

# Corporate Social Responsibility

## Commitment to Be an Environment- and People-Friendly Department Store

J. Front Retailing is working with customers and suppliers to conserve the global environment toward the building of a “sustainable society” for the 21st century. Daimaru and Matsuzakaya, which manage the core department store business, operate an ISO 14001-based environmental management system to continuously reduce the effects on the environment.

### ■ Energy Use Reduction

By carefully controlling lighting and air conditioning as well as participating various activities including “weaker air conditioning in stores” and the “Light Down Campaign” promoted by the Japan Department Stores Association, all employees are making energy saving efforts to reduce CO<sub>2</sub> emissions and prevent global warming. On the occasion of replacing equipment or opening new stores, energy-efficient appliances are introduced.

### ■ Reduction of Packaging Materials

JFR develops company-wide packaging standards and provides training based on a smart wrapping manual so that all employees can pack in an ununused and appropriate manner. Our stores promote “simple packaging” and “one-bag campaign” to put all stuff in one bag with the cooperation of customers. JFR also develops and sells “eco bags” with a focus on design and added value to offer a department store-like shopping style.

Specifically, original eco bags “with carbon offsets” are sold in all 25 stores of Daimaru and Matsuzakaya. A carbon offset fee of ¥50 per bag is added. JFR has acquired emission credits generated from a wind power project in India and expects to reduce CO<sub>2</sub> emissions of about 14 kg per bag.



〈Eco bags〉

¥500 including tax/Black and beige/Pocketable  
100%PET bottle recycled polyester

### ■ Reduction and Recycling of Waste

JFR implements thorough waste separation to decrease final waste and promote recycling. Food waste is recycled as fertilizer by the “garbage disposers” installed in stores. We also outsource the recycling of fish trimmings and food oil waste as fertilizer, feed, biofuel and soap according to the output situation of each store.

Vegetables grown using organic fertilizer recycled from food waste from Daimaru stores are sold in Daimaru and Matsuzakaya stores.

### ■ Offering Environment-Friendly Lifestyles

JFR provides ideas for smart “eco”-friendly living as a priority item of the environmental activities in department stores. We offer “environment-friendly products and services” based on our own selection criteria, while actively suggesting “eco-friendly products” to outside corporate customers and accepting orders from them and organizing environmental events.

Recently, we began to offer repair, remaking and reform services as “environment-friendly services.” They are environmental activities to cater to customers’ wishes to use long the items they are attached to and not to throw them away when they become old. JFR also holds a “Recycle Fair” to collect used clothing.

### ■ Creating Comfortable and Customer-Friendly Stores

Daimaru and Matsuzakaya stores regularly carry out emergency drills for all workers and introduced the Earthquake Early Warning system that issues real-time alerts over the in-store PA system just as an earthquake starts. (This system is installed in Daimaru Shinsaibashi, Umeda, Tokyo, Kyoto, Kobe, Sapporo, Shinnagata, Suma and Ashiya and Hakata Daimaru Fukuoka Tenjin stores and all Matsuzakaya stores. It will be introduced to all other stores.)

AED (automatic external defibrillator) units are installed in all stores and 1,443 employees from all stores (881 from Daimaru and 562 from Matsuzakaya) have completed training in normal lifesaving so that we can provide an initial response in case of emergencies.

(Some stores that occupy as tenants share AED units with building owner companies.)

## Regional and Social Contribution Activities

### ■ Regional Revitalization

Daimaru and Matsuzakaya as community-based department stores actively participate in creating pleasant and beautiful towns that attract people in cooperation with local people and the governments. The stores also support local industries and new designers through business operations and make environmental efforts that customers and local people can take part in.



#### [Major participation in local events]

##### ● Daimaru

Sapporo : Sapporo Snow Festival/YOSAKOI Soran Festival  
Kobe : Luminarie/Motomachi East Jazz Picnic  
Hakata Daimaru Fukuoka Tenjin :  
Hakata Gion Yamakasa Festival  
Shimonoseki Daimaru: Shimonoseki Kaikyo Festival

##### ● Matsuzakaya

Nagoya : Sakae Minami Music Festival  
Ikeda Park Summer Festival  
Domannaka Festival  
Ueno : Grand Festival of Gojo Tenjin Shrine  
Shizuoka : Lovely Town Shizuoka (Seasonal events)  
Takatsuki : Takatsuki Jazz Street

### [Support for Local Industries and Learning]



#### 〈Kobe Creator Selection “DRAFT!”〉

Kobe Fashion Organization, Kobe City and other organizations organize this audition event to provide new fashion creators with opportunities of publishing and selling their works. Daimaru has participated in it since the beginning and sells these jointly designed products in the handbag department “Meiprior” of its directly managed stores.

#### 〈Environmental Study and Sales Experience〉

Daimaru and Matsuzakaya stores help the integrated learning of local elementary and junior high school students by showing their environmental activities and providing opportunities to try out jobs in department stores.

### ■ Social Action Programs

We continue the efforts to widely contribute to the communities using the department store’s capabilities to draw customers and transmit information.

Our stores organize charity bazaars, run fund-raising campaigns and participate in events in order to preserve the global environment, support the regions suffering from severe hunger and poverty and enlighten people for safe and healthy living.

#### [Christmas Charity Shop]

Daimaru and Matsuzakaya stores organized an auction of the original works of a famous paper cutout artist Robert Ryan and charity sales of original goods, as well as collecting donations to support the activities of “Save the Children Japan,” the UN-authorized private international aid organization for children.

#### [Disaster Fund-Raising Campaigns]

When major disasters occur, we run fund-raising campaigns in stores and offices and send relief supplies to disaster areas through the Japanese Red Cross Society.

#### [PET Bottle Cap Collection Campaigns]

Special boxes are placed in the Elgala Passage Plaza of Hakata Daimaru Fukuoka Tenjin store, the customers’ rest space and employees’ cafeteria and tearoom of Matsuzakaya Nagoya store and the employees’ rest areas on all the floors of Matsuzakaya Ueno store to collect PET bottle caps.

We send collected caps to recycling companies through the NPO “Ecocap Movement” to use them as recycling materials. Proceeds from the sale of these caps are used by the NPO “Japan Committee Vaccines for the World’s Children (JCV)” to buy vaccines for developing countries.

#### [Rooftop Greening]

Daimaru Kyoto and Kobe stores have open spaces covered with natural grass on the rooftops. They serve as urban oases where visitors can relax, as well as reducing the heat-island effect.

Kobe store also has a vegetable garden and the children attending Yume Nursery plant potatoes there in March. After harvesting them at the end of June, the children made themselves and ate curry.

#### [Cleaning Activities and Clean Campaign]

We are working with community groups to rid the streets of illegally parked bicycles and remove graffiti, while cleaning the streets around the stores on a regular basis.

#### [Promotion of Public Transportation Use]

Shimonoseki Daimaru ran a “Going-Shopping-by-Bus Campaign” jointly with Seamall Shimonoseki and Sanden Kotsu, in which customers received 50% off bus fares with purchases, in order to reduce CO<sub>2</sub> emissions by encouraging them to use public transportation instead of their private cars. The campaign drew a great response.

Matsuzakaya Okazaki store became one of about 230 “Town Bus Ticket Service Stores” in the city and issues the customers making purchases with service tickets that allow a free bus ride in order to encourage them to visit the store by public transportation.