



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

## **Council of Economic Acts for Positive Peace (CEAPP)**

### **Prospectus**

#### **Preamble**

This is a prospectus expressing the background and future direction of the Council of Economic Acts for Positive Peace (hereinafter, "CEAPP"), which will be launched in the summer of 2025.

CEAPP is a forum for diverse stakeholders, primarily from the business sector, to engage in dialogue by asking the question, "How can the business sector contribute to peace?" and researching hypotheses and concepts related to this question.

The content of this prospectus is intended to represent our thinking at this point in time. This prospectus has been prepared on the assumption that its content will be updated as appropriate through further study and dialogue. The content and timing of these updates will be decided by the constituent members in consultation with each other.

#### **Main Text**

August 2025 will mark 80 years since the end of the Second World War. During these decades, wars and conflicts have not ceased, and in recent years, tensions have become increasingly heightened. In addition to wars and conflicts, poverty, discrimination, and inequality are increasing around the world and within countries, accelerating the division and exclusion of nations and people. Wars and conflicts are not independent or isolated events, but are caused by a complex combination of various factors, including historical and religious rivalries, economic disparities, and political instability. Issues caused by less visible structures, such as hunger and poverty, social discrimination, poor sanitation and health problems, and the intensification of natural disasters caused by climate change, are forms of structural violence that threaten the "everyday" peace in the lives and livelihoods of each and every one of us, especially those who are socially vulnerable or have limited access to resources. These "peace-threatening issues" do not only affect distant countries, but are directly related to business and livelihoods here in Japan as well. For example, the destabilization of global supply chains due to war and the intensification of natural disasters due to climate change are having a significant



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impact on our business and livelihoods.

In an age when peace is no longer taken for granted, we find it particularly significant for Japan and Hiroshima — a place that was hit by the atomic bombings, and through its recovery, became a symbol of peace — to rethink peace in many senses and engage in dialogue with diverse stakeholders. To build and maintain peace, we must not only solve the problems at hand, but fundamentally change the mechanisms through which they arise. To that end, we should carefully consider the role of the business sector, which has a strong influence on society. Until today, companies have operated on a foundation of peace and have unconsciously enjoyed its benefits as a matter of course. Business with a foundation of peace makes society more prosperous; in that sense, we can consider the realization of peace to be the ultimate goal of business. In other words, the business sector may have the potential and the responsibility to contribute to building and maintaining peace. Philip Kotler, the father of modern marketing theory, warned that the time has come to change the economic model. He explained that we need to expand commercial marketing beyond its traditional methods, and business must contribute to building and maintaining a sustainable and peaceful society.

In light of the above, we believe that the present era is at a turning point, and that it is deeply meaningful for companies to look back at the way they have done business thus far and face the question, "How can the business sector contribute to peace?" CEAPP, in collaboration with Hiroshima Prefecture, will face this question.

We believe that, today, companies are required to make decisions and conduct economic activities that position the theme of building and maintaining peace as one of their corporate goals to create new value for themselves and society through their business transformation.

We have focused our attention on the perspective of "capital" that should be actively invested and accumulated. For a company to contribute to peace, it must be a driving force in the circulation of capital. We call this "new capital," and we will be studying its possibilities, future vision, and specific methodologies.

To build and maintain peace, it will be necessary to change the very mechanisms of our world. It will be difficult for just one company or industry to tackle this challenge.



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We believe that it is essential for diverse stakeholders to work together in solidarity across countries, regions, industries, company sizes, and sectors, and we will continue to engage in dialogue to pursue that goal.

We at CEAPP hope that through such research and dialogue, we can propose a way of doing business that will change companies' approach to their work to further contribute to building and maintaining peace. We believe that there is great potential for business and peace to be integrated, for example, through companies not being complicit in issues that threaten peace, using technology to solve problems that threaten peace, and integrating peace into sustainability management.

In writing this prospectus, we hope that more and more individuals and organizations in Japan and overseas will join us in expanding the possibilities of CEAPP, which will be launched here in Hiroshima, by supporting and participating in its philosophy and initiatives.

May 31, 2025

Council of Economic Acts for Positive Peace

Founder and Executive Director

SASAKI Kyoji

All committee members (attached)



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## List of committee members

### [Co-Chair]

IWAI Mutsuo	Senior Vice Chairperson, KEIZAI DOYUKAI (Japan Association of Corporate Executives)
SODA Yoshinobu	Professor, Department of Social System Design, Eikei University

### [Committee Members]

IGARASHI Takeshi	Investment Professional, KIBOW Social Investment Fund
ISHIKAWA Hiro	Representative Director, Arc & Beyond Association, Inc.
INOUE Takekazu	Chief Specialist, center for strategic emergence, The Japan Research Institute, Limited.
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SHIRAI Tomoko	Social Entrepreneur
SUYAMA Yuji	Co-Founder/Representative Director, Tokyo Zebras Unite
NAKASHIMA Tokushi	President/CEO, Founder, Global Mobility Service Inc.
MIZOBUCHI Yuki	Co-Lead, B Market Builder Japan

\*Alphabetical order