

# Carbon Neutral MICE that Supports Corporate Environmental & SDG Initiatives

Converting electricity used at events and meetings into renewable energy

## Social Missions

SDG and  
ISO 14001  
initiatives

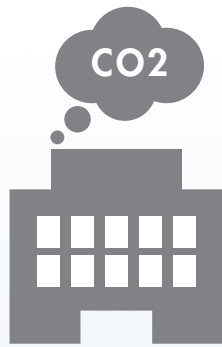
Facilitating  
investment  
in renewable energy

Environmentally  
friendly  
CSR activities

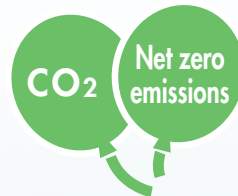
## Carbon Neutral MICE

can solve these issues

**M**eeting  
**I**ncentive  
**C**onvention  
**E**xhibition/**E**vent



### Carbon Neutral MICE



Solar and other  
renewable energy

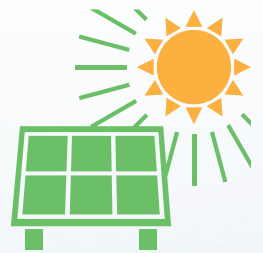
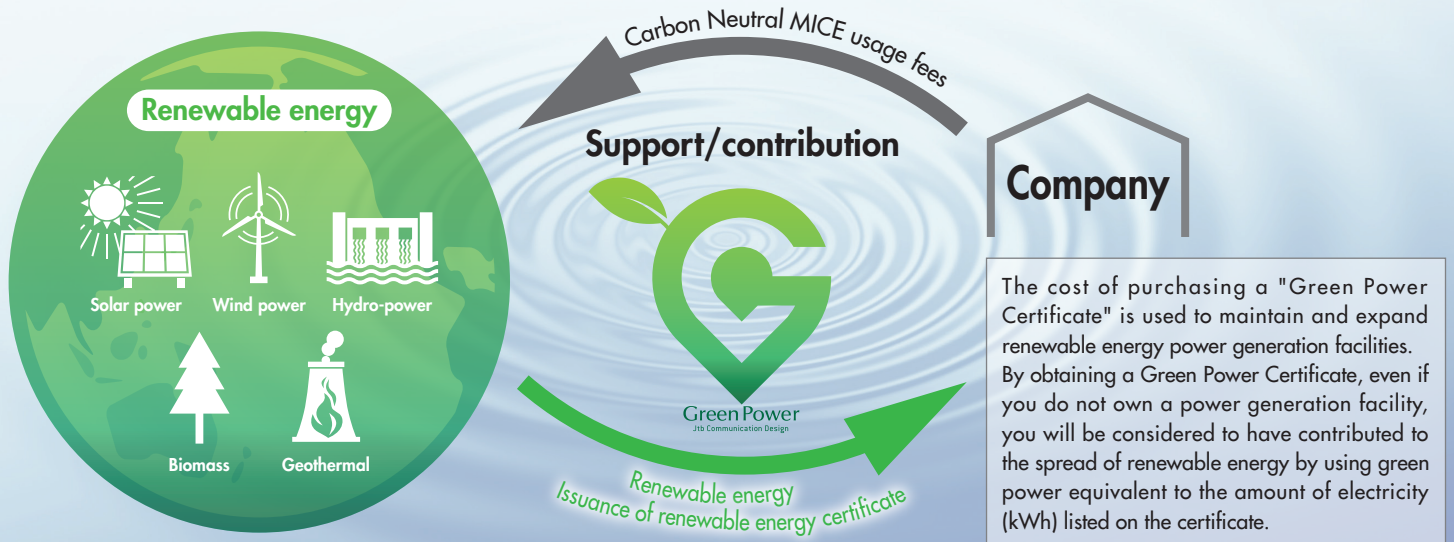


Illustration of the Carbon Neutral MICE service



The cost of purchasing a "Green Power Certificate" is used to maintain and expand renewable energy power generation facilities. By obtaining a Green Power Certificate, even if you do not own a power generation facility, you will be considered to have contributed to the spread of renewable energy by using green power equivalent to the amount of electricity (kWh) listed on the certificate.

# Carbon Neutral MICE

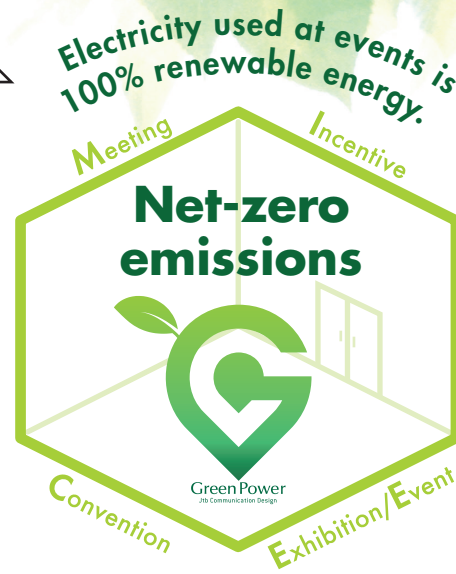
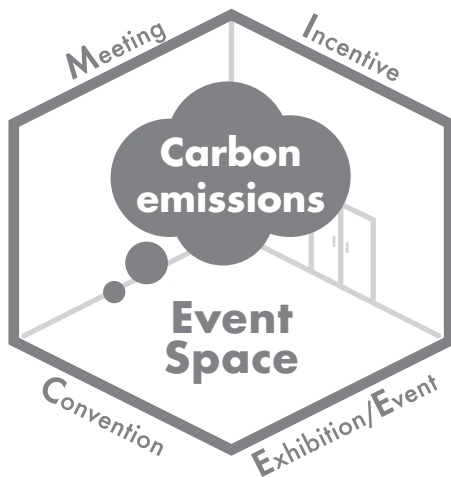
is a green business service managed by JTB Communication Design.

This is a service that enables users to convert their carbon emissions to net-zero by exchanging the electricity used at event venues for renewable energy. This product is a package that includes the procurement of renewable energy, calculation of the environmental value of the energy actually used as renewable energy, and post-verification\*.

### \* What is environmental value?

It is the value added other than the generation of electricity, such as reducing the burden on the environment, fossil fuels, and carbon emissions, through the use of renewable energy.

Let's hold carbon neutral MICE!



## Main Features

- ① Once you have applied, you can announce that your event will be "Carbon Neutral".  
\* You can post this on the event page and publish a press release after the application.
- ② We will give you a certificate of the use of renewable energy.  
\* You can publicize the certificate as evidence of SDG initiatives both internally and externally, and environmental conservation activities.
- ③ Online meetings and events can also use the service. (\*1)
- ④ The service can also be used to contribute to the Tokyo Metropolitan Government's total volume reduction obligation and the Act on Promotion of Global Warming Countermeasures.  
(\*1) Only the main venue is covered for online meetings and events.

## Benefits You Can Expect

- Improved corporate reputation through SDG and ISO 14001 initiatives
- Improve your corporate brand value as a company that reduces carbon emissions and gain supporters
- Improve financial reputation by using the service as an ESG measure
- Improve client satisfaction and corporate reputation by using the service at events for shareholder meetings and customers
- Improve internal branding by proactively tackling SDGs
- Contribute to the Tokyo Metropolitan Government's total volume reduction obligation, the Act on Promotion of Global Warming Countermeasures, and other environmental obligations



### 【Contact】

Carbon Neutral MICE Office  
Green Business Promotion, Social Business Section,  
Social Business Unit, Co-Creation Department  
JTB Communication Design, Inc.  
Mail: co2zero\_mice@jtbcom.co.jp



JTB Communication Design is contributing to SDG 7, "Ensure access to affordable, reliable, sustainable and modern energy for all" and SDG 13, "Take urgent action to combat climate change and its impacts" with the aim of achieving a decarbonized economy for the next generation.