

NEWS RELEASE**FOR IMMEDIATE RELEASE****August 28, 2008**

Dentsu Creates “DENTSU Green Event Guide” For Environmentally-Friendly Event Production

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that as part of the Dentsu Group’s company-wide efforts to strengthen approaches to environmental issues and as the second step taken by the committee for the deliberation of environment-related strategies, it has created the “DENTSU Green Event Guide,” which lists points for enhanced environmental management in event production.

Environmentally conscious management has recently become a key component in event production. Dentsu and the Dentsu Group have already set forth “Event and Exhibition Eco Guidelines” in accordance with ISO 14001; however, citing the necessity of an environmental management guide that places even more emphasis on environmental awareness, the company created the “DENTSU Green Event Guide,” a total environmental management guide for different types of events that lists specific environment points ranging from planning to production and operation to verification of the event’s environmental load after completion. In addition to presenting ways to approach environmental events (green events), the guidebook includes various points within event production as well as ways to use carbon offset as one means of reducing environmental load – all of which focus on present-day demands and emphasizing events themselves as the realization of a low-carbon society and the goal of a sustainable society. Moving forward, the Dentsu Group will use the guide to actively propose environmental events (green events) to client companies.

“DENTSU Green Event Guide” Features



Guidelines for Environmentally Focused Green Events Presented from Three Perspectives

(1) Concrete steps for environmental event production focusing on CO₂ emission reduction as part of the shift to a low-carbon society, currently one of the most focused-on environmental issues.

(2) An action program to start dealing with easily -addressable environmental issues, rather than trying to tackle everything at once.

(3) The “PDCA” (“Plan,” “Do,” “Check,” “Act”) procedures and environmental points involved in the event process, from planning through production.

Utilizing Dentsu’s knowhow in the production of green events at large-scale sporting events and international conventions, this practical event management guide presents every phase, from planning to production and operation to post-event evaluation, from an environmental perspective and includes a range of concrete points in environmental event production. Using the guide will facilitate a multifaceted environmental approach right from the planning stage. The guide also includes multiple “Mini-Columns” offering understandable explanations of approaches to green events.

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