

## SDGs Initiatives by The Company in Iwaki City.

### National Institute of Technology, Fukushima College

A: Hello. I'm Yuna.

B: I'm Reiri.

C: I'm Airi.

A: Everyone, look at the news. Water pollution from clothing production and carbon dioxide emissions is making me sad.

B: That's what SDGs are for, right?

C: Yes, but... I often see companies promoting SDGs, but do you ever wonder what they're actually doing to address these issues? Just hearing "We're working on it" in commercials isn't enough.

A: You're right. Plus, we should be taking action in our daily lives, but we don't always know what initiatives are effective.

B: True... If we don't know what works, we can't solve these issues ourselves.

C: Is there a company whose practices we can look at to help us understand this issue better?

B: Wait a minute! What about "*Honeys*" in our hometown of Iwaki, Fukushima? We haven't overlooked them, have we? I interviewed them the other day.

A: Oh, Honeys! I knew they were in Iwaki, but are they really that impressive?

B: They're seriously amazing. I buy almost 100% of my clothes from Honeys. There's nothing I can't do as a Honeys enthusiast!

C: Please tell us more about Honeys' activities. By understanding this information, it may help us to take steps towards solving these environmental problems.

A: Then, tell us about Honeys' initiatives right away!

B: First of all, to make one piece of clothing, about 25.5 kilograms of carbon dioxide, and about 255 500ml PET bottles are used.

C: Oh, that's not good for the environment.

B: That's why Honeys is using environmentally friendly technologies to make clothing. For example, they use recycled polyester and laser processing technology.

A: I might have heard of recycled polyester before.

B: Recycled polyester can reduce the amount of petroleum and carbon dioxide generated during production by turning collected PET bottles into powder and then turning that into yarn or cotton.

A: Wow!! Those PET bottles are turned into clothing!! That's amazing technology.

B: Also, they use laser processing technology for their jeans. What kind of technology do you think this is?

C: Humm, I guess it's like coloring the cloth.

A: No, that's not true. Jeans fabric has a unique smell, so I think the fabric is being baked.

B: Close, but the correct answer is that lasers are used to burn the surface of the fabric

to create that design.

C: But how much water is being used to do this? Is it a lot?

B: Thanks for asking that! Before this technology was used, they used a lot of water and labor to achieve the faded designs.

A: I see, with laser processing technology, we can also save water and reduce the effort required for washing.

C: It's friendly to the environment and people alike.

A: By the way, there are a lot of products in Honeys' store, but what do they do with the unsold items?

C: I'm sure they threw them away.

B: That's not true! Honeys is divided into three brand products: GLACIER, CINEMA CLUB, and COLZA to reduce unsold and discarded products.

C: What are the differences between these brands?

B: These brands have different target groups and product lines.

A: Oh, that's a great idea. By deciding on a brand concept, each store can stock only the necessary amount of each brand's products to meet the needs of its customers.

C: That's a strength for Honeys, whose stores are located in various places.

B: In addition, they conduct inventory status surveys in each of their stores to further reduce unsold and discarded products.

C: What happens to products that are out of season?

B: They are stored at the distribution center.

A: Distribution center? What kind of place is that?

B: I took this picture during the interview. Check it out!

C: Wow, it's very spacious. Is this place just for storing products?

B: No, it's not. From here, products are transported to their shops and to our online customers.

A: I see. Do all the products that come from overseas come here.

B: That's right.

C: Wow, there are so many clothes!

B: Honey's stores them well.

A: Oh, I see. By the way, the other day I saw a different brand product whose buttons were about to fall off.

C: Are such products disposed of as waste?

B: No, Honeys doesn't do that. They fix them and sell them.

C: Good idea! I think it's very convenient for people who buy clothes that they only wear for events or people who want to buy trendy items at low prices.

A: As a result, all of their products meet the needs of their customers, so they can reduce the number of unsold items.

C: Honeys is focused on the SDGs, but I wonder what other apparel companies are doing.

A: Come to think of it, when I went shopping at one of Uniqlo's stores in Iwaki, I caught a glimpse of a box that collects used clothing.

B: Same here! Also, last year, I saw in the news that Uniqlo started to collect used clothing and refashion it for a limited-time sale.

A: GU tackles assembling it for recycling and reuse as well. And, like Honeys, they make use of laser processing.

C: Really? It's great that various companies are working on SDGs, which enables us to buy environmentally friendly products. Moreover, I've learned that in Onahama, Iwaki, a group called "*The People*" collect used clothing with collection boxes. After hearing that, I began to donate some clothes I couldn't wear anymore.

A: Awesome! For me, I've been turning used clothes into rags and using them to clean my room. I also plan to try recycling and paying for secondhand clothes to expand my fashion choices. It excites me!

B: Personally, I think it's important to consciously purchase environmentally friendly clothing and attempt to wear them longer. In order to prevent further pollution, it seems necessary to consume with a long-term perspective. We now know that there are many things we can do, so let's continue to put them into practice.

All: Think global act local. Thank you for listening.