

Society



Promotion of CSV in Cooperation with Local Communities

Materiality

- Local communities

Major Initiatives

- Supporting lifestyles, tourism, etc., through our businesses

Value Created

- Revitalizing local economies
- Improving Japan's global competitiveness through regional revitalization
- Building a foundation for the co-creation of a sustainable society

Contributions to the SDGs



Basic Approach

While Japan has been facing a variety of social issues in recent years, such as its declining birthrate and aging and declining population, the Yamato Group has been firmly engaged in regional revitalization through its business on a nationwide scale. Moreover, we recognize that our business activities have a significant impact on regional communities. For that reason, the Group will work to reduce its burden on these communities in a variety of ways and strive toward mutual growth.

In collaboration with regional governments and other entities, the Yamato Group is promoting Project G (Government), which aims to contribute to the resolution of social issues through its main business. By pursuing such efforts as combined passenger-cargo operations, promoting tourism, and helping to expand sales channels for local products as part of our main business, we are seeking to realize the concept of Creating Shared Value (CSV), which involves supplying both economic and social value.

Accomplishments of Project G

Number of Project G solutions: **1,075** (As of December 31, 2019)

Breakdown of the 408 Project Agreements with Local Governments

Watch-over support	150	Hometown tax payments	10
Shopping support services	14	Environmental conservation	2
Product support services	14	Combined passenger-cargo operations using buses	10
Tourism promotion support	14	Comprehensive support	43
Event support	3	Other	12
Disaster relief support	136		

Initiatives for Combined Passenger-Cargo Operations

Yamato Transport is collaborating with local governments and bus and railway companies to promote combined passenger-cargo operations, which involve moving passengers and parcels at the same time. By doing so, Yamato is helping to maintain bus and railway networks in hilly and mountainous areas where the population is substantially declining and aging, and improve lifestyle-related services for local community members through more-efficient logistics.

Number of combined passenger-cargo operation areas: **14** prefectures across Japan (As of December 31, 2019)

Maintaining Transport Routes and Improving Productivity through Combined Passenger-Cargo Operations

In October 2018, we commenced combined passenger-cargo operations in partnership with a local bus route operated by Kan-etsu Transportation Co., Ltd. in Numata City, Gunma Prefecture. While Kan-etsu Transportation's bus route between Numata Station and Kamata is an important means of transportation for people living in the region, it was deemed unproductive due to declining revenues. For Yamato Transport, meanwhile, it was necessary to do a round trip of approximately one hour in the morning and afternoon when delivering parcels from its Numata branch to the Kamata region. As a result of the combined passenger-cargo operations initiative, Kan-etsu Transportation has secured a new source of revenue by loading *TA-Q-BIN* packages in the areas of its buses not occupied by passengers, while Yamato Transport has improved the working environment of its sales drivers and reduced CO₂ emissions by reducing travel time by approximately one hour. In addition, it has made it easier for our sales drivers to respond to the needs of customers through the additional time they can spend with them.

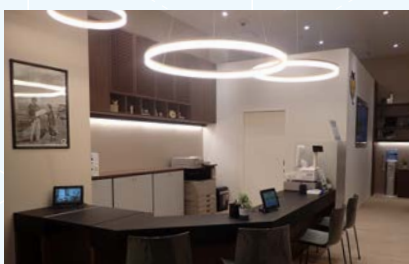
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Zentan Bus



A tourist leaving her luggage at SOZORO



A Nekosapo Station service counter



A Nekosapo Station coworking space



Housework support service—cleaning of a ventilation fan

Promoting “Hands-Free Travel” through Tourism-Oriented Combined Passenger-Cargo Operations

In December 2018, Yamato Transport and Zentan Bus launched a “hands-free travel” service for overseas tourists staying at Kinosaki Hot Springs in Hyogo Prefecture.

Tourists staying at Kinosaki Hot Springs can enjoy “hands-free travel” without the need to carry around heavy luggage by leaving it at SOZORO, Zentan Bus’s tourist information center. In tandem with this service, luggage is transported by combined passenger-cargo operations using a highway bus from Kinosaki Hot Springs to Yamato Transport’s base in the central area of Osaka and delivered to hotels in the central area of Osaka via *TA-Q-BIN*.

Since 2017, Yamato Transport and Zentan Bus have been conducting combined passenger-cargo operations with the goal of improving lifestyle-related services for local community residents through maintaining bus networks in hilly and mountainous areas and more-efficient logistics. Based on this collaboration, we realized our “hands-free travel” service as a new initiative.

Providing Life Style Support Utilizing Locations in the Community

Amid the declining birthrate and aging population, the population of Japan is centralizing in certain urban areas while thinning out in regional communities. In such communities, it is anticipated that community members will face various lifestyle-related issues going forward due to the rapid progression of the aging population.

Leveraging its management resources, the Yamato Group has been operating the “Nekosapo lifestyle support service” since April 2016 to provide more comfortable lives of the people living in Tokyo’s Tama New Town area.

At Nekosapo Stations, which have been set up within housing complexes and neighborhood retail facilities, we offer local information and hold exchange events in an effort to revitalize the community. At the same time, we are collaborating with the local government and local company to provide lifestyle-related services, including providing support for housework and shopping needs on behalf of local community members.

As the Nekosapo Station in Tama New Town has been widely used by people living in the community, we have received many requests for the opening of Nekosapo Stations in communities other than Tama City. Against this backdrop, we opened “Nekosapo Station Terrace Mall Matsudo” at *Terrace Mall Matsudo*, a large-scale retail facility in Chiba Prefecture, in October 2019. Despite the aging of its population in the large-scale housing complex area established in the 1960s, Matsudo City has become popular among dual-income households and families raising children in recent years due to its easy access to central Tokyo. We are promoting urban development with the aim of enabling community members of all ages to live comfortably and with peace of mind.

By Providing services in partnership with tenants and regional local companies and organizations while leveraging the management resources of the Yamato Group, we aim to be a community base that connects a variety of generations living in Matsudo City and its neighboring areas, including the elderly and families raising children. In this way, we will contribute to the secure and comfortable lifestyles of community members.

▶ For more detailed information, please see the CSR section of our website.
<https://www.yamato-hd.co.jp/english/csr/index.html>