

Sustainability Action at the Hakuhodo DY Group

E

Behavioral
Change

Planetary Platformers Initiative (Hakuhodo)

Establishing a Japan-Based Association to Drive Game-Changing Solutions for a Sustainable Global Environment

As climate change and shifts in the natural environment accelerate worldwide, interest is growing in technologies that can build a sustainable society on a global scale. In Japan, many innovative technologies are in development, with the key challenge now being their practical implementation throughout society.

Hakuhodo's MIRAI Design Unit, long engaged in business initiatives aimed at solving social issues, has partnered with cultural anthropologist Shinichi Takemura, an explorer of Anthropocene civilization theory from the perspectives of anthropology and earth studies, to establish the Planetary Platformers Initiative. This organization takes on the challenge of fostering symbiosis between the Earth and humankind and updating the Earth's "operating system."

By pairing startups with advanced, society-transforming technologies and building networks that connect large corporations, government agencies, investment funds, and academia, the organization develops solutions that create greater impact and drives their social implementation. As part of these co-creation efforts, the organization also plans to establish testing and proof-of-concept fields in Japan and abroad, as well as support the international expansion of startups.



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Climate
Change

Earth Centric Design Lab (TBWA\HAKUHODO)

Forming a New Company to Unite Sustainability and Creativity

Earth Centric Design Lab is a creative agency that places sustainability and creativity at the core of its activities. Moving a step beyond human-centered thinking, it embraces perspectives from the environment, other species, and the diversity of life to adopt an "Earth-centric design" mindset—seeing the entire planet as a stakeholder. Founded in October 2024, the lab aims to redesign society and business to help realize a sustainable future. Its work spans a wide range of projects, including corporate branding, corporate identity/user interface/user experience design, film and spatial design, new business development, and regional revitalization.

For the Tokyo Metropolitan Government's decarbonization initiative "HTT" (an initialism based on the Japanese words for reducing power use, generating power, and storing power), along with Hakuhodo the lab devised a communication strategy to convey the initiative's goals clearly and engagingly to *sei-katsu-sha*. For the FUTATABI FUTABA FUKUSHIMA hotel, developed by Daiwa LifeNext Co., Ltd. in the town of Futaba, Fukushima Prefecture, which was affected by the 2011 earthquake, tsunami, and nuclear accident—the lab oversaw concept development, naming, and spatial design to create a place that symbolizes regeneration and hope. The lab also provides services such as Production to Zero and Event to Zero, which reduce CO₂ emissions from shoots and events, and conducts workshops on circular economy and nature-positive themes. By applying the power of creativity, Earth Centric Design Lab seeks to generate new value and systems to address increasingly complex social challenges.



HTT, the Tokyo Metropolitan Government's decarbonization project



Daiwa LifeNext Co., Ltd.
FUTATABI FUTABA FUKUSHIMA



Services that reduce CO₂ emissions from shoots and events

Sustainability Action at the Hakuhodo DY Group

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Behavioral
ChangeNurturing Regenerative Tourism in the Village of
Ikusaka, Nagano Prefecture (Daiko Advertising)Public-Private-Academic Co-Creation of a New Nature-Positive
Tourism Model

Daiko Advertising's Well-Being Design Center is co-developing and delivering a regenerative tourism program that promotes the conservation and enhancement of biodiversity through tourism. This unique program is designed for people interested in nature-positive activities, allowing participants to learn while enjoying hands-on nature positive activities in the village of Ikusaka in Nagano Prefecture.

In 2024, some 30 participants from across Japan were trained as official Ikusaka Village Nature Research Fellows. The program welcomed Associate Professor Masahiko Kiji of Rikkyo University, a specialist in human-nature coexistence, as a lecturer. Together with residents, participants envisioned a new form of traditional rural landscape beyond nature-positivity, and worked on-site to help create a landscape to which people will want to repeatedly return. This initiative is driven by a consortium comprising the village of Ikusaka and five companies: Daiko Advertising, HiTTiSYO, Matsumoto Yamaga FC, Club Tourism International, and Future Sessions, Inc.—each contributing its own expertise and network to enable truly multifaceted co-creation.

Daiko Advertising also sent 10 employees to join the program as part of its training initiative. These employees learned firsthand about nature-positive practices and regional revitalization, explored issues and created plans to help both residents and visitors nurture mutual well-being. After completing the program, participants began independently planning in-house nature-positive activities within Daiko Advertising.



Awards and recognition for this project

- Special Award at the 2nd Sustainable Travel Awards
- JATA SDGs Awards—Excellence Award (Environment category) and Special Award (Socioeconomic category)

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Climate
ChangeLiving Landscapes: Parque Tempisque, Rooted
in Nature & Community (Gehl)Setting a new standard for equitable and sustainable Costa Rican
developments

In the Guanacaste province of Costa Rica, Gehl leads a 340-hectare development to address the shortage of housing for locals in a market increasingly shaped by expatriates and rising costs. The project provides inclusive solutions while shaping the future of the region. The masterplan follows a core strategy: balancing human-centered principles with respect for the ecosystem. At its heart is a natural corridor linking two rivers, restoring landscapes fragmented by agriculture. Around it, low-density neighborhoods are integrated with architecture and planning shaped by the rhythms of the environment—allowing water flows, vegetation cycles, and wildlife habitats to coexist with new living spaces.

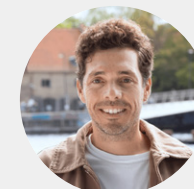
The community disincentivized car use, prioritizing walking and cycling through soft-mobility infrastructure. A network of public spaces supports recreation and movement—not only for residents but also local visitors—creating vibrant and inclusive gathering areas.

Community dialogue has been central. Using a “Public Space–Public Life” approach, we engaged residents and stakeholders to reflect cultural values and daily life. The outcome is a vision rooted in Latin American traditions, with diverse housing typologies welcoming all—from young couples to large families—fostering a resilient, inclusive, and ecological community.

My Aspirations

Building a Sustainable Community Where
People and Nature Coexist

The key to this project's success was our strong desire to create a community that does not divide people by income. The entire region has been cooperative, and this project is likely to become a future regulatory model or best practice. It's been an extremely meaningful experience. Construction on the first phase has already begun, and over the coming decades we'll be building a sustainable community where people and nature coexist.

Santiago
BuendiaSenior Project Manager
Gehl

Sustainability Action at the Hakuhodo DY Group



CIVIC PRIDE® SCHOOL (YOMIKO ADVERTISING)

Offering Programs to Cultivate Talent with Civic Pride to Build Better Regional Futures

CIVIC PRIDE® SCHOOL is a training program for businesses and educational institutions that leverages the insights gained through the Urban Life Research Laboratory's CIVIC PRIDE® research. Each program is custom-designed to match participants' challenges and goals, with offerings such as innovation learning inspired by the concept of civic pride, career exploration that fosters civic pride, and development of the ability to analyze regional data, envision the future, and design effective initiatives. The first program was launched in Hiroshima Prefecture, with the lively exchange of ideas among dozens of participating high school students on the theme of "actions to shape the future and nurture our home of Hiroshima." As regional issues grow increasingly complex and severe, achieving sustainable community development hinges on cultivating autonomous individuals who can identify challenges and co-create the future. This service partners with local governments, companies, and schools facing regional challenges to nurture talent capable of co-creating better futures for their communities and to support solving local issues.



My Aspirations

Providing Experiences That Help People Discover Their Civic Pride

I've always been struck by the deep love people in Hiroshima have for their city—a love that shines all the more brightly to me as someone who grew up in the suburbs of Tokyo. Yet some young people leave Hiroshima for Tokyo without ever realizing that feeling, and some adults hesitate to tackle local challenges such as employment. At CIVIC PRIDE® SCHOOL, we begin by helping participants discover and embrace their own pride and affection for their hometown. Once people become aware of that, they start exploring ways to make their communities better. As that pride grows deeper, individuals determined to shape the future of their hometowns begin to emerge. We want to offer even more young people who care about where they come from rich, hands-on experiences in community building—experiences filled with pride, passion, and a vision for a better future for their hometowns.



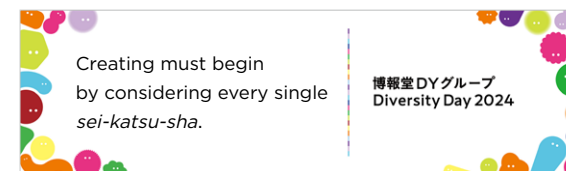
Yasuo Hiura
Senior Planner*
Urban Life Research
Laboratory
YOMIKO ADVERTISING
* As of 2024



Hakuhodo DY Group Diversity Day 2024

Holding a Groupwide DE&I Event to Spark Individual Action

In 2024, we held Hakuhodo DY Group Diversity Day under the slogan "Creating must begin by considering every single *sei-katsu-sha*." The event featured discussion sessions on three key themes: a diverse society, authentic gender expression, and an inclusive society. External experts joined employees from across the Group to share initiatives that support diverse ways of working and living. This event aimed to accelerate our DE&I efforts by connecting supporters and those with lived experience, fostering dialogue across Group companies, and inspiring individual action. Participants responded positively, saying the event gave them "a clear sense of the Group's direction and many new insights" and "an opportunity to better understand the perspectives of people directly affected."



Sustainability Action at the Hakuholdo DY Group

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Community

Hasso Camp, an Inquiry-Based Learning Program for Middle and High School Students

Providing the Next Generation with Chances to Cultivate the Ability to Think Outside the Box Through Experiences of *Sei-katsu-sha* Insight and Creativity

Since fiscal 2024, the Hakuholdo DY Group has been offering an inquiry-based learning program for middle and high school students to explore and address social issues while fostering the ability to think outside the box. The program consists of two formats: the year-round, school-based Hasso Camp, and Hasso Camp Project Mirai, which individual high school students can join. By experiencing the Group's strengths—*sei-katsu-sha* insight and creativity—students develop skills that help them think outside the box while discovering their own individuality and potential. Program planning, operations, and workshop facilitation are handled by Hakuholdo DY Group employees with expertise in a wide range of specialized fields.

In fiscal 2024, Hasso Camp developed workshop programs on cutting-edge themes facing the next generation, such as the metaverse (with Hakuholdo's *Sei-katsu-sha* Insight R&D Institute) and unconscious bias (with Hakuholdo Career Woman Lab Plus). Hasso Camp Project Mirai was themed "Create a new *ibasho* (place to belong)!" and, in collaboration with an NPO, included fieldwork at children's cafeterias in Tokyo that serve as welcoming community spaces for local children and places to foster new ideas.



Award and recognition for this project

- Ministry of Economy, Trade and Industry 14th Career Education Award (Large Enterprise Category), Excellence Award

S

Community

Developing Regionally Rooted Talent Programs (SoldOut)

Fostering Digital Talent to Lead the Future of Local Communities Through Generative AI and Marketing

Since 2021, SoldOut has partnered with the city of Unnan in Shimane Prefecture under the Local Revitalization Entrepreneur Program and the Corporate Challenge Program to jointly design and develop a training and employment support program that equips participants with both generative AI and digital marketing skills. The initiative aims to create an environment where anyone can acquire cutting-edge digital expertise and pursue employment opportunities. By collaborating with Media Engine Inc., a SoldOut Group company engaged in generative AI and media operations, the program offers a high-quality educational curriculum. Employees active on the front lines serve as instructors, providing hands-on guidance and creating opportunities for participants to gain real-world experience. To enhance the program's sustainability and growth potential, the team also leveraged Japan's government-backed corporate version of the *Furusato Nozei* (hometown tax) donation system and established and implemented a scheme that enables municipalities to secure operating funds from private companies.

In fiscal 2024, the program attracted 28 applicants for 15 available spots, drawing a diverse group of participants, including local youth, parents raising children, and individuals seeking to relocate to the region.



My Aspirations

Creating an Environment Where Local People with Potential Can Thrive Through Private-Public Collaboration

The city of Unnan in Shimane Prefecture is my hometown, and I have been involved in local community development since my university days. Wanting to give back to the city I love, I led the initiative to utilize the Local Revitalization Entrepreneur Program for the first time as a member of SoldOut. Together with the city of Unnan, we began by building new business to address a critical local challenge: creating an environment where young people, including those raising children, can work in ways that suit their lives and ambitions.



Hironori Umezawa
Director
Matsue Sales Office
SoldOut