

March 27, 2023
Hakuhodo DY Holdings Inc.

**Hakuhodo DY Group again joins
“Promise of 1.5°C. Act now to stop global warming.” as creative volunteers
in the 2nd year of the joint UN and media campaign**

Hakuhodo DY Holdings Inc. is pleased to announce that Hakuhodo DY Group personnel will participate for the second year as creative volunteers in “Promise of 1.5 °C. Act now to stop global warming,” a climate campaign implemented by the United Nations Information Centre, Tokyo and Japanese media organizations.

The campaign aims to encourage individuals and organizations to change their behavior by promoting understanding of why it is necessary to limit the global average temperature increase to 1.5°C above pre-industrial levels and suggesting concrete actions to halt climate change, including global warming, through the dissemination of information in the media.

Now in its second year, the campaign has announced that 127 companies have joined in its initial phase, with more expected to join going forward. Participating media organizations are members of the SDG Media Compact, a global collaboration framework between the United Nations and media companies.

The campaign title, slogan, statement, logo, and other assets were created based on ideas from Hakuhodo DY Group copywriters and designers participating in the scheme as creative volunteers, taking into consideration opinions of Japanese SDG Media Compact members. In the creative for the second year, the Japanese language statement was revised to further advance awareness of the accelerating climate crisis and drive home the importance of behavioral change. Like last year, a campaign impact survey will be implemented to verify what impact the campaign has on people’s attitudes and behavior.

いましてすぐ動こう、気温上昇を止めるために。

1.5°Cの約束 

“Promise of 1.5 °C. Act now to stop global warming.”

As a signatory to the UN Global Compact, Hakuhodo DY Holdings will continue to suggest actions to expand and accelerate measures to combat climate change and cooperate in activities to encourage individuals and organizations to take “Promise of 1.5 °C” to heart.

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“Promise of 1.5 °C. Act now to stop global warming.” campaign credits:

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Art Director: Go Hosokawa (Hakuhodo Inc.)
Designer: Saori Nakayama (Hakuhodo Inc.)
Public Relations: Shiho Maki (Hakuhodo Inc.)
Public Relations: Kei Midorikawa (Hakuhodo Inc.)
Research: Mitsuru Nakahira (Hakuhodo Inc.)
Research: Chiyoko Kameda (Hakuhodo Inc.)
Research: Sumie Kaminaga (Hakuhodo Inc.)
Research: Rina Shirasaki (Hakuhodo Inc.)
Video Producer: Yuji Ojima (Hakuhodo Product's)
Video Director: Yusuke Shibasaki (Hakuhodo Product's)
Production Manager: Ryota Goto (Hakuhodo Product's)
Production Manager: Ukyo Suzuki (Hakuhodo Product's)

Climate change initiatives at Hakuhodo DY Holdings

The Hakuhodo DY Group is tackling various social challenges, with a sustainability goal of “realizing a society in which *sei-katsu-sha** can flourish and live active lifestyles of their choosing.” In May 2022, in line with the recommendations of the Task Force on Climate-related Financial Disclosures (TCFD), Hakuhodo DY Holdings established targets and disclosed information. Since endorsing the TCFD's recommendations, we have also set new reduction targets based on total greenhouse gas emissions, as we bolster our activities to address climate change. Specifically, our targets are a 50% reduction of CO₂ emissions in FY2030 compared to FY2019 and achieving carbon neutrality in FY2050. To achieve these reduction targets, we will take appropriate actions to further reduce the burden we place on the environment, including the introduction of renewable energy at our offices, as we aim to realize a post-carbon society.

About the United Nations Information Centre, Tokyo (UNIC Tokyo)

UNIC is part of the UN Secretariat's Department of Global Communications (DGC). In Japan, it works to raise people's interest in and understanding of the United Nations and its activities. These activities are wide-ranging, including the preparation of Japanese-language materials, setting up press conferences and media interviews, issuing information via its website and social media, and planning and organizing events.

About the SDG Media Compact

Launched in September 2018 by United Nations Secretary-General António Guterres and 31 founding members, the SDG Media Compact aims to encourage media and entertainment companies around the world to use their resources and creative talents toward realizing the SDGs. As of March 6, 2023, 370 media companies from Africa, Asia, the Americas, Australia, Europe, and the Middle East (including 203 from Japan) have joined the SDG Media Compact. By disseminating facts, human stories, and solutions, the Compact is a powerful driver of advocacy, action, and accountability on the SDGs.

For further information (in Japanese) see the following page of the UNIC, Tokyo website:

https://www.unic.or.jp/activities/economic_social_development/sustainable_development/2030agenda/sdg_media_compact/

About Hakuhodo DY Holdings

Hakuhodo DY Holdings Inc. is a marketing services company headquartered in Tokyo, Japan. It was formed in 2003 when its core brand agencies Hakuhodo Inc. (founded 1895), Daiko Advertising Inc. (founded 1944), and Yomiko Advertising Inc. (founded 1946) integrated and created a joint holding company (“DY” represents the initial letters of Daiko and Yomiko, respectively).

The Hakuholdo DY Group comprises 10 distinct groups: The Group's integrated advertising companies Hakuholdo, Daiko, Yomiko and Hakuholdo DY Matrix; the next-generation digital agencies IREP and SOLD OUT; the integrated media companies Hakuholdo DY Media Partners and D.A.Consortium; the specialized technology company HAKUHODO Technologies; and the strategic operating unit kyu.

The Group consists of 419 subsidiaries and affiliates with a combined total of over 25,500 employees working in over 29 countries and regions around the world (as of March 2022). The Group ranked No. 9 in US trade magazine *Ad Age*'s most recent annual ranking of the world's 25 largest agency companies.

Sei-katsu-sha Insight, the centerpiece of the Hakuholdo DY Group's philosophy, is the foundation for the Group's thinking, planning, and brand building. It recognizes that people are not just consumers performing an economic function, but rather individuals with distinct lifestyles, aspirations, and dreams. They are *sei-katsu-sha*, or "people with lives." Hakuholdo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on peoples' lives.

Renowned for its creativity, the Hakuholdo DY Group has won the Grand Prix at the Cannes Lions International Festival of Creativity multiple times.

* "*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.