

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

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

Environmental Policy of J. Front Retailing Group

Recognizing our roles and responsibilities to hand down the irreplaceable global environment to the next generation, we at J. Front Retailing Group proactively promote “environment-friendly corporate management” toward “the realization of a sustainable society” with customers, business partners and community members.

1. Recognizing the environmental impacts and their causes, we will establish structures and systems to promote environmental conservation activities through the business activities of the Group companies and actively work on reducing environmental load.

1 Effective use of resources and energy

2 Reduction of CO₂ emissions

3 Waste reduction and recycling

4 Provision of environment-friendly products, services and information

5 Promotion of environmental conservation activities with customers, business partners and community members

2. We will comply with the requirements of environmental laws, regulations and agreements.

3. We will raise awareness of environmental conservation through training and educational activities to strengthen the foundations on which each worker in the Group will tackle environmental tasks voluntarily.

4. We will make this environmental policy known to all workers of the Group companies and make the policy available to the public.

Reduction of Packaging Materials

At Daimaru and Matsuzakaya stores, we repeatedly provide training based on a smart wrapping manual. Smart wrapping means that a customer selects packaging that is fit for purpose. It is one of the campaigns promoted by the Japan Department Stores Association to help reduce paper bags, plastic bags and wrapping paper.

Sales of original eco bags

Original eco bags are sold in all Daimaru and Matsuzakaya stores to promote resource saving and reduce waste by encouraging customers to bring their own shopping bags. In fiscal 2012, we have changed their design so that more customers will use them. A carbon-offset fee of ¥50 per bag is added. We acquired emission rights via a wind power project in India and expect to reduce CO₂ emissions of approximately 14 kg per bag.

Original eco bag of Daimaru Matsuzakaya Department Stores designed by Wakisaka Katsuji at SOU・SOU, a textile designer working for renowned overseas brands as well



Energy Use Reduction

At Daimaru and Matsuzakaya stores, we are promoting energy saving facility replacement including the replacement of the existing lighting fixtures with LED units, the introduction of inverters to control air conditioners, elevators and escalators and the use of highly efficient air conditioning heat sources to reduce energy use and prevent global warming. All employees are making energy saving efforts by carefully controlling lighting and air conditioner temperature as well as participating in various activities including “raising air conditioner temperature settings in stores during summer” and “the Light Down Campaign” promoted by the Japan Department Stores Association.

Promoting the replacement of store lighting fixtures with LED units

At Daimaru and Matsuzakaya stores, we are replacing the existing lighting fixtures with LED units to reduce electricity consumption and CO₂ emissions. Since LED lights generate much less heat compared to halogen lights, they contribute significantly to improving the efficiency of in-store cooling.

At Daimaru Umeda store, which made its grand opening with more floor space on April 19, 2011, approximately 35,000 LED lighting fixtures were installed on the ceilings on all floors. Lighting in back-office areas was also replaced with highly efficient Hf-type motion sensor fluorescent lights. At other stores, we already replaced 85,000 units, which represent 19% of the ceiling lighting fixtures of all stores, including 10,000 units at Matsuzakaya Ueno store, 9,000 units at Daimaru Tokyo store and 7,000 units at Matsuzakaya Nagoya store, during fiscal 2011 and annual electricity usage at all stores is expected to decline by 12 million kwh.

In response to the supply and demand balance of local electric power companies and the power saving requests from the government, we will continue to install LED units at Daimaru and Matsuzakaya stores to use less electricity.



Received the Grand Prix of 2010 Energy Saving Lighting Design Awards from the Ministry of the Environment (Umeda store)

Reduction and Recycling of Waste

At Daimaru and Matsuzakaya stores, we implement thorough waste separation to decrease waste and promote recycling. We are promoting recycling systems by using collapsible containers and standardized hangers for department stores to reduce packaging and the total amount of waste.

In our store staff cafeterias, we use chopsticks that can be washed and reused instead of disposable *waribashi* chopsticks.

In order to reduce food waste, we recycle it as feed and fertilizer by placing garbage disposers in Daimaru Tokyo, Kyoto, Kobe, Sapporo and Matsuzakaya Ueno stores and outsourcing its disposal in Daimaru Shinsaibashi, Umeda, Sapporo, Matsuzakaya Nagoya and Toyota stores. We measure the amount of all food waste and feed back the results to the departments generating such waste every month to raise awareness of waste reduction.

■ Proposing Environment-Friendly Lifestyles

At Daimaru and Matsuzakaya stores, we provide ideas for smart eco-friendly living as a priority item of their environmental activities.

After the Great East Japan Earthquake in March 2011, we are actively offering products and organizing events including disaster relief actions and fairs to support power saving life in response to restrictions on electricity usage imposed due to the nuclear plant accident to meet changes in social conditions and customer demands.

To spend hot summer comfortably — Proposing the latest Cool Biz styles for each generation

At Daimaru and Matsuzakaya stores, we proposed the “Ultra Cool Biz” styles as advanced Cool Biz styles that are comfortable and sophisticated in summer 2011. We participated in the Super Cool Biz 2011, a kickoff event for the Super Cool Biz styles proposed by the Ministry of the Environment and presented the Ultra Cool Biz styles. Featuring our officers and employees as models, we presented the Ultra Cool Biz styles for each generation that are both functional and fashionable, that is, cool and stylish as business attire, on our website and in a newspaper ad.

In summer 2012, we are proposing further advanced Smart Cool Biz styles that are good looking and smart.



Launched the “make a smile PROJECT” on the theme of environmental and social considerations

At Daimaru Kobe store, we launched an event focused on ethical consumption on August 31, 2011. It was named the “make a smile PROJECT” and we offered products and experiences that lead to social contribution, including organic items and other eco-friendly goods and fair trade products that help protect the environment, foster industries and create jobs in developing countries to make someone happy. The project was reported in many mass media including televisions and newspapers and received a great response.

■ Creating Customer-Friendly and Comfortable Stores

Regular emergency drills and the introduction of the Earthquake Early Warning system

At Daimaru and Matsuzakaya stores, we organize self-defense firefighting teams and regularly carry out drills for all workers so that we can promptly notify of and extinguish a fire and guide customers to safety. When an earthquake measuring 5-lower or more on the Japanese intensity scale occurs, we receive the Earthquake Early Warning alert, which is automatically announced over the in-store PA system in real time. We repeatedly hold emergency evacuation drills based on our emergency action manual so that we can take the most appropriate action reflexively in case of emergency.

When the Great East Japan Earthquake occurred on March 11, 2011, our store staff in the Tokyo metropolitan area could quickly and safely evacuate customers based on these drills.



At the disaster prevention center of Daimaru Tokyo store, we have centralized control through various monitors to confirm the safety of the whole building.

Installed AED (automatic external defibrillator) units in all stores

We installed AED (automatic external defibrillator) units in all Daimaru* and Matsuzakaya stores and present normal lifesaving training sessions in these stores so that we can provide an initial response in case of emergency.

※Some stores that are tenants share AED units with building owner companies.

Making our stores barrier-free

On the occasion of the grand opening of Daimaru Umeda store with increased floor space in April 2011, we made it barrier-free.

【For parents with children】

- Lending out strollers at the east information booth on the 1st floor and at the Baby Salon (self-service style) on the 10th floor.
- The Baby Salon on the 10th floor (east) has a nursing room, a diaper vending machine, a beverage vending machine and coin return strollers.
- Toilets with baby holders in which they can keep their babies sitting at ease are available in women's and men's bathrooms on all floors.
- Stroller accessible toilets are available in women's bathrooms on the 2nd basement, 2nd, 5th, 6th and 8th to 13th floors and a men's bathroom on the 10th floor.

【For the disabled and the elderly】

- Wheelchair accessible bathrooms are available on the 3rd, 9th, 12th, 14th and 15th floors. (Ostomate toilets are available on the 3rd and 14th floors.)
- Two universal fitting rooms are available. (The Formal Salon on the 7th floor and the pick-up booth of finished men's clothes on the 9th floor)

Social Contribution Activities

As a business group that contributes widely to society, J. Front Retailing actively engages in great earthquake relief activities and participates in charity bazaars and events to protect the global environment, support the regions suffering serious starvation and poverty and raise awareness about living a safe and healthy life.

Regional Revitalization and Support Activities

Daimaru and Matsuzakaya stores as community-based department stores actively participate in creating pleasant and beautiful towns that attract people in cooperation with local people and governments and make environmental efforts that customers and local people can take part in.

Major participation in community events

Daimaru

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

Matsuzakaya

- Nagoya: Nagoya Festival
Domannaka Festival
- Ueno: Grand Festival of
Gojo Tenjin Shrine
- Shizuoka: Shizuoka Festival
(Seasonal events)
- Takatsuki: Takatsuki Jazz Street

Environmental study and sales experience



Daimaru and Matsuzakaya stores accept local elementary and junior high school students during spring consecutive holidays and summer vacation and help their integrated learning by showing the stores' environmental activities and providing opportunities to try out jobs in department stores.

Completed a pump well in Baro Paika Village, Bangladesh

At Daimaru Umeda store, we sold eco charity tumblers in collaboration with women's, men's and children's apparel brands from April to May and from October to November 2009 and donated their sales proceeds of approximately ¥729,000 to build a well in Bangladesh through the Japan Asian Association & Asian Friendship Society, which builds wells across Asia to supply safe water and helps local people live an independent life.

In Bangladesh, health damage caused by the pollution of groundwater has been recognized as a social problem since the mid-1990s. Recently we were informed that an approximately 250-meter-deep well was completed in Baro Paika Village, Ratnapur Union, Agailjhara Upazilla, Barisal District, which has 3,400 residents. We hope that the safe water pumped up from the well will help the village people maintain good health.



Support to the Pink Ribbon Movement (breast cancer educational activities)

The Pink Ribbon Movement is educational activities to disseminate the correct information on breast cancer detection and encourage early detection. JFR Card Co., Ltd. has supported the Pink Ribbon Movement since April 2010 by donating the money raised from customers and the amount of money in proportion to the number of the holders of Sakura Panda Card and the amount purchased with the card during the Pink Ribbon Movement Awareness Month (October) to the NPO "J. POSH (Japan Breast Cancer Pink Ribbon Movement).



Sakura Panda helped raise money for the Pink Ribbon Movement (Daimaru Shinsaibashi store)

Daimaru Kobe store "Pink Ribbon campaign in Daimaru Kobe store"

Supporting the 8th Pink Ribbon Festival organized by the city of Kobe during the period from October 1 to 31, 2011, Daimaru Kobe store exhibited the Pink Ribbon Nail Art Collection in the store and held seminars with cooperation from local clinics to raise awareness of the importance of breast cancer detection and encourage checkups.

Matsuzakaya Nagoya store

"Campaign to support the Pink Ribbon Smile Walk Nagoya"

Matsuzakaya Nagoya store supported the Pink Ribbon Smile Walk Nagoya, the main event of the Pink Ribbon Festival held for the first time in Nagoya on October 8, 2011.

Hakata Daimaru Supporting "the Pink Ribbon Movement" and "Teal & White Ribbon"

Designating March 8 as Mimosa Day and the 8th day of each month as Women's Appreciation Day, Hakata Daimaru provides various events and services as a mark of respect for women. The store has supported Teal & White Ribbon (awareness campaign to prevent cervical cancer) since March 2011 in addition to the Pink Ribbon Movement.

"Collect PET Bottle Caps to Provide Vaccines to the World's Children!" Campaign

Collection boxes are placed on the sales floors and in the employee facilities of Daimaru and Matsuzakaya stores to collect PET bottle caps.

The collected caps are sent to recycling companies through the NPO "Re Lifestyle" and we donate the full amount paid for them to the NPO "Japan Committee Vaccines for the World's Children (JCV)" to provide vaccines to children around the world.

We started this activity in all Daimaru and Matsuzakaya stores in November 2009 and have received a great deal of cooperation from customers. The total number of caps collected up to March 2012 reached 27,470,000, which are equivalent to polio vaccines for more than 50,000 children in total.



■ The Great East Japan Earthquake Relief Operations

Fundraising

In 2011, we raised money in all locations of Daimaru, Matsuzakaya and Peacock Stores and donated a total of approximately ¥38 million together with the donations from the employees of the Group and workers from suppliers to the Japanese Red Cross Society.

The Group sent ¥30 million to the Japanese Red Cross Society and other organizations and ¥1 million each to Miyagi, Iwate, Fukushima and Aomori, with which the Group has relations through Tohoku products fairs and other events.

Delivery of emergency supplies

We provided Ofunato-shi, Iwate, with 1,000 blankets, 200,000 masks, portable toilets and radios through the NGO “Peace Winds Japan” immediately after the earthquake occurred in March 2011. After that, we asked the earthquake headquarters of each affected prefecture what they needed at that time and sent 1.43 million masks to Iwate and approximately 80,000 goods including food and daily necessities to Miyagi and Iwate.

Delivery of supplies to pregnant women

In May 2011, in response to a request for assistance from the NGO working in the disaster areas “JOICFP,” we delivered 1,500 maternity goods and 1,200 bottles of drinking water for babies to affected areas and gave them to pregnant women through local midwives associations.

Fair to support quake-hit areas

In June 2011, we set up a corner to cheer up and support the Tohoku region in the food event of Matsuzakaya Ueno store and offered canned products made by Kinoya Ishinomaki Suisan. They are called “Cans of Hope” because these cans, which had been swept up with the warehouse by the tsunami and buried in sand and earth, were provided to earthquake victims facing a food shortage. Our buyer who cooperated with local people to sell these muddy cans appeared on TV news. Partly thanks to that, many people visited the store to buy the Cans of Hope and we sold approximately 8,000 cans.



Employees of Daimaru Matsuzakaya Department Stores participated in voluntary disaster relief activities

Daimaru Matsuzakaya Department Stores created a volunteer leave system and actively supports volunteer activities in the areas hit by the Great East Japan Earthquake. Employees using this system conduct relief activities such as the cleaning of devastated houses.

Sold wrapping tools to cheer up eastern Japan (with donations)

At Daimaru Tokyo store, we started to sell supportive wrapping tools on April 27, 2011 and donated ¥135,000 from their sales proceeds to affected areas through the Japanese Red Cross Society. After the earthquake, more and more people are conscious of social contribution and want to do something useful for affected areas. And many customers bought them for the reason that they had donations.

■ Charity bazaars

Cooperation with JCV Kids Smile Project

The NPO “Japan Committee Vaccines for the World’s Children (JCV)” carries out “JCV Kids Smile Project” to heal the hearts of quake-affected and injured children and regain the smile of as many as possible among them as well as activities to help supply vaccines.

Daimaru Matsuzakaya Department Stores continues to support quake-stricken areas in cooperation with JCV.

Sakura Panda visited children in the disaster areas

At Daimaru and Matsuzakaya stores, we started to sell the charity pins of Sakura Panda on March 1, 2012 and raised money at stores and collected messages from shoppers to support children in the disaster areas. All the 10,000 pins were sold out and we donated ¥1,042,190 in total together with the money raised at stores to JCV Kids Smile Project. Sakura Panda visited children’s halls in the quake-hit Tohoku region to hand over more than 600 messages of support to children.



Charity for affected areas in collaboration with a world famous paper cutout artist Rob Ryan

Mr. Rob Ryan, who designed the Christmas gift wrapping materials of Daimaru Matsuzakaya Department Stores for 2011, visited Japan in December 2011 to support children in the Tohoku region. Beginning in Daimaru Tokyo store, he held autograph sessions and talk shows in Daimaru Shinsaibashi, Daimaru Kyoto, Daimaru Kobe and Matsuzakaya Nagoya stores. We also sold pins and gift wrapping materials designed by Mr. Rob Ryan. We donated a portion of the proceeds from their sales and the price of his original works created for Christmas sales of Daimaru Matsuzakaya Department Stores and sold at auction (¥1,757,530 in total) to the activities to cheer up children in affected areas through JCV Kids Smile Project.



Mr. Rob Ryan