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.

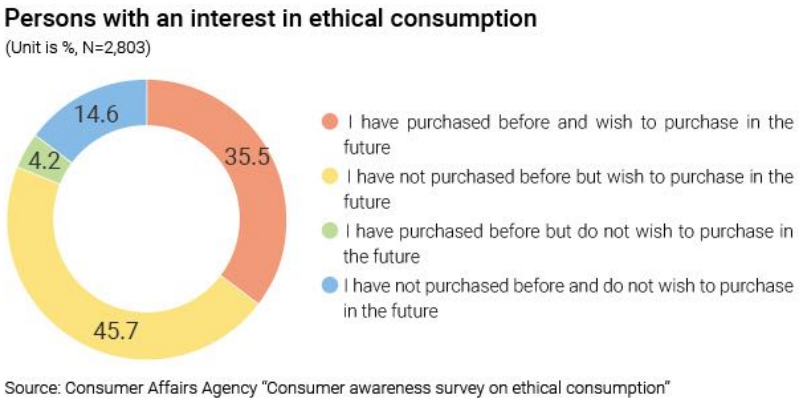
* The word "ethical," in addition to its conventional meaning, has been increasingly associated with environmental preservation and social contribution in recent years.

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)"



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

Communication with Customers >

Appropriate Sales and Information Disclosure for Products and Services >

Internal and External Communication >

Sustainable Environment Conservation Activities >

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.

› 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 29, 2024, 170 employees from 10 Group companies participated in the training.

Main Training Themes in FY2023

- Telephone Response Training (for secondary responders)
- Methods for Responding with Empathy to Customers' Feelings
- Customer Harassment Countermeasures to Protect Employees

Customer support personnel training

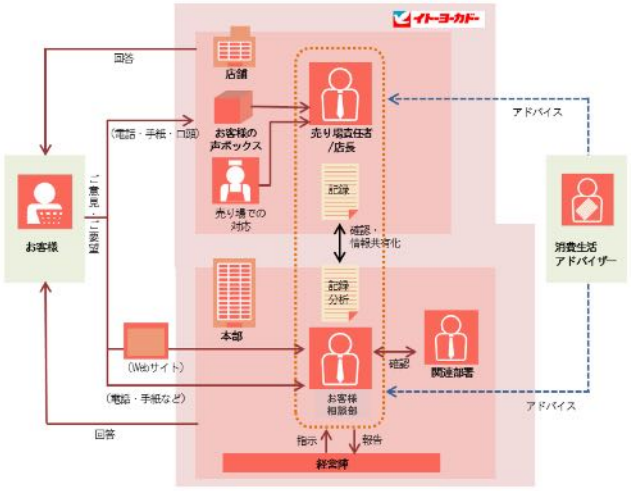
Collecting Customer Feedback

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, 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.

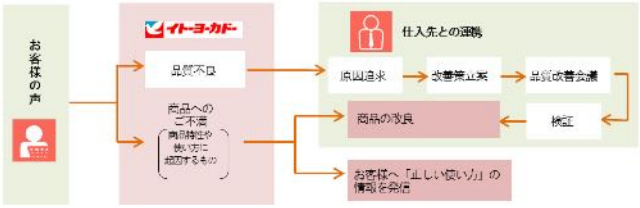
Percentage of customers responding “very satisfied” (from Ito-Yokado questionnaires)

April, 2022	July, 2022	November, 2022	January, 2024
20.6%	21.1%	22.3%	22.3%

* sample size of the questionnaire conducted in April, 2022: approx. 81,000, conducted in July, 2022: approx. 74,000, conducted in November, 2022: approx. 70,000, and conducted in January, 2024: approx. 75,000
* 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.

> Official Seven Premium Website (in Japanese)

> For more details about the private-brand product development system (in Japanese)

Sales of Warm Water

Seven-Eleven Japan promptly shares comments and suggestions received from customers with the relevant departments. We also hold regular meetings with departments in charge of customer support and product development; undertake initiatives to develop, improve, and enrich our products; and introduce case studies of product improvements based on customer feedback on our website. As part of these initiatives, Seven-Eleven Japan began selling bottled warm water in stores throughout Japan in November 2022. The sale of hot water in some stores in February 2022 was in response to customer requests such as “I would like to see hot water being sold” and “It would be nice to have hot water available for when I am taking my medicines,” and the numerous positive feedback to hot water sales led us to make it available for purchase nationwide.

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.

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.19,700 fourth-generation ATMs nationwide with an expanded privacy area, large and high-visibility displays, and universal design (as of the end of March 2024).

> For more details about the Seven Bank fourth-generation ATM (in Japanese)

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 ended February 29, 2024, 6,362 employees took the "General Labeling (including food)" course and a total of 3,345 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.

Poster informing customers about age checks

Poster informing customers about age checks

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.

Cashiers receiving training on the sale of alcohol and tobacco

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.

Internal and External Communication

Internal and External Communication

Seven & i Group is utilizing the characteristics of the retail business, which is used by approximately 22.3 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 80,000 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.
As part of this commitment, to coincide with Environment Month in June 2023, we introduced our development of products which combine environmental friendliness and quality via in-store posters and a dedicated website, with the aim of raising customer awareness of environmentally friendly products and of creating opportunities to reflect about and act together in relation to the environment.
Ito-Yokado additionally began an initiative for the collection and recycling of used cooking oil generated in households using special returnable bottles in 2023, with all stores in Tokyo subsequently implementing the initiative in 2024. The used cooking oil collected is being utilized, for example, in the production of soap and ink solvents.

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 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 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.
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.

Donation Amounts at Seven-Eleven Storefronts

FY2021	FY2022	FY2023
¥436,809,753	¥429,428,907	¥404,599,793

* The total amount of storefront donations since fiscal year 1994 is ¥9,627,287,628.

Grant Achievements for Environmental Civic Activities (including continuous grants)

	FY2021	FY2022	FY2023
Total Number of Grants	272	285	268
Total Amount of Grants	¥138,350,724	¥155,361,354	¥161,864,664

*The cumulative number of grants since fiscal year 2001 is 4,903, and the total amount of these grants is ¥2,878,766,864.

Takao Forest and Nature School

Collection box placed on counters in stores

Kokonoe Furusato Nature School

Responding to Opinions and Requests

Seven & i Group receives and responds to opinions and requests relating to the environment from customers and civic groups at the customer support departments of each Group company and at the Sustainability Development Department of Seven & i Holdings. In 2022, when we revised 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 sustainability experts.

› For more details about the revision 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, 2024, 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.

* Certification Test for Environmental Specialists (Eco Test) is a registered trademark of the Tokyo Chamber of Commerce and Industry (TCCI)

Number of Persons Who Acquired Eco Test Certification

FY2021	FY2022	FY2023
Approx. 900	Approx. 800	Approx. 500

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 19 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. Personnel from Seven-Eleven Japan franchised stores and Head Office employees as well as the Group employees take part in these activities.
Additionally, we are engaged in various activities to raise employee awareness, particularly in October, which has been designated as Environment Month. In the fiscal year ended February 29, 2024, we conducted a food drive, involving households bring in surplus food to donate to a food bank, and tested an app that encourages environmentally friendly behavioral changes. In March 2024, this app commenced full-scale operations and, as of September 2024, 15 Group companies are providing employees with opportunities to reflect on environmental and societal issues as matters which directly concern them.

Number of Participants in "Seven Forest" Activities

FY2021	FY2022	FY2023
494	1,052	1,771

* Cumulative total of 21,842 participants

› For more details about “Seven Forest” (in Japanese)

› For more details about the Tokyo Bay UMI Project (in Japanese)

Sustainable Environment Conservation Activities

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

Seven & i Holdings has endorsed the principles of the Task Force on Nature-Related Financial Disclosures (TNFD) as a means to enhance and promote Seven & i Group's natural capital-related and biodiversity conservation and restoration initiatives. In 2023, we joined the TNFD Forum in January, the SBTN Corporate Engagement Program in February, and the 30by30 Alliance for Biodiversity in September; and we are furthering our preparations for TNFD-based analyses and disclosure.

- For more details about the TNFD Forum
- For more details about the SBTN Corporate Engagement Program
- For more details about 30by30 Alliance for Biodiversity

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

The Seven-Eleven Foundation, a general incorporated foundation, promotes the creation of "Seven Forests" at 19 locations nationwide with the aim of contributing to the prevention of global warming and the maintenance and conservation of biodiversity. The creation of "Seven Forests" involves signing agreements with local governments and NPOs across the country, and recruiting volunteers from Seven-Eleven franchise store employees, headquarters staff, and local citizens.
Seven & i Holdings promotes the use of thinned wood as a solution to the problems faced by Japan's forests. As part of this initiative, some products under the group's private brand, "Seven Premium", use packaging and containers made from thinned wood from "Seven Forests". Additionally, the wood materials obtained from "Seven Forests" are used for store materials and office supplies within the group, and efforts are being made to commercialize these materials to promote the use of domestic wood.

- For details about Seven Forest (in Japanese)
- For details on Use of Forest Thinning Materials

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.
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, satoyama woodlands, rivers, 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 local governments/municipalities and NPO corporations, and is working with 7-Eleven franchised stores, headquarters staff, 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). In April 2023, we signed the “Cooperation Agreement on Environmental Conservation and Collaborative Efforts in National Parks,” with the aim of joint action and cooperation on environmental conservation activities in national parks alongside the Ministry of the Environment's Nature Conservation Bureau and organizations engaged in local community activities.
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 those on 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 2008. 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).

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› 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 2008	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; Seven Forest Creation in the Sea	Forest nurturing activities from tree planting to clearing and thinning and activities to purify water quality and produce oxygen, as well as activities to restore eelgrass beds which reduce CO2 levels	Link (Japanese)
Tokyo Bay UMI Project	In addition to beach cleanups, the project promotes restoring water quality, planting CO_2-absorving 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
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)

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 the proceeds from the products is donated to environmental maintenance in the production areas. In the fiscal year ended February 29, 2024, approximately 16,000 yen was donated to the Toyooka City Oriental White Stork Fund from the sale of "Koshihikari Rice Nurturing White Storks," and approximately 48,000 yen was donated to the Sado City Toki Environmental Maintenance Fund from the sale of "Certified Rice from the Home of Living with Crested Ibis Niigata Prefecture Sado Koshihikari".

Environmentally Friendly and Nature-Symbiotic Cultivated Rice

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 2023, a total of 5,613 items were collected, and the proceeds from their sale, amounting to approximately 170,000 yen (including tax), were donated to the Certified NPO Kiritappu Wetland National Trust, an organization dedicated to preserving wetlands that are crucial habitats for waterfowl.