

Pigeon Formulates “Pigeon Green Action Plan” Leaving a Rich Earth for the Future of Babies Born Tomorrow

Pigeon Corporation (Headquarters: Tokyo; President and CEO; Norimasa Kitazawa) today announced the formulation of the Pigeon Green Action Plan to leave a rich Earth for the future of babies born tomorrow. Under the Pigeon Green Action Plan, the Pigeon Group will focus on resolving the climate change issue, the plastics issue, and declining biodiversity, all of which are particularly relevant to the Group’s business activities, and strive to reduce its environmental impacts by setting medium- to long-term targets toward decarbonization, a circular society, and coexistence with nature.

Pigeon Green Action Plan

Leaving a rich Earth for the future of babies born tomorrow

Decarbonization

By 2050, the Pigeon Group will reduce its Scope 1 & 2 greenhouse gas emissions to net zero. The Group began calculating its Scope 3 greenhouse gas emissions in 2021 to establish science-based targets and reduce its value-chain emissions strategically.

Targets

2050—Scope 1 & 2 GHG emissions: Net Zero

2030—Scope 1 & 2 GHG emissions: 50% reduction (compared to FY2018)

Scope 3 GHG emissions: Reductions with Science-Based Targets (to be finalized)

Circular society

In order to achieve a sustainable society, the Pigeon Group will work toward circular *monozukuri* (manufacturing) by reviewing materials and design of its product packaging.

Targets

2030—Plant-derived or recycled materials in packaging: 50% by weight

2030—Reusable/recyclable/compostable packaging: 100%

Coexistence with nature

The Pigeon Group will promote the adoption of forest-certified paper that uses timber from responsibly managed forests as its raw material, as well as recycled paper. The Group will also increase the use of RSPO-certified palm oil in the skincare, washing, and cleaning products it manufactures.

Targets

2030—Sustainable paper usage rate in packaging: 100%

2030—RSPO-certified sustainable palm oil usage rate

in Pigeon-manufactured skincare/washing/cleaning products: 100% (including RSPO Credits)*

* The book and claim (B&C) method supports certified palm (kernel) oil production by allowing end users to purchase credits issued based on the amount of palm (kernel) oil produced by RSPO-certified producers. In December 2020 Pigeon became an ordinary member of the Roundtable on Sustainable Palm Oil (RSPO).

