McDonald's CSR Report 2019



Company Overview

McDonald's Company (Japan), Ltd.

Location	Shinjuku iLand Tower 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
TEL	03 - 6911 - 5000
Date of establishment	May 1, 1971
Capital	100 million yen
Business description	Management of hamburger restaurant chain and all other relating businesses
Number of restaurants	2,901
Revenue	549.0 billion yen (includes both company-operated and franchised restaurants)
Number of staff	full-time employees (2,085; exclude directors and contract employees) Part-timers: approx.150,000 (includes both company-operated and franchised restaurants) (as of December 31, 2019)

Company information

For management philosophy, company profile and history of McDonald's Holdings Company (Japan), Ltd., please the visit company information homepage of our official website:

Company information
http://www.mcd-holdings.co.jp/company/

Corporate governance
http://www.mcd-holdings.co.jp/ir/governance/

Corporate philosophy

Our approach on restaurant business = QSC&V

As quick service restaurant brand, our mission is to remain as our customers favorite place and way to eat by running great restaurants and upholding our philosophy of QSC&V (Quality, Service, Cleanliness and Value).

http://www.mcdonalds.co.jp/company/outline/rinen/

Editorial policy

This report describes our actions on Corporate Social Responsibility. It is our wish to share McDonald's CSR and relevant initiatives with stakeholders and contribute to achieving a sustainable society.

CSR Reporting Scope

Target business	McDonald's Company (Japan), Ltd. (including McDonald's Holdings Company (Japan), Ltd.)
Target dates	January 1, 2019 to December 31, 2019
Target contents	corporate social responsibilities (business, social and environment)
Editor and contact	Communication & Corporate Relations Division Shinjuku iLand Tower 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo TEL: 03 - 6911 - 5000

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Top Message

In Japan, we welcome more than 1.5 billion customers a year in our approximately 2,900 restaurants, served by over 150,000 crew members. Our business offers high-quality, delicious and safe foods that customers can enjoy with peace of mind in a comfortable dining environment. At the same time, we are committed to other corporate social responsibilities such as pursuit of sustainable food/material supplies, disclosure of quality/safety information, make use of our business strengths in social contribution and community support activities, be responsible towards our crew and staff and consideration of society and environment. Being a socially responsible company is important to us.

Corporate social responsibility points to the existence of various social and environmental issues. In 2018, McDonald's Corporation announced a global initiative called "Scale for Good" to tackle these challenges by making use of its strengths and scale. Under this initiative, McDonald's Japan formulated five specific pillars of "sustainable food sourcing", "package & recycling", "commitment to families", "people empowerment" and "climate action", which are linked closely to the United Nations Sustainable Development Goals (SDGs).

It is our hope that this CSR Report 2019 provides better understanding on our CSR initiatives.

Representative Director, President
and Chief Executive Officer
Tamotsu Hiiro



Data & Action

2019 Food safety and Security



Actions to ensure food safety and quality

“Safety, Quality and Hygiene” Management

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/#food_safety_index01

McDonald’s Criteria

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/#food_safety_index02

Quality assurance program from farm to restaurant

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/quality_management/

Our history of quality management

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/#food_safety_index03

Actions toward trans-fatty acid

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/#food_safety_index04



Mieru; McDonald’s Quality

Passion of our suppliers and staff

http://www.mcdonalds.co.jp/scale_for_good/our_food/safety/tsukurite/

100% commitment

http://www.mcdonalds.co.jp/scale_for_good/our_food/safety/good_quality/

Food journey

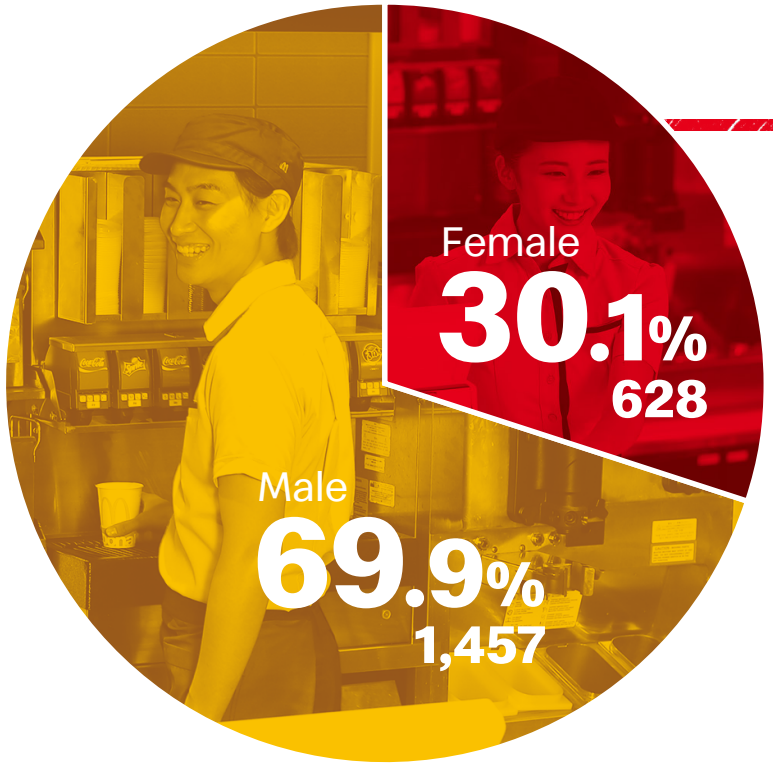
http://www.mcdonalds.co.jp/scale_for_good/our_food/safety/factory/

Allergy, nutrition and country of origin information

http://www.mcdonalds.co.jp/scale_for_good/our_food/allergy_Nutrition/

2019 Employment Information (as of December 31, 2019)





Total number of crew members
approx.
150,000

Total number of full-time employees

2,085

Female restaurant manager ratio **27.0%**

Female ratio in managerial position (director and above) **26.4%**

Female director ratio **11.1%**

Number of users for maternity & nursing care leave program
37

Number of users for flextime program for childcare
117

Disable staff ratio
2.31%

Total monthly overtime hours (company-wide)
20.4hr



Data & Action

2019 Environment Information

Company-Wide Food and Packages Waste Amount

139,226tons +2.7% YoY

Food waste amount

per 1 million yen sales: **87.2kg** -3.6% YoY

per customer: **32.4g** -1.5% YoY

Food recycle rate

56.2%

*includes outbreak control based on periodic report for food recycling

Company-Wide Energy Use

Crude oil equivalent **205,907kl** -0.4% YoY

Usage amount per 1,000 customers

electricity: **447.6kWh** -3.5% YoY

water: **3.4tons** ±0% YoY

gas (city gas equivalent): **22.5m³** -1.3% YoY

Happy Meal Toy Recycling

The project collects Happy Meal toys that are no longer used to make recycled plastic serving trays. Recycled trays were displayed at the G20 Ministerial Meeting on Energy Transitions and Global Environment for Sustainable Growth held on June 2019 and used at media center during the Osaka Summit Meeting.

http://www.mcdonalds.co.jp/company/news/2019/0711a/



Data & Action

2019 Social contribution



to charity

Ronald McDonald House Support
Front-Counter Donation

Total donation amount from front-counter donation boxes, donation coupons and McHappy Day

about 103 million yen

Disaster relief donation

5.82 million yen

Sports support

Takamadonomiya Cup All-Japan Rubber Baseball McDonald's Tournament

about 12,000 teams

http://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/mcd_tornament/

JFA Japan U-12 Football Championship

about 8,500 teams

http://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/football/

Community Contribution

Number of distributed safety whistles

845,250

http://www.mcdonalds.co.jp/scale_for_good/our_communities/community_relations/

Number of Hello Ronald appearance

673



Education Support

"Food education hour" tool, originally developed in 2005 to support primary schools' food education classes, was revamped as "food education hour +"



Part of the "food education +" tool called "Theme: let's think about food waste" was recognized as an "excellent and useful teaching material in the educational field" and received "2019 Excellence Award in Consumers Education Material"

http://www.mcdonalds.co.jp/company/news/2019/0319a/

Number of classes using the tool

7,172

Number of attendants

about 210,152

(from January 2017 - December 2019)

http://www.mcdonalds.co.jp/scale_for_good/our_communities/food_education_support/

Scale for Good

Together with you for a better future

Being socially responsible for taking actions in social and environmental issues is important for businesses. In 2018, McDonald's Corporation announced a global initiative called **"Scale for Good"** to tackle these challenges by making use of its strengths and scale.
As part of this initiative, McDonald's Japan is taking actions especially in the below 5 areas, which embedded to CSR and other social activities and linked closely to the SDGs.

http://www.mcdonalds.co.jp/scale_for_good/



SCALE FOR GOOD

Five pillars of Scale for Good

Sustainable Sourcing



Business activities must be sustainable. Seeking a sustainable food supply is an important subject for McDonald's where foods are served.

Packaging & Recycling



Realistic actions are required to achieve environmentally friendly containers & packaging including plastic, and we are taking specific measures for recycling and use of materials.

Commitment to Families



We are implementing wide range of programs for children and families, promoting initiatives to support family happiness and health growth of children.

People Empowerment



We are committed to provide development opportunity to everyone and provide support to people engaging in McDonald's business, including our approximately 150,000 crew members.

Climate Action



Climate action is a common challenge for individuals, organizations, businesses, governments and countries around the world. We are committed to take actions and have already taken steps.

Our Food

Supplier partnership and food management

McDonald's foods are made by domestic and overseas suppliers. Building partnership with suppliers is essential to secure safe and high-quality foods. With that in mind, we established a program to manage suppliers' manufacturing process and food quality control to secure and deliver safe and high-quality foods to our restaurants.

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/food_management/







Fundamental principles for suppliers

Developed by McDonald's, "Code of Conduct for Suppliers" sets forth fundamental principles. This code of conduct includes compliance with relevant laws and regulations, work environment, environmental conservation and business integrity, and suppliers are required to agree and comply with these guidelines. Details on code of conduct are specified in "SWA: Suppliers Workplace Accountability Program", and an audit is conducted once a year to evaluate how these are implemented.

Supplier Code of Conduct

Compliance with relevant laws and regulations	Human rights	Work environment	Environmental conservation	Business integrity

+

Suppliers Workplace Accountability Program (SWA)

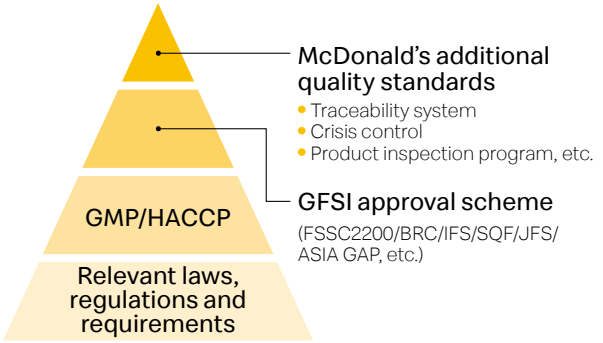
An audit program to that code of conduct is executed and maintained



Food quality / manufacturing process management

To ensure food quality, finished goods are subject to test analysis and sensory evaluation. We conduct periodic sampling tests as well microbiological and physicochemical test analysis to confirm the effectiveness of suppliers management.
Food production process is managed by food safety management system in line with Global Food Safety Initiatives (GFSI) based on GMP & HACCP programs founded by relevant laws and regulations as well as McDonald's Supplier Quality management System (SQMS) including McDonald's quality standards.

*Animal welfare is available for some species.



Our Food

McDonald's food safety and quality management system



McDonald's own management system based on international standards guarantees quality that covers from farm to restaurant. This system includes a third-party audit program to verify the effectiveness of each process including farms, processing, logistics and restaurants. Also, we built a "traceability system" with the ability to trace back the production history from raw materials to finished goods. This will enable us to quickly identify root cause and implement countermeasures in case of an incident.

http://www.mcdonalds.co.jp/scale_for_good/our_food/food_safety/quality_management/











Farm	Processing	Logistics/Warehouse	Restaurants
MGG	**SQMS**	**DQMP**	**ROIP**
GAP (farm)	HACCP (factories)	HACCP (logistics)	HACCP (restaurants)
food safety management	GMP	GWP・GDP	GCP
	quality management program	QIP (quality control program)	SSOP
etc.	etc.	etc.	etc.

Confirm the effectiveness of the system through audit program

Our Food

Food Information Disclosure

Product allergy, nutritional and country of origin information are available to enjoy our delicious foods with peace of mind. These are easily accessible by using the QR code printed on the product packaging. “Nutritional balance check” and “Allergen search” are useful for selecting menu items.

http://www.mcdonalds.co.jp/scale_for_good/our_food/allergy_Nutrition/



Allergen information

McDonald’s allergen information is based on close examination of all raw materials and information is regularly updated to provide change in raw materials specifications and cross-contamination during manufacturing and cooking process.

http://www.mcdonalds.co.jp/quality/allergy_Nutrition/allergy2.php?id=1



Nutritional information

McDonald's nutritional information is based on standard product specifications and numerical values of nutritional analysis based on “food labeling standards” (Food Labeling Act). Also, information on some foods are based on quotations from “Japanese food standard component 2015 edition (7th edition)” (Ministry of Education, Culture, Sports, Science and Technology).

http://www.mcdonalds.co.jp/quality/allergy_Nutrition/nutrient2.php?id=1

*QR code is a registered trademark of Denso Wave



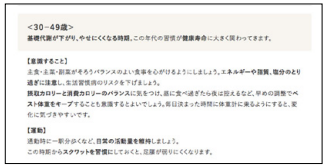


Country of origin information

Country of origin information includes the country of origin of main ingredients used in the product as well as the country of finished goods.

http://www.mcdonalds.co.jp/scale_for_good/our_food/allergy_Nutrition/#origin





Nutritional balance check

Visit this web page to learn how McDonald’s menu items can compensate (in percentage) for your recommended daily nutrition intake. The above information includes helpful advice per age and nutrient descriptions from managerial dieticians.

http://www.mcdonalds.co.jp/quality/basic_information/check.php

Selected Product: Big Mac, French Fries(M), Yasaiseikatsu100(S)
Mail/ Age 30-49/Physical activity level Normal





Allergen search

Allergen search provides information on the use of allergic substances as raw materials (food ingredients), including 7 mandatory items and 20 recommended items for labeling stipulated in the Food Labeling Law.

http://www.mcdonalds.co.jp/quality/basic_information/allergy.php

Our Planet

Waste measures and environmental conservation

Waste measures are important part of social strategies in developing business activities. Knowing that the basics for waste measures is to “contain waste”, we are working on improving the restaurant operation system and review container and packaging materials. Also, we are taking proactive approaches to acquire environmental certifications for the purpose of environmental conservation.

http://www.mcdonalds.co.jp/scale_for_good/our_planet/waste/

Waste amount in 2019

Finished product wastes

http://www.mcdonalds.co.jp/scale_for_good/our_planet/waste/#loss

Company-wide food and packages waste amount:

Company-wide	Foods	Papers	Plastics	Wrapping and others
139,200 tons/yr	46,900 tons/yr	35,300 tons/yr	5,300 tons/yr	51,700 tons/yr
+2.7% YoY	+1.1% YoY	+2.0% YoY	-1.9% YoY	+5.1% YoY

Foods and packaging wastes per customer:

Company-wide	Foods	Papers	Plastics	Wrapping and others
96.1 g per person	32.4 g per person	24.3 g per person	3.7 g per person	35.7 g per person
-0.1% YoY	-1.5% YoY	-0.8% YoY	-2.6% YoY	+2.3% YoY

Environmental Conservation

McDonald's is taking a proactive approach in the introduction of environmentally certified raw materials as part of promoting environmental conservation.

http://www.mcdonalds.co.jp/scale_for_good/our_planet/environment/

Rainforest Alliance Certified

We are using coffee beans grown by farms that obtained “Rainforest Alliance Certification” to protect forests and ecosystems and provide workers with appropriate working conditions.

MSC

MSC-C-57384

Fisheries are the common property of humankind, and to protect this we use natural Alaskan pollock collected from sustainable, environmentally friendly fisheries that have acquired MSC certification.

FSC®

FSC® N002365

By 2020, we plan to switch all paper packaging for customer use to environmentally friendly “FSC-certified” paper.

Sourcing of sustainable palm oil

We use “Roundtable on Sustainable Palm Oil (RSPO)”, which is a certificate for palm oil that was produced to minimize the negative impact of palm oil cultivation on the rainforest, biodiversity and communities in palm oil-producing regions.

Our Planet

Energy measures

Considering global warming and climate change, energy management is a serious issue. McDonald's promotes appropriate energy management in line with productivity instead of simply reducing the energy consumption.

http://www.mcdonalds.co.jp/scale_for_good/our_planet/energy/

Energy usage in 2019

Nationwide energy usage per type:

Electricity

648.7
million kwh/yr
-0.8% YoY

Gas (city gas equivalent)

32.5
million m³/yr
+1.6% YoY

water

491.7
million tons/yr
+3.9% YoY

Energy usage per 1,000 customers per type:

Electricity

447.6
kWh per 1,000 customers
-3.5% YoY

Gas (city gas equivalent)

22.5
m³ per 1,000 customers
-1.3% YoY

water

3.4
3.4tons per 1,000 customers
±0% YoY

Overall energy usage:

Crude oil equivalent

205,907
kl per year
-0.4% YoY

Basic unit crude oil equivalent

0.2417
kl/1,000 cash register count
-3.2% YoY

Greenhouse gas emissions

44,248
t-CO_2/100 million cash register count
-8.9% YoY

Logistics energy measures

As part of the 2019 initiatives, we reviewed the distribution schedule and delivery system to standardize and streamline delivery operations.
Expected save about 481t-CO_2 per year
Expected to reduce 42,000 delivery hours per year

http://www.mcdonalds.co.jp/scale_for_good/our_planet/energy/#logistics

2019 Green Logistics Partnership Conference "Special Award" was presented to McDonald's in recognition of the above initiative.

http://www.mcdonalds.co.jp/company/news/2019/1217a/



Restaurant energy management

nergy management is imple-mented with the day-to-day operation at our restaurants.

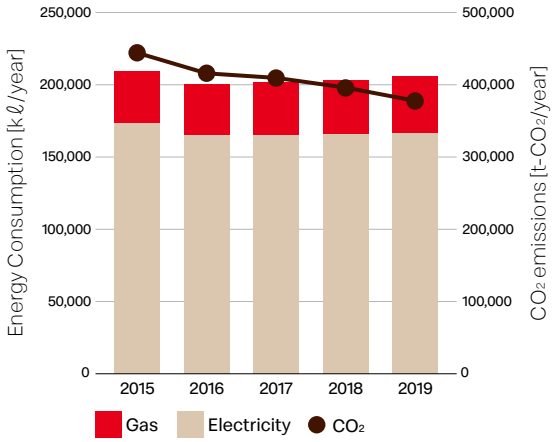
http://www.mcdonalds.co.jp/scale_for_good/our_planet/energy/#saving

Our Planet

Energy and greenhouse gas (CO_2) emissions

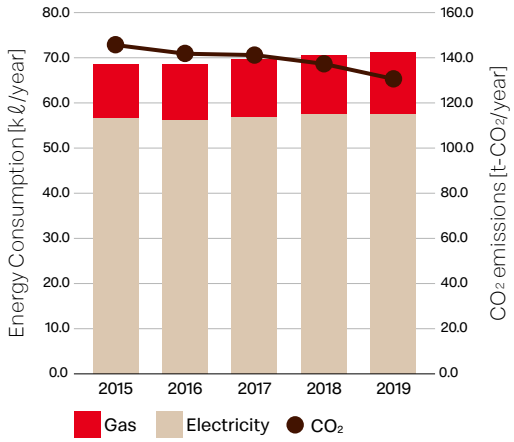
Shown below are energy consumption and CO_2 emissions over the past five years system-wide restaurants, restaurant average and per customer count (1,000 cash register count).
Energy consumption is basically flat for system-wide restaurants and restaurant average. Significant reduction is seen with energy consumption per unit (register count) due to business growth. CO_2 emissions are decreasing because of less electricity emission factor over the past 5 years. In particular, emissions per customer count unit in 2019 dropped by - 30.2% compared to 2015.

Energy consumption & CO_2 emissions (system-wide restaurants)



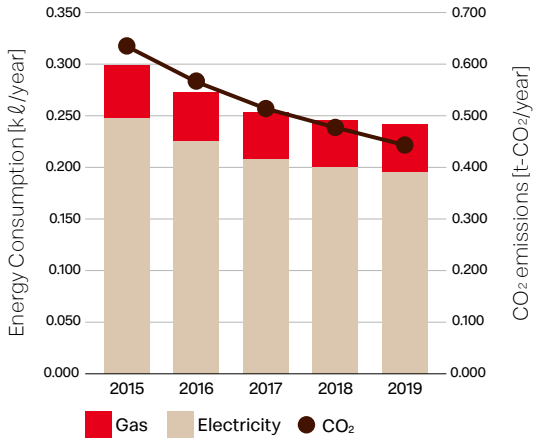
Compared with the reference year of 2015, energy consumption dropped by -1.5% and remained basically flat over the past 5 years with no significant increase/decrease. Reasons include business growth (customer count +21.8% vs. 2015) and about 150 less restaurants than 2015. CO_2 emissions are decreasing from 2015, at -15.0% in 2019 compared with 2015. This is because of drop in electricity emission factor.

Energy consumption & CO_2 emissions (restaurant average)



Compared with the reference year of 2015, electricity usage increased by +1.2%, gas usage went up by +16.8% or +3.9% combined in 2019 (electricity and gas usage ratio: 82.1% vs. 17.9%). Gas usage is increasing due to business growth but electricity increase is limited because of its less susceptibility to business and thorough energy management. CO_2 emissions decreased by -10.4% from 2015 because of the drop in emission factor with electricity, which accounts for 80% of total energy consumption.

Energy consumption & CO_2 emissions (1,000GC unit)



Compared with the reference year of 2015, energy consumption decreased significantly by -19.1% in 2019. CO_2 emissions in 2019 also made a sharp decrease by -30.2% compared with 2015. The reduction comes from business growth; 1,000 register count in 2019 went up by +21.8% from 2015. The above means significant reduction in energy consumption and CO_2 emissions with production, indicating enhanced energy use efficiency.

Our Community

(social contribution activities)

McDonald's is engaging in social contribution activities with the intent of "bringing a happier future for children."

http://www.mcdonalds.co.jp/scale_for_good/our_communities/

Support to the Ronald McDonald House

"Ronald McDonald House" is facility built adjacent to hospitals for seriously ill children and families. McDonald's Japan has been providing supportive care from the beginning, starting with the Setagaya House, the first in Japan. Currently, there are 11 Houses throughout the country. All the donations made at our restaurants, McHappyDay and other events are sent to "Ronald McDonald House Charities Japan" for the construction and operation of Ronald McDonald House.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/dmhcj/

The Ronald McDonald House Charities Japan

http://www.dmhcj.or.jp/





Sports support

In sport, we focus on little league and youth football to promote healthy growth of children's heart and body.

Takamadonomiya Cup All-Japan Rubber Baseball McDonald's Tournament

Known as the "Koshien of elementary school", this tournament is participated by 240,000 players from 12,000 baseball teams in Japan. McDonald's Japan, the special sponsorship for this event, has been playing this role from 1986.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/mcd_tornament/

JFA Japan U-12 Football Championship

JFA Japan U-12 Football Championship is the largest competition event for primary school students under 12 years of age. McDonald's Japan has been sponsoring this event from 2011.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/football/





Our Community

Shokuiku (Food Education) Support

We want children to learn the fun of eating and importance of foods. To tha end, McDonald's provides support primary schools' food education classes, offer "Shokuiku-no Jikan +" digital tool as well as setup food class support office to distribute and lend DVD guidebook and teaching kits, implement demo classes and offer consultation. Through these, we are providing support to teachers throughout Japan to develop food education classes.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/food_education_support/

Career education support

From food education to on-the-job training at our restaurants, various education support programs are available according to children's growth stage from kindergarten, primary school, junior high school, high school, university and employed person. Also, we are working with the Kagoshima University to develop the next-generation food experts with aim of securing sustainable food safety.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/mc_discovery/





Community contribution

"Close to communities", McDonald's proactively engages in programs that contributes to local residents such as cleaning and crime-prevention programs to create a safe place with peace of mind.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/community_relations/

Safety Whistles



Starting in 2003 at the Okinawa prefecture, we distribute safety whistles to new graders each year. The safety whistle has a reflector feature to support traffic safety during late afternoon and nighttime.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/community_relations/#safe_city

"#110 House for Children" - a place of safe haven -

To protect our children in local communities, we promote "#110 House for Children", where they can freely run into McDonald's restaurants for safety in case of danger or problems.



Child rearing support

McDonald's support the "Child Rearing Support Passport program", promoted by both the Japanese government and local municipals. Cheese Burger Happy Meal Set is offered at a special price whenever the "Child Rearing Support Passport", issued by individual prefectures, is presented upon ordering.

http://www.mcdonalds.co.jp/scale_for_good/our_communities/community_relations/#child

Cleaning patrol

Our nationwide restaurants are engaged in cleaning patrol to clean-up local communities. Also, they proactively participate in other cleaning events promoted by local municipals and community groups, including participation to "Sea Garbage Zero Week."

http://www.mcdonalds.co.jp/scale_for_good/our_communities/community_relations/#clean



Our People

http://www.mcdonalds.co.jp/scale_for_good/our_people/

McDonald's approach towards people

Brand Promise
A value offered by McDonald's to customers

People Vision
McDonald's strives to become the best employer in every town around the world

People Promise
McDonald's values its employees and their development and contribution.

Detailed Actions

Diversity & Inclusion | EVP | Hamburger University

People Vision and People Promise

McDonald's uphold People Vision of "striving to become the best employer in every town around the world." This corporate global vision is applied to all people working for McDonald's.

To active People Vision, a promise is made with all staff that "we value each and every people who work at McDonald's and we value you, your growth and your contributions."

People Vision is held by McDonald's to its people and People Promise is a commitment to achieve the above vision.

http://www.mcdonalds.co.jp/scale_for_good/our_people/people_vision/



Our People

Diversity & inclusion

Diversity and inclusion are important for McDonald's that upholds People Business. Regardless of gender, age, nationality, career background or disabilities, etc., we respect all diversity and provide diverse working styles and career development opportunities. We believe that creating an environment where each and every staff can continue to work lively and rewardingly will lead to improved corporate strength.

http://www.mcdonalds.co.jp/scale_for_good/our_people/diversity_and_inclusion/





EVP (Employee Value Proposition)

A value that staff receives from McDonald's through work and commitment. McDonald's is committed to implementing supportive policies and programs that add even greater value to areas our staff value the most.

http://www.mcdonalds.co.jp/scale_for_good/our_people/evp/

Hamburger University

McDonald's has a global system applied consistently throughout the world. One of them is Hamburger University, a specialized educational institution where latest educational theories and methods are employed for the development of people and system. From restaurant crew to management, we provide education programs, training, and tools to staff at all levels.

http://www.mcdonalds.co.jp/scale_for_good/our_people/university/

SDGs Perspective on McDonald's

Through these 6 goals, McDonald's can make a positive impact to challenges the society based on the review of SDGs (17 sustainable development goals).

http://www.mcdonalds.co.jp/scale_for_good/sdgs/#01





SDG 2

Zero Hunger

Access to safe, nutritious and sufficient food requires sustainable food production systems and more resilient agriculture practices. McDonald's is committed to serving delicious food, sourced in a way that is better for both the planet and the communities in our supply chains and where we operate.

SDG 8

Decent Work and Economic Growth

Developing useful skillsets, especially for young people, is essential components of sustained and inclusive economic growth. McDonald's offer the opportunity to provide meaningful work, valuable development opportunities across McDonald's restaurants and offices, and are proud to promote diversity and inclusivity in our communities.

SDG 12

Responsible Production and Consumption

Making the most efficient use of natural resources and minimizing impacts on people and the planet is critical for us to ensure sustainable sourcing. McDonald's aspires toward supporting a more circular economy by focusing not only on where our ingredients and materials come from, but also what happens to packaging waste.

SDG 13

Climate Action

Climate Change is the biggest environmental issue of our time, affecting our communities around the world and ecosystem. As the world's largest restaurant company, we're using our scale to help address this defining issue for current and future generations.

SDG 15

Life on Land

Forests around the world are under threat from deforestation, which is estimated to account for 15% of global greenhouse gas (GHG) emissions. We are committed to working with suppliers, governments, producers and other corporate and NGO partners and promoting responsible forestry and production practices that benefit people, communities and the planet.

SDG 17

Partnerships for the Goals

We believe that we can only drive meaningful change across social and environmental initiatives with the use of our scale by partnering within the McDonald's system as well as externally with other stakeholders and organizations, including McDonald's employees, franchisees and suppliers to investors, governments, NGOs, NPOs and experts with the goal of building a sustainable society.

McDonald's and SDGs



http://www.mcdonalds.co.jp/scale_for_good/sdgs/#02

	1 NO POVERTY	2 ZERO HUNGER	3 GOOD HEALTH AND WELL-BEING	4 QUALITY EDUCATION	5 GENDER EQUALITY	6 CLEAN WATER AND SANITATION	7 AFFORDABLE AND CLEAN ENERGY	8 DECENT WORK AND ECONOMIC GROWTH	9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	10 REDUCED INEQUALITIES	11 SUSTAINABLE CITIES AND COMMUNITIES	12 RESPONSIBLE CONSUMPTION AND PRODUCTION	13 CLIMATE ACTION	14 LIFE BELOW WATER	15 LIFE ON LAND	16 PEACE, JUSTICE AND STRONG INSTITUTIONS	17 PARTNERSHIPS FOR THE GOALS
Sustainable Sourcing		●				●						●	●	●	●		●
Supporting Ronald McDonald House			●								●						●
Sports support			●														●
Shokuiku (Food Education) Support		●		●													●
Career education support								●									●
Community Contribution	●			●							●						●
People Vision Diversity & Inclusion Hamburger University					●			●		●							●
Plastic measures												●		●			●
Forest conservation															●		●
Waste measures									●			●					●
Toy recycle									●								●
Energy measures							●						●				●
Corporate governance																●	●

Third party testimonials

Coexist with earth, our home. 2020 is an important year from biodiversity perspective and companies are expected to work on various social environmental issues. Initiatives from 2018 including the five pillars of “Scale for Good” illustrate the use of strengths and scale unique to a company that supports and connects with the daily routine of people across generations and build relationships, while taking actions to the next level.
Sourcing and managing foods based on Suppliers’ Fundamental Principles and International Standards and conducting audits to ensure implementation are critical steps in handling foods. Also, I do notice the proactive approach towards the environment and certifications. Also, with the recycling program including recycle trays, there was increase in the overall waste due to business growth but dropped at customer level year-on-year, thanks to energy measures and efforts tailored to society needs and is worthy of recognition. Due to the nature of service, further reduction and innovation in resource usage and wastes are expected.
In addition, visualization of expected roles and relationship with SDGs are well-sorted with the intent of ensuring sustainable social contribution and providing complete education such as Hamburger University to bring a brighter future for everyone involved.
We live in an era of climate change and various unexpected situations.
I expect McDonald’s Japan to tackle multiple challenges from multiple angles, contribute to SDGs and lead social change to build a society that makes everyone smile.



Manami Yamaguchi

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