

# PARCO Sustainability

<https://www.parco.co.jp/en/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 and promote projects while integrating it with corporate strategy, co-creating in collaboration with all stakeholders to further develop our businesses. Under our sustainability policy, we conduct activities organized into six main themes to help achieve the UN's Sustainable Development Goals (SDGs) and practice sustainable management in a manner that raises corporate value.

## PARCO's Sustainability Activities

### Cultural value creation

We will generate cultural value for the future and propose rich, sustainable lifestyles that allow for appreciation of this value



### With the next generation

We will promote incubation/innovation for a new era with people full of creativity and vitality



### D&I and fulfilling work

We will create places where diverse personnel can flourish as we work to fully embody the values of diversity and inclusion



### Increasing local appeal

We will actively participate in the community and through maintaining safe and secure environments help raise the appeal of local neighborhoods and districts



### For a carbon-free society

We will collaborate with the other companies around us, starting with our partners, to help achieve a decarbonized society



### Co-creation with stakeholders

We will strengthen partnerships with stakeholders, including creators, tenants, and customers



## Cultural value creation



## With the next generation



## D&I and fulfilling work



### Art-Themed Events Held at PARCO Stores



Kichijoji PARCO Main visual of a monument, carrot and spray can

PARCO held art-themed events at PARCO stores in October and November 2022. PARCO ART & CULTURE held at Kichijoji PARCO attracted the participation of over 150 artists, including up-and-coming artists and creators with close community ties. Art was displayed inside and outside the building and various events were held, including talks and rooftop events. For the art event Emotions183 held at Ikebukuro PARCO, PARCO collaborated with 183 artists affiliated with R11R, a creative studio that forms partnerships with creators, and artwork from them was displayed throughout the building. Through these events, large numbers of customers had the opportunity to experience art at PARCO.

### P.O.N.D. Culture Festival Discovers and Supports New Talent



Kai Ono's "Prism-Rainbow Mountain" displayed at the P.O.N.D. festival

PARCO held the P.O.N.D. festival celebrating fresh new creators in October 2022. P.O.N.D., which stands for "Parco Opens New Dimension," is a festival where various forms of culture intersect, including art, fashion, entertainment and technology. The concept for this year's festival was "In Doubt: Thinking about things that aren't seen." The artists' works were meant to give rise to doubt in the people observing them so that new questions would be formed and novel interpretations considered. Artworks from up-and-coming artists were exhibited in 22 locations throughout Shibuya PARCO. During the event, visitors had the opportunity to experience art in many forms, including a music documentary and works from game creators and audio-visual artists.

### Diversity-Themed Events Held Start of "Side Job Study Abroad"



Shibuya PARCO PARCO PRIDE WEEK held on the theme of diversity

Shibuya PARCO held PARCO PRIDE WEEK on the theme of diversity in April 2022. The PARCO logo at the entrance and decorations in common-space walkways were draped in rainbow colors, and limited-time menus were offered at restaurants. The week featured various events held to provide the opportunity to think about respect for diversity and living in one's own way.

In addition, PARCO introduced a "side job" system in February 2019, and in November 2022, we started the side job "study abroad" program. Side job study abroad is a form of training in which participants learn across borders at other companies, including startups and SMEs, while continuing their regular job duties. This allows participants to apply their experience and study beyond the bounds of their current departments or job responsibilities, which helps to polish skills and enhance experiential value.

## Increasing local appeal



### Proposing New Park Possibilities at Hisaya-odori Park in Nagoya



"P\*\*\*?" Event for discovering new possibilities for parks

PARCO held the P\*\*\*? Event was held from October to November 2022 in the Hikarai-no-Hiroba at Hisaya-odori Park, an opportunity to test out ideas ahead of the redevelopment of the south area of Hisaya-odori in Nagoya. Organized around the question "What is a park?," the event proposed new possibilities for parks, looking at its roles and potential and the variety found in today's urban parks. On weekdays, to allow people to spend a comfortable time, a relaxing space was created by arranging tables and chairs and having food trucks and retail shops in the space. On the weekends, events were held that included a market, music and a flea market to create a lively space for creative activities. The event therefore made the proposal of a park as both a relaxing and an energizing place.

## For a carbon-free society



### Sustainable Fashion Events Held at PARCO Stores



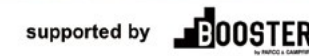
CYCLE —SHIBUYA PARCO SUSTAINABILITY— held on the theme of sustainability

Creating long-term sustainable cycles and creating a sustainable foundation are two of the essential tasks of cutting-edge fashion. As a next-generation, environmentally conscious fashion building, Shibuya PARCO has held CYCLE —SHIBUYA PARCO SUSTAINABILITY— in March every year since 2021. The 2023 version included an event for exchanging unneeded clothing and a project to dye vintage items black and resell them. At Shinsaibashi PARCO, SDGs WEEKS was held in April 2023. Organized around three themes, sustainability, health issues, and tradition/culture transmission, the event shined the spotlight on various shop initiatives that included providing background information and intangible value beyond simply selling products as well as proposing better lifestyles.

## Co-creation with stakeholders



### PARCO Provides Support for Crowdfunding with the Tokyo Metropolitan Small and Medium Enterprise Support Center



BOOSTER's special program site supporting the development of new markets for SMEs

Partnering with the Tokyo Metropolitan Small and Medium Enterprise Support Center, we conducted a program in support of developing sales channels for SMEs using BOOSTER, a purchase-based crowdfunding platform operated by PARCO, from December 2022 to January 2023. Products receiving support were selected from among program entries supporting the development of new markets for SMEs and project pages were established on a special site created for them. Dedicated advisors offered customized support to SMEs selected for support, and products were displayed at the BOOSTER STUDIO in Shibuya PARCO in order to expand sales channels and provide publicity for supported products.