

Rakuten Group Environmental Policy

Rakuten and the environment are inextricably connected. On the one hand, from the variety of products sold on Rakuten Ichiba to the travel destinations promoted on Rakuten Travel, the continuity and quality of our services and products depend largely on the richness of our natural environment. On the other hand, the operations and infrastructures that support the provision of all of our services can have a considerable environmental impact. That is why Rakuten is committed not only to reducing our adverse environmental impact, but also to leveraging our technologies and innovation to create more environment-friendly options for our customers.

Climate change

We recognize climate change as one of the most pressing issues facing society today. Changing weather patterns and the increased risk of extreme weather events affect global citizens as well as our operations.

In order to fulfill our responsibility as a global company and to be in line with our corporate mission, we strive to contribute to the realization of a low-carbon society. To do so, we assess and disclose our greenhouse gas emissions with the aim of reducing them throughout our value chains by improving energy efficiency, adopting clean energy solutions, and helping our customers reduce their own emissions through the use of our products and services.

Resource management

We are committed to reducing the adverse environmental impacts caused by our business activities, such as waste generation, consumption of natural resources, including water, and emission of all forms of pollution throughout the value chain, such as during the production of goods and services, the use of packaging materials, and the delivery of orders.

Biodiversity

Our business activities are supported by the richness and diversity of natural ecosystems that our service infrastructures and operations may impact. The Rakuten Group is committed to complying with domestic and international laws related to the conservation of biodiversity, to conducting business activities with due consideration to biodiversity, and to mitigating any harmful impacts that our services and products may have.

Stakeholder engagement

We are aware that our impact on the environment is not limited to our direct operations. Opportunities to protect and improve the environment exist along our entire value chain and we strive to seize them by engaging with our stakeholders, namely Group employees, customers, business partners, including suppliers of goods and services, local and global communities, and others.