



The First Seikatsu Club

2030

# Action Declaration



Sustainable Report

FY2020

## Performance Report

The purpose of this report is to confirm and report on the degree of attainment of the eight goals of the *First Seikatsu Club 2030 Action Declaration* for each fiscal year.



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 *First Seikatsu Club 2030 Action Declaration* summarizes the things we should promote through the principles of the SDGs, and, further, the efforts of Seikatsu Club that go beyond the SDGs. By upholding the 8 priority goals, we aim for the realization of a sustainable future together with everyone connected with Seikatsu Club. Here, we report on the activities we are implementing toward the attainment of each of the goals together with our degree of attainment in FY2020.

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Note on contents: The activity data shown in the report have been prepared based on actual performance in fiscal year 2020 (April 2020 to March 2021), unless otherwise stated.



## June 2022 Toward the Second Action Declaration

We are now formulating targets for new action initiatives, such as for the climate crisis, measures to reduce plastic waste, the reduction of food loss, and the realization of diverse work styles.

See p.18 for details

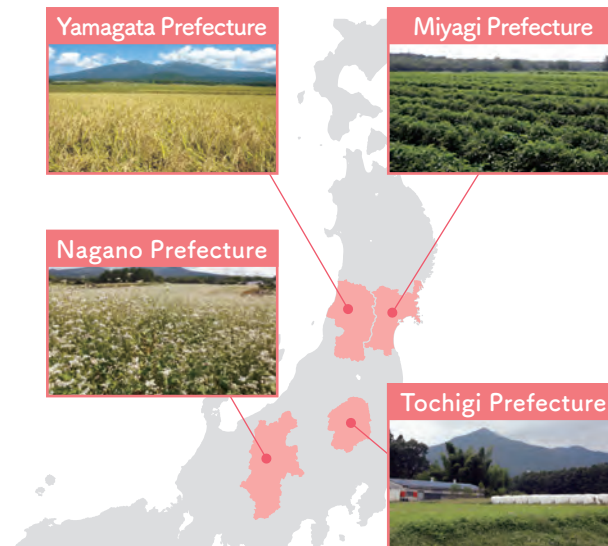
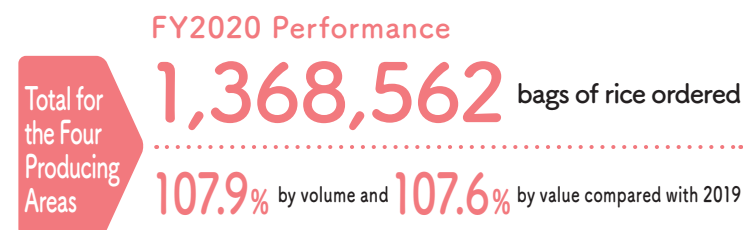


# 1 Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.

## Implementation based on sustainable community-building

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

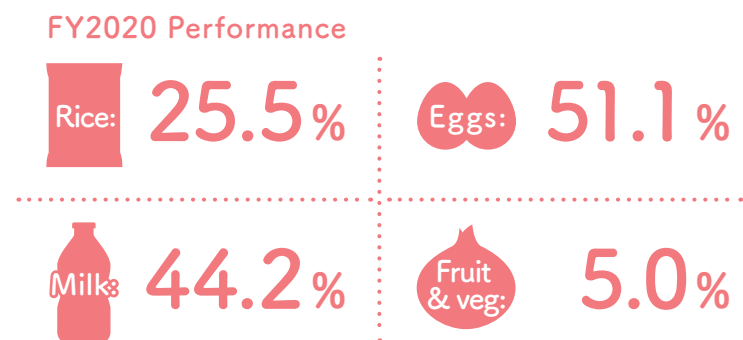
We aim to increase domestic self-sufficiency together with our partner producers to enable the continual production and consumption of primary products\*<sup>1</sup>, which are both the basic food ingredients consumed in homes and the raw materials for a variety of processed foods. We are making challenges that surpass food production by, for example, having connections with each producing area and communities as a whole, and helping to revitalize communities in the four main producing areas of Yamagata, Nagano, Tochigi and Miyagi, which produce the "Jointly-Developed Rice"\*<sup>2</sup>.



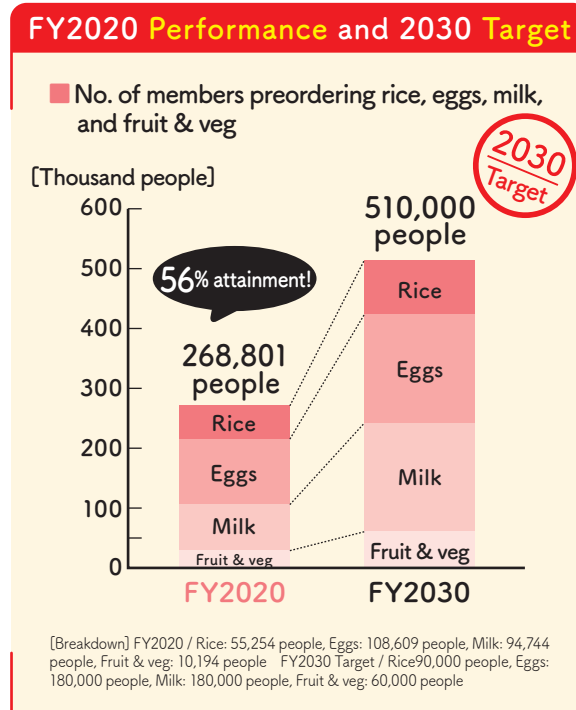
### Sustainable production and consumption supported by preorders

Yoya Club is a Seikatsu Club ordering method for regular delivery of consumer materials\*<sup>3</sup> to members by preorder. This is a convenient mechanism that supports the weekly orders. Vision Food Yoya Club\*<sup>4</sup>, 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 seven regions from FY2020

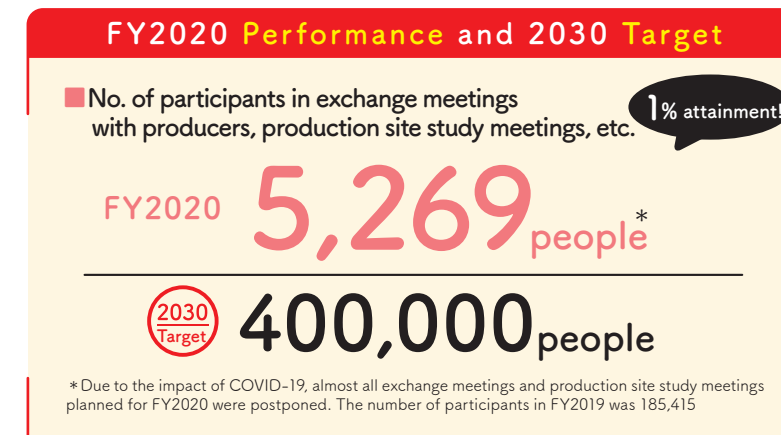


In the primary industries, the industries of life, we are pursuing domestic self-sufficiency right down to livestock varieties, and are also pushing forward with the disclosure of production information. Furthermore, whether domestic or overseas, we take care to respect the human rights of the people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



### Deepening partner relationships by creating opportunities for mutual understanding

We are creating various opportunities for exchanges, including online meetings, for 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 production 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.



A huge exchange meeting, held each year, in which members from many areas visit the Shonai district 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.



We also participate in the seedling planting and harvesting of tomatoes for processing, used as the raw material for tomato juice. The tomatoes are harvested in August each year.



Our members visit the consumer materials production sites to see and learn about how consumer materials are produced. These visits are held not only for food, but also for electricity generation sites.



Study meetings to deepen knowledge and understanding of consumer materials and to get to know about the various activities of Seikatsu Club are held regularly in all the regional Seikatsu Clubs.

### Ties with overseas producers

Seikatsu Club imports from overseas food items that are hard to produce domestically. Items produced overseas are subject to the same criteria 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.



Members visiting the producers of "Farmers Shrimp"



Our members visited the USA to inspect non-GMO corn for livestock feed (2019)



The "Barangan bananas," produced in five areas, have been delivered to our members for 30 years

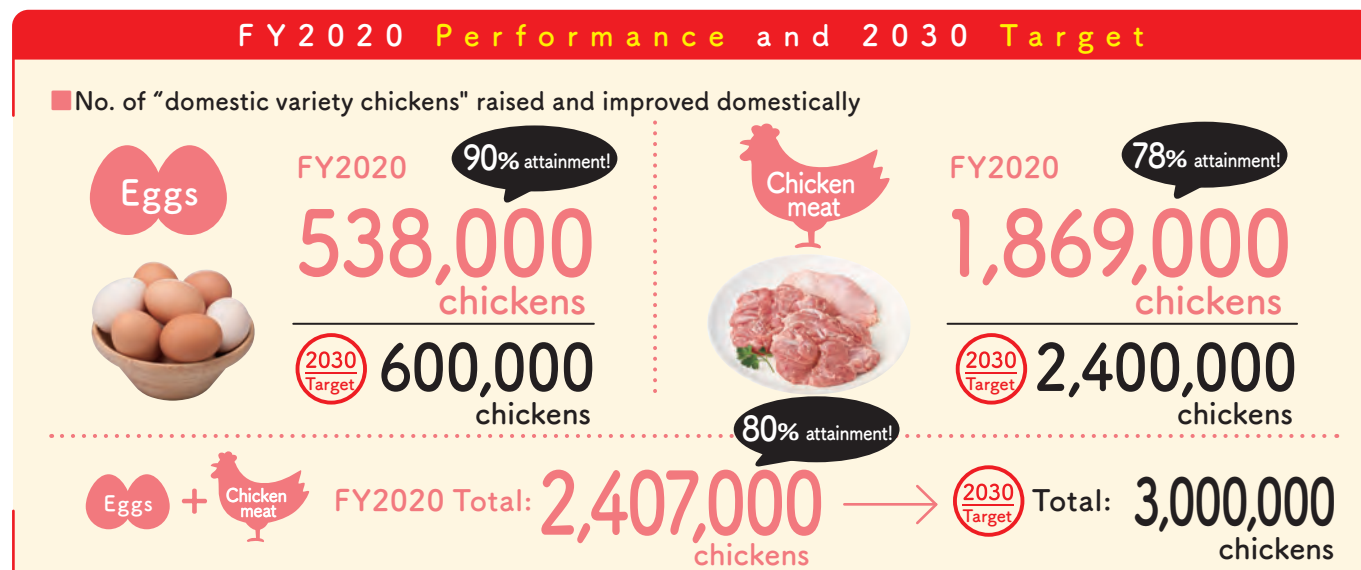


**Priority Goal 1** Based on the concept of food sovereignty, we will pursue domestic production and fair procurement.

## We pursue domestic self-sufficiency and consumer materials from varieties to production, shipping and disposal.

### Maintenance and development of livestock varieties for which domestic self-sufficiency is possible

We are taking action to produce and expand “domestic variety chickens” for chicken meat and eggs. Almost all of the meat and egg-laying chickens eaten in Japan are third-generation chickens derived from chicks that were imported from overseas and raised in Japan. Domestic varieties 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.

FY2020 **23.3%** → **35%** (2030 Target)

### 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 based on the notion of “knowing what you eat.” Further, we are using the “MSC Certification”<sup>\*5</sup> for a part of the imported raw materials used in our consumer materials. The use of marine products that carry the certification leads to the protection of marine resources and the environment.

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

**100%**

■ No. of orders of consumer materials items that use MSC Certified raw materials

**1,020,000**  
8,204 items

<sup>\*5</sup> 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.

**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.

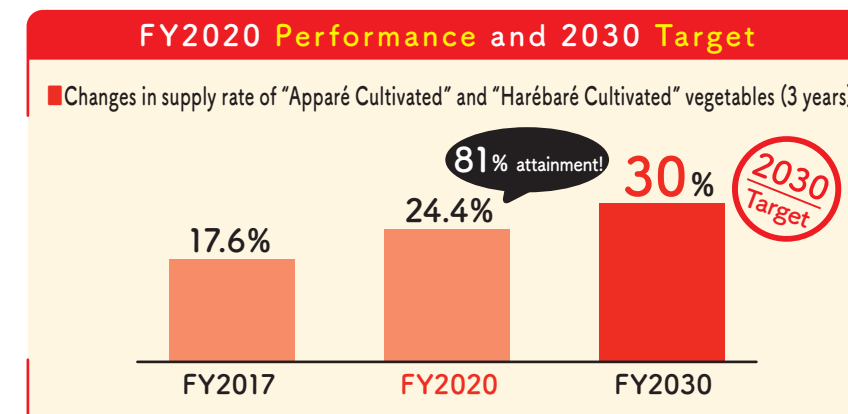


We actively share information on the ways of using and consuming food ingredients that contribute to the maintenance of health, reducing as far as possible the use of additives and pharmaceutical agents.

## Reducing the use of synthetic pesticides, antibiotics, etc.

### Action for vegetables with pesticides reduced 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.



**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).



**3,792**  
cattle  
on 9 farms



**109,000**  
pigs  
on 46 farms



**2,407,000**  
chickens  
on 30 farms



## 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 828 food additives approved by the Japanese government.

#### FY2020 Performance and 2030 Target

■ Total accumulated consumer material items produced without the use of unnecessary food additives, in line with our autonomous standards.

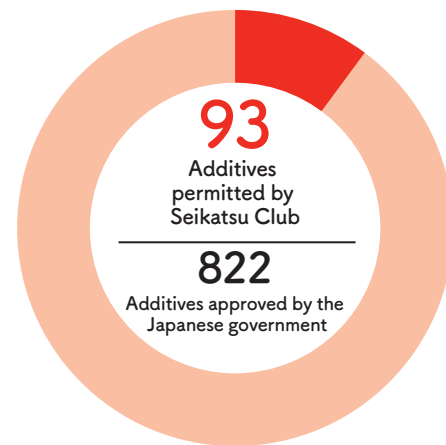
**FY2020** 2,804 items

68% attainment!

**2030 Target** 4,097 items



### ■ Permitted food additives

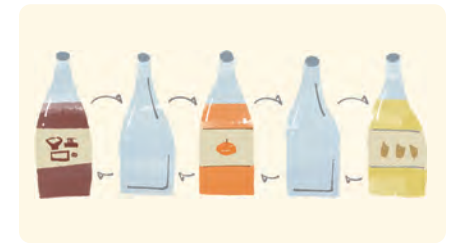


\* Food additives permitted for use in Japan are classified into “designated additives,” “existing additives,” “natural fragrances” and “general food and drink additives.” The 822 and 93 food additives (excepting carry-over from raw food materials and nutrients in powdered milk) above refer to “designated additives” and “existing additives.”

### 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 modification. 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 gasses.

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

### Container reuse in the GREEN System

Around 60% of domestic trash is said to be containers and wrapping materials. Seikatsu Club has unified bottle containers for seasonings, beverages, etc. into several categories of R (reuse) bottles to hold down waste as far as possible and to reduce environmental load. We are making efforts for the GREEN System to retrieve and reuse the bottles.



#### FY2020 Performance and 2030 Target

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

**FY2020** 73.6%

92% attainment!

**2030 Target** 80%

Further



## Supporting the healthy and vibrant lives of our members through food and courses

### 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.



#### FY2020 Performance and 2030 Target

■ Total accumulated items of Bio-support ingredients sets and Bishoku Hyakusai

**FY2020** 239 items

37% attainment!

**2030 Target** 644 items

### 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.



#### FY2020 Performance and 2030 Target

■ No. of Bio-support courses held

**FY2020** 22

28% attainment!

**2030 Target** 80

■ No. of participants in Bio-support courses

**FY2020** 362

23% attainment!

**2030 Target** 1,600

\* Due to the impact of COVID-19, courses were held online in FY2020. In FY2019, 60 courses were held with the participation of 905 people.

## Realizing a lifestyle that does not produce waste by reusing and recycling

In 1994, to reduce container and wrapping waste, Seikatsu Club began using bottle containers unified into several categories of R (retrieve, reuse) bottles for consumer materials. At present, our plastics retrieval and recycling activities have expanded to include milk bottle caps and plastic delivery bags for consumer materials. This reuse and recycle mechanism is called the GREEN System, which is derived from the initials of Garbage Reduction for Ecology and Earth's Necessity.

In 2018, we were awarded the 6th Ministry of Environment Good Life Award (NPO and voluntary organization sector) when the achievements of our activities for more than 20 years were highly evaluated. Society has given us a good evaluation for the continued activities of our members.



### The R bottles and milk bottles are washed and reused.

R bottles for seasonings and fruit juices, etc.

Milk bottles



### Milk bottle caps and plastic delivery bags are recycled

Milk bottle caps

Delivery bags

► Caps reborn as waste bags

► Reborn as vegetable delivery bags and recycled raw materials



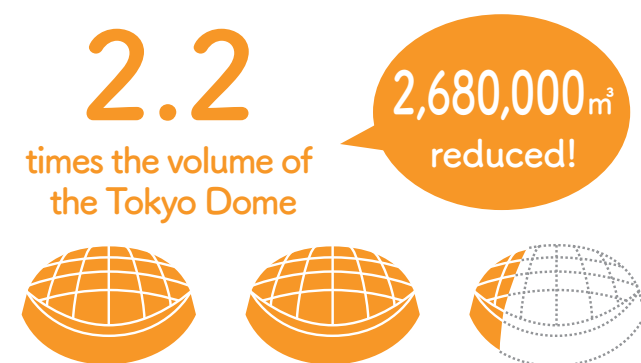


## Reducing the Seikatsu Club Group's CO<sub>2</sub> emissions

As far as possible, reduce CO<sub>2</sub> emissions to zero by 2050

The entire Seikatsu Club Group is striving to reduce emissions of CO<sub>2</sub> from all processes from the production, distribution, consumption to the disposal of consumer materials to cut emissions of greenhouse gasses that are overheating the Earth. We have set the goal of a 40% reduction in CO<sub>2</sub> emissions by 2030 (compared with 2013) and as close as possible to zero emissions by 2050.

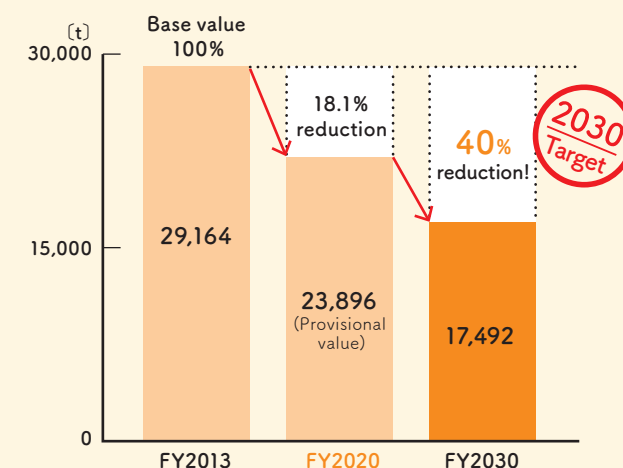
Volume of CO<sub>2</sub> emissions reduced by the Seikatsu Club Group in FY2020



\* Taking the base year as 2013, the amount of CO<sub>2</sub> emissions reduced in 2019 when expressed as a volume equal 2.2 times the volume of the Tokyo Dome.

### FY2020 Performance and 2030 Target

Degree of Seikatsu Club CO<sub>2</sub> emissions reductions against the base year



We aim to reduce CO<sub>2</sub> emissions by a total of 40% across all Seikatsu Club Group facilities.

## 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. 60% or more of the hazardous chemical substances discharged from homes are ingredients of synthetic detergents. Soap made from raw materials such as natural fats and a fatty acid salts have no detergency or toxicity after discharge and thus have no adverse impact on the environment.



Estimated reduced volume of synthetic surfactants



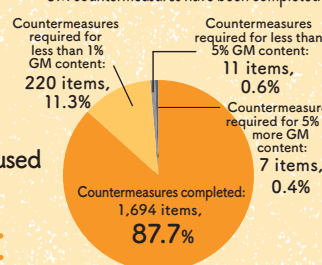
We estimated the volume of synthetic surfactants that would have been discharged had our members been using general synthetic detergents instead of soap for washing clothes and kitchen use in their homes in one year.

### 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 modified crop or food. We cooperate with our partner producers to eliminate genetically modified crops\*7 from food raw materials, and even from livestock feed. At the same time, we reject genome-edited\*8 raw materials.



Proportion of consumer materials for which GM countermeasures have been completed



Volume of Non-GM feed used

**37,558 t**

4

## Aiming for a nuclear-free society, we will take action to expand 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 the collective purchase of electric power from renewable energy sources

### Increasing Seikatsu Club Electricity users and generating stations

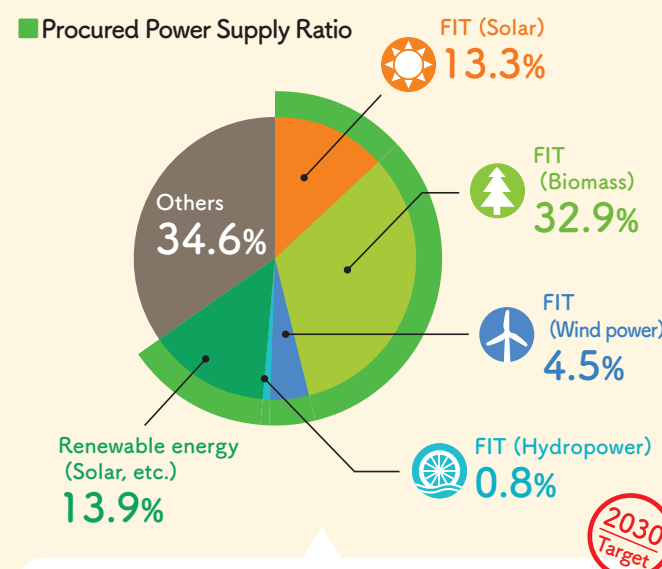
The Seikatsu Clubs in each of the regions and Seikatsu Club Consumers' Co-operative Union provided the capital to establish the Seikatsu Club Energy Co., Ltd., which supplies and sells electric power. We are pushing forward with new electricity supply development in cooperation with our partner producing regions and supporting businesses, aiming for 100% self-sufficiency in renewable energy.

No. of Seikatsu Club Electricity contracts (low-voltage)

FY2020 **16,091**

### FY2020 Performance and 2030 Target

Procured Power Supply Ratio



Seikatsu Club Electricity is aiming for 100% renewable energy as the target for FY2030



Seikatsu Club wind generator "Dream Wind" (Akita Prefecture)



Shonai Yuza Solar Power Station (Yamagata Prefecture)

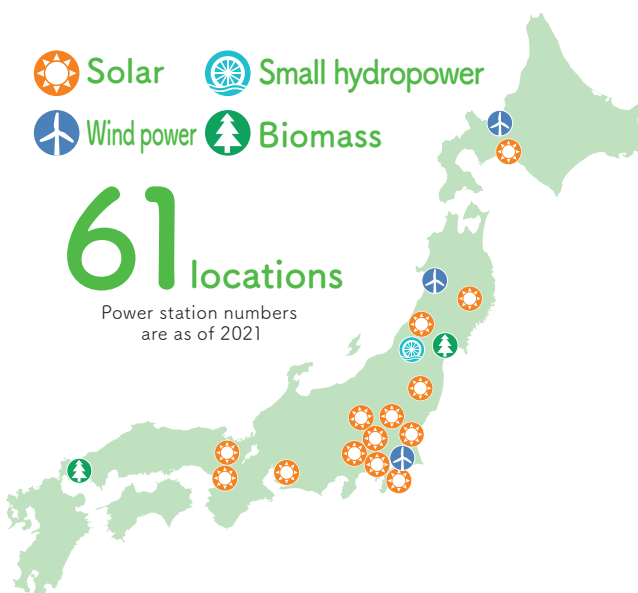


Aizu Power Co., Ltd. Solar Power Station (Fukushima Prefecture)



Seikatsu Club Tama-Minami Solar Power Station (Tokyo)

Seikatsu Club Electricity renewable energy power stations



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

\*The above 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., CO<sub>2</sub> emissions from this electricity being treated as electricity with the national average CO<sub>2</sub> 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 CO<sub>2</sub> emission factor (adjusted emission factor) for fiscal 2019 was 0.395. (Units: kg-CO<sub>2</sub>/kWh)

\*7 Genetically modified crops (GM crops/GMOs)

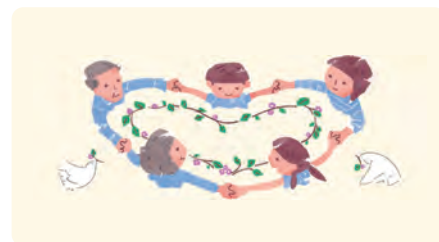
A crop plant into which a gene or genes taken from a different living organism have been incorporated to express a particular trait. (GMO: genetically modified organism)

\*8 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).



# 5 We will create communities and a society where everyone can feel secure and live the way they want to.



We carry out environment enhancement and resource creation for welfare 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. We are aiming for a society where people can make renewed challenges any number of times.



Efforts for places to be  
**58**  
communities\*

A scene at a community café held at "Wa On" Community Veranda (Tokyo)

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

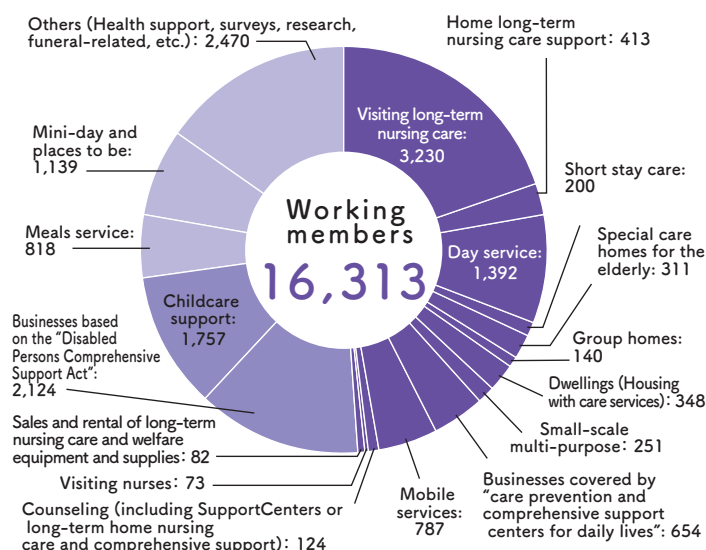
As support for building health, we disseminate information on simple and convenient methods of exercising and the improvement of daily life habits regularly on our website. In addition, we are also supporting the holding of Bio-support active senior courses\*<sup>10</sup> in association with the *Bishoku Hakusai* (Bounteous Dainty Dishes)\*<sup>9</sup> consumer materials.



Efforts for preventive care and health maintenance activities\*  
**30**

Members participating in a Bio-support active senior course (Seikatsu Club Chiba, Matsudo Center)

### 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."



19  
Lifeplan Course  
Disaster  
Prevention  
Workshops held

**204**  
participants

Scene at a Lifeplan Course

\* No. of municipalities (cities, wards, towns and villages) where there are business premises

\*<sup>9</sup> *Bishoku Hakusai* (Bounteous Dainty Dishes)

A consumer materials series that supports healthy meals every day for all generations from adults to children.

\*<sup>10</sup> 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.

# 6 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 construct close-knit safety nets and aim toward a transformation of the social structure which broadens disparities and isolates the socially disadvantaged. Strengthening community cooperation, we aim for a society where everyone has a role and everyone can engage in mutual help.

## 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 who are in socially disadvantaged situations. As one part of this, we are operating a consultancy business for people who are having difficulty in maintaining a minimum level of daily life.



Efforts for household expenditure consultations, Number of communities  
**8**

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 foodbank 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.



Recipient organizations  
**28** organizations in  
7 prefectures

**21**  
producer  
organizations

Volunteer members sorting food ingredients (Foodbank Kanagawa)

### Creating places where everyone has a role

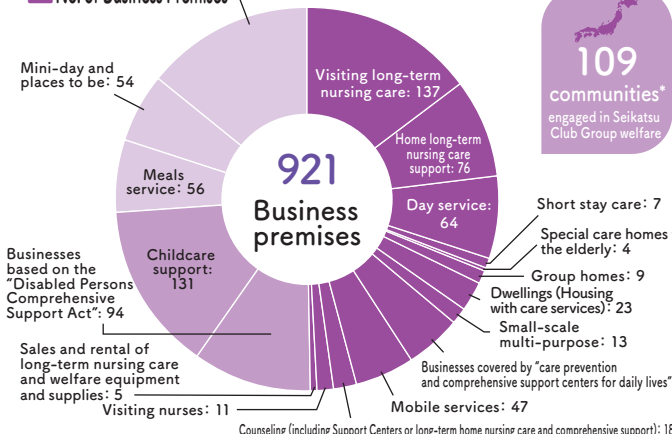
We are widening mechanisms for learning support in the communities and vocational training to break the chain of poverty, which impacts education and progress to higher level schools. We also provide accompaniment support that gives intermittent one-on-one aid to children brought up in social care.



Making efforts for learning support  
**10**  
communities\*

Learning support by the NPO Tatsuno Independence Support Association Akari, established with Tatsuno Branch of Seikatsu Club Nagano playing a central role.

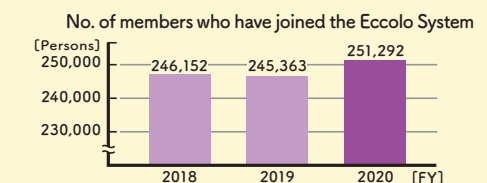
### No. of Business Premises



**109**  
communities\*  
engaged in Seikatsu  
Club Group welfare

### 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.



\* No. of municipalities (cities, wards, towns and villages) where there are business premises



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 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. We are communicating our views on systems and issues that have close links with our daily lives, such as policies on countering the spread of the COVID-19 infection, the problems of genetic modification and food labelling, the problems of nuclear power and the nuclear fuel cycle, the diffusion of renewable energy, and so on. We submit written opinions and public comments to the government and municipalities as well as gathering signatures for petitions to legislatures.

#### Written opinions and public comments submitted in FY2020

- A written opinion on a review of targets for payment of sustained benefits, and demanding improvements in domestic self-sufficiency in response to the "Policy Proposal on Countermeasures against the Spread of the New Coronavirus Infection."
- A public comment demanding strengthened government monitoring due to concerns for biodiversity from genetically modified mustard greens.
- Public comment stating that there is no necessity for the control of raw material for soap (fatty acid salts) as a Class One Designated Chemical Substance under the PRTR Act (Law concerning Pollutant Release and Transfer Register).
- Public comment on the proposal for oceanic release of treated contaminated water (water processed by ALPS) at Fukushima Daiichi Nuclear Power Station.
- Written opinion on the operation of the Rokkasho Reprocessing Plant

### 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.



With the "Elimbari Coffee" produced in Papua New Guinea we have partnered with producers from whom we buy the coffee beans that have met our strict standards at a price higher than the general market price. The producers then use part of the profits to build schools and other facilities. To commemorate the 40th anniversary of the founding of the Right Livelihood Award, received by Seikatsu Club in 1989, we held an online symposium co-sponsored with the Citizens' Nuclear Information Center and the Takagi Fund for Citizen Science. (February 2021)

### Pick Up!

Activities in FY2021

## Stop the Climate Crisis! "Connect with the Future ♪ Energy Action!"

The 6th Strategic Energy Plan, which determines Japan's energy policy, was revised in autumn 2021. In March 2021, before the revised plan was presented, Seikatsu Club launched the "Connect with the Future ♪ Energy Action!" which calls for the incorporation of our three viewpoints of "100% renewable energy, denuclearization, and decarbonization" into the strategic plan. A large number of our members participated in activities such as study sessions, peti-

tion-signing activities, standing actions, submission of opinions to local governments, and the submission of public comments. A total of 274,830 signatures\* were collected. Public comments were submitted by the Seikatsu Club Consumers' Co-operative Union, regional Seikatsu Clubs, and individual members, to become a force that moves the nation.

\* Jointly with the "After 4 Years – The Time to Protect the Future is Now" Campaign



A scene at the "Pre-G7 Summit Nationwide Action." Submitting the more than 270,000 signatures to the Prime Minister and three other ministers. We also implemented standing actions in 122 locations nationwide, including in front of the Japanese Diet Building.

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

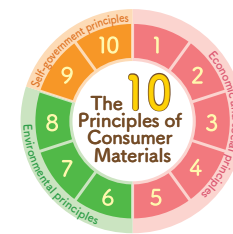


We make autonomous efforts toward the attainment of the SDGs by strengthening women's empowerment with organizational management based on member sovereignty as the central principle. We also practice the setting of autonomous goals for action guidelines that exceed the SDGs.

## Autonomous Management and Checking through 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" (\*11). The scope of our standards covers all agricultural, fishery, livestock and processed food items and household goods as well as packages and wrappings and the radiation standards that are common to all our 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 make face-to-face checks to ensure that production is being carried out exactly according to the standards that have been decided together. Producers review their manufacturing methods and make new discoveries through the frank questioning of the members. For the members, visiting the production sites is an opportunity to understand more about the superior features of the consumer materials and the special care of the producers.



A scene at the inspection of Misawa Foods Co., Ltd. (Manufacturer: Tokyo Shitamachi Lab Co., Ltd.) of the "Soft Cheese Dog" (October 2019)

### FY2020 Performance and 2030 Target

- Number of consumer materials for which autonomous standards have been registered (excluding fruit & veg) **95% attainment!**

FY2020 **2,479** items

2030 Target **2,600** items

### FY2020 Performance and 2030 Target

- Consumer Materials Step-Up Inspections **79% attainment!**

Total accumulated number of inspections **1,244**

From 1997 to the end of March 2021

2030 Target **1,570**

### Radiation testing activities

Since 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

Performance in FY2020

**8,461**

Total accumulated number of tests

**132,613**

From 2011 to the end of March 2021

#### \*11 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 8 is an original Seikatsu Club goal summarized for members' activities and is not bound by the limits of the SDGs.

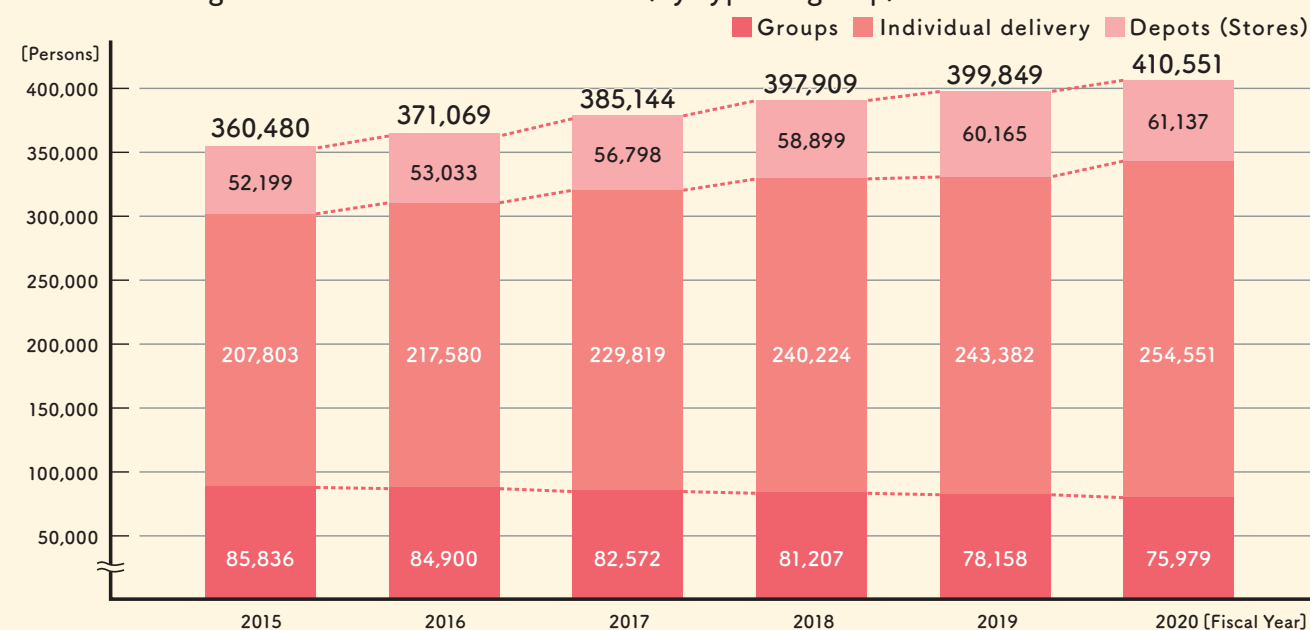


## DATA Changes and Trends Seen in Numbers

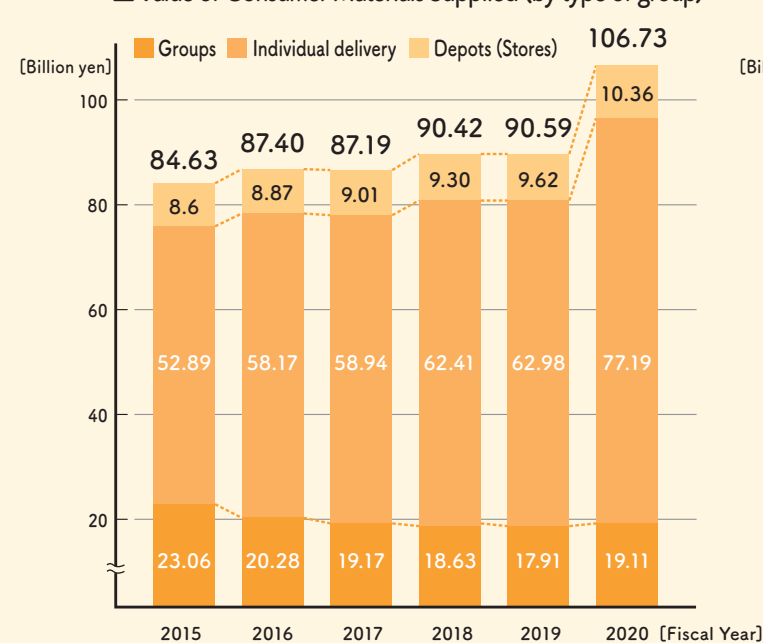
We have summarized data that makes it possible to grasp an overview of Seikatsu Club. Here we show changes in collective purchase user numbers, sales value and contributions as well as changes in the sales value of welfare businesses, and changes in the number of users of the mutual aid systems through the data for FY2020.

### DATA 1: Changes and Trends in the Collective Purchase Business

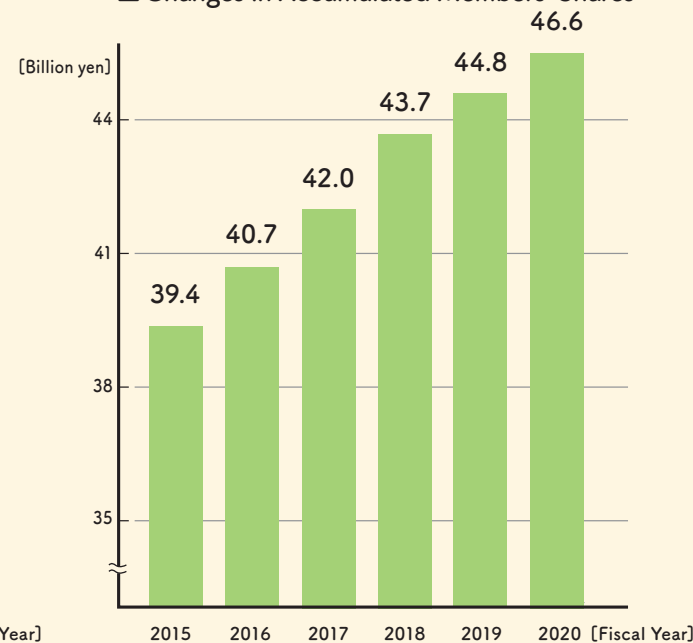
#### Changes in the Number of Members (by type of group)\*



#### Value of Consumer Materials Supplied (by type of group)\*



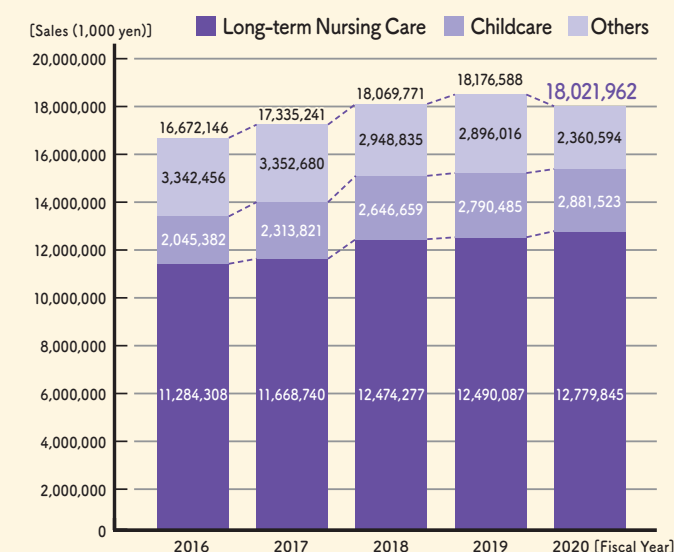
#### Changes in Accumulated Members' Shares



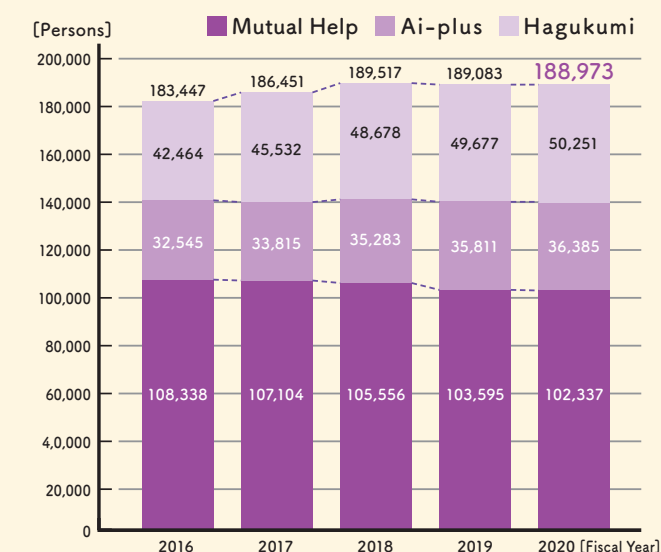
\* The number of members and values supplied other than in groups, individual delivery and depots (stores) are also included in the total values for each fiscal year.

## DATA 2: The Scope of Seikatsu Club Group's Welfare Businesses and Mutual Aid Systems in FY2020

#### Changes in Seikatsu Club Group's Welfare Businesses



#### Number of Mutual Aid Users



## 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

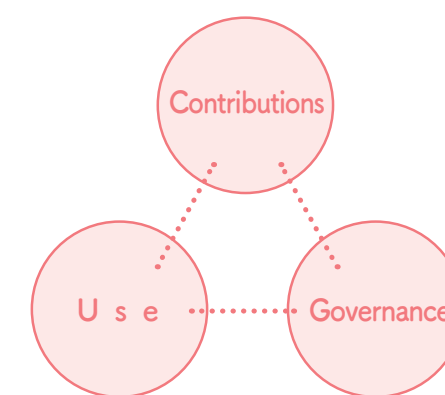
To implement our businesses and activities, our members pool their money (contributions). The consumers' co-operative businesses are managed using these contributions. Furthermore, when leaving the co-op, contributions are returned in full.

### "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?"



#### Seikatsu Club Group

#### Seikatsu Club Consumers' Co-operative Union [33 consumers' co-operatives and one consumers' co-operative union]

Seikatsu Club Consumers' Co-operative (Kanagawa)/Yokohama South Seikatsu Club Consumers' Co-operative/Yokohama North Seikatsu Club Consumers' Co-operative/Kawasaki Seikatsu Club Consumers' Co-operative/Shonan Seikatsu Club Consumers' Co-operative/Sagami Seikatsu Club Consumers' Co-operative (Kanagawa)/Seikatsu Club Consumers' Co-operative (Saitama)/Seikatsu Club Consumers' Co-operative (Chiba)/Seikatsu Club Consumers' Co-operative (Nagano)/Seikatsu Club Consumers' Co-operative (Hokkaido)/Seikatsu Club Consumers' Co-operative (Ibaraki)/Seikatsu Club Consumers' Co-operative (Yamanashi)/Seikatsu Club Consumers' Co-operative (Iwate)/Seikatsu Club Consumers' Co-operative (Shizuoka)/Seikatsu Club Consumers' Co-operative (Aichi)/Seikatsu Club Consumers' Co-operative (Tochigi)/Seikatsu Club Consumers' Co-operative (Aomori)/Seikatsu Club Yamagata Consumers' Co-operative/Seikatsu Club Consumers' Co-operative (Gunma)/Seikatsu Club Fukushima Consumers' Co-operative/Seikatsu Club Consumers' Co-operative Osaka/Consumers' Co-operative Seikatsu Club Kyoto L-Co-op/Seikatsu Club Consumers' Co-operative (Nara)/Seikatsu Club Consumers' Co-operative (Shiga)/Consumers' Co-operative S-Co-op Osaka/Seikatsu Club Consumers' Co-operative Toshi Seikatsu (Hyogo)/Consumers' Co-operative Shonai Sinneikai (Yamagata)/Seikatsu Club Consumers' Co-operative Union of Mutual Aid

#### Related Companies

Taiyo Network Distribution Co., Ltd. / Shinsei Rakuno Co., Ltd. / Seikatsu Club Sogo Service Co., Ltd. / Seikatsu Club Spirits Co., Ltd. / Seikatsu Club Tamago Co., Ltd. / Seikatsu Club Energy Co., Ltd.



# Beyond the World Aimed for by the SDGs

At the Seikatsu Club Consumers' Co-operative Union 2020 Annual General Meeting, we reviewed our efforts thus far by correlating them with the 17 important SDGs, and compiled the *First Seikatsu Club 2030 Action Declaration*, which contains eight items that should be further promoted. Through this endeavor, we were able to confirm that the various activities of Seikatsu Club are linked to the creation of a sustainable global environment and human society. At the same time, I believe that what we have put into practice through democratic economic activities led by our members and producers is an achievement that is not limited within the bounds of the SDGs. During the intervening two years, we further identified new issues for which we have set new targets in the *Second Seikatsu Club 2030 Action Declaration*.

**We are setting ourselves challenges to solve more difficult issues.**

For those of us who have put into practice everything we possibly could, the remaining challenges are the more difficult ones. We thus asked the Seikatsu Club Shinsei Kai, an autonomous organization of Seikatsu Club producers, if they would participate in the discussion. These "more difficult issues" include such matters as raw materials procurement and capital investment that are not commensurate with the scale of the producers, daily life convenience and prices for our increasingly multigenerational members, and the impacts on the local economy of the production areas. However, through frank and open discussions, we were able to set our goals through solutions that only the Seikatsu Club could devise, including the challenge of having our members participate at production sites. This also includes areas beyond consumer products for which we are setting goals for the first time. We will position this content clearly in the 7th Seikatsu Club Consumers' Co-operative Union Medium-Term Business Plan, which begins in FY2022, carefully and concretely implementing our businesses and activities. As one example, this report will be prepared each year to verify and publicize the degree of achievement of our targets. I would like to go forward without fear of change, taking into account the evaluations and expectations of everyone, not limited to those who are involved with Seikatsu Club in some way.

## 2030 Action Declaration Roadmap



Photo: Kayo Nagano

**Ms. Yuriko Ito**

Chairperson of the Seikatsu Club Consumers' Co-operative Union

## Action Timeline

1965 (Fiscal Year)	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 union 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 <i>Seikatsu Declaration</i> (brand statement) and the <i>10 Ways We Think &amp; Act</i>
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 <i>Seikatsu Club's 10 Principles on Consumer Materials</i> . "Participatory Autonomous Auditing" system renamed "Consumer Materials Step-Up Inspection"
2020	Adoption of the <i>Seikatsu Club 2030 Action Declaration</i> . Announcement of the <i>Seikatsu Club Climate Crisis Declaration</i> .
2022	Adoption of the <i>First Seikatsu Club 2030 Action Declaration</i> .

**We determine our targets based on how we think the future should be**

The targets in the 2030 Action Declaration are set based on "how we would like things to be" by 2030, back-casting to the present and thinking about what we should do now. We are taking the necessary actions to meet those targets.

# The Seikatsu Club's 2030 Action Declaration takes its next step in June 2022

Adding to the practices not limited to the SDGs that we have carried out up to now, we will uphold new targets in the *Second Seikatsu Club 2030 Action Declaration* in June 2022

..... <Introduction to a part of the targets we are now formulating> .....

## Climate crisis countermeasures

To protect sustainable production and consumption in the midst of a changing climate, we are conducting surveys of plant varieties and technologies capable of adapting to the climate crisis.

## Promoting a reduction in the use of plastics

Reduce the use of plastics originating from petroleum, and in cases where the use of plastics is unavoidable base use on recycled plastic and plastics originating in plant materials.

## Reduce food loss

Making use of the Seikatsu Club's preorder collective purchase, aim for a further reduction in food loss through each of the processes of production, distribution and consumption.

## Diverse working styles

Regardless of age, gender and disability, we are promoting the building of fair and diverse workplaces that are pleasant for everyone to work in.

**We pledge to implement these declarations together with everyone involved with Seikatsu Club**



**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.





