



生活クラブ
2030
行動宣言

Sustainability
Report

FY2024 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 consistent with, and even go beyond, the vision of the SDGs.

The Seikatsu Club 2030 Action Declaration upholds 11 priority goals that reflect our aim to realize a sustainable society. Here, we report on the activities we are implementing toward the attainment of each of the goals together with our degree of attainment in FY2024.

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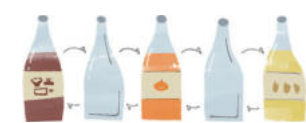
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Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.



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.

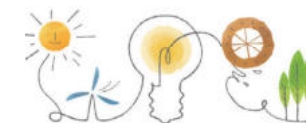
Note on contents

The activity data shown in the report have been prepared based on actual performance in fiscal year 2024 (April 2024 to March 2025), unless otherwise stated.

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



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



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



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 2024

Priority Goal 1 Members participate in farmwork to produce consumer materials 30th anniversary of "Planned Labor Participation"



Members participate in farmwork for pay and buy the consumer materials, which include the necessary expenses in the price. The Seikatsu Club "Planned Labor Participation" is a mechanism for continuing the production of consumer materials. "Shinshu Tomato Juice" is produced through this "Planned Labor Participation."

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Priority Goal 3 Reusing bottles to reduce environmental load 30th anniversary of the "GREEN System"



Seikatsu Club began the "GREEN System" to reduce environmental load in 1994. After retrieving the standardized bottles, they are washed and reused for consumer materials. To deepen understanding on the 30th anniversary, our members are visiting factories where the reusable bottles are used for consumer materials.

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Priority Goal 4 Members participate in support activities in an area affected by a torrential rain disaster



The Shonai partner producing area in Yamagata Prefecture was struck by a torrential rain disaster on July 25-26, 2004. Seikatsu Club immediately sent bottled water and other relief materials to the area. From August to mid-October, a total of 256 members and staff travelled to Shonai to carry out support activities.

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Seikatsu Club Action Timeline

- (FY) 1965** Seikatsu Club formed
- 1977** Stopped handling synthetic detergents, advancing the soap use movement in earnest.
- 1986** Set radiation standards after the Chernobyl accident.
- 1990** Founded Seikatsu Club Consumers' Co-operative Union, deciding to promote food self-sufficiency and become a model for a sustainable recirculating society.
- 1994** Started the "GREEN System" for bottle reuse.
- 1997** Launched "participatory autonomous auditing." Established the principle of "Safety, Health and Environment," taking responsibility for the entire process from production to disposal for future generations.
- 2015** Adopted the Seikatsu Declaration and 10 Ways We Think & Act.
- 2016** Began collective purchase of renewable electricity through Seikatsu Club Energy Co., Ltd. (2014). Adopted the "8 Principles of Welfare and Mutual Aid."
- 2018** Adopted 10 Principles on Consumer Materials. Renamed "Participatory Autonomous Auditing" as "Consumer Materials Step-Up Inspection."
- 2020** Adopted the Seikatsu Club 2030 Action Declaration. Announced the Climate Crisis Declaration.
- 2022** Increased 2030 Action Declaration Priority Goals to 11. Launched system creation for "Connecting Local SDGs." Founded the Energy Business Federation.
- 2023** Shonai area "local SDGs" efforts won the Minister of the Environment Award for Excellence in the Good Life Awards.

More details on the Seikatsu Club 2030 Action Declaration here

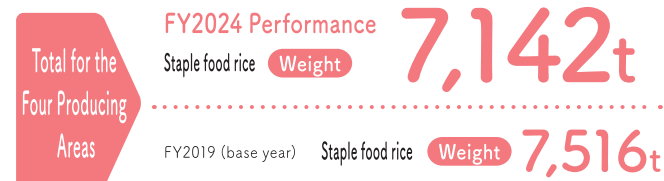
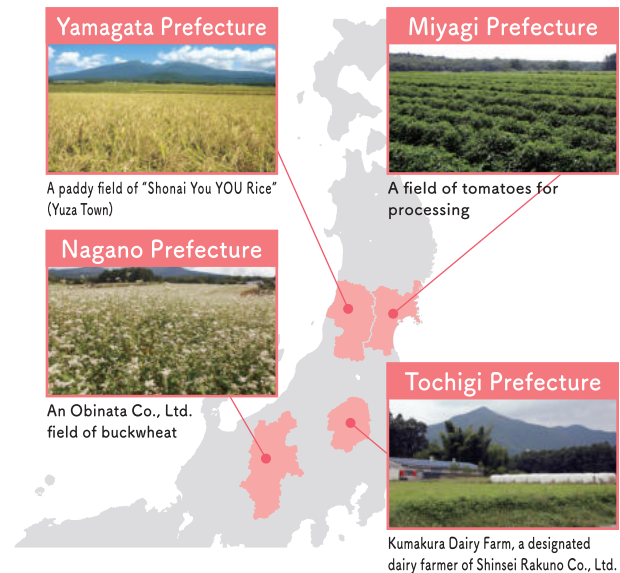


Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.

Implementation based on sustainable community-building

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

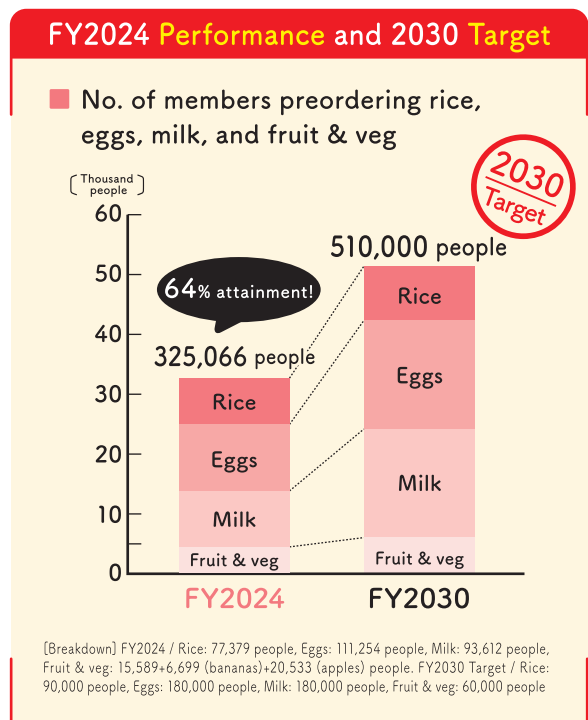
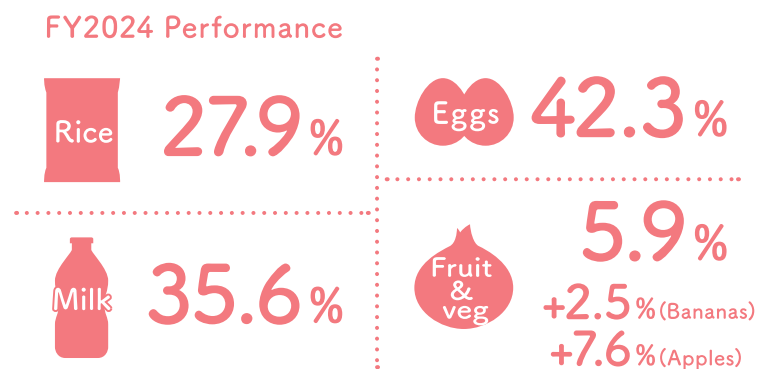
We aim to increase domestic self-sufficiency with our partner producers to ensure continual production and consumption of primary products*, which are both basic food ingredients and raw materials for various processed foods. We also go beyond food production by forging connections with each producing area and community, helping to revitalize the four main producing areas—Yamagata, Nagano, Tochigi, and Miyagi—that 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 convenient mechanism 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 due to preorders provides 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. * Apples were added to fruit & veg preordering in FY2024.

In the primary industries, we are pursuing domestic self-sufficiency right down to seeds, and are also promoting 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.

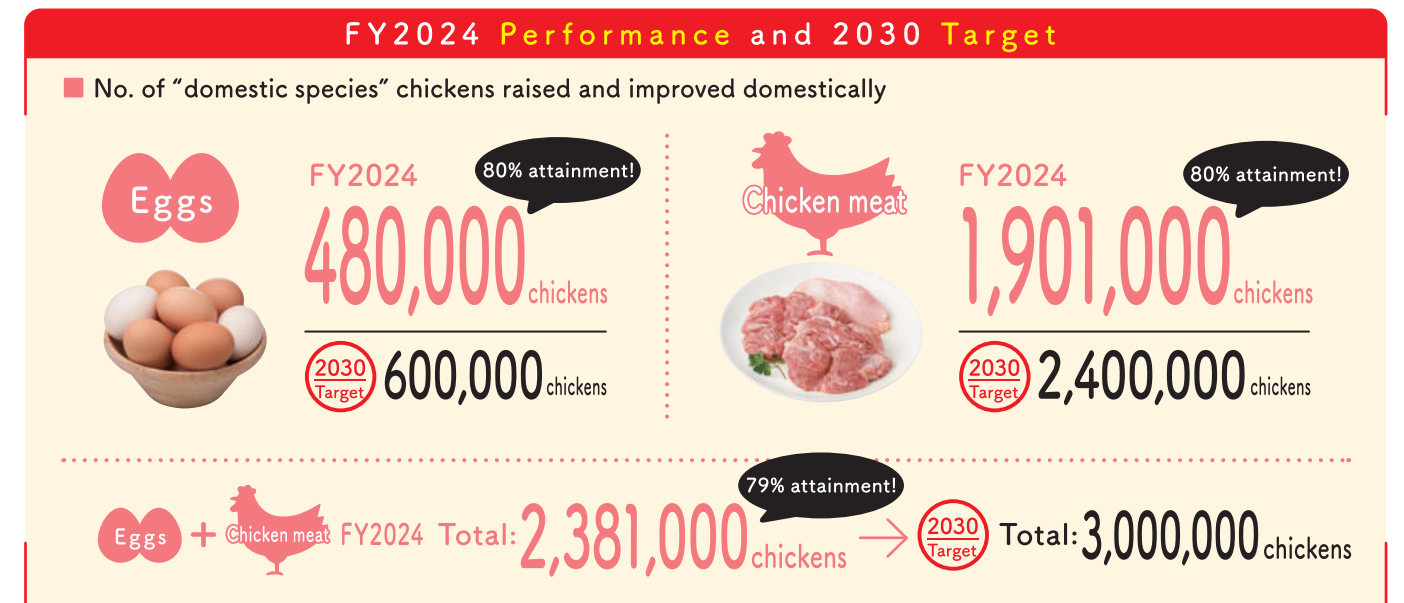


We pursue domestic self-sufficiency through production and shipping based on specific species

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 domestic self-sufficiency

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 further consideration.

* 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 create various opportunities for members to hear from partner producers and learn about production sites. In addition to "producer exchange meetings," where members visit producing areas and learn about consumer materials, we also hold "consumer area exchange meetings" and "study meetings," inviting producers to local Seikatsu Clubs. Members also join in planting and harvesting tomatoes for processing, and exchanges are expanding further through online activities.



Members from many areas visit the Shonai producing area for a huge exchange meeting. The 51st meeting was held in July 2024. 14 locations were visited for exchanges over 4 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 carrying out seedling planting and harvesting of tomatoes for processing used as raw materials for tomato juice. Students from the Nihon University College of Art also participated in the harvest in August 2024.

Priority Goal 2

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.

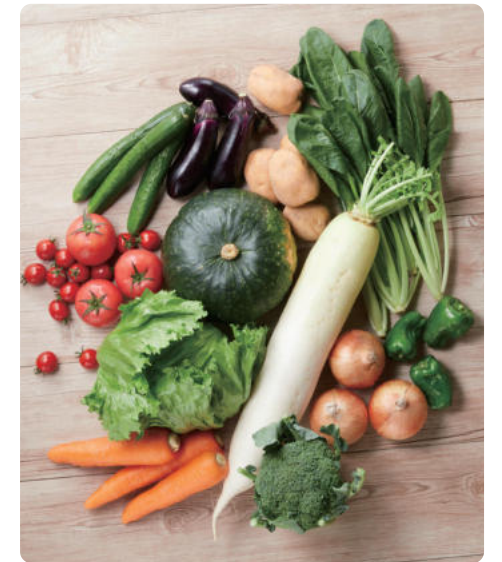
Action to reduce the use of pesticides on vegetables as far as possible

All Seikatsu Club vegetables are named "Earth-Made Vegetables." Starting with the preparation of the soil together with the producer, as far as possible without using synthetic pesticides and fertilizers, we clarify the 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.



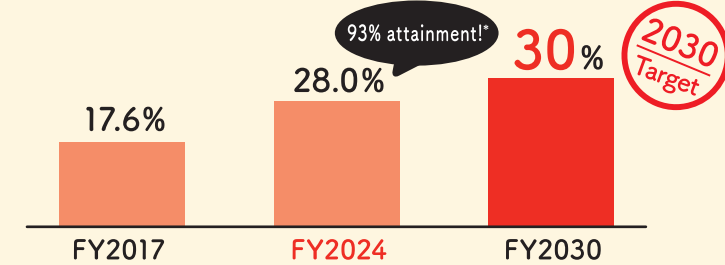
The Earth-Made Vegetables' logo

* "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.



FY2024 Performance and 2030 Target

Supply rate trend of "Apparé Cultivated" and "Harébaré Cultivated" vegetables



* 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.

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 in Granular Laundry Soap, etc. from palm oil to waste edible oil. We have changed the palm oil used in our three margarine items to raw materials certified by RSPO.

More details on the renewed soap here: ▼



■ No. of orders of consumer materials that use MSC Certified raw materials (FY2024) **1,255,049**

New Action Reducing food waste

Seikatsu Club is reviewing "best before" dates by checking taste and quality over time, and will extend the dates where no issues are found.

■ No. of items for which the best before dates have been extended **43% attainment!**

Accumulated No. of items FY2020 to FY2024 **257**

2030 Target **600**

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).



cattle

3,109



pigs

79,831



chickens

1,825,158

* FY2024 performance

* MSC Certification

A Marine Stewardship Council certification system for natural marine products that conserve marine resources and the environment and that are 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.

FY2024 Performance and 2030 Target

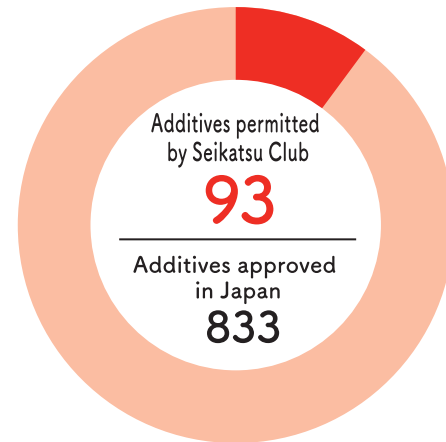
Accumulated total of consumer material items produced without the use of unnecessary food additives, in line with our autonomous standards.

FY2024 **3,616** 88% attainment!

2030 Target **4,097**



Permitted food additives



As of the end of March 2025

* 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 propose safe, nutritionally balanced eating and develop consumer materials that utilize food nutrients and traditional 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.



FY2024 Performance and 2030 Target

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

FY2024 **345** 54% attainment! → 2030 Target **644**

Providing food information useful for enhancing health

We hold courses in all regions to help members use Bio-support activities, including menu planning, childcare support, and senior health maintenance.



FY2024 Performance and 2030 Target

No. of Bio-support courses held

FY2024 **24** 30% attainment!
2030 Target **80**

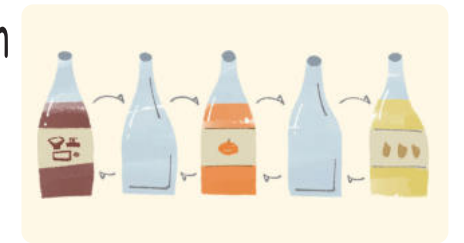
No. of participants in Bio-support courses

FY2024 **386** 24% attainment!
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

About 60% of domestic waste is containers and wrappings. Seikatsu Club has standardized bottles for seasonings and beverages into reusable categories, retrieved and reused to minimize waste and environmental impact. Reuse also cuts energy use and CO₂ emissions. This initiative is promoted as the GREEN System*.



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

FY2024 Performance and 2030 Target

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

FY2024 **77.0%** 96% attainment!
2030 Target **80%**

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

CO₂ emissions reduced by the power of the members!

The R (reusable) bottle can be reused 35 times, the ultra-light R bottle 50 times and the milk bottle 50 times. Compared with "recycling," where the used bottle becomes waste that is turned into new resources, the reusable bottle results in smaller CO₂ emissions. Materials that can be turned into resources, such as plastic milk bottle caps, picking bags (used when delivering consumer materials), and order sheet film, are also retrieved and recycled into trash bags, vegetable picking bags, etc.

In FY2023, 817t of CO₂ emissions were reduced through GREEN System R bottle reuse. This is the outcome of members using consumer materials in R bottles and returning the bottles. We intend to continue this eco-friendly GREEN System for our consumer materials.

CO₂ emissions reduction (FY2024) **778t reduction**

* Reductions due to retrieval of picking bags and caps are not included.



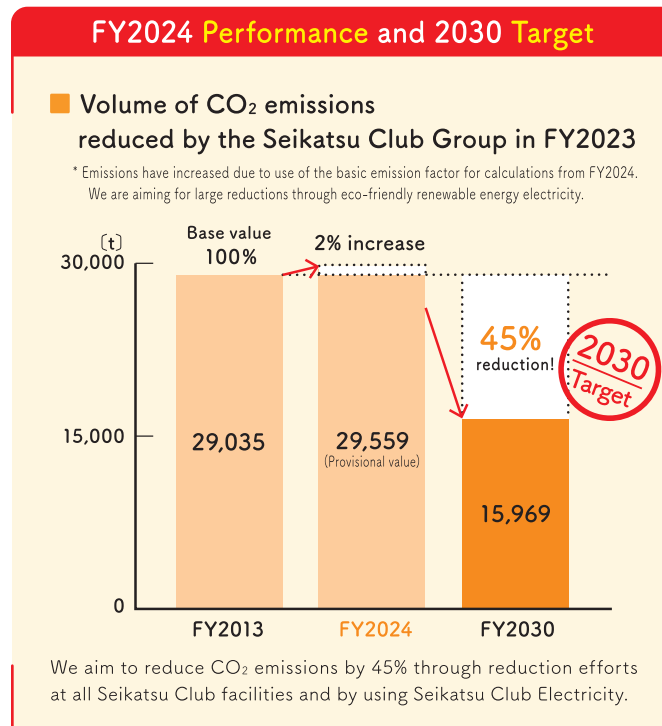
Reducing the Seikatsu Club Group's CO₂ emissions

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

The Seikatsu Club Group is working to cut greenhouse gas emissions, aiming for a 45% CO₂ reduction by 2030 (vs. 2013) and to near zero by 2050.



New EV in the Katsushika Center, Tokyo



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

The climate crisis is making it harder to produce agricultural products as before. Seikatsu Club is exploring region-specific poultry farming to cope with summer heat and bird flu. While open housing is standard, some farms use semi-windowless houses. Oindo Noen, a persimmons producer in Nara Prefecture, is also studying soil and varieties suited for fruit growth.



Semi-windowless poultry houses with forced ventilation are effective in preventing summer chicken deaths and enable the entry of natural wind and light.



Smart ag machinery demonstration by Oindo Noen to resolve the labor shortage and rural population ageing."



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

Agreements with local governments to strengthen support systems

Seikatsu Club cooperates with local governments such as Shiojiri City in Nagano Prefecture, and Sakata City and Yuza Town in Yamagata Prefecture, where many partner producers are based. With Shiojiri City, we have a comprehensive cooperation agreement that began with a water source use agreement for emergency drinking water, enabling mutual support for daily necessities during disasters.

Recovery support activities after the torrential rain disaster in the Shonai area, Yamagata Prefecture.

The Shonai area (Yuza Town and Sakata City) in Yamagata Prefecture, a Seikatsu Club producing area, suffered severe damage from the torrential rain on July 25–26, 2024. Under the comprehensive cooperation agreement, Seikatsu Club sent 256 volunteers and staff from early August. In coordination with the administration and producers, they removed mud, debris, and driftwood from rice paddies and helped clean homes with the local disaster volunteer center. Donations were collected and presented to Sakata City, Yuza Town, JA Shonai Midori, and the Yuza Town Joint Development Rice Group.



Protecting the environment and the ecology through daily lifestyle choices

We do not handle synthetic detergents

Seikatsu Club promotes soap use and does not handle synthetic detergents made with petroleum-based surfactants. Since July 2022, part of the fatty acids in three items, including Granular Laundry Soap, have been replaced from palm oil to waste edible oil, improving environmental and human rights standards.



[Seikatsu Club × Nihon University College of Art] Industry-Academia Project
Begun in 2023, students visited producing areas and used their creativity to share messages on protecting water and using eco-friendly soap.

Please see the website for details.



We do not handle food that has been genetically manipulated

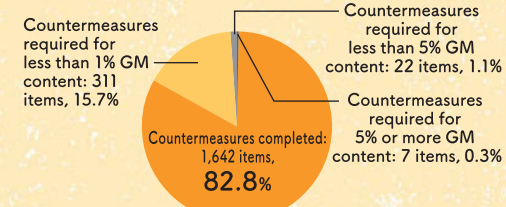
Based on the Seikatsu Club belief of "not using anything suspicious," we avoid handling genetically engineered crops or food, working with partner producers to remove such crops from raw materials and livestock feed, and also reject genome-edited materials.

Volume of Non-GM feed* used

FY2023 performance **37,607 t**

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

Proportion of consumer materials for which GM countermeasures have been completed



FY2024 Performance and 2030 Target

No. of people who bought the main kinds of soaps (laundry soap, kitchen soap, and soap bars)

41,337 41% attainment!

2030 Target **100,000**

Proportion of people who bought the main kinds of soaps

15.8% 63% attainment!

2030 Target **25%**

* Except Hokkaido and Kansai Seikatsu Clubs. * July 2024 performance

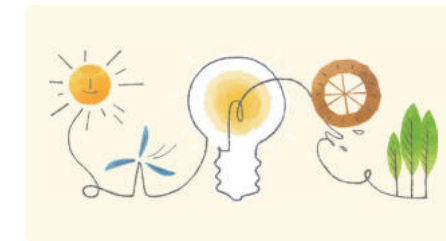
* Genetically modified crops (GM crops/GMOs)
A crop plant into which a gene or genes taken from a different living organism have been incorporated to express a particular trait. (GMO: genetically modified organism)

* 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).

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.



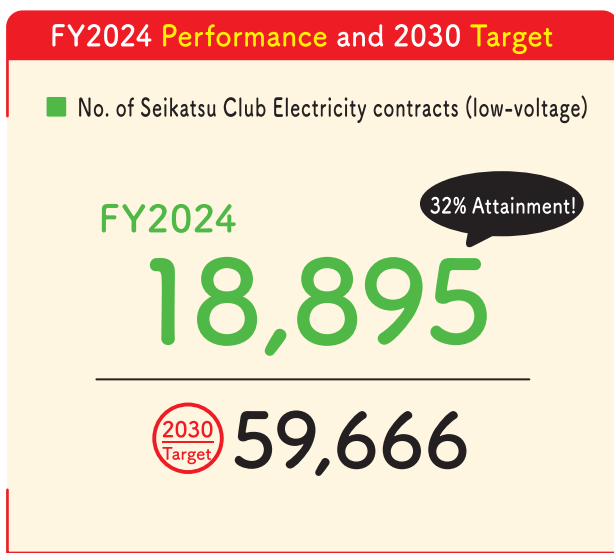
Promoting energy conservation and the use of renewable energy

Self-production of the electricity we use

Seikatsu Club 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, 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**

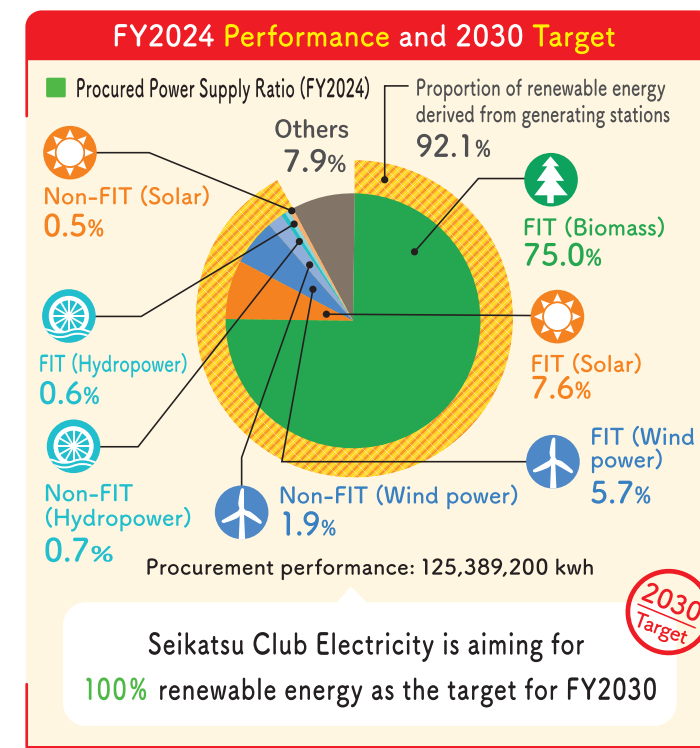
If Seikatsu Club Electricity makes a profit, it will be returned to the users as a patronage refund. When profits are expected, refunds will be provided for the users' electricity bill in the following year in accordance with payments made for the electricity consumed.



Increasing Seikatsu Club Electricity generating stations

Construction of new plants and partnerships

Seikatsu Club Electricity sources power from renewable stations nationwide, including solar, wind, hydro, and biomass—low-impact, decentralized energy. Aiming for 100% renewable energy by 2030, we will expand new stations and partnerships with like-minded operators.



Trust and coexistence from the production and expansion of renewable energy.

The Seikatsu Club wind generator "Dream Wind" in Nikaho City, Akita Prefecture, built mainly by the members of the four Tokyo Seikatsu Clubs, reached its 13th year of operation in 2025. For ten years, it has supplied stable renewable energy to Seikatsu Club Electricity. Realizing during construction that "a simple relationship of power generation and use would be no different from a nuclear plant where only cities benefit," we promoted collective purchases of local products and exchanges with Nikaho City and the Seri Neighborhood Association. "Dream Wind" has embodied RE expansion that benefits both producing and consuming areas. At its 10th Anniversary Celebration in May 2025, we received a Letter of Appreciation from the Seri Neighborhood Association. The second generator, "Chihaya," began operation in Nikaho City in March 2025, aiming not only to increase RE but also to enrich local communities.



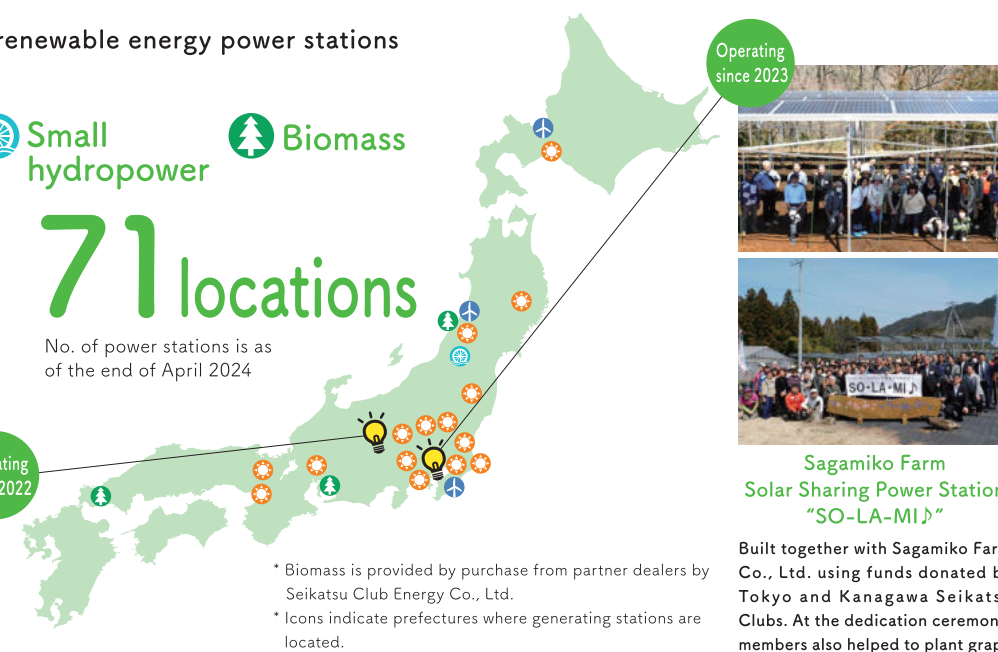
Seikatsu Club Electricity renewable energy power stations

71 locations
No. of power stations is as of the end of April 2024

Operating since 2022, Operating since 2023



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.



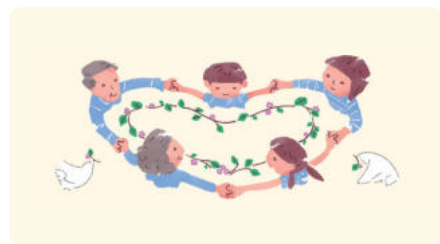
Sagamiko Farm Solar Sharing Power Station "SO-LA-MI♪"
Built together with Sagamiko Farm Co., Ltd. using funds donated by Tokyo and Kanagawa Seikatsu Clubs. At the dedication ceremony, members also helped to plant grape vines for wine.

* 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 Electricity 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 2024 was 0.418. (Units: kg-CO₂/kWh)

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 for all

We create places and roles for people of all ages and situations to be cheerful, find purpose, and live as they wish to in their communities.



Efforts for places to be
No. of communities*
139
FY2023 performance

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

Long-term care prevention and healthy longevity

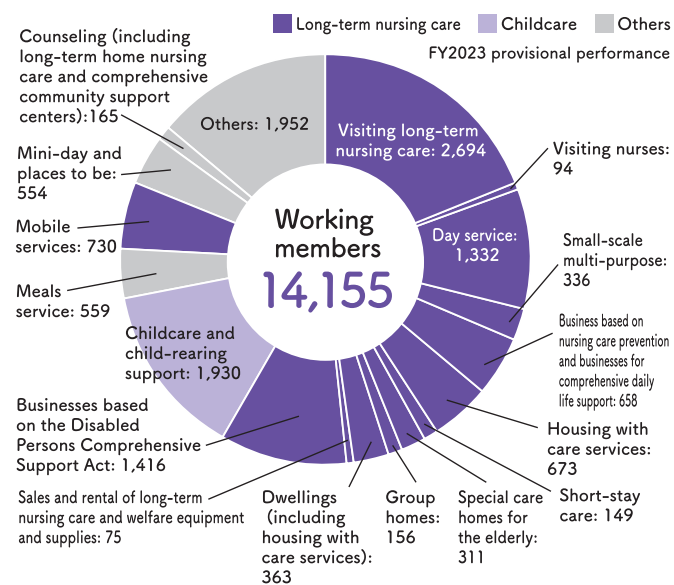
To support health, we regularly share simple exercise tips and ways to improve daily habits on our website. We also support Bio-support active senior courses* linked to Bishoku Hyakusai (Bounteous Dainty Dishes) consumer materials.



Efforts for preventive care and health maintenance activities
No. of communities*
33
FY2023 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 Community Mutual Aid

We hold disaster prevention workshops to raise awareness and encourage daily preparedness. We also run joint Lifeplan Courses with disaster prevention seminars held by the Kokumin Kyosai Coop "Zenrosai."



No. of Lifeplan Course Disaster Prevention Workshops held
13 Courses

No. of participants
178
FY2024 performance

Scene at a Lifeplan Course

* 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

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 vulnerable people

We provide services and care for clothes, food, and housing accessible by people in vulnerable situations. We also operate consultancy businesses to support daily life for those facing personal difficulties.



Efforts for household expenditure consultations
Number of communities (municipalities)
7
FY2023 performance

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

Food Redistribution and Dietary Education

We support Seikatsu Club foodbanks with the "Seikatsu Club Shinseikai," an association of our consumer material producers. Food providers are expanding activities, including children's cafeterias and managing places to be.



No. of recipient organizations
29 organizations in 7 prefectures

No. of producers
26 organizations
FY2023 performance

Volunteer members sorting food ingredients (Foodbank Kanagawa)

Creating places where everyone has a role

We expand jobs and workplaces where people respect each other and find fulfillment, regardless of social, psychological, gender, age, or disability differences.



Making efforts for learning support
No. of local Seikatsu Clubs
6
FY2023 performance

"Employment Support" by Seikatsu Club Yamagata

Seikatsu Club Mutual Assistance Hagukumi

As with consumer materials, our members create the security they want. We also provide care services, including housework and nursing support, childcare, and mobile services, where community members engage in direct mutual assistance.

No. of members
49,458
(As of the end of March 2025)

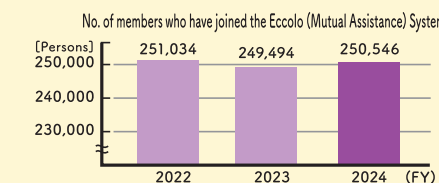


Seikatsu Club Mutual Assistance image character "Hugmi-chan"



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.



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

Exchanges of views associated with the formulation of the Basic Plan for Food, Agriculture and Rural Areas

The Basic Plan for Food, Agriculture and Rural Areas, which charts the direction of Japan's future agricultural policy, was revised in June 2024 for the first time in 25 years. In March 2025, six consumers' co-operatives nationwide*, including Seikatsu Club, thus held exchanges of views associated with the formulation of the Basic Plan for Food, Agriculture and Rural Areas in Tokyo. The purpose of the exchanges was to make direct appeals to the Ministry of Agriculture, Forestry and Fisheries (MAFF) and Diet members regarding the opinions of our members and producers on how to protect Japanese agriculture. Prior to the exchange of views, an opinion paper drafted jointly by the six consumers' co-operatives was submitted to MAFF in February. Members and producers of the consumers' co-operatives, MAFF personnel, and Diet members totaling around 270 people, including online participation, exchanged views based on the written opinion.



Members and producers of the six consumers' co-operatives exchanged views on the future of agriculture with MAFF and Diet members

* Seikatsu Club Consumers' Co-operative Union, Tohto Co-op, Shizenha Consumers' Cooperative Union, Consumers' Co-operative Federation Aichoice, Green Coop Federation of Consumer Cooperatives, and Palsystem Consumers' Co-operative Union

Connecting beyond borders, generations, and disabilities

Exchanges with Overseas Citizens

Since 1999, Seikatsu Club Consumers' Co-operative Union, the Taiwan Homemakers Union Consumers Co-op, and the South Korean Happy-coop Union have held the "Asian Sisterhood International Meeting" to learn from each other. Held annually in Taiwan, South Korea, and Japan, members deepen understanding through exchanges, producer visits, and facility tours. In 2024, marking the 25th anniversary, Seikatsu Club held a study meeting with 41 participants. The 26th Anniversary Commemorative Meeting is planned for Taiwan in 2025.



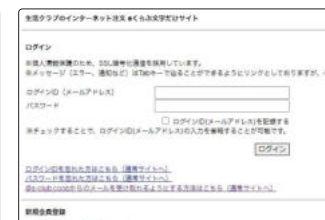
Participants in the Asian Sisterhood International Meeting 25th Anniversary Commemorative study meeting

Bringing information to more people

We promote multilingualism by creating English and Korean pages on the official Consumers' Co-operative Union website. The Seikatsu Club Internet order system "e-Club" also offers a text-only site compatible with text-to-speech software for visually impaired users. The system has been improved for easier ordering, with visually impaired people helping to develop the site.



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



e-Club text-only site

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

Globally, gender equality and women's empowerment are seen as vital. We aim to increase the number of Seikatsu Club members, mostly women, and strengthen their voices and influence. We also develop functions, work styles, and workplaces needed for local communities, including workers' collectives.

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



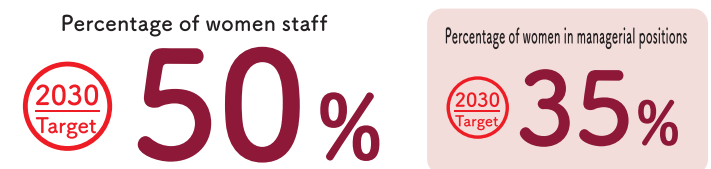
Located around Tokyo and three surrounding prefectures, "Depots" are shops where Seikatsu Club consumer materials can be bought. Depots take the form of workers' collectives practicing joint management with Seikatsu Club members as the core.

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 create workplaces where individuals are respected regardless of gender, age, lifestyle, or values, and everyone's abilities are used. We foster understanding of diversity, support a balance of work with childcare and nursing care, and enable diverse work styles through ICT.

■ Promoting women's recruitment and appointment to managerial 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".

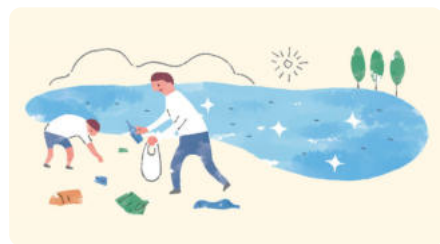


Seikatsu Club is making efforts toward workplaces where all staff can work comfortably regardless of gender, age, or disability.

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*.

A dialog linking forests and livelihood

A “Seikatsu Club Forest Forum” held

With 60% of Japan’s land mass covered with forests, actions for forest conservation and forestry problems are important issues when considering the sustainability of Seikatsu Club’s partner producing area communities. A “Seikatsu Club Forest Forum” was held in March 2024 as an opportunity for network building for people in Seikatsu Club partner producing areas and our members to learn about the issues of Japan’s forests and forestry as well as pioneering forestry initiatives. A total of 241 participants learned and thought about the forests.



Administrators, producers, related businesspeople, and members from many regions gathered to talk about forests and timber.

Community people and producers working to build a sustainable society

Forestry cooperation in the Kii Peninsula area

The Kii Peninsula, one of Seikatsu Club’s partner producing areas, is also a leading forest region in Japan. Promoting Local SDGs, we cooperate with local forestry workers and partner producers. To understand the current situation, we hold forest inspection tours through the “Yutori Club,” where many members visit the Yoshino area in Nara Prefecture for farm support and local activities.

Believing that proper forest use supports conservation, we promote Yoshino timber for Seikatsu Club facilities and community housing. Together with fruit and vegetable producers, we are also testing a new farming method using forest chips and bacteria to



Implementing an experimental cultivation of organic strawberries using residual forestry chips.



An inspection tour where members actually walk in the mountains to learn about forestry

enable organic cultivation.

These initiatives strengthen ties with producing areas and address forest and mountain issues.

Making use of the forest for local manufacturing

Seikatsu Club and a partner producer, Sakai Industries Co., Ltd. (Shiojiri City, Nagano Prefecture) are taking action for the recirculation of forest resources and the passing on of local culture through the production of articles for daily use using domestic timber. Japanese cypress chopsticks and wooden eating utensils are produced by a technology that fuses handcraft and mechanization. We are putting our energy into forest education and the planting of lacquer trees for environmental conservation by collaborating with the community



Members participating in lacquer tree planting activities conducted in a satoyama at Iwaki City, Fukushima Prefecture by Sakai Industries Co., Ltd. and associated people.



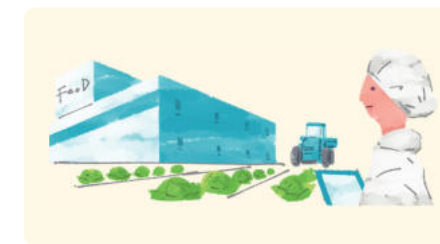
* Local SDGs

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.

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.

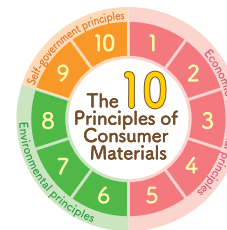


We will make autonomous efforts toward the attainment of the SDGs with organizational management based on member sovereignty as the central principle. We will also practice the setting of autonomous goals for action guidelines that go beyond the SDGs.

Autonomous Management and Checking through Our Unique Standards

Seikatsu Club’s Autonomous Standards

Seikatsu Club aims for a society where people live healthily and with peace of mind, setting “Autonomous Standards” based on the Ten Principles of Consumer Materials. The standards cover all agricultural, fishery, livestock, processed foods, household goods, packaging, energy, and radiation standards for food consumer materials. They include rules for producing consumer materials and guidelines to guide them toward our envisioned future.

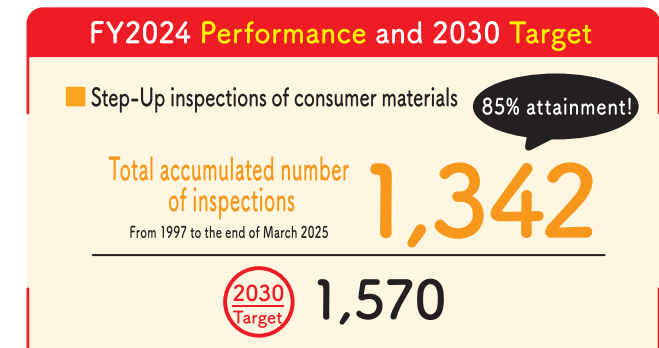
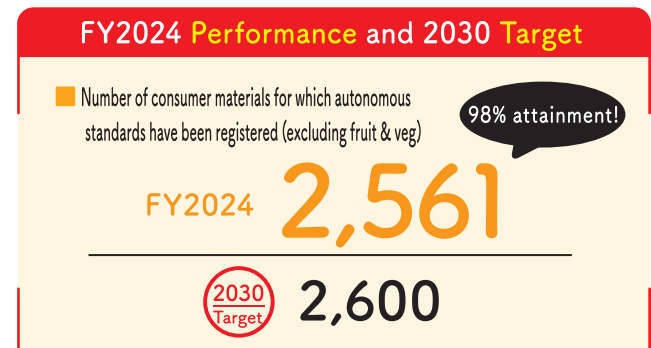


Consumer Materials Step-Up Inspections

Members visit consumer material production sites to check manufacturing processes, usually face-to-face, though recently also online. Producers review members’ questions, and consumer materials are improved through repeated feedback between members and producers.



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



* The 10 Principles of Consumer Materials

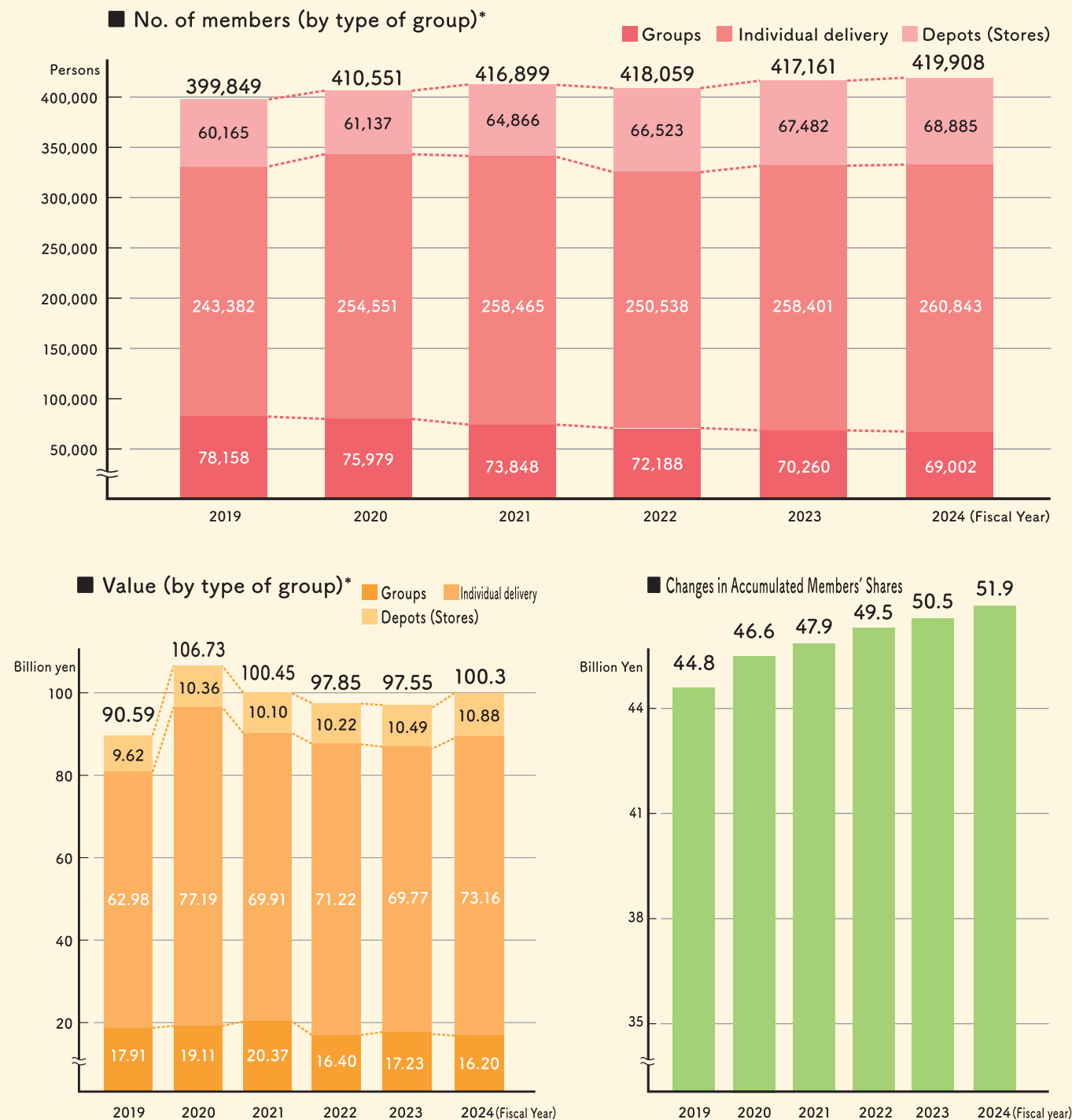
The 10 principles consist of five economic and social principles, three environmental principles, and two principles on coexistence and self-government. The 10 principles are reflected in the consumer materials and in every single effort we make and are the basis of the realization of the “healthy and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

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

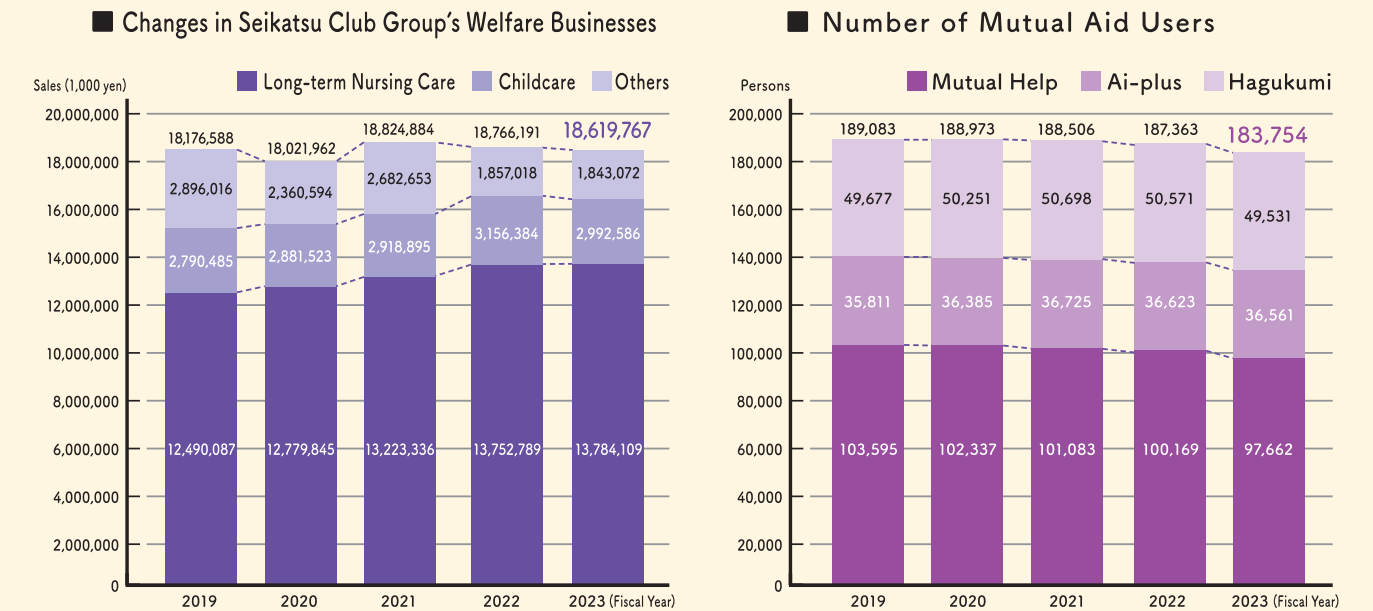
DATA Changes and Trends Seen in Numbers

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 FY2024 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 FY2023.

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



[DATA 2: The Scope of Seikatsu Club Group's Welfare Businesses and Mutual Aid Systems in FY2023]



"Ofukuwake" ("Fortune Sharing") - food ingredients 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.



* 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.

Looking back on Seikatsu Club activities in FY2024

Shonai Local SDGs Inspection and exchange meetings

Members inspected the Shonai area, Yamagata Prefecture, partner producer area and the spread of local businesses using renewable energy.



Nichigei/Seikatsu Club Industry-Academia Collaborative Project

Students of the Nihon University College of Art (Nichigei) visited Seikatsu club partner producing areas to produce PR materials.



Yutoriro Club Shikwasa harvest support

In a Yutoriro Club event, members traveled to the partner producing area in Okinawa Prefecture to participate in shikwasa (Okinawan lime) harvesting and grass-mowing work. This helps the ageing farmers to continue to produce the consumer materials.



New Seikatsu Club Chicken House

Members inspected the Seikatsu Club Tamago Co., Ltd. farm in Saitama Prefecture. The group visited the rebuilt chicken house and checked out the increased numbers of chickens and the high-temperature countermeasures.



Fisheries exchange meeting plenary session

To the theme of "Production and Consumption of Sustainable Seafood," members held exchanges with partner producers of seafood and processed seafood consumer materials to deepen understanding between consumers and the producing area.



Noto Peninsula Earthquake Donations for recovery support

Members, partner producers and others gathered donations of 85,433,449 yen, later presented to partner producers in the affected areas.



We are striving for the sustainability of primary industries

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

FY2024 was a year in which we felt a real sense of Seikatsu Club's activities for sustainability take root. Planned labor participation in tomatoes for processing and the GREEN System both reached their 30th anniversary, and I was able to affirm that the mechanisms for collaboration that have been built up by our members and producers are functioning powerfully.

Moving toward the 11 Priority Goals set out in the 2030 Action Declaration, we have achieved solid outcomes in several sectors, such as raising self-sufficiency in livestock feed, expansion of renewable energy, efforts toward domestic chicken species, and the enhancement of community welfare. The fruits of steady continua-

tion of sustainable actions for self-sufficiency and recirculation in food, energy, and care that we have made thus far are now showing convincing signs of ripening. At the same time, as can also be said about the current unstable situation with rice since last year, Seikatsu Club has warned for many years of the danger of entrusting the supply and price formation of food entirely to the market economy. With the food crisis now becoming visible, we must strive for food security for the whole nation and the sustainability of primary industries. It is necessary for Seikatsu Club to further deepen our relations with partner producing areas, maintain and expand farmland, as well as secure successor farmers and develop new producing areas.

SUSTAINABLE DEVELOPMENT GOALS

What are the SDGs?

The world is now confronted by numerous difficulties, including disparity and poverty, population growth, mass production and mass consumption that are making it impossible to maintain the ecosystem, the climate crisis, and so on. The SDGs are common global indices that aim at a resolution to these problems by 2030. The SDGs are positioned as universal goals to be reached through the efforts of both developed and developing countries under the principle of "leave no one behind," and each person is required to take action as if the SDGs were his or her own personal problem.



Report on Current Thinking about 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.

"Business and human rights" – Sustainability starting from people

Business and human rights have been attracting attention as an international issue in recent years. Companies have a responsibility to respect human rights in all processes related to the provision of products and services. Risks such as forced labor, child labor, and discriminatory treatment are known to exist in hidden forms in the supply

chain. The United Nations Guiding Principles on Business and Human Rights require companies to formulate policies respecting human rights, identify and prevent risks, and take measures to remedy harm. Considering not only the environment but also human rights is indispensable for realizing a sustainable society.

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

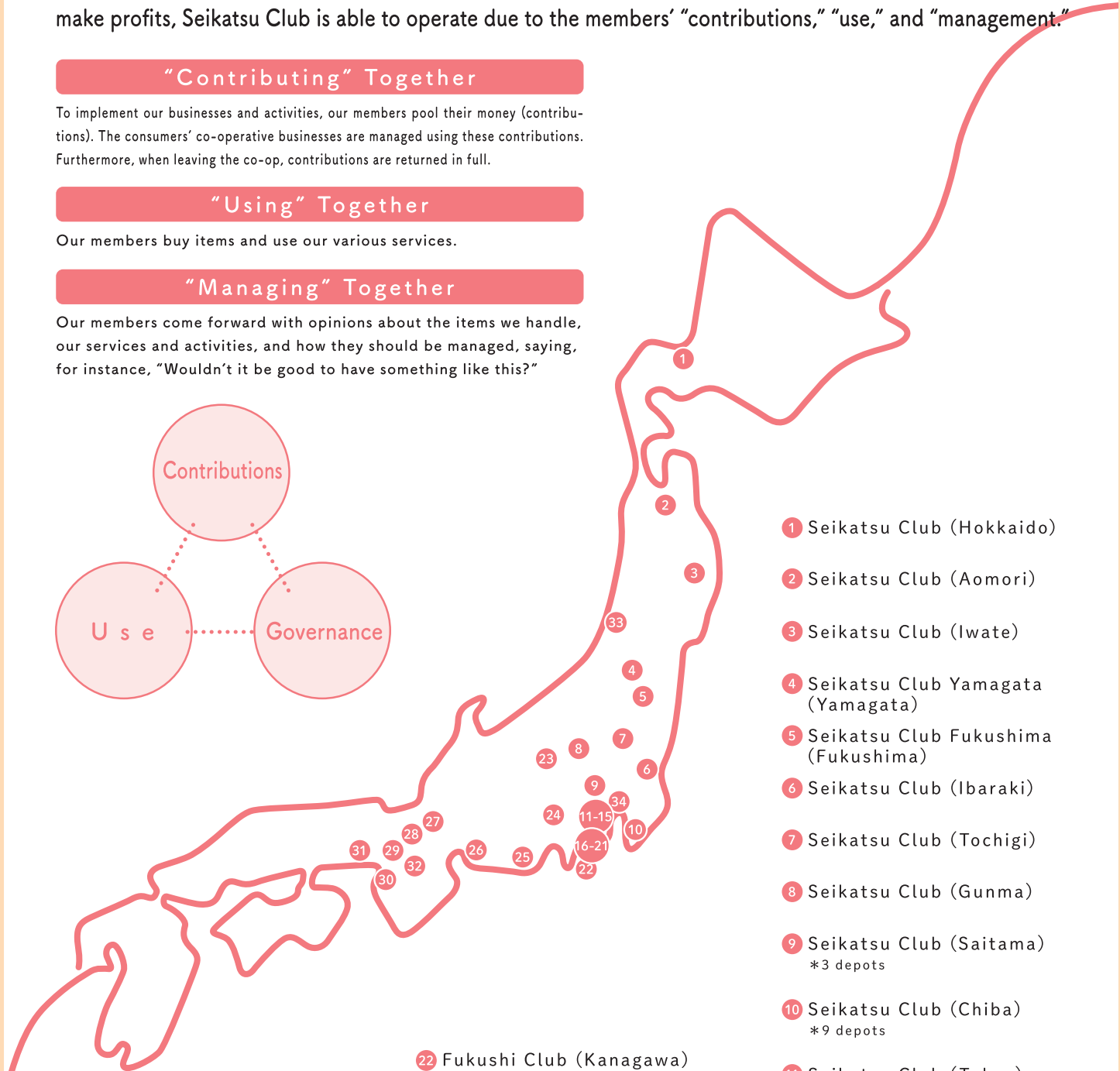
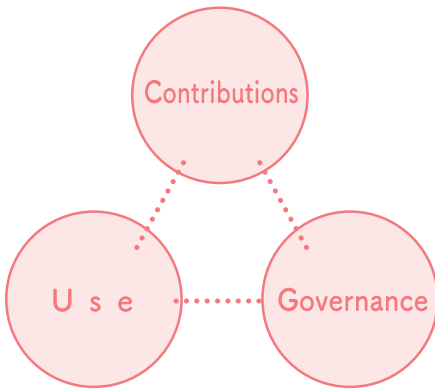
To implement our businesses and activities, our members pool their money (contributions). The consumers' co-operative businesses are managed using these contributions. Furthermore, when leaving the co-op, contributions are returned in full.

"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 (Yamagata)
- 5 Seikatsu Club Fukushima (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
 *10 depots
- 16 Seikatsu Club (Kanagawa)
 - 17 Yokohama North Seikatsu Club
 - 18 Yokohama South Seikatsu Club
 - 19 Kawasaki Seikatsu Club
 - 20 Shonan 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 (Kyoto)
- 29 Seikatsu Club Osaka (Osaka)
- 30 S-Co-op Osaka (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