

Yakult Sustainability Campaign

Yakult Honsha Co., Ltd. (President: Hiroshi Narita) today announced that it carried out the Yakult Sustainability Campaign group wide targeting all employees of the group in September 2023.

The theme of the campaign was forest conservation and the campaign was titled “Let’s act now for people and the planet,” which is the sustainability declaration^{*1} of Yakult Group employees.

Each office of the Yakult Group called for entries for the forest conservation declaration^{*2}, a concrete goal for initiatives related to forest conservation. A total of 162 offices participated and 39,359 employees achieved^{*3} the target. The group converted the achievements into cash (100 yen per employee who achieved the goal) and donated 3,935,900 yen to the World Wide Fund for Nature Japan (WWF Japan)^{*4}. WWF Japan will use the donation for forest conservation activities.

Further, the Yakult Group donated 100,000 as part of this campaign to the Children’s Forest Program^{*5} by the Organization for Industrial, Spiritual and Cultural Advancement (OISCA)^{*6}. The donation will be used for its activities in Indonesia and the Philippines.

Moreover, the Yakult Group’s factories in Japan planted trees as part of the initiatives of the Environmental Action (2021—2024)^{*7}.

Yakult Honsha will continue to raise sustainability awareness of all group employees and further promote similar initiatives.

The overview of the campaign is as described below.

^{*1}:The action plan declaration formulated in the sustainability campaign in fiscal year 2022 to promote sustainability in the Yakult Group.

^{*2}:The participants chose one theme from the three described below that contribute to forest conservation set forth by Yakult Honsha, and declared the concrete action they would take related to the theme.

Theme 1: Reduction and effective use of resources (circular economy)

Theme 2: Purchase Eco Mark-certified (environmentally friendly) products

Theme 3: Learn about the importance of forests

*3:The employees who declared their commitment to forest conservation within the campaign period were counted as those who achieved the goal.

*4:World Wide Fund for Nature Japan (WWF Japan) is the Japanese arm of WWF, a leading organization in wildlife conservation active in more than 100 countries around the world. WWF is engaged in activities to conserve and restore biodiversity, which is being lost, and prevent global warming to build a future in which people live in harmony with nature.

*5:An international NGO promoting rural development, human resource development, and environmental conservation primarily in the Asia-Pacific region.

*6:A program to promote greening of Japan by nurturing love for the nature and appreciation of plants among children as they plant and grow trees in school premises and adjacent areas.

*7:In March 2021, the Yakult Group set forth the Environmental Vision 2050 as an environmental vision of the group, which aims to realize a society in which people and our planet co-exist. It also formulated a medium-term milestone Environmental Target 2030 and short-term milestone Environmental Action (2021—2024) and is driving forward effective initiatives.

Campaign overview

1. Name: Yakult Sustainability Campaign

2. Period: From September 1 to 29, 2023

3. Participants: All employees of Yakult Group

4. Result

(1) “Let’s act now for people and the planet”

Let’s act for forest conservation at each site.

(i) Number of participating offices: 162

(ii) Number of employees who achieved the goals: 39,359

(iii) Donation made to: World Wide Fund for Nature Japan (WWF Japan)

(iv) Amount of donation: 3,935,900 yen

(2) Donation of 100,000 yen to the Children’s Forest Program by OISCA

(3) Afforestation activities at 14 factories of Yakult Group in Japan as part of initiatives under the Environmental Action (2021—2024).

[Poster announcing the sustainability campaign results]

Yakult Sustainability Campaign


FY2023 Results

Let's act now
for people and the planet.
Let's act for Forest conservation
at each site.

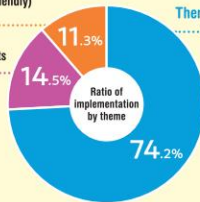
Employees from a **total of 162 offices** of the Yakult Group declared their commitment to forest preservation, with the **total number** of successful participants reaching **39,359!**

Theme 2 Purchase Eco Mark-certified (environmentally friendly) products

Theme 3 Learn about the importance of forests




©WWF Brazil



Ratio of implementation by theme


Theme 1 Reduction and effective use of resources (circular economy)



©WWF Australia


We converted the outcome of this successful initiative to cash (100 yen for each successful participant), and donated **3,935,900yen** to the **World Wide Fund for Nature, Japan (WWF Japan)***. The amount we donated will be used for the forest preservation projects of the organization.

*WWF Japan is the Japanese arm of WWF, a leading environmental conservation organization active in more than 100 countries around the world. WWF is engaged in various activities, such as restoring the abundant biodiversity that is being lost and preventing global warming. All while striving towards building a future in which people can live in harmony with nature.



As part of the initiatives under Environmental Actions (2021-2024), we carried out afforestation activities at 14 factories in Japan.

We donated **100,000yen** to the OISCA Children's Forest Program (CFP).



CSR Promotion Section, Public Relations Dept. Yakult Honsha Co., Ltd.