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JT launches new initiative to build more sustainable and inclusive societies by advancing its engagement with Japanese communities

Japan Tobacco Inc. (JT) (TSE:2914) today announces that it will launch a new initiative, the “JT SDGs¹ Contribution Project” and will start accepting applications from January 15, 2020. The “JT SDGs Contribution Project” will succeed the current “JT NPO Support Program”. Since 1999, JT has contributed a total of JPY 1.49 billion to 1,202 NPOs (Non-profit Organizations).

“As a responsible community member, building partnership with communities will be the foundation for our initiatives in contributing to the development of sustainable societies, by helping the communities become more inclusive and engaging with three specific issues: reducing inequalities, improving community resilience in disaster-prone areas, and protecting the environment,” said Chigusa Ogawa, Senior Vice President, Sustainability Management.

From 2020 onwards, the JT SDGs Contribution Project aims to support initiatives in organizations which are related to the three specific issues and contribute to the development of sustainable and inclusive societies. In addition, the project will target a broader range of organizations, increase the amount of its funding, and accepting year-round applications.

The three priority issues of JT Group’s community investment policy and their relationship to the SDGs



Reducing inequalities



Improving community resilience



Protecting the environment



The foundation: Partnership with communities

¹ Sustainable Development Goals

A Brief Comparison: the JT NPO Support Program and the JT SDGs Contribution Project

	JT NPO Support Program (Old)	JT SDGs Contribution Project (New)
Target Operations	Initiatives that aim to regenerate and revitalize local communities in Japan	Initiatives that contribute to the three specific issues in Japan: <ul style="list-style-type: none"> • Reducing inequalities • Improving community resilience in disaster-prone areas • Protecting the environment
Target Organizations	Non-Profitable Organizations	Any organizations regardless of profitable or non-profitable status
Application Period	One month per year	Year-round
Support Period	April 1 to March 31 of subsequent year *One year but can be extended up to three years	One year from the start month *One year but can be extended up to three years
Support Amount	Up to JPY 1.5 million for an initiative within an organization (Limited to direct operating and headcount cost)	Up to JPY 2 million for an initiative within an organization (Limited to direct operating and headcount cost)

For the application details and application forms, please refer to the official JT website or the website of Japan Philanthropic Association, the coordinator of the project.

JT Website: <https://www.jti.co.jp/csr/contribution/sdgscontribution/index.html>

JPA Website: <https://www.philanthropy.or.jp/jt/>

JT Group continues to engage in community investment with our various stakeholders.

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Japan Tobacco Inc. is a leading international tobacco company with operations in more than 130 countries. With over 63,000 employees, it manufactures and sells some of the world's best-known brands including Winston, Camel, MEVIUS and LD. The JT Group is committed to investing in Reduced-Risk Products (RRP) and currently markets its tobacco vapor products under the Ploom brand and various e-cigarette products under the Logic brand. The Group is also present in the pharmaceutical and processed food businesses. For more information, visit <https://www.jt.com/>.

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