

Shiseido Acquires Accreditation Under Science Based Targets initiative (SBTi)



Shiseido has been accredited under the Science Based Targets (SBT) initiative (SBTi)* for its goal of reducing greenhouse gas (GHG) emissions.

Shiseido established Reducing Our Environmental Footprint, Developing Sustainable Products, and Promoting Sustainable and Responsible Procurement as the three strategic actions for solving environmental issues. The company is promoting efforts to reduce its environmental footprint and to use sustainable resources with the various stakeholders throughout the entire value chain.

For Reducing Our Environmental Footprint, Shiseido reviewed and redesigned the manufacturing process at both new and existing factories, and promote actions to reduce CO₂(carbon dioxide) emissions by introducing high-efficiency equipment, switching to energy sources with a lower environmental impact, and using renewable energy. Putting extra emphasis on renewable energy, the company encourages the installation of solar power systems in the buildings and premises of its factories and laboratories in Japan and overseas, as well as actively promoting the use of renewable energy from hydropower in its factories in Japan.

In addition to the efforts by company offices, realization of a carbon-free society is being accelerated across the value chain by Developing Sustainable Products, which includes product innovation that leads to a reduction in CO₂ emissions through the use of refillable and reusable packaging.

Driven by its corporate mission, BEAUTY INNOVATIONS FOR A BETTER WORLD, Shiseido will pursue the creation of a sustainable environment and world where people sustainably enjoy beauty and happiness.

*Science Based Targets initiative (SBTi): An international initiative promoting the setting of science-based GHG emissions reduction targets by companies to meet the goals of the Paris Agreement. The initiative is operated by the partnership of CDP (an international NGO for the disclosure of environmental information), World Wildlife Fund (WWF), World Resources Institute (WRI), and the United Nations Global Compact (UNGC).

(Reference)

Sustainability Report 2020: <https://corp.shiseido.com/en/sustainability/pdf/2020.pdf>