

Bikkuri Donkey and Environmental Activities

(Alieu Taal, MORI Suzumi, NHISIMINE Hiroki)

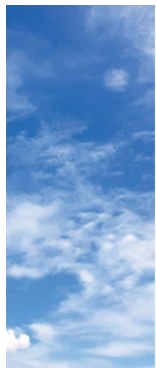
Fields closely related to people's lives - Food

In the food field, various efforts related to SDGs such as measures against food loss and hunger or development of cultured meat are being actively promoted.

The company we focused on was Aleph Corporation, headquartered in Sapporo. The company is famous for its hamburger steak restaurant Bikkuri Donkey.

-Bikkuri Donkey-

Bikkuri Donkey is a hamburger steak restaurant that operates nationwide. They use environmentally friendly ingredients, and their plates are made of environmentally friendly wood.



ALEPH Inc. is involved in various SDGs-related activities. This company is involved in a variety of activities, from environmentally friendly food production to education for children. We asked the Managing Director, Mr. SHOJI Kaisaku, about his thoughts on environmental activities.

ALEPH Inc. publishes a detailed report on its efforts related to the SDGs every year.
https://www.aleph-inc.co.jp/_data/2021_aleph_sdgs_rep.pdf



I just love nature

—We asked Shouji what motivates him to engage in activities related to the SDGs.

Regarding the SDGs, Mr. Shoji said, "In this day and age, it is the responsibility of companies to act because there is a framework called the SDGs, and it is not surprising that such a trend has emerged. However, I think that acting only out of a sense of responsibility or obligation is boring and not an approach that can be sustained. Rather, the activities I want to expand are 'how can we enjoy nature conservation activities?'"



- Ecolin Village-

Ecolin Village is the embodiment of how we can enjoy nature conservation activities. In addition to accepting tourists, this place also focuses on environmental education for children.

<http://www.ecorinville.com/>

—What do the SDGs mean to Mr. Shouji?

I was particularly impressed by one of Mr. Shoji's words. He said, "I am doing the activities I am doing at my company because I like nature, not because of the SDGs. I am not doing it for the SDGs. It is just that what we used to do as environmental activities have recently been applied to the SDGs and are now considered as such."

The names of international goals in the environmental field will continue to change in the future. That is why the ideal is to create a society where people do not obligate themselves to work on the SDGs because they exist, but rather voluntarily take such initiatives as a result of thinking about how to be a company. Aleph, the company that Mr. Shoji runs, is the one that is taking this idea forward.

