



Policy for the future:

Sapporo Group updated the Sapporo Group Environmental Vision 2050 in 2023. In appreciating the bounty of nature, we will proactively work towards environmental conservation and the realization of a sustainable society.

1. Realizing a carbon-free society: Aim to achieve net-zero greenhouse gas emissions in Scope 1, 2, and 3
2. Realizing a recycling-oriented society: Work to achieve the 3Rs for business-related resources in all Group segments
3. Realizing a society in harmony with nature: Contribute to sustainable procurement through raw material development and contribute to urban development in harmony with nature

Specific Initiatives

■ Action on Climate Change

In our alcoholic beverage business, we have been breeding our own barley and hops, the main raw materials used in beer, since our founding in 1876. In collaboration with universities, research institutes, and suppliers, we are working to develop new varieties that are resilient to climate change-related risks, with excellent disease resistance and stable yield and quality.



■ Urban Development Initiatives Focusing on “Urban Farming”

We have been working on urban development initiatives focusing on “urban farming” since 2019. We opened the Yebisu Garden Farm in Sapporo Plaza at the Yebisu Garden Place in 2020, and we are engaged in wide-ranging activities to promote harmony with local nature and community building in the Ebisu area.



Future Action Areas

Sapporo Group is engaged in business activities using natural capital, and we will continue to position addressing climate change and protecting biodiversity as important themes in our future initiatives.

Sapporo Group Basic Environmental Philosophy

In accordance with our management philosophy “As an intrinsic part of people’s lives, Sapporo will contribute to the evolution of creative, enriching and rewarding lifestyles,” the Sapporo Group is committed to ensuring that each and every one of its employees strives to protect the global environment and acts proactively to create a sustainable society throughout the entire lifecycles of the products and services that the Group provides in all of its business fields.