
NEWS RELEASE

Digital Garage Participates in the Ministry of the Environment's "Data-driven Decarbonization Urban Development," Accelerates ESG and DX Support Projects by Local Governments

Digital Garage, Inc. (TSE first section: 4819; HQ: Tokyo; Representative Director, President Executive Officer and Group CEO: Kaoru Hayashi; DG) participated in the "Commissioned Project for Investigating Regional Decarbonization Policy Utilizing Mobile Data: Data-driven Decarbonization Urban Development," conducted by the Ministry of the Environment (MOE).

DG has taken on a range of initiatives to resolve environmental and social issues. These include a survey to visualize tourist movements to resolve overtourism in Kamakura City, as well as a message delivery service for the "Heat Stroke Caution Alert (Trial Service)" by the MOE and Japan Meteorological Agency*₁.

The Fifth Basic Environment Plan*₂ stipulates fundamental principles for comprehensive, long-term environmental conservation policies according to Article 15 of the Basic Environment Act. Based on this plan, the MOE is investigating a variety of sustainable urban development initiatives. The Fifth Basic Environment Plan states that making cities more compact, and forming sustainable regional transportation networks, will help decrease carbon footprints by reducing car traffic volumes. To achieve this, the MOE investigated ways to accomplish "Data-driven Decarbonization Urban Development" based on analyses of traffic big data and human movement data in Kamakura and Toyama Cities.

DG used "Beacon Bank®," a real behavior data platform from unerry Inc. (HQ: Tokyo; Representative Director and CEO: Hidetoshi Uchiyama; unerry), for multifaceted analyses of means of transport in the target regions, travel times, travel areas, and other types of data. Based on this data, DG works with DG Communications Co., Ltd. (HQ: Tokyo; President: Koichi Suzuki; DG Communications)—a DG subsidiary that develops solutions for daily life—to propose effective policies for regional decarbonization, including ways to reduce congestion and cut carbon emissions by encouraging the use of public transportation.

Going forward, DG will continue helping to resolve regional issues and contribute to sustainable social development through measures such as DX support spanning the DG Group.

[Reference website: MOE, [Investigating Regional Decarbonization Policy Utilizing Mobile Data: Data-driven Decarbonization Urban Development](#)]

*1: Related release: "[Digital Garage Supports the Ministry of the Environment to Set Up an Official 'LINE' Account and Provides a Message Delivery Service for 'Heat Stroke Caution Alert \(Trial Service\)'](#)" (July 31, 2020)

*2: [MOE Fifth Basic Environment Plan](#) (April 17, 2018)