

July 1, 2024

## **Dentsu Strengthens Partnership with the World Business Council for Sustainable Development (WBCSD)**

**Dentsu Hosts Business Sustainability Themed Workshop for Japanese Companies to Enhance Sustainable Development**

Dentsu Group Inc. (Tokyo: 4324; ISIN: JP3551520004; President & Global CEO: Hiroshi Igarashi; Head Office: Minato-ku, Tokyo; the Company and its Group companies are hereinafter collectively referred to as "dentsu") collaborated with the World Business Council for Sustainable Development<sup>\*1</sup> (WBCSD) on their inaugural business sustainability themed workshop for Japanese member companies on July 1. Dentsu joined WBCSD as a member<sup>\*2</sup> in 2021, joining more than 230 companies worldwide that are committed to a more sustainable and inclusive future.

The workshop was held at the dentsu Tokyo office and saw more than 30 Japanese member companies, joined along with the Japanese Ministry of the Environment and the Ministry of Economy, Trade and Industry. The participants discussed the themes of how to scale low-carbon solutions and accelerate decarbonization efforts. The first discussion was on "Avoided Emissions<sup>\*3</sup>," highlighting the value of the avoided emissions concepts in stimulating decarbonization efforts. The second discussion focused on "Global Circularity Protocol<sup>\*4</sup>" to discuss the challenges and potential solutions of implementing circular economy business models.

In the opening remarks, Yuko Kitakaze, Global Chief Sustainability Officer, dentsu, commented, "As dentsu, we believe that we are not spectators in this transition. Our vision is to be at the forefront of people-centered transformations that shape society towards a vibrant society where people enjoy a fulfilling life. We will achieve this by offering innovative solutions to meet the future needs of our clients in an ever-changing business environment. This has been a fundamental part of our corporate DNA throughout our 123-year history, and it continues to this day in our current B2B2S management policy – resolving social issues together with clients and achieving sustainable growth for all."

"The event with WBCSD was important for providing an invaluable space for peer learning and collaboration on what is required to incentivize innovation to drive the demand for a low carbon economy and exploring future opportunities together," she said.

Dentsu will continue to actively engage in the activities of the WBCSD and collaborate with its

members with its overall communications expertise and unique network in the media and advertising. Through these activities, dentsu will contribute to the realization of a sustainable future as a B2B2S (Business to Business to Society) company that creates both economic and social value by promoting 2030 Sustainability Strategy<sup>\*5</sup> aimed at generating ideas for the future to solve challenges facing society.

Joe Phelan, Executive Director, APAC, WBCSD, stated, "It is commendable to see companies like dentsu taking proactive steps toward sustainability. At WBCSD, our mission is to unite business leaders to drive collaborative action, unlock new market opportunities, and prepare for future disruptions. Our impactful collaboration with dentsu exemplifies this commitment."



Yuko Kitakaze, Global Chief Sustainability Office (center right)

Takashi Kagami, Executive Director, Group Sustainability Office (center left)

Members from WBCSD

\*1 World Business Council for Sustainable Development (WBCSD), headquartered in Geneva, is a CEO-led membership of more than 230 leading companies toward a sustainable and inclusive society. Please visit the WBCSD website for details.

URL: <https://www.wbcsd.org/>

\*2 Please refer to the news release regarding dentsu's participation in the WBCSD in 2021.

URL: [dentsu joins the WBCSD | dentsu](#)

\*3 Avoided Emissions refers to the amount of emissions savings that occur outside of a company's value chain that could offer an additional means to accelerate decarbonization through the development of products and services in line with a 1.5C pathway. WBCSD and its member companies have released Guidance on Avoided Emissions to ensure these claims are credible.

<https://www.wbcsd.org/resources/guidance-on-avoided-emissions-helping-business-drive-innovations-and-scale-solutions-towards-net-zero/>

\*4 The Global Circularity Protocol for Business (GCP) is a voluntary framework that aims to address key accountability and policy gaps currently impeding the scaling of circularity globally.

Please refer to the WBCSD website for details.

URL: <https://www.wbcsd.org/Pathways/Products-and-Materials/Global-Circularity-Protocol>

\*5 Please visit the 2030 Sustainability Strategy page on the Group website for details.

URL: <https://www.group.dentsu.com/en/philosophy/sustainability-strategy-2030.html>

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