

human beings and the conservation of the whole world's environment.

Japan must not rest content with its good record in pollution control thus far. The business world, academic circles, and government must pool their resources to create innovative technologies for preserving the environment, conserving energy, and cutting back on resource consumption. Solving Japan's own environmental problems is not enough; while drawing on the Japanese experience in reconciling economic development with environmental protection, we must actively participate in international environmental undertakings. Concerning such problems as global warming, we should support the efforts on more scientific research into their causes and effects and also begin work immediately on the feasible countermeasures.

By showing that it takes environmental problems seriously, the business world can gain the trust and sympathy of the public. This will foster a mutually beneficial relationship between producers and consumers, thereby encouraging the healthy development of the economy. With the above situation in mind, Keidanren offers the guidelines outlines below to its members. It is to be hoped that each member, always consulting with and seeking the understanding and cooperation of consumers, government officials, and

others, will conduct its business in conformity with these guidelines.

Basic philosophy

A company's existence is closely bound up with the global environment as well as with the community it is based in. In carrying on its activities, each company must maintain respect for human dignity, and strive toward a future society where the global environment is protected.

We must aim to construct a society whose members cooperate together on environmental problems, a society where sustainable development on a global scale is possible, where companies enjoy a relationship of trust with local citizens and consumers, and where they vigorously and freely develop their operations while working to preserve the environment. Each company must aim at being a good global corporate citizen, recognizing that grappling with environmental problems is essential to its own existence and its activities.

Guidelines for corporate activities

Companies must carry on their business activities to contribute to the establishment of a new economic social system for realizing environment protective society where sustainable development is possible.