We invited comments on LAWSON’s environment conservation/social contribution activities from a third party's viewpoint from members of organizations engaged in the launch of the “Support Dreams Fund” (a scholarship program for students affected by the Great East Japan Earthquake). We are taking these comments seriously for the improvement and development of our future initiatives.

Help push the psychological button for the “motivation to support.”

Ms. Kina Yachi, Representative Director
Charity Platform, specified nonprofit organization

“Charity Platform” is an intermediary support organization that connects the motivation to conduct charity activities with NPOs and NGOs that are engaged in charity activities. Charity Platform currently serves as the Secretariat of the “Support Dreams Fund” and its members have been engaged in practical work such as the recruitment of scholarship students and payment of scholarship grant ever since the launch of the fund.

We believe the idea of this “Support Dreams Fund” is significant, as it is an activity where members of the LAWSON Group that has many bases throughout Japan jointly collect donations, thus enabling the provision of support to a number of students.

However, some time has now passed since the massive earthquake and we are at a time when our “motivation to support the people in the affected area,” which was prevalent immediately after the disaster, is becoming increasingly lost in our daily lives. An important point for continuous support by many is to let people know how helpful the support they provided was, then, donators and supporters simply become donation fatigued. In that sense, we feel that we are now at a crucial stage. We would be happy if LAWSON stores that are visited by many people continue to provide information that the affected area is still facing a tough reality and needs help and support in order to help push the psychological button for the “motivation to support.”

Moreover, we would like you to work to provide non-financial support as well. For example, we think that we will be able to determine essential needs if a mechanism is built to invite the opinions of disaster victims extensively with the stores in the affected area serving as the contact point. We would appreciate it if the support was provided by the entire Group, including the franchise store owners and employees.
Listen to the voice of disaster victims and provide information correctly

Ms. Keiko Hayashi, Representative
Bridge for Smile, specified nonprofit organization

“Bridge for Smile” is an organization that supports children from orphanages to enter into society. The organization has come forward to offer cooperation through “Charity Platform” at the launch of the “Support Dreams Fund.”

Immediately after the massive earthquake when everyone was at a loss regarding what action should be taken, the LAWSON Group placed the highest priority on the affected area under the leadership of its president and speedily provided support. We considered this a perfect opportunity to put the idea of the “Hot Station in the Neighborhood” into practice.

We would like to ask the LAWSON Group to listen carefully to the voice of disaster victims and provide information correctly. NPO members are working hard in the affected area, but there is no designated location for conveying messages to those affected. Because the LAWSON Group has bases all over Japan, we would be grateful if the Group could provide a location for conveying such messages in order to successfully connect the people in the affected area with those who wish to provide support for them. In this situation, careful attention is of vital importance. If information is organized and the activities are widely announced, taking a stance to properly understand the thoughts and ideas of the people in the affected area and stand by their side, greater power to solve problems will be harnessed.

Moreover, it is very important to encourage general consumers to donate to the “Support Dreams Fund.” To build the mechanism for the above is, we believe, an opportunity to show the capability of the LAWSON Group that has extensive knowledge of consumer psychology. Everybody will be happy if there is a system where supporters also can have some fun or be rewarded, no matter how small, if they continue to donate. We therefore request that you build a system that will create excitement among people such that they become “willing to support children’s dreams.”
Comments of third parties

Make social contributions, leveraging the strengths of core business

Mr. Hidemi Oyama, Editor

The Education Newspaper [http://www.kyobun.co.jp/] Japanese only

When a company engages in social contribution activities, they should be conducted in a manner that creates values (social contribution) in its core business, taking advantage of its business skills and resources, which is an initiative that is becoming widespread. With the occurrence of the massive earthquake disaster, we think that there is a possibility that turning core business, as it is, into values will become popular, providing a method of working and thinking that differs from the conventional one, and thus enable profound changes in Japan over the next several years.

As for the LAWSON Group, its strength in terms of core business is the fact that the Group has locations for face-to-face service all over Japan. We would like the Group to make good use of the above strength and take a further leap forward in conducting social contribution activities. Convenience stores, fast food stores, and post offices collectively should be able to cover the entire country. We would like the above entities to make available a common pamphlet showing volunteer activities and NPOs in respective areas to those who wish to engage in volunteer work. We would also like companies to cooperatively engage in social contribution activities for Japan in the future, instead of competing against each other in terms of CSR.

We believe that this “Support Dreams Fund” is a remarkable organization, as it promotes solicitous activities for students, making it possible to concurrently receive other scholarship money and is managed collaboratively with NPOs, including Charity Platform. Moreover, we would like you to inspire students by making good use of LAWSON Group connections. Students are greatly affected by the words of celebrities. There are students who study to enter the University of Tokyo, because a high profile person visited their high school from Tokyo and talked to them. It would be nice if you could provide students with the opportunity to meet LAWSON’s president, Mr. Niinami and other celebrities to listen to their words and advice.