



## **Hakuhodo Begins Carbon Offsetting Service for Events First in the Japanese Ad Industry to offer Carbon Credits**

Tokyo—April 23, 2008—Hakuhodo has become the first Japanese advertising agency to acquire Certified Emissions Reductions (“carbon credits”) under the United Nations Clean Development Mechanism (CDM). The carbon credits will be utilized in a new service available from mid-May that will enable clients to offset the carbon produced at events they commission Hakuhodo to organize.

The new carbon offsetting service that will be offered to clients that commission production and operation of events to Hakuhodo incorporates advice on reducing CO<sub>2</sub> emissions as well as the use of carbon credits for the emissions that are not able to be reduced.

The service will enable clients to buy carbon credits without the need to purchase them themselves in small amounts for each event. The use of carbon offsetting in events commissioned to Hakuhodo will not be compulsory; decisions will lie solely with the clients concerned.

Hakuhodo will gratuitously transfer carbon credits it owns to the Japanese government on behalf of clients that use the service, helping Japan to meet its greenhouse gas emissions targets mandated under the Kyoto Protocol.

### **Hakuhodo's acquisition of CERs**

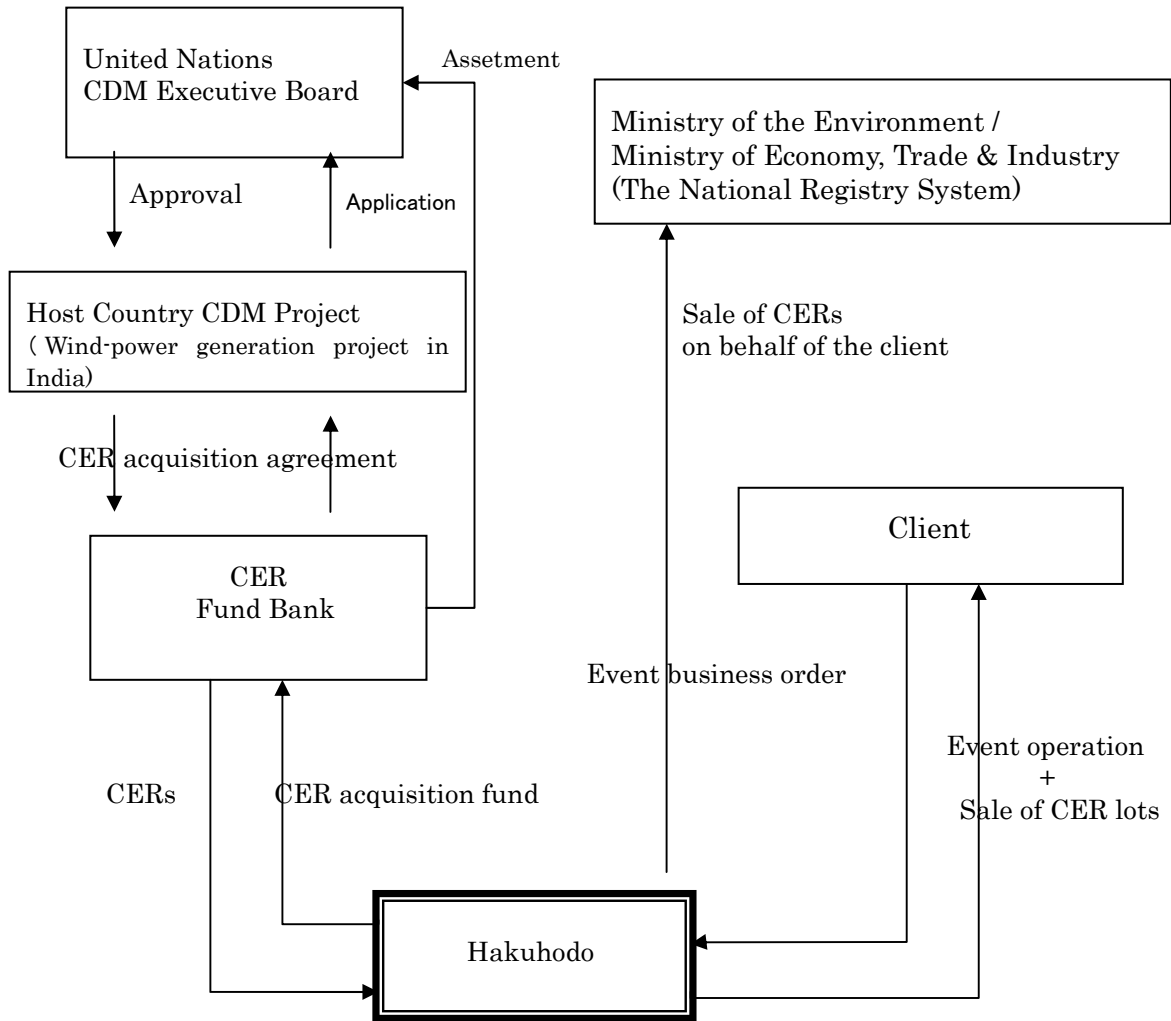
- CERs acquired: 1,000 metric tonnes
- CDM project: Wind-power generation project in India
- Date of acquisition: May 2008
- Start of carbon offsetting service for clients: Mid-May 2008

### **United Nations Clean Development Mechanism projects**

CDM projects are greenhouse gas reduction projects in developing countries approved by the CDM Executive Board under the Clean Development Mechanism. Industrialized countries that invest in such projects are able to utilize the resulting Certified Emission Reductions (“carbon

credits”) toward meeting their emission reduction commitments. Once acquired, carbon credits can be managed in Ministry of the Environment/Ministry of Economy, Trade & Industry-administered accounts at the National Emissions Trading Register.

**Flow of carbon trading**



Media contacts:

Corporate Public Relations Division

Chie Nishio: [CHIE.NISHIO@hakuodo.co.jp](mailto:CHIE.NISHIO@hakuodo.co.jp)

Yukiko Ono: [YUKIKO.OONO@hakuodo.co.jp](mailto:YUKIKO.OONO@hakuodo.co.jp)

Tel: +81-(0)3-6441-6161 Fax: +81-(0)3-6441-6166