

Key initiatives for achieving the UN Sustainable Development Goals in the Japanese life insurance industry

1	Key Initiatives	
	Promote a sustainable social security system – Goal 1 (No poverty), Goal 3 (Good health and well-being), Goal 8 (Decent work and economic growth) and Goal 9 (Industry, innovation and infrastructure)	
	➤ Promote contributions to enhance quality of life by providing private protection in order to establish a sustainable social security system amid the rapidly aging society with fewer children in Japan	
1	Challenges	Reference: Specific initiatives
	I. Contributions for establishing a sustainable social security system	➤ Recommendation for expanding the life insurance premium tax deduction in order to promote life insurance products as life security ➤ Study on an effective social security system and private preparedness for medical and long-term care in a super-aged society
	II. Promote initiatives of member companies to enhance insurance services by developing new technologies and innovations	➤ Promote the development of new technologies in the life insurance business to enhance customer-friendly services
2	Key Initiatives	
	Promote financial literacy – Goal 1 (No poverty), Goal 4 (Quality education)	
	➤ Promote financial literacy including the importance of preparedness and the role of insurance in order to cultivate the abilities of all, especially the younger generation, to survive and manage their lives	
2	Challenges	Reference: Specific initiatives
	I. Promote financial literacy	➤ Educate the younger generation regarding the importance of preparedness and the role of insurance in order to survive a 100-year life ➤ Promote understanding of life insurance and life planning for all generations ➤ Provide teaching materials for school officials to expand insurance literacy in an educational setting ➤ Develop clear educational contents including videos
	II. Support member companies to promote financial literacy	➤ Survey on member companies' initiatives and share the results among members ➤ Operate "Day of Preparedness" to provide opportunities to promote insurance literacy
3	Key initiatives	
	Promote consumer-friendly life insurance services especially for the elderly	
	– Goal 8 (Decent work and economic growth), Goal 10 (Reduced inequalities)	
	➤ Promote the provision of appropriate life insurance products and services for all including elderly persons by enhancing consumer-friendly life insurance services	
3	Challenges	Reference: Specific initiatives
	I. Initiatives for addressing elderly persons	➤ Follow up on the industry guideline on insurance services for the elderly
	II. Promote consumer-friendly life insurance services	➤ Support member companies' initiatives in order to enhance their customer services

4	Key Initiatives	
	Initiatives for extending healthy life expectancy – Goal 3 (Good health and well-being) ➤ Promote initiatives for extending healthy life expectancy by providing life insurance services in order to ensure a healthy life for people in the super-aged society	
	Challenges	Reference: Specific initiatives
	I. Initiatives for extending healthy life expectancy	➤ Conduct health promotion in collaboration with local government bodies ➤ Study how to use new technologies for life insurance services in order to extend the life expectancy of customers
5	Key initiatives	
	Promote ESG investments – All SDGs ➤ Promote initiatives for contributing to the sustainable development of society by enhancing ESG investments of member companies in order to address various issues in society as an institutional investor	
	Challenges	Reference: Specific initiatives
	I. Promote ESG investments of member companies	➤ Study ESG investment practices of advanced member companies and other institutional investors ➤ Develop an industry guideline on ESG investments ➤ Develop and publish the industry recommendation for further development of the stock market and society
6	Key initiatives	
	Actions for addressing money laundering and terrorist financing as well as antisocial forces – Goal 16 (Peace, justice and strong institutions) ➤ Contribute to combating violence and organized crime through preventing life insurance products being abused for criminal purposes and ensuring sound operation of the life insurance system	
	Challenges	Reference: Specific initiatives
	I. Countermeasures against money laundering and terrorist financing	➤ Support member companies to enhance their anti-money laundering and terrorist financing measures primarily for the FATF fourth round of AML/CFT mutual evaluations
	II. Actions for addressing antisocial forces	➤ Support initiatives of member companies based on the industry guideline on countermeasures against antisocial forces ➤ Continue to collaborate with external specialized agencies including the police

7	Key initiatives	
	Promote the participation of women in the workforce and their career advancement – Goal 5 (Gender equality) and Goal 8 (Decent work and economic growth) ➤ Promote the participation of women in the workforce and their career advancement by developing an appropriate environment given that it is indispensable for improving the vitality of society as a whole and realizing sustained economic growth	
	Challenges	Reference: Specific initiatives
	I. Contributions for promoting the participation of women in the workforce and their career advancement II. Promote the participation of women in the workforce and their career advancement in member companies	➤ Support projects for resolving issues in both work and child-care by providing subsidies ➤ Support childcare workers by providing scholarships to resolve issues of childcare services ➤ Support member companies' initiatives based on the industry guideline on promoting the participation of women in the workforce and their career advancement
8	Key initiatives	
	Human rights measures –Goal 8 (Decent work and economic growth) and 10 (Reduce inequalities) ➤ Contribute to the realization of comprehensive society by taking measures for further enhancement of respecting human rights as it is the core value of industry	
	Challenges	Reference: Specific initiatives
	I. Promote to enhance business management and life insurance services from the view of respecting human rights	➤ Initiatives to enhance human rights literacy