

## Activities of Group Companies

### Atre

As an initiative aimed at saving energy and helping to prevent global warming, Atre has formed a project team that is working to accelerate the switch from conventional to LED lighting. It is also contributing to improving environmental awareness inside and outside the company through PR activities involving employees and customers.

#### <Overview of Key Activities>

- Since FY2012, Atre has been introducing LED lighting, and in FY2015 it launched a project team (7 members) to strongly promote this initiative. As a result, LED lighting was introduced in nine Atre complexes in FY2015, achieving an annual energy consumption reduction of around 0.79GWh/year (equivalent to the annual power consumed by about 220 average households, or approximately 300 t of CO<sub>2</sub>/year when converted to CO<sub>2</sub>).
- LED bulbs were lit for Christmas illuminations, featuring green electricity certificates. In conjunction, PR activities were conducted via the website and with point of purchase advertising.
- In addition to raising environmental awareness within the company through an in-house newsletter and planning eco-tours and eco quizzes, Atre has held environment-related Atrato events involving customers and implemented initiatives involving many stakeholders. Furthermore, it provides information on environmental initiatives using environmental reports and on-site posters.



Awards ceremony



Green electricity certificate



Astronomy event  
(Tanabata Light-Down)

### VOICE

On July 7, 2014, the day of Tanabata, we held an environment-related Atrato event at Atre Kameido in conjunction with a "light-down" campaign promoted by the Ministry of the Environment. In addition to turning off the facility's lights as a measure to reduce CO<sub>2</sub> and help prevent global warming, we held a star-gazing event that considered the global climate. As it was our first such attempt and we did not publicize it enough, attendance was lower than expected, and to add insult to injury, it wasn't possible to see the stars due to poor weather conditions...

Nevertheless, we improvised so that attendees were able to observe Tokyo Skytree with the telescopes and experience a "space voyage" using software. Participants told us that while they were disappointed that they could not star-gaze, they enjoyed the mysterious space voyage.

In future, we intend to run more announcements before the event that will grab customers' attention, increase customers' awareness of environmental initiatives being undertaken by Atre, provide information from a variety of perspectives, and keep working proactively to help prevent global warming.



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