

# Declaration of the 50th Anniversary of the Productivity Movement in Japan

## Towards a Society Based on Mutual Trust and Vitality

This year marks the fiftieth anniversary of Japan's productivity movement.

In the half century following the end of the Second World War, Japan rose from the ashes of poverty and destruction to become one of the world's strongest economies. Yet Japan today faces a host of new challenges. They include environmental constraints, advancements in globalization, and innovations in information technology. The significance of a declining population also cannot be overlooked.

To resolve these issues, we will endeavor to create a new Japan, a country prosperous in mind and matter, respected by the international community, and abundant in hope and appeal. For this to happen, trust and vitality are indispensable.

The productivity spirit is driven by the desire to progress, the essence of

humankind. Every reform is a manifestation of the productivity spirit. This spirit will guide us in our continued efforts to improve the quality of the Three Guiding Principles. These are the maintenance and expansion of employment, cooperation and consultation between labor and management, and fair distribution of the fruits of productivity. We pledge to foster a reform movement that will result in a new Japan. Towards this goal, we declare to:

### **\* Establish trust**

Trust is the bedrock of all things. A nation cannot exist without trust. Trust is born when individuals are able to exhibit their creativity to the fullest extent and connect with society through the organization to which they belong. We will promote reforms that will lead to new relationships based on mutual trust.

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### **\* Private-sector vitality**

Higher productivity is the source for individual prosperity at a time of a declining population. To achieve this, productivity in low-productivity industries and the public sector must be bettered. We aim to promote structural reforms in politics, administration, the economy, and society to make the most out of private-sector vitality under a small government.

### **\* Nurture human capital**

We will nurture human capital so as to develop independent individuals who are fearless in taking on the challenges of the new era and are creative in forging a new Japan. The productivity movement embraces the development of human capital. To this end, we will endeavor to set the right conditions, starting with educational reform, where each individual can exert his or her maximum potential.

### **\* The four types of productivity**

The four powers that are linked to intellectual, civil, and environmental capabilities, as well as organizational trust, are keys to realizing the above goals. We define these as intellectual productivity, social productivity, environmental and resource productivity, and overall productivity. The pursuit of activities for their advancement is indeed the productivity movement of the 21st century.

*(Japan Productivity Center for Socio-Economic Development, 1 March 2005)*