



生活クラブ
2030
行動宣言

Sustainability
Report

FY2023 Performance Report

サステイナブルなひと、
生活クラブ

Seikatsu Club is committed to carrying out activities that are

The Seikatsu Club 2030 Action Declaration upholds 11 priority goals that reflect our aim to realize a sustainable society. Here, we report

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Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.



We place importance on the original flavors of the raw food materials and the wisdom and culture associated with the food ingredients, and will work toward a realization of healthy and abundant food consumption.



We will take action for the environmental conservation of the sea and land, and measures against climate change, to maintain the Earth's ecosystem.



We will aim for a peaceful and fair society, taking a firm stance on the renunciation of war and peaceful coexistence.



We will realize gender equality and diverse working styles.



We will engage in new activities for environmental conservation in cooperation with other organizations and the government.



With the basic stance of information disclosure and autonomous management, we will implement our ideal of deciding and acting on our own initiative.

Note on contents

The activity data shown in the report have been prepared based on actual performance in fiscal year 2023 (April 2023 to March 2024), unless otherwise stated.

consistent with, and even go beyond, the vision of the SDGs.

on the activities we are implementing toward the attainment of each of the goals together with our degree of attainment in FY2023.

Priority Goal 4 11



We will protect our livelihoods and future by advancing countermeasures to crises that threaten the continued existence of society.

Priority Goal 5 12



Aiming for a nuclear-free society, we will take action to expand the production of renewable energy.

Priority Goal 6 14



We will create communities and a society where everyone can live securely, making use of their individual abilities.

Priority Goal 7 15



We will create diverse places for people to be and to work where poverty and isolation are not overlooked and where there is sympathy and mutual support for people to move toward independence.



Topics of 2023

Priority Goal 2 Debut of "More Bio-support!" a more health-conscious meal kit series.



A more health-conscious meal kit, the "More Bio-support!" has been launched from Seikatsu Club's "Bio-support Ingredients Set," made with pre-cut domestic vegetables, meat and fish, and with seasonings from partner producers. The kit contains the nutrients members want to consume in line with the health themes that concern them.

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Priority Goal 10 "TOCHITO," an exchange facility for consumers and producers, has opened in Sakata City, Yamagata Prefecture.



In cooperation with Sakata City, Yamagata Prefecture, a partner producing area, Seikatsu Club has opened "TOCHITO," a base that has functions such as a residence for migrants and a center for exchanges with the community.

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Members work together with producers to develop new consumer materials



Seikatsu Club members and partner producers cooperate to develop consumer materials. "I Love It! Sliced Sausage and Block Sausage" that makes economic use of Seikatsu Club pork, and "Komusubi-chan," frozen rice balls made from partner producing area rice, have been created.

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Seikatsu Club Action Timeline

- (FY) 1965 Seikatsu Club formed
- 1977 Handling of synthetic detergents ended, serious initiation of the soap use movement.
- 1986 Radiation standards set after the Chernobyl Nuclear Power Plant accident.
- 1990 Seikatsu Club Consumers' Co-operative Union founded. Decision to engage in practices in which the co-operative movement aims to raise the self-sufficiency of food and become a model for the construction of a sustainable recirculating society.
- 1994 Start of "GREEN System" for bottle reuse.
- 1997 Start of "participatory autonomous auditing" Establishment of the Seikatsu Club principle of "Safety, Health and Environment." Decision to take responsibility for the whole process from production to disposal with the next generation in mind.
- 2015 Decision to adopt the Seikatsu Declaration and the 10 Ways We Think & Act
- 2016 Start of collective purchase of electricity from renewable energy through Seikatsu Club Energy Co., Ltd., established in 2014. Adoption of the "8 Principles of Seikatsu Club's Welfare and Mutual Aid"
- 2018 Adoption of Seikatsu Club's 10 Principles on Consumer Materials. "Participatory Autonomous Auditing" system renamed "Consumer Materials Step-Up Inspection"
- 2020 Adoption of the Seikatsu Club 2030 Action Declaration Announcement of the Seikatsu Club Climate Crisis Declaration
- 2022 Adoption of resolution to increase the Seikatsu Club 2030 Action Declaration Priority Goals to 11 Launch of system creation on the theme of "Connecting Local SDGs" Founding of the Energy Business Federation
- 2023 Efforts for the Shonai area "local SDGs" win the Minister of the Environment Award for Excellence in the Ministry of the Environment Good Life Awards.

More details on the Seikatsu Club 2030 Action Declaration here

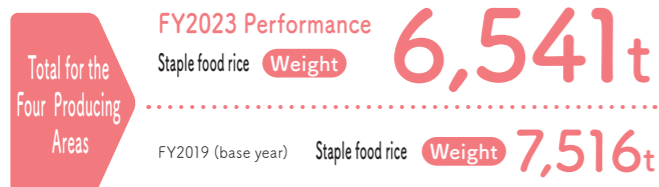
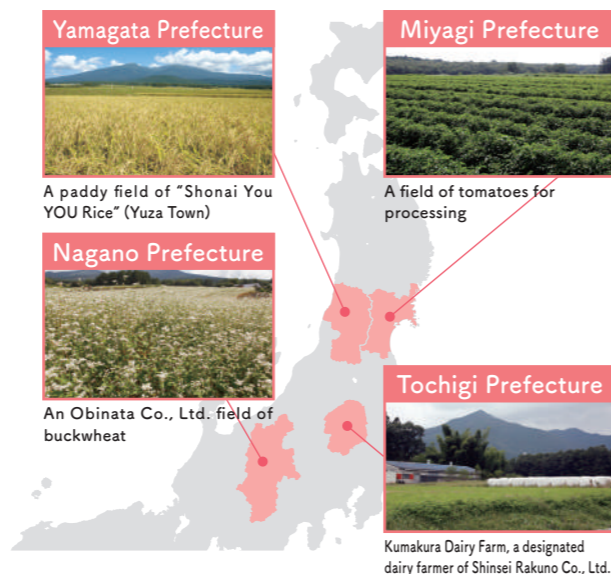


Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.

Implementation based on sustainable community-building

We aim to increase domestic self-sufficiency together with our producers

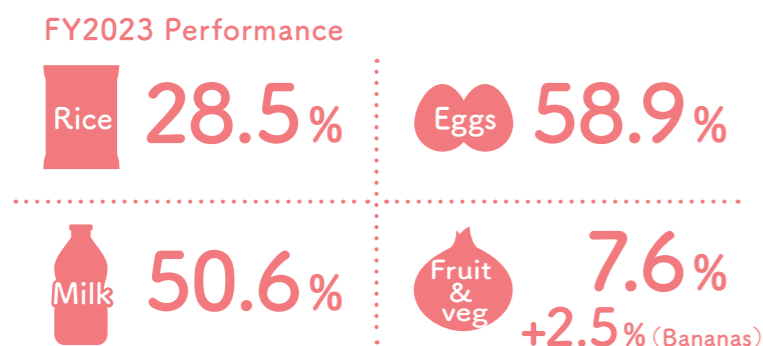
We aim to increase domestic self-sufficiency together with our partner producers to enable the continual production and consumption of primary products*, which are both the basic food ingredients consumed in homes and the raw materials for a variety of processed foods. We are making challenges that surpass food production alone by, for example, forging connections with each producing area and its communities, and helping to revitalize communities in the four main producing areas of Yamagata, Nagano, Tochigi and Miyagi, which produce the "Jointly-Developed Rice".



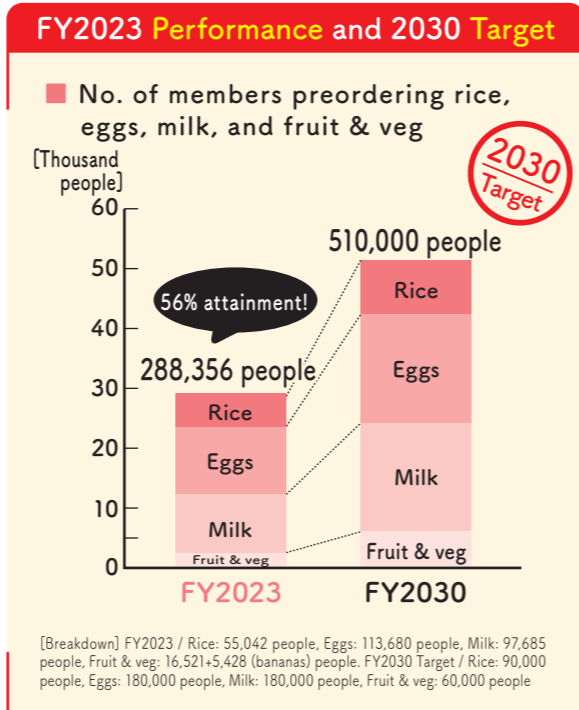
Sustainable production and consumption supported by preorders

Yoya Club is a Seikatsu Club ordering method for regular delivery of consumer materials* to members by preorder. This is a convenient mechanism that supports the weekly orders. Vision Food Yoya Club*, through which rice, milk, eggs and fruit & veg can be preordered, makes it easier to draw up production plans, since continual use is anticipated due to preorders, providing the power to support sustained production and consumption.

■ Vision Food Yoya Club Preorder Rates*



* Consumer materials that can be preordered differ according to region. Fruit & veg preordering began in eight Seikatsu Clubs in seven regions from FY2022.
* Bananas were added to fruit & veg preordering in FY2023.



In the primary industries, the industries of life, we are pursuing domestic self-sufficiency right down to seeds, and are also pushing forward with the disclosure of production information. Furthermore, whether domestic or overseas, we take care to respect the human rights of the people engaged in production and conduct procurement based on agreements.



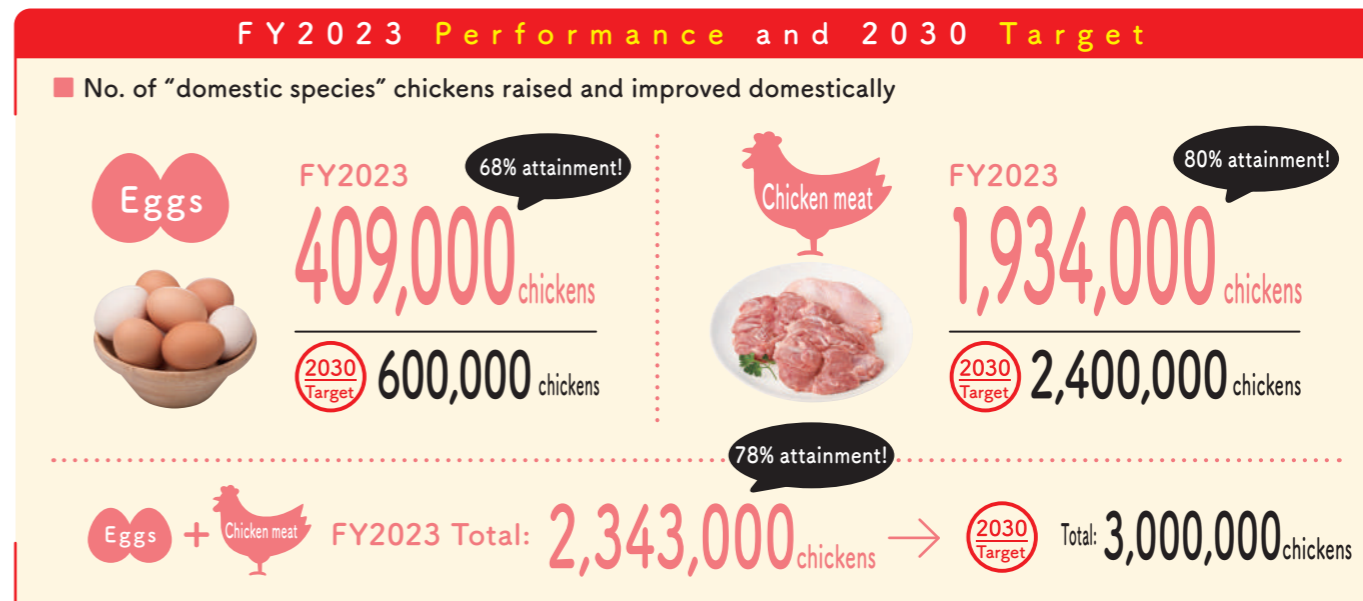
We pursue domestic self-sufficiency through production and shipping based on specific species

Please see the "Makanai-tei" Project website, where you can check Japan's food self-sufficiency rate and Seikatsu Club's efforts for domestic food ingredients.



Maintenance and development of species for which domestic self-sufficiency is possible

We are taking action to produce and expand "domestic chicken species" for chicken meat and eggs. Almost all of the meat and egg-laying chickens in Japan are derived from parent stock that has been imported from overseas and raised in Japan. Domestic species can be selectively bred to have characteristics that suit the land and climate of Japan and the Japanese palate.



Further Domestically-produced feed for livestock production

Over 70% of feed for raising domestic livestock, such as pigs, chickens and cattle, is currently dependent on imports. Aiming for the domestic production of feed, Seikatsu Club is taking action to use feed rice and to cultivate other feed crops such as corn.



The target originally set for 2030 of **35% self-sustainability** (on a weight basis) in feed was exceeded by the performance in FY2021. We will raise the target after considering the situation further.

* Primary products

Unprocessed fruit & vegetables, milk, eggs, meat, etc. in their natural state.

* Jointly-Developed Rice

Seikatsu Club rice is "jointly developed" through dialogue on variety and farming method between members and producers. The goal is sustainable production of rice that members want to eat and producers want to grow.

* Consumer materials

The food and daily life goods that are handled by Seikatsu Club are called "consumer goods," as they are not "commercial goods" for the purpose of profit-seeking, but are materials produced from the viewpoint of the user.

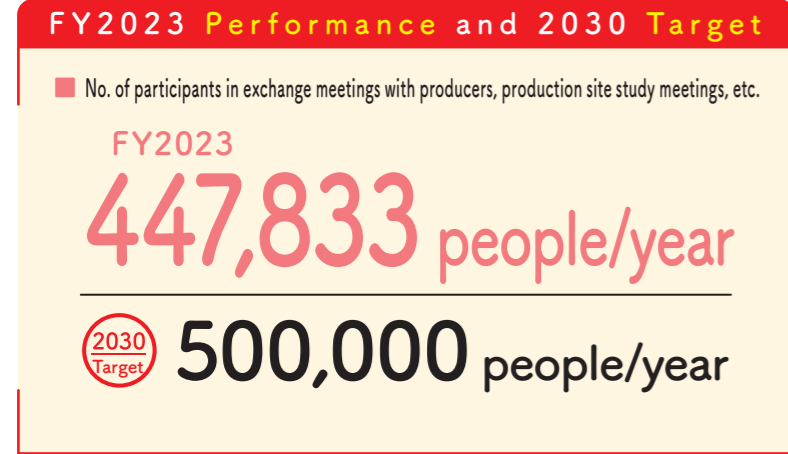
* Vision Food

To continue to obtain our basic daily foods, the primary products such as milk, eggs, rice, meat, etc., it is necessary to have a "vision" of the flow of these foods from production to distribution and consumption. Seikatsu Club calls these items "Vision Foods," aiming to realize future food reassurance by strengthening partner relations with producers through collective purchase.

Priority Goal 1 Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.

Deepening partner relationships by creating opportunities for mutual understanding

We are creating various opportunities for exchanges to allow members to hear the voices of our partner producers and to know more about the production sites. As well as holding "producer exchange meetings" where members visit the producing areas and learn about the production of the consumer materials, we also hold "consumer area exchange meetings" and "study meetings" to which we invite producers to the various local Seikatsu Clubs. Our members are also participating in the seedling planting and harvesting of tomatoes for processing. Additionally, the breadth of exchanges is also increasing through online activities.



A huge exchange meeting, held each year, in which members from many areas visit the Shonai area of Yamagata Prefecture. Exchanges are held with producers of rice, fruit and vegetables, processed foods, etc. over several days.



We hold study meetings and cooking classes, etc. in which producers visit our members. These are opportunities to hear directly from the consumers, whose opinions can be fed back to the consumer materials.



Our members are participating in seedling planting and harvesting of tomatoes for processing used as raw materials for tomato juice.

Ties with overseas producers

Seikatsu Club imports from overseas food items that are hard to produce domestically. Items produced overseas are treated in the same way as consumer materials produced in Japan. We aim to build face-to-face relationships across the sea as partnerships for the mutual well-being of the producers and our members.



Australian non-GM rapeseed is used in the "Domestic Blend Rapeseed Oil." Members have visited the producers to conduct inspections and exchanges.

Full disclosure of information from production to consumption

To make it possible to confirm "when, who, where and how something was made and transported" for both agricultural produce and livestock products handled by Seikatsu Club, all information is disclosed to the members.

■ Disclosure of the production plan and cultivation history of agricultural and livestock products **100%**

For example, we are also taking these actions

We are using the "MSC Certification" for a part of the imported raw materials used in our consumer materials. We have switched a part of the fatty acid raw materials used to produce Granular Laundry Soap, etc. from palm oil to waste edible oil. We have changed the palm oil used as raw materials in our three margarine items to raw materials certified by RSPO.

More details on the renewed soap here:

■ No. of orders of consumer materials items that use MSC Certified raw materials **1,354,252**

New Action Reducing food waste

Seikatsu Club is reviewing its consumer materials' "best before" dates. We are examining changes in palatability and quality due to the length of the storage period and will further extend the best before dates for consumer materials for which we have confirmed the absence of problems.

■ No. of items for which the best before dates have been extended **219** (37% attainment!)

Accumulated No. of items FY2020 to FY2023 **219**

2030 Target **600**

Priority Goal

2

We place importance on the original flavors of the raw food materials and the wisdom and culture associated with the food ingredients and will work toward a realization of healthy and abundant food consumption.



We actively share information on the ways of using and consuming food ingredients that contribute to the maintenance of health, reducing as far as possible the use of unnecessary additives and pharmaceutical agents.

Reducing the use of synthetic pesticides, antibacterial substances (antibiotics, synthetic antibacterial agents) etc.

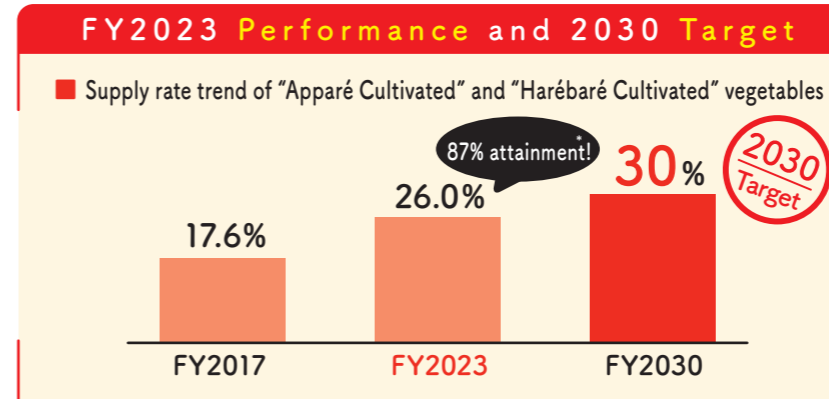
Action to reduce the use of pesticides on vegetables as far as possible

All Seikatsu Club vegetables are named "Earth-Made Vegetables." This is based on starting with the preparation of the soil together with the producer, as far as possible without using synthetic pesticides and fertilizers, and making clear the whole cultivation history of "when, who, where and how" the vegetables were produced. Of these, the vegetables produced by "Apparé Cultivated" and "Harébaré Cultivated" are delivered to us using the strictest quality control under their own original standards.



The Earth-Made Vegetables' logo

* "Earth-Made Vegetables" is the Seikatsu Club specification for fruit and vegetables except in the Kansai region. Kansai region Seikatsu Clubs conduct collective purchase of fruit and vegetables under their own specifications in accordance with their autonomous standards.



* Degree of attainment of the target 30% supply rate

- Apparé Cultivated**
Vegetables are cultivated without using synthetic pesticides or chemical fertilizers during the cultivation period.
- Harébaré Cultivated**
Vegetables are cultivated by using synthetic pesticides or chemical fertilizers as little as possible during the cultivation period.

Further Rearing health-first livestock without the use of pharmaceuticals

Seikatsu Club partner livestock producers have created health-first, comfortable and stress-free environments for the rearing of cattle, pigs and chickens. Livestock are therefore resistant to illness, and rearing without reliance on antibiotics has been realized (except when treating illness).

Animal	Count
cattle	3,344
pigs	84,910
chickens	1,934,195

* FY2023 performance

* MSC Certification

A certification system managed by the Marine Stewardship Council, it is given for natural marine products that have consideration for marine resources and the environment, and for marine products harvested by appropriately managed fisheries.

* RSPO

Acronym of the Roundtable on Sustainable Palm Oil, an international non-profit organization established to promote sustainable palm oil production and use.

Priority Goal 2 We place importance on the original flavors of the raw food materials and the wisdom and culture associated with the food ingredients and will work toward a realization of healthy and abundant food consumption.

Taking advantage of the goodness of the raw ingredients to create consumer materials that do not use unnecessary food additives

Non-use of unnecessary food additives

Our basic thinking on food additives is “not using suspicious items,” “not using anything unnecessary” and “full disclosure of everything used.” Seikatsu Club permits only 1/10 of the 833 food additives approved by the Japanese government and also restricts the applications when used.

FY2023 Performance and 2030 Target

Accumulated total of consumer material items produced without the use of unnecessary food additives, in line with our autonomous standards.

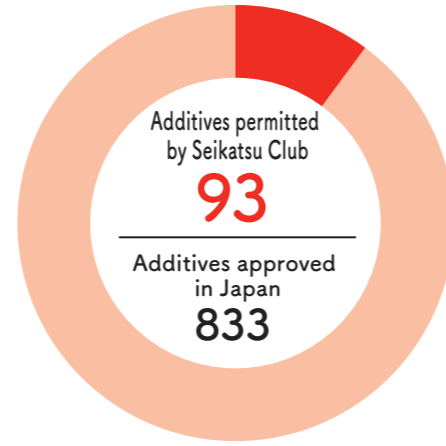
FY2023 **83% attainment!**

3,395

2030 Target 4,097



Permitted food additives



As of the end of March 2024

* Food additives permitted for use in Japan are classified into “designated additives,” “existing additives,” “natural fragrances” and “general food and drink additives.” The 833 and 93 food additives (excepting carry-over from raw food materials and nutrients in powdered milk) above refer to “designated additives” and “existing additives.”

Development of Meal Kits and food anyone can easily eat

We are proposing to our members ways of eating that use food items that have consideration for safety and that are nutritionally balanced. We are also developing consumer materials that make use of the nutrition present in food ingredients and that employ traditional manufacturing and cooking methods.

Bio-support* ingredients set

Seikatsu Club Meal Kits that use consumer materials, domestically-produced vegetables and partner producer seasonings.



Bishoku Hyakusai* (Bounteous Dainty Dishes)

A consumer materials series that supports the health of all generations and is adapted to changes in life stages.



FY2023 Performance and 2030 Target

Accumulated total of Bio-support ingredients sets and Bishoku Hyakusai items

FY2023 **51% attainment!**

329 → **2030 Target 644**

Providing food information useful for enhancing health

We are holding courses in all regions to help our members understand and make use of the Bio-support activities. There are courses on how to plan a menu, childcare support, and health maintenance for senior citizens.



FY2023 Performance and 2030 Target

No. of Bio-support courses held

41% attainment!

FY2023 33

2030 Target 80

No. of participants in Bio-support courses

30% attainment!

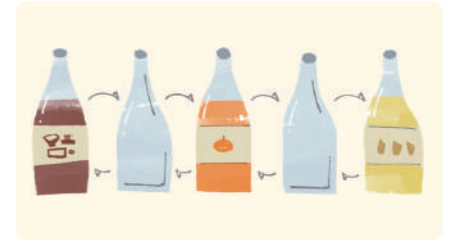
FY2023 474

2030 Target 1,600

Priority Goal

3

We will take action for the environmental conservation of the sea and land, and measures against climate change, to maintain the Earth’s ecosystem.



Our basic stance is to not handle, and to oppose the production of, food that has been altered by biodiversity-threatening genetic engineering. In addition to giving consideration for the environment at all stages of production, distribution, consumption, and disposal, we also place priority on efforts to reduce greenhouse gases.

Creating a society where container and wrapping waste are reduced and where resources can be recirculated

Reducing environmental load with reusable bottles

Around 60% of domestic trash consists of containers and wrapping materials. Seikatsu Club has unified bottle containers for seasonings, beverages, etc. into several categories of reusable bottles that are retrieved and reused



to hold down waste as far as possible and to reduce environmental load. As the bottles are used repeatedly, energy consumption and CO₂ emissions can be reduced. Seikatsu Club is promoting this action as the GREEN System*.

* GREEN is derived from the initial letters of Garbage Reduction for Ecology and Earth’s Necessity

FY2023 Performance and 2030 Target

Retrieval rate for R (reuse) containers for seasonings, fruit juices, etc.

FY2023 **97% attainment!**



77.7%

2030 Target 80%

R bottles: Bottles certified by the Japan Glass Bottle Association as standard-sized reusable bottles.

New Action

Plastic use reduced by eliminating an emergency-use potable water label

For reasons of portability, hygiene and long-term storage, the “Emergency-use Potable Water” that we are working on as a rotating stockpile for disaster emergencies is the only consumer material packed into plastic bottles. At the same time, there is currently a move among beverage makers to eliminate plastic labels from plastic bottles as an environmental measure. Responding to requests from members, labelless bottles have been introduced from April 2024 in cooperation with the manufacturers.¹ We estimate an annual reduction of 5.4t of plastic due to the use of labelless bottles for emergency water.²

¹ Due to the inability to sell labelless bottles, Seikatsu Club “depot” stores are handling the former bottles with affixed labels.

² Calculated from actual numbers in FY2023.



Overall reduction in the use of targeted plastics

2030 Target 25%

Increase in use of recycled plastic and plant-based plastic

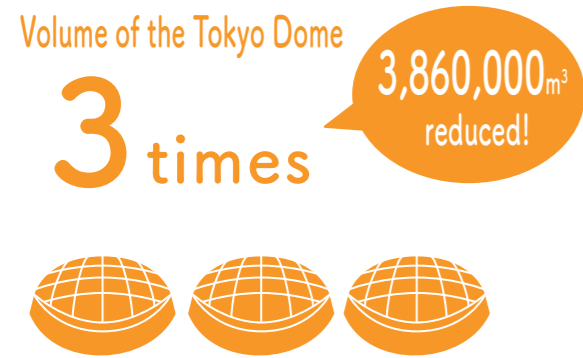
2030 Target 50%

Reducing the Seikatsu Club Group's CO₂ emissions

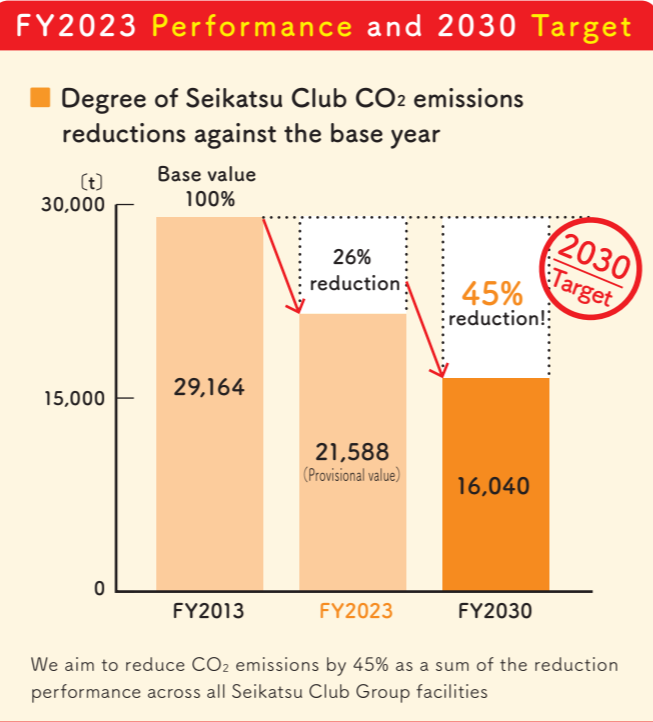
As far as possible, reduce CO₂ emissions to zero by 2050

The entire Seikatsu Club Group is striving to reduce emissions of greenhouse gases to cut emissions of the gases that are overheating the Earth. We have set the goal of a 45% reduction in CO₂ emissions by 2030 (compared with 2013) and as close as possible to zero emissions by 2050.

Volume of CO₂ emissions reduced by the Seikatsu Club Group in FY2023



* Taking the base year as 2013, the amount of CO₂ emissions reduced in 2023 when expressed as a volume equal 3 times the volume of the Tokyo Dome.
* Calculated from emissions using the basic CO₂ emission factor. Using the adjusted emissions factor, the FY2023 emissions would be 30,605 t-CO₂.



Protecting the environment and the ecology through daily lifestyle choices

We do not handle synthetic detergents

Seikatsu Club recommends the use of soap and does not handle synthetic detergents made with synthetic surfactants, whose raw materials are petroleum, fats, etc. From July 2022, we have replaced a part of the fatty acids in the raw materials for three items, including Granular Laundry Soap, from those originating from palm oil to those from waste edible oil, thus upgrading the raw materials' standard to one that gives greater consideration to the environment and human rights.



[Seikatsu Club × Nihon University College of Art] Industry-Academia Collaborative Project
In a collaboration between Seikatsu Club and Nihon University College of Art, begun in 2023, students visited producing areas and used their unique expressive abilities to communicate about themes such as protecting water and using environmentally-friendly soap.

Please see the website for details.



We do not handle food that has been genetically manipulated

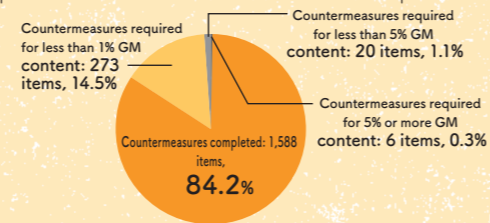
From the Seikatsu Club belief that we should "not use anything suspicious," our basic stance is to not handle any genetically engineered crop or food. We cooperate with our partner producers to eliminate genetically engineered crops* from food raw materials, and even from livestock feed. At the same time, we reject genome-edited* raw materials.

Volume of Non-GM feed* used

FY2022 Performance **37,777 t**

* Volume of segregated feed used to prevent comingling of GM feed

Proportion of consumer materials for which GM countermeasures have been completed



* Genetically modified crops (GM crops/GMOs)
A crop plant into which a gene or genes taken from a different living organism have been incorporated to express a particular trait. (GMO: genetically modified organism)

* Genome-edited food
There are two types: Those in which a specific gene is destroyed (knockout) and those in which a particular gene is inserted from outside (knock-in).

4

We will protect our livelihoods and future by advancing countermeasures to crises that threaten the continued existence of society.



By advancing countermeasures to crises such as the climate crisis and natural disasters, we will consolidate sustainable production and consumption, and protect people's livelihoods.

We adapt to the climate crisis and take action for sustainable production

We are seeking out agricultural products adapted to the changing climate

Due to impacts such as the climate crisis, it is becoming more difficult to produce agricultural products as we have done thus far. The Seikatsu Club is exploring region-specific poultry farming methods to address challenges like summer heat and avian influenza. While open housing is the standard, some egg farms also use semi-windowless poultry houses. Oindo Noen in Nara Prefecture, a producer of persimmons and plums, has also begun to consider soil and varieties that are appropriate for fruit growth.



Semi-windowless poultry houses have been partially adopted. This is thought to be effective in preventing risk of death among chickens in summer when used with forced ventilation and also enables the entry of natural wind and light.



Smart agricultural machinery demonstration experiment on sloping land by Oindo Noen aimed at resolving the issues of labor shortage and ageing of the rural population.



Oindo Noen is conducting fixed-point observations for persimmon trees to investigate impacts due to changes in temperature, etc.

Cooperating with local governments to prepare for disasters

We are concluding agreements with local governments to strengthen support systems

Seikatsu Club is cooperating with local governments, including Shiojiri City in Nagano Prefecture, and Sakata City and Yuza Town in Yamagata Prefecture, with which many of our partner producers have deep ties, on preparations for natural disasters, etc. Of these, we have concluded a comprehensive cooperation agreement with Shiojiri City, Nagano Prefecture, that derived from a water source use agreement for an action on emergency drinking water. It is now possible to engage in mutual support for the supply of daily necessities in times of disasters.



[Sakata City, Yamagata Prefecture]
Seikatsu Club Consumers' Co-operative Union, Sakata City, Yamagata Prefecture, JA Shonai Midori, and Seikatsu Club Consumers' Co-operative Shonai Shinsenkai concluded a comprehensive cooperation agreement to promote sustainable development targets for the Shonai area and to contribute to the development of local society. (December 27, 2021)



[Yuza Town, Yamagata Prefecture]
Conclusion of an agreement of mutual cooperation in times of large-scale disasters. The three parties, Seikatsu Club, Yuza Town and JA Shonai Midori have pledged to cooperate in taking countermeasures during large-scale disasters. (April 18, 2016)



[Shiojiri City, Nagano Prefecture]
Seikatsu Club Consumers' Co-operative (Nagano), Seikatsu Club Consumers' Co-operative Union and Shiojiri City, Nagano Prefecture, concluded a comprehensive cooperation agreement. (September 21, 2016)

Aiming for a nuclear-free society, we will take action to expand the production of renewable energy.



We will create a society where nuclear power plants are unnecessary by generating electric power from renewable energy sources and encouraging more people and businesses to choose our electricity through solidarity and collective purchase.



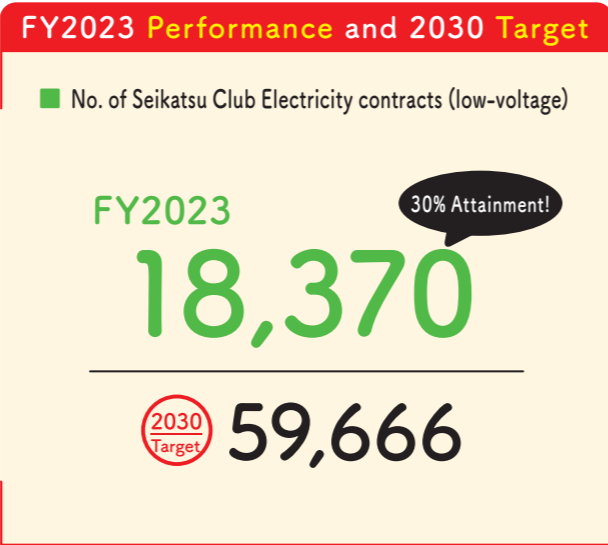
Promoting energy conservation and the use of renewable energy

Self-production of the electricity we use

To create a sustainable future, Seikatsu Club, while reducing the electricity we use, is aiming for a society that does not rely on nuclear power or fossil fuels. In 2016, we began the collective purchase of "Seikatsu Club Electricity," focused on renewable energy, to realize this society. Seikatsu Club Energy Co., Ltd., established through funding provided by Seikatsu Clubs and partner producers in each of the regions, purchases and adjusts supply and demand for the electricity generated at roughly 69 power stations nationwide. This electricity is then distributed to members' homes and factories that produce our consumer materials.

A system that could only be set up by "Seikatsu Club Electricity" **Patronage refund system**

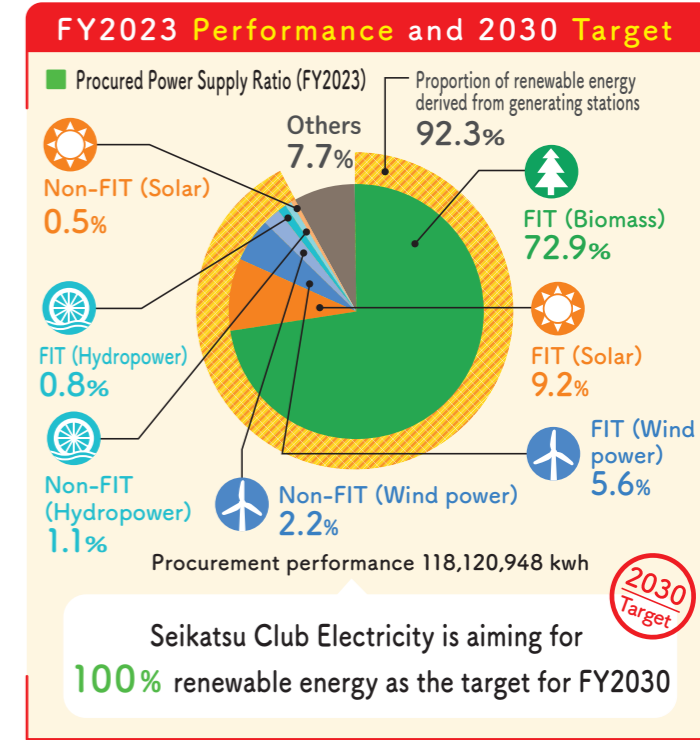
If Seikatsu Club Electricity makes a profit, it will be returned to the users as a patronage refund. When profits are expected, refunds will be provided for the users' electricity bill in the following year in accordance with payments made for the electricity consumed.



Increasing Seikatsu Club Electricity generating stations

Construction of new generating stations and partnerships with business operators

Seikatsu Club Electricity receives power from renewable energy power stations nationwide. The origin of this power is solar and wind power, hydropower, biomass, etc. that have small environmental burdens, and are decentralized energy sources that easily form horizontal networks. With a target of 100% renewable energy by 2030, we will push forward with the construction of new power stations and partnerships with business operators with whom we share a common philosophy.

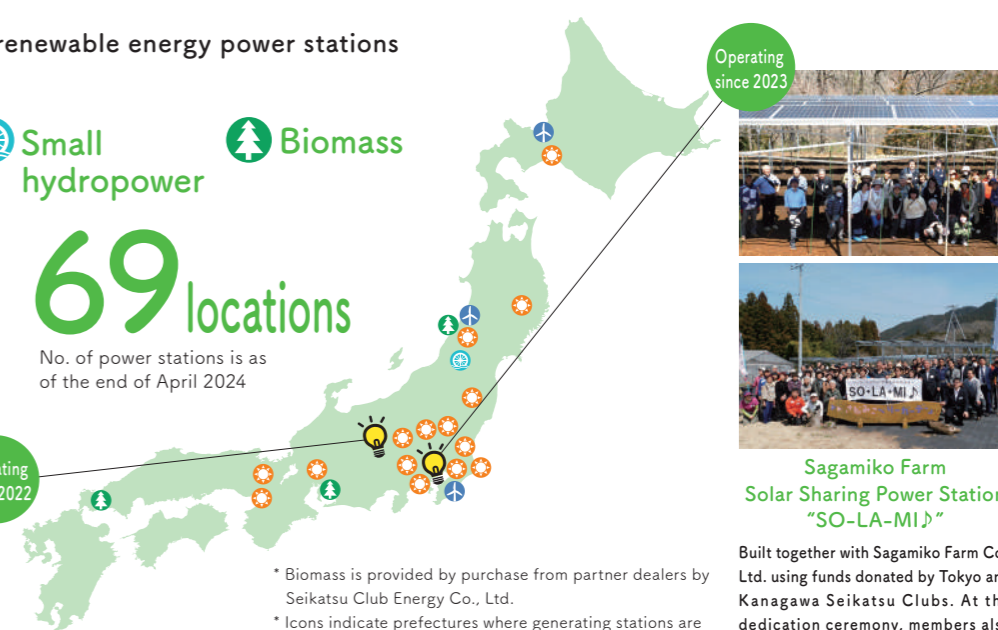


Seikatsu Club Electricity renewable energy power stations

Solar Wind Small hydropower Biomass



Nobeyama Agriphotovoltaic Power Station (Nagano Prefecture)
An agriphotovoltaic solar power station has been built at Nobeyama, in the foothills of the Yatsu-ga-Take mountains. Seikatsu Club Consumers' Co-operative Union is participating in the business operated by Nobeyama Agrisolar Co., Ltd.



* Biomass is provided by purchase from partner dealers by Seikatsu Club Energy Co., Ltd.
* Icons indicate prefectures where generating stations are located.

* The above electricity procurement figures are calculated based on the actual supply to Seikatsu Club business sites and related facilities (high-voltage) and Seikatsu Club members (low-voltage). The latest power procurement ratio can be seen on the official website of Seikatsu Club Energy Co., Ltd. * A portion of the costs for Seikatsu Club Energy to procure this electricity is covered by charges related to renewable energy paid by users of electricity, including users other than Seikatsu Club Energy Co., Ltd., CO₂ emissions from this electricity being treated as electricity with the national average CO₂ emissions, including thermal power generation. * Regarding other imbalances, etc., power imbalances supplied by former general power companies and part of the power procured from other companies for which the power plant cannot be identified are treated as "others." The CO₂ emission factor (adjusted emission factor) for fiscal 2022 was 0.465. (Units: kg-CO₂/kWh)

A visit to Germany and Denmark, advanced renewable energy countries, to envision the society we wish to aim for.

To realize Priority Goal 5, it is necessary to have a concrete vision of the society we are aiming for. We thus embarked on a study tour of Germany and Denmark in September 2023. The tour group of twenty persons consisted of ten members and the secretariat, as well as partner producers and energy policy experts. The group visited many examples of the energy policies and energy conservation facilities of the two countries, including district heat supply and renewable energy plants. It was clear that behind the initiatives of all the facilities we visited, there were citizens who regard energy as a personal issue and take an active part in solving problems. This fits very well with the activities of Seikatsu Club. We confirmed that there are countries and regions that have achieved Priority Goal 5 and will use the results of this visit to realize these goals.

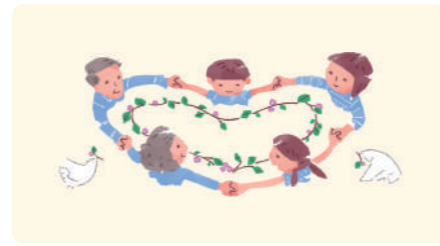


Germany: Learning about the latest policies at the Wuppertal Institute Denmark: Offshore wind base. Wind turbine blades in the background

Priority Goal

6

We will create communities and a society where everyone can live securely, making use of their individual abilities.



We carry out environment enhancement and resource creation for businesses and citizen activities that are necessary for the community to allow people to enjoy their daily lives in peace of mind from the cradle to the grave.

We will create a society in which people can live with peace of mind in their communities from the cradle to the grave

Community activities and businesses that support a wide range of people

We are working to create places to be and roles to enable people of all generations and circumstances to be cheerful and have a reason for living and can live as they wish to in the community where they are used to living.



Efforts for places to be
No. of communities*
143

FY2022 performance

Parents and children visiting the child-rearing square "Hirahira" at Hirakata City, Osaka Prefecture.

Efforts for long-term nursing care prevention and activities for health maintenance

As support for building health, we disseminate information on simple and convenient methods of exercising and the improvement of daily life habits regularly on our website. In addition, we are also supporting the holding of Bio-support active senior courses* in association with the Bishoku Hakusai (Bounteous Dainty Dishes) consumer materials.

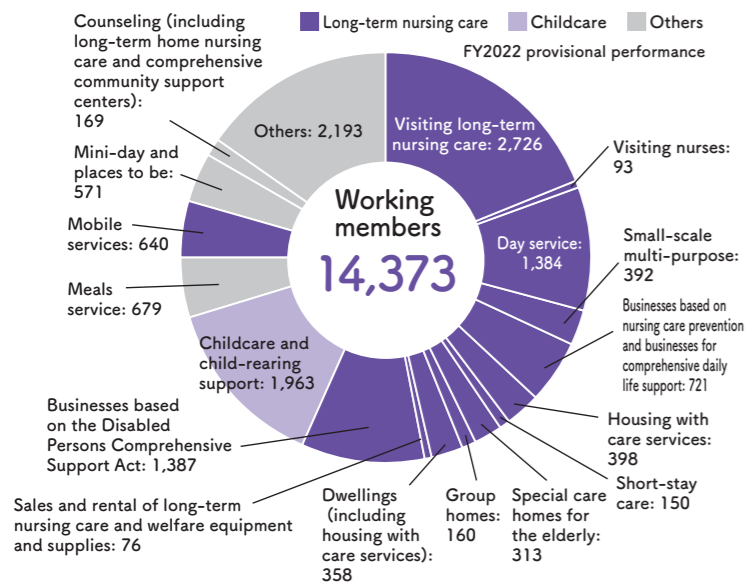


Efforts for preventive care and health maintenance activities
No. of communities*
32

FY2022 performance

Participants at the Bio-support Active Senior (Bishoku Hyakusai) exercise course (Seikatsu Club Kyoto L-Co-op)

Members working at Seikatsu Club Group welfare businesses



Disaster Prevention and Mitigation Activities and Community Mutual Help in Times of Disaster

We hold disaster prevention workshops to raise awareness of disaster prevention and mitigation to make preparations during daily life. We are also holding joint Lifeplan Courses in cooperation with disaster prevention seminars organized by the Kokumin Kyosai Coop "Zenrosai."



No. of Lifeplan Course Disaster Prevention Workshops held
23 Courses

No. of participants
261

FY2023 performance

Scene at a Lifeplan Course

* Municipalities refers to cities, wards, towns and villages.

Priority Goal

7

We will create diverse places for people to be and to work where poverty and isolation are not overlooked and where there is sympathy and mutual support for people to move toward independence.

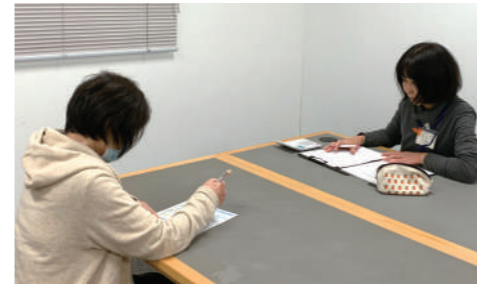


Turning our eyes to the poverty created by modern society, we aim toward a transformation of the social structure which broadens disparities and isolates the socially disadvantaged. Through community cooperation, we will build a society where safety nets are protected and where people are mutually linked together as people who are valued.

We create mechanisms for mutual aid where no one is left behind

Services and care for people who are in socially disadvantaged situations

We are creating mechanisms for services and care related to clothes, food and housing that are close to and can be used by people in vulnerable situations. As one part of this, we are operating various consultancy businesses related to maintaining daily life for people who are facing personal difficulties.



Efforts for household expenditure consultations
Number of communities (municipalities)
8

FY2022 performance

A scene of a household expenses consultation at the NPO "Community Care Machi Netto" (Chiba).

Promotion of Food Redistribution and Dietary Education

We are promoting efforts for the Seikatsu Club foodbanks in cooperation with the "Seikatsu Club Shinseikai," an association of producers who are producing our consumer materials. The people who are providing the food are widening their scope, including operating children's cafeterias and organizations for management of places to be.



No. of recipient organizations
32 organizations in 7 prefectures

No. of producers
25 organizations

FY2022 performance

Volunteer members sorting food ingredients (Foodbank Kanagawa)

Creating places where everyone has a role

We will expand jobs and workplaces where people respect each other and feel fulfilled in their work regardless of social or psychological gender, age, disability, etc.



Making efforts for learning support
No. of local Seikatsu Clubs
5

FY2022 performance

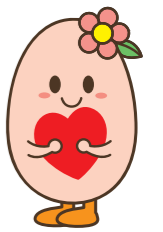
"Employment Support" by Seikatsu Club Yamagata

Seikatsu Club Mutual Assistance Hagukumi

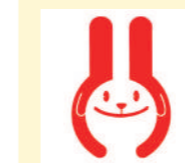
In the same way as with consumer materials, our members have themselves created the security they wish for. Not only security, we are also developing care services such as housework and nursing care support, childcare services, and mobile services in which people in the community engage in direct mutual assistance.

No. of members
49,532

(As of the end of March 2024)

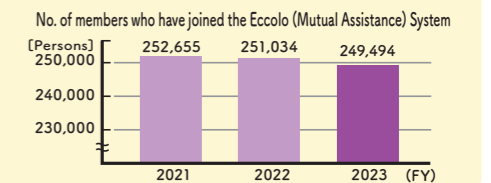


Seikatsu Club Mutual Assistance image character "Hugumi-chan"



The members' mutual assistance "Eccolo System"

A unique Seikatsu Club mutual assistance mechanism. The content of the system differs between the Seikatsu Clubs in different areas, but they all have in common the idea of a sense of mutual assistance as co-operative members. The Eccolo System is currently implemented by 14 regional Seikatsu Clubs.



* Municipalities refers to cities, wards, towns and villages.



* Bio-support active senior course
A course with the theme of food for seniors that is one part of the Bio-support activities supporting a healthy diet overflowing with vital energy.



Priority Goal

8

We will aim for a peaceful and fair society, taking a firm stance on the renunciation of war and peaceful coexistence.



Aiming for a world without war, and while holding diverse forms of exchange with citizens and communities overseas, we have an influential voice in social and economic matters.

Gathering many voices, we create a society which is comfortable for everyone to live in

We send the opinions of each and every person to the government

Even if the power of one person is very small, many people gathering together can generate the power to change society. In February 2024, Seikatsu Club submitted a petition of 112,957 signatures demanding power denuclearization, decarbonization, and a switch to renewable energy to the Minister of Economy, Trade and Industry and the Minister of the Environment. Seikatsu Club is promoting renewable energy as a measure to resolve the climate crisis, the problems of nuclear power generation, and

resource issues. The Japanese government, however, has changed course to a policy of nuclear promotion to "realize a decarbonized society." Opposing this, Seikatsu Club members nationwide have conducted a petition titled "Promotion of Nuclear Power is not the Solution to the Climate Crisis." At the submission event at the No.2 Building of the Lower House of the Diet, 179 members (online or in person), 10 Diet Members, and 4 secretaries participated, demanding a faster shift to renewables.

Signatures demanding an accelerated energy shift toward denuclearization, decarbonization and renewables.

112,957 signatures February 2024



Petition demands

1. Immediate realization of denuclearization and the end of coal thermal as the pillar of decarbonization policy,
2. Immediate revision of the Strategic Energy Plan to aim for a target of at least 80% of power to be generated from renewable energy by 2035.
3. Separation of ownership of power generation and transmission and a policy of priority connection and power supply for renewable energy.

Connecting beyond borders, generations, and disabilities

Deepening mutual understanding through exchanges with citizens overseas

We are creating various exchange opportunities to deepen mutual understanding with diverse countries and peoples that do not depend on economic indices.



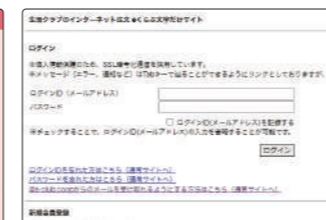
The 20th "Asian Sisterhood International Meeting" was held in Tokyo in November 2023. In addition to representatives of Seikatsu Club members and the secretariat, 26 persons from Korea and Taiwan and a further 80 members online brought the total of participants in this large-scale event to 150.

Bringing information to more people

We are furthering multilingualism by, for example, creating English and Korean webpages on the official Consumers' Co-operative Union website to bring Seikatsu Club information to larger numbers of people. The Seikatsu Club Internet order system "e-Club" has also launched the "e-Club text-only site," compatible with text-to-speech software, for visually impaired people. We have improved the system to make ordering easier. Visually impaired people helped to create the site through cooperation between the developers and users.



English pages on the official Consumers' Co-operative Union website



e-Club text-only site

Priority Goal

9

We will realize gender equality and diverse working styles.



Strengthening women's empowerment, we encourage social participation and workplaces where everyone can work in comfort.

We support women's voices and participation in society

Increasing participants in Seikatsu Club to create necessary functions and workplaces in the community

There is a growing belief internationally that gender equality and women's empowerment will bring great vitality to the world. We will increase the number of Seikatsu Club members, who are mostly women, and increase women's voices and power. We will also create functions, work styles, and workplaces necessary for local communities, such as workers' collectives.

We will increase the number of Seikatsu Club companions and enlarge their voices and power



Located around Tokyo and three surrounding prefectures, "Depots" are shops where Seikatsu Club consumer materials can be bought. Depots take the form of workers' collectives practicing joint management with Seikatsu Club members as the core.

Realizing workplaces that respect diversity and are comfortable to work in

Creating workplaces where everyone can work comfortably regardless of gender, age, disability, or nationality, etc.

We are committed to creating workplaces where individuals are respected and acknowledge each other regardless of gender, age, lifestyle or values, and where everyone's abilities are utilized. We will foster an understanding of diversity, support a balance of work with childcare and nursing care, and realize diverse work styles through the use of ICT.

We will further promote the recruitment of women in the Consumers' Co-operative Union and their appointment to management positions



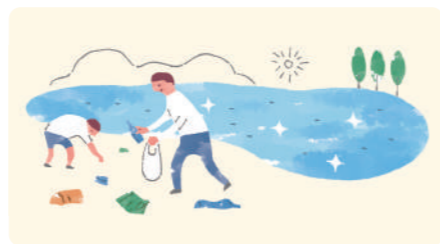
Percentage of women executives and managerial staff in Japanese companies

The percentage of women in the workforce was 45.1% in 2023. However, women accounted for 13.2% of managerial professionals in 2023. Although this percentage has risen steadily in recent years, it remains at a remarkably low level compared with other countries. * Source: Ministry of Health, Labour and Welfare, Employment Environment and Equal Employment Bureau, "Current Status and Issues in the Promotion of Women's Active Participation, etc. in the Field of Employment".



Seikatsu Club is making efforts toward workplaces where all staff can work comfortably regardless of gender, age, or disability.

Priority Goal
10 We will engage in new activities for environmental conservation in cooperation with other organizations and the government.



We will construct partnerships with other organizations and the government to promote efforts against the pollution of the oceans by plastics and for local SDGs*.

Building a sustainable society with community people

Local SDGs co-created with partner producing areas

Through initiatives for local SDGs, we will advance cooperation with co-operatives, the government, and other sectors in Seikatsu Club's main partner producing areas of Yuza in Shonai, Tochigi, Nagano, and the Kii Peninsula. For example, in the Shonai area, we concluded an "Agreement on Comprehensive Cooperation" with Sakata City, Shonai Midori Agricultural Co-operative, and Consumers' Co-operative Shonai Shinseikai in December 2021. The agreement contains clauses on environmental conservation. Cooperating together with municipalities, including Sakata City in the Shonai area, we are promoting self-sufficiency, as far as humanly possible, in "Food," "Energy," and "Care" in the Shonai FEC Self-Sufficiency Network, which is aimed at building a sustainable society.



The Good Life Award is a project that recognizes and supports initiatives that embody the philosophy of the Community Circle Symbiosis advocated by the Ministry of the Environment. At the FY2022 10th Annual Environment Minister's Awards, Seikatsu Club and the Shonai area, Yamagata Prefecture, local SDGs project received the Award for Excellence.

Launch of "TOCHITO" as a base that enables migration to producing areas and exchanges with the local community

In the Shonai region, we are also pushing forward with the Local SDGs, opening "TOCHITO" in cooperation with Sakata City, Yamagata Prefecture, in June 2023. This is an integrated facility that acts as a community exchange and town development base as well as being a residential base for migrants, mainly Seikatsu Club members. In addition to the migrants' residence and the exchange building and leisure square, there are also share offices and coworking spaces for local companies and migrants. New residents are already working or volunteering locally, engaging in various activities as they adapt to the community.



The exchange building "COTO" (left) and the residence "TOCO" (right)

Protecting the sea and forest environment through people power

Promoting cleanup activities in cooperation with other organizations

Looking ahead to 2030, Seikatsu Club will engage in new environmental protection activities while cooperating with other organizations and the government. We aim to solve large-scale issues, such as environmental problems, by collaborating with large numbers of people, transcending the boundaries with other organizations and administrative bodies. One such initiative is the "cleanup activities" conducted together with other organizations to prevent the outflow of marine plastic and microplastics* at the water's edge.

* Marine plastic ... Plastic that has flowed into the sea through rivers or other sources
* Microplastics ... Plastic that breaks up in the ocean, splintering to fragments of 5mm or less



Cleanup operation at Koshienhama Seaside Park in Nishinomiya City, Hyogo Prefecture

Priority Goal
11 With the basic stance of information disclosure and autonomous management, we will implement our ideal of deciding and acting on our own initiative.



We will make autonomous efforts toward the attainment of the SDGs with organizational management based on member sovereignty as the central principle. We will also practice the setting of autonomous goals for action guidelines that go beyond the SDGs.

Autonomous Management and Checking through Our Unique Standards

Seikatsu Club's Autonomous Standards

Aiming for a society where we can live healthily and with peace of mind, Seikatsu Club has set "Autonomous Standards" based on the Ten Principles of Consumer Materials. The scope of our standards covers all agricultural, fishery, livestock and processed food items, household goods, as well as packages wrappings and energy, and the radiation standards that are common to all our food consumer materials. The autonomous standards consist of standards that should be observed when producing consumer materials and guidelines that lead consumer materials toward the condition that we envision in the future.



Consumer Materials Step-Up Inspections

This is an activity where our members visit consumer material production sites to check manufacturing processes, and so on. The activity is generally carried out by face-to-face visits, but has also been conducted online in recent years. Producers review their manufacturing methods and make new discoveries through the frank questioning of the members, and consumer materials are enhanced by repeated improvements based on the opinions of members and producers.



Visiting the dried horse mackerel producer; Seikatsu Club Kanagawa members engaging in dialog during the inspection.

FY2023 Performance and 2030 Target

Number of consumer materials for which autonomous standards have been registered (excluding fruit & veg) **93% attainment!**

FY2023 **2,409** items

2030 Target **2,600** items

FY2023 Performance and 2030 Target

Step-Up inspections of consumer materials **83% attainment!**

Total accumulated number of inspections From 1997 to the end of March 2024 **1,310** items

2030 Target **1,570** items

Radiation testing activities

After the Tokyo Electric Power Company Fukushima Daiichi Nuclear Power Station accident occurred in 2011, we began testing to grasp an overall picture of the contamination of food by radiation. We gradually increased and upgraded our testing equipment and renewed the standard values to become progressively stricter. We also reduced the number of tests on items we knew from the test results had little risk and increased the test frequency for items that required closer observation.



Germanium semiconductor detector

Number of radiation tests

FY2023 performance

4,063

Total accumulated number of tests

158,549

From 2011 to the end of May 2024



* Local SDGs
An initiative to create a sustainable, self-reliant, and decentralized society by making the most of each other's vitality through recirculation and the effective use of the various renewable resources of each community (nature, materials, human resources, funds, etc.) and with the communities complementing each other's resource endowment.

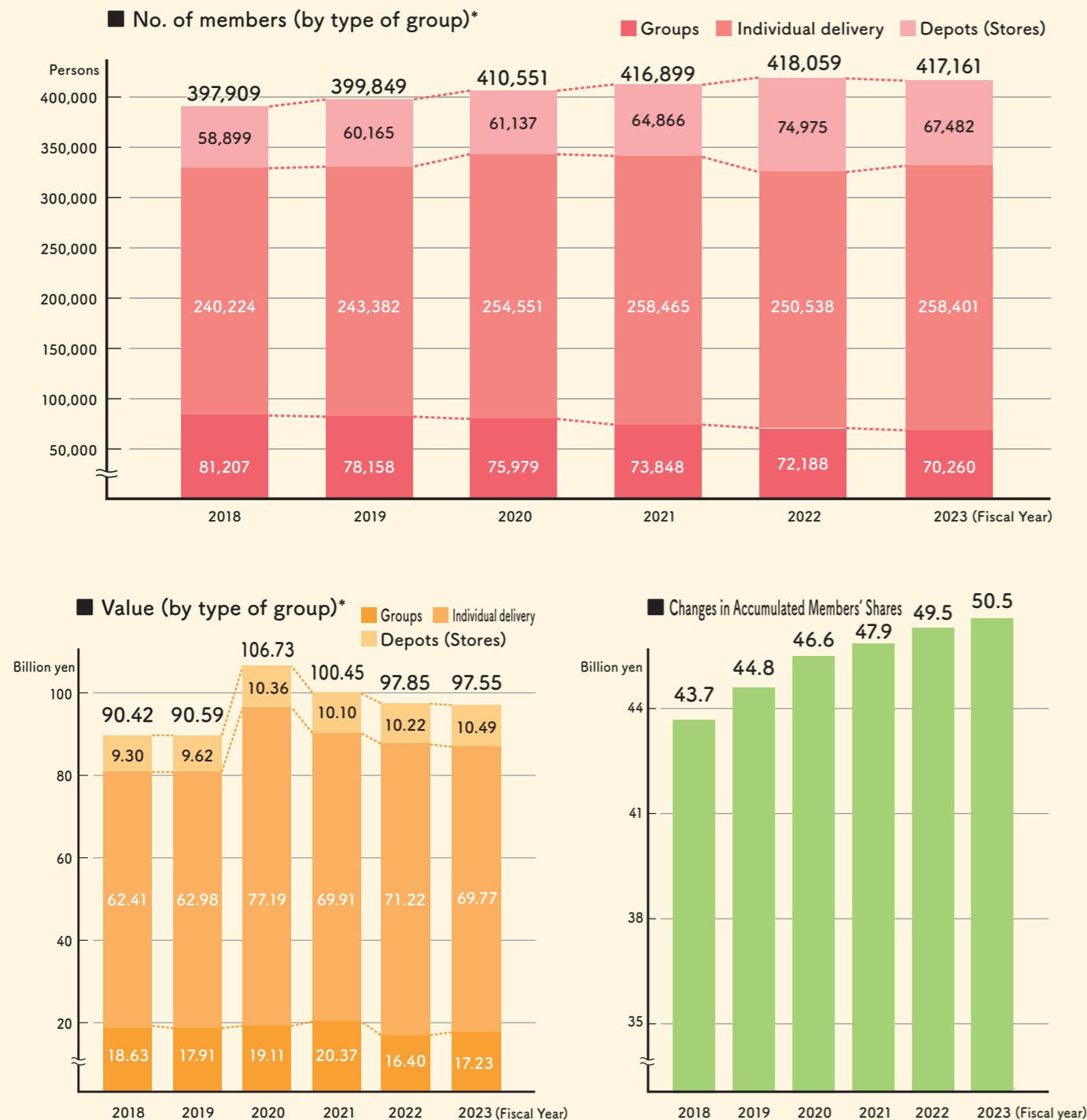
* The 10 Principles of Consumer Materials
The 10 principles consist of five economic and social principles, three environmental principles, and two principles on coexistence and self-government. The 10 principles are reflected in the consumer materials and in every single effort we make and are the basis of the realization of the "healthy and secure society."

Priority Goal 11 is a unique goal of the Seikatsu Club that goes beyond the SDGs.

DATA Changes and Trends Seen in Numbers

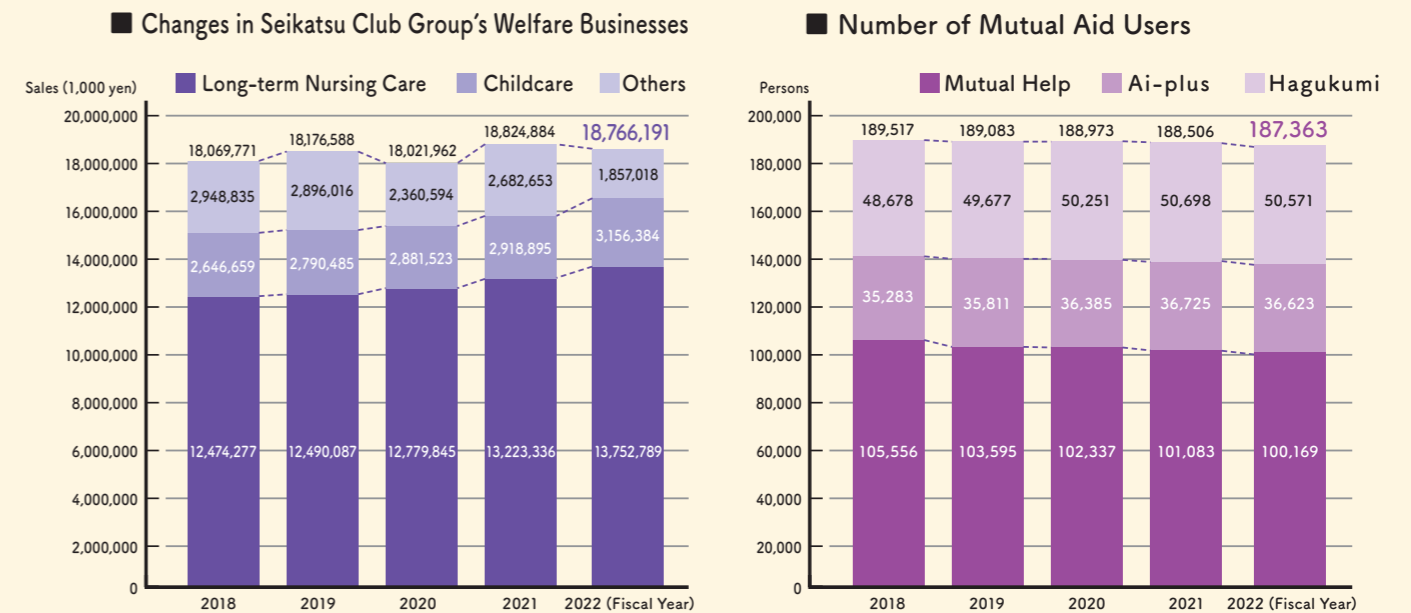
We have summarized data that makes it possible to grasp an overview of Seikatsu Club. Here we show changes in collective purchase user numbers, sales value and contributions through the data for FY2023 as well as changes in the sales value of welfare businesses, and changes in the number of users of the mutual aid systems through the data for FY2022.

[DATA 1: Changes and Trends in the Collective Purchase Business]



* The number of members and values supplied other than in groups, individual delivery and depots (stores) are also included in the total values for each fiscal year.

[DATA 2: The Scope of Seikatsu Club Group's Welfare Businesses and Mutual Aid Systems in FY2022]



"Ofukuwake" ("Fortune Sharing") - consumer materials ordered by Seikatsu Club members are delivered to people who need food support



Due to the prolonged economic slump, an increasing number of people are unable to eat satisfactory meals every day. Together with members and producers, Seikatsu Club is continuing food bank activities in each community. We have also launched a new support program called "Ofukuwake." In general, food bank activities effectively utilize food loss, such as non-standard products from farmers and unused products from food manufacturers. In Seikatsu Club, on the other hand, food loss rarely occurs because producers plan and produce food based on orders from members, who order by "preorder collective purchase." "Ofukuwake" now allows members to participate in food bank support by placing orders. This initiative will further expand the circle of support within the community.



Looking back on Seikatsu Club activities in FY2023

Komusubi-chan – developed by Tokyo members

To have many more people enjoy the partner producer area's jointly-developed rice, Seikatsu Club Tokyo members developed the rice ball "Komusubi-chan" by adopting various opinions over a span of two years.



Marugoto Tochigi A trip to visit producers

The exchange meeting between Tochigi Prefecture partner producers and members, held in fall each year from 2015, was held for the first time in three years. This study tour looks at milk and feed rice.



Nobeyama Agri-solar

A solar sharing power station study meeting and dedication were held. Instead of a ribbon-cutting ceremony, we harvested spinach to be planted out.

I Love This! Sausage Developed by Nagano members

Seikatsu Club Nagano members developed the "I Love This! Sliced Sausage" and "I Love This! Block Sausage" with partner producers by discussing what kind of processed meats they would like to eat and holding tasting parties.



Joint Study and Exchange of Views Meetings Held in Association with the Amended Basic Act on Food, Agriculture and Rural Areas

Joint study and exchange of views meetings held with key figures to the slogan of "Defend domestic agriculture, toward a rise in food self-sufficiency!" submitted a recommendation to the government.



Member expansion activities: Exchange gathering

"Spread Seikatsu Club in the Communities" forums for member participation were held by different local Seikatsu Clubs to learn from each other about expansion activities. Six regional representatives reported on practical examples.



Joining Hands with Members to Achieve Goals

Shoichi Murakami Chairperson of the Seikatsu Club Consumers' Co-operative Union

Avian influenza outbreaks occurred in some poultry farms during FY2023, but the domestic chicken species efforts, including chicken eggs and meat achieved 102% production.* This was due to the cooperation with producers and solidarity of our members. Self-sufficiency in livestock feed reached 43%, greatly exceeding the FY2022 target. Not only feed rice, good results were also seen in corn grain production. The ratio of renewable energy in Seikatsu Club electricity also exceeded 90%, and the number of power stations has risen to 69, with several more now under construction. The number of contracts is quickly approaching 20,000. The flurry of construction of agrivoltaic power stations indicates the strong compatibility between agriculture and renewables. The number of communities (municipalities) working on the development of child-rearing squares and places to be has reached 143 and is becoming a huge theme in member activities. With wars occurring in many

areas of the world, the international situation is unstable, and the yen remains weak. Many have realized that if this continues it will pose a big problem given Japan's overseas reliance on food and energy. In the food sector, however, farmers are abandoning farms due to ageing and other reasons; the number of people engaged in farm work are now a million fewer than 20 years ago. The area of deserted farmland continues to grow. We will do whatever it takes to protect Japan's primary industries for self-sufficiency in food and energy and for autonomy. Natural disasters caused by the climate crisis are occurring frequently. The expansion of renewables, the continuation of activities to protect the ecology of the ocean and land, and the day-to-day strengthening of relations between members in preparation for disasters is essential. We will spread the understanding that the linking of members in their communities is precisely the way to protect lives.

* Compared with FY2019

SUSTAINABLE DEVELOPMENT GOALS

What are the SDGs? Seikatsu Club is conducting activities in line with its unique practices, which are consistent with, and even go beyond, the vision of the SDGs. On this basis we proclaim activities for further promotion and more pioneering efforts in the Seikatsu Club 2030 Action Declaration. At the same time, we report on current efforts being made for the SDGs by Japan.



Report on Current Thinking about the SDGs

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"Well-being" for living as you wish to

The term "well-being" is attracting attention on recent years. It was first mentioned in the 1948 WHO (World Health Organization) Charter, which stated that "health is a state of complete physical, mental and social well-being." The term is often used in Japan as a keyword in a wide range of sectors such as work style reform and health promotion, and there is also a movement to employ it in

policy. Well-being has a deep relation with, for example, Goals 3, 5, 8 and 10 of the SDGs and it is thought that it will become a very important concept in the future as it lies beyond the achievement of the 17 goals. International organizations and companies have begun to advocate the Sustainable Well-being Goals (SWGs), which "aim to work together to achieve a state of sustainable well-being."

How Seikatsu Club Works

Seikatsu Club is a consumers' co-operative. In contrast to general businesses whose primary purpose is to make profits, Seikatsu Club is able to operate due to the members' "contributions," "use," and "management."

"Contributing" Together

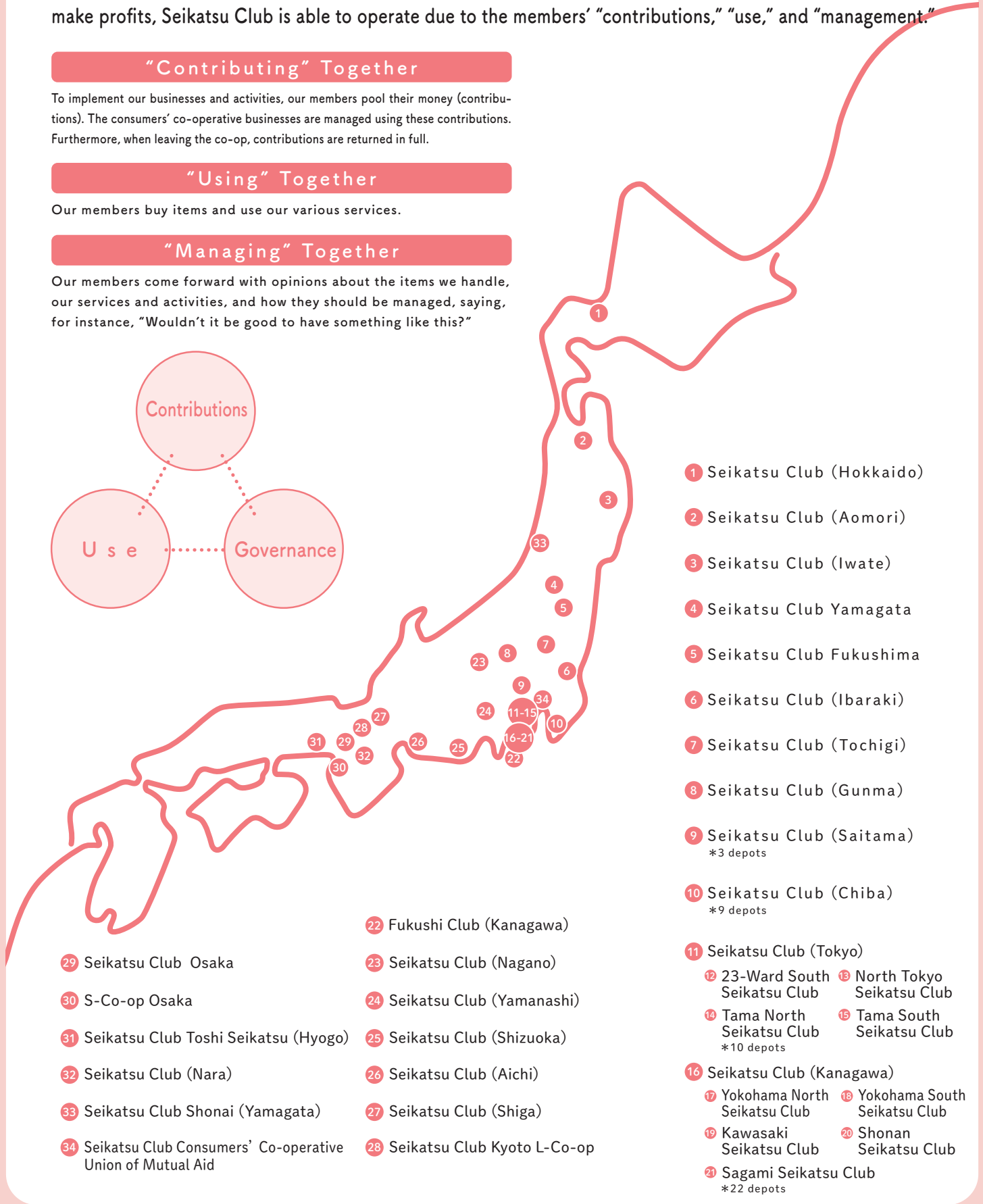
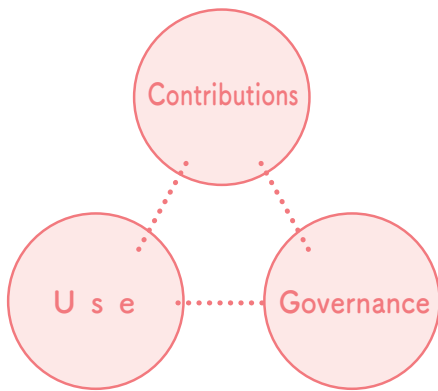
To implement our businesses and activities, our members pool their money (contributions). The consumers' co-operative businesses are managed using these contributions. Furthermore, when leaving the co-op, contributions are returned in full.

"Using" Together

Our members buy items and use our various services.

"Managing" Together

Our members come forward with opinions about the items we handle, our services and activities, and how they should be managed, saying, for instance, "Wouldn't it be good to have something like this?"



- 1 Seikatsu Club (Hokkaido)
- 2 Seikatsu Club (Aomori)
- 3 Seikatsu Club (Iwate)
- 4 Seikatsu Club Yamagata
- 5 Seikatsu Club Fukushima
- 6 Seikatsu Club (Ibaraki)
- 7 Seikatsu Club (Tochigi)
- 8 Seikatsu Club (Gunma)
- 9 Seikatsu Club (Saitama)
*3 depots
- 10 Seikatsu Club (Chiba)
*9 depots
- 11 Seikatsu Club (Tokyo)
 - 12 23-Ward South Seikatsu Club
 - 13 North Tokyo Seikatsu Club
 - 14 Tama North Seikatsu Club
 - 15 Tama South Seikatsu Club
- 16 Seikatsu Club (Kanagawa)
 - 17 Yokohama North Seikatsu Club
 - 18 Yokohama South Seikatsu Club
 - 19 Kawasaki Seikatsu Club
 - 20 Shonan Seikatsu Club
- 21 Sagami Seikatsu Club
*22 depots

- 22 Fukushi Club (Kanagawa)
- 23 Seikatsu Club (Nagano)
- 24 Seikatsu Club (Yamanashi)
- 25 Seikatsu Club (Shizuoka)
- 26 Seikatsu Club (Aichi)
- 27 Seikatsu Club (Shiga)
- 28 Seikatsu Club Kyoto L-Co-op
- 29 Seikatsu Club Osaka
- 30 S-Co-op Osaka
- 31 Seikatsu Club Toshi Seikatsu (Hyogo)
- 32 Seikatsu Club (Nara)
- 33 Seikatsu Club Shonai (Yamagata)
- 34 Seikatsu Club Consumers' Co-operative Union of Mutual Aid