



Policy for the future:

Lion is working to realize a society that is decarbonized, resource-circulating and harmonizing with nature under the “Eco-First Commitment” of the Ministry of the Environment, receiving the blessings of nature and providing various products that support everyday life. These activities are closely relate to living things. All business sites plan and promote biodiversity conservation to address local issues. Lion also works on the procurement of raw materials in accordance with our policy to consider biodiversity.

< Goals and current activities >

- 1. Lion aims to promote biodiversity conservation activities at all 15 business sites.** The basic ideas are to understand the significance of biodiversity conservation and foster a sense of participation. Thus “Lion Forest in Yamanashi” maintenance has been incorporated into new employee training since 2009.
- 2. In the procurement of raw materials,** Lion is promoting the sustainable procurement of materials, supports and publishes the Zero Deforestation in line with SDGs 12, 15.

< Message for society >

Lion aims to realize a “Coexistence with nature” by sustainable use of resources and conducting conservation activities for living things rooted in each region with local people.

< Typical examples >

① Forest maintenance activities: Lion Forest in Yamanashi since 2006

A total of more than 1,700 employees participated in thinning and planting activities, worked with local people and shared the important role of the forest.



② Biodiversity conservation activities: protection of endangered loggerhead sea turtles since 2009

As a result of continually studying guard fence and its installation, the long-sought goal of no feeding damage was accomplished in 2016, with the feeling of the harshness of nature through the surveys of sea turtle hatching rate.

