# Reduction of CO2 emissions associated with daily activities

#Environmental value transaction #Visualization of emissions #Offset #Behavior change #Behavior insight #Gamification





**Business Overview** 

Smartphone application to help reduce CO2 emissions from lifestyle activities

# **Target Markets**

Living (In-home, mobility, And Consumption of Products and Services Living)

#### Issue

In order to initiate and continue to practice behavior change that leads to decarbonizationMotivation, knowledge, and resources (time and assets) are required to change behavior and continue to implement actions that lead to decarbonization.Motivation" is a challenge for this project.Entertainment elements that make people want to enjoy practicing decarbonizing behaviors every day Support to make decarbonization a habit

#### **Assets**

Software Development Resources / Means of acquiring electricity sales and purchase data from smart meters

### **Partner Requirements**

To create mechanisms that inspire enjoyment and motivation to continue to practice normative behavior, not just decarbonization behavior, even without being aware of it.

Strengths in creating mechanisms Example: Enjoying playing a game that uses location information increases the number of steps you take and makes you exercise more without you even knowing it. We are looking forward to seeing your ideas for various in-game events and communication with other players that will make people want to play the game every day!

# Regional energy solutions

#Re-energy #Creation energy management #V2X #EV solution #C02 reduction #C02 reduction amount calculation system #EMS #Local government consulting #Regional resilience



# **Division/Department**

#### **Marketing Division / Solution Business Coordination Department**



#### **Business Overview**

Propose various energy solutions that lead to local decarbonization to municipalities that aim for carbon neutrality and build models that benefit local communities together. solutions that will lead to local decarbonization and build a model for local benefits together with local governments.

#### **Target Markets**

Carbon Neutral Aiming to be Municipality or region

#### Issue

As a manufacturer of PV, storage batteries, lighting equipment, and air conditioning, we have proposed and received orders from local governments.

However, now that the company has turned its focus to carbon neutrality,

it is no longer acceptable to make one-off proposals on a facility-by-facility or product-by-product basis.

From now on, proposals that benefit the local community by reducing CO2 emissions, promoting local circulation, and revitalizing the local community will become essential.

The challenge is to propose solutions that combine the introduction of commercial products, methods, and services to achieve these goals.

#### **Assets**

- (1) PV and other renewable energy equipment
- (2) Storage batteries (residential and industrial)
- (3) EV chargers (4) Pure hydrogen fuel cells (5) LED lighting
- (6) High-efficiency air conditioners (7) Solar carports (8) EMS, etc.

# **Partner Requirements**

- (1)Utilizing assets to be installed as much as possible, such as facilities, dwelling units, vacant land, etc.
- (2)Participation in projects to reduce CO2 emissions in the entire community through control
- (3)Providing equipment and systems that can be utilized in the project
- (4)Provide solution-based services Energy consulting for municipalities and communities.

#### So far, the market has been classified by building

