

## COMPLETION REPORT

### **Green Productivity Initiatives of Selected Japanese Companies in Japan and the Philippines**

Dr. Marites Ariola Khanser (+3)

Professor

School of Business and Economics

University of San Carlos

Research title: "Green Productivity Initiatives of Selected Japanese Companies in Japan and the Philippines"

By Marites A. Khanser, DBA (Grantee)

Allan Gozon, MBA, Melanie de Ocampo, PhD, Soontorn Piromsartkoon, DBA, Ivy Jumao-as, MBA  
(Collaborators)

The study investigated the Green Productivity (GP) Initiatives of selected Japanese companies in Japan and the Philippines from 2017 to 2018. We were able to get the approval of only one Japanese company, the Re Tem Corporation, located in Tokyo, Japan, to participate in our research. For the Japanese companies in the Philippines, we were able to get two Japanese companies located both in Cebu. These are the Tsuneishi Heavy Industries (Cebu) Inc., and the Taiheiyo Cement Philippines. We measured the impact of Green Productivity Initiatives on their enterprise performance, environment, and society. We used the Green Productivity Framework of the Asian Productivity Organization (APO) based in Japan. We also used the case study research design (Yin, 2014) and an Interview Protocol to guide our interviews and we did factory tours of the companies..

Findings of the study reveal that Re-Tem Corporation, in Tokyo, Japan, has been in the recycling business since 1909. The company is engaged in resource recycling business in its Tokyo and Mito factories as well as offers environmental consulting. It was able to attain "zero emissions" in its Tokyo Factory for its industrial metal waste recycling. Ms. Yoko Urade, Director of Sustainable Department, said that the company has been doing business and social activities under Re-tem corporate policy and vision, which accords well with the concept of the Green Productivity Initiatives, the topic of our research. This is because its core business is recycling and it is dedicated to environmental protection. Re-Tem offers resource recycling chain management service by building relationships with logistics and smelting companies in Japan.

For the Japanese companies in the Philippines, findings of the study show that for Tsuneishi Heavy Industries (Cebu), Inc., its major operation is to build merchant ships up to 18,000 deadweight tons using the same standard quality shipbuilding technologies in Tsuneishi Japan. The company is under the Tsuneishi Holdings Corporation in Japan. Their manpower consists of 739 direct from Tsuneishi, and 10,000 under subcontractors.

The company has ISO 9001 and ISO 14001 for environment. Engr. Charles Ambao, General Manager of Tsuneishi said that the company implements the Japanese Green Productivity practices in their Cebu plant. They have waste segregation, and their shipbuilding follows global standard, like the use of lead-free paint. For Taiheiyo Cement Philippines, it is one of the most environment-friendly cement plants in the country. Mr. Romeo Gabilaguin, Environment and Safety Manager said that their company manages their emissions with the Electrostatic Precipitator System and they have installed dust collectors. Their GP challenges are on reduction of energy and air pollution. Their GP challenges are on reduction of energy and pollution operation since their product is cement. Their supplies come from Japan and are assumed to be ISO-compliant.

There is a need for the local Japanese companies in the Philippines to learn from the best practices of Re Tem to achieve environmental sustainability and address the triple bottom line : people, planet and profit. For our recommendations we propose Green Productivity Roadmap for 2018 and beyond.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

The International Conference on Business and Economy (ICBE) in March 9, 2019, Semarang, Indonesia

“Green Productivity Initiatives of Selected Japanese Companies in Japan and the Philippines”

Presenters: Marites A. Khanser, DBA, (Grantee)

Allan Gozon, MBA, Melanie de Ocampo, PhD, Soontorn Piromsartkoon, DBA, and Ivy Jumao-as, MMBM (Collaborators)

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Asia Pacific Journal of Economics and Business for 2019 issue

“Green Productivity Initiatives of Selected Japanese Companies in Japan and the Philippines”

Authors: Marites A. Khanser, DBA (Grantee)

Allan Gozon, MBA, Melanie de Ocampo, PhD, Soontorn Piromsartkoon, DBA, and Ivy Jumao-as, MMBM (Collaborators)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)

Mentor Management Consultant Co., Ltd. (MMC), Bangkok, Thailand as Publisher

Book Title : Green Productivity Initiatives of Selected Japanese Companies in Japan and the Philippines

Date of Publication : 2019

Authors: Marites A. Khanser, DBA (Grantee)

Allan Gozon, MBA, Melanie de Ocampo, PhD, Soontorn Piromsartkoon, DBA, and Ivy Jumao-as, MMBM (Collaborators)