

McDonald's CSR Report 2020





Company Profile

McDonald's Company (Japan), Ltd.

Address	Shinjuku i-Land Tower 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1339
Established	May 1, 1971
Capital	100 million yen
Business description	Primarily operates and franchises restaurants in the food service industry.
Number of restaurants	2,924
Revenue	589.2 billion yen (includes both company-operated and franchised restaurants)
Employees	2,194 full-time employees (excludes contract employees) approx. 170,000 part-time employees (includes both company-operated and franchised restaurants)

(As of December 31, 2020)

Company Information

For 'Management Philosophy', 'Company Profile' and 'History' of McDonald's Holdings Company (Japan), Ltd., please visit our official website:

Company Information

<https://www.mcd-holdings.co.jp/company/>



Corporate Governance

<https://www.mcd-holdings.co.jp/ir/governance/>



Our Purpose

How We Run Our Restaurant Business

At McDonald's, our purpose is to feed and foster our communities by bringing delicious food and smiles to not only our customers, but also our employees and communities. Founded on QSC&V, McDonald's values are shared and embodied by all employees with the goal of "making delicious feel-good moments easy for everyone."

<https://www.mcdonalds.co.jp/company/outline/rinen/>



Editorial Policy

This report explains McDonald's Japan's Corporate Social Responsibility (CSR) activities. Our goal is to share McDonald's CSR and relevant activities with stakeholders and to contribute to achieving a sustainable society.

Reporting Scope

Target business	McDonald's Company (Japan), Ltd. (including McDonald's Holdings Company (Japan), Ltd.)
Period	January 1, 2020 to December 31, 2020
Content	Corporate Social Responsibilities (CSR) activities
Editor and Contact Info	Communications & Corporate Relations Division Shinjuku i-Land Tower 6-5-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo 163-1339

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Our Response to COVID-19

<https://www.mcdonalds.co.jp/company/news/200304a/>



Top Message

In 2020, the outbreak of COVID-19 had a significant impact on the lives of people, creating a major shift in society. At McDonald's, protecting the wellbeing of our customers and employees was our top priority. We implemented daily measures to prevent the spread of COVID-19, while continuing our efforts to serve meals to our customers. I would like to express my sincere gratitude to all of our stakeholders for their commitment and overwhelming support.

The COVID-19 situation reaffirmed our social responsibility of 'feeding and fostering our communities' through offering safe, good quality, and delicious meals to our customers. Being part of a community also means that we are responsible for executing sustainable business activities. We are committed to addressing environmental, social, and governance (ESG) issues by focusing on restaurant operations, food and material sourcing, reducing our environmental impact, and community connection. Leveraging our scale through these activities will contribute to achieving the United Nations Sustainable Development Goals (SDGs). Please refer to this Report to learn more about our activities.

This Report is divided into four categories: "Food," "Planet," "Community," and "People." We hope that this Report provides a better understanding on our approach and activities toward our social responsibilities.



Tamotsu Hiiro 

McDonald's Company (Japan), Ltd.
Representative Director,
President and Chief Executive Officer



McDonald's Approach to CSR

Fulfilling corporate social responsibility means being aware of our own social roles and responsibilities, maintaining a sustainable relationship with society, and responding to society's expectations and demands.

This specific relationship with society can be understood from our relationship with stakeholders—and it is from this relationship that McDonald's approach to CSR is derived.



Our relationship with stakeholders provides details of our social responsibilities. McDonald's runs a restaurant business, which means we have a serious social responsibility towards food. McDonald's is also a people business and we believe that it is important to be socially responsible towards our employees and crew members. Our attitude towards the communities in which we do business is symbolized by the words of Ray Kroc, the founder of McDonald's, who said, "We have an obligation to give back to the communities that give us so much," which has led to the implementation of specific activities. We are also responsible for reducing our environmental impact to develop a sustainable future. To fulfill these responsibilities, we are focused on four areas of impact.

Food

Safety and Security
Sustainable Food Sourcing, Health and Safety in Our Restaurants

Planet

Environmental Conservation
Waste Management
Energy and Climate Change Measures

Community

Giving Back to Our Communities

People

Building Diverse Teams, Flexible Work Styles,
Promoting Career Development

These are founded on **our Corporate Governance** and **QSC&V** Philosophy.

Food Safety and Security

Our Mission

The safety and quality of our food is our top priority and we are continuously innovating to ensure we build the world's best food management system. We share this vision with our restaurants and suppliers, to ensure that we serve safe, delicious, and high-quality meals to our customers.

Health and Safety in Our Restaurants

At McDonald's, we are committed to the safety of our customers and crew. We remain committed by following and implementing health and safety measures including wellness checks, hygiene standards such as hand-washing, and restaurant cleanliness in frequently used areas.

Strengthened Infectious Disease Countermeasures

The spread of the COVID-19 pandemic in 2020 reiterated the importance of implementing infectious disease countermeasures. Even before the pandemic, McDonald's has been implementing hand-washing, wellness checks, and washing and sterilization of cooking utensils. In addition, we conduct daily temperature checks of our staff and require wearing face coverings at work. In our restaurants, we provide hand sanitizers for customers, maintain social distance, and keep the restaurant ventilated.



Our Response to COVID-19
<https://www.mcdonalds.co.jp/company/news/200304a/>

Restaurant Safety

McDonald's takes seriously our hygiene management including ingredient control, cooking, and selling food. We complete daily safety tasks from monitoring food temperature to performing temperature and water quality checks. Employees stay up-to-date with current procedures through manuals and e-learning tools. In addition, audits are conducted periodically by a third-party professional institution to ensure that store hygiene management is being properly implemented.



https://www.mcdonalds.co.jp/scale_for_good/our_food/sanitation/

“Digital Food Safety” in Our Restaurants

We are always looking for new opportunities to harness technology to improve efficiency and provide our customers with safe food products. We have implemented digital food safety at restaurant level. The initiative helps restaurants more efficiently complete daily and monthly food safety tasks, such as temperature checks for cooked meat, converting paper lists to digital checklists and recording important food safety information. This system also allows for restaurants employees to follow procedures and demonstrate compliance. In the unlikely event that something should happen, data can be quickly retrieved to determine the cause, and inform us on the best next step.



<https://www.mcdonalds.co.jp/company/news/2020/1001a/>



2020 Topics

Employee Statistics and Demographics

(as of the end of December 2020)

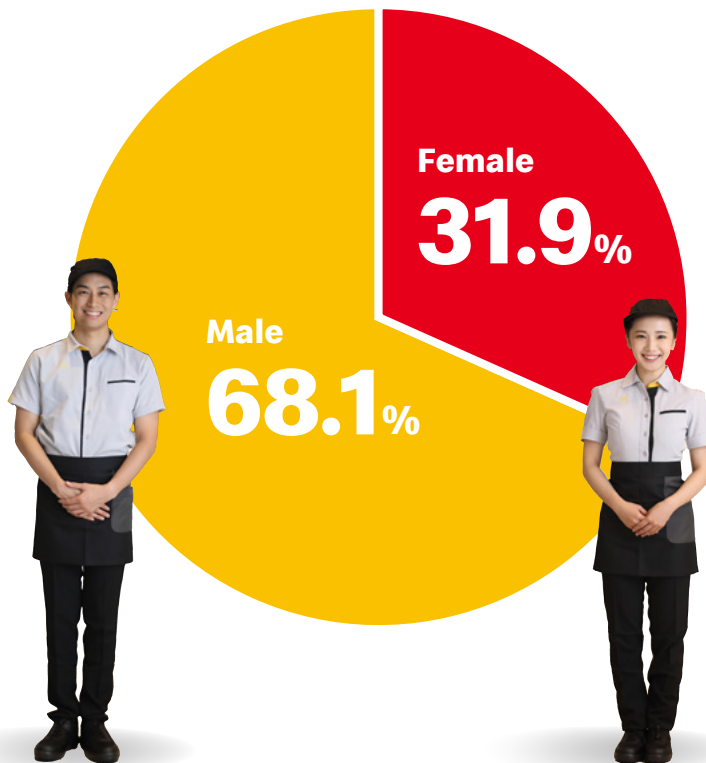
People Vision

"Striving to become the best employer in every town around the world." To achieve this vision, we make a promise to all employees: "We value you, your growth, and your contributions."



Number of full-time employees

2,194



% Female Restaurant Managers
(company-operated restaurants only)

28.8%



% Women in Managerial Positions
(Director and above)

26.8%



% Female Directors

12.0%

Total number of crew members

approx. 170,000

Use of maternity & nursing care leave

68 employees

Use of flexible working hours for childcare

37 employees

% Employees with Disabilities

2.29%

Average monthly overtime

19.5hr

Turnover rate

6.5%



Environmental Impact

Our Mission

"We act with the earth in mind." Business activities leave an impact on our environment. It is our mission to discover ways of how to reduce that impact.

Company-Wide Food and Packaging Waste

143,900 t/yr **+3.4%** YoY

% Food Recycle

58.9%

*includes outbreak control based on periodic report for food recycling

Company-Wide Energy Use

Electricity **625.92** kWh/yr **-3.5%** YoY

Gas* **32** millio m³/yr **-1.5%** YoY * city gas equivalent

Water **4.328** million tons/yr **-12.0%** YoY

Happy Meal Toy Recycling 2020

In 2018, we implemented a toy recycling program that collects used Happy Meal toys at our restaurants nationwide for recycling. We implemented the program in 2019 and 2020 as well, and so far, approximately 2.7 million toys have been collected to make recycled serving trays and other items.



https://www.mcdonalds.co.jp/family/toy_recycle/



Introducing the "Electric 3-Wheel Motorcycle"

for Our McDelivery Service

'Electric 3-Wheel Motorcycle' was introduced to our McDelivery service for convenience, safety, and to offer a more environmentally friendly delivery service. Net CO₂ reduction per unit is approximately 1.1 tons per year*.



<https://www.mcdonalds.co.jp/company/news/2020/1005a/>



*monthly mileage of 1,000km and fuel consumption of 25km/L (source: aidea homepage)

"Used Plastic Recycling" Project

by Kawasaki City, Showa Denko and McDonald's Japan

This project recycled used plastics from 8 McDonald's restaurants in Kawasaki city, which were converted to hydrogen at Showa Denko's chemical recycling facility to power electric motorcycles at McDonald's Kawasaki Minami-Kase restaurant. The joint project verified the effects of chemical recycling on CO₂ reduction, highlighting technical and business issues moving forward, as well as verifying transportation efficiency.



<https://www.mcdonalds.co.jp/company/news/2020/1130a/>



Received the "Biomass Product Promotion Achievement Award"

from the Japan Biomass Products Promotion Council

In recognition of our initiatives to convert used plastic shopping bags into biomass, we received the "Biomass Product Promotion Achievement Award" from the Japan Biomass Products Promotion Council.



2020 Topics

Community Connection

Our Mission

As our founder Ray Kroc once said, “We have an obligation to give back to the communities that give us so much.” These words are the origin of all of our community activities. We are devoted to a better future by supporting activities that nurture the growth of children through “food,” “body,” and “mind” as well as other community support activities.



Charity

Ronald McDonald House Charities

Total donations raised from in-restaurant front-counter donation boxes, donation coupons and McHappy Day

approx. **114.7** million yen

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



Support for Local Health Care Workers

We delivered supplies* such as masks, food & drinks and provided hot meals and special meal coupons for use at McDonald's restaurants to medical institutions that support local healthcare, including 11 medical institutions nationwide adjacent to the Ronald McDonald House.

* Includes items provided by suppliers who sponsored the initiative



Youth Sports Involvement

Takamadonomiya Cup All-Japan Rubber Baseball McDonald's Tournament



approx. **11,000** teams

approx. **220,000** players

https://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/mcd_tournament/

*In 2020, prefectural tournaments were postponed or partially cancelled due to COVID-19, and the national tournament was cancelled.



JFA Japan U-12 Football Championship



approx. **8,300** teams

approx. **240,000** players

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



Community Support

approx. **828,600** safety whistles distributed

*as of the end of December 2020

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



Education Support

Food Education Classes at Elementary School

We support dietary education classes at elementary schools through our original digital teaching materials. Part of the “food education +” tool called “Theme 7: let's think about food waste” received the “2020 Chairman Excellence Award in Consumers Education Material” (National Institute on Consumer Education).

Number of classes and coaching using the tool

7,837 in total

234,795 attendants in total

*from January 2007 to December 2020

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



Happy Meal Books

McDonald's wants to increase the opportunity of children's exposure to books and create communication through parent-child read alouds. Now, “Happy Meal Books” offer the option of selecting a picture book or mini-illustrated book, in addition to toys.



Published in 2020
Adventures of Black Cat Chaco
Animals (Mouse and their Friends)

More than **25** million picture books and illustrated books distributed

<https://www.mcdonalds.co.jp/family/happyset/>



Food

Safety and Security

Quality Assurance System from Source to Restaurant

The products we serve to our customers are made of ingredients which are sourced from farms, processed at plants, and cooked at our restaurants. Our sourcing, processing plants, logistics, and restaurants adhere to McDonald's own quality and food safety management system based on international standards.



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



Traceability

We have 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 causes as well as implement countermeasures in case of an incident.



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



Confirm the effectiveness of the system through audit program

*1 MGG: McDonald's Global GAP *2 Supplier Quality Management System *3 DQMP: Distributor Quality Management System
*4 ROIP: Restaurant Operation Improvement Process

Food

Safety and Security



Food Management and Fundamental Principles for Suppliers



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

Partnerships with Suppliers are the Foundation of “Responsible Sourcing”

To ensure responsible sourcing, it is essential to identify suppliers who have the right technology, management, and social responsibility to produce high-quality food. To that end, we require our suppliers to comply with the Supplier Code of Conduct. This code of conduct contains fundamental principles for partnering with McDonald's and stipulates relevant laws and regulations, human rights, work environment, environmental conservation and business integrity. Details on the code of conduct are specified in “SWA: Suppliers Workplace Accountability Program,” and suppliers are expected to implement and maintain this Program.

Supplier Code of Conduct

Compliance with Relevant Laws and Regulations

Human Rights

Work Environment

Environmental Conservation

Business Integrity

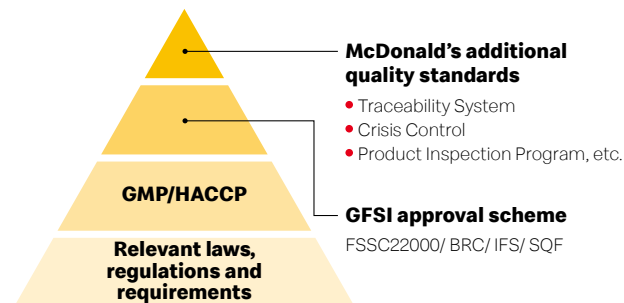


Suppliers Workplace Accountability Program (SWA)

An audit program to ensure the promotion and execution of the code of conduct

Food Manufacturing Process Management

Food safety and quality is our top priority. To ensure this, we conduct various tests and evaluations including sensory evaluation, and microbiological and physiochemical test analysis. Food production process is managed by McDonald's Supplier Quality Management System (SQMS), a food safety management system in line with the Global Food Safety Initiatives (GFSI) founded by relevant laws and regulations including McDonald's additional quality standards.



Animal Health and Welfare

We care about the health and welfare of animals in our supply chain. We take seriously our responsibility to provide transparent information on how to improve animal health and wellbeing. By leveraging our size and global reach, we are helping to drive positive change, ensuring the beef, poultry, pork and other products we source come from producers who share our initiatives.

GAP Good Agriculture Practice

Since 2010, we have worked to have our lettuce growers become McDonald's-GAP certified. In 2019, we introduced Global G.A.P. Plus, a combination of GFSI benchmarked Global G.A.P. and McDonald's GAP. These standards require to meet more than 100 items for production process management, such as the investigation of soil and water used for production, proper field management, and handling of agricultural chemicals. Taking this meticulous approach further ensures food safety.

Safety and Security

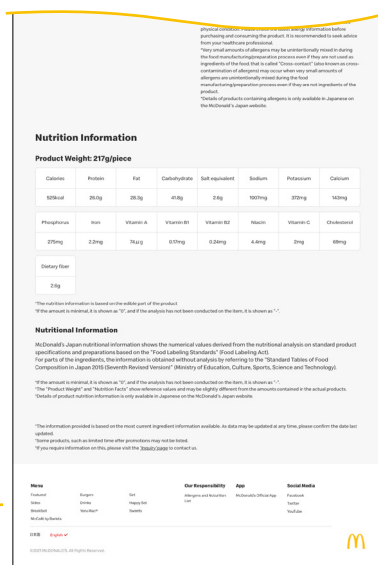
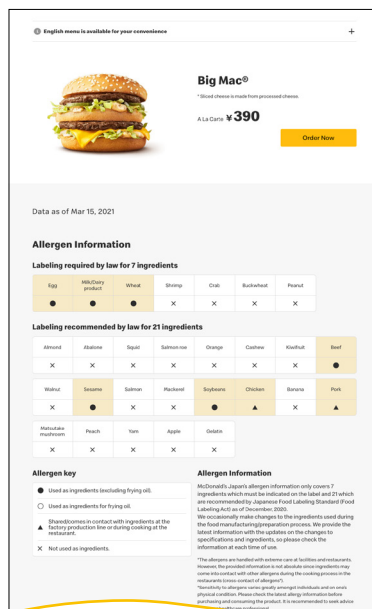


Allergen Information, Nutrition, Country of Origin

Product allergy, nutrition and country of origin information are available on our official website and app. These are easily accessible by using the QR code printed on our product packaging. “Nutritional Balance Check” and “Allergen Search” are useful tools for selecting menu items.



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



Allergen Information, **Nutrition, Country of Origin**

Allergen Information

Allergen information includes 7 mandatory items and 20 recommended items for labeling stipulated in the Food Labeling Act (as of December 2020). Information is regularly updated to provide change in raw materials specifications and cross-contamination during manufacturing and cooking processes. In December 2020, information on almonds was added to the list in response to the revised Food Labeling Act.

Nutrition

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).

Country of Origin

Information includes the country of origin of main ingredients used in the product as well as the country of finished goods. The “country of origin of main ingredients” is prepared in line with the “Guidelines for Labeling of Country of Origin in Food Service” (Ministry of Agriculture, Forestry and Fisheries).

Allergy and Nutrition Information in English

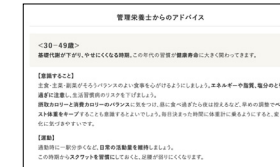
The English version of allergy and nutrition information for our products was released in September 2020. Language can be selected from the "Japanese/English" icon at the bottom of the webpage.

Nutritional Balance Check

You can find information on McDonald's menu items and can calculate (in percentage) your recommended daily nutrition intake. The information includes helpful advice by age and nutrients from managerial dieticians.



https://www.mcdonalds.co.jp/products/nutrition_balance_check/



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

Allergen Search

Allergen search offers information on the use of 28 allergens in foods, based on the disclosed allergen information. Customers may refer to this information when selecting menu items.



<https://www.mcdonalds.co.jp/products/allergy-check/>



* QR code is a registered trademark of Denso Wave

Planet

Environmental Initiatives

Environmental Conservation

We believe that understanding the environmental impact of business activities and working on reducing that impact is part of our social responsibility. We recognize that conservation is important, especially when sourcing raw materials. That is why we are taking a proactive approach to introducing environmentally certified raw materials.



Environmental Conservation (FSC®certified)

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



Sustainable Food Procurement (MSC certified, Rainforest Alliance Certified, RSPO certified)

https://www.mcdonalds.co.jp/scale_for_good/our_food/sustainable_food_procurement/

Forest Conservation

FSC®Certified

To protect the natural environment of forests, paper containers and packaging used at our restaurants for customers are made of forest-friendly "FSC® certified" paper. Paper tray liners used at our restaurants are also made of FSC® certified paper.



責任ある森林管理
のマーク

For more information,
please visit the FSC®Japan website.
<https://jfp.fsc.org/jfp-jp>



Fishery Resource Conservation

MSC Certified

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.



For more information,
please visit the MSC Japan website.
<https://www.msc.org/jp>



Tropical Rainforest Conservation

Rainforest Alliance Certified

Coffee cultivation is susceptible to climate change, and there is a concern that climate change may shift the growing areas suitable for cultivation. With this in mind, 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.



For more information,
please visit the Rainforest Alliance website.
<https://www.rainforest-alliance.org/lang/ja>



Sustainable Palm Oil Procurement

RSPO certified

Palm oil is the most widely produced and consumed vegetable oil in the world, but its production can lead to the large-scale loss of tropical rainforests and a variety of species. 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.



Planet

Environmental Initiatives

Waste Management

We believe that reducing waste generated by business activities is an important part of our social responsibility. We are taking initiatives to "contain waste," "reuse," and "recycle." We are constantly looking for ways to improve our restaurant operation system and review container and packaging materials.



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

Comments

In 2020, company-wide waste increased (+3.4% YoY) due to the increase in sales (+7.3% YoY). Food waste was 82.3kg per 1 million yen sales, which is below the 83.3 kg target of containing food waste for fast food restaurants based on the Food Recycling Law.

Waste in 2020

Company-wide food and packages waste amount:



Food
recycle rate*
58.9%

* includes outbreak control based on periodic report for food recycling



Food and Packaging waste amount per 1 million yen sales:



* Target for fast food restaurants to contain food waste based on the Food Recycling Law = 83.3kg per 1 million yen sales



Planet

Environmental Initiatives

Energy & Climate Change Measures

Global warming and climate change are issues that affect all of us. At McDonald's, we are focusing on reducing our business activities energy. Our global goal pledges to reduce restaurant's CO₂ emissions by 36% by 2030 from 2015 as base year. In line with this, McDonald's Japan has also started to consider various measures.



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

Energy usage and CO₂ Emissions in 2020

Nationwide energy usage per type:



Electricity
625.92
million kWh/yr
-3.5% YoY

Gas (city gas equivalent)
32.0
million m³/yr
-1.5% YoY

Water
4.328
million tons/yr
-12.0% YoY

Energy usage per 1,000 customers per type:

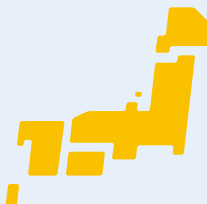


Electricity
469.3
kWh per 1,000 customers
+4.8% YoY

Gas (city gas equivalent)
24.0
m³ per 1,000 customers
+6.7% YoY

Water
3.2
tons per 1,000 customers
-5.9% YoY

Overall energy usage and CO₂ emissions:



Crude oil equivalent
199,496
kl per yr
-3.1% YoY

Basic unit crude oil equivalent
0.2542
kl/
1,000 cash register count
+5.2% YoY

CO₂ emissions
351,568
t-CO₂/yr
-6.8% YoY

CO₂ emissions
118.9
t-CO₂/restaurant
-8.9% YoY

* unit denominator:
thousand cash register count

Comments

Electricity, gas, and water consumption decreased in 2020 due to the temporary closure of seating areas and selected restaurants to prevent the spread of COVID-19. As a result, the overall energy consumption decreased (-3.1% YoY in crude oil equivalent). However, due to a drop in the number of in-store customers, there was an increase in energy usage per customer register count (+5.2% YoY). Greenhouse gas (CO₂) emissions decreased (-6.8% YoY) because of less energy usage and a decrease in the emission factor of the electric power company (-4.9% YoY).

Planet

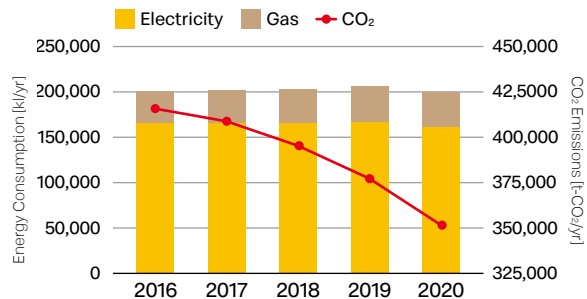
Environmental Initiatives

Environmental Data Trends

Shown below are trends in energy consumption and CO₂ emissions over the past five years system-wide restaurants, restaurant average and per customer count (1,000 cash register count). Waste amount is shown in the categories of system-wide restaurant waste, food waste, food recycling ratio, and food loss amount. Also, changes in amount of waste of finished products are shown for the past 20 years since the company adopted the Made-For-You System.

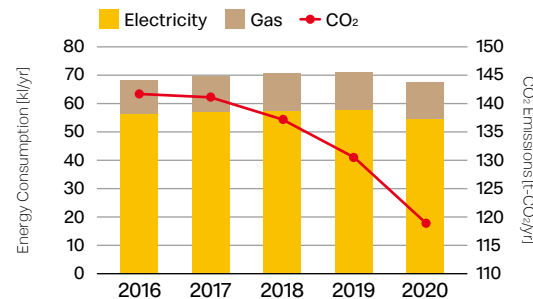
Energy Consumption & CO₂ Emissions

(system-wide restaurants)



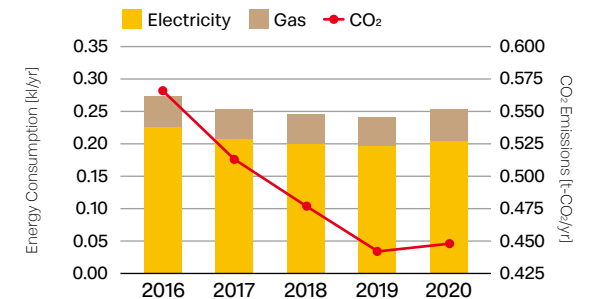
Energy Consumption & CO₂ Emissions

(restaurant average)



Energy Consumption & CO₂ Emissions

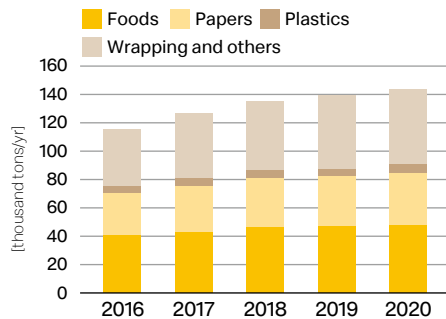
(1000 GC unit)



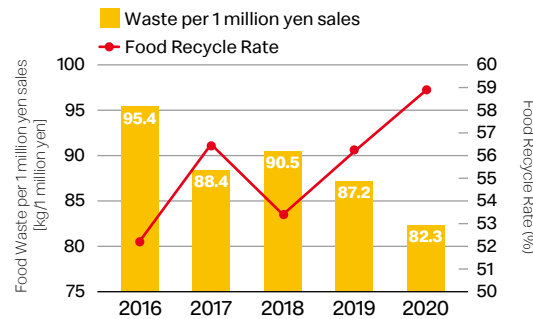
* Emissions are higher than the previous year because the customer register count in 2020 decreased from the previous year.

Trends in Waste Amount

(system-wide restaurants)

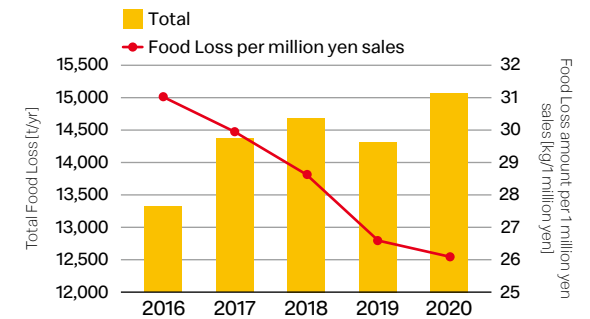


Food Waste per 1 million yen sales, Food Recycling Rate

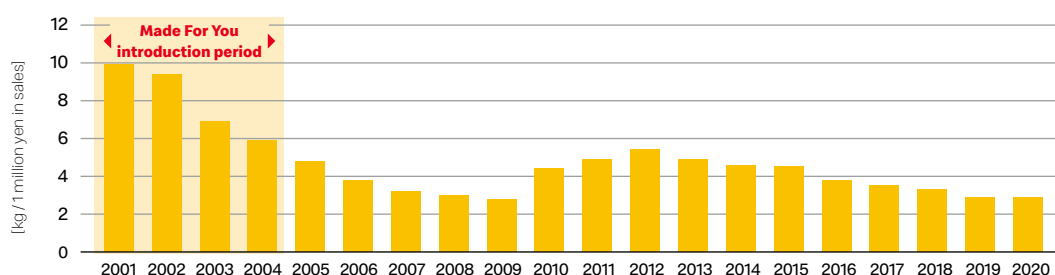


* Target for fast food restaurants to contain food waste based on the Food Recycling Law = 83.3kg per 1 million yen sales.

Food Loss amount and Food Loss amount per 1 million yen sales



Product Waste Trends amount per million yen sales



Made For You system, where products are made to order, has led to a significant reduction in product waste (waste of finished products).

Community Connection

Being Good Neighbors

Giving Back to Our Communities

We're proud to be part of the communities we serve. Giving back to our communities means that we are there for our customers, local community, and society. Through involvement in youth sports, local charities and events that make a difference in the world, giving back is an essential part of how we bring smiles to the communities.



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

Ronald McDonald House Charities

"Ronald McDonald House" facilities are built adjacent to hospitals and help families with sick or injured children stay together. We have been actively involved since the opening of the first location, "Setagaya House." There are currently 11 locations in Japan. All the donations made at our restaurants and events such as McHappy Day are donated to "Ronald McDonald House Charities Japan."

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



**The Ronald
McDonald House Charities Japan**
<https://www.dmhcj.or.jp/>



Youth Sports

We focus on promoting the healthy growth of children through our support of youth baseball and youth football.

Youth Baseball

(Takamadonomiya Cup All-Japan Rubber Baseball McDonald's Tournament)



Known as the "Koshien of elementary school, approximately 220,000 players from 11,000 baseball teams participate in this tournament. McDonald's Japan has been a special sponsor since 1986. In 2020, we continued our support including the distribution of the booklet "Baseball Player Book 2020" to registered team players.

The COVID-19 pandemic forced prefectural tournaments to be either postponed or cancelled and the national tournament to be cancelled, but "Everyone's Cheering Song" campaign was written to cheer up the players and others who love sports. The song written for the campaign will be used as the official theme song for the 2021 official tournament.

https://www.mcdonalds.co.jp/scale_for_good/our_communities/sports/mcd_tournament/



Youth Football

(JFA Japan U-12 Football Championship)



Since 2011, McDonald's has been supporting one of the largest youth football tournaments in Japan with approximately 8,300 teams and 240,000 players aged 12 or younger from around the country. In 2020, measures to prevent the spread of COVID-19 were implemented to support the series of tournaments. In 2020, the "Football Player Book 2020" was distributed to registered team players.

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



Community Connection

Being Good Neighbors

Food Education

We want children to learn the fun of eating and gain proper food knowledge and habits. Since 2005, McDonald's has been providing support to elementary school's food education classes with the use of a digital teaching tool developed by McDonald's. In 2019, this teaching tool was revamped as "Shokuiku no Jikan + (Plus)," to study the "seven basics about foods" that growing children need to know, and also added new themes such as "Food Allergies" and "Food Loss." In addition to providing a teaching tool, we set up a food class support office to distribute and lend DVD guidebooks and teaching kits. Through these, we are providing support to teachers in developing food education classes.

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



Community Support

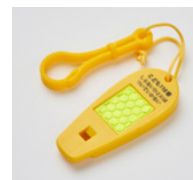
Being part of the community means supporting and engaging in local community programs and creating a safe neighborhood.

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



Safety Whistles

To support children's safety, we annually distribute safety whistle to new first graders nationwide. Safety whistles are distributed through local boards of education and police headquarters. In 2020, reflective panels were added to both sides of the safety whistle to increase visibility by cars and bicycles at night to further ensure traffic safety. The safety whistles received certification from the Japan Reflective Materials Promotion Association with JP mark acquisition in recognition of its superior reflective effects (JP mark certification number 190001).



Career Education

From food education to on-the-job training at our restaurants, we use McDonald's knowledge on people development to provide various educational support programs, which are available for kindergarten, elementary school, junior high school, and high school students.

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



"#110 House for Children"

To protect our children in local communities, we promote the "#110 House for Children." In cases of danger, children can run into a McDonald's restaurant for safety.



Community Cleanup

To keep the neighborhoods we serve clean, our restaurants participate in "cleaning patrol" or local community cleanup activities.

<https://www.mcdonalds.co.jp/family/hellodonald/>



Childcare

McDonald's supports the "Childcare Support Passport Program," promoted by both the Japanese government and local municipalities. Our "Cheeseburger Happy Meal Set" is offered at a special price whenever the "Childcare Support Passport," issued by individual prefectures, is presented upon ordering.

* Happy Meal "Chicken McNugget Set" is offered at a special price during breakfast hours (until 10:30 am)



Hello Ronald!

We offer programs at nursery schools and elementary schools to teach children about food education, traffic, crime prevention, and the environment. In response to the difficulties in implementing the program due to the COVID-19 pandemic, a video featuring Ronald McDonald was produced and released for a limited time in 2020.



People

Jobs, Inclusion, and Empowerment

Our Approach

At McDonald's, people are the backbone of our business. We believe that hiring and training of talented people is most important for our business to make further growth, which is why we continue to invest in our people. We promise all employees: "We value you, your growth, and your contributions." We provide each employee and crew member with opportunities to grow, develop skills and leadership, and reward their achievements.



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

Diverse Teams

- **Supporting the development and employment of youth**
- **Promoting women**
- **Promoting seniors**
- **Hiring crew with disabilities**

Flexible Working

- **Work/Life balance**
Flextime & telecommuting
Promote the use of annual paid leave
- **Support childbirth, childcare, and nursing care**
Childcare and nursing care leave program
Reduced work hours program

Career Development

- **Career development support**
- **Performance Development System**
PDS (Performance Development System)
Assessment program linked with business results and personal development
- **Educational Facility (Hamburger University)**
Development of people and system



People

Jobs, Inclusion, and Empowerment

Diversity and Inclusion

People are the core of our business. We strive to have a full representation of different genders, ages, identities, and backgrounds. We also believe in building a work environment where everyone can leverage their strengths. We take a proactive approach to Diversity and Inclusion and believe that supporting individual advancement will ultimately support business growth.

Supporting Youth

We support the development and employment of youth through the offering of on-the-job education, training and creating a diverse environment that fosters growth through teamwork.

Promoting Women

We believe in proactively embracing diversity and promoting women. We are developing programs and a work environment where women are able to continue working without giving up on their careers due to changes in life events such as childbirth and child care.

https://www.mcdonalds.co.jp/scale_for_good/our_people/diversity_and_inclusion/womens_success/



Hiring Crew with Disabilities

Inclusion of a diverse workforce is not hindered by ability. Everyone who works at McDonald's builds relationships through mutual teaching and encouragement. The joy of working together allows everyone to leverage their strengths.

https://www.mcdonalds.co.jp/scale_for_good/our_people/diversity_and_inclusion/disabled/



Performance Development System PDS

We adopted a system called PDS to ensure mutual growth of individuals and business, by creating a system linking business performance with individual growth. Evaluations are focused on target achievement level and behavior level based on the day-to-day performance.

Education Facility Hamburger University

Hamburger University provides learning for all staff. It is a specialized educational facility where the latest educational theories and methods are employed for the development of people and the system. The skills acquired at Hamburger University will accelerate the growth of each individual and expand possibilities.

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



Supporting the Sustainable Development Goals (SDGs)



https://www.mcdonalds.co.jp/scale_for_good/sdgs/



	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		●				●						●	●	●			●
Ronald McDonald House Charities			●								●						●
Youth Sports (youth baseball, youth football)			●														●
Food Education		●		●													●
Community Support	●										●						●
Crime Prevention / Safety Classes				●													●
People Vision								●									●
Diversity & Inclusion					●			●									●
Hamburger University								●									●
Our People										●							●
Energy Measures							●						●				●
Waste Management									●			●					●
Packaging & Recycling											●	●		●	●		●
Happy Meal Toy Recycling									●								●
Environmental Conservation													●		●		●
Corporate Governance																●	●

Third Party Testimonial

In 2020, the spread of COVID-19 brought a variety of challenges to the forefront. McDonald's Japan's CSR Report shows that amid this situation, the company has taken proactive approaches to address issues related to "food, environment, social contribution, and people" to fulfill its social responsibilities.

In addition to implementing measures against COVID-19, I am reassured to know that the company is taking a thorough approach towards hygiene management and strengthening food safety and security.

With respect to environmental measures, I highly value the company's effort in actively introducing raw materials that come with certifications that are recognized and highly trusted on an international level. The reduction in CO₂ emissions is also commendable, and I believe that the company will endeavor to take further steps after the return to normal business operations. On the other hand, the overall waste amount made a slight increase and I expect to see further actions and approaches to reduce and "contain waste."

I believe the company must have worked very hard in keeping the scale of social contribution initiatives and expanding its education support amid the challenging situation. The company's initiatives for diversity and promotion of women are forward-thinking and I am looking forward to seeing the company to continue to lead the society in this regard.

As part of the 'food' industry that is essential for people's lives, I expect McDonald's Japan to work on new social and environmental issues and expand its activities to drive SDGs.



Kozo Ishii

Japan Program Director
Marine Stewardship Council (MSC)