

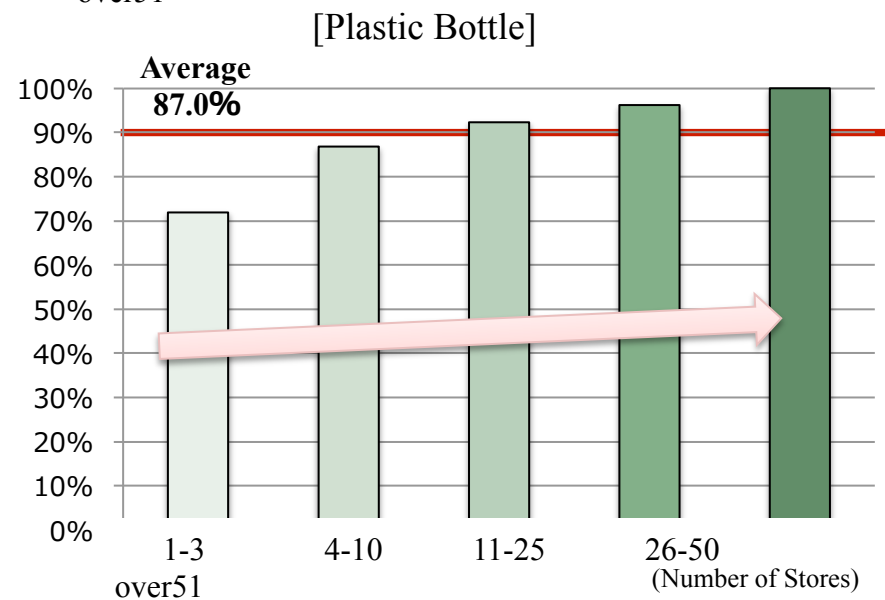
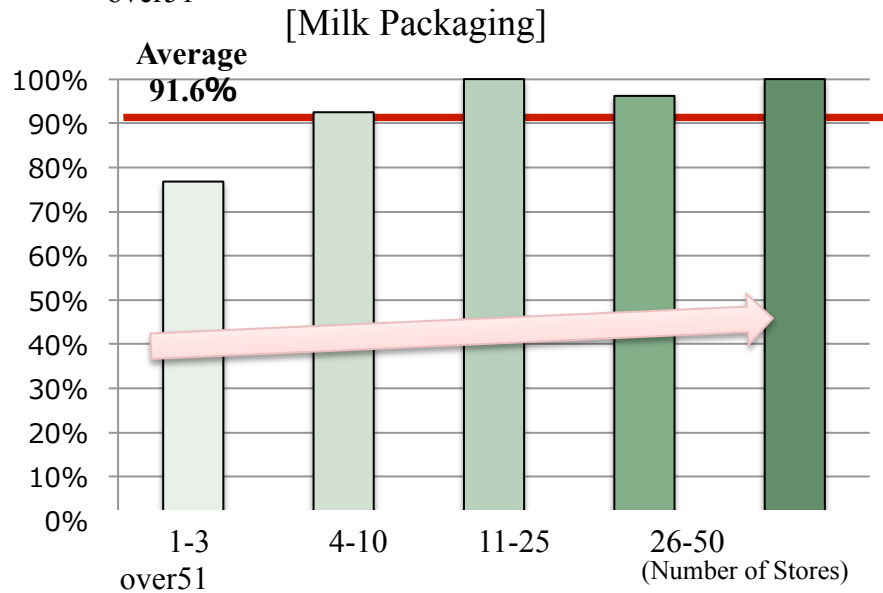
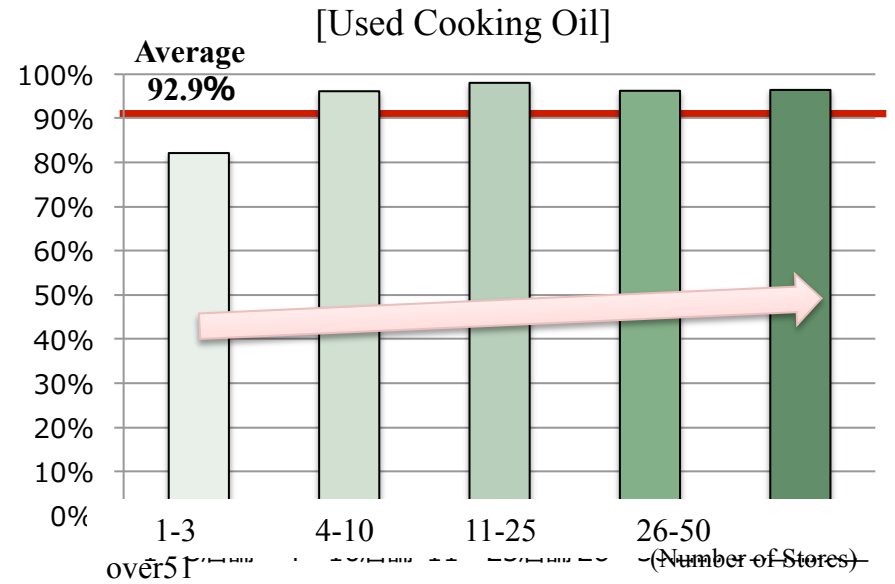
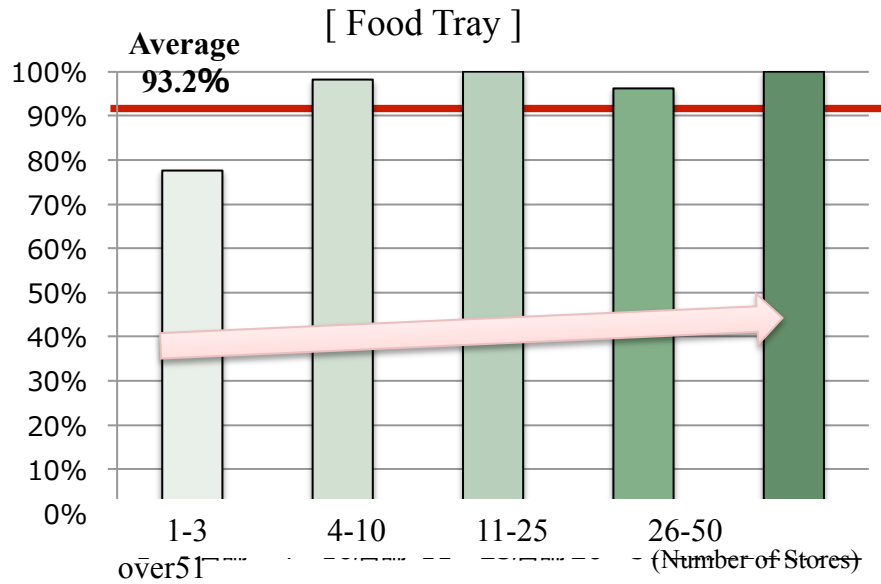
# The Environmental Activities in Japanese Supermarket Industry -2013 Supermarket Annual-Statistics-

New Supermarket Association of Japan  
Secretary General  
Shimahara Yasuhiro



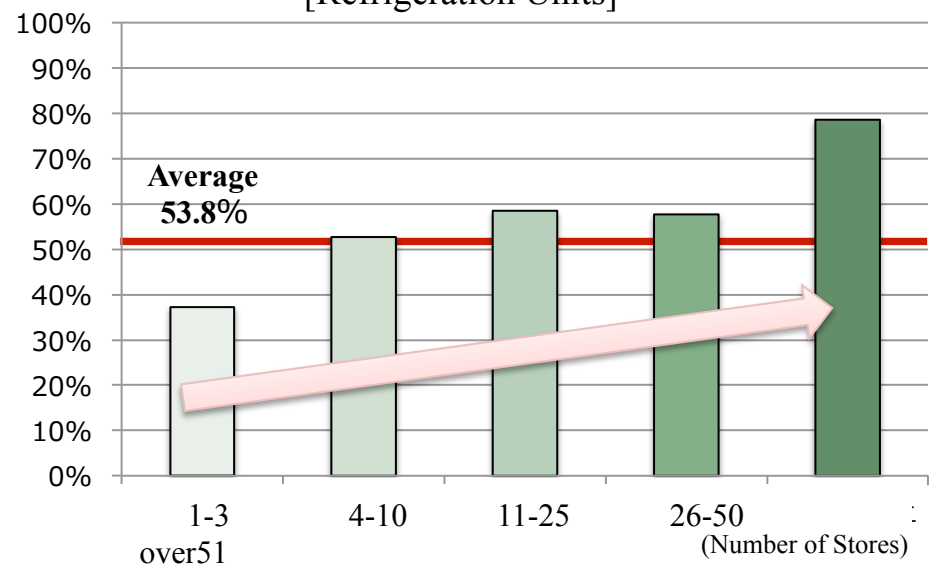
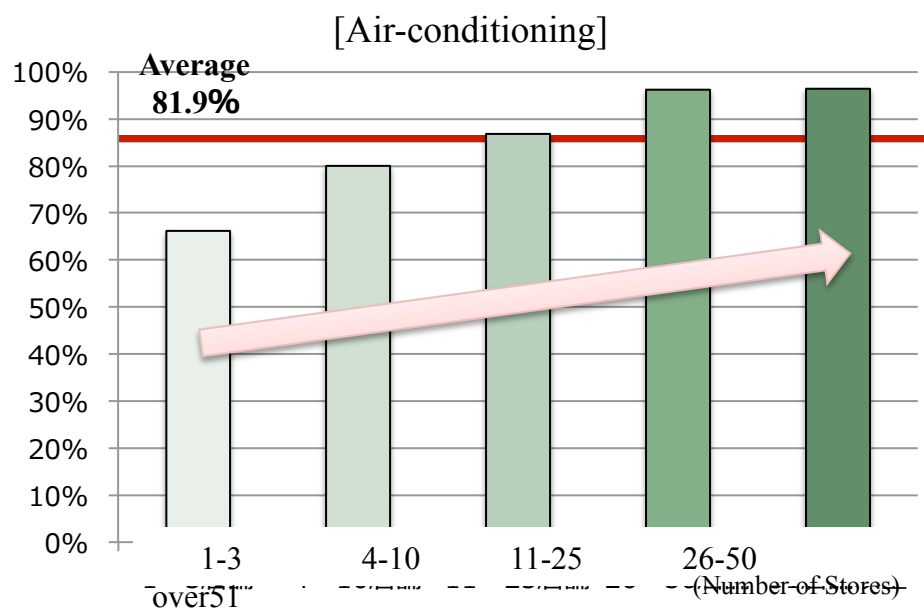
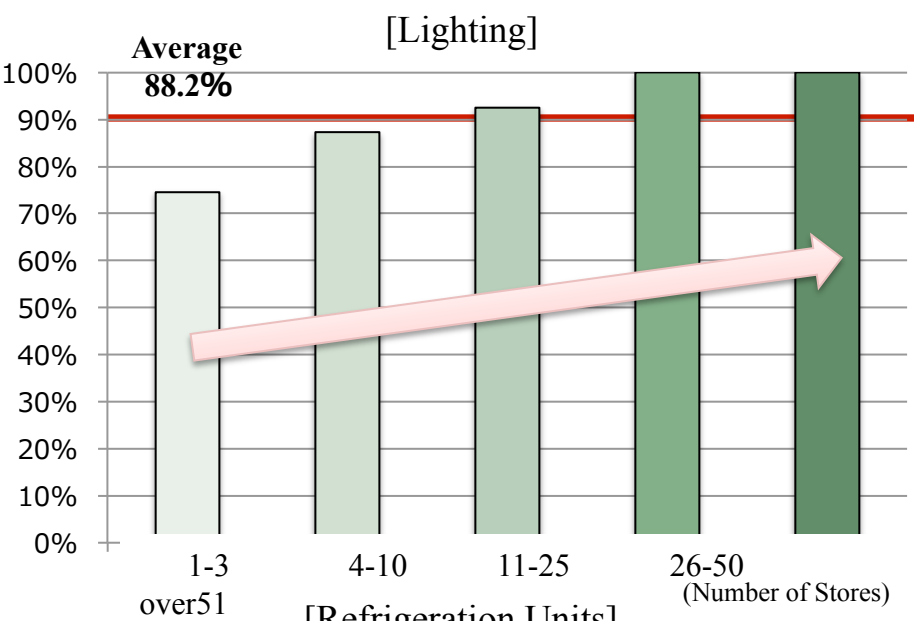
# Environmental Activity 1: Recycling

Approximately 90% of companies implement "Recycling" programs to their customers.



# Environmental Activity 2: Adjustment of equipment for energy-saving

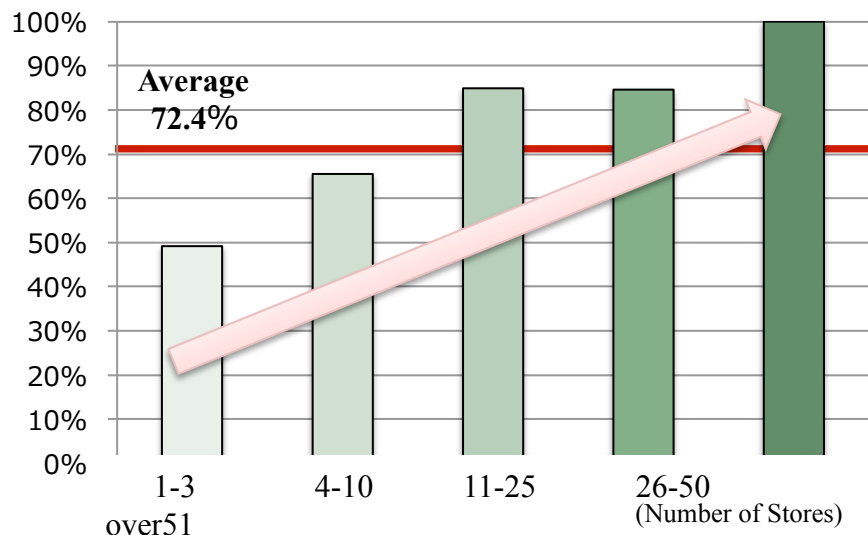
For the purpose of energy saving, more than 80% of companies control lighting equipment and air conditioners. However, only a half of companies control refrigeration units for energy saving



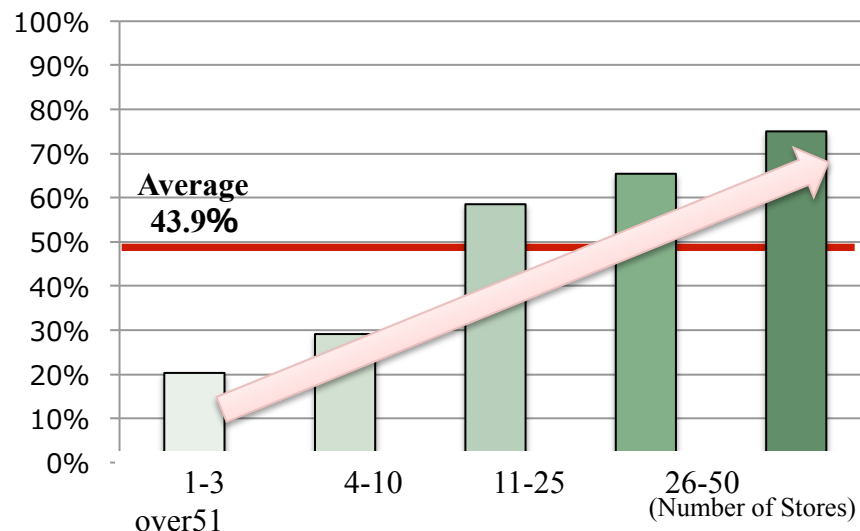
# Environmental Activity 3: Introduction of energy-saving equipment

The number of stores that companies have impacts a ratio of introducing energy saving equipment.

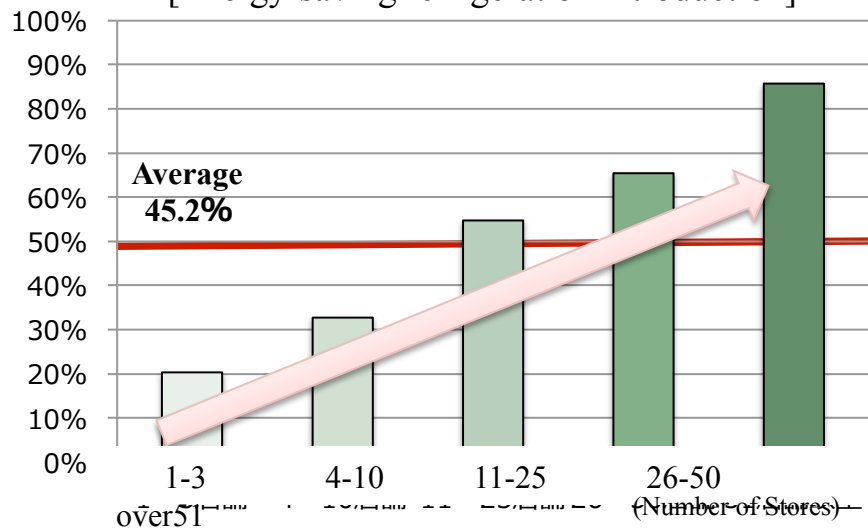
[Energy-saving lighting introduction]



[Energy-saving air-conditioning introduction]



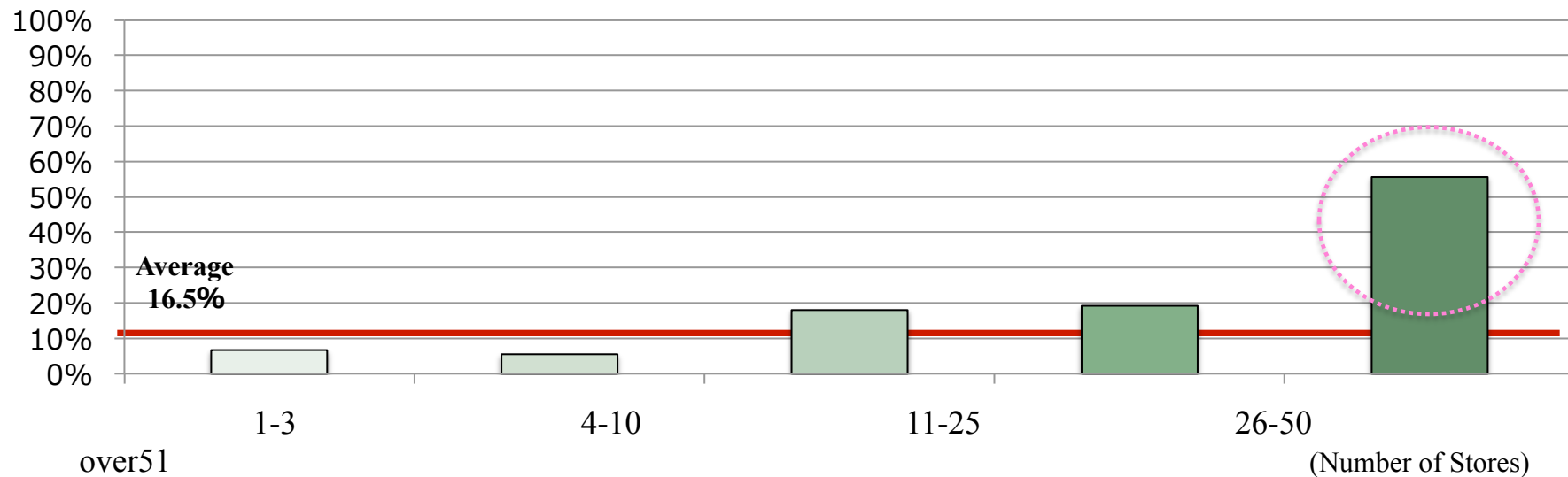
[Energy-saving refrigeration introduction]



# Environmental Activity 4: Introduction renewable energy

The ratio of utilizing renewable energy is very low especially the companies with less than 51 stores.

[Renewable Energy introduction]



## Challenges for the future

The size of companies makes a difference in the ratio of implementing environmental initiatives that requires more investment cost.

The environmental initiatives are often implemented to contribute to the communities and to perform their social responsibilities. However, it is not easy for small-medium size of supermarkets to spend cost for environmental activities that would not impact their sales and profit directly.



How to support them to reduce their investment cost and how to measure the outcome from their initiatives are our challenges to accelerate environmental activities in Japanese supermarket industry.