

An underwater photograph of a kelp forest. The water is a deep, clear blue. Sunlight filters down from the surface, creating a dappled light effect on the kelp. The kelp stalks are vertical and densely packed, with large, flat, greenish-brown blades extending from them. The overall scene is serene and natural.

**DAY5**

**11.10 (TUE) 9:30~11:30**

**The food culture at hotels, restaurants, and companies**

# **Food culture**

**The challenges of chefs and companies that promote  
Japan's fish-centric food culture**

**TSSS** Tokyo  
**Sustainable**  
**2020** Seafood  
Symposium

講演・パネルディスカッション

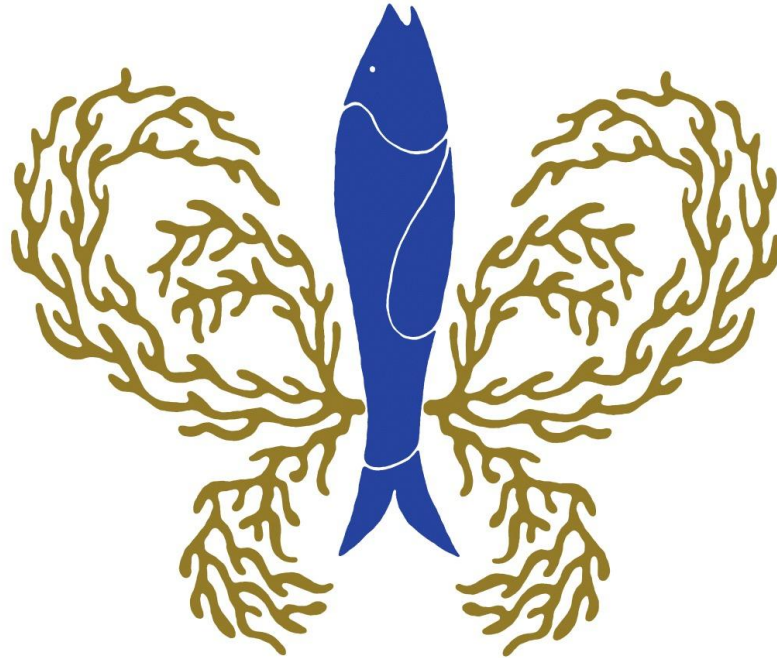
「ルレ・エ・シャトー ヴィジョン:

ホスピタリティ業界から見るSDGs14達成への道」

Panel discussion:

RELAIS & CHÂTEAUX VISION: The road to SDG

#14 in hospitality



**RELAIS & CHATEAUX**



# R&C VISION

- 20 Commitments -

2014  
UNESCO Paris



料理とおもてなしによる、より良い世界を構築するために  
**Making a better world through cuisine and hospitality**





LE  
MANIFESTE  
RELAIS & CHÂTEAUX





# 私たちのコミットメント OUR COMMITMENTS



倫理的な料理 / ETHICAL CUISINE



環境 / ENVIRONMENT



人事 / HUMAN RESOURCES





2019年6月5日開催 支部ミーティング  
Delegation Meeting on June 05, 2019





ル・エ・シャトー日本支部  
海洋保護に向けたマニフェスト  
"Vision for the sea (ヴィジョン・フォー・ザ・シー)" 発表

2019年10月17日 (木)  
場 大阪ガス Mugミュージアム

2019年10月17日  
メディアカンファレンス  
Media Conference  
on October 17, 2019







ルレ・エ・シャトー 日本・韓国支部  
サステイナブル・シーフード活動 行動指針 6項目

1. **持続可能性を追求する責任ある漁業及び養殖業を応援します。**
2. **小規模・零細の沿岸漁業者及び養殖業者を支えます。**
3. **調和や個性を尊重し、問題の根本的解決を目指します。**
4. **海の恵みの無駄遣いを徹底的に削減します。**
5. **漁業者及び養殖業者の努力をお客様に伝えます。**
6. **継続的に成長します。**





## Relais & Châteaux Delegation Japan & Korea 6 commitments for Sustainable Seafood

1. Support fisheries and farmers **that are pursuing sustainability**.
2. Support **small-scale, artisanal** fishers and farmers.
3. Respect **each region's individuality** in harmony with working toward fundamental solutions.
4. **Reduce waste** of marine resources. Favor fish that have reached adulthood and **had time to breed**.
5. **Inform guests** about fishers' and farmers' efforts.
6. Continue to **learn, develop and reflect**.





## ロードマップ | OUR ROADMAP



RELAIS & CHATEAUX



## ゴール & ロードマップ

### 長期(~2030年)

- 水産物 80%を持続可能なものに移行
- ルレ・エ・シャトー日本・韓国支部の イニシアティブ強化
- 引き続き、ルレ・エ・シャトーのグローバルなキャンペーンへの参加

### 中期(~3年)

- 水産物の80%は生産者までトレースバック
- 持続可能な地域社会のための取り組み実施
- 水産物の持続可能性チェックデータベース完成
- 世界海洋デーの「Fish Unknown」キャンペーンへの支部100%参加





## GOAL & ROADMAP

### Long-Term(2030)

- 80% of seafood is a guaranteed sustainable source
- Strengthen initiatives of R&C Japan/Korea
- Continue to collaborate with R&C internationally

### Mid-Term(2023)

- 80% of seafood can be traced back to origin
- Community conservation program
- Launch database to check seafood sustainability
- 100% participate in Fish Unknown campaign



## 対談

「withコロナ時代の企業にできるサステナブル・シーフードを通じたSDGsへの貢献に向けた取組み」

Dialogue:

Achieving SDGs in the new normal - sustainable seafood movement beyond seafood industry



# Corporate initiatives aimed at achieving SDGs in the with-COVID era through sustainable seafood

~Introducing sustainable seafood at staff cafeterias +  
Proposing *a* ideas~

November 10th, 2020

Panasonic Corporation  
Brand Strategy Headquarters  
CSR / Sociocultural Affairs Department  
Kosuke Kino



# Today's Agenda

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## 1) Introduction

2) Background of our sustainable seafood initiatives

3) Ideas on with-COVID era initiatives

4) Introducing sustainable seafood at staff cafeterias

5) Building a corporate network

6) Conclusion

# 1) Introduction

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## ■ Effects of COVID-19

**Higher recognition of the importance of “sustainability” in our society**

- ⇒ Growing interest in sustainability
- ⇒ Greater awareness of the importance of sustainability initiatives
- ⇒ The need to expand the scope of initiatives

## ■ Two themes of today’s talk

- ① Sustainable seafood initiatives that are possible in the with-COVID era
- ② Initiatives to expand the introduction of sustainable seafood at staff cafeterias

# Today's Agenda

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1) Introduction

**2) Background of our sustainable seafood initiatives**

3) Ideas on with-COVID era initiatives

4) Introducing sustainable seafood at staff cafeterias

5) Building a corporate network

6) Conclusion

# 2) Background of our sustainable seafood initiatives

## ~ Our company profile

**Founded**

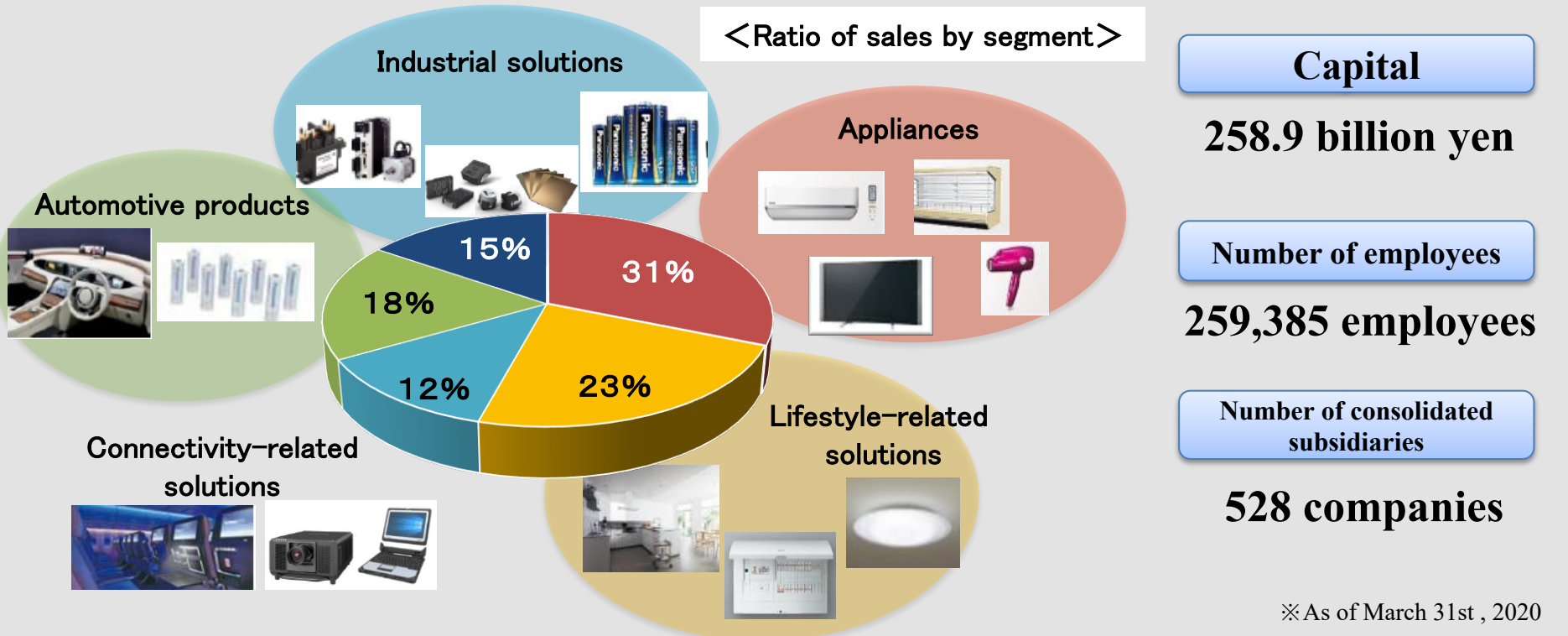
**March 7th, 1918**

**Business Description**

An electronics manufacturer engaged in the production and sale of components and household electronic devices, electrical appliances, FA devices, information communication devices, and housing-related products, as well as the provision of related services

**Sales**

**7,490.6 billion yen** (FY2019)



## 2) Background of our sustainable seafood initiatives

~ Our management philosophy

~ We strive to improve people's lives and enable social development through our business operations ~

Core philosophy

A public institution that serves society, customers first, valuing public feedback, evolving each day.

Brand slogan

A Better Life, A Better World



Formulated in 1929 by our founder, our “management philosophy” forms the basis of all our business activities.



Founder: Konosuke Matsushita

## 2) Background of our sustainable seafood initiatives

~ Our business operations and corporate citizenship activities

We strive to improve people's lives and enable social development through our business operations, as well as undertake initiatives to tackle social issues through corporate citizenship activities.

Developing countries

Emerging countries

Developed countries

Business  
operations

**A Better Life, A Better World**

Corporate citizenship  
activities

# 2) Background of our sustainable seafood initiatives

~ The key theme of our corporate citizenship activities

Target high-priority issues from globally recognized social issues by also taking into account our founder's intentions

**Eliminate poverty** to create an inclusive society

## United Nations SDGs

(Sustainable Development Goals)

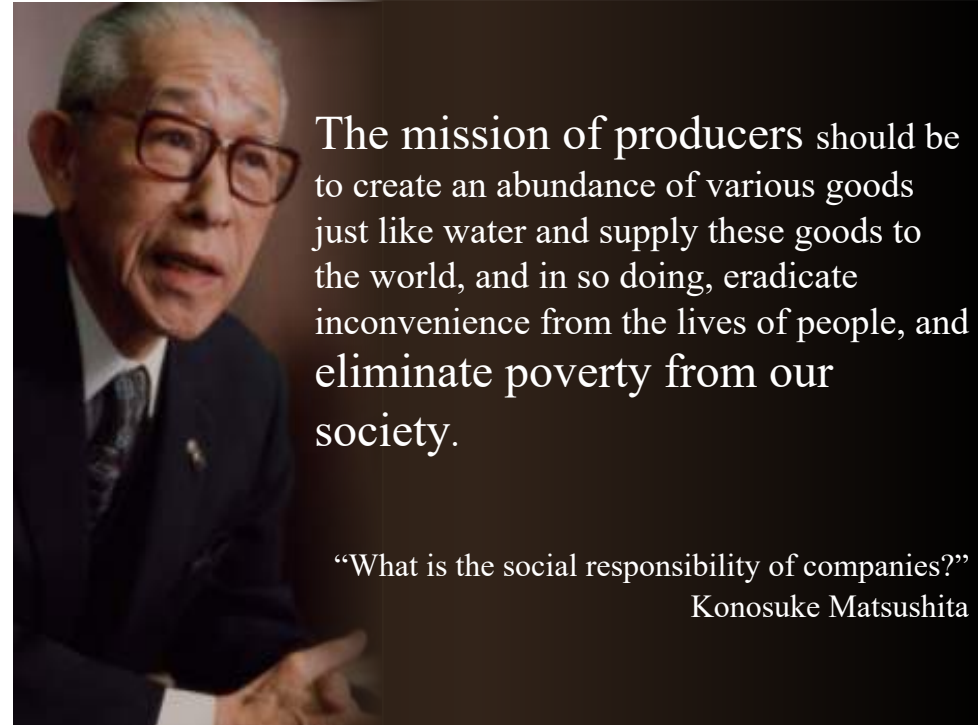
Sustainable Development Goals represent the collective aim of all UN member nations by the year 2030. 169 goals across 17 areas have been set, including energy, gender diversity, education, and economic growth.

The “elimination of poverty” is the first of the 17 SDGs.

SUSTAINABLE DEVELOPMENT GOALS



## The corporate mission articulated by our founder



The mission of producers should be to create an abundance of various goods just like water and supply these goods to the world, and in so doing, eradicate inconvenience from the lives of people, and eliminate poverty from our society.

“What is the social responsibility of companies?”  
Konosuke Matsushita

We are engaged in initiatives to eliminate poverty via the three strategies of “developing talents,” “creating opportunities,” and “fostering mutual understanding.”

Our Corporate Message

Creating an “inclusive society” where everyone can share their joy and lead vibrant lives.

# 2) Background of our sustainable seafood initiatives

## ~ An overview of our corporate citizenship activities

Key Theme

Eliminate poverty to create an inclusive society

### Corporate citizenship activities

#### Initiatives aimed at eliminating poverty

#### <Developing talents> (Educational support)

- Kid Witness News (KWN)
- “Kitto Waraeru” 2021
- Providing teaching materials on the Olympic and Paralympic Games
- “Discover my future directions” program
- Support for Panasonic Scholarship Asia



#### <Creating opportunities>

- 【Supporting areas without electricity】
- 100,000 Solar LED Lanterns Project (completed in 2018) Total:102,716 units
- “AKARI” Action Together
- Solutions for areas without electricity



100th

#### 【Supporting NPO/NGO】

- Panasonic NPO/NGO support funds for SDGs
- Pro-bono programs (Japan)



#### <Fostering mutual understanding>

- Social issues seminars for employees “Social Good Meetup”
- Disaster volunteer training courses



- Okayama Kibi Road Race support

- Sponsoring disability organizations
- Supporting international exchange groups



#### <Environmental Conservation>

【Environmental Education】  
Eco Learning Program



【Global environmental conservation efforts involving employees】  
Panasonic Eco Relay for Sustainable Earth



#### 【Sponsorship/ Collaboration with WWF】

- Earth Hour
- Introducing sustainable seafood at staff cafeterias



#### <Foundations / Arts & Culture / Promotion of Science / Disaster Relief, etc.>



The Japan Prize Foundation (Japan Prize)



Panasonic Education Foundation



Konosuke Matsushita Foundation



Support for traditional Japanese crafts, Osaka Philharmonic Orchestra, and arts and cultural activities



Disaster relief





# 2) Background of our sustainable seafood initiatives

## ~ Background to introducing sustainable seafood at staff cafeterias

### ■ “Efforts to protect the richness of our seas” for over 20 years: Collaboration with WWF Japan

⇒ Providing direct/indirect support for producers to acquire MSC/ASC certification

E.g., Supporting the reconstruction of an environmentally-friendly Pacific oyster aquaculture industry in Minamisanriku, 2014~

⇒ Assisted with the acquisition of Japan’s first ASC certification in March 2016

### ■ Worldwide Olympic Partner for 30 years

⇒ Creating and passing on a legacy

### ■ Offered as part of measures aimed at promoting employee participation in society (from 2018, our 100<sup>th</sup> anniversary)

⇒ Launched as a straightforward “selective social contribution” activities program

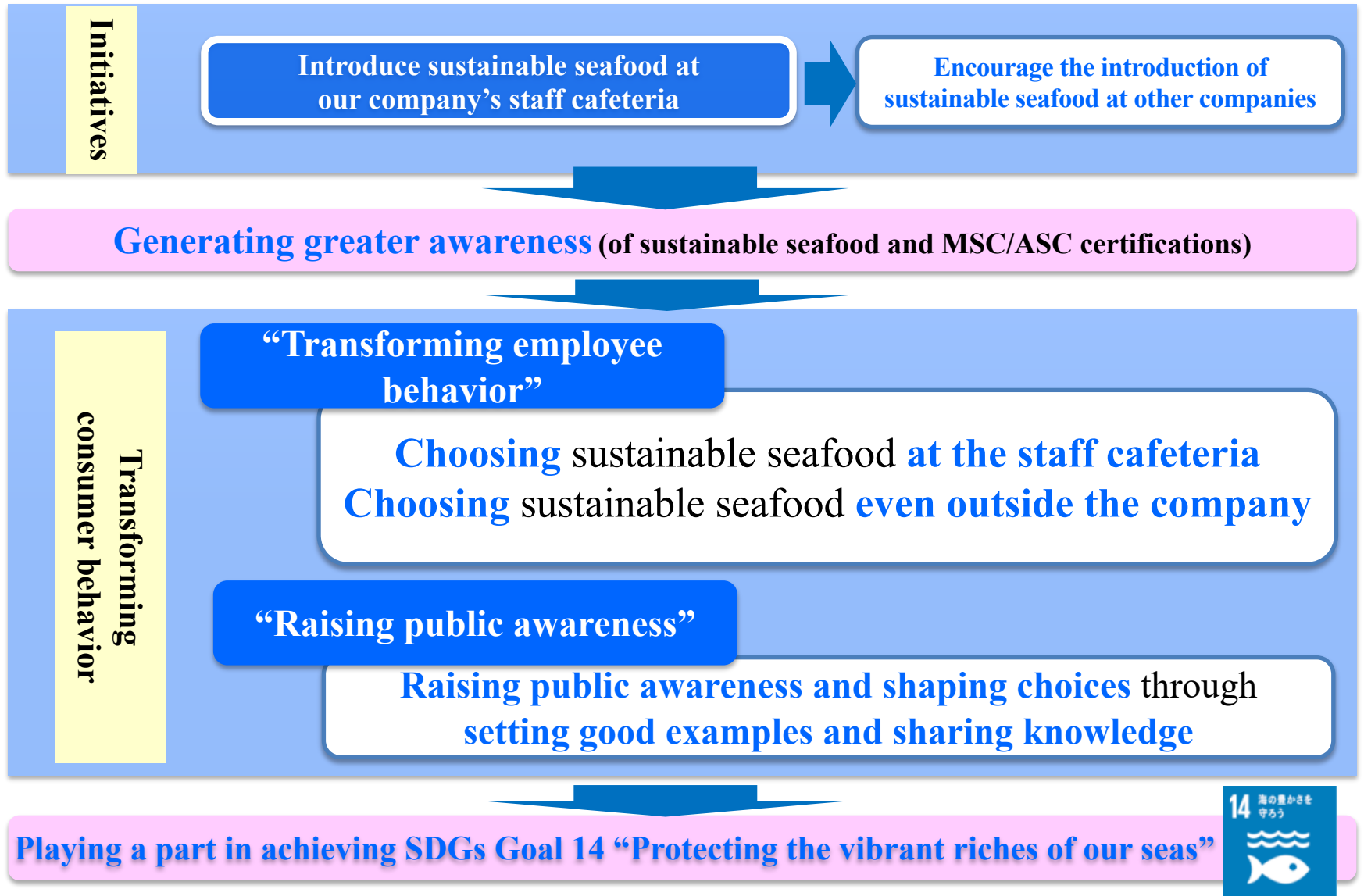
### ■ Adoption of SDGs (Sustainable Development Goals)

⇒ Contribute to achieving SDGs



## 2) Background of our sustainable seafood initiatives

~ Aim and significance of introducing sustainable seafood at staff cafeterias



## 2) Background of our sustainable seafood initiatives

### ~ Specific challenges during introduction at our staff cafeteria

- Certification required throughout the entire process =

Essential to obtain the understanding/cooperation of caterers

#### ◆ Distribution flow of certified seafood

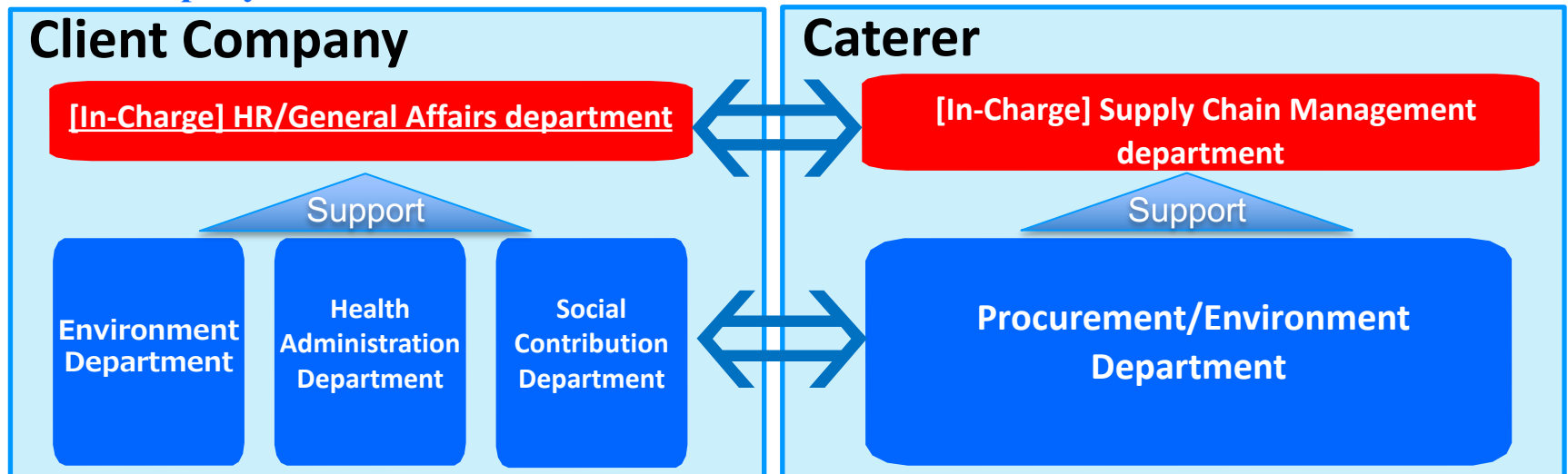
MSC/ASC CoC certification※ required throughout the process

MSC/ASC certification



※ CoC (Chain of Custody) refers to certification for processing/distribution operators

- Essential to obtain the understanding/cooperation/collaboration of relevant departments in the company



# Today's Agenda

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1) Introduction

2) Background of our sustainable seafood initiatives

**3) Ideas on with-COVID era initiatives**

4) Introducing sustainable seafood at staff cafeterias

5) Building a corporate network

6) Conclusion

# 3) Ideas on with-COVID era initiatives

## ~ Background to our ideas

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### ■ Effects of COVID-19 on the introduction of sustainable seafood at staff cafeterias

**Higher frequency & normalization of telecommuting**

⇒ **Decline in the use of staff cafeterias**

⇒ **Decline in the sales of caterers**

⇒ **Reduction in menu items available**

⇒ **Suspension of catering locations**

⇒ **Cautious approach & delays to new plans on introducing sustainable seafood**

### ■ Consultation requests from companies that find it challenging to introduce sustainable seafood at their staff cafeterias



**New ideas for other initiatives besides the “introduction of sustainable seafood at staff cafeterias”**

# 3) Ideas on with-COVID era initiatives

## ~ ① Dissemination of information to employees

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### ■ Dissemination of information on sustainable seafood to employees by email newsletters or intranet

**Purpose:** Initiatives related to sustainable seafood aim to help achieve the SDGs through “transforming the consumer behavior” of employees to “choose and purchase” sustainable seafood even outside of the company

= The introduction of sustainable seafood at staff cafeterias is also part of these broader initiatives

**Feature:** Providing “information” that encourages action + “information” that changes minds

**Information provided:** “F&B establishments” that utilize sustainable seafood as ingredients

⇒ Recommendations include suggested dining occasions such as business trips and important anniversaries, etc.

“Stores, companies/organizations, online shops, etc.” that sell sustainable seafood  
Products that incorporate sustainable seafood

Promoting an understanding of the importance/significance of sustainable seafood

- Enhance the sustainability of imperiled fishery resources
- Eliminate slave labor and child labor, reduce bycatch that threatens biodiversity, etc.



**This information will be disseminated to  
30,000 email newsletter subscribers and 100,000 employees in Japan**

### 3) Ideas on with-COVID era initiatives

#### ~ ② Sales of sustainable seafood products at in-house stores

#### ■ Sales of sustainable seafood products at in-house stores (an approach adopted by Toyota Motor Corporation)

Feature ① : The sale of canned products, etc., does not require the acquisition of CoC certification

Feature ②: The company can constantly promote the significance and importance of “sustainable seafood” and raise awareness

- The main menu is currently offered at staff cafeterias once a month
- Toyota launches this initiative at 4 different locations for 3 weeks during its “Environment Awareness Month”

Feature ③ : The company can implement other related projects  
E.g.: A food photo contest featuring MSC/ASC ingredients can be launched concurrently



Employees can also buy sustainable seafood from outside the store and participate



Greater awareness can be generated



# 3) Ideas on with-COVID era initiatives

## ~ ③ Utilizing sustainable seafood products as emergency supplies

### ■ Utilizing sustainable seafood products as emergency supplies

(an idea from Maruha Nichiro)

- These products can be utilized as items for sustainable corporate purchases
- They can be distributed to employees before their expiration date and utilized as tools to raise awareness of sustainable seafood



- Enhance the feasibility of this initiative by tackling issues such as product lot sizes through collaborative solutions via a corporate network!



### 3) Ideas on with-COVID era initiatives

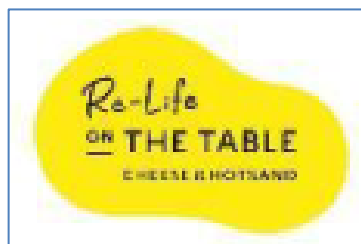
#### ~ ④ Introducing sustainable seafood at cafés of public facilities

#### ■ Offering menus featuring sustainable seafood at public facilities to raise awareness

Grand Front Osaka, 2F

Panasonic Center Osaka “Re-Life ON THE TABLE”

(menu will be introduced in November 2020)



# Today's Agenda

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- 1) Introduction
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# 4) Introducing sustainable seafood at staff cafeterias

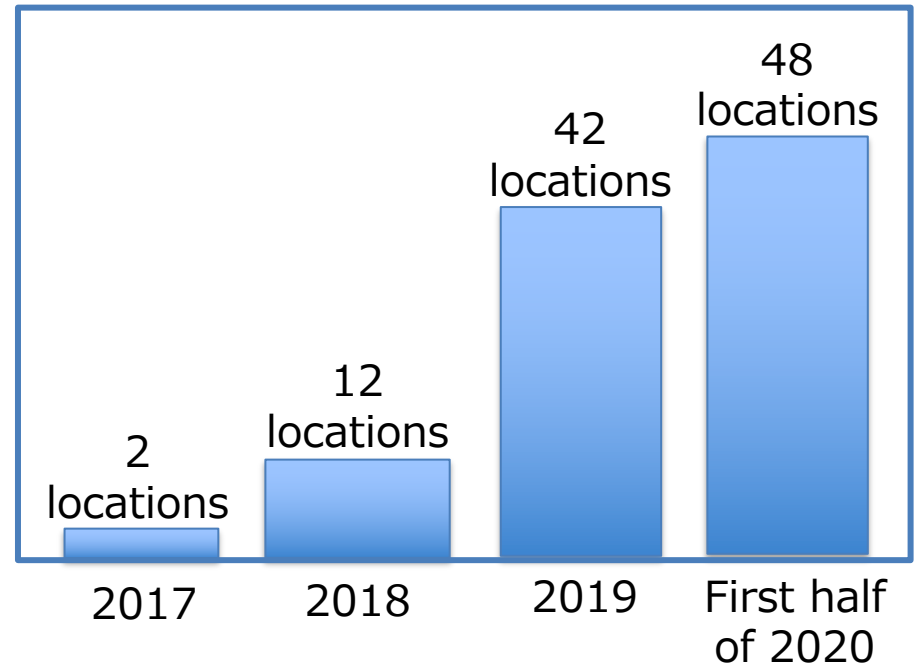
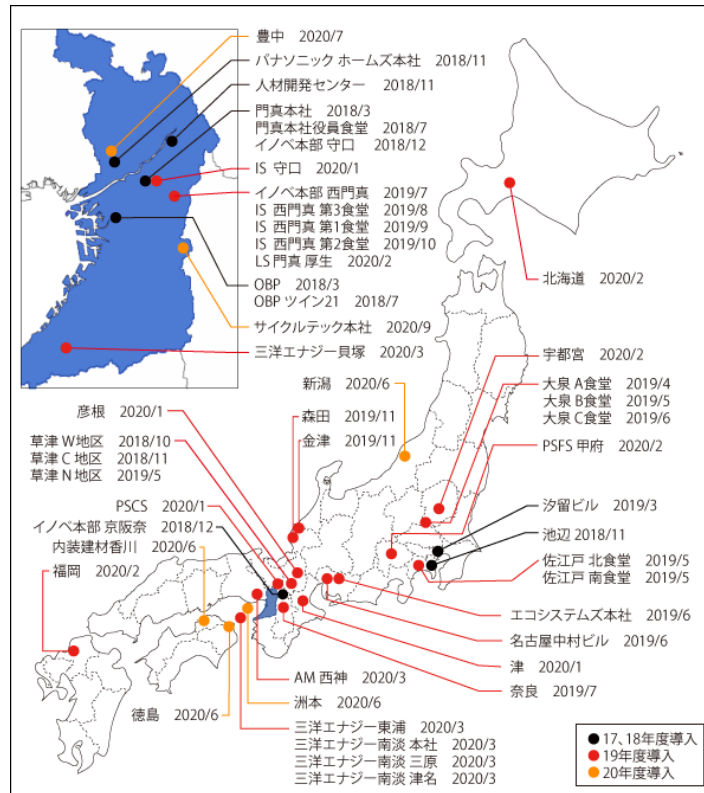
~ The current situation at our company (as of end September 2020)

## ■ Total cafeterias of our company with successful introduction: 48 locations (+23 locations from TSSS2019)

• 11 of these locations have adopted a mechanism that significantly reduces “operational burden + costs” as suggested last year

◆ Map of locations with successful introduction

◆ Figure of the total number of locations for each year



## 4) Introducing sustainable seafood at staff cafeterias

~ The current situation at other companies (as of end September 2020)

■ Total cafeterias of other companies with successful introduction:

39 locations across 7 companies (+1 company & +24 locations from TSS2019)

※ Partner companies in blue

	Locations with successful introduction		Certification obtained		Date of introduction
① Sampo Japan Insurance	1	/	1	/	2018/10/16-
② Denso Corporation	30	/	31	/	2019/01/16-
③ ENEOS Holdings	1	/	2	/	2019/03/18-
④ The Bank of Yokohama	1	/	1	/	2019/08/27-
⑤ Mitsui Sumitomo Insurance Group	3	/	3	/	2019/10/11-
⑥ The Toa Reinsurance Company	1	/	1	/	2019/10/21-
⑦ Tamura Corporation	2	/	2	/	2020/01/27-

⇒ Support for Phase 1 of the corporate network that is being established

**Total: 39 / 41**

## 4) Introducing sustainable seafood at staff cafeterias

~ Companies that have been certified (as of end September 2020)

- More than **13 companies** with locations that have been certified  
(Partner companies in blue)

Based on information from the MSC directory of CoC-certified companies: <https://cert.msc.org/supplierdirectory/>

Square Enix	(AIM Services)
Mitsui & Co.	(AIM Services)
Toyota Technical Development	(AIM Services)
Nichirei	(Green House)
Dai-ichi Life	(Green House)
Microsoft	(Green House)
Seibu Holdings	(Green House)
Kawasaki Heavy Industries	(Green House)
Shinkin Central Bank	(Green House)
SOKEN	(Uokuni Sohonsha)
SCREEN Holdings	(Tastipal)
Mitsubishi Logistics	(Daiou Food Service)
Kansai Airports	(Daiou Food Service) etc.

**Aiming for successful introduction at staff cafeterias at over 100 locations across more than 20 companies**

# 4) Introducing sustainable seafood at staff cafeterias

~ Acquisition of CoC certification across the industry ①

■ **14 companies** in the food service industry have been CoC-certified

(+5 companies from TSS2019)

※We make recommendations to and support the 12 companies in blue

- |   |                |  |
|---|----------------|--|
| ① <b>AIM Services</b>                       | (Feb 27, 2018) | First in the food service industry           |
| ② <b>Seiyo Food-Compass Group</b>           | (Apr 4, 2018)  |  |
| ③ <b>Green House</b>                        | (Jul 24, 2018) |  |
| ④ <b>Ichifuji Food Service Keiji Branch</b> | (Oct 17, 2018) |  |
| ⑤ <b>Daily Foods</b>                        | (Feb 4, 2019)  |  |
| ⑥ <b>Tastipal</b>                           | (Feb 27, 2019) |  |
| ⑦ <b>Uokuni Sohonsha</b>                    | (Mar 13, 2019) |  |
| ⑧ <b>Nikkoku Trust</b>                      | (Aug 13, 2019) |  |
| ⑨ <b>Hanakago</b>                           | (Oct 15, 2019) |  |
| ⑩ <b>Chuo Food Service</b>                  | (Jan 31, 2020) | Utilizing the group certification framework※ |
| ⑩ <b>Sun Food Services</b>                  | (Jan 31, 2020) |  |
| ⑩ <b>Daiou Food Service</b>                 | (Jan 31, 2020) |  |
| ⑬ <b>Kariya Cooperative</b>                 | (Feb 14, 2020) |  |
| ⑭ <b>UDS</b>                                | (Sep 14, 2020) | ※Utilizing the above framework               |

epoch

epoch

## 4) Introducing sustainable seafood at staff cafeterias

~ Acquisition of CoC certification across the industry ②

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■ 7 companies in the food logistics industry (in our project)  
have been CoC-certified

- |                       |                 |
|-----------------------|-----------------|
| ① Toho Food Service   | (Feb 27, 2018)  |
| ② Mitsubishi Shokuhin | (July 23, 2018) |
| ③ Nakatani Shokuhin   | (Oct 3, 2018)   |
| ④ Mitsui Foods        | (Dec 14, 2018)  |
| ⑤ Daiko               | (Jan 8, 2019)   |
| ⑥ TFoS                | (Feb 27, 2019)  |
| ⑦ <u>Oie Sangyo</u>   | (Jun 25, 2019)  |

⇒ 45 certified locations in total, which cover almost the entire Japan

※ Shokuryu has announced that its 35 locations nationwide will be certified by March 2022

# Today's Agenda

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- 1) Introduction
- 2) Background of our sustainable seafood initiatives
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- 4) Introducing sustainable seafood at staff cafeterias
- 5) Building a corporate network**
- 6) Conclusion



# 5) Building a corporate network

~ Background to our ideas

## 【Last year's proposal】

### Client company

- |                                  |  |
|----------------------------------|--|
| 【New participating company】      | No idea what to start with                                   |
| 【           "           】        | Catering company has not been CoC-certified                  |
| 【           "           】        | Issues with internal collaboration within the company        |
| 【Existing participating company】 | Unable to maintain the number of meals and employee interest |

+

**Due to the effects of COVID-19,  
it has become important to further  
reduce operational burden and costs**



**By establishing a corporate network to share the  
expertise of client companies, we can increase the  
number of participating companies and locations**

# 5) Building a corporate network

~ Proposed aim, goals, etc.

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## [Last year's proposal]

- **Name: Japan Sustainable Cafeteria Network<sup>※</sup> (tentative)**  
**(abbreviation: Suscafe-net<sup>※</sup> (tentative))**  
※ Pending trademark registration for "Sustainable Cafeteria" and "Suscafe-net"
- **Target: Companies with staff cafeterias, etc.**
- **Aim: To create a sustainable society by raising sustainability standards starting with staff cafeterias.**
- **Goals: To achieve the SDGs by raising awareness of SDGs and transforming consumer behavior through the introduction of sustainable seafood at staff cafeterias and expanding participating locations**  
(More goals will be added based on the needs of members)
- **Method: Companies with staff cafeterias that share similar aims and goals will build networks; gather information, expertise, and knowledge; and tackle various challenges through collaborative effort to achieve the stated goals**

# 5) Building a corporate network

## ~ Step-by-step overview of proposed collaboration project

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### 1. When a company is interested in participating

- Provide information and explanations to address questions

### 2. During the internal feasibility study

- Share base materials

### 3. During the official feasibility study

- Share expertise on certification acquisition methods that minimize operational burden and costs

### 4. Implementation phase

- Share samples of panels, banners, and ornaments that bear the project goals

### 5. Post-implementation phase

- Continue to share information on sustainable seafood that evokes the interest of employees
- Share ideas to enhance the appeal of menus, etc.

### 6. Whenever necessary

- Consider other projects besides introducing sustainable seafood at staff cafeterias

# 5) Building a corporate network

~ Proposed collaboration project, step ①

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## 1. When a company is interested in participating

- We will share information on our company's initiatives and respond to all questions individually at any time
- ⇒ Requests for essential information and discussions of potential concerns will give us more ideas for future initiatives

**Please feel free to get in touch with us!**

[sus-sea@ml.jp.Panasonic.com](mailto:sus-sea@ml.jp.Panasonic.com)



# 5) Building a corporate network

~ Proposed collaboration project, step ②

## 2. During the internal feasibility study:

- We will share our base materials with you in the form of PowerPoint slides.

The image displays a grid of 24 PowerPoint slides from an internal feasibility study. The slides are organized into several sections:

- Slide 1:** Project overview and goals, including the title '日本初 社員食堂への「サステナブル・フード」の積極導入取り組み説明' and the date '2019年10月17日'.
- Slide 2:** Organizational structure and roles.
- Slide 3:** Financial projections and budget details.
- Slide 4:** Market analysis and competitive landscape.
- Slide 5:** Detailed financial data and charts.
- Slide 6:** Implementation timeline and milestones.
- Slide 7:** Risk assessment and mitigation strategies.
- Slide 8:** Summary and next steps.
- Slide 9:** Detailed financial data and charts.
- Slide 10:** Market analysis and competitive landscape.
- Slide 11:** Detailed financial data and charts.
- Slide 12:** Implementation timeline and milestones.
- Slide 13:** Risk assessment and mitigation strategies.
- Slide 14:** Summary and next steps.
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- Slide 18:** Implementation timeline and milestones.
- Slide 19:** Risk assessment and mitigation strategies.
- Slide 20:** Summary and next steps.
- Slide 21:** Detailed financial data and charts.
- Slide 22:** Market analysis and competitive landscape.
- Slide 23:** Detailed financial data and charts.
- Slide 24:** Implementation timeline and milestones.

The Panasonic logo and slogan 'A Better Life, A Better World' are visible at the bottom of the grid.

# 5) Building a corporate network

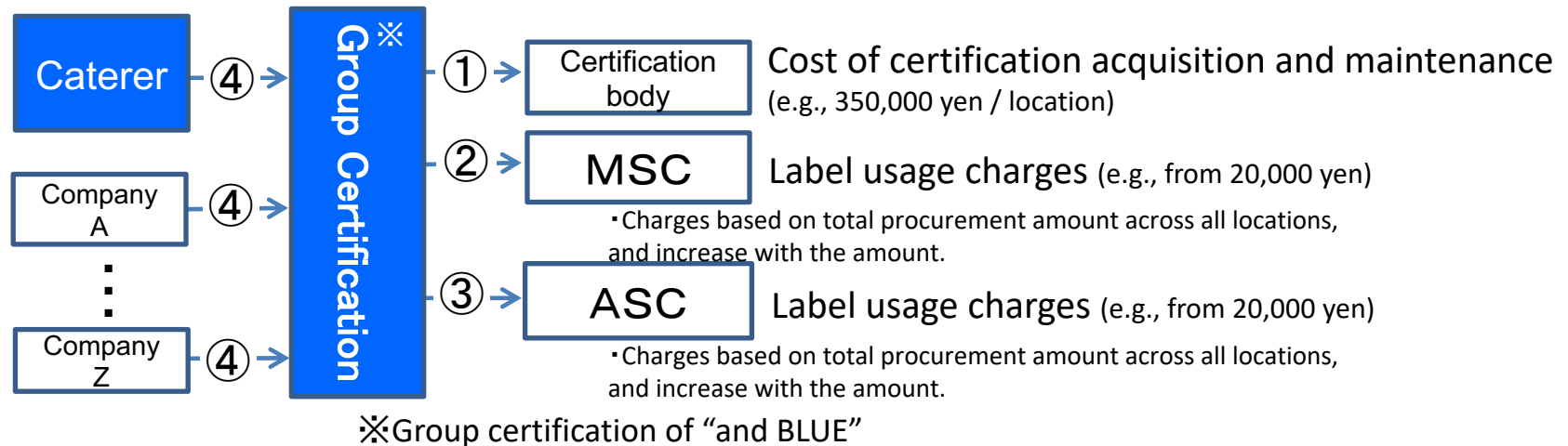
~ Proposed collaboration project, step ③- i

## 3. During the official feasibility study:

• We will share our expertise on certification acquisition methods that minimize your “operational burden” and “costs”

[Last year’s proposal]

How to take advantage of group certification— i : ④ < ① + ② + ③



◆ Lower operational burden: We will provide manuals and conduct training (online) for staff

◆ Lower costs: Around 200,000 yen per location (excluding tax and transportation fees)

※Please note that this only applies to cases with the same support conditions as our company.

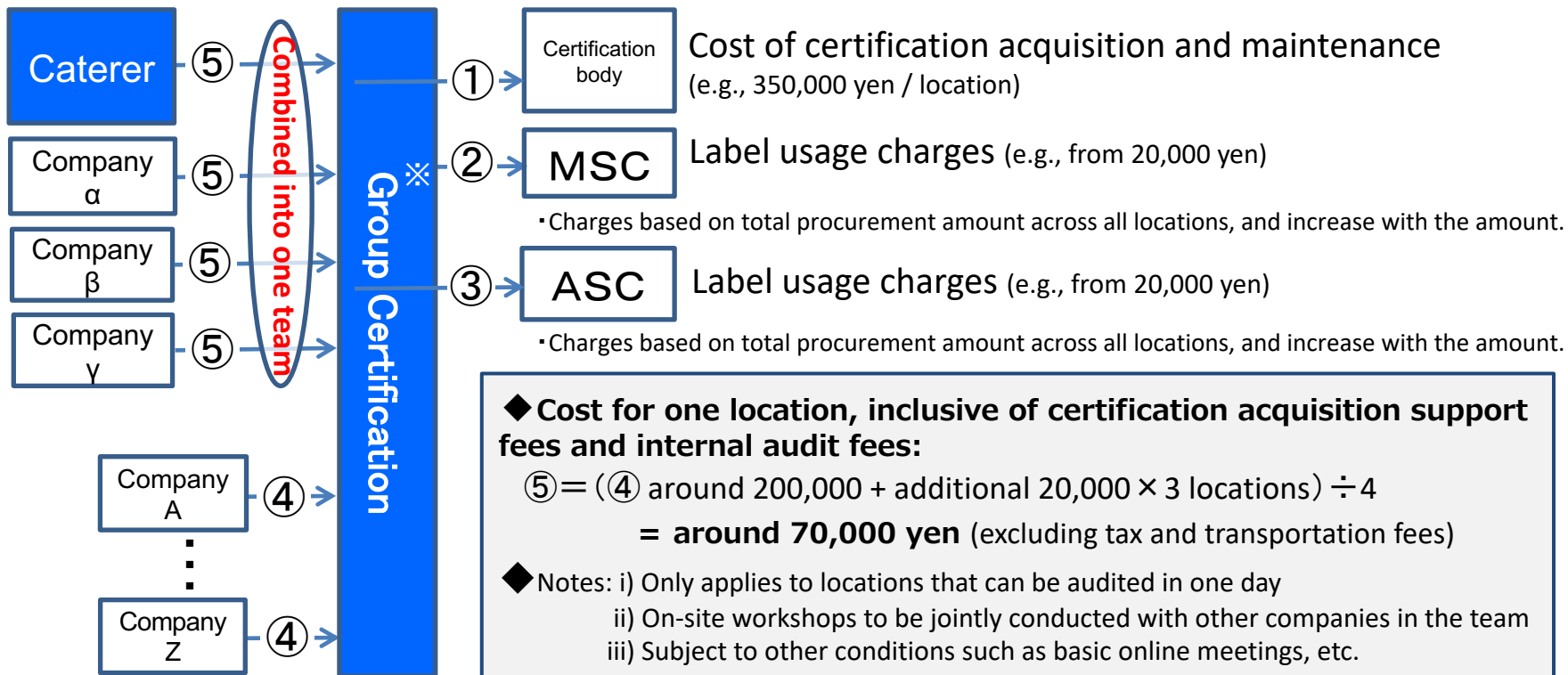
# 5) Building a corporate network

~ Proposed collaboration project, step ③- ii

## 3. During the official feasibility study:

• We will share our expertise on certification acquisition methods that minimize “operational burden” and “costs”

[This year’s proposal] How to take advantage of group certification– ii : Auditing multiple companies/locations in one day⑤



※Group certification of “and BLUE”

# 5) Building a corporate network

~ Proposed collaboration project, step ④

## 4. Implementation phase (our collaboration project with Tamura Corporation)

- We will share information on panels, leaflets, and banners that bear the project goals  
= Essential for raising public awareness and encouraging new forms of consumer behavior



### なぜ、今、「サステナブル・シーフード」なのか

海を守る『サステナブル・シーフード』※を選択しよう!

#### 危機的な海の豊かさの現状

水産資源の9割が危機的状況  
= 3割が枯渇、6割が限界利用

(%) 世界の水産資源ストックのグローバルトレンド 1974-2011年  
(FAO, 2016, The State of World Fisheries and Aquaculture, Fig.13をもとに作成)

#### あなたの選択が未来を変える

魚を食べ続けられるために  
サステナブル・シーフードを選ぼう

サステナブル・シーフード認証

MSC認証 = 『天然』水産物認証制度  
MSC = Marine Stewardship Council 海洋管理協議会

海のエコラベル  
持続可能な漁業で獲られた水産物  
MSC認証  
www.msc.org/jp

ASC認証 = 『養殖』水産物認証制度  
ASC = Aquaculture Stewardship Council 水産養殖管理協議会

責任ある養殖により  
生産された水産物  
認証  
asc-aqua.org

「サステナブル・シーフード」が海を救う!

TAMURA

※ サステナブル・シーフードとは：持続可能な生産（漁獲・養殖）に加え、加工・流通・販売過程における管理やトレーサビリティの確保について認証を取得しているシーフード。代表的な認証にMSC / ASC認証がある。

※A cooperative framework has been established for logo changes, etc., with the support of Nomura Co., Ltd. (actual production costs will apply)



# 5) Building a corporate network

~ Proposed collaboration project, step ⑤

## 5. Post-implementation phase

◆ Sharing informational materials that **evoke interest**

**サステナブル・シーフードを買おう！**  
～ ネット・ショッピング編 ～

サステナブル・シーフード...持続可能な方法で獲られた水産物。「MSC」や「ASC」が主な認証。SDGs目標14「海の豊かさを守ろう」達成に貢献。

**EARTH MALL with Rakuten とは？**

- 楽しくサステナブルな買い物の文化をつくっていきたいという思いから生まれた未来を変えるインターネット・ショッピングモール&オンラインメディア。
- MSC認証、ASC認証をはじめとするサステナブルな商品を取っています。

あなたも “EARTH MALL with Rakuten” で 未来を変える買い物をしよう！

**MSC 認証の食品例**

なんとペットフードもMSC！

食安推進委員会

**サステナブル・シーフードを買おう！**  
～ 食品スーパー編 ～

サステナブル・シーフード...持続可能な方法で獲られた水産物。「MSC」や「ASC」が主な認証。SDGs目標14「海の豊かさを守ろう」達成に貢献。

**サステナブル・シーフードはどこで買えるの？**

- イオン、マックスバリュ、ダイエーなどのイオングループ店
- コブ (生協)
- イトーヨーカ堂、セブンイレブなどのセブン&グループ店
- IKEAのレストラン、食品売り場
- 宅配サービスでいっしょばーや 他

**AEON**

**CO-OP**

← このマークがついた商品を積極的に選びましょう！

MSC認証 [www.msc.org](http://www.msc.org)

ASC認証 [www.asc-aqua.com](http://www.asc-aqua.com)

本社食安推進委員会

◆ Sharing **attractive menus** and ideas

**人気メニュー・食材との組合せ**

人気のカレーと合わせる      人気のエビを活用

**女性に選んでもらえるメニュー**

丼物も女性を意識し、おしゃれに盛り付け

# 5) Building a corporate network

~ Proposed collaboration project, step ⑥

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## 6. Whenever necessary

**・Consider other projects besides introducing sustainable seafood at staff cafeterias**

E.g.) Toyota Motor Corporation had enquired about ideas on initiatives besides introducing sustainable seafood at staff cafeterias

⇒ Proposed new ideas on the sale of sustainable seafood products at stores

E.g.) Maruha Nichiro had suggested approving the utilization of sustainable seafood as emergency supplies

⇒ Proposed new ideas to interested companies

# 5) Building a corporate network

~ Proposed timeline

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## November 2019: Proposal of outline



### **Trial**

- Support for the introduction of sustainable seafood, discussion / implementation of new initiatives

## November 2020: Tokyo Sustainable Seafood Symposium



### **Trial & Launch**

- Support for the introduction of sustainable seafood, discussion / implementation of new initiatives

**Move on to more concrete activities such as the dissemination of information**

## Spring~Summer 2021: Launch of corporate network

# Today's Agenda

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- 1) Introduction
- 2) Background of our sustainable seafood initiatives
- 3) Ideas on with-COVID era initiatives
- 4) Introducing sustainable seafood at staff cafeterias
- 5) Building a corporate network
- 6) Conclusion**

## 6) Conclusion

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**Looking ahead to 2030, 10 years from now,**

**Panasonic hopes to work alongside other companies on sustainable seafood**

**by taking advantage of major events held next year and in 5 years' time**

**to transform consumer behavior and achieve the SDGs**

# **Panasonic**

**A Better Life, A Better World**

パネルディスカッション

「ヒルトンホテル、サステナブル調達の戦略を語る」

Panel discussion:

Hilton's journey of sustainable seafood initiatives  
towards 2030 goals

## HILTON'S SUSTAINABLE SEAFOOD GOALS

### ヒルトンのサステナブル・シーフード目標

BY 2022, WE COMMIT TO RESPONSIBLY SOURCE SEAFOOD BY:

2022年までに、ヒルトンは責任を持って水産物の調達を行うことを約束します。



PROTECTING THE  
ENDANGERED  
絶滅危惧種の保全

Ban the procurement  
of endangered species  
from all of our properties

絶滅危惧種の調達を  
ヒルトンの全施設で禁止



BUYING FROM THE  
BEST  
ベストプラクティスの採用

Procure at least 25% of total global  
seafood volume from Marine  
Stewardship Council (MSC) or  
Aquaculture Stewardship Council (ASC)  
certified sources

世界各地の施設合計の水産物調達量の  
25%以上をMSC認証またはASC認証を取  
得した供給元から調達



INVESTING IN THE REST  
改善に向けた取り組みを支援

Procure remaining seafood volume from  
on WWF green lists or sources working  
towards certification, sustainable  
improvements

その他水産物に関してはWWFグリーンリス  
トまたは認証取得や改善プロジェクトに取り  
組む供給元から調達



# Hilton

A person is sitting on a wooden dock in the foreground, looking out over a calm lake. In the background, there are large, rugged mountains with patches of green forest. The sky is clear and blue. The overall scene is peaceful and scenic.

We are on a mission to cut our environmental footprint in half and double our investment in social impact by 2030.

ヒルトンでは2030年までに環境フットプリントを半減し、社会的インパクト投資を倍増させることを目指しています。

対談

「そごう・西武、持続可能な水産物「アラスカシーフード」  
の活用事例」

Dialogue:

Sogo & Seibu's sustainable initiatives and the  
promotion of Alaska seafood

SEIBU SOGO



そごう・西武  
持続可能な水産物  
アラスカシーフードの取組み

Sogo & Seibu Co., Ltd.  
Sustainable Seafood  
Alaska Seafood Initiatives

2020年11月10日(木)  
株式会社そごう・西武 CSV推進室  
担当部長 薄井 徹

Thursday, November 10, 2020  
Sogo & Seibu Co., Ltd. CSV Promotion Division  
Project Lead Toru Usui



# ■そごう・西武\_SDGs目標達成に向けた考え方

Sogo & Seibu \_ How to Achieve Our SDGs Goal

そごう・西武では、お客様やお取引先、地域の皆様、行政、学校、NPOなどがつながる仕組みや場所を提供することで、SDGsの目標達成に向けた取組みを推進しています。

At Sogo & Seibu, by providing a variety of locations and structures that connect our customers, our suppliers, the local community and administration, schools, NPOs, and more, we're promoting efforts towards meeting Sustainable Development Goals.



SUSTAINABLE DEVELOPMENT GOALS

# ① イベントを通じた啓発活動

Event-Based Awareness Raising Activities

料理研究家が、ご自宅で手軽に作れるレシピを実演。  
100%天然で美味しいアラスカシーフードの魅力をお伝えし、鮮魚売場の販売につなげました。

Food experts demonstrate recipes that can be easily made at home. This conveys the appeal of 100% natural and delicious Alaska Seafood and drives sales in the fresh seafood section.



# ② ギフト提案

## Gift Proposals



ギフトカタログ Gift Catalogue



ギフトセンター会場 Gift Center Venue

夏のお中元、冬のお歳暮ギフトでアラスカシーフードをご紹介します。

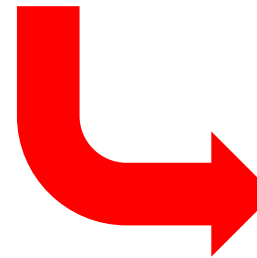
Introducing Alaska Seafood to new customers through midsummer and year-end gifts.

### ③ レストランとの連動

#### Restaurant Collaborations

西武池袋本店では、食品売場の「アラスカシーフードフェア」開催期間にあわせ、レストランフロアでもアラスカシーフードを使ったメニューを提供。

At Seibu's main store, located in Ikebukuro, we offered a selection of Alaska Seafood dishes on the restaurant floor in coordination with the Alaska Seafood Fair taking place on the grocery floor.





# ④ 雑誌を活用した発信

## Magazine Outreach

セブン&アイのサステナブルな取り組みや商品を集め雑誌で紹介。

Magazines with special features covering Seven&i's sustainability efforts and products to reach out to new customer groups.



**FRAU**  
sendai.smedia.jp/frau  
2020  
AUG. 8  
SDGs



暮らしから世界を変える、  
サステナビリティBOOK



Good for Wellness  
体と心においしい



ジュートピクの  
カーディガンドレス



セオリー・リカスの  
リヨセルゲム



Food Paper の  
和紙グッズ

西武・そこう  
BRENOWのエコバッグ





天然のおいしさを、アラスカから。  
サステイナブルシーフード

**“サステイナブルシーフード”  
アラスカシーフード  
Wild, Natural, & Sustainable  
Alaska Seafood**

アラスカシーフードマーケティング協会 トレードレプレゼンタティブ 家形晶子  
Alaska Seafood Marketing Institute, Japan Trade Representative, Yakata Akiko

2020年11月

# The Alaska Seafood Marketing Institute

## アラスカシーフードマーケティング協会

### Alaska Seafood Marketing Institute(ASMI)

#### アラスカシーフードマーケティング協会

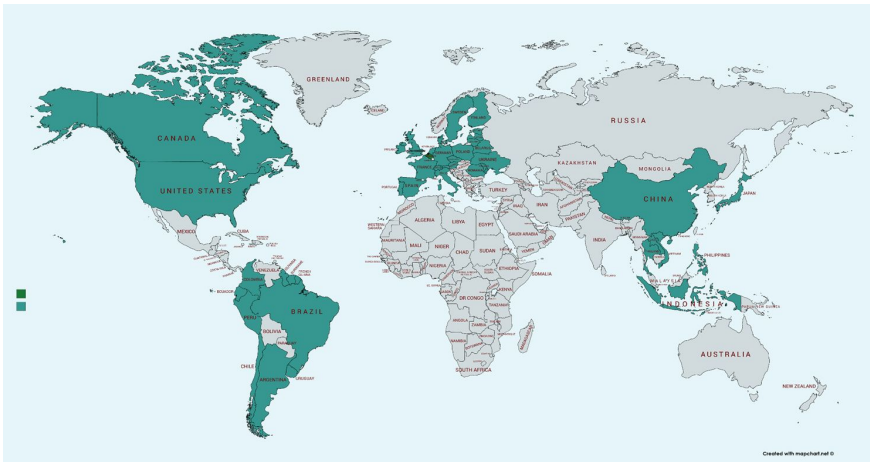
A **public-private partnership** between the State of Alaska and the Alaska seafood industry.

アラスカ州とアラスカ水産業界の**官民共同パートナーシップ**

Mission 使命:

Increase the economic value of the Alaska seafood resource.

アラスカの水産資源の価値向上



*Wild, Natural & Sustainable*®

A large brown bear is shown in profile, facing right, with its mouth open and a large fish (likely a salmon) caught inside. The bear is standing in shallow water, and there is a significant splash of white water around its head and mouth. The background is a deep blue, slightly rippled body of water.

# Wild!

- ✓ アラスカ産＝天然だから、  
おいしい！
  - ✓ 雄大な自然に育まれた  
ナチュラルなシーフード
- Superior Flavour –  
because it's WILD!



# Sustainable!

✓環境に配慮したサステイナブル(持続可能)な漁業で漁獲されています

✓Caught by Sustainably managed fisheries

# Alaska's Sustainability Tenents

## アラスカのサステナビリティを構成する様々な要素



Fisheries Management  
漁業管理

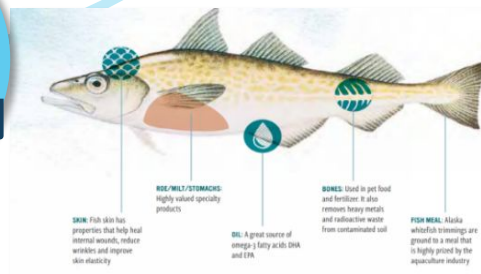
Social Responsibility  
社会的責任

# Alaska Sustainable Fisheries

Families & Communities  
漁業コミュニティ

Certification  
認証

Full Utilization  
無駄なく活用



# Alaska Seafood in Japan

## 日本国内で流通するアラスカ産の水産物



Total Exported from USA  
(米国からの総輸出量)

170,000 MT~

200,000 MT

+ more...

