

awareness-raising magazine

Ett

&

Sustainable event

 **Peace for earth**

Media Guide

October-December 2023 Edition

Operated by: Peace for Earth Executive Committee

Hosted by: Forever Green, a nonprofit organization

www.peace4earth.org



Message from Editorial Team



Ett (meaning 'one' in Swedish, a leading SDGs country) is **Japan's first** SDGs awareness-raising magazine that is distributed in schools to promote sustainable consumption. Its name is derived from the idea that all the people on earth are one team and think seriously about this era together. It was launched to achieve the Ministry of the Environment's goal: "changing consumer behavior".

The awareness of the Sustainable Development Goals (SDGs) and sustainability has spread rapidly, and it has been reported that over 80% of the population is now aware of it, and many companies are rushing to enter the sustainability market. But in reality, the consumption of their products is not increasing.

We are here to solve this problem.

Forever Green (Peace for Earth Executive Committee), a nonprofit organization, has developed a clear strategy to reduce CO₂ emissions through the purchase of sustainable products, and *Ett*, the sustainability awareness-raising magazine, is to help change this situation.

Changing Consumer Mindsets: We are launching this magazine to get mothers who are not interested in sustainability to become purchasers.

Until now, our messages regarding the environment have been sent to society at large, but from now on we will be targeting mothers. We will continue to aim to create a world where people can enjoy working on sustainability as an expression of love and affection. We appreciate your support.

Ett Editorial Team

First issue | It will be distributed to all mothers living in Setagaya Ward, Tokyo

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Ett, Japan's first and only sustainability awareness-raising magazine, will be distributed 100% by hand to children in 106 kindergartens, elementary and junior high schools throughout Setagaya Ward, Tokyo, as a "magazine for parents and children to read together".

Ett is the fruit of Forever Green's powerful planning ability, coverage skill, human network, and know-how in the fight against global warming.

8 kindergartens: about 400 children

61 elementary schools: about 38,000 children

29 junior high schools: about 12,000 children

Total: about 50,000 children



SETAGAYA
WEB site

<https://www.city.setagaya.lg.jp/mokuji/kodomo/004/001/001/d00005769.html>

https://www.city.setagaya.lg.jp/mokuji/kusei/010/005/004/d00005805_d/fil/R5shougakkoujidougakyuu.pdf

https://www.city.setagaya.lg.jp/mokuji/kusei/010/005/004/d00005805_d/fil/R5chuugakkouseitogakyuu.pdf

About mothers in Setagaya Ward, Tokyo

■ Annual Income: Average annual income is 6.55 million yen. Ranked 5th among 66 cities, towns, and villages in Tokyo.

- This is 1.52 million yen more than the national average annual income.
- Many executives and employees of well-known companies tend to live in areas with high average annual income.
- Besides profit from labor, there is also much profit from asset management, etc., as in the case of Minato and Shibuya Wards.

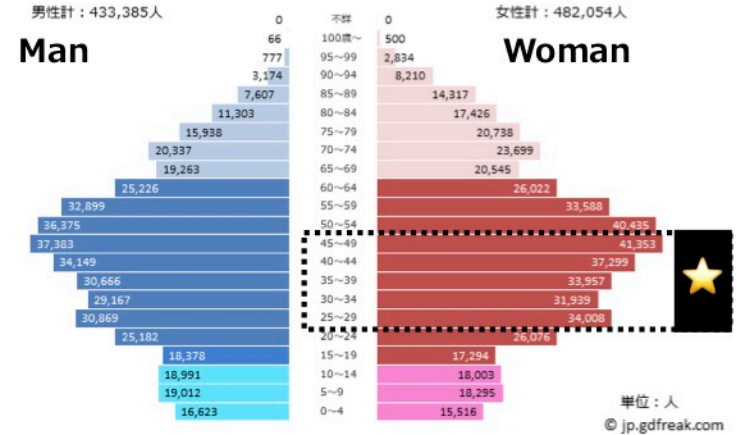
■ Area data: No. 1 in luxury residential area ranking.

26 luxury residential areas exist along the Tokyu Oimachi and Denentoshi lines. Seijo, Todoroki, Kaminoge, Okusawa, Kuhonbutsu, Yoga, Denenchofu, etc. In the Seijo area, Meisho Elementary School is one of the most popular public schools.



■ Setagaya Ward Population Balance

世田谷区の2023年1月1日の人口構成 (住民基本台帳ベース, 総人口)



Women in their 20s to 40s with children in kindergarten through junior high school—the age group we are targeting for this project—live in Setagaya Ward more than any other regions in terms of demographics such as gender and generation, and these people are highly influential.

Advertorial Project (2): Introducing the Passionate Thoughts of the Leaders of the Era

Telling stories that make people dream about what kind of adult parents they want their children to become.

Provide parents with a repertoire of stories.

Introduction of Sustainable Business Creators

By conveying a captivating portrait of persons who have created sustainable businesses, we offer an exciting moment that makes children think, "I want to be that person, too!"

We will provide stories that parents can tell their children about what motivated creators to start sustainable businesses in this era of sustainable development.

Composition: Interview, Photographs, P1 to 2

Introduction of Sustainable Businesses (Brands)

If parents cannot understand what exactly a sustainable business is, they cannot talk about it with their children. We will provide parents with the opportunity to explain it in a simple and easy-to-understand manner.

Composition: Interview, business introduction diagram or photo, P1 to 2

「百年先の未来を築く人との対話」
サステナブル事業を生み出した事業家への特別インタビュー特集

何がきっかけで、この事業を立ち上げようと思われたのですか？

目指すところはどこにあるのでしょうか？

今現在の課題をお伺いできますか？

読者の皆様に伝えたいことは？

出展者様の情報が入ります

株式会社SDG 環境未来プラットフォーム

Back Cover | Used as a Flyer to Attract Customers to Events

Peace for Earth 2024

- Name** :SDG Experience Area “Peace for Earth” 2024 Futako-Tamagawa Partners to Help Mothers Grow
- Target** :Millennials, Women, Families, Generation Z
- Objectives** :Climate Crisis and Circular Economy Awareness, Engagement Enhancement
- Contents** (1) World adventure experience with children
(2) Zero carbon city—Hometown tax donation exhibition
(3) Sustainable collections
(4) Exhibition and introduction of sustainable (decarbonized) products/services
(5) Promotion utilizing our own media to local educational institutions
- Period** :March 23 (Sat) to 24 (Sun), 2024
- Place** : Tamagawa Takashimaya Arena Salon
- Hosted by** :Forever Green, a nonprofit organization
- Operated by** : Peace for Earth Executive Committee
- Sponsored by**: Ministry of the Environment
Tokyo Metropolitan Government Bureau of Environment
- Cooperation** :CARTA MARKETING FIRM (Dentsu Group), PAL CO., LTD, Yukihana, Sumapla Inc., Cheer Drive Inc., Forever Green Youth, etc.
- Media partner**: ELEMINIST



ピースフォーアース ママの楽チン成長パートナー

高島屋アレーナサロン de 留学体験

ごんごんは Hello Bonjour Guten Tag Ciao Bonjour

子供と体験する世界の冒険!

- 世界で1番パンの種類が多い国のラブラブスイーツ体験
- 伝統文化をお持ち帰り嬉しいな♪体験が
- カナダへひとっ飛び! 甘〜い体験が〇〇を救う!
- コンテンツ名入るコンテンツ名入る
- コンテンツ名入るコンテンツ名入る
- 超スマート大学生の頭の中ってどうなってるの?
- “美味しい地方創生試食体験” コロケプリンセス vs コロケ王子

本誌をお持ちいただく会場内ブースで『SDGsなモノ』プレゼントが ※各日先着100名様 ※無くなり次第終了

※写真は全てイメージです

2024年3月10:00~19:30
※最終入場18:30

名称 | 『ピースフォーアース』二子玉川
場所 | 玉川高島屋S・C西館1Fアレーナサロン
入場 無料
主催 特定非営利活動法人フォーエヴァーグリーン
運営 ピースフォーアース実行委員会
後援 環境省、東京都環境局

ピースフォーアース  東京都環境局  環境省  SUSTAINABLE DEVELOPMENT GOALS

<https://www.peace4earth.org>
peace.4.earth@forever-green.jp

温暖化防止対策のため、ご来場には、なるべく公共交通手段をご利用ください。ピースフォーアースは環境負荷削減SDGsを推進します

Distribution | Scale of Growth @ Medium-term Target = Whole Tokyo Area

Target : Schools in Setagaya Ward, Tokyo → Mothers in this area. No complicated, rigid looks. Instead, an elegant look.
Policy : Awareness-raising activities that lead to sustainable product consumption
 → Priority given to high-income consumers

Setagaya-ku :	106	54,871
Ohta-ku :	37	43,379
Meguro-ku :	38	13,020
Shinagawa-ku :	64	25,165
Shibuya-ku :	33	11,059
Minato ku :	42	14,263
School	376	138,126



男性計 : 689.8万人

女性計 : 714.9万人

年齢	男性	女性	合計
15-19	27.6	26.8	54.4
10-14	26.4	25	51.4
5-9	27.2	26	53.2
0-6	26.6	25.5	52.1
合計			211.1

Number of millennials living with children

年齢	人数	合計
25	6,704	
26	9,872	
27	13,527	
28	19,674	
29	26,234	
30	34,794	
31	43,777	
32	52,694	
33	61,621	
34	69,125	
35	78,509	
36	86,934	
37	92,637	
38	95,654	
39	98,451	
40	103,775	893982

Easy to appeal to their emotions of existing for the sake of their children

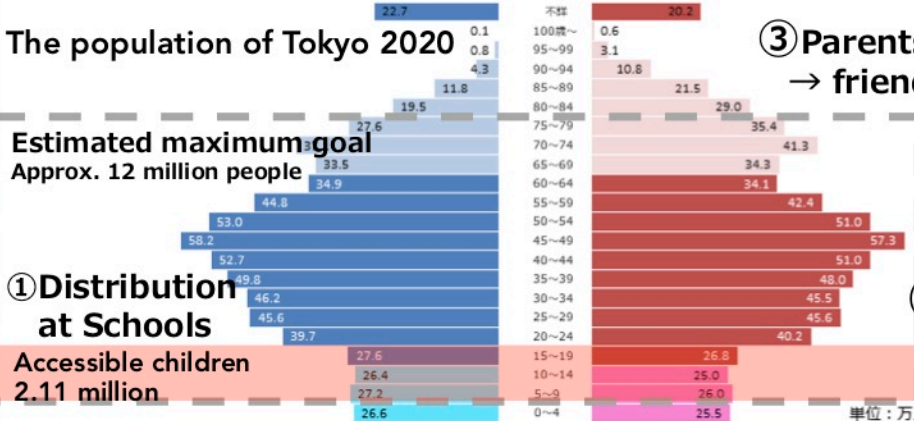
- Accessible
- Motivation

The population of Tokyo 2020

Estimated maximum goal
 Approx. 12 million people

① Distribution at Schools

Accessible children
 2.11 million



③ Parents

→ friends and acquaintances

Influential groups

② Children → Parents

Their parents

Outline of Advertising Menu | Advertorials in the Booklet

Would you like to place an ad in Peace for Earth's booklet featuring sustainability content?
We will distribute information and reading materials in conjunction with our events, mainly to schools in Setagaya Ward, Tokyo.

Plan	A4 color booklet, one-page ad placement
umber of copies distributed	Approx. 50,000 copies
Cost	1.8 million yen (donation/tax included)
Place of distribution	Kindergarten, elementary school, junior high school, (high school)
Distribution method 1	Distributed to students in their school classes.
Distribution method 2	Delivered to schools by bicycle from the package production site, with zero CO ₂ emissions!
Distribution period 1	event announcement; before the event; late February to early March 2024
Distribution Period 2	event report; early April to early May 2024 after the event *Tentative

*Includes planning, coverage, photography, design, and printing costs.

*Secondary use of coverage articles is allowed.

-Sustainable PR Event-



Partners to Help Mothers Grow



Operated by: Peace for Earth Executive Committee
Hosted by: Forever Green, a nonprofit organization

Combination of Our Own Media + Real Events

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Achieve the ideal with four types of consumer communication content.

Convey information before and after the event.

Create an original free paper and distribute it to nearby kindergartens, elementary and junior high schools, and high schools to attract customers through our unique method. In conjunction with the event, information will be released and articles will be distributed by Eleminist, a sustainability-oriented web media.

Media Business

Awareness-raising magazine

PR content to attract customers
From 55,000 people

Partner Web Media 1 million PV/month

<https://elemminist.com/>

Partner: CARTA (Dentsu Group)

Partner : ELEMINIST

www.peace4earth.org

Extensive Entertainment SDGs Contents

Since 2001, Forever Green has developed much original awareness-raising content, and the SDGs awareness event "Peace for Earth" is a collection of this content.

Event Business

Awareness-raising area

Company Booths
SDGs Content
*20 booths

Supported by: Ministry of the Environment

Partner: CARTA (Dentsu Group)

Event Area

World Adventure
Hometown Tax Donation
Exhibition, etc.
About 5 booths

Purpose | Transformation into a festival that contributes to global warming

prevention! Evolution from conventional awareness-raising events!

This project targets households with children in Setagaya Ward and neighboring areas, and contributes to the promotion of SDGs-oriented cultural understanding, including consideration for global warming. The definition of sustainability varies and it is not fully understood through school education. We explain it in a way that is easy to understand even for people with lower education.

Tamagawa Takashimaya Arena Salon

Department stores are one of the cultural sources in Japan. By creating a lively space, we can attract people's interest by making them think, "What is it? Maybe I'll just drop by." We create a space that looks fun.

Information dissemination from Japan's premier luxury residential area will help it grow as a source of sustainability culture!

Making the global warming/sustainability/ethics awareness-raising event a "**festival**" will change the impression of the activity, and allow the dissemination of a powerful message!

Making the activity entertaining = **Creating an exciting place!**



Composed of Our Original "Hands-on" Content

The event is composed of hands-on activities with an emphasis on communication. We take a different stance from that of knowledge education. We provide opportunities for people to become interested in sustainability by "seeing, touching, and feeling".

A_Main Content: Hands-on style



1) Food: Love
Sweets Experience



2) Education & "What's going on inside the heads of elite university students?": Food sampling experience for a local revitalization project led by university students.

B_Premium Hometown Tax Donation Exhibition



A special Hometown Tax Donation Exhibition was held by participation of zero-carbon cities.

C_Sustainable Collection



Exhibition "Decarbonizing Mom's Kitchen, Too". Exhibition and sale of ethical/sustainable products.

opportunity,
Kickstarter,
Create a place

①
Feel

people's
hearts

③
Motivate

take action



Exhibition Booth | You can reserve the location of your booth by looking at the venue map.

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Booth lot 1

Booth fee: 200,000 yen

- One table
- 2 chairs



w1,800mm×D600mm

Booth lot 2

Booth fee: 200,000 yen

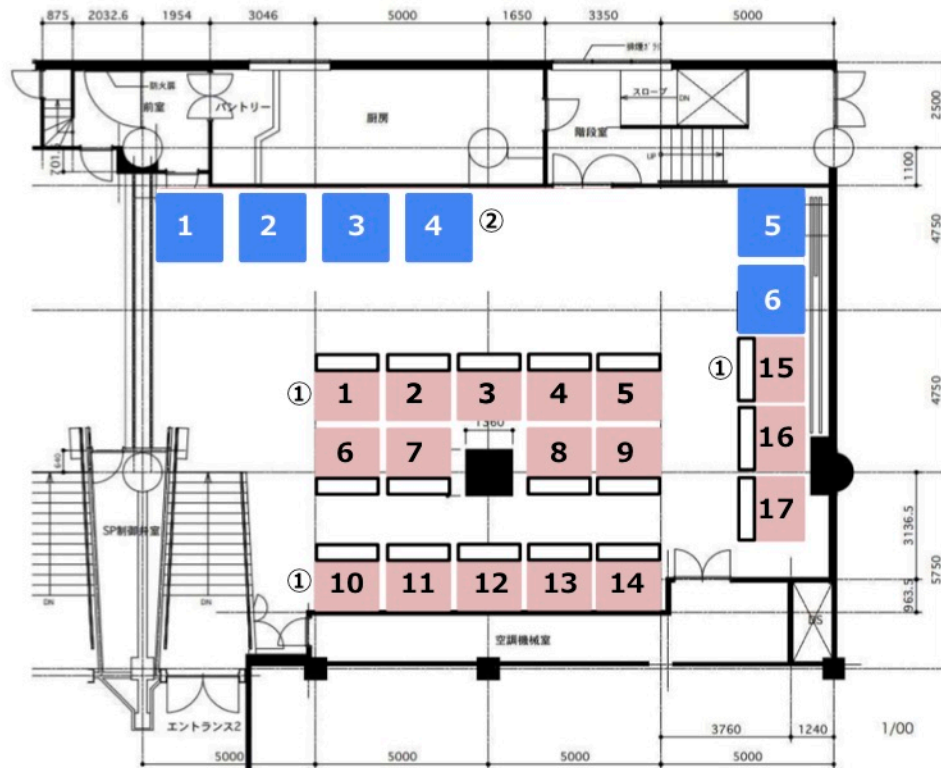
Hands-on content provider
Necessary fixtures and fittings to be coordinated

簡易図面

ホワイトテーブル
w1,800×D600

ブース区画①
w1,800×D1,800

ブース区画②
w1,800×D1,800



SDGs Hands-On Area "Peace for Earth" Sponsorship Request

Would you like to help boost sustainability, decarbonization, and global warming prevention activities?

Would you like to support people who are committed to fighting climate change issues?

Would you like to achieve a 60% reduction in CO₂ emissions, as decided by the G7 summit?

Your support and cooperation are essential to make this event a success and to allow it to continue in the future.

We would be grateful for your sponsorship, from individuals to corporations.

Your sponsorship money will be used to cover the cost of the venue, printed materials, etc.

1 unit: 10,000 yen

10 units :No different exposure from stall holders (introduction with the logo will be placed on the flyer, only. No exhibit)

5 units :Logo on flyer and website

2 units :Company name placed on flyer and website in typed letters

Common: Posters that will be an extended version of the flyer will be displayed at the venue (sizes may vary).

History of Peace for Earth | Held six times in the past

The event's social significance was recognized and the event was once held at Japan's best tourist destination

We started challenging ourselves to hold a new type of awareness-raising event in Kawasaki in 2020!

Young people, who were very close to the general consumers, sent out the message. Refrained from logical explanations.
 <Participants> NISSAN, Emeritus Professor Ryoichi Yamamoto of the University of Tokyo, Miss Earth Japan 2019.



For the first time ever, an event was held at Hachiko-mae Square!

Disseminating the SDGs from Japan's top young people's trendy spot in Shibuya! The event was held at a place where there are always crowds: The idea of an "event that does not need to attract people". We disseminated information at a place where many people were already there and delivered information to people who were not interested in the SDGs.
 <Participants> Unilever, Yoshimoto Kogyo, Kinki Nippon Tourist and others.



We value local community-friendly events.



Flea markets and a website, and magazines!

With the increase in the number of members, we have expanded the scale of events and diversified the location, style, and theme of the events! All events were held independently. Lots of freedom! There is no limit to how we can express ourselves. Peace for Earth's style is to challenge and try new things as much as we can!

Introducing sustainability to generation Z from a fashion perspective



What is your impression of sustainability and SDGs? We made a major change of the image of sustainability to a sparkling and kawaii (cute) vision, so that millennials, students, and women would feel like participating in the fashion town of Shibuya.

Re Produce

Sustainability exhibition at the MODI pop-up store. We appealed to sustainable fashion as the world's most advanced fashion from Modi's big vision screen. *The crossing traffic: 500,000-600,000 pedestrians/week
 <Participants> DNP, Shimamura Music, Sanei Corporation, and others



Reaching consumers who are advanced in sustainability at Ginza Mitsukoshi

A variety of companies, including LIXIL, participated in "Ginza Sustainable Collections" held at Mitsukoshi, Ginza, Tokyo. ALVARK Tokyo cheerleaders performed a storytelling session for the first-grade SDGs students. The collaboration with ALVARK Tokyo's SDGs activities will be the start of a new SDGs initiative that goes beyond the boundaries of conventional SDGs activities.



Contact Us | Media Guide October-December 2023 Edition

-Sustainable PR Event-



ASK: peace.4.earth@forever-green.jp

Bank Transfer Account Details : **Mizuho Bank Kameido brunch175 1388922**

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