

Special Topic 1

To Fulfill the Social Responsibility of a Tobacco Company

Coexistence with Society Through Mutual Communication



The JT Group is committed to fulfilling its CSR through its business activities. The tobacco business, for example, maintains close communication with a variety of stakeholders to meet the expectations of citizens, both smokers and nonsmokers – in an effort to create a comfortable living environment.

As a tobacco product company, moreover, the JT Group positions “youth smoking prevention” as one of the most important tasks. In fact, efforts are underway to promote “taspo” (an IC card designed for age verification cigarette vending machines) and roll out youth smoking prevention campaigns in cooperation with tobacco retail outlets.

The JT Group also collaborates in community clean-up campaigns to improve smoking manners and reduce cigarette littering, while setting up smoking areas to create a society where smokers and nonsmokers can coexist in harmony.

Visit www.jti.co.jp/sstyle for relevant information

To Improve Smoking Manners – Cooperation with Local Communities

Volunteers including the JT Group employees are regularly engaged in clean-up activities in Shibuya, a district crowded with young people. One of organizers of the activity, Koichi Hoshino, who heads the Shibuya Cleaning Promotion Committee and has lived in the district for more than 60 years, talks about the activities:

Down-to-earth efforts such as a weekly clean-up make the street clean

As Shibuya is visited by various people, the amount of trash is overwhelming, which in a way shows the prosperity of the district. So, we’re working with the Shibuya Ward Office, the police and companies to clean up the street and remove illegal signboards, a routine activity to make the environment comfortable for visitors. Thanks in part to the “Shibuya Smoke Separation Rules,” moreover, we’re making headway in reducing cigarette littering. With cleaner streets, there is less crime, which in turn will provide security, and once clean, people are less likely to litter again.

Meanwhile, down-to-earth efforts are the key to improving smoking manners. On every Tuesday morning, therefore, we give away tissue packs and portable ashtrays in front of the train station, calling for improved smoking manners. Among others, JT’s “Pick Up and You will Love Your City”

initiative is attracting so much attention that even those who’re not usually engaged in such activities are showing interest, cooperating with us. I think we should further promote these activities to improve smoking manners and provide visitors with a comfortable environment.



(From left to right) Junji Arano, Office Manager, Shibuya Dogenzaka Shopping District Promotion Association; Koichi Hoshino, Chairman, Shibuya Cleaning Promotion Committee and Vice Deputy Chairman, The Committee of Conservation of the Statue of Hachi-ko; Yoshikazu Otsuka, Chief, General Administration Department, JT Tokyo Area Sales Headquarters. Exchanging opinions on community clean-up activities.

The Shibuya Smoke Separation Rules
From the standpoint of keeping the city clean and safe, the rules are designed to encourage “no smoking while walking” and “smoking in designated areas” in the entire Shibuya Ward, with ward residents, companies and volunteers working together to improve smoking manners.

To Prevent Youth Smoking – Cooperation with Tobacco Retail Outlets

Tobacco retail outlets are working on youth smoking prevention, identifying consumers on site and setting up tobacco vending machines with an age verification system, with the JT Group cooperating by providing up-to-date information. Among them is KY Shouten (store) in Nishiwaseda, Shinjuku Ward, Tokyo. The following is an interview with Kenji Yabuuchi, who runs the store:

We are working on youth smoking prevention through face-to-face communication

Many of our customers are students as our store is located near universities. So, we keep seeing to it that cigarettes are not sold to minors. When we sell cigarettes at the store, we say hello to customers looking at their faces. Thorough such face-to-face communication, we are making an effort to prevent youth smoking. We are also calling for youth smoking prevention, putting up posters and banners at the store.

While you now need to have “taspo” to buy cigarettes from vending machines, the system itself is getting less attention than just after the launch. We’re helping customers apply for “taspo,” taking their pictures and so on, but it’s

not yet in widespread use, which suggests the need to further promote it nationwide continuously.

Meanwhile, I took part in a workshop held by JT, which provided me with accurate knowledge about tobacco and smoking in addition to information about a variety of issues regarding tobacco. I found them very helpful in selling cigarettes and dealing with customers.



(From left to right) Kenji Yabuuchi, KY Shouten; Mutsumi Matsumoto, General Manager, JT Tokyo Central Sales Office. JT maintains frequent communication with tobacco retail outlets, exchanging information. “taspo” can be applied for at tobacco retail outlets.

Creating an Environment Where Smokers and Nonsmokers Can Coexist in Harmony Cooperation with Building Maintenance Companies

There has been a growing need to separate cigarette smoke in office buildings and commercial facilities. The JT Group, therefore, demonstrates smoke separation to offer a variety of solutions to building maintenance companies. Susumu Adachi, who works at the Property Management Department of Mitsubishi Estate Co., Ltd., talks about what they’re doing:

We create an environment for smoke separation systematically to provide a comfortable space

It is a challenge to determine how and where to set up smoking areas in office buildings and commercial facilities. Even with partitions in place, the smoke and odor of cigarettes leak as people come and go. So, we need to take into account the traffic line in setting up smoking areas equipped with appropriate ventilation systems. This requires a systematic designing, which is a key to creating an environment for smoke separation.

We successfully set up smoking areas in the Marunouchi Park Building, which was completed in 2009, based on solutions provided by JT. They include interior and facility designs, and ventilation methods. One such example is an

efficient local ventilation system that prevents the smoke from spreading in the neighboring sections. It’s highly valued by visitors for playing a part in creating a clean environment.

JT’s solutions for aesthetic aspects including very modern designs for smoking areas are amazing; our expectations for such solutions are very high. For example, the impression of no smoking and smoke separation signs varies from visitor to visitor. As far as smoke separation is concerned, however, our goal is to create a comfortable space for both smokers and nonsmokers.



(Right) Susumu Adachi, Deputy General Manager, Property Management Department, Mitsubishi Estate Co., Ltd. Exchanging opinions on smoking area improvements with JT staff members.