

Hakuhodo, Mitsui & Co., Ltd. jointly start trial of Earth hacks, a co-creation platform that promotes a decarbonized society through the actions of individual *sei-katsu-sha*

Tokyo—November 24, 2021—Hakuhodo Inc., the world’s third largest advertising company, is pleased to announce that its MIRAI Business Division, an organization that develops new businesses, and Mitsui & Co., Ltd. (“Mitsui”) will jointly commence a trial of Earth hacks (Note 1), a co-creation platform that will promote a decarbonized society through the actions of individual *sei-katsu-sha*¹.

Japan has committed to reducing its greenhouse gas emissions by 46% (compared to 2013) by 2030. To meet this goal, household emissions will need to be curbed by 66%, meaning encouraging low carbon behaviors among *sei-katsu-sha* in their everyday lives will be crucial.

According to a survey conducted by Hakuhodo in September, awareness of decarbonization is growing among Japanese *sei-katsu-sha* and is also high among Japanese Gen Zers, who will be the big consumers going forward. While many see it as “Something we need to deal with personally,” the number who are actually taking steps is still limited, and many say they “Don’t know what to do to contribute to decarbonization.” The need for concrete, *sei-katsu-sha*-specific information and options is compelling.

Earth hacks is a co-creation platform for Gen Zers and others interested in decarbonization that aims to provide information on lifestyles and ethical products that they may want to adopt in their lives, and to develop decarbonization-related products and services based on *sei-katsu-sha* opinions.



Surprisingly doable new options for ourselves, those around us and the world

Earth hacks

¹ “*Sei-katsu-sha*” is a term we use to describe people not simply as consumers, but as fully rounded individuals with their own lifestyles, aspirations and dreams.

Its first initiative will promote decarbonization actions among *sei-katsu-sha* by providing hints that make living sustainably fun and lifestyle information that suggests new behavior options for the essentials of food, clothing and shelter. Collaborations with partner companies will also be undertaken, and we will take the first steps toward realizing a decarbonized society together with *sei-katsu-sha* and various companies.

A trial of a media initiative that will introduce partner companies' decarbonization-related products and services is also set to begin in January 2022.

A co-creation platform that supports a decarbonized society through individual action

Earth hacks



Ideathons with *sei-katsu-sha* to come up with decarbonization actions, the development of products, services and businesses in collaboration with companies, and other initiatives, are also anticipated down the line. In addition, to support *sei-katsu-sha*'s decarbonization behaviors, the platform is actively pursuing collaborations with international companies, with use of The 2030 Calculator, a tool that visualizes CO₂ emissions developed by Swedish impact tech company Doconomy (Note 2) with which Mitsui collaborates, also set to begin.

Combining the Hakuodo Group's *sei-katsu-sha* insight and creativity and Mitsui's decarbonization solutions and network in Japan and abroad, Earth hacks will be developed into a decarbonization platform that draws in *sei-katsu-sha* and, with them, impacts society by transmitting information and developing content. Hakuodo's MIRAI Business Division, an organization that develops new businesses; Hakuodo Kettle, which has a specialist team that supports companies' efforts to introduce circular economies; and SIGNING, a social business studio that provides solutions for social issues and new growth for companies, will jointly participate in the project.

Hakuodo's MIRAI Business Division will continue working with a diverse range of partners to create future lifestyles toward realizing a decarbonized society.

Note 1: Trademark registration for Earth hacks is pending

Note 2: About Doconomy

Established in Sweden in 2018, Doconomy is a world-leading impact tech company. Doconomy aims to realize sustainable societies by providing solutions that promote personal and corporate responsibility toward the environment. Believing that the challenges of climate change can only be addressed collectively, Doconomy has formal partnerships with the United Nations Framework Convention on Climate Change (UNFCCC) and Mastercard, S&P Global Trucost, the World Wildlife Fund (WWF) and Parley for the Oceans.

The 2030 Calculator is a tool for calculating a product's carbon footprint based on its emissions from production and transport through to sale.

www.doconomy.com

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Concept



New choices that are intelligent but not demanding

Through this project, we will put forward promising new product and service options.

Each will be earth-friendly.

We believe that by proactively enjoying these new options, you might just change the future for the better.

The challenge is so big and complex, it's hard to take the first step

Our actions are insignificant in the context of the entire world.

We might find that our actions actually did harm.

We might think it better to just wait until the absolutely correct "true answer" is found.

The opposite of success is not failure

The opposite of success is not failure, but the failure to act.

Even if we produce undesired results, we can just course-correct when we realize.

This is the stance with which we launch this project.

We would be delighted if you would support us and, even better, join us in this endeavor.

The Earth hacks Project Team

About Hakuodo's MIRAI Business Division

Launched in 2019, the MIRAI Business Division is a Hakuodo unit dedicated to developing new businesses. Based on a commitment to collective business creation, Hakuodo itself becomes an owner of the businesses developed and brings together a variety of partners with the goal of creating new businesses of value to *sei-katsu-sha*. Drawing on Hakuodo's strengths in creativity and bringing stakeholders together, the Division designs new societies and industries of the future.

<http://mirai-biz.jp/>

About Mitsui's Energy Solutions Business Unit

Mitsui's Energy Solutions Business Unit was 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 it has 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.

<https://www.mitsui.com/jp/ja/company/business/units/es/index.html>

About Hakuodo Kettle

Hakuodo Kettle is a creative agency that was created to "Set the world aboil by bubbling up ideas." The company's approach is method neutral. Not beholden to the traditional advertising frameworks, it conceives solutions to clients' issues on a method-neutral basis, considering every means of communication.

<https://www.kettle.co.jp/>

About SIGNING

SIGNING is a social business studio of Hakuodo DY Holdings. From producing to strategy to creative, SIGNING's roster of diverse specialists provides solutions to social challenges and for new corporate growth. The studio is responsible for planning, producing and operating Earth hacks.

<https://signing.co.jp/>