

Creation of Prosperous Communities in Which People Gather with Stores at the Core → [Collaboration with Local Communities](#)

## Collaboration with Local Communities

Using its strength of having stores nationwide and the know-how of retail, the Group will revitalize local areas in collaboration with local stakeholders including governments, schools and NGOs. We also support local suppliers affected by the COVID-19 pandemic.

### Local Attractiveness Found and Communicated by Stores

Using its strength of having stores nationwide, the Group contributes to revitalizing local areas by finding and communicating local attractiveness. We will promote local revitalization through initiatives for *chisan-chisho*, or local production for local consumption, such as Daimaru Matsuzakaya's project Think LOCAL and Parco's crowdfunding BOOSTER.

#### Chisan-chisho through Daimaru Matsuzakaya Department Stores' Think LOCAL project

As part of its sustainability activity, Daimaru Matsuzakaya Department Stores engages in the Think LOCAL project that considers local problems and supports the area. In September 2020, the company ran the Let's Buy, Eat and Be a Part! Campaign consisted of online sales of local specialties from around the country and a digital charity through which donations go to NPOs, etc. in the areas where the stores are located. The company carried out the Best of Japan Delivered to Your Door from Local Food Mart, which sold recommended delicacies



online from where its stores are located, and the online fundraising to support local companies, facilities and organizations affected by the COVID-19 pandemic.

#### Local revitalization through Parco's crowdfunding BOOSTER\*

Parco has evolved its initiatives for local revitalization using crowdfunding BOOSTER, which is jointly operated by Parco and Campfire, Inc. In October 2020, the company, mainly Sendai PARCO, launched #Stand by Tohoku project, which supports traditional crafts, local products, etc. from six prefectures in the Tohoku region to support the artisans and companies that have overcome the Great East Japan Earthquake and have proceeded powerfully.

\*Crowdfunding site jointly operated by Parco and Campfire, Inc., which is one of Japan's largest crowdfunding platforms



BOOSTER #Stand by Tohoku

### Industry-Academia Partnership to Develop Future Generations

The Group promotes industry-academia partnership agreements to develop future generations.

The Matsuzakaya Nagoya store concluded a comprehensive partnership agreement with National University Corporation Nagoya University in 2017 for the purpose of developing the local area and human resources in the fields of culture, industry, education, and so on. As part of this initiative, we opened an innovation facility Sakae College "Common-S" in 2019.

The Daimaru Kobe store concluded a comprehensive partnership agreement with Kobe Gakuin University in 2018 to revitalize local communities and promote life education. The parties provide local disaster prevention and mitigation education ahead of the rest of Japan to apply the lessons from the earthquake.

Parco concluded an industry-academia partnership agreement with Showa Women's University in February 2021 for the purpose of practical, project-based learning and regional revitalization. Students will address real issues in society and business and utilize their fresh sensibilities to identify issues faced by society and propose plans to solve them.



**WEB** → Initiatives with Showa Women's University (Japanese only)