

Material Issue 6 Create an ethical society through dialogue and collaboration with customers

Approach to the Material Issue

The Seven & i Group believes that its important role is to contribute to the creation of an ethical* society by increasing the number of products and services that solve social and environmental issues through dialogue and collaboration with customers. Responding to customers' growing awareness of "ethical consumption" in recent years increases the value of our products and services and strengthens our brand. We are working to listen to our customers and encourage them to promote sustainability in society.

* The word "ethical," in addition to its conventional meaning, has been increasingly associated with environmental preservation and social contribution in recent years.

Background to the Material Issue

Growing awareness of ethical consumption

With growing awareness of sustainable fashion, food loss solutions, and fair trade, more and more people are interested in socially and environmentally conscious consumption behavior. In Japan, this number is said to be as high as 81.2%*. As awareness of ethical consumption grows, it is important to build a sustainable business model that can realize both social and economic value by listening to what customers want and giving shape to it together.

* Source: Consumer Affairs Agency "Consumer awareness survey on ethical consumption (FY2019)"

Persons with an interest in ethical consumption

(Unit is %, N=2,803)



Source: Consumer Affairs Agency "Consumer awareness survey on ethical consumption"

Contribution to SDGs

By addressing this material issue, the Seven & i Group will realize an ethical society and contribute to achieving Goal 4 of the Sustainable Development Goals (SDGs).



Seven & i Group's Initiatives



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Communication with Customers

Seven & i Group, whose core business is retailing, considers the large number of contact points with customers and the frequency of communication with them to be among its key management resources, collects information from customers through a variety of means, and strives to develop products and improve services by utilizing the valuable opinions that we receive from customers.

Establishment of Customer Support

Seven & i Group set up customer support desks at each Group company in order to receive voices from the customers and people in the communities where the businesses operate. We quickly responds to requests and complaints provided by email or phone through customers and the people in communities, and that leads to improvement of products and services. Given the need to protect privacy in connection with feedback received from them, all personal information is deleted, and the feedback is then categorized by content and communicated to departments and stores for use in making improvements. In the fiscal year ended February 28, 2022, eight Group companies* received a total of approximately 1.29 million opinions, requests, and inquiries.

* Totals are for eight companies: Seven-Eleven Japan, Ito-Yokado, York-Benimaru, York, Sogo & Seibu, Akachan Honpo, Seven & i Food Systems, and Seven Bank.

> [Information on customer feedback at Group companies can be found here](#) 📄

Customer Support Information Liaison Meetings

Seven & i Group holds a monthly information liaison meeting, which is attended by customer support supervisors at each Group company, in order to reduce the factors that cause customer dissatisfaction and raise satisfaction levels throughout the Group. Measures taken in response to comments and requests received from customers are shared on a regular basis and the information is incorporated into product and service improvements. Annual training is also held for customer support personnel at each Group company with a view to further refining customer service skills. In the fiscal year ended February 28, 2022, 100 employees from 12 Group companies participated in the training.

Main Training Themes in FY2021

- Customer service during the COVID-19 pandemic
- Methods of responding to customer emotional needs
- Acquisition of fundamental skills for responding to customer email and to customer suggestions



Customer support personnel training

Collecting Customer Feedback

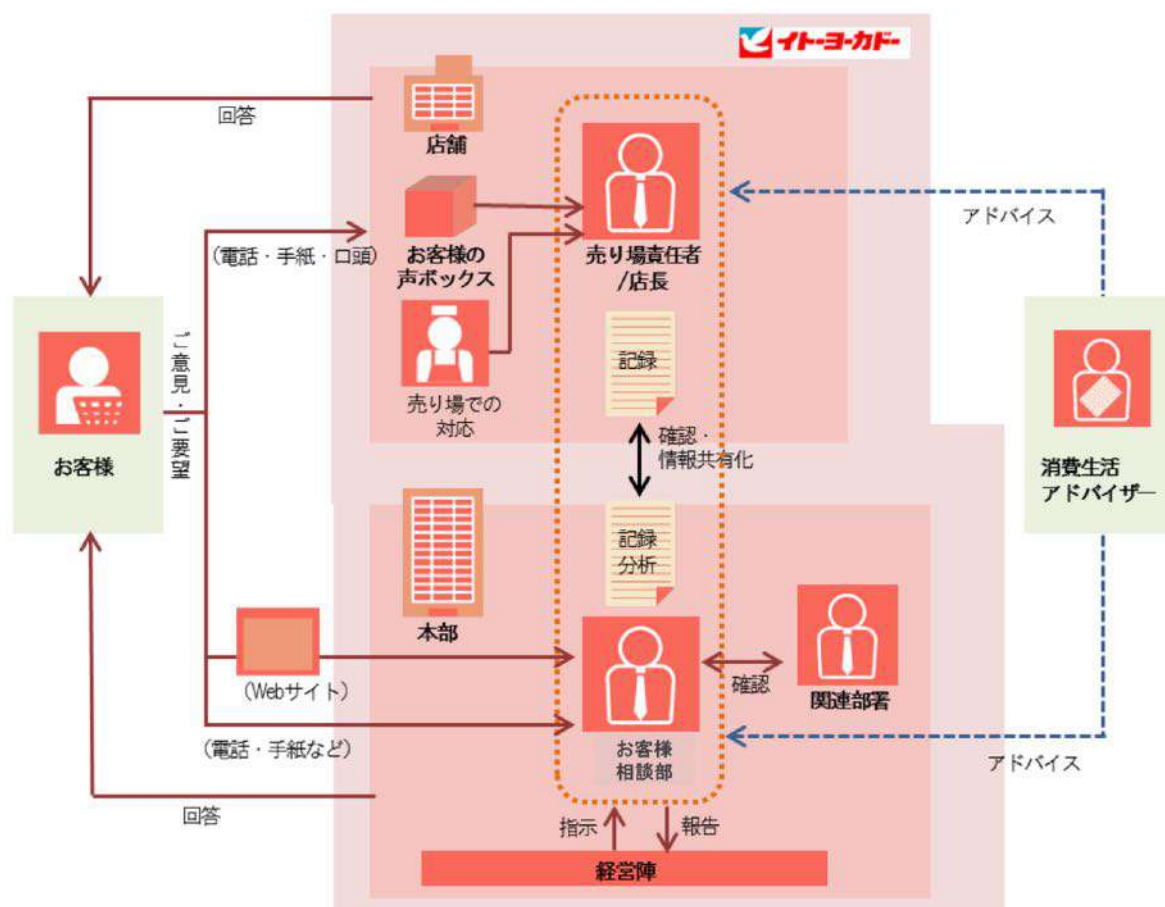
Seven & i Group collects feedback from customers on customer service, sales floor setup, product lineups, and other aspects of operations in order to further improve its products and services. For example, Seven-Eleven Japan, conducts regular customer questionnaires to ascertain the needs of customers nationwide and uses the information to develop products and services. Also, Ito-Yokado has been continuously conducting online customer questionnaires, which customers can access using a QR code printed in their receipts, since July 2020. Customers can specify whether they were “very satisfied,” “satisfied,” “neither satisfied nor dissatisfied,” “dissatisfied,” or “very dissatisfied,” and a target has been set to raise customers who respond “satisfied,” which is the most common response, and “neither satisfied nor dissatisfied” to “very satisfied.” The questionnaire responses lead to improvements in customer service. In addition, store surveys are contracted to external agencies certified as consumer affairs advisors to collect feedback from store customers. Ito-Yokado, York-Benimaru, York, Sogo & Seibu, and SHELL GARDEN have installed in stores suggestion boxes where customers can submit opinions and requests. Other Group companies also analyze customer opinions and operate mechanisms for using customer feedback to improve product development and services.

Percentage of customers responding “very satisfied” (from Ito-Yokado questionnaires)

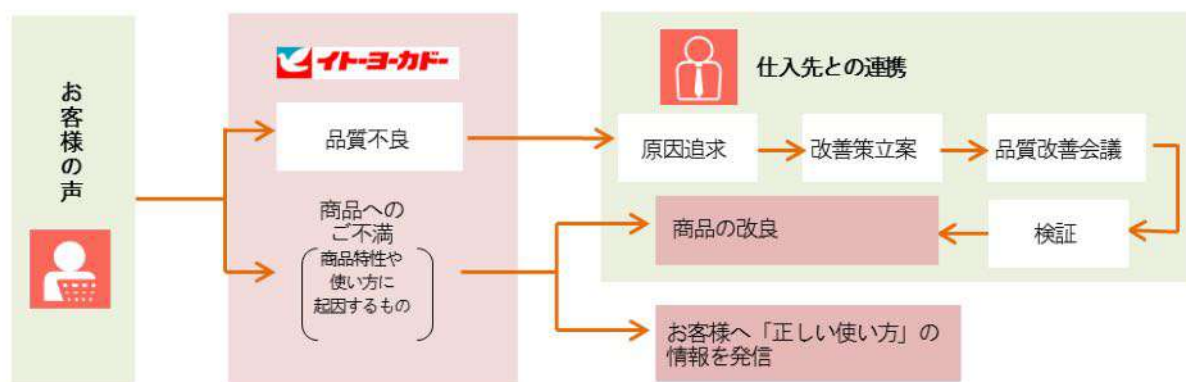
April, 2021	July, 2021	October, 2021
20.4%	21.1%	22.0%

※sample size of the questionnaire conducted in April, 2021: approx. 52,000, sample size of the questionnaire conducted in July, 2021: approx. 55,000, and sample size of the questionnaire conducted in October, 2021: approx. 59,000

※ The period for each questionnaire was one week.



Mechanism for using Customer Feedback (Ito-Yokado)



Flow of Responses to Product Deficiencies and Customer Dissatisfaction (Ito-Yokado)

Sharing good practices in customer service

Seven & i Group introduces good practices of customer service in its monthly in-house magazine distributed to employees, along with customer compliments and appreciation. The employee who received the thank-you note introduces the method of customer service and points he or she tried to keep in mind in the in-house magazine, making it easier for Group employees who read the article to follow the examples and put them into practice. The employees whose examples of good practices are featured in the article receive a letter of appreciation from the president of Seven & i Holdings, which motivates them to continue their efforts.

Product Development by Using Customer Feedback

Seven & i Group is seeking to create products tailored to the demands of customers with “Seven Premium” products, the private-brand products of the Group. The official Seven Premium website, which includes introductions of product features and recipes using Seven Premium products, allows website users to freely upload comments about Seven Premium products. Analyses are conducted on the ways and contexts in which the website is used by customers using the comments on the website, questionnaire surveys, monitoring surveys, focus groups, and customer feedback received via the customer support, and reflected in product development.

Nissen Holdings, which engages in the mail order business, also operates user-participation research sites for product development. In addition to online surveys, Nissen Holdings conducts focus groups, interviews, product monitoring surveys, mail surveys, venue surveys, and other research to improve services and develop better products.

➤ [Official Seven Premium Website \(in Japanese\)](#)

➤ [For more details about measures on the Nissen Holdings research site \(in Japanese\)](#)

➤ [For more details about the private-brand product development system \(in Japanese\)](#)

Sales of Warm Water

Seven-Eleven Japan began selling bottled warm water in February 2021 in response to customer requests such as "I drink white water for my health but cannot buy it on the go," "I need hygienic hot water for baby formula," "I need hot water for taking medicine on the go," and "I want a warm beverage that does not contain caffeine or sugar. Since its launch, much positive feedback from customers has been received. Seven-Eleven Japan will continue to hold regular meetings in which departments in charge of product development, quality control, customer support, and other areas collaborate to reflect customer feedback on its products and services.

Improving Services by Using Customer Feedback

Seven & i Group collects opinions received from customers and uses them in an effort to improve product store environments and offered services.

Establishment of "Stations"

Sogo & Seibu created "stations" that provide individualized advice on customer concerns and inquiries ranging from makeup to coordination and shoe selection. These stations provide highly-detailed service.

Main "Stations"

- Kirei Stations: Beauty advisors help customers enhance their beauty.
- Makeup Stations: Beauty stylists provide counseling on makeup issues. They introduce recommended products and provide advice on makeup techniques.
- Shoes Stations: Customer feet are analyzed using a check sheet and a specialized 3D device. Advisors listen to customer needs and help them choose the best shoes.

➤ [For more details about Sogo & Seibu stations initiatives \(in Japanese\)](#) 

Three-year Premium Compensation

Akachan Honpo has many first-time customers and seeks to reduce customer concerns about safety by offering free premium compensation* that covers malfunction, damage, theft, and more for three years from the date of purchase of products relating to child safety. Additionally, hina dolls (sets of traditional Japanese dolls in period dress) and Boy's Festival dolls are covered under premium compensation for five years from the date of purchase.

※Compensation in cases where Akachan Honpo Point App members and Akachan Honpo E-Commerce members purchase strollers, child car seats (including junior car seats), baby slings, and tricycles

➤ [For more details about the Akachan Honpo Premium Compensation \(in Japanese\)](#) 

Easier-to-Use ATMs Installed

To eliminate privacy concerns when using ATMs and enhance their usability, Seven Bank has installed approx. 10,000 fourth-generation ATMs nationwide with an expanded privacy area, large and high-visibility displays, and universal design (as of the end of March 2022).

➤ [For more details about the Seven Bank fourth-generation ATM \(in Japanese\)](#) 

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Appropriate Sales and Information Disclosure for Products and Services

Seven & i Holdings ensures that it conducts responsible marketing activities to provide safe and reliable products and services to its customers. Seven & i Holdings Corporate Action Guidelines stipulate “We seek to display information that is accurate, easy to understand, and truthful so that customers can make an appropriate selection of products and services.” Moreover, each Group company strives to confirm the following points, when it transmits information to customers.

- We will take our customer’s perspective and provide beneficial information to them, even if the information is negative for us from the business perspective. (e.g.: Consumption of this product may be hazardous for health)
- For information such as images and recordings distributed as commercials and advertisements, we will use appropriate expressions for the audience.
- We will provide information that meets or exceeds the legally mandatory level with regard to health, environment, and other sustainability aspects.

Establishment of Management System for Information Provided to Customers

Seven & i Group verifies in advance that product and price information listed in advertising media, including newspaper inserts, pamphlets, and television commercials, is accurate and that they contain no information that might mislead customers.

For example, Ito-Yokado requires a prior approval from its Fair Trade Committee Office when listing dual prices with the sales price and a comparison price, or discounts, in newspaper inserts and other media.

Employee Training on Product Labeling

Seven & i Holdings conducts regular, group training twice a year based on laws governing labeling such as the Act against Unjustifiable Premiums and Food Labeling Act for newly assigned purchasing personnel at the Group companies to provide basic knowledge on improper labeling and excessive gifts or giveaways prohibited under laws and regulations. In addition, e-learning is conducted for the Group personnel involved in procurement and its head office staff. In the fiscal year ending February 28, 2022, 6,310 employees took the "General Labeling (including food)" course and a total of 11,576 employees took the "Fair Trade" course.



Group training on labeling

Prevention of Improper Labeling

Seven & i Holdings has established the "Group Discretionary Guideline on Imprecise Labeling," on product labeling for the Group to prevent the use of expressions that could mislead customers. The guideline is thoroughly taught to and implemented by product development and quality control staff at each Group company. For example, the expression "permanent" is not used in principle as it is difficult to rationally present the permanent efficacy of a product in the future.

Prevention of the Sale of Alcohol and Tobacco to Minors

Seven & i Group companies sell alcoholic beverages and tobacco and recognize that it is a corporate social responsibility to take appropriate measures to prevent the drinking and smoking of people under the age of 20.

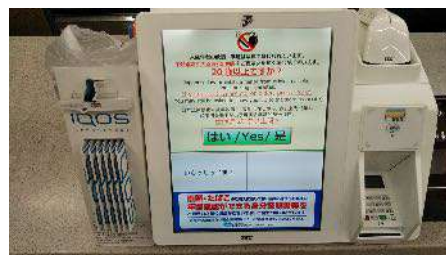
7-Eleven stores put up posters stating "Age verification is being conducted" near the checkout counters selling alcoholic beverages and tobacco and verify the age of purchasers who seem under 20 and 20s with their identification card. Besides, in cooperation with the Japan Franchise Association, Seven-Eleven Japan has established 3 months a year as a month of strengthening age verification at the time of sales of alcoholic beverages and tobacco. Seven-Eleven Japan educates and enlightens its franchisee employees not to sell them to anyone under the age of 20.

Ito-Yokado is working to prevent the sale of alcoholic beverages and tobacco to customers under 20 years of age. To raise customer awareness, it posts displays to let customers identify which products are alcohol. It makes sure to post notices informing customers that it will not sell alcohol and tobacco to customers who cannot be confirmed that they are 20 or older. All store employees receive training on how to verify the age of consumers upon joining the company. Besides, staff in charge of cash registers conducts call-and-response training to prevent the sale of alcoholic beverages and tobacco to minors before the beginning of their daily shifts. The Training Division of its head office periodically checks the implementation status.

Alcoholic beverages of Seven Premium, the Seven & i Group's private brand, are labeled following the "Voluntary code for the advertising and marketing of alcoholic beverages and the labeling of alcohol beverage containers" established by the Japan Liquor Industry Council. Seven & i Group stores that handle alcoholic beverages sell non-alcoholic beverages that can be alternatives to alcoholic beverages for customers over the age of 20.



Poster informing customers about age checks



Poster informing customers about age checks



Cashiers receiving training on the sale of alcohol and tobacco

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Internal and External Communication

Seven & i Group is utilizing the characteristics of the retail business, which is used by approximately 22.2 million customers every day in Japan alone, to promote environmental activities along with its customers. Moreover, we emphasize collaboration with various stakeholders through participation in the activities of external organizations and communication with NPOs. Further, to promote environmental activities, it is necessary for each and every one of our more than 90,000 employees in Japan to take action, so we are also focusing our efforts on awareness-raising activities for employees.



Communication with Customers

Seven & i Group is committed to environmental activities that take advantage of the distinct ability of the retail business to interact directly with many customers. In March and July of 2021, we conducted “light-down” campaigns in which some of the Group stores turned off their signboard lights as a means of thinking about the global environment along with our customers. About 7,500 Group stores took part in this.

For Environment Month in June 2021, as a donation effort to reduce food loss and waste, a “food drive” was conducted to generate donations by collecting food no longer needed at homes in the area at some Ito-Yokado and Sogo & Seibu stores. Many customers participated, and the collected food was donated to various organizations. At some Ito-Yokado stores, permanent food drive spaces have been set up where these activities are continued throughout the year.

Moreover, in consideration of the COVID-19 pandemic, we are also engaged in awareness-raising activities via the Internet and social media as complementary to efforts at stores. As an example, we started releasing “Kenja no Recipe (Recipe of the Wise)” in March 2021 with the aim of reducing food waste. On this special website, we deliver food waste-cutting recipes with the theme that through eating ingredients used “carefully, appetizingly, wisely, and without waste,” happiness extends to all of the growers of the food, cooks of the food, and diners of the food.

Support for NPOs and Other Environmental Organizations

Seven & i Holdings continues to make donations to various environmental organizations such as the Keidanren Nature Conservation Fund, which promotes wider awareness of biodiversity and supports the nature protection projects of NGOs in and outside of Japan, as well as WWF Japan, environmental and wildlife preservation group. In addition, with regard to climate change, we joined the Japan Climate Initiative (JCI), the Japan Climate Leaders’ Partnership (JCLP), and the TCFD Consortium, and for plastic issues, we joined the Japan Clean Ocean Material Alliance (CLOMA). We are making efforts to promote environmental activities in cooperation with various companies and organizations.

In addition, Seven-Eleven Japan has been conducting environment-themed social contribution activities together with franchised stores through the Seven-Eleven Foundation since 1993. Based on contributions*1 from customers collected through collection boxes placed at the counters of 7-Eleven stores, along with donations from Seven-Eleven Japan and other funds, the Seven-Eleven Foundation engages in environmental citizenship activity support projects, natural resource protection and conservation projects, publicity projects, and disaster recovery assistance projects. One of the major pillars of the environmental citizenship activities*2 is the funding of NPOs and civic groups conducting regional environmental activities. The foundation has been calling for applications each year since 2001, with the goal of seeing regional donations

used to support regional environmental activities. Over the past 21 years in total, the foundation has provided ¥2,561,540,830 in funding for 4,350 activities.

The Seven-Eleven Foundation operates the Kokonoe Furusato Nature School located in Kokonoe Town, Kusu District, Oita Prefecture and the Takao Forest Nature School in Hachioji City, Tokyo, based on the principle of “Learning from nature: how to promote coexistence and mutually beneficial relationships between people and nature and the natural environment and local communities.” The Kokonoe Furusato Nature School is engaged in projects to protect and preserve the abundant nature cultivated by the region as well as its ecosystems, history, and culture. The school’s efforts to promote creation of rice fields that coexist with nature and where living things can thrive has been designated as a project in coordination with the Japan Committee for the United Nations Decade of Biodiversity (UNDB-J). Moreover, The Takao Forest Nature School is a collaborative project with the Tokyo metropolitan government, operating in a forest of approximately 26.5 ha owned by Tokyo metropolitan government. The school’s programs include bird watching, volunteer experiences in the forest, flora observation, and craft work.

※1 Storefront donations collected in the fiscal year ended February 28, 2022 amounted to ¥436,809,753. The total amount of storefront donations collected since the fiscal year ended February 28, 1995 is ¥8,793,258,928.

※2 Assistance for environmental NPOs through public support in the fiscal year ended February 28, 2022 (including recipients of ongoing support): 272 support projects; ¥138,350,724 provided in total



Takao Forest and Nature School



Collection box placed on counters in stores



Kokonoe Furusato Nature School

Responding to Opinions and Requests

We receive and respond to opinions and requests relating to the environment from customers and civic groups at the customer feedback departments at each Group company and at the Sustainability Promotion Department of Seven & i Holdings. In 2014, when we considered the material issues that Seven & i Holdings should address, we identified our material issues upon engaging in dialogue with stakeholders including customers, business partners, shareholders and other investors, as well as those of CSR experts.

➤ [For more details about the selection process for material issues](#) 

Employee Environmental Education

In order to raise the environmental awareness of employees, Seven & i Group regularly holds training, events, and more with the aim of instilling basic knowledge and facilitating understanding of environmental matters in line with the characteristics of each of their businesses.

Conducting Group-Wide e-Learning

In response to the “GREEN CHALLENGE 2050” environmental declaration announced in May 2019, Seven & i Group has conducted Group-wide e-learning every year since 2020. In the fiscal year ended February 28, 2022, this e-learning was implemented for all Seven & i Group employees in Japan, with content that focused on introducing the status of the Group’s initiatives for the achievement of the targets in the “GREEN CHALLENGE 2050” environmental declaration, and activities that can contribute to the achievement of the targets through work and daily life.

Encouraging Group Employees to Take the Eco Test

Since the fiscal year ended February 28, 2015, Seven & i Group has been encouraging employees to pass the Certification Test for Environmental Specialists (Eco Test) as a training tool for systematically acquiring a broad knowledge about increasingly diverse environmental problems. Each group company supports test takers by subsidizing test fees, holding study sessions, and so forth. In the fiscal year ended February 28, 2022, about 900 employees passed the test (cumulative total of about 10,900 people passing the test).

Holding Environmental Events to Raise Awareness Among Employees

Seven & i Group holds internal environmental events to provide opportunities to raise the environmental awareness of employees. For example, the Group employees participate alongside 7-Eleven franchisees in volunteer activities organized by the Seven-Eleven Foundation. Major activities include such conservation efforts as forest care operations ranging from tree planting to tree thinning and undergrowth cutting at “Seven Forests” in 16 locations throughout Japan; and marine afforestation initiatives to cultivate eelgrass habitats, which purify water and reduce CO₂, thereby enriching the marine environments in Tokyo Bay and Osaka Bay. In the fiscal year ended February 28, 2022, a total of 494 people took part in such events, including personnel from Seven-Eleven Japan franchised stores and Head Office employees as well as the Group employees. Starting in 2006, the number of participants so far totals 13,712.

Additionally, we are engaged in various activities to raise employee awareness, particularly in June, which has been designated as Environment Month, and October, which has been designated as Food Waste Reduction Month. In the fiscal year ended February 28, 2022, we provided employees with opportunities to think about the environment as a personal issue by conducting such efforts as a food drive where customers could bring food they did not use at home and donate it to a food bank, the collection of empty disposable contact lens packages as a measure against plastic waste, and a recipe contest to reduce food waste at the Group stores.

> [For more details about “Seven Forest” \(in Japanese\)](#) 

> [For more details about the Tokyo Bay UMI Project \(in Japanese\)](#) 

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Sustainable Environment Conservation Activities

Seven & i Holdings collaborates with NPOs and other organizations to undertake measures that help prevent global warming and preserve biodiversity.



Working with Local Regions to Leave a Rich Natural Landscape to the Next Generation

Seven & i Holdings participates in Seven Forest creation activities run by Seven-Eleven Foundation at 16 locations across Japan to help prevent global warming and contribute to the maintenance and conservation of biodiversity. Seven Forest creation activities are carried out by employee volunteers from 7-Eleven franchised stores and locals under collaboration agreements with governments nationwide, NPOs, and others throughout Japan.

In addition, encouraging greater use of wood materials collected by forest thinning initiatives can lead to solving issues with Japan's forests. Based on this, wood material collected from Seven Forest is used within the Group for store materials and office supplies, as well as in commercialization to promote use of national resources.

➤ [For details about Seven Forest \(in Japanese\)](#)



Seven Forest Creation

Overview of Seven Forest Creation



Seven-Eleven Foundation

Seven-Eleven Foundation was established in 1993 for 7-Eleven stores and Seven-Eleven Japan to work together as one on environmentally-themed social contribution activities. Using money collected from in-store donation boxes and donations by Seven-Eleven Japan, the foundation engages in projects related to environmental citizenship activity support, nature conservation, public engagement, and disaster reconstruction assistance. In the fiscal year 2021, in-store donations totaled ¥436,809,753 and ¥138,350,724 were used to make grants to 272 environmental citizenship projects (including ongoing projects), which supports environmental activities led by local citizens.

Seven-Eleven Foundation, in cooperation with various organizations, and based on the theme of restoring a rich natural environment, has continued its Seven Forest Creation activities to protect the natural cycle of forests, riparian forests, and ocean, as well as to increase CO₂ absorption and oxygen production. For our Mountain Forest Creation initiative, we carry out nurturing activities from tree planting to weeding and thinning, which leads to the conservation and restoration of abundant forests. Furthermore, as for Seven Forest Creation in the Sea project, the foundation is working to increase the amount of eelgrass, which purifies seawater quality and helps preserve biodiversity by absorbing CO₂ in the sea and accumulating carbon. Seven-Eleven Foundation has concluded agreements with governments/municipals and NPO



corporations, and is working with 7-Eleven franchised stores and citizens towards the goal of creating our natural environment where rich biodiversity can co-exist with the local people.

In March 2021, Seven-Eleven Foundation concluded the "Cooperation Agreement on Environmental Conservation and Collaborative Efforts" with the Ministry of the Environment, and the Environmental Partnership Council (EPC), which is an organization entrusted with the Global Environmental Outreach Centre (GEOC).









The foundation also operates the Kuju Furusato Nature School and Takao Forest Nature School under the foundation's basic philosophy of "learning from nature on the coexistence and co-prosperity of people and nature, the natural environment and local communities." Both schools collaborate with government agencies, companies, and educational institutions through activities to protect and preserve the natural environment. The schools also contribute to human resource development by providing learning experiences such as the importance of biodiversity, local nature, history, the culture of the region, and pass them on to future generations. Not only educational activities but the schools also engage with research activities. The Kuju Furusato Nature School has been registered as a monitoring site to the "Monitoring Site 1000" project operated by the Biodiversity Center of the Ministry of the Environment and has been monitoring flora and fauna since 2007. The Takao Forest Nature School has also been registered since 2018. Kuju Furusato Nature School's "Decade of Rice Paddy Biodiversity Enhancement Project" is registered as an authorized collaborative project of the United Nations Decade of Biodiversity Japan Committee (UNDB-J).


➤ [Seven-Eleven Foundation website \(in Japanese\)](#) 

Operation of learning facilities for the protection and preservation of the natural environment

Name	Web Link (Japanese)
Takao Forest Nature School	LINK 
Kuju Furusato Nature School	LINK 

Examples of partnerships to protect and preserve the natural environment

Name	Details	
The Ministry of Environment "Monitoring Site 1000"	Participation in continuous activities to collect and accumulate natural environment data since 2007	Link (Japanese) 
	The Ministry of Environment	Link 
"Cooperation Agreement on Environmental Conservation and Collaborative Efforts" (Link ) (Japanese)	Environmental Partnership Council (EPC), which is entrusted with the Global Environment Outreach Centre (GEOC)	Link 
Seven Forest Creation	Promoting healthy forest development through forest nurturing activities ranging from tree planting to clearing and thinning	Link (Japanese) 
Seven Forest Creation in the Sea	In addition to beach cleanups, the project promotes restoring water quality, planting CO ₂ -absorbing plant - eelgrass to enhance the healthy ocean environment.	Link (Japanese) 
Mt. Fuji Conservation Activities	Since 1994, with the cooperation of the Mt. Fuji Club (NPO), cleanup and removal of invasive species have been conducted on both the Yamanashi and Shizuoka sides of the mountain.	Link (Japanese) 
Kiritappu Wetland National Trust	In order to pass on the rich ecosystem of Kiritappu wetland to the next generation, the foundation promotes the National Trust Movement together with the Kiritappu Werland National Trust (NPO)	Link 

Name	Details	
The United Nations Decade of Biodiversity Japan Committee (UNDB-J)	"Decade of Rice Paddy Biodiversity Enhancement Project" is registered as an authorized collaborative project with UNDB-J	Link (Japanese) 

UMIGOMI Zero WEEK (Sea Waste Zero Week)

Seven-Eleven Japan supports the Umi-to-Nippon Project (Ocean and Japan Project)—run by the Ministry of the Environment and the Nippon Foundation—and carries out the UMIGOMI Zero WEEK (Sea Waste Zero Week), among other regional cleanup projects. The company has also participated in events such as a cleanup project in the Shonan Enoshima area in May 2019, followed by another in May 2022 in Shibuya Center Street, as well as implementing other local cleanup projects. Franchise store owners, employees, and Head Office employees participated, along with employees of the Group companies and others. We remain committed to creating a beautiful community and conserving the environment through environmental beautification projects all over the country.



Sea Waste Zero Week (in Enoshima)



Sea Waste Zero Week (in Shibuya)

Green Wrapping

Sogo & Seibu is promoting the use of "green wrapping," for customers when they order gifts, which sends the message of "keeping the earth's environment in mind." This involves the purchase of a wrapping ribbon with a leaf-shaped tag mascot for an additional price of ¥100 (including tax), of which ¥50 is donated to tree planting and growing activities. One tree is planted for every 80 ribbons sold. In addition, customers purchasing ochuugen and oseibo (summer and winter) gifts who agree to simple packaging also contribute to tree planting, with one tree planted for every 4,000 gifts that use the simple packaging option. (Between 2009 and the end of February 2022, a total of 18,233 trees were planted under this initiative.)



Green Wrapping



Employees carefully plant seedlings provided by the kindness of customers

Sale of Rice Cultivated while Protecting the Environment and Biodiversity

Ito-Yokado sells a rice series that is cultivated with measures designed to protect the environment and biodiversity in place. It not only uses fewer agrichemicals and chemical fertilizers, but also encourages agroecology, in which rice fields also serve as wildlife habitats. A portion of sales are donated for the purpose of making environmental improvements. In the fiscal year ended February 28, 2022, sales of Koshihikari Rice Nurturing White Storks provided approximately ¥40,000 for nurturing oriental white storks, while sales of Sado, Niigata Prefecture- Produced Koshihikari Rice Certified by the Creating Villages Coexisting with Crested Ibis Program provided approximately ¥70,000 to the Fund for the Improved Habitat for the Japanese Crested Ibis.



Rice cultivated while protecting the environment and biodiversity

Participating in the Green Down Project

Ito-Yokado has been participating in the Green Down Project, the objective of which is appropriate disposal and recycling of down products. As of March 2020, Ito-Yokado stores have perfected their systems for collecting down jackets, now enabling drop-off of down futons and down jackets at all times. Also, as of November 2020, approximately 70 store locations had begun selling products made of down collected and recycled through this project.

From March 2020 to December 2021, a total of 3,268 down items were collected from customers through this project. The revenues garnered from selling these items, approximately ¥760,000 (excluding tax), were donated to the Kiritappu Wetland National Trust, an organization that works for the conservation of key habitats for water fowl.

Donation of Revenues from Paid Plastic Bags

The three companies of Ito-Yokado, York-Benimaru, and York, are working on reducing plastic bag use, intending to resolve such global environmental issues as ocean plastics pollution and CO₂ emission reduction. To further curb the negative impact on environment, the companies have been selling only environmentally-friendly plastic bags to customers since July 1, 2020. Revenues^{※1} of the three companies from these bags totaled approximately ¥63,920,000^{※2}. The revenues were gifted to approximately 20 organizations, including municipal governments, for broad use in environmental conservation initiatives.

※1 Amount after subtracting raw material costs from sales revenues

※2 Total for the period of January 1, 2021–December 31, 2021