, and it is well known that most businesses operate in this manner. It is also well known that this linear model is not sustainable for much longer. Against this background, organizations such as the Ellen MacArthur Foundation have proposed the Circular Economy (CE) as a viable and restorative model in which economic growth is decoupled from natural resource and energy consumption. In CE, end-of-life waste becomes "food" for other value chains, and more broadly, the focus is on maximizing what is already in use along all the stages of a product's lifecycle, from sourcing to supply chain, to consumption, to the remaining unusable product or component.

The literature on business models for CE has emphasized recycling strategies for the end of life of products (closing the loop), or eco-development approaches to extend the usage of products (slowing the loop). It has also been argued that slowing the loop can be achieved through different modalities, such as longer consumption cycles due to higher durability, or sharing economy initiatives based on access instead of ownership and on recirculation of goods through digital platforms. Across the world, against the backdrop of the current climate emergency and resource scarcity, policies are encouraging transitions towards CE, and many countries have been promulgating laws and other regulatory measures to trigger circular entrepreneurial initiatives and to favor linear business model adaptations, mainly for critical and strategic materials. We also argue the theoretical underpinnings of CE. How does CE revamp neighbor concepts and paradigms like Sustainability, Industrial Ecology, Permaculture, and Sharing Economy? By looking across disciplines and being attuned to both historical and contemporary debates and practices, the JFBS Annual Conference 2021 will critically explore issues around the Circular Economy, covering (but not limited to) the following topics. General topics on business and society are also discussed.

1. Policies and strategies for CE. How do the regulatory and institutional contexts enable a CE transition? What kind of public policies are likely to frame the development of CE at the local, national and international levels? How do businesses embed CE concept into strategy?
2. Circular entrepreneurship. What are the entrepreneurial profiles of the CE field? How do they deal with the CE issues in local, national and international contexts?
3. New consumption patterns and the circular economy. What are the new consumption patterns and motivations triggering or challenging CE development?
4. Sub-themes. Sustainable Fashion, Lost Food, New Plastic Economy, Car/Bicycle/Space Sharing, Regenerative Agriculture, Renewable Energy...

We would like to give special thanks to all partners and supporters. Due to the COVID-19, we were compelled to hold the conference online. We hope to meet you in person next year for fruitful networking and discussion.

Kanji Tanimoto
Professor, Waseda University
President of Japan Forum of Business and Society

Program Committee

- Valentina Carbone (Professor, ESCP, Paris, France)
- Michele John (Professor, Curtin University, Australia)
- Chizuru Nishio (Professor, University of Tsukuba, Japan)
- Kanji Tanimoto (Professor, Waseda University, Japan)



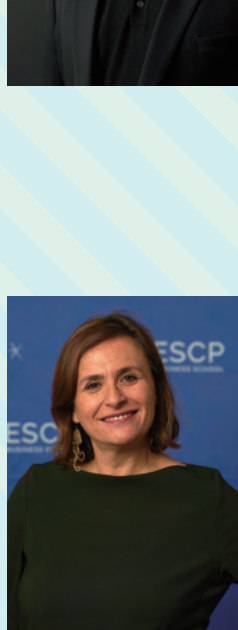
Japan Forum of Business and Society (JFBS) is an academy, founded in 2011, which aims to conduct academic research/discussion upon business in society and develop human resources with encouraging broad cooperation among academia, industry, government, labor and NPO/NGO as well as collaboration with related entities in and out of Japan.

1st Day: 2nd September, 2021

Time(JST)	Program			
10:30-11:30	60 min	JFBS Board Meeting		
11:30-12:00	30 min	JFBS Member Meeting		
12:00-13:00	60 min	Digital Registration		
13:00-13:10	10 min	Opening Remarks Kanji Tanimoto (President, Japan Forum of Business and Society / Professor, School of Commerce, Waseda University, Japan)		
13:10-15:00	110 min	Keynote Speech <small>with Simultaneous Interpretation/同時通訳あり</small> • R. Edward Freeman (Professor, Darden School of Business, University of Virginia, USA) "Stakeholder Capitalism and Circular Economy" • Valentina Carbone (Professor, ESCP, Paris, France) "How to explain the success of Circular Economy in the Anthropocene Era? –When framing matters" • Marjut Hannonen (Minister-Counselor, Head, Trade Section, Delegation of the European Union to Japan, Japan) "A New Circular Economy Action Plan" • Tomomi Fukumoto (Executive Officer, Division COO, Corporate Sustainability Division, Suntory Holdings, Japan) "「水と生きる」企業の循環型社会への取り組み" 【Chair】 Kanji Tanimoto (Professor, School of Commerce, Waseda University, Japan)		
15:00-15:10	10 min	Break		
15:10-16:25	75 min	Plenary Session 1 <small>with Simultaneous Interpretation/同時通訳あり</small> <Circular Economy Transition: Exploring the Institutional, Organizational & Behavioral Dimensions> • Marjut Hannonen (Minister-Counselor, Head, Trade Section, Delegation of the European Union to Japan, Japan) • Izumi Sato (Lawyer, Japan) • Tomomi Fukumoto (Executive Officer, Division COO, Corporate Sustainability Division, Suntory Holdings, Japan) • Michele John (Professor, Faculty of Science and Technology, Curtin University, Australia) 【Chair】 Masahiro Okada (Professor, Graduate School of Business Administration, Keio University, Japan)		
16:25-16:35	10 min	Break		
16:35-18:05	90 min	Breakout Session Organized 1 <small>with Simultaneous Interpretation/同時通訳あり</small> <プラスチック資源循環の課題と可能性> 「サントリーホールディングス サステナビリティ推進部長」 • 黒田美夕紀 (横浜市温暖化対策統括本部 SDGs 未来都市推進課長) • 伊藤大一 (マーケティング共同創業者・取締役) • 大谷純子 (クラウン代表取締役社長) • 高橋博也 (クラウン代表取締役) • 渡辺達朗 (専修科大学学部教授) 【司会】 今津秀紀 (凸版印刷マーケティング事業部 SDGs プロジェクト部長)	Session 1 (CFP) <Social Inclusive Business > 1. Natalie Beinisch (Circular Economy Innovation Partnership, Nigeria), Christoph Biehl (Lloyds Banking Centre for Responsible Business, University of Birmingham, UK), Jennifer Tyree-Hagemann (Lloyds Banking Centre for Responsible Business, University of Birmingham, UK), Adun Okupe (London Business School, UK) and Kofi Gyamfi "Financing Circular Economy Business Models for the Bottom of the Pyramid (BoP)" 2. Forhad Hossain (Bangladesh Institute for Research, Bangladesh) "Japanese Company's Interest on Social Business as CSR Activity" 【Chair】 Kazue Haga (Waseda University, Japan)	Session 2 (CFP) <Transition to Circular Economy I > 1. Julia Gross (University of Hamburg, Germany) "How asset managers' sensemaking of circular economy changes over time" 2. Ida Rovanto (Aalto University, Finland/Waseda University, Japan) "Driving circular economy – Societal impact from small businesses" 3. Thanyada Ritthinumporn (Thammasat University, Thailand) "The Societal Integration of Circular Economy with Community-Driven Initiatives in Local Cotton-Textile Artisan Communities in Thailand" 【Chair】 Michele John (Curtin University, Australia)
9:00-10:30	90 min	Breakout Session Organized 2 <small>with Simultaneous Interpretation/同時通訳あり</small> <プラットフォーム・ビジネスによる食品ロス問題の解決> • 伊藤大一 (マーケティング共同創業者・取締役) • 関根龍也 (クラウン代表取締役社長) • 高橋博也 (クラウン代表取締役) • 渡辺達朗 (専修科大学学部教授) 【司会】 大平修司 (千葉商科大学高経学部教授)	Session 3 (CFP) <Current Issues of CSR > 1. 池内博一 (造形専門学校大学) 「インターネットによる消費者の購読中傷と企業の法的対応」 2. 熊沢拓 (ソーシャルインパクト・リサーチ) 「日本の上場企業の炭素排出量と利益性の両立度合いと株価パフォーマンスの関係、及びインパクト加重会計を用いた環境インパクトを考慮した考察」 3. Li Jiarong (Hitotsubashi University, Japan) "The diverse role and extended scope of CSR stakeholder in emerging countries" 【Chair】 Miho Murashima (Rikkyo University, Japan)	
10:30-10:50	20 min	Break		
10:50-12:20	90 min	Breakout Session Organized 3 <Sustainable Fashion: 3R (Recycle, Reuse, Reduce) and C (Circularity) in the fashion industry> • Angela Ortiz (Founder & CEO, Place to Grow, Japan) • Kyle Parsons (Founder and CEO, Indosole, Japan) • Kenji Tanaka (CEO, Gordon Brothers Japan, Japan) • Kazumi Watanabe (Managing Director, Peterson Projects & Solutions Japan, Japan) 【Chair】 Hiroshi Amemiya (Head of Japan, Arabesque S-Ray Japan branch, Japan)	Session 4 (CFP) <Waste Problems > 1. 宮下佳子, 西尾ツツル (筑波大学) 「消費者の食品ロス削減に対するエンカド POP シールの効果」 2. Antonio Formacion (Kyushu University, Japan) "Right to repair" and the Circular Economy: Slowing the loop of smartphones demand and manufacture" 【Chair】 Shuji Ohira (Chiba University of Commerce, Japan)	Session 5 (CFP) <Doctoral Workshop > 1. Naomi Inoue (Tokyo University of Foreign Studies, Japan) "Unpacking the mechanism of promoting Business and Human Rights (BHR) through United Nations Guiding Principles on Business and Human Rights (GPs) and related key measures in Africa" 2. 横沢 泰志 (拓殖大学) 「ごみ処理へのサーキュラー・エコノミーモデルの適用 ～マニション・コミュニティにおけるサステナブルなごみ排出モデルと管理組合マネジメント～」 【Mentor】 Kyoko Fukukawa (Hitotsubashi University, Japan) Masaatsu Doi (Hosei University, Japan)
12:20-13:20	60 min	Lunch		
13:20-14:50	90 min	Breakout Session Organized 4 <small>with Simultaneous Interpretation/同時通訳あり</small> <プラスチック資源循環への具体的なアプローチ> • 大谷純子 (花王 ESG 部門 ESG 広報担当部長) • エリック カワバタ (テラサイクルジャパン アジア太平洋統括責任者) • 吉谷誠士 (凸版印刷 情報コミュニケーション事業本部 統括責任者) • 技術戦略・開発部 部長) 【司会】 今津秀紀 (凸版印刷 マーケティング事業部 SDGs プロジェクト部長)	Session 6 (CFP) <Social Inclusive Business > 1. 趙鐘 (東京大学) "日本企業におけるサーキュラーエコノミー移行のための課題及び戦略" 2. Rebecca Chunghee Kim (Ritsumeikan Asia Pacific University, Japan) "Is Business Inclusive Leadership Possible by Applying Sustainable Development Goals? The Korean Big Conglomerates (Chaebols) Examined" 【Chair】 Masahiro Okada (Keio University, Japan)	
14:50-15:10	20 min	Break		
15:10-16:30	80 min	Plenary Session 2 <small>with Simultaneous Interpretation/同時通訳あり</small> Wrap-up Session: Circular Economy Transition: Exploring the Institutional, Organizational & Behavioral Dimensions • 雨宮寛 (アラベスク S-Ray 日本支店代表) • 今津秀紀 (凸版印刷 マーケティング事業部 SDGs プロジェクト部長) • 大平修司 (千葉商科大学高経学部教授) 【司会】 岡田正太 (慶應義塾大学院経営管理研究科教授)		
16:30-16:40	10 min	Closing Remarks Kanji Tanimoto (President, Japan Forum of Business and Society / Professor, School of Commerce, Waseda University, Japan)		

Keynote Speakers

Prof. R. Edward Freeman is University Professor, Olsson Professor, and Academic Director of the Institute for Business in Society at the University of Virginia Darden School of Business. He is best known for his award winning book, *Strategic Management: A Stakeholder Approach* (Pitman, 1984; and reprinted by Cambridge University Press in 2010). His latest book is *The Power of And: Responsible Business Without Trade-offs*, with Bidhan Parmar and Kirsten Martin, forthcoming from Columbia University Press in 2020. He has received six honorary doctorates (Doctor Honoris Causa) from: Radboud University in the Netherlands; Universitat Pontificia Comillas in Spain; the Hanken School of Economics, and Tampere University in Finland; Sherbrooke University in Canada; and, Leuphana University in Germany, for his work on stakeholder theory and business ethics. He is the host of *The Stakeholder Podcast*, sponsored by Stakeholder Media, LLC



Prof. Valentina Carbone is Professor at ESCP business school, in Paris, where she established and co-chairs the ESCP Chair on Circular Economy. Her recent research, published in major academic journals, deals with Sustainable Supply Chain Management, Sharing Economy, and Circular Economy transition. Valentina has conducted applied research with public sector bodies such as the European Commission or the French Ministry for Sustainable Development. She closely cooperates with corporations in the transport and logistics, food, mass market and fashion industries, in both her teaching and research activities. She is often invited as guest speaker in academic conferences and professional events. She is in charge of a monthly web-show on sustainable supply chain, mostly in French. Valentina is a member of the board of directors of INEC - The French Institute for Circular Economy. She is also a member of the bureau of several academic associations in management and logistics, and is on the editorial board of *Revue Française de Gestion*.



Ms. Marjut Hannonen is the Head of the Trade and Economic section of the EU Delegation to Japan. Before taking up this post she was an adviser in the Directorate General for Trade of the European Commission focusing on implementation of EU's free trade agreements, and adviser on Asia and Latin America. In 2010-2014 she was the Member of the Cabinet of the EU Trade Commissioner Karel de Gucht responsible for EU trade relations with Asian countries, as well as for several sectoral trade issues including Market Access Strategy and relations with the Member States. She has worked in various areas of EU trade policy, including multilateral and bilateral trade negotiations and trade defence instruments.



Ms. Tomomi Fukumoto is Executive Officer, Division COO of Corporate Sustainability Division, Suntory Holdings Limited. After graduating from Keio University in 1981, joined Suntory Limited. Earned her MBA at Keio Business School in 1989. After working in the Human Resources Department, Public Relations Department, the Customer Communication Department, Compliance Promotion Department, and Suntory Hall as Executive Director, she became an executive officer in 2015. Currently, as Division COO of Corporate Sustainability Division, she is involved in business related to corporate brand, sustainability, and CSR.

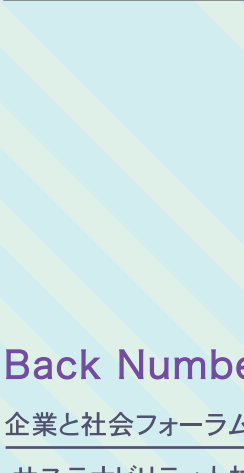


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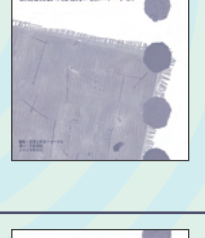
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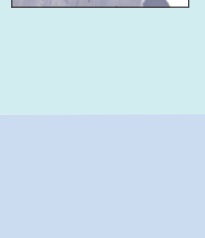
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