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For immediate release

 Mitsui Fudosan Residential Co., Ltd.  
 TEPCO Energy Partner, Incorporated  
 FAMILYNET JAPAN CORPORATION

## **First in Housing Industry\*<sup>1</sup>** **to Support Customers' Decarbonization Activities** **Launching Kurashi-No-Sasukatsu, a Fun,** **Sustainable Way to Put Decarbonization into Practice**

**Round 1: Joining Forces with TOKYO UNITE and**  
**the Power of Sports to Reduce CO<sub>2</sub> by About 1,000 tons during the Winter Electricity-Saving Period**

Tokyo, Japan, November 15, 2022 – Mitsui Fudosan Residential Co., Ltd., a leading housing company headquartered in Tokyo, in cooperation with TEPCO Energy Partner, Incorporated and FAMILYNET JAPAN CORPORATION, announced today that it will launch on December 1, 2022 a program for practicing sustainable decarbonation activities while having fun and enriching everyday life called “Kurashi-No-Sasukatsu.”

Kurashi-No-Sasukatsu will entail creating a list of decarbonization activities to practice in homes and lifestyles, and making visible the CO<sub>2</sub> emissions and reductions of individual residences at Mitsui Fudosan Residential properties. By enlisting participation in decarbonation activities utilizing those tools, and offering participants a chance to win wonderful experiences and products via a lottery, Kurashi-No-Sasukatsu aims for a sustainable society. In collaboration with partner companies and organizations that have endorsed this program, we will prepare a diverse lineup of experience offerings, products, and more.

During the current fiscal year, we will hold “Kurashi-No-Sasukatsu: Winter 2022” on which we have tied up with TOKYO UNITE (14 sports teams/organizations based in Tokyo are participants) as the first round of Kurashi-No-Sasukatsu. Over the two months from December 1, 2022 to January 31, 2023 when electricity supply and demand conditions are expected to be challenging, we will distribute a Kurashi-No-Sasukatsu List summarizing decarbonization activities that can be done at home, and offer prizes provided by TOKYO UNITE participating teams and organizations to winners of a raffle entered by people who practice decarbonization activities on the list during that period.

At its properties\*<sup>2</sup> in the Tokyo area starting to be designed from the current fiscal year, Mitsui Fudosan Residential will employ digital transformation (DX) to automatically tally and make visible the CO<sub>2</sub> emissions and reductions at each residential unit, and promote the building of a framework where residents can receive a variety of perks according to their quantitative CO<sub>2</sub> reductions. In addition, we will strive to further develop Kurashi-No-Sasukatsu by expanding supporting partners providing perks.

Through such activities, Mitsui Fudosan Residential will help realize a carbon neutral society looking to a future of fulfilling homes and lifestyles.

### Key Points of Kurashi-No-Sasukatsu

1. **Support customers' decarbonization activities by creating a list of decarbonization actions, making visible CO<sub>2</sub> emissions and reductions, etc.**
2. **Implement decarbonization activities in a fun and sustainable way by providing attractive experiences and products. Aim to realize a sustainable society through this program.**
3. **As the first round of initiatives, provide special experiences and products in collaboration with TOKYO UNITE via a raffle. Aim for CO<sub>2</sub> reductions of about 1,000 tons during the winter power saving period.**



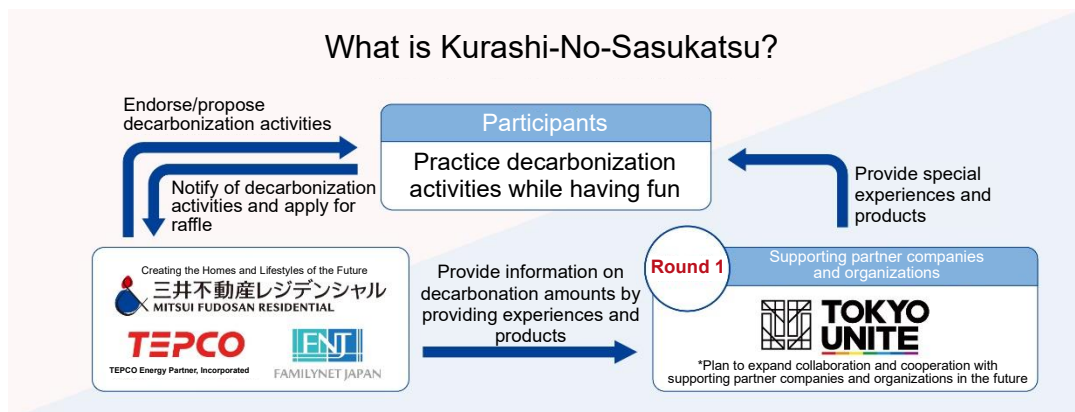
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## ■ About Kurashi-No-Sasukatsu

Of the Mitsui Fudosan Group’s greenhouse gas emissions, 88% are emissions outside the organization (Scope 3). A high percentage of those external emissions are CO<sub>2</sub> emissions generated when people move into condos and rental properties and so forth, and measures to help reduce CO<sub>2</sub> emissions after moving in are also important. On the other hand, not knowing exactly what to do to help and a lack of motivation to participate in decarbonization activities are issues from the consumer’s point of view.

This situation has spurred Mitsui Fudosan Residential to launch Kurashi-No-Sasukatsu in cooperation with TEPCO Energy Partner and FAMILYNET JAPAN to provide fulfilling homes and lifestyles of the future that utilize decarbonization activities.

Along with organizing decarbonization activities to do in homes and lifestyles in a manner that is easy to understand, and recommending decarbonization activities to a wide range of people, Mitsui Fudosan Residential will support customers’ decarbonization activities by introducing at its properties in the Tokyo area\*2 a framework where data on the amounts of electricity and gas used by each residence is used to make CO<sub>2</sub> emissions and reductions visible on devices like smartphones and PCs, and perks are provided according to reductions. In addition, Mitsui Fudosan Residential will recruit partner companies and organizations that endorse the purpose of this project to provide Kurashi-No-Sasukatsu participants with special experiences and products as perks to encourage people to embrace decarbonization activities as their own and to make them an enjoyable cycle that is sustainable. Furthermore, we aim for a framework that also helps partner companies and organizations realize decarbonization activities through participation in the program, including by providing partner companies and organizations with information on decarbonization amounts calculated from the number of applications to the raffle for each company and organization’s experiences and products.



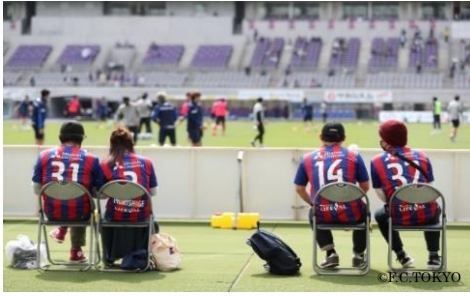
< Conceptual diagram of Kurashi-No-Sasukatsu >

## ■ Round 1: “Kurashi-No-Sasukatsu Winter 2022”: Tie-up with TOKYO UNITE to Offer Special Experiences and Products via a Raffle.

We will kick off the program this winter when electricity supply and demand conditions are expected to be tough with “Kurashi-No-Sasukatsu Winter 2022.” This first round will cover the two months from December 1, 2022 to January 31, 2023, and we plan to recruit a wide range of participants so that many people can experience Kurashi-No-Sasukatsu.

- We will create a Kurashi-No-Sasukatsu List summing up decarbonization activities that can be done at home. We will distribute it to Mitsui-No-Sumai Loop members, and at events such as those of sports teams participating in TOKYO UNITE. Also, sumo coach (oyakata) Hidenoyama, who formerly reached the Ozumo (professional sumo) rank of Ozeki under the ring name Kotoshogiku, has been appointed as TOKYO UNITE’s “Sasutena Oyakata” (sustainability coach), and will convey information about the program through TOKYO UNITE’s website and the like.
- During the campaign period, the FC TOKYO, the Yomiuri Giants, the Nihon Sumo Kyokai, and other teams and organizations participating in TOKYO UNITE will provide prizes to winners of a raffle from among people who enter it by providing notification of their decarbonization activities by uploading to the raffle website at least

three photos showing their participation in sustainability activities on the Kurashi-No-Sasukatsu List.



< Examples of prizes >

- Invitation to “Kurashi-No-Sasukatsu Day” (tentative name) scheduled to be held for the first time around spring in the 2023 season at a home game of FC TOKYO.  
Kurashi-No-Sasukatsu seats (pitch-side seats), can watch pre-game pitch practice, etc.
  - Invitation to the first “Kurashi-No-Sasukatsu Kansen Tour,” which will include perks like watching a Yomiuri Giants game from the “excite seats” (in foul ball territory), experience-oriented events, and more.
  - Provision of a Kurashi-No-Sasukatsu set entailing an assortment of sumo goods.
  - Invitation to sustainable tourism at Halekulani Okinawa and HOTEL THE MITSUI KYOTO.  
(participation in coral nurturing program and other activities, sustainable dining experience at restaurants, etc.)
- We aim to reduce CO<sub>2</sub> emissions by about 1,000 tons\*3 in total through this round of initiatives.

Going forward, Mitsui Fudosan Residential will aspire to build a framework encouraging even more customers to participate by expanding collaboration and cooperating with partner companies and organizations endorsing the purpose of this project.

< How to participate >

- Campaign period: December 1, 2022 to January 31, 2023
- Participation method: Please see the special website below. (scheduled to open on November 23, 2022)  
<https://www.31sumai.com/kurasus/>

\*1 Based on Mitsui Fudosan Residential’s research.

\*2 To be gradually introduced at condominiums in the Tokyo area starting to be designed from fiscal 2022.

\*3 In the case where the assumed number of participants practice decarbonization activities on the disseminated Kurashi-No-Sasukatsu List over the entire period of the campaign.

■ Mitsui Fudosan Group’s Contribution to SDGs

[https://www.mitsuifudosan.co.jp/english/corporate/esg\\_csr/](https://www.mitsuifudosan.co.jp/english/corporate/esg_csr/)

The Mitsui Fudosan Group aims for a society that enriches both people and the planet under the principles of coexist in harmony with society, link diverse values and achieve a sustainable society, and advances business with an awareness of the environment (E), society (S) and governance (G), thus promoting ESG management. By further accelerating its ESG management, the Group will realize Society 5.0, which the Japanese government has been advocating, and contribute significantly to achieving the SDGs. Additionally, the Group formulated the following Group guidelines related to “Realize a Decarbonized Society” and “Diversity & Inclusion Promotion” in November 2021. The Mitsui Fudosan Group will continue to work toward solving social issues through neighborhood creation.

References:

Group Action Plan to Realize a Decarbonized Society

<https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1124/>

Diversity & Inclusion Promotion Declaration and Initiative Policy

[https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129\\_02/](https://www.mitsuifudosan.co.jp/english/corporate/news/2021/1129_02/)

\* The initiatives covered in this press release are contributing to three of the UN's SDGs

Goal 7 Affordable and Clean Energy  
Goal 11 Sustainable Cities and Communities  
Goal 13 Climate Action

