

**NEWS RELEASE****FOR IMMEDIATE RELEASE****November 10, 2008**

## **Dentsu First in Advertising Industry to Receive “Eco-First Company” Certification**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) announced today that, in recognition of its approach to the environment based on the policies of its internal committee for the deliberation of environment-related strategies, it has been the first company in the advertising industry to receive “Eco-First Company” certification as part of the “Eco-First Program”<sup>\*</sup> established by the Ministry of the Environment. Tomorrow, Dentsu President Tatsuyoshi Takashima will attend an accreditation ceremony at the Ministry of the Environment where he will pledge Dentsu’s “Eco-First Commitment” to the Minister of the Environment Tetsuo Saito.

Taking into account its social responsibility as a company promoting communication activities led by its advertising services, to further strengthen group-wide steps to address environmental issues, on July 1 Dentsu established an internal committee for the deliberation of environment-related strategies chaired by President Takashima. Led by this committee, Dentsu has taken steps to reduce its environmental footprint and to address a range of environmental issues within the communications field. These efforts have now been recognized by Dentsu’s certification as an “Eco-First Company.”

Dentsu has pledged its commitment to this approach through the “Eco-First Commitment,” and moving forward plans to regularly verify and report on its progress to both the public and the Ministry of the Environment.

### **Outline of Dentsu’s “Eco-First Commitment”**

1. Take active steps to curb global warming
2. Actively engage in social communications on environmental issues
3. Take active steps to help build a sustainable society

(Please see the attached “Eco-First Commitment” for more details)

\* **“Eco-First Program”**

A system in which industry-leading companies further advance their environmental protection activities by pledging to the Minister of the Environment their commitment to the achievement of the goals of the Kyoto Protocol including their approach to global warming, as well as their own company’s approach to environmental protection. Companies that make the pledge to the Minister of the Environment are permitted to use the “Eco-First Mark” on condition they comply with the conditions of certification.

Please see the Ministry of the Environment homepage concerning the Eco-First Program (Japanese only).

<http://www.env.go.jp/guide/info/eco-first/index.html>



“Eco-First Mark”

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## Eco-First Commitment

- Steps Toward Global Environmental Protection as an Environmentally Progressive Company –

Minister of the Environment Tetsuo Saito:

Dentsu Inc., taking into account our social responsibility as a company promoting communication activities led by our advertising services, together with thorough legal compliance, will carry out the steps below to contribute to society through the reduction of our environmental footprint.

### **1. We will take active steps to curb global warming.**

- By investing in energy-saving equipment, implementing ongoing measures to improve efficiency, adopting clean forms of energy, and so forth, we will by FY 2009 achieve a 13% reduction in office CO<sub>2</sub> emissions compared to FY 2004.
- We will radically reduce the environmental footprint of the Dentsu Advertising Awards, the Dentsu New Year Party, and all other events we conduct, turning them into zero-carbon-emission events.
- We will actively support employees who intend to take the Certification Test for Environmental Specialists (Eco Test) and become qualified environmental specialists.
- We will work with the Caretta Shopping Center (Dentsu Head Office building in Tokyo) to create a more environmentally friendly retail complex by upgrading energy-efficient equipment, recycling waste, and organizing events with zero carbon emissions.

### **2. We will actively engage in social communications on environmental issues.**

- In the field of event planning and implementation, we will, making full use of the Dentsu Green Event Guide, promote the spread of “green” (i.e., eco-friendly) events in society at large, as well as strive to foster an awareness of environmental issues among all concerned and reduce the environmental footprint of each event.
- We will obtain CO<sub>2</sub> emissions rights under the international emissions trading system and implement carbon offset programs in a broad array of communications fields — the media, events, etc.
- We will recognize environmental excellence through the Dentsu Advertising Awards, thereby supporting other companies in their own environmental efforts.
- We will support the IAA-Dentsu Global Students Poster Competition organized by the International Advertising Association (IAA) in cooperation with the United Nations. By calling on students across the globe to create their own posters on the subject of climate change, we will thus raise awareness of environmental issues among the younger generation.

### **3. We will take active steps to help build a sustainable society.**

- We will boost the waste recycling rate from 80.5% in FY 2007 to above 90% by FY 2012. Specifically, discarded videotapes in VHS, D2, HD, and other formats (44 tons annually) will be recycled into new products, with a system being adopted for disassembling them. Furthermore, rules on the sorting of garbage in the office will be tightened, and an active effort made to expand the range of items recycled to include, among other things, raw garbage as well.
- Through the use of cloth eco-bags, we will by FY 2012 achieve an 80% (5.2 ton) reduction in use of paper bags bearing the company name from 78,000 in the current fiscal year. We will also implement a project for recycling scrap from outdoor billboards into eco-bags.

Dentsu Inc. will regularly verify and report on the progress of the above steps to both the public and the Ministry of the Environment.

Tatsuyoshi Takashima  
President & COO  
Dentsu Inc.