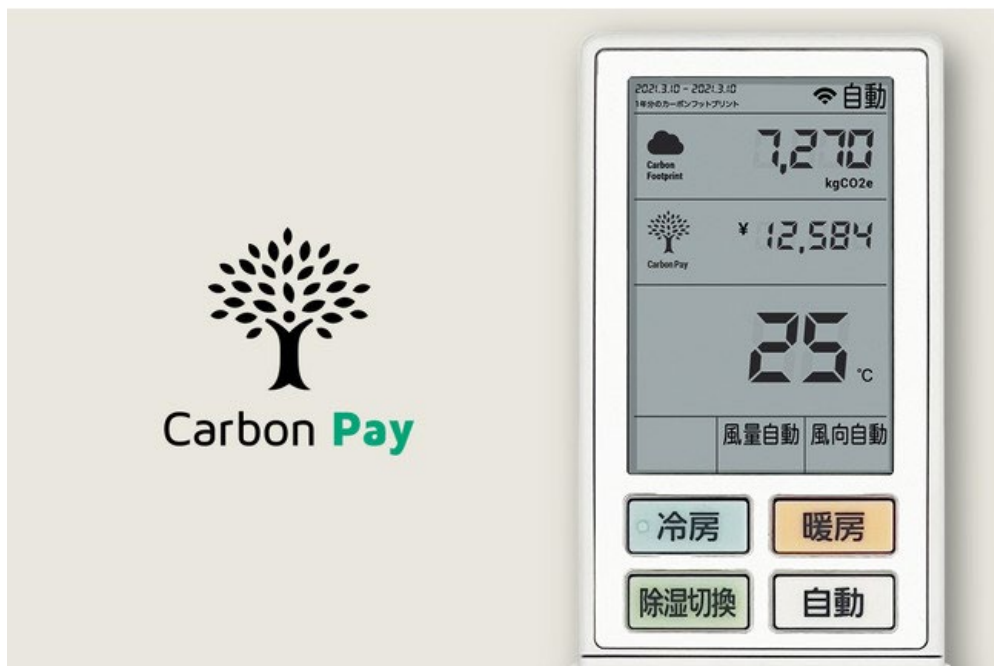


**Panasonic FUTURE LIFE FACTORY Announces “Carbon Pay,”
Its Initiative to Support Carbon Offsetting**

**An exhibit will also be held at the Shimokitazawa Bonus Track from March 10 to 16
to offer a direct experience of the “Carbon Pay” concept.**

【March 9, 2022 - Tokyo】

McCann Alpha, a business co-creation division of McCann Japan (President and CEO: Hiroaki Mori), is pleased to announce the launch of a new environmental awareness and action initiative designed and developed in partnership with FUTURE LIFE FACTORY (FLF), a studio within Panasonic’s Design Center. Blue Puddle Inc. (President: Neji Sato) and NPO weMORI (Representative: Ian Shimizu) also collaborated on developing the service content. To bring the concept to life, an exhibit will be held showcasing the new ‘norms’ of the future.



The "Carbon Pay" Concept—Discover Your Carbon Footprint and Pay for What You Emit
The “Carbon Pay” concept is an initiative launched by FUTURE LIFE FACTORY, Panasonic’s design studio specializing in advanced development that aims to realize a more fulfilling future for the world. McCann Alpha, Blue Puddle, and weMORI also participated in the project as project partners.

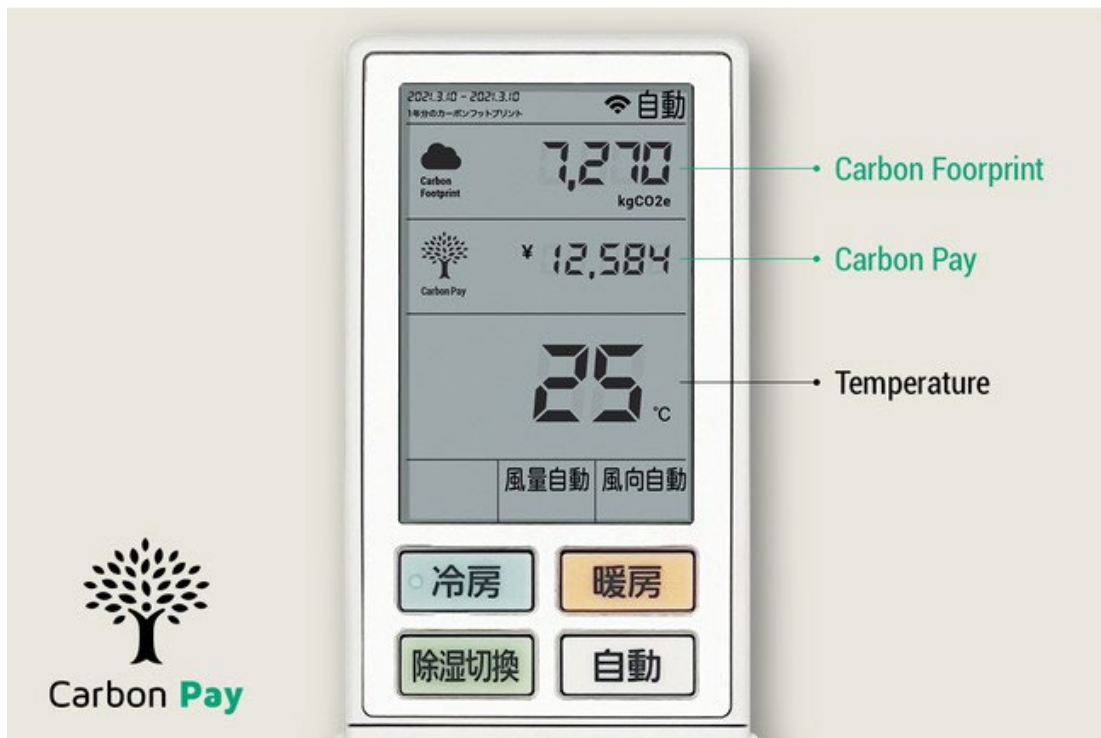
“Carbon Pay” will offer a way for people to offset their carbon footprint* by paying for what they emit, with the money going to various green efforts, such as forest conservation, tree and coral planting, construction of renewable energy power plants, and other green tech. The specific system to bring the idea to life is currently being developed.

*Carbon footprint refers to the amount of greenhouse gases emitted during each phase of a product or service lifecycle.



Home Devices That Also Display Your Carbon Footprint

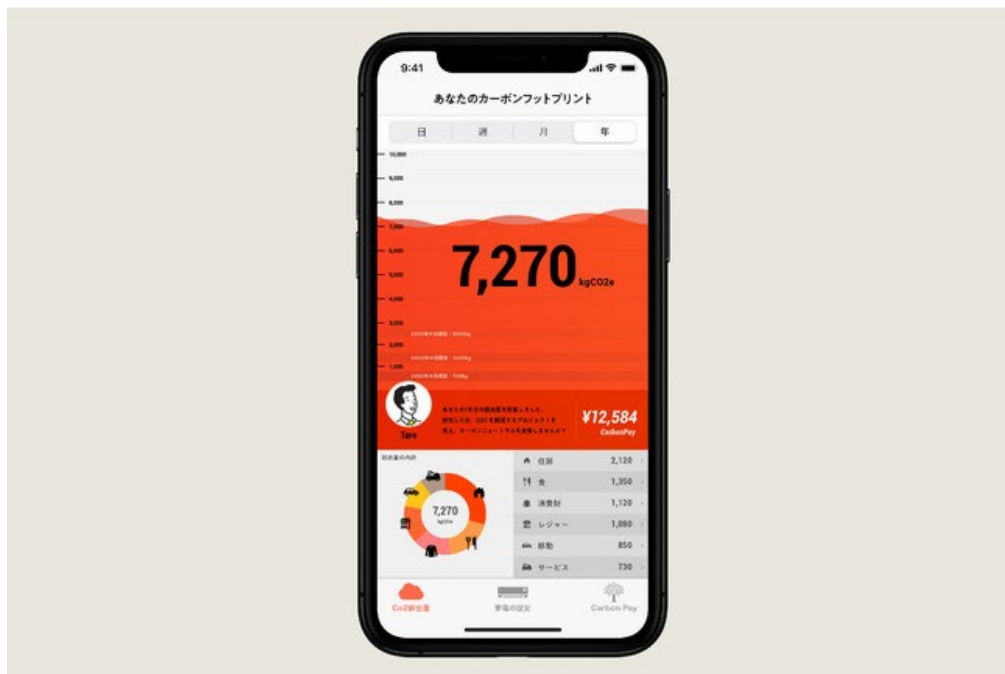
As part of realizing the concept, we designed a prototype of a home device that displays your carbon footprint along with other information. We envision this feature to be included in various everyday appliances and devices, such as remote controls, coffee machines, and audio equipment. Our aim is for the unit “kgCO₂e” to become as familiar as units for temperature and humidity and for people to care about it in the same way.





The "Carbon Pay" App

A prototype was also created for a "Carbon Pay" app.



2,500 kgCO2e being aimed for by 2030.



The app is also designed to display a breakdown of the user's carbon footprint, such as Home, Transport, etc. This will make visible what they need to work on to reduce their footprint. For example, a person may be too focused on saving electricity at home, while in actuality efforts need to be made in their clothes consumption and transport.



The priority action to be taken is of course changing behavior, but what if they've reached their limit of reducing their actual emission? What else can they do?

The "Carbon Pay" concept aims to design a system that will help people become carbon neutral by calculating their footprint and offering ways to offset it.



When users pay for their emission, the app screen changes color from red to green. However, users will continue to be made aware of the actual size of their emission so that they can remain conscious of their footprint.



The "Carbon Pay" Exhibit

To provide a direct experience of what the "Carbon Pay" concept envisions, an exhibit will be held at Bonus Track in Shimokitazawa from May 10 (Thu) to 16 (Wed). Visitors will get a glimpse of what life will be like with a new unit of footprint measurement and paying to offset their emission. There will also be a talk event on the first day at Bookstore B&B, a store within the venue.



Event Information

Date & Time: March 10 (Thu) - 16 (Wed), 2022, 11AM-7PM

*Doors are open until 30 minutes before closing.

Venue: Shimokitazawa Bonus Track (2-36-12, Daita, Setagaya-ku, Tokyo)

<https://bonus-track.net/>

Admission: Free

Talk Event

Title: "Remixed Reality Talk 1: What Life Will Be Like with Carbon Pay"

Date & Time: March 10, 2022 (Thu), 5PM-7PM

Speakers: Ian Shimizu (weMORI), Mutsumi Kurobe (Fridays For Future Japan), Neji Sato (Blue Puddle Inc.), Keita Suzuki (Panasonic FUTURE LIFE FACTORY)

Format: Real-time online event

Organizer: Bookstore B&B (<https://bookandbeer.com/>)

Co-sponsor: FUTURE LIFE FACTORY

How to Sign-Up: Go to Bookstore B&B's event page at

https://bookandbeer.com/event/20220310_cp/.

Prototype as a Step Toward Bringing the Concept to Life

On January 4, 2022, Panasonic held a press conference at CES 2022 to announce "Panasonic GREEN IMPACT," its new environmental concept.

<https://www.panasonic.com/jp/corporate/panasonic-green-impact.html>

In the press conference, Panasonic's president talked about how the company's entire value chain is responsible for emitting about 110 million tons of CO2 annually, which is equivalent to about 1% of the world's electricity consumption. The majority of the emission is from the electricity consumed by Panasonic products used by more than 1 billion people around the world. Panasonic has pledged to not only reduce the CO2 emission of its business activities to net zero, but also contribute to reducing emissions from the usage of its products.

Announcing the "Carbon Pay" project and demonstrating its concept to drive awareness of the issue and present a way for people to take action against global warming in their everyday life is the first step to making it a "norm" in future society.

Panasonic will continue to think with customers to realize a fulfilling yet environmentally-kind life for all.

• About the Project Team



FUTURE LIFE FACTORY

<https://panasonic.co.jp/design/flf>

FUTURE LIFE FACTORY is Panasonic's design studio that seeks to answer the question, "What does a fulfilling future look like?" Through creative and out-of-the-box thinking, it continues to present the world with ideas that envision a richer future for all.

Blue Puddle

Blue Puddle Inc.

<https://blue-puddle.com/>

Blue Puddle is a company that aims to find growth potential in companies, products, and culture and to bring that potential to life by producing content related to the following 6 areas: spatial experience, product planning, web, PR, children, and graphics.

weMORI

weMORI

<https://ja.wemori.org/>

weMORI is an international environmental NPO that aims to make forest conservation a normal part of everyday life. Launched and headed by environmental activist Ian Shimizu, the organization pursues various activities focused on the forest, including “Angry Teenagers” (reforestation project using NFTs), “Green University” (community that makes environmental education fun), and “Products That Grow Forests” (project that supports the nurturing of forests through purchase).

McCann Alpha

McCann Japan / McCann Alpha

<https://www.mccannwg.co.jp/>

McCann Japan is the flagship agency of McCann Worldgroup Japan, the only true international advertising agency in Japan capable of independent planning and buying of media. McCann Japan boasts a client roster composed of both major domestic and international companies. McCann Alpha, established in 2021, is a division within McCann Japan that aims to serve as a co-creation partner for businesses. With multiple projects currently underway, it works closely with clients such as Panasonic to run alongside them throughout a project’s lifecycle, from ideation to realization.

For McCann Worldgroup and its group companies, sustainability is important to our people, to us as a business, and to our clients. McCann Worldgroup is fully committed and aligned with our network's global ambition to become a Net Zero emissions company by 2040. In conjunction with our global sustainability practice, we are in the process of expanding expertise to our teams and offices across the APAC region.

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