

PARCO Sustainability

With a strong commitment to providing sustainable lifestyles that excite people, PARCO creates new value with the next generation that can be shared broadly in society. We strive to incorporate sustainability into all corporate activities, promote projects integrated with corporate strategy, and co-create in collaboration with all stakeholders to further develop our businesses. PARCO promotes activities in line with the five materiality issues established by the J. Front Retailing Group, and by working to create shared value by fusing sustainability and business we will create well-being in the lives of stakeholders.

Five Materiality Issues of the J. Front Retailing Group



PARCO Initiatives

Adding excitement to life	With values diversifying, we will generate cultural value that excites people and broadcast to the world enriched lifestyles
Enhancing community vitality	We strengthen bonds with communities and identify and communicate local appeal to provide new experiences to people gathered in communities and enhance community value
Creating a society that co-exists with the environment	To achieve the goal of net zero emissions in 2050, we will work to decarbonize the entire supply chain and promote a circular economy
Increasing the number of value co-creation partners	We will generate new value by co-creating with tenants, customers, other stakeholders, and with the next generation, which is brimming with creativity
Empowering diverse human resources to shine	We will flexibly adapt to changing conditions, establish environments and mechanisms for people with different personal characteristics to flourish, and realize sustained growth for human capital and the company

Cultural value creation

PARCO ART & CULTURE DAYS where art and culture join together all PARCO stores



PARCO held PARCO ART & CULTURE DAYS at all PARCO stores in October 2023. Locally rooted culture in each of the cities with a PARCO store cut across the entire nation. Over 400 groups of artists exhibited their energetic works and held events at PARCO.

PARCO Advertising Exhibition: Advertising PARCO 1969-2023



PARCO advertisements have been made with the help of the top creators of the times and have been continually issued as expressions that overcome the commercial and advertising category genre. Commemorating Shibuya PARCO's 50th anniversary, an exhibition of PARCO advertisements, Advertising PARCO 1969-2023, was held in November 2023. Starting in 1969, when PARCO was established, the exhibition took an overall view while reinterpreting the over half-century of advertisements from a contemporary perspective.

Increasing local appeal

COFFEE CITY FESTIVAL at Sapporo PARCO and Shinsaibashi PARCO



Based on the concept that a city's culture is created by its coffee shops, the fourth COFFEE CITY FESTIVAL, which enlivens the city's coffee shops, was held at Sapporo PARCO in May 2023 and included the experience of making drip coffee. In November, the event was held at Shinsaibashi PARCO and the aroma of coffee wafted out onto the Midosuji street in front of the store.

Fall Sustainability Festival 2023 at Kinshicho PARCO



Kinshicho PARCO is engaged in "sustainable cities and communities" and "responsible consumption and production", two of the SDGs. In September 2023, the Fall Sustainability Festival 2023 on the theme of the SDGs was held with the backing of the Tokyo Metropolitan Government and Sumida City. Centering on food drives and workshops, there were 20 events for enjoyable learning about the SDGs over two days.

For a carbon-free society

Upcycling using waste materials from Tsudanuma PARCO after its closure



PARCO engaged in an upcycling project that creates new added value with the power of technology and design for items that no longer had a use after the closure of Tsudanuma PARCO in February 2023. The project included products that used flags that were part of the store's decorations and shoes made from the exterior hanging banner while the well-designed entrance door handles were given new life and turned into a product.

Recycle/reuse event at PARCO stores



PARCO stores participate in recycling and upcycling for fashion apparel and general merchandise. In November 2023, Urawa PARCO held an event in partnership with Saitama Prefecture and Fukuoka PARCO held SUSTAINABLE WEEK. Clothes and writing implements (Urawa) and cosmetics (Fukuoka) were recycled, and upcycling workshops and markets were held for used clothing.

Co-creation with stakeholders and the next generation

Joint NFT project with PARCO and ¥u-Gi-¥n Virtual World Integrated Resort



Since fiscal 2022 PARCO has conducted business verification specifically for the creation and sale of NFT art in the Web 3.0 domain. In November 2023, we produced a joint project with ¥u-Gi-¥n Virtual World Integrated Resort, and collaboration events with popular NFTs in Japanese and overseas were held at Shibuya PARCO.

SELF-CARE ACTION DAYS, an event to think about women's physical and mental health



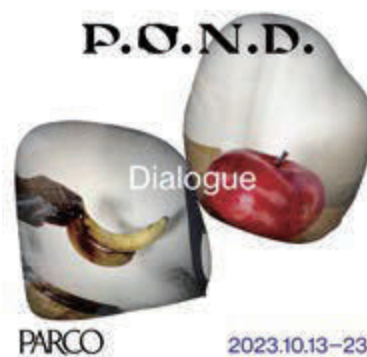
Aligned with International Women's Day, SELF-CARE ACTION DAYS were held jointly with H.U.POcKeT Inc. and Bizell Corporation in March 2024 at the medical wellness mall Welpa Shinsaibashi. Various choices for healthcare action were proposed, opportunities were created for solving health issues, and contributions were made to raising health literacy.

NEWVIEW FEST 2023 A gathering of creators on the frontlines of XR culture



Joining with STYLY and Loftwork, PARCO is promoting NEWVIEW, a project aimed at exploring new 3D expression with XR and fostering artists involved in it. In December 2023, a multifaceted event NEWVIEW FEST 2023 was held at Shibuya PARCO, and over 50 groups of artists and creators performed live music and gave other types of performances.

P.O.N.D. 2023 Dialogue: Encountering new conversation



Since its opening, PARCO has supported new talent. Symbolic of this is the P.O.N.D. (PARCO Open New Dimension) Festival of art and culture, which was held for the fourth time at Shibuya PARCO in October 2023. Alternative dialogue between artists and critics, between artists, and between critics took place, formed by the relationship between the artist and the exhibition space.

D&I and fulfilling work

Alumni hiring to create the future together with PARCO



To create the future of PARCO, PARCO makes use of referral hiring in which referrals are made by employees, and also is strengthening career hiring in specialized divisions. Moreover, in order to hire people with a strong understanding of PARCO culture and the ability to generate PARCO value, we introduced an alumni hiring program in July 2023 to hire back people who had previously left the company.

In all the colors of the rainbow, Shibuya PARCO's PRIDE 2024



Continuing on from 2023 Shibuya PARCO held PRIDE 2024, a diversity-themed event in April 2024. The store was adorned in rainbow colors inside and out, and special events, performances, and exhibitions were held to inspire thinking on the importance of diversity, various viewpoints, and living in one's own way.