

For Immediate Release

《 The Okura Tokyo 》
Initiatives on the 60th Anniversary
2022 is the First Year of our SDGs Action Campaign
First Step : CO₂ Zero Events

TOKYO, JAPAN, December 16, 2021 - Hotel Okura Tokyo Co., Ltd. has announced that The Okura Tokyo will celebrate the 60th anniversary of Hotel Okura Tokyo opening in 2022, and we will enhance our various activities and initiatives by making 2022 the “First Year of SDGs Action Campaign.” As our first step, we will hold a New Year's Event from December 31, 2021 to January 3, 2022 as an environmentally conscious net-zero carbon dioxide emissions event.

Measures 1 : Using Clean Energy

Nine venues within the building (area : 8402m² total / operating hours : 60.5 hours) will be powered by renewable energy (clean energy) using <CO₂ Zero MICE>. As a concrete measure against climate change, we support the initiatives for SDGs aiming at the realization of a carbon-neutral and decarbonized society by 2050.



Measures 2 : Going Paperless

In regard to the point tickets used in these venues, we will stop using conventional paper tickets and change these to prepaid cards using QR codes. In addition to reducing the use of printed paper, we will reduce human contact for payments and strengthen our crisis management with regard to COVID-19.

* Photo is from past events.

CO₂ Zero MICE

This is a service provided by JTB Communication Design, Inc. which uses renewable energy for electricity used at venues and to reduce CO₂ to substantially zero. This is done by calculating the amount of electricity used at the venue as an environmental value of renewable energy (carbon credits) and purchasing carbon credits equal to the amount of electricity used at the venue.

The Okura Tokyo signed a contract to use this service in July of this year, and we are proactively recommending the use of our venues as a concrete action toward realizing a decarbonized society.



The First Year of SDGs Action Campaign

Since our opening in 1962, we have been working toward conveying Japan's charms as it shines out in a new era, while at the same time "communicating Japan's beauty and mind to the world."

Our aim is to become a hotel with the functionality that is fit for the international city of Tokyo, and we have a vision that connects our hotel business directly to the actions we are driving forward for the realization of a sustainable society as advocated by the United Nations (SDGs).

◆ Three Enhancement Areas

In 2022, which marks the 60th anniversary of Hotel Okura Tokyo opening, we will enhance our ongoing activities and initiatives. With the 17 sustainable development goals in mind, we will position the following three areas as ones that need to be enhanced, and expand upon them: (1) environmental protection such as the elimination of plastic, (2) initiatives to reduce food waste, and (3) promotion of diversity.

◆ Action System

Prior to the above activities we established the SDGs Promotion Office within the General Manager's Office on November 1, 2021. The SDGs Promotion Committee, led by this Promotion Office, will be established at the beginning of 2022 to accelerate specific actions.

◆ Reinvigoration of Independent Funding

The Okura Tokyo Cultural Fund was established on our 55th anniversary with the hope that artistic and cultural support activities will lead to a brighter future. The fund is receiving donations through a number of events such as Lobby Concert 25 and the Hotel Okura Music Award. The donations and proceeds primarily go toward children's artistic and cultural activities, and nine grants have been provided so far since the fund's establishment in 2017. In the future as well, we will make maximum use of this fund and we will expand our social contribution cycle through products and projects outside the frame of special events.



<Results of donations and grants since 2017>

https://theokuratokyo.jp/en/company/mecenas/cultural_fund/

<Donations>

<https://culfun.mecenas.or.jp/project/fund/detail/1410>

*Japanese-language only.



The Okura Tokyo supports the Sustainable Development Goals (SDGs).

The Continuing to uphold its founding principle of "communicating Japan's beauty and mind to the world," the hotel was reborn in 2019 under the name "The Okura Tokyo." Reflecting this new era, we uphold our vision for the hotel by striving to convey Japan's charms, and by providing functions fit for the international city of Tokyo. This vision connects our hotel business directly to actions to promote the realization of the sustainable society advocated by the United Nations (SDGs), and going forward we will strengthen all actions and initiatives and strive company-wide to further promote them.

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