



Reducing the Environmental Impact



Planting activity on Miyake Island



Section where vegetables from Seven Farm are sold



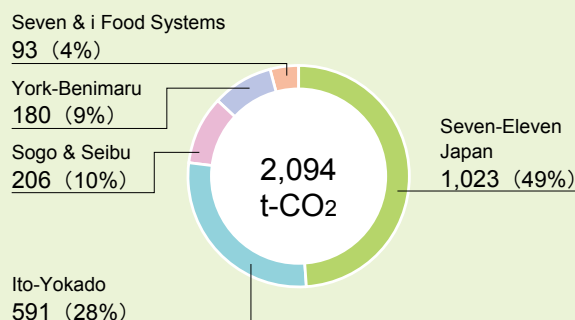
Participation in the Eco-Products exhibition

In the Seven & i Holdings Corporate Action Guidelines, Seven & i Holdings is committed to pursuing effective use and recycling of resources, energy conservation, waste reduction, loss reduction and environmental pollution prevention in its business operations, as well as to contributing to the creation of a richer, healthier social environment through efforts to strike a harmonious balance with nature. We also provide active support for global-scale nature conservation activities. Based on this policy, our operating companies are working to reduce the environmental impact caused by the operation of their stores.

Web Major items disclosed at the website: <http://www.7andi.com/en/csr/index.html>

- Activity policies (Seven & i Holdings Corporate Action Guidelines, environmental guidelines and rules, Environmental Declaration, and Fundamental Policies Relating to Measures to Contribute to the Prevention of Global Warming)
- CSR Report Data Section (Environmental Data)

CO₂ emissions in FY2010(1,000 t-CO₂)*



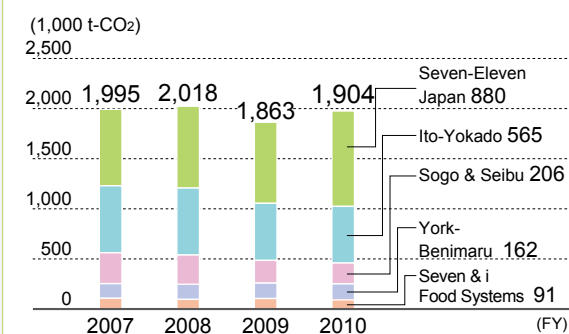
* CO₂ emissions stemming from the use of energy in-store operations, logistics and headquarters
For the calculation method, please see the Data Section posted at the website.

Improving Energy Efficiency and Introducing Renewable Energy

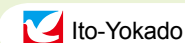
Committed to creating a low-carbon society by increasing the energy efficiency of both our stores and logistics operations

Of CO₂ emitted by the Seven & i Group in its business operations, about 91% is attributable to store operations and about 8% to the transportation of its products. Based on this recognition, all Group companies are working to reduce their environmental impacts of their daily store operations while also striving to increase the efficiency of their logistics operations.

CO₂ emissions from store operations



* For the calculation method, please see the Data Section posted on the website.



We are implementing a range of measures at Ario Hashimoto, which is a highly advanced eco-friendly shopping center.



Increasing the energy efficiency of stores

Seven & i Group stores consume electricity mainly for lighting, air conditioning, and for refrigerators and freezers. In order to reduce electricity use, we are introducing more energy-efficient equipment in opening new stores and remodeling existing ones.

For lighting, for example, we are actively implementing LED lights, which have a longer life and are more energy-efficient than fluorescent lamps.

Seven-Eleven Japan has launched a new initiative to analyze why electricity consumption differs by store and promote activities for improvements based on the analysis results (see the next page).

We have introduced LED lighting to about 80% of the sales floors and to aisles and rest rooms. By incorporating LED lights as 70% (about 13,000 units) of all the lighting devices used at the shopping center, power consumption and CO₂ emissions will be reduced by half, and about 554 tons, respectively, per year.



A charger for electric vehicles is installed in the parking area.



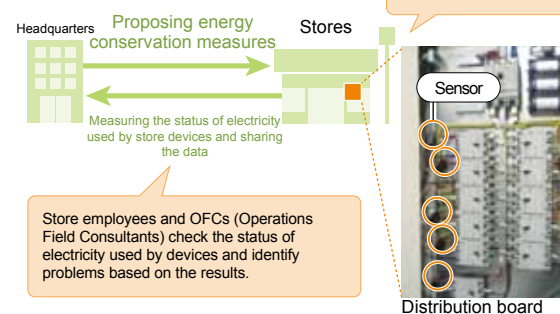
Ice thermal storage system to make ice using electricity during the night while the shopping center is closed, and then utilize the ice for air conditioning during hours of operation.

Solar panels are installed at three locations, and also 10 outdoor lights equipped with wind and solar power generation devices are installed on the premises. Using the stored electricity, the lights can be lit for about seven hours after sunset per day for four days even without sunshine.



Seven-Eleven Japan

In and after July 2010, the company installed smart sensors developed jointly by the National Institute of Advanced Industrial Science and Technology and NEC to 11 of its stores located in the western part of Tokyo. These sensors "visualize" the use of electricity by major devices and machines in the stores, thereby helping identify problems regarding the use of the equipment. As a result of identifying the problems, making efforts to foster energy conservation, the company succeeded in reducing its power use by 10% or more year on year. The effectiveness of the sensors has thus been proved and so the company will introduce them to a greater number of stores in FY 2011.



Seven-Eleven Japan has "eco-friendly stores" where solar panels and top lights (skylights) to take in sunshine are installed on the rooftop and LED lamps are used for outdoor lighting and signboards. These eco-friendly stores are also equipped with hot water suppliers that utilize waste heat and with energy-efficient air conditioners. The amount of electricity used at these stores is expected to be 30% lower relative to conventional stores.

Use of LED lights
3,191
stores

Installation of solar panels
209
stores

Number of eco-friendly stores
64
stores

Environmental measures implemented by stores (as of the end of February 2011)



Seven-Eleven Japan

As of the end of February 2011, Seven-Eleven Japan has 18 stores made of wood in Hokkaido. These stores have smaller CO₂ emissions at the time of their construction than conventional steel-frame stores. The company began opening these stores in FY2009 and plans to continuously open more in the future.



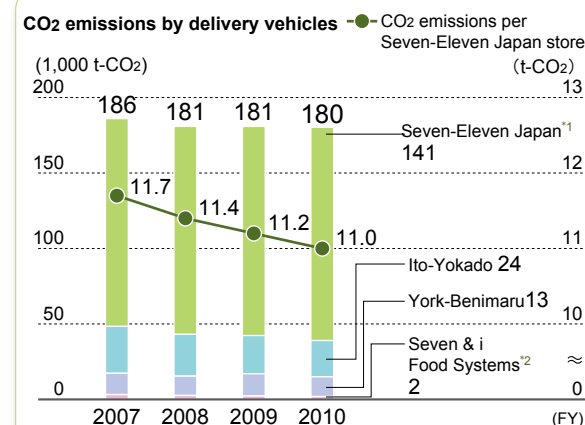
Wooden store under construction

Efficient transportation

The Seven & i Group is introducing eco-friendly vehicles and improving their fuel efficiency while reducing the frequency of delivery of goods to its stores.

Seven-Eleven Japan, Ito-Yokado, and York-Benimaru are reviewing the locations of their distribution centers and establishing intermediate centers to deliver various products, including those that need to be kept at different temperatures, all together to their stores. Seven & i Food Systems is also reducing the number of its delivery vehicles as well as the delivery frequency.

Moreover Seven-Eleven Japan and Ito-Yokado are fostering the introduction of drive data recording terminals to their trucks to give advice to truck drivers based on the data, while holding eco-driving training sessions.



*1 Seven-Eleven Japan's data include CO₂ emissions from the operation of distribution centers.
*2 This value is for Denny's only.

Attaining an Appropriate Grasp of Environmental Impact

Committed to identifying environmental impacts across the supply chain

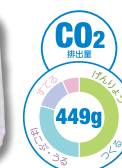
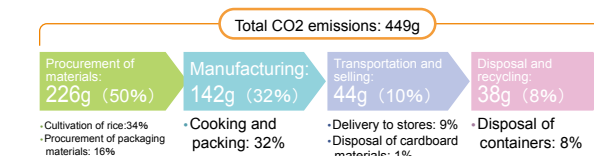
The Seven & i Group formulated the Fundamental Policies Relating to Measures to Contribute to the Prevention of Global Warming in June 2008, in which the Group committed to measuring and verifying its CO₂ emissions accurately. Accordingly, the head office of Seven & i Holdings and its five operating companies had the FY2008 data of their CO₂ emissions evaluated by third-party organizations in FY 2009, and began calculating CO₂ emissions associated with their private brand products across the supply chain in FY 2010.

Estimating the carbon footprints of Seven Premium products

In FY2010, we estimated lifecycle CO₂ emissions for 15 items of Seven Premium food and household goods from the procurement of materials, processing (manufacturing), transportation, and marketing through to disposal. Based on the results, we will implement measures for the effective reduction of CO₂ emissions in cooperation with business partners in FY2011.

Carbon footprint calculation example

For one pack of Seven Premium cooked rice (200 g)



Exclusive use for the Eco-Products 2010 exhibition
Seven Premium CFP mark



Replacement with devices using CFC alternatives

At Seven & i Group stores, devices using CFCs are replaced with those using CFC alternatives at such occasions as when the stores are refurbished. The stores also daily conduct temperature checks on the devices for the early detection of any CFC leakages. The devices using CFCs are disposed of by professional companies in compliance with laws, and the stores receive relevant slips from the companies as the proof of appropriate disposal.

TOPICS

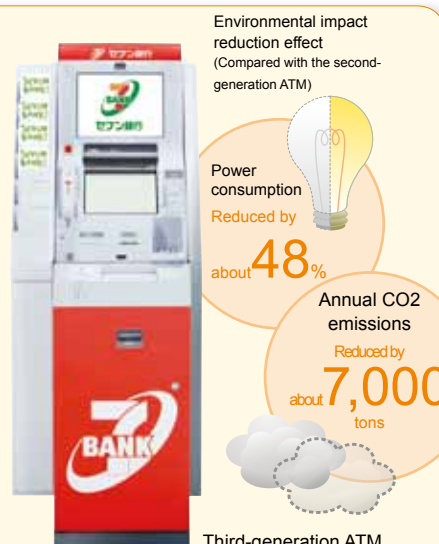


Seven Bank

Incorporating a Third-Generation ATM with Higher Energy Efficiency

Seven Bank has incorporated a highly energy-efficient ATM. This third-generation ATM is operated constantly in the energy-saving mode except for during service hours and LED lights are adopted as the backlights for the two screens. The use of electricity by this type of ATM has been reduced by about 48% per unit compared with the second-generation ATM. Moreover parts with longer lives and recyclable materials are used in the ATM.

In recognition of the energy-efficient design, the bank received a special prize for energy conservation at the Green IT Awards 2010 held by the Green IT Promotion Council.



Environmental impact reduction effect (Compared with the second-generation ATM)

Power consumption
Reduced by
about **48%**

Annual CO₂ emissions
Reduced by
about **7,000**
tons

Third-generation ATM

TOPICS



Seven-Eleven Japan

Winning the Logistics Grand Prize

Seven-Eleven Japan received the 2010 Logistics Grand Prize from the Japan Institute of Logistics Systems (JILS) on October 20, 2010.

The prize is given to companies that have made great contributions to the advancement of logistics. JILS granted the prize to Seven-Eleven Japan in recognition of the fact that the company had improved its system to transport frozen food to its stores, thereby increasing the transportation quality and service level while rationally reducing the transportation cost.



Reducing Waste and Developing a Recycling-Oriented Society

Committed to improving the food recycling rate and reducing the use of plastic bags

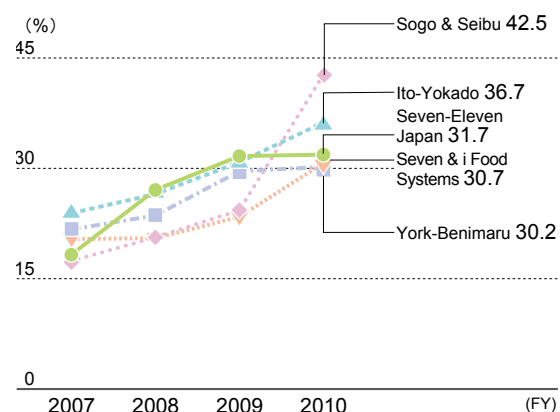
In recent years the public is paying more attention to the reduction and recycling of waste, and companies are increasingly required to reduce the generation of waste and conduct recycling activities.

Improving the food recycling rate

The Act on Promotion of Recycling and Related Activities for Treatment of Cyclical Food Resources, which was revised in December 2007, set targets that food retailers must increase their food recycling rate to 45% and restaurants to 40% by 2012. Because the share of food in total sales is about 60% at the major five companies of the Seven & i Group, the Group is upholding the improvement of its food recycling rate as one of its priority targets.

Accordingly York-Benimaru processes unused fish parts into poultry feed and sells eggs laid by hens raised on the feed as "Kenyo-ran." Seven-Eleven Japan has expanded the area for the recycling of food products with passed expiration dates, and started recycling activity also in Yokohama City and Toyama City in FY

Food waste recycling rate

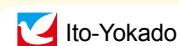


* For the calculation method, please see the Data Section posted at the website.

2010. As of the end of February 2011, such food is collected at 2,422 stores to be recycled into compost and livestock feed. Also at all 11,110 stores at which deep fryers (cooking device for fried food) are installed, waste oil is recovered and recycled into materials for livestock feed, industrial products and fuels.

Denny's and Famil, which belong to Seven & i Food Systems, recycle vegetable and coffee waste into compost and livestock feed and also transport all the garbage generated at the test kitchen of the headquarters where new menus are developed to a treatment facility to have it recycled into methane gas.

TOPICS



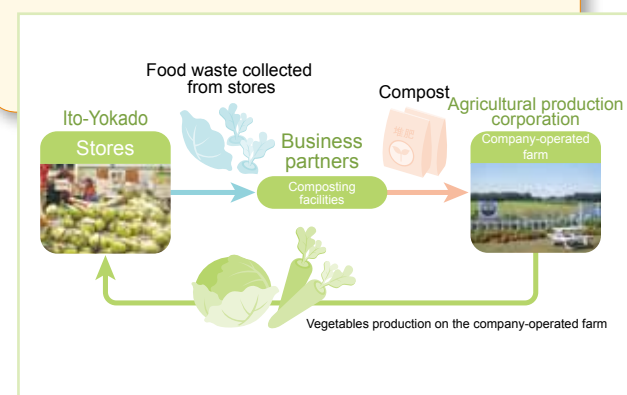
Establishing an Agricultural Production Corporation in an Effort to Realize a Closed-Loop Food Recycling System

In August 2008, Ito-Yokado established an agricultural production corporation named Seven Farm Tomisato through joint investment with the Tomisato City Japan Agricultural Cooperative (JA Tomisato) and its members. The corporation recycles food residues collected from 7 Ito-Yokado stores in Chiba Prefecture into compost and uses it to grow vegetables. The harvested vegetables are sold at 10 Ito-Yokado stores located within the prefecture. Moreover, vegetables that do not meet the standards, which were disposed of at their production stage in the past, are now also sold at the stores.

Subsequently in September and October 2010, Ito-Yokado established Seven Farm Tsukuba, and Seven Farm Miura and Seven Farm Fukaya, respectively. The company plans to establish a total of 10 such farms across Japan by the end of FY2012.

We invite customers to the farms to help them understand the closed-loop production system and the merit of locally produced vegetables.

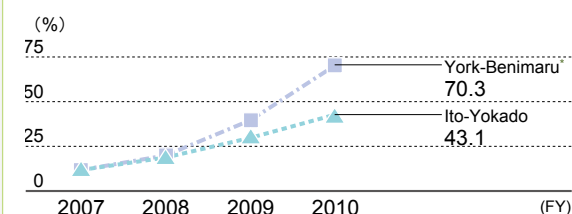
Agricultural production corporations
By the end of FY2012
Increased to 10



Reducing the use of disposable plastic bags

In order to reduce the use of plastic bags, the Seven & i Group asks customers to bring their own shopping bags to the stores, sells its original eco-bags, and posts enlightenment posters. Moreover at Ito-Yokado, York-Benimaru, and Sogo & Seibu stores, "No Plastic Bags" cards are prepared at checkout counters for use by customers who want to decline accepting disposable bags. Ito-Yokado and York-Benimaru also provide customers who do not accept plastic bags with discounts, while beginning to charge fees for plastic bags based on agreements concluded with local governments and citizen groups.

Plastic bag turnaround rate (food section)



* For data in and before FY2009, calculations were made based on the number of Eco Stamp cards collected. In FY2010, we changed the calculation method, which is now based on the number of customers who do not accept plastic bags at checkout counters.



Poster made by the Japan Franchise Association to reduce the use of plastic bags



"No Plastic Bags" cards used at Ito-Yokado stores



"No Plastic Bags" cards made by the Japan Department Stores Association

Reducing packaging materials for food

At Ito-Yokado and York-Benimaru stores a lot of foodstuffs are processed and cooked, so various efforts are being made to reduce the use of packaging materials as well as to review their materials. At some stores, for example, blocks of meat are now sold in plastic bags or being vacuum-packed, instead of being sold on trays. Also for packaging of cut vegetables, plant-based plastic is used as elaboration of packaging materials themselves. This use helps avoid increasing the footprint of CO₂ emissions, which are said to cause global warming, because no fossil resources such as petroleum oil are used.

Seven-Eleven Japan began shifting to sealing boxed meals using tape instead of wrapping materials in 2007 and completed the shift across the nation in February 2011.



Ito-Yokado uses plant-derived plastic packages for fresh-cut vegetables



Seven-Eleven Japan's boxed meal sealed by tapes

TOPICS



Seven-Eleven Japan

Reusing Construction Materials and Fixtures from Old Stores

Seven-Eleven Japan reuses the shelves and other fixture salvaged from the stores to be rebuilt or to be closed at other stores. Also to reduce the construction waste generated from disassembled stores, the company uses reusable steel frames and recyclable sashes as construction materials for new stores. In the fall of 2010, the company had a whole store disassembled and moved to a new place to open it as a new store.

Web For the transfer and rebuilding of the store, you can see animated images at the following website (Japanese).

http://www.7andi.com/csr/ecoproducts_movie/movie_eco04.html



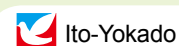


Offering Eco-Friendly Products

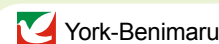
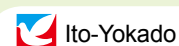
Proposing eco-friendly lifestyles to customers

Customers are increasing their interest in the environment, and in response, companies are required to help them have more eco-friendly lifestyles through their products and services as their important role, instead of just providing products with higher quality for ensuring "safety and reliability."

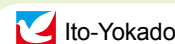
Operating companies of the Seven & i Group sell organically-grown food or apparel/ household goods made using organically-grown cotton, in line with the category of products they usually sell.



Since April 2009, UTZ CERTIFIED Good Inside coffee, which was produced by an eco-friendly method for production area, has been sold at its stores.



The companies held a campaign to give financial support to the activity of an NPO named Fujisan Club to protect the natural environment of Mt. Fuji. During the five-month campaign period, they sold special mug bottles and donated 10 yen per bottle (300,000 yen in total) to the NPO.



Ito-Yokado sold stainless bottles and water purifiers in its stores, donating a part of the proceeds to an NPO called the Association for Shore Environment Creation, which aims to protect, restore and create the coastal environment and to promote harmony between nature and people in the coastal area. By implementing this 12-day campaign, the company donated a total of one million yen to the NPO.



The company sells an "eco-friendly, naturally symbiotic rice" series, and part of the proceeds are donated for ecological purposes. On November 6, 2010, as a part of sales from packed Koshihikari rice, "Toki to Kurasu Satozukuri (Creating Hamlets in Harmony with the Crested Ibis) Certified Rice" produced in Sado, Niigata Prefecture, about 650,000 yen in total was donated to Sado City's fund to improve the environment for Japanese crested ibises.

Sogo & Seibu



Sogo & Seibu helps customers contribute to society and the environment through two services: the "green wrapping" service for which customers pay additional fees to support planting trees, and "simplified wrapping" for summer and winter gifts which eliminates wrapping paper. According to the number of services ordered, the company makes donations to an NPO called Environmental Relations to support its tree planting activity called "Present Tree." In FY2010, the company helped the NPO plant a total of 1,065 trees.

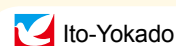


Present Tree activity conducted by Environmental Relations



Green wrapping

TOPICS



Seven-Eleven Japan

Contributing to forestation through the use of Cartcan paper-made containers

At some Ito-Yokado and Seven-Eleven Japan stores, the sales of beverages sealed in paper-made containers named "Cartcan" with the use of 30% or more domestic wooden materials are actively promoted. Its sales increase the use of domestic wooden materials and facilitate the cycle of planting, growing, using, and then again planting trees for the creation of sound forests.

In recognition of the proactive use of Cartcan, Seven & i Holdings received a letter of thanks from the Ministry of Agriculture, Forestry and Fisheries in December 2010.



IC tags and barcode labels that provide emission rights

From February 9 to 22, 2011, a demonstrative test for CO2 emission right trading was conducted using beverages sold in Cartcan in cooperation with four other companies. In this demonstrative test, the world's first of its kind, the beverages were sold with a label providing emission rights, and purchasers of the products were able to freely choose to whom to issue the rights.

Raising Environmental Awareness among Employees

Proactively conducting activities with the participation of all Group members

The Seven & i Group is conducting a range of environmental awareness raising activities for employees.

For example, we conduct a planting activity on Miyake Island twice a year in cooperation with the Seven-Eleven Memorial Foundation, encouraging employees to participate in it as volunteers.

Also from August to October 2010, an energy conservation campaign was held targeting all Group employees. Participants endeavored to reduce the use of electricity at their households and achieved a reduction of about 34,000 kWh relative to the same term in the previous fiscal year, which is equivalent to the monthly use of electricity by about 120 households.



Every year the bank conducts an environmental activity with the participation of employees and their families. In FY2010, 32 participants walked in a forest at the foot of Mt. Fuji with a nature guide. They collected trash in the government-owned forest and learned the importance of protecting nature.



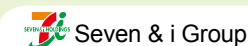
Implementing Measures for Biodiversity

Supporting a tropical forest conservation project in a national park in Indonesia

Tropical forests provide habitats for a range of living creatures and also give us countless presents, including the climate regulation function, foodstuffs, and materials for pharmaceuticals. There are, however, problems related to tropical forests, including illegal logging, conversion to plantations, emissions of CO2 due to development activities, loss of biodiversity, and low wages of forest workers.

The Seven & i Group is supporting the "REDD+ project*" that helps conserve biodiversity and mitigate global warming and also contributes to improving the lives of local people. In 2010 and 2011, a CSR staff member visited the site to grasp the progress of the project.

* REDD: Reducing Emissions from Deforestation and Forest Degradation in Developing Countries



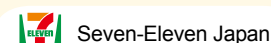
- Project duration: four years from 2010
- Project site: Meru Betiri National Park in East Java, Indonesia
- Area: about 58,000ha
- Involvement of Seven & i Holdings in the project
- Donating fund for the project to the International Tropical Timber Organization (ITTO)

Web Tropical Forest Conservation Project:
<http://www.7andi.com/en/csr/indonesia.html>



Elementary school pupils planted trees in the school backyard

TOPICS



Seven-Eleven Memorial Foundation

Supporting Localized Environmental Activities Conducted by Citizens

Monetary donations collected at Seven-Eleven Japan stores are sent to the Seven-Eleven Memorial Foundation together with the donations made by the headquarters of the company. The money is used to support environmental NPOs chosen through a public offering and to conduct activities for mitigating global warming and to protect and conserve the natural environment.

Web Seven-Eleven Memorial Foundation (in Japanese):
<http://www.7midori.org/>

Total amount of donations
338,163,759
yen
(FY2010)

Number of subsidized projects
210
(FY2010)

Total amount of subsidy
130,634,996
yen
(FY2010)



Main Operating Companies' Targets, Results, and Self-Evaluation for the Challenges in FY 2010

○ : Target achieved △ : Target nearly achieved × : Target not achieved

Challenges	Operating companies	FY2010 Targets	FY2010 Results	Self-evaluation	FY2011 Targets
Attaining an appropriate grasp of environmental impact	Sogo & Seibu	• Continue to collect environmental data and make impact evaluations based on ISO 14001	• Expanded the scope to include 10 Sogo stores, and the stores acquired ISO 14001 certification in February 2011.	○	• Examine collecting environmental data based on ISO 14001 at two Robison stores
Improving energy efficiency and introducing renewable energy	Seven-Eleven Japan	• Energy-saving stores: 100 stores	• Opened 113 energy-saving stores (and installed LED lights at 58 stores while opening 55 eco-friendly stores equipped with solar panels, top lights, and indoor LED lights) • Installed solar panels at 52 stores	○	• Install solar panels at 1,000 stores • Replace the lights for store signs with LED lights at 5,000 stores • Replace indoors lights with LED lights at 5,000 stores • Install smart sensors at 6,000 stores
	Ito-Yokado	• 1% improvement of environmental impact index* • CO ₂ emissions from delivery vehicles: 24,163 tons • Fuel consumption of delivery vehicles: 5.23 km/l • Replace lights for the store signs on the outer wall with LED lights at a total of 95 stores	• Environmental impact index: 76.7 (aggravated by 6% relative to the previous fiscal year) • CO ₂ emissions from delivery vehicles: 24,017 tons • Fuel consumption of delivery vehicles: 5.14 km/l • Replacement of the lights for the store signs on the outer wall with LED lights: 114 stores	△	• Improve the environmental impact index by 1% • Reduce CO ₂ emissions from delivery vehicles by 1% year on year
	York-Benimaru	• Reduction of CO ₂ emissions • Reduction of the total use of electricity, water, gas, and heavy oil • Reduction of total miles driven and reduction of the use of diesel by promoting eco-drive • Introduction of LED lighting in new stores and expansion of all electric stores	• Number of all electric stores: 17	○	• Reduce the use of electricity during summer (from July 1) by 15% • Increase the fuel economy of delivery vehicles • Promote the opening of all electric stores
	Sogo & Seibu	• Reduce the amount used per basic unit of power consumption (operating area x business hours) • Promote introduction of LED lighting to other sales floors • Reduce the number of store delivery vehicles by promoting the use of delivery companies	• Due to high temperatures in summer, per-unit electricity consumption increased by 0.99 points year on year to 137.49 kWh/m ² • Introduced energy-saving lights such as LED lights at the time of store refurbishments (at the food, women's accessories and apparel, and interior goods sections, and at restaurants of the Ikebukuro main store) • Ensured the use of delivery companies by business partners. Increased delivery efficiency and the punctuality of delivery time to decrease the time wasted by delivery vehicles.	△	• Reduce CO ₂ emissions by 1% • Study measures to further reduce power use and examine introducing energy-saving lights such as LED lights in response to the power shortage
	Seven & i Food Systems	• Reduce CO ₂ emissions by 17 tons by introducing LED bulbs: 17 tons • Reduce CO ₂ emissions from delivery vehicles by reviewing the number of store delivery vehicles: 2,059 tons	• Introduced LED bulbs to six Denny's restaurants, thereby reducing CO ₂ emissions by 17 tons • Achieved the target by reducing CO ₂ emissions to 1,904 tons, which was achieved by reviewing the number of store delivery vehicles and changing the store delivery frequency to six times a week	○	• Introduce LED bulbs to more stores (to 30 Denny's restaurants) and reduce CO ₂ emissions by 90 tons (a reduction that is by five times larger than that achieved in the previous fiscal year) • Review the number of delivery vehicles and reduce the delivery frequency to five times a week from the latter half of the term, thereby reducing CO ₂ emissions from delivery vehicles by 8% year on year
Reducing waste and developing a recycling-oriented society	Seven-Eleven Japan	• Stores built of wood: 15 stores • Achieve (or maintain) 35% reduction compared to FY2000, which is the common target for disposable plastic bags set by the Japan Franchise Association • Improve the recycling rate of food waste • Improve the green purchasing rate	• Number of wooden stores: 16 (18 in total) • Use of plastic bags: 37% reduction from the FY2000 level (in weight) • Recycling rate of food waste: 31.7% (up 0.2% year on year) • Green procurement percentage: 64.3% (in quantity) 58.9% (in monetary value)	○	• Reduce the use of plastic bags by posting awareness posters and asking customers for cooperation • Increase the food waste recycling rate to at least 33.7%
	Ito-Yokado	• Recycling rate of food waste: 35% (Number of stores implementing recycling: 70 stores) • Refusal rate of plastic bags in the final month of FY 2010: 50% • Reduction of CO ₂ emissions by the use of recycled food trays: 150 tons	• Recycling rate of food waste: 36.7% (Number of stores implementing recycling: 77 stores) • Refusal rate of plastic bags in the final month of FY2010: 42.9% • Reduced CO ₂ emissions by 614 tons by expanding the use of recycled trays at the meat and fresh fish sections	○	• Increase the food waste recycling rate and the number of stores that implement the recycling to 40% and 90 stores, respectively • Increase the refusal rate of plastic bags to 50% in the final month of FY2011 • Expand the use of recycled trays to reduce CO ₂ emissions by 800 tons
	York-Benimaru	• Increase the number of stores charging for plastic bags • Expand the use of returnable containers • Promotion of recycling of food waste other than fish scraps (Expansion of stores which implement recycling) • Improvement in the quality of resources to be recovered and recycled at stores (implement educational activities to reduce dirty trays, etc.) • Promotion of handling non tray products (bulk sales and sales by weight) • Continuous introduction of eco-trays for newly opening stores • Promote reduction of amount of waste disposal	• Began charging for plastic bags at 25 more stores • Use of returnable containers: Increased to 125.4% of the previous fiscal year level • Recycling of food waste other than fish was not much promoted.	△	—
	Sogo & Seibu	• Waste recycling rate: 58.8% • Food waste recycling rate: 35.7% • Reduce the use of packaging paper and bags by promoting simple wrapping (smart wrapping)	• Waste recycling rate: 58.2% • Food waste recycling rate: 42.5% • Use of packaging paper and bags: 551 tons (97.8% of the previous fiscal year level)	○	• Further promote waste sorting to increase the waste recycling rate to 60% and the food waste recycling rate to 43.5% • Promote simple wrapping among customers to continue reducing the use of packaging paper and bags
	Seven & i Food Systems	• Increase the number of stores that recycle food waste to 200 stores • Continue the recycling of water used for cleaning employee uniforms and implement this initiative at new stores	• Expanded the number of stores that recycle garbage and oil waste to a total of 386 stores • Food waste recycling rate: 30.7%	○	• Promote waste sorting to increase the food waste recycling rate to at least 33%
Implementing measures for biodiversity	Sogo & Seibu	• Continue promotion of tree planting and tree-growing activities linked to green wrapping and the simple wrapping of summer and year-end gifts	• The numbers of simply wrapped summer and year-end gifts and of gifts to which "green wrapping" was applied reached 3.73 million and 8,183, respectively and donations equivalent to the cost of planting 1,065 trees were made.	○	• Increase the awareness of the tree planting activity conducted in linkage with green wrapping and the simple wrapping of summer and year-end gifts to make donations equivalent to the cost of planting 1,100 trees
Offering eco-friendly products	Sogo & Seibu	• Promote sales of environmental selection products • Promote Eco-bag sales	• Certified additional 45 items to be eco-friendly in line with the seven selection criteria set by the product department • Annual sales of original Eco-bags and general eco-friendly products increased to 6,9942,000 yen of 314.5% of the previous fiscal year level	○	• Introduce new type Eco-bags • Continue proposing eco-friendly products mainly in June and October, which are designated as "environment months"
Raising environmental awareness among employees	Seven-Eleven Japan	• Publication of information in the bulletin for franchise stores and timely dissemination of information through special editions • Implementation of an energy conservation campaign for employees • Continuous dissemination of environmental information	• Dispatched information about the environment, such as cleanup activities, in the bulletin • Number of participants in the campaign: 4,415	△	• Expand the number of employees participating in the energy conservation campaign • Enhance information disclosure at the website
	Sogo & Seibu	• Continue implementation of education by environmental e-learning	• All targeted employees of all Sogo-Seibu stores (5,228 people) received the online education on the environment.	○	• Have all targeted employees receive the online education on the environment • Increase employees' awareness of energy conservation and electricity saving by the use of in-house tools, such as environment news bulletins
	Seven & i Food Systems	• Promote education on waste sorting, waste reduction, and energy saving through meetings and training sessions	• Increased employees' awareness of the importance of waste sorting and waste reduction measures through meetings and training, and distributed educational materials on energy conservation four times a year to stores	△	• Hold meetings and training seminars regularly to collect information about waste-related problems faced by stores, thereby planning and implementing improvement measures • Distribute reference materials on energy conservation six times a year to stores, thereby increasing all employees' awareness of the matter

* CO₂ emissions per total operating area x operating hours

Note: The FY2010 results and FY2011 targets of Seven Bank are reported in the Data Section of CSR Report, which is available from Seven & i Holdings' Web site.

We will effectively reduce our environmental impact in consideration of our business features, implementing both "hardware" and "software" measures.

The Seven & i Group is composed of companies engaged in different businesses, such as convenience stores, general merchandise stores, department stores, supermarkets, and restaurants. In order to reduce the environmental impact which is a policy of the entire Group, it is essential to implement measures in consideration of the different business features of the companies.

Based on this recognition, we are effectively implementing measures prioritized in each company by checking the use of energy for respective purposes of use. At convenience stores, freezers and refrigerators have a large share in the use of electricity, while lighting equipment and air conditioners have a large share at general merchandise stores and restaurants, respectively.

At Seven-Eleven Japan stores, state-of-the-art, energy-efficient devices are introduced together with smart sensors that help "visualize" the use of electricity by each device, in order to enhance employee's awareness to save more electricity. Experiments on smart sensors have also been started at one of the Group supermarkets. The Group is thus pursuing Group synergy also in its environmental measures.

We implemented the Seven & i energy conservation campaign (page 21) to urge employees of all the Group companies to conserve energy in their homes. We will continue implementing environmental measures in our business operations, not only at our stores but also throughout the lifecycles of our products from the procurement of materials, manufacture and processing, transportation, and marketing through to disposal, in cooperation and collaboration with employees, customers and business partners.

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Senior Officer

Environment Management

Seven & i Holdings

