

# Message



President,  
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In the developed countries such as Japan, the U. S. and the European countries, there is increasing interest in “health” and “quality of life”, as people grow concerned about issues such as an aging society and the lowering age of lifestyle disease sufferers.

In recent years, the life sciences have seen remarkable development in areas such as application of genetic information (Genomics), functional analyses of protein (Proteomics), restorative medicine, and accelerated research of new technology that would lead to innovations in future healthcare. The research-development focused pharmaceutical corporations utilize such technology as a foundation for the research development of drugs. They endeavor to create pharmaceutical treatment for previously untreatable diseases or tailor-made drugs to ensure the optimum therapeutic effect for each individual patient. Such evolution of cutting edge technology largely expands possibilities surrounding medical development; however, the research development of medicine requires many years and a large long-term financial investment. Also the likelihood of receiving approval as a pharmaceutical has become lower in recent years and competition is intensifying.

Another prevailing factor is the increasing social burden of medical costs and resulting political pressure in mainly developed countries for policies to reduce medical costs. This trend creates pressure against profitability in the pharmaceutical industry and threatens sustenance of the industry’s competitive power.

The pharmaceutical industry is identified as a strategic industry that has contributed to the Japanese economy in the 21st century through technological trading balance, etc. The industry also attracts criticism because it is not visible to the general public, which makes it difficult to understand. This is the reason for our effort in promoting an understanding of the roles of the pharmaceutical industry and its contribution to healthcare through the proactive information disclosure with the slogan “Make the Pharmaceutical Industry Visible”

Also increasing globalization of the economy has rapidly changed what society demands on businesses, forcing them to take on wider roles.

Corporate business operation is only possible if built upon society’s trust and approval. This means that businesses cannot simply pursue economical gain, but they are also strongly required to make proactive efforts on the issues that affect society such as global environment issues, security of workers’ health and safety, and the issue of an aging society with fewer children, so as to fulfill corporate social responsibilities (CSR). Japan Pharmaceutical Manufacturers Association has identified global environment issues as their most important task under CSR, and the association has made voluntary and proactive efforts in this area from the early stages.

Environmental issues such as global warming and its countermeasures are enormous tasks that influence the entire planet and, at the same time, they are issues that require cooperation from all parties and entities at all levels, including businesses, states, and individuals. This issue also requires long-term efforts that will span the next generations and beyond.

JPMA continuously promotes throughout the industry voluntary management actions such as chemical substances management, prevention of global warming, waste management, etc. One example is the CO<sub>2</sub> emission reduction measures for the prevention of global warming (one of the issues listed above). The member companies of JPMA have had a common target and made continuous efforts towards this target since 1999.

However, although actual CO<sub>2</sub> emission in 2005 showed a decrease by about 3% from the industrial benchmark in year 1990, the total emission by JPMA member corporations increased by about 34%, indicating difficulty in achieving this target.

Although background work such as research development and the expansion of production activities has been conducted, the Kyoto Protocol’s coming into force brings about a situation in Japan where implementing global warming prevention measures cannot wait. We recognize that the demands for businesses to make more proactive efforts in environmental issues will become even stronger from now on.

In order to secure the niche of the pharmaceutical industry as a “visible industry”, a comparable performance in efforts made towards environmental issues needs to be demonstrated.

Therefore, the target set by JPMA should be reaffirmed recognition as an oath to society. We must increase our efforts in achieving this target.

The most important mission for us as a pharmaceutical industry is to help suffering patients all over the world live everyday in as healthy a manner as possible by offering pharmaceutical products of high efficacy. The member corporations of JPMA, by focusing on research and development, will endeavor daily to fulfill this mission through the development of innovative and highly efficacious pharmaceuticals to be offered to the healthcare front line. We will also fulfill our responsibility in social issues such as global environmental issues, improve communications with the stakeholders through disclosure of information, etc., and will build a trusting relationship as “a visible industry”.



Chairman, Environment &  
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**Kenji Tanaka**

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The biggest mission for pharmaceutical companies is to provide highly efficacious pharmaceuticals to suffering patients all over the world and to contribute toward maintaining human health. Now, it is also required for us to become an entity that can voluntarily fulfill responsibilities through business activities that will satisfy clients, support trade partners' success, secure peace of mind of the employees and their families, assure investors' profits, behave with ethics that reach beyond letters of the law, and contribute to local and international societies while conducting day-to-day business. The demands of society on businesses are ever changing. We understand that society demands proactive actions toward the global environment, and we also recognize the importance of fulfilling social accountabilities. Furthermore, we believe that efforts in building a reciprocal understanding and trusting relationship with our diversifying stakeholders through proactive communication is an essential factor in healthy business development.

#### Activities of JPMA Environment & Safety Committee

Activities of the JPMA Environment & Safety Committee by member companies include the integration and utilization of management systems that will aid in environment and safety, measures to reduce the atmospheric emission of harmful chemical substances and waste, and measures for energy saving and the prevention of global warming. Technical Groups set the topics and delegate tasks to working groups to collect and analyze information from both internal and external sources about these issues. The efforts by member companies are supported through investigation reports and events such as technical training sessions.

We recognize that the manufacturers are responsible for appropriately processing medical waste generated from the use of healthcare products, and we take initiatives to collaborate with concerned parties in investigating areas that will improve containers and packaging and the processing route/system. We also share information with expert institutions regarding research about the effects on the aquatic ecosystem of pharmaceutical components whose traces have been detected in rivers and sewers. The variety of diversified organisms (genes) on the earth is, in a way, a precious resource for the creation of medicine. We believe, as pharmaceutical manufacturers, that we can add more to the environmental conservation knowledge base.

#### Strengthening Communication and Cooperation

To answer questions about the corporate social responsibilities, JPMA will make efforts to facilitate transparency and to provide information and explanation. However, committee activities tend to stay within a closed network and, despite efforts to communicate with the outside, we still feel the door is only half open. We believe the committee activities should be conducted beyond the individual's benefit-driven motif. We also believe initiating communication from the common perspective of conservation of the natural environment will contribute toward healthy development of the pharmaceutical industry.

Our actions should be taken up a level to the next stage, from the "what we can do" stage to the pursuit of what we can do in cooperation with society. Our tasks within the Environment & Safety Committee, such as protection of the natural environment and the health and safety of workers, are not competitive activities but rather activities towards which we can work together with diversifying stakeholders. We believe it is crucial that JPMA's efforts are publicized and that the appropriateness of our actions is adequately evaluated. We also believe in strengthening communication with the concerned parties and in collaboration through a mutual understanding of the goal of finding a solution to environmental issues.

We, the pharmaceutical industry, must deliver "sustainability" and "responsible attitudes" systematically from the aspects of financial profit and social and environmental benefit. We hope to find a rightly balanced position in society and to make it a priority to be active in this position so that a trustworthy industry can be built.