

Testing of shibuya good pass, Hakuholdo and Mitsui's joint civic co-creation urban development service in the Shibuya area, starts

Will provide use of shared office space, group purchasing of renewable energy, and other new urban services

Tokyo—July 19, 2021—Hakuholdo Inc., Japan's second largest advertising company, is pleased to announce that MIRAI Business Division, its new business development unit, and Mitsui & Co., Ltd. (Mitsui) today commenced full-scale testing of shibuya good pass, a civic co-creation urban development service in Tokyo's Shibuya area.



From left: (1) Using shibuya good pass, (2) A good place shared office, (3) A café that accepts good ticket, (4) good mobi

shibuya good pass is a digital service developed by Hakuholdo for the Shibuya area toward realizing *Sei-katsu-sha*—Driven Smart Cities, an urban and town development scheme jointly implemented by Hakuholdo and Mitsui in which *sei-katsu-sha*¹ play a leading role.

By becoming a member of a web browser app, users gain access to “good experiences” in Shibuya, and can participate in urban development by suggesting and supporting ideas to make the area better.

With the key message “Making a good Shibuya together,” the project is designed to bring together people connected to Shibuya—people who live, work and do business there, as well as governmental and other stakeholders—to make their own area more convenient with their own hands. Other partners that provide services in Shibuya, including Future Design Shibuya and Shibuya City Tourism Association, are also taking part. The aim is to create a platform for social good services such as group use of shared office space, group purchasing of renewable energy, community support for people raising children and provision of store and event experiences that can only be had in Shibuya.

Hakuholdo has considered and developed systems for various participating services since the scheme was announced in November 2020. Today it begins test operating the membership page that will serve as a portal to these services. A variety of services will begin operating during the test period, which runs until September 30. There will be no charge to register for and use the portal during the test period.

¹ *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Feedback and comments from users and participating service providers will be used to prepare for the full service launch.

The following shibuya good pass services for members are being tested.

(1) Good experiences in Shibuya: good ticket

Many coupons and tickets for use at shops and special events and lectures in Shibuya will be offered. Around 40 different tickets will be issued, including coupons for use at cafes, tickets to use shibuya good pass partner Realgate Inc.'s shared offices, and much more.

(2) A means of citizen participation

Provision of systems that allow citizens to participate in urban development, including the open platform decidim, which enables *sei-katsu-sha* to have a say in urban development and government; a questionnaire function for improving services; and a means of supporting projects put forward by *sei-katsu-sha* and companies with crowdfunding.

(3) Original urban services

Provision of the following three original shibuya good pass urban services will also commence:

good energy

An environmentally-friendly energy service that helps Shibuya. Purchasing from good energy's group purchasing scheme enables users to reduce their regular electricity bills. Plus, a portion of purchases of the service's environmentally-friendly, (effectively) renewable source electricity will be invested in supporting urban development and community activities in Shibuya.

good place

A workplace service that lets users choose the office they want, when they want it. At a time when the way we work has changed significantly due to the pandemic, good place provides workplaces in tune with new workstyles.

good mobi

A shared ride mobility service that allows users to take as many rides as they like within a specified area for a fixed monthly fee. Users can hail rides in small vehicles or minibuses depending on their needs using a smartphone app.

Hakuhodo's MIRAI Business Division will continue to collaborate with companies, local authorities and a variety of other partners to contribute to the creation of better urban and town development and brighter future lives for *sei-katsu-sha* and others.

shibuya good pass membership page: <https://portal.goodpass.me>



About *Sei-katsu-sha*–Driven Smart Cities (cities in which *sei-katsu-sha* take a leading role)

A *sei-katsu-sha*–centered urban and town development scheme driven jointly by Hakuholdo and Mitsui Co., Ltd. From technology-centered smart cities to *sei-katsu-sha*–centered smart cities. Through new urban and town services that realize the cities and lifestyles that *sei-katsu-sha* seek and creative urban and town planning in which *sei-katsu-sha* play a leading role, the companies aim to create a next-generation model for sustainable smart cities. The scheme was announced in September 2020.

About Hakuholdo's MIRAI Business Division

Launched in 2019, the MIRAI Business Division is a specialized unit for developing new businesses. Dedicated to collective business creation, Hakuholdo itself becomes an owner of the businesses developed and brings together a variety of partners to realize large businesses. Through business creation that leverages Hakuholdo's strengths in *sei-katsu-sha* insight and creativity, the Division takes on the challenge of creating future lifestyles and societies beyond the businesses themselves.

About Mitsui's Energy Solutions Business Unit

Established in April 2020. Viewing industrial solutions to the global social challenge of climate change as a business opportunity, the Unit brings together know-how, operational infrastructure and customer and partner infrastructure amassed in a variety of business fields. It works to create new businesses in next-generation domains through the comprehensive and agile initiatives that Mitsui is renowned for.

■ About Hakuhold

Founded in 1895, Hakuhold is an integrated advertising and communication agency headquartered in Japan. The core agency of the Hakuhold DY Group, Hakuhold is the world's third largest advertising agency according to *Ad Age's* "Agency Report 2021."

The Hakuhold Group has offices in 20 countries and regions, and over 10,000 specialists working in Japan and abroad. Hakuhold is strengthening its structure in emerging countries, particularly those in Asia, as it prepares to further expand its business across the region.

Sei-katsu-sha insight is the foundation for Hakuhold's thinking, planning, and brand building. It reminds us that consumers are more than shoppers performing an economic function. They have heartbeats. They are individuals with distinct lifestyles. Hakuhold introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

Renowned for its creativity, Hakuhold has twice won the Grand Prix at Cannes Lions International Festival of Creativity, and was the only agency headquartered in Asia to be awarded a Special Lion commemorating Cannes Lions' 50th anniversary in 2003.

To learn more, visit: www.hakuhold-global.com

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