

ソーシャルインパクト・フォーラム ヨコハマ 2017

Social Impact • Forum YOKOHAMA 2017

Saturday 22nd April 2017

This forum will be held as a related event to ADB (Asian Development Bank 50th annual meeting

<https://www.adb.org/annual-meeting/2017>

In recent years, Social Impact Bonds(SIBs) have radically attracted public interests worldwide. Such interests are related to innovative approach to resolution of social issues, social innovations, social finance and government performances. Social investors as well as stakeholders of public service provisions such as governments, nonprofit providers and social enterprises have been concerned about their potentialities and actually engaged in developments and operations of SIBs. SIBs have been considered as one of emerging social impact investments and new impact oriented public private partnerships such as Payment by Results(PbR) or Pay for Success(PFS).

In Japan, some departments of national government such as Ministry of Economy, Trade and Industry (METI), Ministry of Health, Labor and Welfare(MHLW) and Cabinet Office are keen to develop SIBs as one of effective tools of outcome based contracts with using social investing.

In this context, even in Japan, some foundations, nonprofit providers and intermediaries have launched SIB pilot projects since 2015. Nevertheless, in most cases, SIB pilots are poorly structured in terms of partnership and public contract model. Most pilot schemes lack democratic and participative governance, which are regarded as merely a foundation granting model. In such scheme, commitments and contributions of governments in the process of planning and operating pilot schemes are quite limited. In addition, outcome metrics and methods of data collection for the evidence related to the social impact have been underdeveloped. For this reason, it seems to be difficult for professed "SIBs pilots" led by some foundations in Japan to be called as real SIBs Pilots.

In Yokohama City which is largest municipality in Japan, Yokohama municipal government has started a research project on potentials and challenges of SIBs since 2015. In more recently, the municipal government launched Social Impact Pilot Program in the field of children support for improvement of learning attainments and social skills in October 2016. In this pilot scheme, a treatment group will be composed of children with difficulties, who go to elementary schools and junior high schools but face poor learning attainments, economic difficulties such as low family income, poor social skills and social exclusions. A nonprofit service provider, an investment bank, research institutes based at Meiji University are engaged in this Yokohama pilot project in collaboration with Yokohama municipal government. In this scheme, money from an investment bank, Goldman Sachs Japan is not loan or equity but donation. However, lessons and fact findings from this feasibility study based at small area in Yokohama city is expected to contribute to development of real SIB projects in near future.

For this reason, Yokohama municipal government and Meiji University will invite eminent leaders in this fields from the United Kingdom (the UK) and Australia. The agenda of Social Impact Forum Yokohama 2017 is to learn lessons from experiences and knowledges about social impact bonds (SIBs) in the UK and Australia.

Social Impact • Forum Yokohama 2017 : Kyoso (Co-Governance and Creation) Open Forum

Related Event of 50th ADB Annual Meeting Yokohama 2017

*This forum is a related event of ADB Annual Meeting.)

Social Impact Forum Yokohama: Agenda	
Developing Successful Social Impact Investments and Social Impact Measurements towards Social Innovation — Learning from Lessons about Social Impact Bonds and Impact Measurements in the UK , Australia and Japan	
■Date and Time	Saturday 22 nd April 2017, 12:30pm ~18:00pm
■The Venue	Pacifico Yokohama Conference Center 5 th floor 503 http://e.pacifico.co.jp/ 1-1-1, Minato Mirai, Nishi-ku, Yokohama, Japan
■organizers	<ul style="list-style-type: none"> • organizers: Organized by Yokohama City Council and Meiji University (The Institute of Nonprofit and public Management Studies : INPMS) • partner: PMSSI (Public Management & Social Strategy Institute) provides management supports in partnership with Yokohama City Government and INPMS.
■ seating capacity and registration	<ul style="list-style-type: none"> • Seating capacity of 200 (Admission Free) *Please book your seat by 20th April . 【registration form】 https://www.e-shinsei.city.yokohama.lg.jp/yokohama/uketsuke/dform.do?id=1487731750850 In English→ http://koshaken.pmssi.co.jp/contact2.html
■ interpretation	Simultaneous interpretation services are delivered for Part 1 and Part2.
■Program: Part 1, Part 2, Part 3	
Opening Address (12:30-12:40)	Mr. Toshihide Hirahara (Deputy Mayor of Yokohama City)
Guest Greeting (12:40-12:45)	Mr. Takashi Matsuo : (ADB Japanese Representative Office)
Part 1: Developing Social Impact Bonds towards Social Innovation 12:50-14:10pm (80minutes)	
Keynote Speech 12:50-13:30 (40minutes)	World Trends of Social Impact Bonds: Myth and Reality Professor Alex Nicholls (Saïd Business School, University of Oxford)
Comments and Discussion 13:30-14:10 (40minutes)	Professor Ikuyo Kaneko (Emeritus Professor, Keio University, Specially appointed Assistant Professor, Meiji University) (10minutes for comments) Dr. Chih Hoong Sin (Director, the Office for Public Management: OPM) (10minutes for comments)
Part 2 : Current State, Performance and Challenges of SIBs in the UK and Australia 14:25-16:35 (130 minutes)	
Case Studies: 14:25-15:25 (60minutes)	<ul style="list-style-type: none"> • Presentation 1 (15minutes): Benefits and challenges of SIBs for Service Providers Ms. Michelle Farrell Bell (Regional Director for Teens & Toddlers) , Mr. Paul Hopkins (Director of Operations and Finance for Teens & Toddlers)
Panel Discussion 15:30-16:35(65minutes)	<ul style="list-style-type: none"> • Presentation2 (15 minutes): How do SIBs schemes cause social impacts? —The potentiality and Challenges Mr. Dan Hird (Head of Corporate Finance, Triodos Bank)
Moderator: Professor Kaneko	<ul style="list-style-type: none"> • Presentation 3 (15minutes): Trends, Performance and Challenges of SIBs in Australia Dr. Ruth Lawrence (Associate Director , KPMG) • Presentation 4 (15minutes): Yokohama SIB Social Impact Pilot Project Ms. Shizue Hamada (President, Social Welfare Corporation Tasukeai Yui) Professor Ichiro Tsukamoto (School Of Business Administration, Meiji University, President, Public Management & Social Strategy Institute)
Part 3: Students session Innovative approaches to Local Regeneration in Japan: Case Studies	
16:50-18:00	Meiji University Students Research Group (School of Business Administration) Commentator: Mr. Tomohiko Okabe (President, Koto lab. LLC)



Professor Alex Nicholls MBA, Saïd Business School, University of Oxford

Professor Alex Nicholls MBA is the first tenured professor in social entrepreneurship appointed at the University of Oxford and was the first staff member of the Skoll Centre for Social Entrepreneurship in 2004. His research interests range across several key areas within social entrepreneurship and social innovation, including: the nexus of relationships between accounting, accountability, and governance; public and social policy contexts; social investment; and Fair Trade. To date Nicholls has published more than eighty papers, working papers, book chapters and articles and six books. His 2009 paper on social investment won the Best Paper Award (Entrepreneurship) at the British Academy of Management. Nicholls is also the co-author of a major research book on Fair Trade (with Charlotte Opal, Sage, 2005). In 2011, Nicholls published a co-edited volume on social innovation – the first scholarly book on the subject. He published a co-edited volume on social finance in 2015 and a monograph on the politics of social entrepreneurship is due out in 2018.



Dr. Chih Hoong Sin, Director, Office for Public Management (OPM)

OPM is the first public interest company in the UK. OPM is employee-owned and works to support public services to achieve better social outcomes. Chih Hoong's involvement in Social Impact Bonds (SIB) include research and evaluation, support to help design SIBs, and commissioning support. He directed the evaluation of the Essex County Council SIB and the Peninsula Locally Integrated Services Trust (LIST) SIB feasibility – comprising the local authorities of Devon, Plymouth, Cornwall and Devon. He also provided expert analytical support to the Newcastle 'Ways to Wellness' SIB. Over the past three years, Chih Hoong has been delivering Master Classes on SIBs as part of the UK Cabinet Office's Commissioning Academy. He has contributed to key publications, including those published by Bridges Ventures and the Bank of America Merrill Lynch; by the Early Intervention Foundation; and by the Brookings Institute. Since 2014, he has been engaging in practice and information sharing with colleagues from Japan, and is delighted to see the country take its first steps to explore the feasibility of SIBs.



Professor Ikuyo Kaneko, Emeritus Professor, Keio University and Specially Appointed Assistant Professor, Meiji University.

His research areas are rather broad, ranging from social entrepreneurship to information technology to national ID system. Recently he has been involved with working with the Japanese government in establishing "My Number System" — the Japanese version of ID system which will (eventually) cover all the citizens of Japan. The ICT infrastructure of the ID system would be utilized for (eventually) all citizens, for instance, in the field of medicine and elderly care so that better care will be provided in a more efficient way. He is the author of "Social Entrepreneurship in Japan: A Historical Perspective on Current Trends," Journal. of Social Entrepreneurship, 2013, co-author of "What is Social Impact Bond," and of "Power of Sports — Practice of Social Innovation to Change Local Societies," and many others.



Michelle Farrell-Bell, the Regional Director for Teens and Toddlers

Teens and Toddlers is an innovative, national charity that supports young people to achieve better outcomes both in education and in their confidence and self-esteem. Michelle has led the work of the charity through the successful delivery of two Social Impact Bonds. She has over 30 years' experience of supporting programmes that work with disengaged young people. She has been successful in bringing a London-based charity to the North of England and extending its reach from working with two Local Authorities to its current programme spanning over twenty Authorities across the North of England, increasing numbers of young beneficiaries and securing new finance. As an ambassador for social impact bonds, she has had the privilege of presenting to national and international audiences on programme delivery through a Social Impact Bond. She has hosted delegations from both the Japanese government and US Congress who were keen to learn from the success of the UK programmes.



Paul Hopkins, Director of Operations and Finance for Teens and Toddlers

Qualified as Chartered Accountant in Manchester in 1983 before moving to Sydney for three years to work in film production. He then spent 25 years based in London working for global software and data hosting companies as Europe VP Finance responsible for up to 24 countries. He joined Teens and Toddlers in September 2010 as Director of Operations and Finance. Since 2010 Teens and Toddlers revenue and participant numbers has doubled. This has involved considerable change to project delivery and processes. He has focused on developing new revenue streams including social investment and payment by results programmes. These types of contract demand new skill sets to close, manage and deliver, as well as stronger data infrastructure and performance management processes.



Dan Hird, Head of Corporate Finance , Triodos Bank

Dan Hird has over 25 years' experience as a lead adviser helping clients in the social and environmental sectors on capital raising and other corporate transactions. Dan is Chartered Accountant and worked at KPMG Corporate Finance for 7 years before establishing his own corporate finance business. He also has operational experience and spent six years as Finance Director in two medium-sized private companies in retail and manufacturing sectors before joining Triodos in 2008. Over the last 8 years, Dan has established and grown the Triodos Corporate Finance team to become a recognised UK market leader in the impact investment market and in the emerging area of social impact bonds (SIBs) in particular. Triodos have completed 7 of the 31 SIBs in existence currently within the UK. Dan is also on the Investment and Valuation Committees of the Triodos Organic Growth Fund.

Triodos is a world leader in sustainable banking. Founded in 1980 the bank's mission is to make money work for positive social, environmental and cultural change through provision of banking services, lending and investment



Ruth Lawrence PhD, Associate Director, KPMG

Dr. Ruth Lawrence is an Associate Director in KPMG's Health, Ageing and Human Services Advisory practice in Sydney Australia. Since joining KPMG in October 2012, Dr Lawrence leads KPMG's stream on social impact measurement and social investment. Dr. Lawrence works with a team from across to KPMG to assist government and not for profit organizations plan for social investment and connect to investors. She works with not for profit organizations to design and develop social impact bonds and other social impact transactions. In addition to her social investment work Dr Lawrence conducts program evaluation in human services.

She has over 10 years' experience as an advisor to Government in a range of government agencies. Prior to Joining KPMG, she worked in NSW Treasury on Australia's first Social Benefit Bond. Dr Lawrence has a background in human services and has a PhD from the University of California.



Sizue Hamada, President, Tasukeai Yui Social Welfare Corporation
Tasukeai Yui is a community based nonprofit organization which provides comprehensive services including elderly care services, child welfare services, care services for disabled people, assistance services for single parents, and is engaged in management of a comprehensive community care service center. Tasukeai Yui is legally certificated as Social Welfare Corporation. The origin was a voluntary group providing services for children as well as elderly people whose activities started in 1990. Hamada has played a leading role in the activities. The group became a nonprofit corporation in 1999 and Hamada became President. Its legal status was changed from Nonprofit corporation to Social Welfare Corporation in 2003. Since October 2016, Tasukeai Yui has been engaged in Yokohama SIB pilot project(Yokohama Social Impact Measurement Pilot Project) as a service provider.



Professor Ichiro Tsukamoto is Professor of Public Management at the School of Business Administration, Meiji University, in Tokyo, Japan, where he specializes in public management, public private partnerships and social enterprises. He is also president at Public Management & Social Strategy Institute (PMSSI). PMSSI is a research and consulting firm based at Meiji University. PMSSI has been engaged in over 20 cases of impact measurements such as SROI(Social Return on Investments) and also joins SIB pilot in Yokohama as an intermediary. He is the co-author of *Social Enterprise: A Global Comparison* (Janelle A. Kerlin ed.) . He is also the author of “ The Potential of Nonprofit-Governance Partnerships for Promoting Citizen Involvement in Pestoff, V., T. Brandsen, and B.Verschuere, eds. (2012) *New Public Governance, the Third Sector and Co-production*. London: Routledge. He is an editorial board member of *Public Management Review* (Routledge), which is a high ranked international journal.



Tomohiko Okabe, President , Kotolab. LLC
Okabe has been engaged in community development in Yokohama since he received a master's degree of Architecture at a graduate school of Tokyo University. He has focused on invisible or sunk assets in community such as empty houses and vacant rooms of accommodations. Kotolab has two offices in Yokohama and Matsuyama where some different projects were operated for local regeneration through utilizing community assets. YOKOHAMA HOSTEL VILLAGE based at Kotobukicho town in Yokohama is well-known project in Japan. Kotobukicho is most deprived area in Yokohama City. It used to be day laborers town but now most of residents are elderly people who suffer from poverty or homelessness. Vacant rooms of cheap lodging houses have increased because of decrease of day laborers. Kotolab has renovated such lodging houses and changed the negative image of Kotobuki in collaboration with building owners and community groups in order to attract tourists including foreigners and young people who want to stay at cheap rooms in Yokohama and enjoy working and traveling. He is also co-author of *Japanese Civic Economy*.

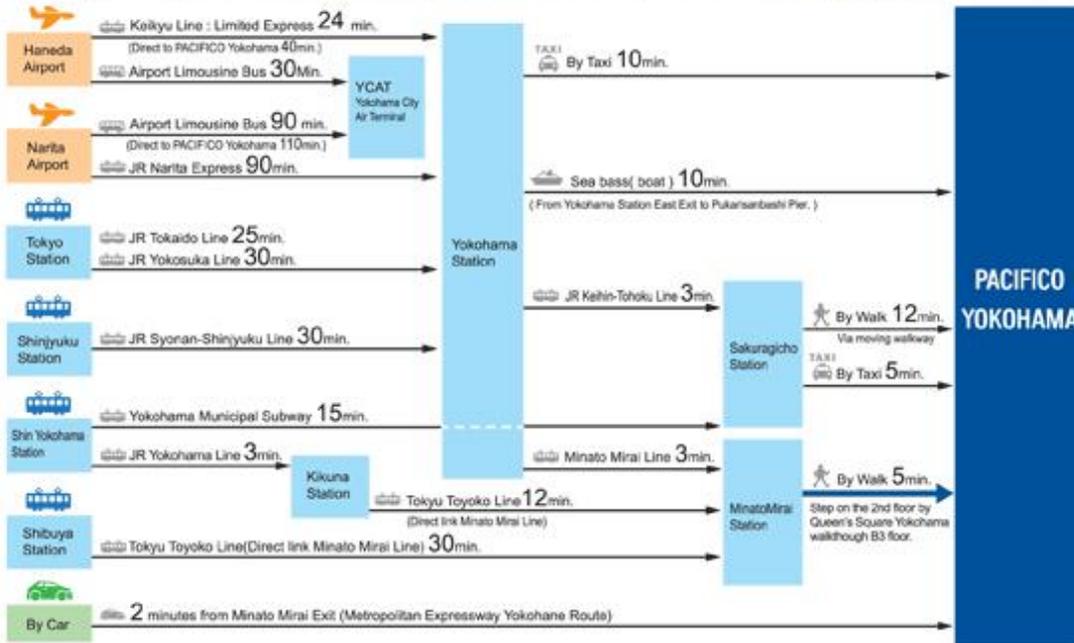
PACIFICO Yokohama Access & Area Map

1-1-1 Minato Mirai, Nishi-ku, Yokohama 220-0012, Japan Information: TEL +81-45-221-2155

Easy access from all over the world.

30 min. from Tokyo by train.
5 min. walk from Minato Mirai station (Minato Mirai Line).

30 min. from Tokyo International Airport (Haneda).
100 min. from Narita International Airport.
20 min. from JR Shin Yokohama Station.
2 min. from Minato Mirai Exit (Metropolitan Expressway Yokohane Route).



- 1 Minato Mirai Public Parking Lot ¥ 270/30min. 7:00 to 24:00 *You can take your car out anytime 24hr.
 - 2 Rinko Park Parking Lot ¥ 250/30min. 8:00 to 21:00
 - 3 Bus / Large Vehicle Parking Lot ¥ 500/30min. 24 hours open *Enter and exit between 7:00 and 22:00. Advanced reservations required
- Notes:
- Actual travel times required depend on the facilities you are going to visit. An early arrival is recommended.
 - Transfer times are not included.
 - Actual travel times required also depend on the road conditions and which terminal you will use.

Overview of YOKOHAMA

Yokohama is located in the centre of Japan, along the coastline of Japan's Pacific Ocean, and one of the 15 Japanese Government-designated cities. The total population of Yokohama is 3.7 million persons, making the city the second largest after Tokyo's 23 Wards. A number of foreign enterprises have established their branches in Yokohama by taking full advantage of the Yokohama Port which is an international trading port. Yokohama is a city of dreams for every Japanese person as well as its local citizens who are very proud of living here because it is not only very famous as a tourist mecca, but also has every urban function including, but not limited to, business and culture.

(<http://www.yokohamajapan.com/about/#01>)

History of YOKOHAMA

With only a population of 600, the small village Yokohama started to become widely known to its own country and the world, when its port first opened in 1859. Since then, Yokohama has been taking hold its business function as a modern trading city, pursuing export of Japanese silk and tea. The Great Kanto Earthquake on September 1st, 1923 totally devastated Yokohama. Its original state, however, was mostly restored by around 1929 with the genuine efforts taken by the citizens. After 1931, Yokohama turned its direction towards becoming a heavy chemical industrial city grown from a successful commercial trading city as a result of the reclamation of the coast line which was eventually developed into the Keihin Industrial Area. The bombing hit Yokohama on May 29, 1945, just before the end of World War II, burning 42% of the city. Due to the requisition of 90% of port facilities and 27% of the city by the Allied Forces after the war, Yokohama's reconstruction and adjustment fell behind significantly compared to other cities. As Japan entered the age of high economic growth, however, Yokohama started to advance a city development and enjoy a rapid population growth. In 1989, Yokohama celebrated its 100th anniversary of the Commencement of the City Administration and the Yokohama Expo (YES '89) took place. As we mark significant milestones in 2009 commemorating the 150th Anniversary of the Opening of the Port of Yokohama as well as the 120th Anniversary of the Commencement of the City Administration, Yokohama will advance in creating a city filled with dreams and hopes while transmitting a positive message to the world.

(<http://www.yokohamajapan.com/about/>)