

ECO-FIRST PROGRAM

The Eco-First Program was launched by the Ministry of the Environment, Japan (MOE) in 2008, aimed at enhancing efforts by the business sector to tackle environmental challenges.

Under this program, companies certified to be leading in their environmental activities by the MOE are entitled to use the official Eco-First logo mark.

Through this program, the MOE helps private companies contribute to achieve SDGs goals, while promoting public private partnership.



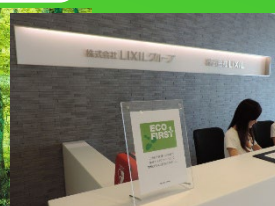
THE OFFICIAL ECO-FIRST LOGO



EXTERIOR WALL DISPLAY



ADVERTISEMENT



ENTRANCE DISPLAY

あなたの1泊が
森林を育てています

ECO FIRST 環境大臣認定
エコ・ファースト企業
用一、ホテル業界で認められました。

DIGITAL SIGNAGE



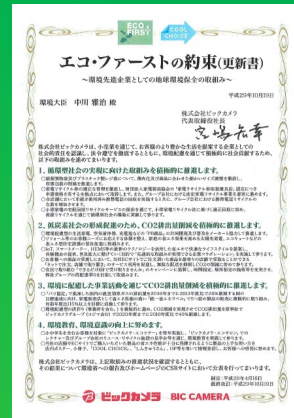
PRODUCT PACKAGING



UNIFORM



BUSINESS CARD



COMMITMENT SHEET



CERTIFICATION REQUIREMENT

In order to be certified, companies are required to make voluntary commitments to achieve environmental goals to the Minister of the Environment. Those commitments need to include

- 1) One or more targets in the following fields (a)-(h), which need to be recognized as innovative, original, and/or having A spill over effect.
- 2) Adequate and proper targets in three or more fields in the following fields (a)-(h).
 - (a) CO2 emission reduction
 - (b) 3R (reduce, reuse, recycle)
 - (c) Reducing negative impact on water, air or soil
 - (d) Proper chemical management and risk communication
 - (e) Biodiversity, nature conservation
 - (f) Environmental education
 - (g) Green finance
 - (h) Other environmental conservation

THE OFFICIAL ECO-FIRST LOGO APPLICATIONS

ECO-FIRST PROGRAM MEMBERS

BIC CAMERA INC.	UNY Co., Ltd.
Kirin Holdings Company, Limited	Lion Corporation
LIXIL Corporation	Sekisui House, Ltd.
NISSAN MOTOR CO., LTD.	THE SHIGA BANK, LTD.
NEC Personal Computers, Ltd.	REMATEC Holdings Corporation
SANYO SYOJI CO., LTD.	SUMITOMO CHEMICAL COMPANY, LIMITED
Sompo Holdings, Inc.	ALL NIPPON AIRWAYS CO., LTD.
Daikin Industries, Ltd.	TAKEEI CORPORATION
DENTSU INC.	Tokio Marine & Nichido Fire Insurance Co., Ltd.
Sumitomo Rubber Industries, Ltd.	Shiseido Company, Limited
Noritz Corporation	Japan Airlines Co., Ltd.
KAWASHIMA SELKON TEXTILES CO.,LTD.	KUBOTA Corporation
Kumagai Gumi Co., Ltd.	TODA CORPORATION
Watami Co., Ltd.	HONGO TSUJI TAX & CONSULTING
Fujitsu Limited	ICHIJO Co., Ltd.
FP Corporation	Super Hotel Co., Ltd.
Bridgestone Corporation	Recruit Co., Ltd.
TAISEI CORPORATION	BROTHER INDUSTRIES, LTD.
Asia Air Survey Co., Ltd.	NISHIMATSU CONSTRUCTION CO.,LTD.
ASKUL Corporation	SHIMIZU CORPORATION
Daiwa House Industry Co., Ltd.	TOYO RICE CORPORATION
The Hachijuni Bank, Ltd.	SATO KOGYO CO., LTD.
SHIMADZU CORPORATION	DAITO TRUST CONSTRUCTION CO.,LTD.
Nexyz.Group Corporation	Rakuten Group, Inc.
Sanyo Homes Corporation	SoftBank Corp.
BALNIBARBI CO., LTD.	LIKE, Inc.
TOKYU CONSTRUCTION CO., LTD.	THE NIPPON ROAD Co., Ltd.
OSAKA GAS CO.,LTD.	Coca-Cola Bottlers Japan Holdings Inc.
Shionogi & Co., Ltd.	CITIZEN WATCH CO., LTD.
Seven & i Holdings Co., Ltd.	Takasho Digitec Co.,Ltd.
TSUBAKIMOTO CHAIN CO.	Fujioka Insurance Consultant Co.
MIRAI CONSTRUCTION CO.,LTD.	Resona Asset Management Co., Ltd.
ROHM Co., Ltd.	YKK AP Inc.
ASAHI KASEI HOMES CORPORATION	Iwatani Corporation
EBARA CORPORATION	KAJIMA CORPORATION
Kinoshita Kansei,Inc.	Kyoto Environmental Preservation Public Corporation
Suntory Holdings Limited	JTB Corp.
J. FRONT RETAILING Co., Ltd.	SEKISUI KASEI CO., LTD.
Zeroboard Inc.	ZOZO, Inc.
Takatoshi Co. , Ltd.	TEKKEN CORPORATION
Tokyu Fudosan Holdings Corporation	TOKYO GAS CO.,LTD
Nissin Electric Co., Ltd.	Niterra Co., Ltd.
Hewlett Packard Japan, G.K.	Nippon Refine Co., Ltd
HAMADA Co., Ltd.	MUFG Bank, Ltd.
MIYAGI EISEI KANKYO KOSHA, INC.	MED Communications CO.,LTD
Mercari, Inc.	YAMATO HOLDINGS CO., LTD.
WAKACHIKU CONSTRUCTION CO.,LTD.	Benesse Corporation