

## Group Sustainability Initiatives

### Shellmet (TBWA\HAKUHODO)

#### Scallop Shells Go from a Social Issue to an Important Resource Supporting the Community

The Shellmet (HOTAMET in Japan) is a helmet developed in collaboration with Koushi Chemical Industry Co., Ltd., and the Hokkaido village of Sarufutsu.

While Sarufutsu has been crowned multiple times as Japan’s top producer of scallops, the region of Soya where the village is located faces significant social challenges. The region generates approximately 40,000 tons of scallop shells as waste each year, leading to concerns about environmental impact and the availability of disposal sites.

To address the problem of surplus scallop shells, Koushi Chemical Industry and TBWA\HAKUHODO focused on the fact that the main ingredient of scallop shells is calcium carbonate, then worked to develop a way to reuse these shells as other materials. They developed an eco-friendly plastic called Shellstic (Karastic in Japan) made from discarded scallop shells and refuse plastic.

In addition to emitting less CO<sub>2</sub> for production than new plastics or limestone-derived eco-plastics, the material is also stronger because it mimics the structure of scallop shells.

The product won a total of three awards at Cannes Lions International Festival of Creativity 2023 for its low environmental impact and sustainability from material development to design.

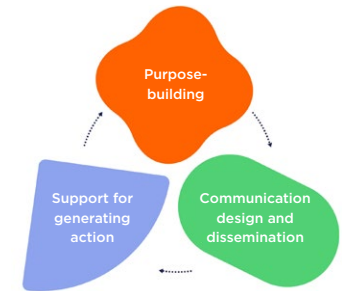
Details ▶ [WEB Shellmet](#)



### SUSTAINABLE ENGINE (HAKUHODO PRODUCT'S)

#### Specialized Project Team Accelerates Corporate Sustainability Action

HAKUHODO PRODUCT'S INC. has launched a special project team named SUSTAINABLE ENGINE, which harnesses the integrated production company’s strengths to address companies’ communication challenges in the sustainability field. The team consists of experts who have specialization and implementation strengths in advertising and promotion domains, and those with specialized knowledge and experience in the sustainability domain. SUSTAINABLE ENGINE offers services in three key processes—purpose-building, communication design and dissemination, and support for generating action—and tailors its approach to the specific needs of each client. This team is able to provide integrated solutions by leveraging the specialized capabilities in each business domain, while incorporating the team’s collective insights.



We also support the realization of a circular economy, based on manufacturing, which includes ensuring traceability, production in clean-energy factories, eco-friendly transportation, and upcycling, in order to achieve a decarbonized society and demonstrate consideration for the environment and human rights within the supply chain.

Details ▶ [WEB SUSTAINABLE ENGINE \(Japanese only\)](#)

