

Local Revitalization Through Collaboration with Local Communities



The JFR Group is working with local communities, suppliers, and other partners to revitalize local communities through activities aimed at solving environmental and social issues.

Daimaru Matsuzakaya Recycling resources with communities

The Daimaru Matsuzakaya Department Store's Future Standard Laboratory (Taito-ku, Tokyo) has been promoting demonstration experiments for food recycling and the formation of local communities based on composting, which converts food waste into compost. In June 2023, we signed an agreement with Taito City and Local Food Cycling Co. for shifting to a recycling-oriented lifestyle. Going forward, we will work together with third parties to promote initiatives in the Taito Ward area under the theme "Don't dispose of food scraps as garbage!"



JFR Card Fundraising for the Children's Cafeteria Support Program

JFR Card regularly conducts crowdfunding-type fundraising through credit card transactions. The company endorses the efforts of the Certified Nonprofit Corporation Nationwide Children's Cafeteria Support Center, Musubie, which is assisting children's cafeterias to realize a society where no one is left behind. JFR Card conducted a children's cafeteria fundraiser from February to March 2023, raising 646,500 yen to support those who operate children's cafeterias and those who gather at them through the activities of Musubie.



PARCO Supports Small and Medium Enterprises through Crowdfunding

In December 2022, PARCO, together with the Tokyo Metropolitan Small and Medium Enterprise Support Center, implemented a project to support the expansion of sales channels for small and medium enterprises by utilizing BOOSTER, a purchase-based crowdfunding service operated by PARCO.



Products and companies are selected from the "SME New Market Development Support Project," a sales channel development support program for SMEs conducted by a public corporation. A special website was launched on BOOSTER with dedicated crowdfunding advisors to provide support, and an exhibition was held at the Shibuya PARCO "BOOSTER STUDIO." This was an opportunity for SMEs that had never used crowdfunding before to feel at ease in developing new sales channels.

Consumer Product End-Use Research Institute × JFR Kodomomirai Special Science Lab Event

Consumer Product End-Use Research Institute held a special water and resource-themed event for the older classes at Kids Duo International Aobadai, a preschool operated by JFR Kodomomirai. Employees of the research institute, which conducts quality and hygiene control in a wide range of fields centering on the department store industry, served as instructors for the workshops. The children enjoyed and engaged in activities ranging from experiments for cleaning water with a simple filtration device, to recycling paper from milk cartons. Through collaboration among the Group's operating companies, we offer an opportunity for children, who will be responsible for the future, to think about the environment.

