

Hakuhodo to launch Decarbo Score, a visual indicator of CO₂e reduction in products and services, as a new offering from its Earth hacks platform

Tokyo—July 25, 2022—Hakuhodo Inc., a leading integrated marketing and innovation company headquartered in Tokyo, is pleased to announce that its new business development arm—the MIRAI Business Division—is set to launch Decarbo Score, a label indicating reduction in CO₂e emissions,* as a new service provided from Earth hacks, a co-creation platform to help decarbonize society through the actions of individual *sei-katsu-sha*.**

* CO₂e refers to greenhouse gas emissions calculated as equivalent to carbon dioxide.

** “*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.



Earth hacks, jointly sponsored by Hakuhodo and Mitsui & Co., is a co-creation platform that provides information on lifestyles and ethical products and helps the development of decarbonizing products and services in response to *sei-katsu-sha* opinions, to bring decarbonization actions closer to those who are interested in or know little about decarbonization, including Gen Zers.

The Instagram account and website of Earth hacks, launched in January 2022, already offer a way of introducing products that cause less CO₂e in materials, transport modes and manufacturing processes, and visualizing the reduction by comparing the difference in emissions with products manufactured with traditional materials and techniques.

Earth hacks is now launching a Decarbo Score to make CO₂e reduction a new criterion for the environmental value propositions of products and services, by leveraging The 2030 Calculator, developed by the Swedish impact tech company Doconomy, and other tools for visualizing CO₂e emissions. This new indicator is available for both business and non-business entities.

Early adopters of the Decarbo Score are using the labeling in various projects. For instance, Toyota Motor Corporation is seeking to create upcycled products from residual materials generated in the vehicle production process. Japan Airlines Co., Ltd. is realizing flights with reduced CO₂e emissions by updating aircraft, flight methods, engine maintenance methods, etc. And UCC Ueshima Coffee Co., Ltd. is looking to reduce CO₂e emissions by changing how it produces canned black coffee and modifying can specifications.

Going forward, Earth hacks is committed to working with more companies, brands and other partners to offer unique products and services as new options to shape people's lives, in an effort to bring about a decarbonized society in collaboration with *sei-katsu-sha* and various business stakeholders.

■ About Hakuhodo

Founded in 1895, Hakuhodo is an integrated marketing solutions company headquartered in Tokyo, Japan. With offices in 20 countries and regions, and over 10,000 specialists working in Japan and around the world, Hakuhodo is the world's second largest advertising agency according to *Ad Age's* "Agency Report 2022." The company is the core agency of the Hakuhodo DY Group.

Sei-katsu-sha insight is the foundation for Hakuhodo'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. Hakuhodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.

With *sei-katsu-sha* insight as its cornerstone, Hakuhodo combines creativity, integrative capabilities, and data and technology to play a leading role in evolving companies' marketing activities and generating innovation for the digitalized era. This enables the company to impact and provide value to *sei-katsu-sha* and society.

Renowned for its creativity, Hakuhodo has won the Grand Prix at Cannes Lions International Festival of Creativity twice, and was named Network of the Year at ADFEST 2021.

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

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Reference

About Earth hacks

Earth hacks, a co-creation platform to promote a decarbonized society through the actions of individual *sei-katsu-sha*, is a joint project between the MIRAI Business Division, Hakuholdo's new business development unit, and Mitsui & Co., Ltd.

The platform takes a unique approach to giving products new value by highlighting the difference in CO₂e emissions as an advantage of new products over existing ones. It is a brand-new initiative that enables not only business entities but also *sei-katsu-sha* to enjoy contributing to decarbonization.

About Hakuholdo's MIRAI Business Division

Launched in 2019, the MIRAI Business Division is a Hakuholdo unit dedicated to developing new businesses beyond the company's traditional field of advertising. Based on a commitment to collective business creation, Hakuholdo itself becomes an owner of the businesses developed, bringing together a variety of partners with the goal of realizing large projects. Leveraging Hakuholdo's strengths in *sei-katsu-sha* insight and creativity for business creation, the Division works to design the lives and society of the future beyond business.

About Mitsui's Energy Solutions Business Unit and New Business Development Division

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. Its New Business Development Division 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/en/company/business/units/es/index.html>