

Global MBA Executive Seminar Series

Global MBA Executive Seminars invite executives & academics to speak on their specialist fields or themes and are open to all.

Mr. Seth MORI

CEO and Editor-in-Chief, Alterna, Inc
Visiting Professor, Graduate School of Environment,
Musashino University



Seminar title: *SDGs and Outside-In*

Date: Monday, May 30

Time: 10:45 – 12:15

Venue: KMB211 (Kambaikan Building 2F)

*** Please Sign Up using the Pre-Registration form as per below, by May 30, 9:00am:**

<https://forms.gle/VZzJ4RjRWmnDqvgDA>

Seminar Overview:

Why have the SDGs gotten to be so popular in Japan? What about in other countries? There is actually an unknown history and background behind this current situation. What should Japanese business people do with the SDGs and integrate them into their management practices? The “Outside-In Business Approach” is an official term by the United Nations and should be the second stage of how business integrate the SDGs into their operations. This lecture will explain the four vectors of Outside-In with business examples from domestic and foreign companies.

Guest Profile:

- Graduated from Tokyo University of Foreign Studies, Department of Spanish, joined Nikkei Inc., and worked for editorial bureau
- In 1987, as in charge of the Environment Agency, the United Nations Brundland Committee's Tokyo Conference covering the declaration "**Our Common Future**", In Japan's first "Sustainability" article.
1998-2001 Bureau Chief, Los Angeles Bureau, Nikkei
- 2002 Established NPO Overseas Journalists Association. (Still the president).
2006 Established Alterna Co., Ltd.
- In March 2007, **launched the sustainable business magazine "Alterna"** and since then serves as editor-in-chief.
- Representative Director, CSR Management Forum
- Visiting Professor, Graduate School of Environment, Musashino University
- Committee member of the Ministry of the Environment's, "Expert Meeting for the Platform of Creating a Regional Circular and Ecological Sphere"
- Executive Committee member of the Good Life Award, Ministry of the Environment, Government of Japan
- Selection Committee member of the Automobile Business Association of Japan's "Automotive, Social and Partnership Award"