

# Lion's SDG-Related Initiatives

Since its foundation, Lion has been promoting awareness-raising activities and information provision for consumers while developing products that support healthier daily living and proposing the creation of better living habits. Deeply aware that the pollution of the global environment is a worldwide issue, we have long strived to respond to environmental concerns, for example, by developing environmentally friendly products.

Responding to evolving social issues while contributing to each new day in order to create a brighter future for all—this is the unique contribution Lion can make to the achievement of the Sustainable Development Goals (SDGs).\*

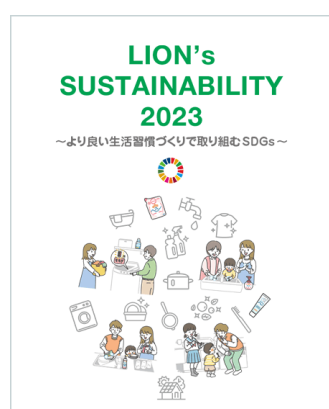
Lion alone can only contribute so much to the achievement of the SDGs. In promoting activities, we work to solve problems through partnerships with a wide range of stakeholders, including consumers, other companies, NGOs, NPOs, government agencies and municipalities.



\* The SDGs are the 17 goals for the period from 2016 to 2030 described in the “2030 Agenda for Sustainable Development” adopted by 193 participating countries at the United Nations Summit in September 2015. (Based on information from the website of the United Nations Information Centre)

## Lion's Sustainability 2023: SDG-Related Initiatives

In August 2023, Lion published “Lion's Sustainability 2023: SDG-Related Initiatives.” This document highlights Lion's activities from an SDG-centric perspective.



[> A3-size LION's SUSTAINABILITY 2023 \(for viewing\) \[Japanese\]](#)  (10.8MB)

[> A4-size LION's SUSTAINABILITY 2023 \(for printing\) \[Japanese\]](#)  (11.0MB)

\*Click URLs in the PDF to jump to related videos and web pages.

2022 Previous Issue

[> Lion's Sustainability: SDG-Related Initiatives 2022 \[Japanese\]](#)  (11.0MB)

2021 Previous Issue

[> Lion's Sustainability: SDG-Related Initiatives 2021 \[Japanese\]](#)  (6.8MB)

## SDGs: Lessons for the Future

The YouTube channel SDGs MIRAI KAIGI features videos that explain the SDGs for children. The channel includes a series of videos called “SDGs: Lessons for the Future,” beginning with a video explaining what the SDGs are and explaining each of the 17 SDGs in an easy-to-understand way.



The channel also offers a series of videos highlighting companies implementing SDG-related initiatives. These videos are aimed at helping children understand the SDGs as something familiar and relevant to their lives and help them think about their own futures by showing actual initiatives being undertaken by companies to solve social issues. Lion's initiatives regarding SDGs are featured as follows.



Video about Lion's SDG-Related Initiatives [Japanese]  
Efforts to Achieve Gender Equality through Housework Sharing



Video about Lion's SDG-Related Initiatives [Japanese]  
Initiatives to create a healthy future from oral health



Video about Lion's SDG-Related Initiatives[Japanese]  
Initiatives to reduce plastics and the importance of hand washing habits

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## Lion's SDG-Related Initiatives

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### Creating Healthy Living Habits

Lion is advancing the goal of creating healthy living habits, the foundation of health, in order to help achieve health, comfort and cleanliness in everyday living.

#### | ① Promoting oral healthcare

Lion is working to promote the establishment of good oral healthcare habits. To this end, in addition to developing and providing products and services, we implement activities to promote oral healthcare at all stages of life, from infancy to old age.

##### Main Activities

- > Preventive Dentistry (Self-Care/ Professional Care)
- > Oral Health Event of Tooth Brushing for Children (since 1932)
- > Inclusive Oral Care

#### | ② Promoting cleanliness and hygiene habits

Aiming to realize health, comfort and cleanliness in everyday living for consumers, Lion implements initiatives in coordination with national and local governments, focusing mainly on promoting proper hand washing habits.

##### Main Activities

- > Establishing Cleanliness and Hygiene Habits
- > Hygiene and Health Care in Times of Disaster
- > Hand Hygiene Management for Professionals

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### Promoting Environmental Initiatives for a Sustainable Planet

Driven by our purpose, we work with consumers to create environmentally friendly habits in order to continuously offer planet-friendly lifestyles that make living more sustainably easy, striving to contribute to the environment not only in Japan but across Asia.

### ③ Environmental protection activities

Lion's products, used for such purposes as tooth brushing and washing, are deeply connected to environmental issues in areas related to CO<sub>2</sub>, plastics and water resources. Accordingly, to realize a decarbonized, resource-circulating society, Lion proactively carries out environmental protection activities.

#### Main Activities

- Water Resource Conservation Activities (Forest Maintenance Activities at the Lion Forest in Yamanashi)
- Toothbrush Recycling
- Biodiversity Conservation Activities (Promoting Various Activities at Business Locations)
- Chura Action (Support for Eco-Activities of Children Nurturing the Future of Okinawa)
- Lion's Environmentally Friendly Products

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#### Related Information

-  [News Release: Lion Exhibits at SDGs AICHI EXPO 2022, One of Japan's Largest SDG-Promotion Events \[Japanese\]](#)
-  [News Release: Lion Launches Inclusive Oral Care Activities Aimed at Addressing Social and Environmental Issues via Oral Care and Achieving the SDG "Ensure Healthy Lives and Promote Well-Being for All at All Ages" \[Japanese\]](#)
- [Ad highlighting Lion's SDG-related initiatives \(Japanese; printed in the December 20, 2020 Yomiuri Shimbun national edition\) \(1,273 KB\)](#) 