The background features a dark teal gradient with several semi-transparent sticky notes of various colors (light blue, white, yellow) scattered across it. Each sticky note contains a white icon representing a different aspect of sustainability: trees, a globe held in hands, a lightbulb, a checkmark in a seal, a leaf, a wind turbine, a target with an arrow, a recycling symbol, a cloud with 'CO2' and downward arrows, a gas pump, and a group of people.

Japan - Survey on Sustainable Development Goals

October 2023

insight.rakuten.com
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Introduction

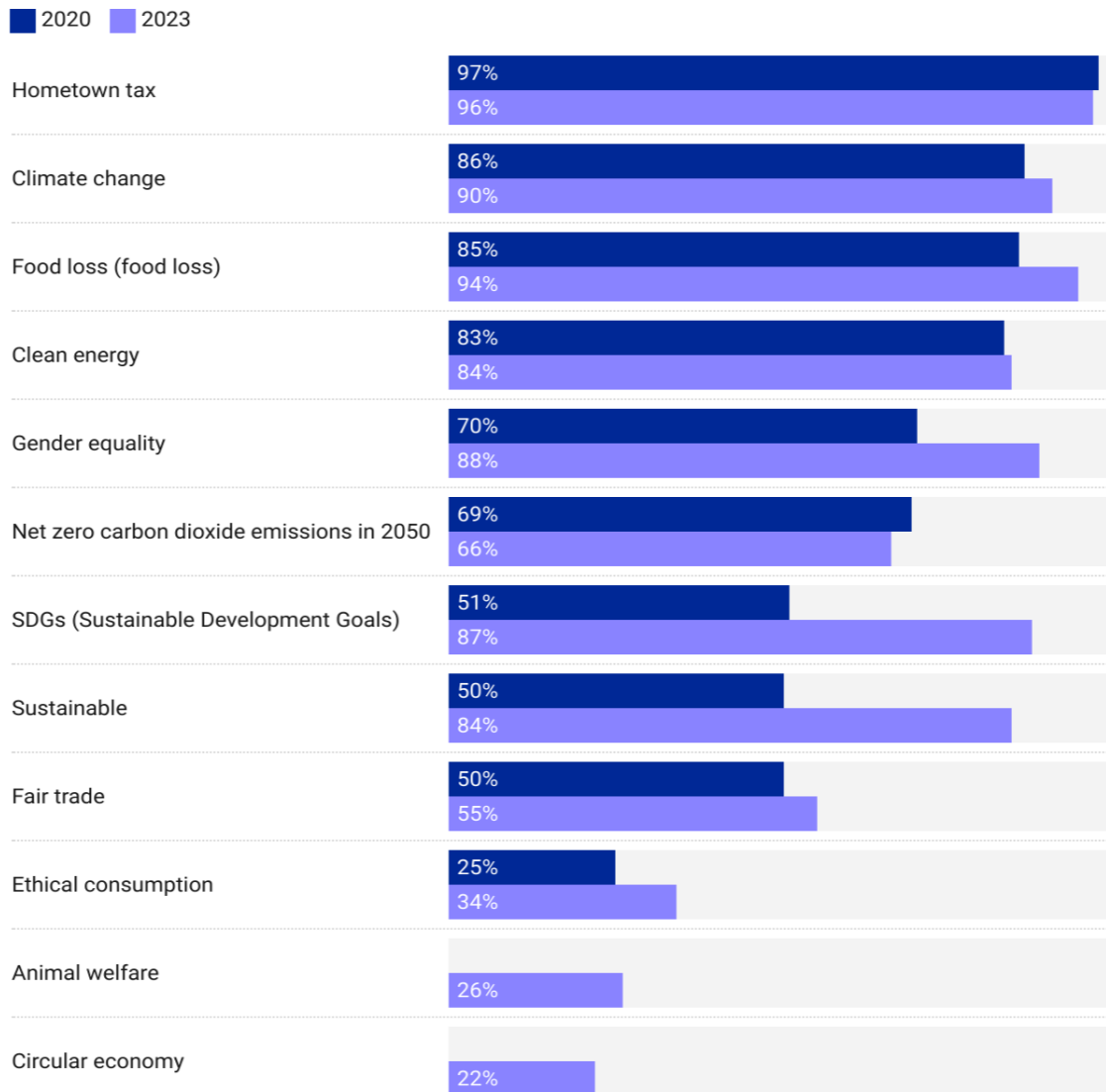


The UN's Sustainable Development Goals (SDGs), are driven by a powerful belief: Leave No One Behind. Also known as the Global Goals, SDGs were adopted by the United Nations in 2015 as a universal call to action to end poverty, protect the planet, and ensure that by 2030, all people enjoy peace and prosperity. Diversity & Inclusion is also of crucial importance for Rakuten Group, its customers and its employees. With offices in some 30 different countries and over one billion users around the world, Rakuten touches the lives of a highly diverse group of people.

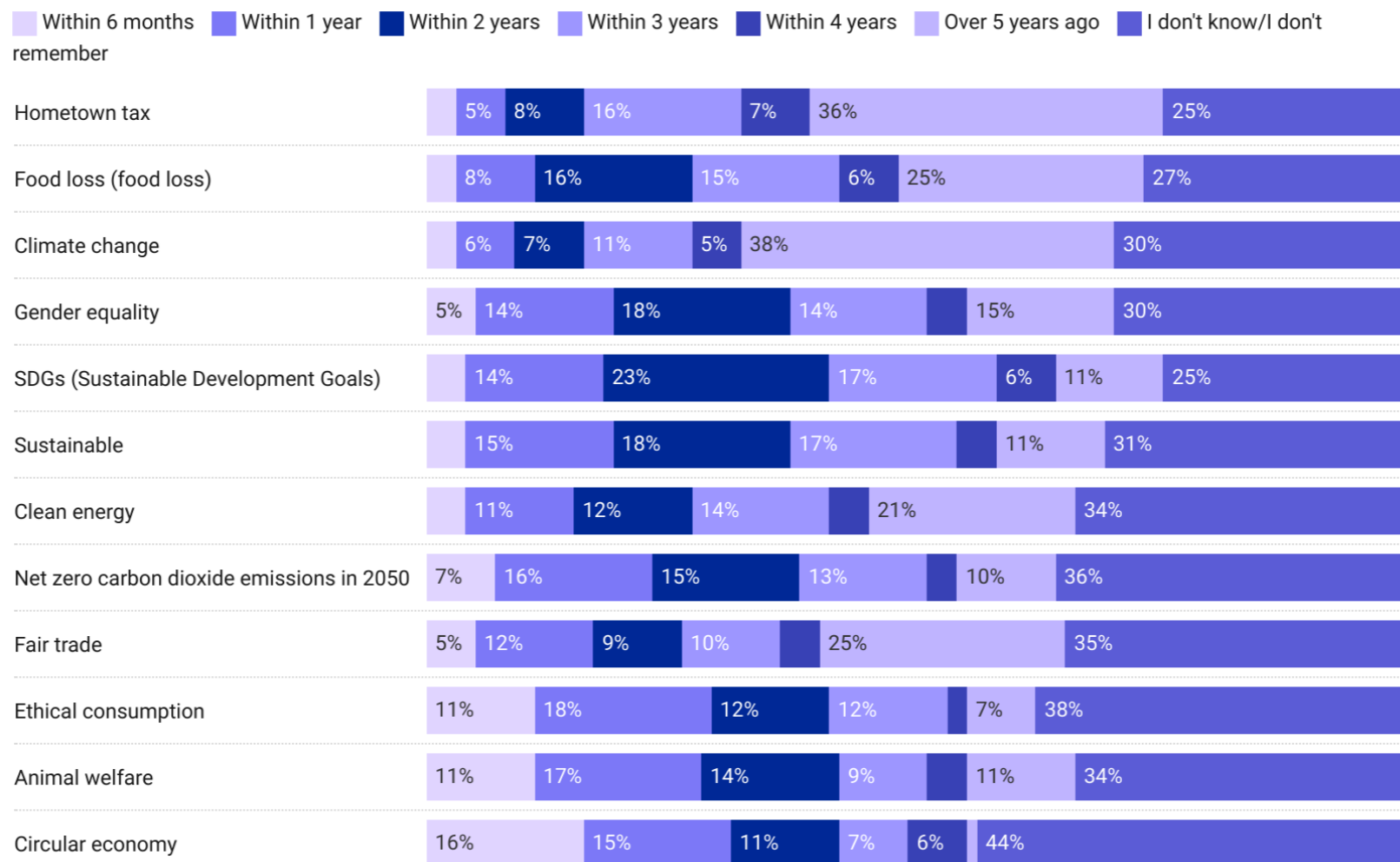
Rakuten Insight, as part of the Rakuten Group, adheres to a framework to simultaneously be inclusive to all and tailored to individual cultures. The framework includes a worldwide vision, mission and four-pillar strategic approach, allowing Rakuten to speak with one voice on a shared vision and support the UN's SDGs. To read more about Rakuten's sustainability drive, please follow [this link](#).

Rakuten Insight conducted an online survey with 1,000 consumers from its own proprietary panel in Japan to explore awareness of SDGs and words related to sustainability. Furthermore, results were compared with the same survey previously conducted in December 2020.

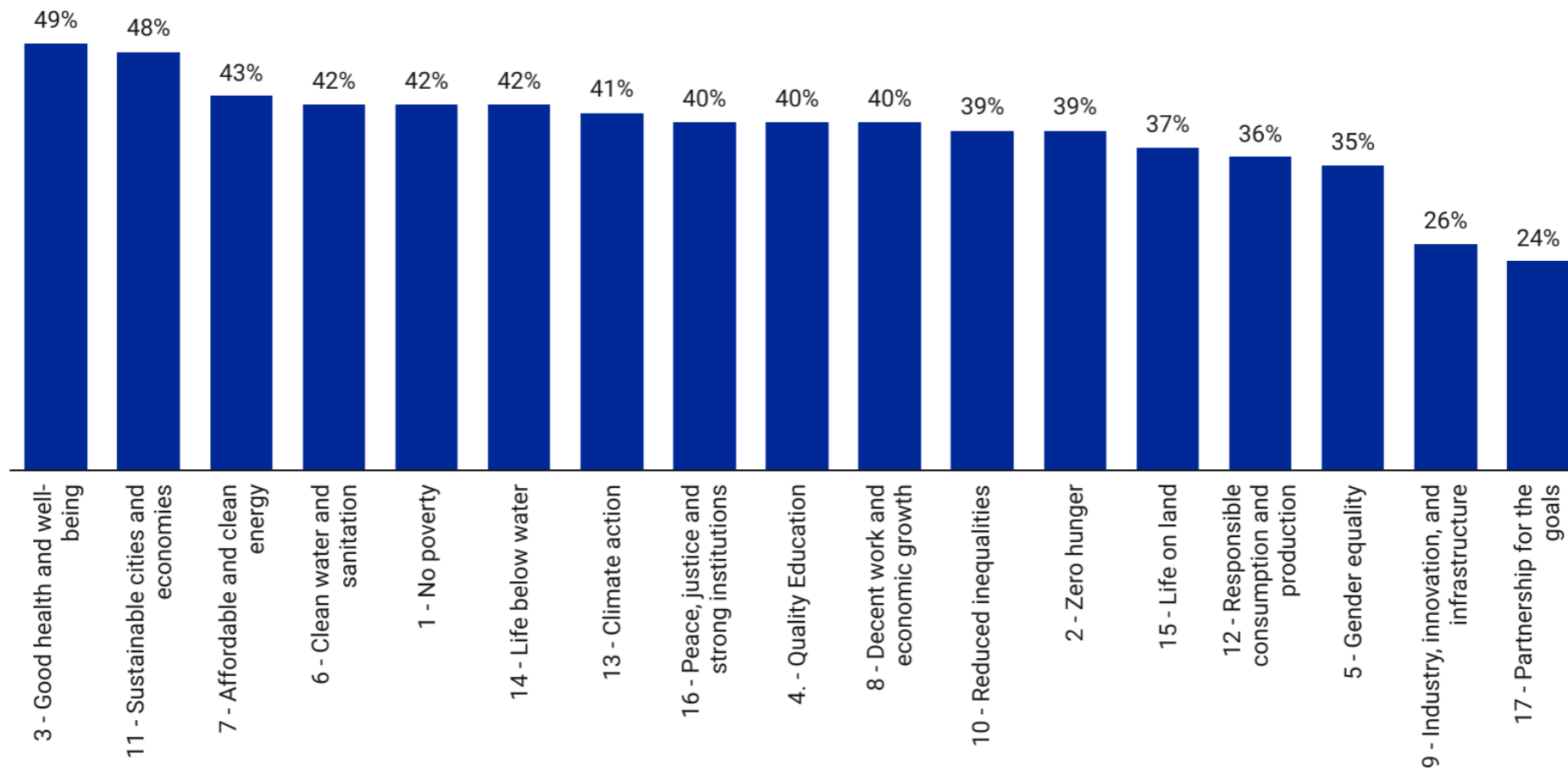
Awareness of SDGs terms



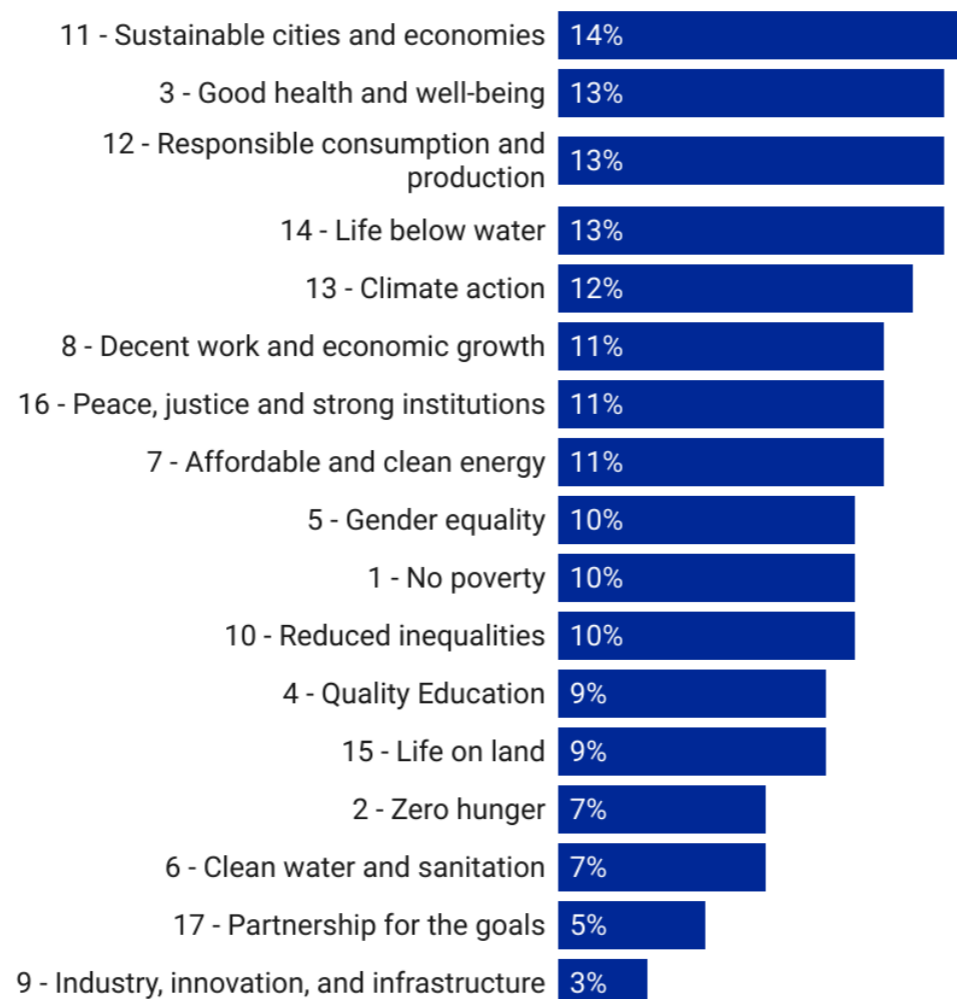
Timing of recognition



Priority of SDGs



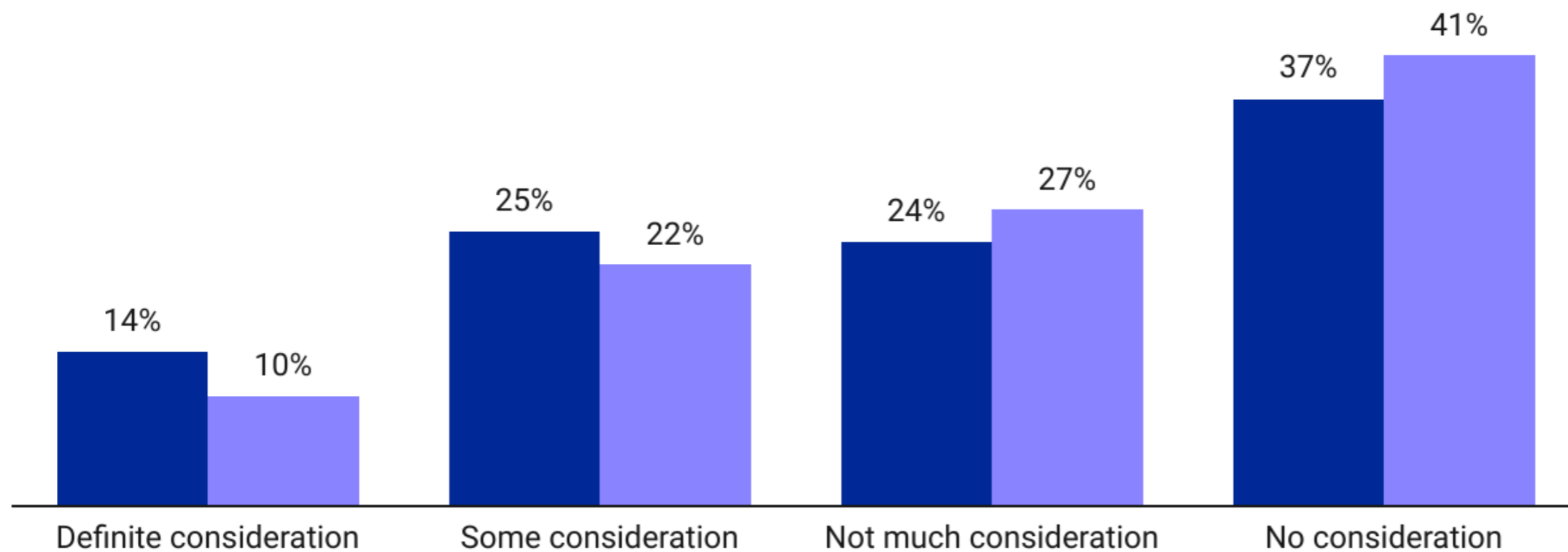
SDGs to actually work on



SDGs consideration



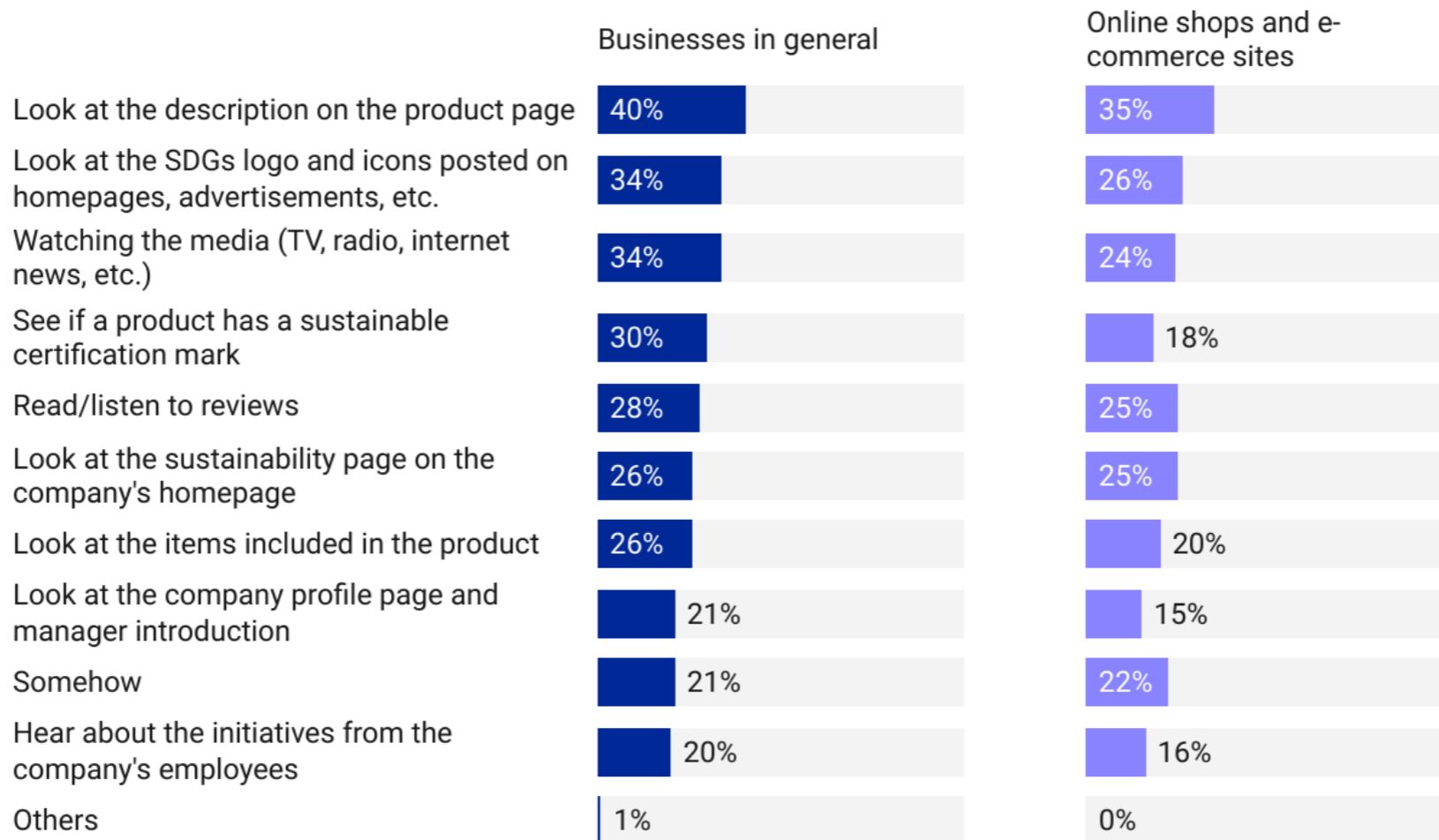
■ Businesses in general ■ Online shops and e-commerce sites



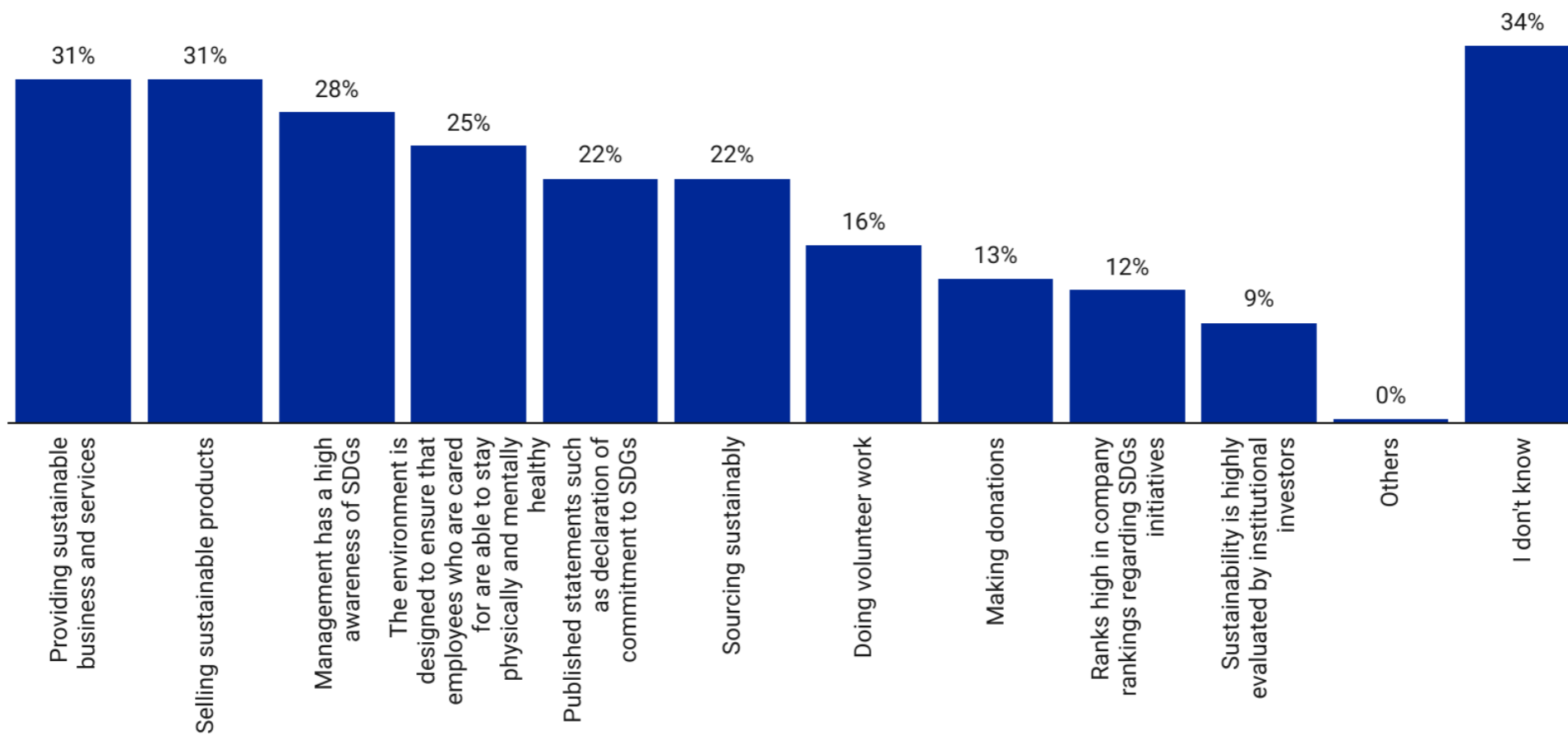
How contribution to SDGs is judged



■ Businesses in general
 ■ Online shops and e-commerce sites



How companies are contributing to SDGs



About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



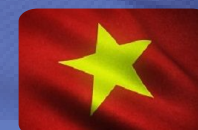
Taiwan
270,000



Thailand
750,000



United States
3,000,000



Vietnam
550,000

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