

Basic Philosophy

Onward works diligently to enrich people's lives in its role as a lifestyle culture enterprise and positions the preservation of the environment as a key management issue while being environmentally friendly and socially responsible.

Environmental Concept

Thinking of the Earth. Clothing Its People.

The world is evolving faster than ever with fashions and trends changing at a brisk pace. In recent years, we have seen an increase in products touting low prices, and perhaps many of us feel, more than before, that clothing is becoming disposable. The disposal of clothing as trends change is slowly placing an increasing burden on the environment and may one day significantly affect our lives. The original role of fashion was to enrich and color people's lives while promoting and inspiring prosperity. Fashion should not be something that takes away from our planet's natural environment, nor should it detract from the infinite possibilities of our future.

Onward remains committed to taking on the challenge of achieving harmony with the planet and its people through its corporate activities and a range of products that include fashion items, as it carries out its role as a leading organization of the apparel industry that delivers fashion on a global scale.

Our Promise

1. Provide quality products that can be enjoyed over a long period of time.
2. Develop leading-edge technology, products, and services that reduce the burden on the environment.
3. Implement the Onward Green Campaign, which is designed to create an apparel life-cycle circulation system.
4. Implement various environmental conservation measures: enhance the energy efficiency of offices, introduce low-emission vehicles, and participate in forest preservation initiatives at Tosayama Onward Rainbow Forest.

Our Promise is a reflection of our consideration for the planet's future and our desire to responsibly deliver fashion that enriches and colors people's lives. We are committed to developing strategies that fulfill Our Promise and our responsibilities as a good corporate citizen.

Onward Green Campaign

2,670,000
Items Collected

460,000
Customers that Donated

73% Recycled
27% Reused

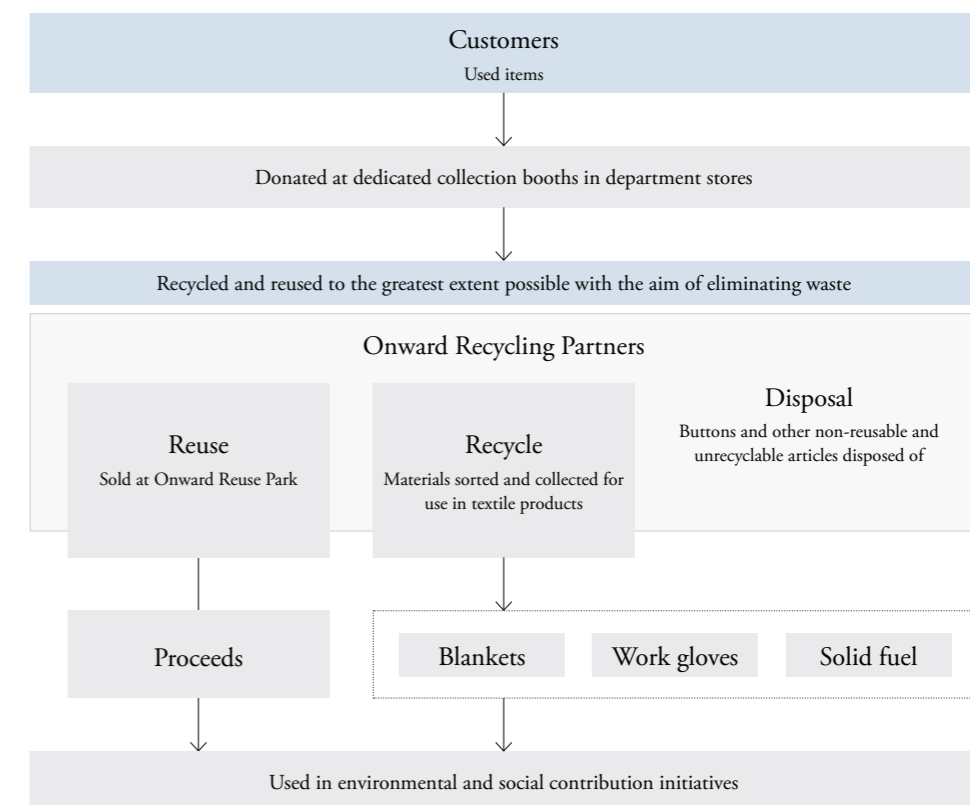


The Onward Green Campaign is designed to create an apparel life-cycle circulation system. In comparison with other consumables, the recycling of textile goods is relatively undeveloped. Onward Kashiyama launched the Onward Green Campaign in 2009 with the objective of encouraging the circulation of apparel to promote the efficient utilization of limited resources and to ensure that our precious environment still exists for future generations to enjoy. Onward Kashiyama collects men's, women's, and children's clothing as well as sportswear and other items sold by Onward Kashiyama at Onward Green Campaign collection booths in department stores.

These items are recycled and reused to the greatest extent possible with the aim of eliminating waste. Certain clothing items are recycled through use as solid fuel. For other garments, we sort and collect usable materials to create blankets, work gloves, and other recycled textile products that contribute to the organization's environmental and social contribution initiatives. In addition, a portion of collected clothing items are sold at Onward Reuse Park*, and the proceeds from these sales are used to fund environmental and social contribution initiatives.

* For details regarding Onward Reuse Park, please refer to page 41.

Recycling Process



Tie-Up with the Japanese Red Cross Society

Under the Onward Green Campaign, and utilizing the extensive Red Cross network that reaches more than 185 countries throughout the world, Onward cooperates with the Japanese Red Cross Society in distributing blankets and work gloves to areas that have

been affected by, and are in the process of recovery from, a natural disaster. Work gloves have also been donated domestically to individuals involved in forest preservation efforts in addition to being distributed and utilized as a part of an awareness-building campaign.

Support Programs Using Recycled Blankets

1 Bangladesh

Refugee camp:
3,000 blankets
Donated to a refugee camp in the Cox's Bazar district of Chittagong, in southeastern Bangladesh, and to a hospital that provides medical care in the area



First support program: May 2010

2 Kazakhstan

Refugee camp:
3,300 blankets
Donated to refugees, orphans, other socially marginalized people, and communities in the city of Almaty



Second support program: February 2011

3 Japan

Regions heavily impacted by the Great East Japan Earthquake:
1,000 blankets
Donated to 31 community centers in Miyagi Prefecture that were affected by the Great East Japan Earthquake



Third support program: September 2011

4 China

Regions heavily impacted by the 2008 Sichuan earthquake:
2,000 blankets
Donated to a school and other facilities located in the mountainous regions of Sichuan Province that were affected by the earthquake in 2008



Fourth support program: March 2012

5 Mongolia

Impoverished area:
2,000 blankets
Donated to the area referred to locally as "dzud" that is periodically afflicted with severe snow damage (It is not uncommon for people living in impoverished areas to share one blanket during this period.)



Fifth support program: September 2012

7 Myanmar

Impoverished area:
4,000 blankets
Donated to impoverished individuals, special needs schools, and children living in orphanages in Myanmar



Seventh support program: October 2014

6 Nepal

Impoverished area:
4,000 blankets
Donated to senior citizens and children living in social welfare facilities, where they are forced to face harsh winters each year without sufficient protection against the cold



Sixth support program: October 2013

8 Vietnam

Impoverished area:
4,000 blankets
Regions primarily in the northern mountain range and central highlands



Eighth support program: October 2015, April 2016

9 Indonesia (Planned)

4,000 blankets
To be donated to impoverished individuals in October 2017



Other Activities

Onward Reuse Park—Used Onward Products Offered at Discounted Prices



Onward Reuse Park

Onward Holdings opened Onward Reuse Park in Tokyo as a base for conveying the Group's environmental and social contribution initiatives. In addition, Onward Reuse Park sells used Onward products at discounted prices, and the proceeds from these sales are used to fund further environmental and social contribution initiatives. This store was the first in the industry to employ such a sales model.

Onward Holdings opened Onward Reuse Park in Tokyo as a base for conveying the Group's environmental and social contribution initiatives. In addition, Onward Reuse Park sells used Onward products at discounted prices, and the proceeds from these sales are used to fund further environmental and social contribution initiatives. This store was the first in the industry to employ such a sales model.

KIBOU311 Participation in Cherry Tree Planting Events



this project are provided to LOOM NIPPON, which uses the donations in turn to fund cherry tree planting events.

KIBOU311 is a Great East Japan Earthquake relief project promoted on a global scale by DORMEUIL, a French manufacturer of luxury men's apparel. Donations collected through

Forest Preservation Initiatives at Tosayama Onward Rainbow Forest



Onward Rainbow Forest, a forest approximately 45 hectares in size that is located in Kochi Prefecture. With the cooperation of local communities, we are conducting a forest regeneration program that includes forest thinning twice a year.

In 2008, Onward entered into a partnership agreement with the city of Kochi and the Kochi City Forestry Association and has been participating in forest preservation efforts at Tosayama

Bio Tech Jacket—Ecological-Wear That Returns to the Earth



Since 2010, Onward Kashiyama has been offering the Bio Tech Jacket, an ecological product that returns to the Earth. This item is highly fashionable and yet is made of only biodegradable materials, which means that it will be broken down by natural bacteria and returned to the soil after disposal.

Post-Kumamoto Earthquake Support through Onward Green Campaign

Together with the Tsuruya Department Store, a program campaign under the Onward Green Campaign was commenced to provide support for reconstruction from the impacts of the severe earthquakes that devastated Kumamoto Prefecture in April 2016. In December 2016, ¥10 million, equivalent to 5% of the total sales of Onward Green Campaign during the period of the program, was donated to Kumamoto City to promote the reconstruction effort. The program also consisted of a clothing drive. From among the donated clothing items, approximately 10,000 that were up to quality standards were selected, cleaned, and provided to individuals impacted by the earthquake in Mashiki Town, Kumamoto Prefecture.

Our efforts to date have resulted in a total of 15,000 clothing items being supplied to areas affected by the Kumamoto earthquakes, and we intend to continue these efforts going forward.

