

August 26, 2024

**Dentsu Japan Launches “SUSTAINABILITY TO IMPACT,”
a Sustainability Promotion Support Program,
to Help Shape People’s Attitudes and Behaviors**
— Helping client companies increase their corporate value
by achieving their sustainability goals —

Dentsu Japan (Brand: “dentsu Japan”; Head Office: Tokyo; Representative: CEO Takeshi Sano), which handles dentsu Group’s business in Japan, announced its launch of “SUSTAINABILITY TO IMPACT,” a new Sustainability Promotion Support Program that weaves together integrated solutions that help shape people’s attitudes and behaviors toward sustainability. Through this program, dentsu Japan aims to support client companies in increasing their corporate value by achieving sustainability goals.

Recent consumer surveys have shown that more than 90% of respondents are aware of the Sustainable Development Goals (SDGs)*¹ and more than 60% consider sustainability when purchasing products and services*². These figures amply demonstrate that sustainability is a major concern for consumers and is one of the decision-making criteria for their daily behaviors such as their purchasing behavior and investment choices.

Driven in part by this heightened level of public concern, climate-related lawsuits filed against companies are increasing globally. In 2021, a Dutch court ruled that climate change is a human rights issue, underscoring that it is of ever-increasing necessity for companies and other organizations to strengthen sustainability-related activities.

At the same time, due to different priorities and perspectives, such as short-term vs. medium- to long-term profits and contrasting viewpoints between management and employees, many companies are facing difficulties in linking sustainability initiatives to business growth and incentivizing employees to take ownership of sustainability practices, thus struggling to implement medium- to long-term plans.

With approximately 150 group companies within Japan, dentsu Japan has long provided a rich variety of sustainability-focused solutions that reflect the characteristics and specialties of its group companies. In addition, dentsu Japan has maintained a consistent focus on “moving people’s hearts,” possessing the experience and knowledge necessary to realize co-creation across multiple companies and organizations in pursuit of common goals.

Devised as a proprietary framework that leverages these strengths, “SUSTAINABILITY TO IMPACT” provides systematically organized sustainability-related solutions tailored to the needs of each client company, with various ideas and measures designed to motivate and engage employees.

With this framework, dentsu Japan will aim to help shape people's attitudes and behaviors, including those of employees, investors, and consumers, by working closely with client companies to "generate ideas for the future to solve challenges facing society" as outlined in the dentsu Group 2030 Sustainability Strategy^{*3}, contributing to the discovery of future possibilities for both the company and society at large.

< Overview of "SUSTAINABILITY TO IMPACT" >

■ "Inspiring People" model: Transforming sustainability from something that "we have to do" to something that "we want to do"

When translating solutions into concrete actions, the following three processes will be offered to client companies. By bringing people on board and creating a positive self-reinforcing cycle, dentsu Japan supports to increase their corporate value.

1. CHECK & PLAN: Examine the overall supply chain and formulate strategies and measures that leverage the client company's distinctive strengths and features.
2. ACT & CHANGE: Work closely with the client company to implement measures and business ideas that match their business situation and realize transformation.
3. REPORTING & DISCLOSURE: Disclose activities to stakeholders and the wider world in an appropriate and timely manner.



"Inspiring People" model

■ Sustainability Promotion Support Program: A rich diversity of solutions responding to a variety of client company's challenges

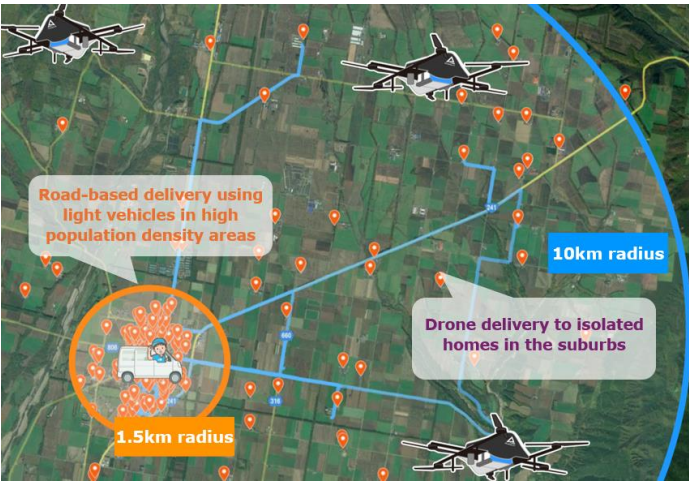
With parameters of "Sustainability management," "Human rights," "People," "Planet," and "Innovation" on the vertical axis and the status of the client company on the horizontal axis, the program provides a rich diversity of solutions ranging from advice on general sustainability management to support for specific themes that directly correspond to the status of the client company's sustainability activities and the specific challenges they face.

SUSTAINABILITY TO IMPACT		CHECK & PLAN	ACT & CHANGE	REPORTING & DISCLOSURE
Sustainability Management		<ul style="list-style-type: none">Market surveys / analysis & organization of business portfolioIdentification of materialityFormulation of value creation storyGuidance for sustainability management & operation of meetingsFormulation of purpose and long-term visionFormulation of medium-term management planAgenda finder (media monitoring & analysis)	<ul style="list-style-type: none">Design and measurement of impact pathwaysSetting of sustainability and ESG-related KPIsFormulation of action plans, including flagship activitiesSupport for acquiring certificationFormulation of consolidated financial & non-financial management foundationsPromotions to raise internal awareness of purpose & business transformation	<ul style="list-style-type: none">Support for integrated reportingResponse to TCFD / TNFD / CSRDSupport for integrated corporate value creationIntroduction of a non-financial cross-value modelResponse to external assessmentsFormulation of top management messages / provision of media trainingCreation of a sustainability information dashboard
Human Rights		<ul style="list-style-type: none">Support for human rights due diligenceFormulation of human rights policy	<ul style="list-style-type: none">Support for internal communication (including training)Support for overall supply chain management & data metricsConsultation on usage of expressions (human rights infringement risk check)	<ul style="list-style-type: none">Support for integrated reportingDisclosure of human rights due diligence information
PEOPLE	DEI	<ul style="list-style-type: none">LGBTQ+ surveys / gender-related challenges chartProvision of Integrated Statements / purpose designSupport for inclusive designResponse for accessibility	<ul style="list-style-type: none">Provision of DEI training & workshopsProvision of event guidelines from a DEI perspectiveProvision of employment/work style solutions for persons with disabilitiesProvision of training & workshops for managers and employees	<ul style="list-style-type: none">Formulation of top management communication strategy & executionReporting on human capitalBranding to attract talentFormulation of a human capital platform
	Human Capital	<ul style="list-style-type: none">Branding model for corporate appealEmployee engagement survey / analysisFormulation of human capital management strategyDevelopment of employee career / management of data analysis	<ul style="list-style-type: none">Creation of a consolidated personnel databaseCreation of a consolidated training & learning databaseImplementation of human capital-related measuresLaunch & guidance for efforts to embed into operations	
PLANET	Decarbonization	<ul style="list-style-type: none">Sustainable lifestyle surveyConsumer survey on carbon neutralityVisualization of GHG emissions & creation of decarbonization strategies	<ul style="list-style-type: none">Support for GHG emission reduction activitiesResponse for SBTiSupport for GHG emission reduction measures in marketing-related areasSupport to transform consumer behavior aiming for decarbonization	<ul style="list-style-type: none">Disclosure of ESG information (TCFD, TNFD, CDP, etc.)Branding support from environmental & sustainability perspectives
	Biodiversity	<ul style="list-style-type: none">Development of studio infrastructure: facility design / power supplyConsultation for sustainable productsMeasurement and visualization of biodiversity-related actions	<ul style="list-style-type: none">Introduction of GHG emissions volume management toolTransformation of businesses towards nature positivity	<ul style="list-style-type: none">Countermeasures for greenwashing / risk checksVisualization of GHG emissions in marketing-related areas
	Circular Economy	<ul style="list-style-type: none">Sustainable customer surveyConsultation for circular business	<ul style="list-style-type: none">Implementation of environmental credentials of promotional materials (Scope 3 reduction)Creation and utilization of circular platforms	<ul style="list-style-type: none">Setting of a nature positive toneMessaging to promote change in awareness and behavior towards the realization of a circular society
INNOVATION	Open Innovation	<ul style="list-style-type: none">Formulation of business concepts for local co-creation platformsFormulation of new business concepts using both right- and left-brain powerSupport for value co-creation programs for financial and non-financial frameworks	<ul style="list-style-type: none">Design & realization of business services for co-creationSupport for public affairsIntroduction of innovation in inter-industry alliancesMetaverse production (GHG emission reduction in image production)Implementation of events / continuation of SDG-related exhibits	<ul style="list-style-type: none">Reporting on various media trendsSupport for PR towards various media
	Business Development	<ul style="list-style-type: none">Support for co-creation projects among multiple companies utilizing Personal Health Record (PHR) and other dataAssessment of organizational maturity for innovation	<ul style="list-style-type: none">Guide and support for launch of new co-creation businessesImplementation of solutions utilizing drones and other technologies to resolve challenges that local communities face	<ul style="list-style-type: none">Coordination of appearances, including at international sustainability events

Overview of “SUSTAINABILITY TO IMPACT”

Case study 1: Resolving challenges that local community face by transforming logistics

Due to factors such as labor shortages and changes to legal working hours for drivers, Japan faces an uphill challenge in maintaining its existing logistics network. Moreover, for areas where aging and depopulation are progressing, providing adequate support to vulnerable populations who have difficulty in shopping for themselves, require medical care, or affected in disaster situations is challenging. Dentsu Japan is working together with multiple companies and organizations, including local governments, to build a platform to solve such challenges. The platform enables the local community to consolidate and streamline its distribution and optimizes the flow of goods, including air transport using drones, and increases the sustainability of local communities while contributing to reduce labor requirements and boost decarbonization of logistics. Furthermore, in addition to supporting food delivery and shopping services^{*4}, dentsu Japan is working on an initiative to deliver disaster relief supplies using drones^{*5}.



Streamlining deliveries through the best mix of land and air transportation

Case study 2: Visualizing and reconfiguring corporate value that cannot be perceived through numbers alone, in a way that matches the current society

With non-financial indicators becoming ever more important, many companies are struggling to assess and evaluate such non-financial information and disclose it to stakeholders in easy-to-understand formats as part of a single, coherent story that integrates perspectives such as purpose, strategy, SDGs and ESG. Focused around the client company's purpose, dentsu Japan provides "Integrated Statements"^{*6} that help the client company to increase their corporate value, by setting non-financial indicators and related KPIs linked to the client company's specific circumstances and supporting the implementation of a PDCA cycle, from analysis of the impacts of various activities on the indicators, strategy formulation and implementation, to the disclosure of the resulting information for various stakeholders in easy-to-understand formats.

■ Dentsu Japan companies involved in SUSTAINABILITY TO IMPACT^{*7}

- DENTSU CORPORATE ONE INC.: <https://www.dc1.dentsu.co.jp/jp/> (Japanese only)
- Dentsu Inc.: <https://www.dentsu.co.jp/en/>
- Dentsu East Japan Inc.: <https://ssl.dentsu-east.co.jp/> (Japanese only)
- Dentsu West Japan Inc.: <https://www.dentsu-west-j.co.jp/> (Japanese only)
- Dentsu Kyushu Inc.: <https://www.dentsu-kyu.co.jp/> (Japanese only)
- Dentsu Hokkaido Inc.: <https://www.dentsu-hokkaido.jp/> (Japanese only)
- Dentsu Ad-Gear Inc.: <http://www.dentsu-adgear.co.jp/> (Japanese only)
- Dentsu Digital Inc.: <https://www.dentsudigital.co.jp/en>
- Dentsu Live Inc.: <https://www.dentsulive.co.jp/en/>
- DENTSU PROMOTION PLUS INC.: <https://www.dentsu-pmp.co.jp/> (Japanese only)
- PR Consulting Dentsu Inc.: <https://www.dentsuprc.com/>
- Dentsu Creative X Inc.: <https://www.dentsu-crx.co.jp/> (Japanese only)
- Dentsu Creative Cube Inc.: <https://www.cube-dentsu.co.jp/en/>
- Dentsu Consulting Inc.: <https://www.dentsuconsulting.com/> (Japanese only)
- Ignition Point Inc.: <https://www.ignitionpoint-inc.com/> (Japanese only)
- DENTSU SOKEN INC.: <https://www.dentsusoken.com/english>
- DENTSU PROMOTION EXE INC.: <https://www.dentsu-pme.co.jp/> (Japanese only)

Based on the "2030 Sustainability Strategy," the dentsu Group, including dentsu Japan, is promoting the sustainable development of dentsu Group and the society by generating ideas for the future to solve challenges facing society. Working together and engaging in co-creation with various stakeholders, including companies, government organizations and civil society, dentsu Japan will continue to contribute to solving social challenges into the future.

- *1: From the sixth "Consumer Survey on Sustainable Development Goals" conducted by Dentsu Inc. in 2023.
Please see the link below for further details.
<https://www.dentsu.co.jp/en/news/release/2023/0512-010609.html>
- *2: From the 13th "Consumer Survey on Carbon Neutrality" conducted in 2024 by Dentsu Inc. Please see the link below for further details. (Japanese only)
<https://www.dentsu.co.jp/news/release/2024/0329-010710.html>
- *3: Please see the link below for further details about the "2030 Sustainability Strategy."
<https://www.japan.dentsu.com/en/esg/>
- *4: Please see the link below for further details about food delivery services and shopping services using drones. (Japanese only)
<https://www.dentsu-hokkaido.jp/uploads/2024/07/news240726.pdf>
- *5: An initiative to deliver disaster relief supplies by drones is currently in the demonstration phase. Please see the link below for further details. (Japanese only)
<https://www.dentsu-hokkaido.jp/uploads/2024/03/news240315.pdf>
<https://www.dentsu-hokkaido.jp/uploads/2023/03/news230303fix.pdf>
- *6: Please see the link below for further details about "Integrated Statements." (Japanese only)
https://www.dentsu.co.jp/labo/togo_syohyo/index.html
- *7: As of August 2024. Dentsu Japan group companies involved in "SUSTAINABILITY TO IMPACT" is planned to be expanded.

About dentsu Japan

One of four global regions, dentsu Japan represents the Japanese business brand and oversees and supports business within Japan including Dentsu Inc., the world's largest single brand agency. The approximately 23,000 professionals supporting the brand, integrate solutions that maximize value provision including AX (sophisticated advertising communications), BX (overall business transformation), CX (customer experience transformation), and DX (marketing infrastructure transformation). As an Integrated Growth Partner, dentsu Japan will contribute to the growth of client companies and the sustainable development of society.

#####

Contacts:

Business Inquiries:

Sustainability Consulting Office, Dentsu Inc.

Email: sus.consult@dentsu.co.jp

Media Inquiries:

Corporate Communications Office, dentsu Japan

Email: japan-cc@dentsu-group.com