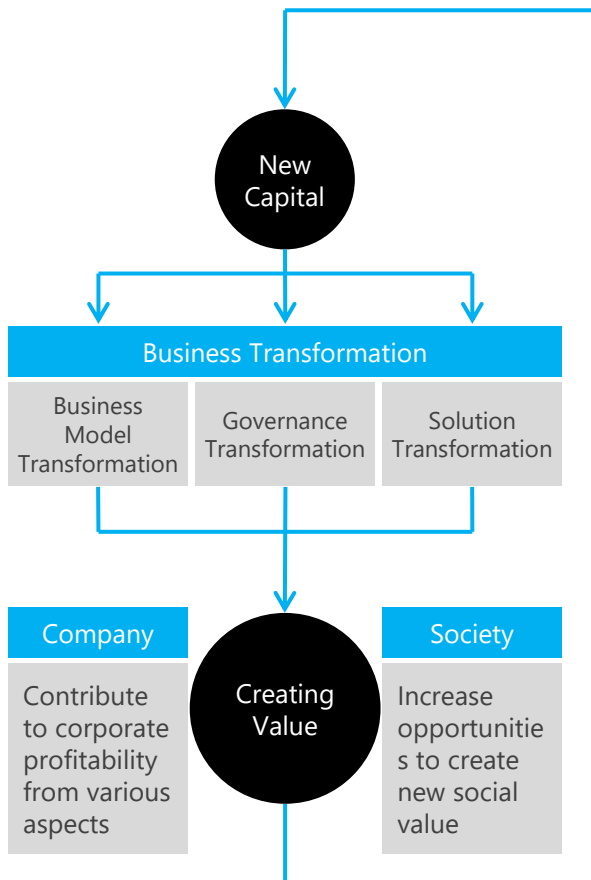


CEAPP.

平和のためのビジネス・カウンスル
Council of Economic Acts for Positive Peace

Until today, we have unconsciously enjoyed benefits of peace as a matter of course. In an age when peace is no longer taken for granted, we believe that the business sector, which has a strong influence on society, may have the potential and the responsibility to contribute to building and maintaining peace. CEAPP, in collaboration with Hiroshima Prefecture, will explore the possibility of new economic activities that place peace as one of the corporate objectives. We see that corporate actions and mechanisms that contribute to peace as "new capital" that should be actively invested and accumulated. To hand peace to the future, We look forward to your support and participation in CEAPP's efforts.

What is "New Capital" for peace ?



CEAPP's role and function

Place for research	Place for dialogue
We research the concept of "New Capital" that propose a way of doing business for companies.	We create opportunities for diverse stakeholders, primarily from the business sector, to engage in dialogue.

CEAPP's measures

Action	Research and dialogue program
	Identification of role model cases
	Recruitment of participating members
PR	Issuing of CEAPP Report Summarizing the guidance for companies
	Changes of companies' approach
Goal	companies referring and practicing

Structure



Member

Committee Members



IWAI Mutsuo

Senior Vice Chairperson, KEIZAI DOYUKAI (Japan Association of Corporate Executives)



SODA Yoshinobu

Professor, Department of Social System Design, Eikei University



SHIRAI Tomoko

Social Entrepreneur



SUYAMA Yuji

Co-Founder/Representative Director, Tokyo Zebras Unite



NAKASHIMA Tokushi

President/CEO, Founder, Global Mobility Service Inc.



INOUE Takekazu

Chief Specialist, center for strategic emergence, The Japan Research Institute, Limited.



KOBAYAKAWA Suzuka

Faculty, Graduate School of Management, GLOBIS University



IGARASHI Takeshi

Investment Professional, KIBOW Social Investment Fund



ISHIKAWA Hiro

Representative Director, Arc & Beyond Association, Inc.



MIZOBUCHI Yuki

Co-Lead, B Market Builder Japan

Advisors



KAJI Yoshimitsu

Chairman & CSDO (Chief Sustainable Development Officer) Cinnamon AI (Cinnamon Inc.)



SHIBUSAWA Ken

Chief Executive Officer, Shibusawa and Company, Inc.



SASAKI Kyoji

Representative, Tokyo Community with Hiroshima for Global Peace

Founder and Executive Director

We look forward to the opportunity to work with you on a variety of topics, such as those listed to the right.

Please feel free to contact us if you like.

Council of Economic Acts for Positive Peace
ceapp.org | info@ceapp.org

① Participation in Dialogue

② Collaboration in Research

③ Collaboration in Implementation

④ Collaboration in Advocacy / PR

