

# Highlight



## Fashion Earth PROJECT

We understand that it is part of our mission as a general trading company to analyze industry-specific issues and to provide solutions to them while conducting a broad array of business activities. In 2010, ITOCHU Corporation, originally engaging in the textile business, launched the Fashion Earth PROJECT to combat global warming with the participation of apparel manufacturers.

### In 2010, the Fashion Earth PROJECT was launched.

As global warming intensifies, action to protect the environment is a major challenge for the apparel industry. However, cost and design constraints make it difficult for any single company to independently develop eco-friendly products and barriers to entry are seen as high. Under these circumstances, ITOCHU Corporation, which has its origins in the textile business and which now holds a powerful network in the apparel industry, launched an anti-global warming program with the participation of apparel companies. Called Fashion Earth PROJECT (FEP), this program is being run in collaboration with Hakuhodo DY Media Partners, Inc., which has a proven track record in environmental communications.

Under the FEP, participating companies purchase product tags with the project logo, called FEP tags, from the FEP Office at the price of 10 yen each so that the Office can contribute the amount resulting from deducting operation expenses from FEP

tag sales to environmental conservation activities. Participating companies are entitled to affix FEP tags to their products to sell them as carbon offset products. In the first year, the project acquired an emission quota generated from a wind power generation project in India and other projects recognized by the United Nations as CO<sub>2</sub> reduction projects to grant a right to emit one kilo of carbon dioxide per single blue FEP tag.

The FEP is open to any company irrespective of size and allows participants to carry out environmental conservation activities in combination with consumers through the message printed on the tags. As of June 2012, the project had the participation of 15 companies and the FEP tags were introduced to more than 50 brands. The project helped reduce CO<sub>2</sub> emissions by at least 4,100 tons.

Number of participating companies and brands  
(as of June 28, 2012)

**15 companies and 51 brands**

Current FEP's CO<sub>2</sub> emissions reduction  
(as of June 28, 2012)

**4,133 tons**

Kazutoshi Fukushima  
Apparel Department 2



"Our planet and fashion are linked. We want to be continuously excited by fashion, so we will now start with what we can do." On the basis of this concept, we launched the Fashion Earth PROJECT. With the help of many parties, our activities are steadily expanding. We will work together with participating companies to protect Japan's four seasons and the environment that enable us to enjoy fashion.

## In 2011, CO<sub>2</sub> emissions were cut through the activities for saving Japan's forests.



A blue FEP tag and a green FEP tag

verified and J-VER offset credits are issued. Each green FEP tag comes with an emissions right of 250 grams verified and issued as a result of more trees' tree thinning, forest development, and other forest conservation efforts.

In the future, the FEP will introduce this kind of know-how to many different initiatives in a bid to further expand the platform of environmental conservation activities in which manufacturers, consumers, non-profit organizations, and many different stakeholders are united.

As a second initiative, the FEP started offering green FEP tags in cooperation with more trees, a general incorporated association operating forest conservation activities with Ryuichi Sakamoto as representative. This initiative is aimed at helping to reduce CO<sub>2</sub> by encouraging tree thinning and domestic forest development. Tags printed with a message stressing the importance of forest conservation are offered to apparel manufacturers and part of the tag sales will be spent on forest conservation activities.

This initiative takes advantage of the offset credit scheme known as J-VER, which was established by the Ministry of the Environment in 2008 (VER stands for "verified emission reduction"). Under the J-VER scheme, greenhouse gas emissions reduction and absorption achieved in forest conservation activity and other projects are



A forest after tree thinning

### moreTrees®

A comment from  
more trees



**Mr. Shinkichi Mizutani**  
Executive Director  
more trees

Forests not only absorb and fixate carbon dioxide; they have many other functions as well, including reducing flooding, conserving soil, and preserving biodiversity. These advantages are in fact indispensable to those of us who live in urban areas, yet we tend to feel that forests are distant from us. more trees is working to provide opportunities to link cities with forests from diverse perspectives. We hope that the Fashion Earth PROJECT will further bolster the links with forests through fashion. If it eventually increases forest cover, that would be fantastic.



more trees' forest

"Why not start with what you can do?"

We wondered what we could do as a brand for our planet. When seeking any CSR action, we were fortunate to learn about the Fashion Earth PROJECT led by ITOCHU Corporation for reducing CO<sub>2</sub>. Two years have already passed since then. Based on a global and natural concept and featuring the participation of end users, this project is now indispensable to our SIMPLE LIFE brand. This season, we will continue to play an active part in this project on a total of four channels: men's and ladies' items through department stores and through general merchandise stores (GMS).

From a modest beginning, we are now contributing to the environment.

"Let's take action with the FEP!"



A scene of the exhibition

A comment from  
a participating company



**Mr. Masahiro Hamabe**  
General Manager  
Merchandising Department  
Simple Life Group  
RENOWN INCORPORATED