

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 Department Stores Think LOCAL AWARD

Daimaru Matsuzakaya Department Stores has been involved in “Think LOCAL” social contribution activities since 2020. In 2023, the “Think LOCAL AWARD” was held to honor the best products of each region recommended by staff working at Daimaru and Matsuzakaya stores nationwide. Votes were cast by 8,650 readers of the web magazine. Going forward, we will continue to connect customers with products, people, and ideas from various regions of Japan and communicate the appeal of those regions through the Think LOCAL initiative.



“Future Co-Prosperity Project” between Hakata Daimaru’s Kyushu Tankentai and FINANCiE

In December 2023, Kyushu Tankentai, operated by Hakata Daimaru, launched the “Future Co-Prosperity Project” in collaboration with Financie, Inc.* to support the dreams that producers and businesses in the Kyushu area wish to realize.

We will support the dreams to accelerate regional revitalization by raising funds for new activities and fostering a community using FINANCiE, a token-issuing crowdfunding service operated by Financier, and also by holding promotions and events physical stores in department stores and developing collaborative products with owners.



PARCO Supports SMEs Through Crowdfunding

In 2023, following on from 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-sized enterprises by utilizing BOOSTER, a purchase-type crowdfunding service operated by PARCO.

Products and companies selected from the “SME New Market Development Support Project,” which is a sales channel development support program for SMEs conducted by a public corporation, are supported by a special website launched on BOOSTER with dedicated crowdfunding advisors. Also, an exhibition was held at the Shibuya PARCO “BOOSTER STUDIO.” For SMEs that have never used crowdfunding before, this initiative is an opportunity for them to feel at ease in developing new store channels.

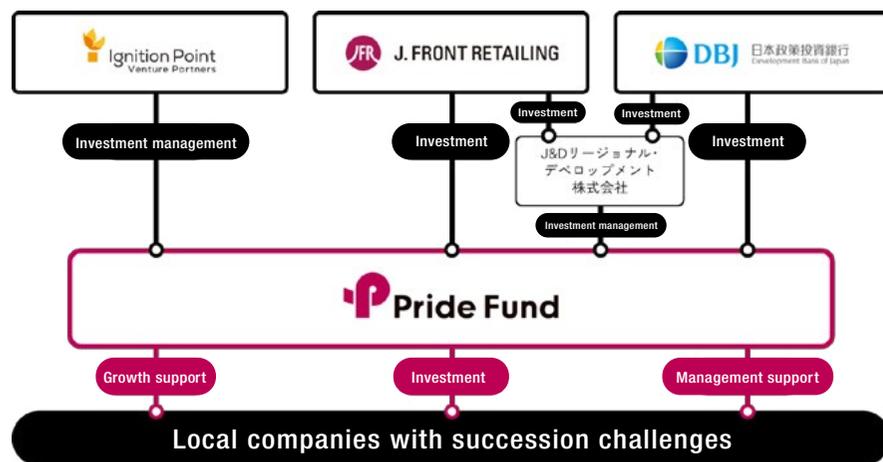


Establishment of “Pride Fund” to Support Business Success of Local Companies

Due to the declining birthrate and depopulation, many small and medium-sized enterprises (SMEs) are forced to close because of a lack of successors or for other reasons, even though they produce excellent products unique to their region. To resolve this current situation and support the sustainable development of local economies, JFR, in collaboration with the Development Bank of Japan and Ignition Point Venture Partners, established the Pride Fund in March 2024 to support business successions.

The Pride Fund will invest in domestic companies that are engaged in businesses rooted in local Japanese communities, with a focus on food culture. By leveraging the strengths of each of the three companies to support business succession, the Fund will help pass on the content of SMEs to the future and contribute to local communities.

Pride Fund Scheme



Pride Fund

A fund that nurtures local

The culture of this country has been developed over a long history and passed down from generation to generation. There are craftsmen who continue to carry out meticulous work today, using their ingrained skills and a keen sensibilities.

Every time a person comes into contact with the quiet but passionate pride of the artisans working hard at crafts all over the country, the thought arises: "Can this irreplaceable skill, this wisdom, this tradition, be allowed to disappear in the midst of changing times and lifestyles?"

We want to change the future with you. By bringing innovation to tradition, we want to continue to pass on its value for the next 100 years.

To protect a culture that has been carefully nurtured over time is to protect not only the pride of the creators, but also the pride of the region, of Japan, and of us.