



February 27, 2023
Onward Holdings Co., Ltd.
Corporate Planning Div., Public Relations Sec

Launched the “Green Onward” Project to Promote Evolved Sustainable Management

Started “Upcycle Action” to Create New Value by Making Use of Unwanted Clothing

TOKYO - Onward Holdings, Co., Ltd. (Headquarters: Chuo-ku, Tokyo; President and CEO: Michinobu Yasumoto; hereinafter referred to as the “Company”) is pleased to announce the launch of Green Onward, a project to promote more advanced sustainable management throughout the Onward Group, based on its mission statement of “Enriching and adding color to people's lives while caring for the planet”

As the first step of the above-mentioned Green Onward, our core operating company Onward KASHIYAMA will launch Upcycle Action, an initiative to create new value by making use of unwanted clothing, evolving the Onward Green Campaign in terms of both quality and quantity.

Until now, the clothing collected in the Onward Green Campaign has been recycled into blankets, work gloves and solid fuel. In the upcoming Upcycle Action we will use our creative abilities as a fashion company to create new value from unwanted clothing. We also plan to solicit ideas from designers and other employees, and to collaborate with domestic production centers and factories.

In addition, a new collection system will be introduced to improve the collection rate of clothing. Specifically, we will expand the pickup of clothing items to online, which was previously offered only in-store. In addition, a new and detailed points reward system will also be introduced for in-store pickup.

This action aims to invigorate the fashion business while living in harmony with the earth.

Onward Green Campaign official website URL (in Japanese):

https://www.onward.co.jp/green_campaign/



■ Thoughts on the Green Onward logo

The initial letter “G” of “Green” is deformed into a rotating arrow, and when it overlaps with the “O” of “Onward,” the image of “infinite circulation” is created. It represents the forward-looking attitude and futuristic nature of the Onward Group’s sustainable management.

■ Major Initiatives for Sustainable Management in the Onward Group

- **Eliminate wasteful production, expand scope of the made-to-order business**
- **Conduct factory audits at domestic and overseas locations**
- **Promotion of Workstyle Reform Project**

Find out more about our company’s other sustainable initiatives [here](https://www.onward-hd.co.jp/en/sustainability/) (<https://www.onward-hd.co.jp/en/sustainability/>)

■ About Clothing Collection Activities

		Until now	From now on
Evolution of Quality	Recycled goods	Blankets, work gloves and solid fuel	Blankets, work gloves, solid fuel and upcycled goods
Evolution of Quantity	Pick-up window	In-store only	In-store + online
	Points returned	Flat 500 pts	Flat 500 pts Introduced a system at some stores based on the date of purchase and price

- **Evolution of Quality: Providing Upcycled Products that Create New Value from Unwanted Clothing that Is no Longer Needed**



Above: Conceptual image of upcycled product

- **Background to the Evolution of Quantity**

When clothes are disposed of as garbage, only about 5% of them are recycled, and most are simply incinerated or sent to landfills. The amount is about 480,000 tons per year. This figure translates into approximately 130 large truckloads being incinerated and landfilled every day. Against this backdrop, while 66% of clothing distributed in Japan is disposed of as combustible or noncombustible waste,* this initiative is designed to create an environment in which customers can more easily participate in the collection of clothing.

Our company collects about 800,000 items of clothing a year for recycling and reuse, but the

rate of collection relative to annual production is still low, and we recognize that we have a responsibility to promote recycling of the products we produce and sell. Therefore, a new operation will be launched with the aim of making it easier for many customers to participate and increase the number of items collected.

*Ministry of the Environment “Sustainable Fashion” https://www.env.go.jp/policy/sustainable_fashion/

■ Overview of ONWARD HOLDINGS CO., LTD.

In 1927, KASHIYAMA TRADING was founded by Junzo Kashiya in Osaka, and the company changed its name to ONWARD KASHIYAMA in 1988. In 2007, ONWARD HOLDINGS was established as a pure holding company. Onward Kashiya Co., Ltd., its core operating company, developed brands such as Nijyusanku and Gotairiku, and launched made-to-order style KASHIYAMA in October 2017.

Representative: Michinobu Yasumoto, President and CEO

Location: Onward Park Building, 10-5, Nihonbashi 3-chome, Chuo-ku, Tokyo 103-8239

Establishment: September 4, 1947

Line of business: Business management and its supplementary operations of affiliated companies engaged in apparel and lifestyle related businesses as a pure holding company

URL: <https://www.onward-hd.co.jp/en/>