

Notice of Participation in “Decarbonization EKIDEN 365”

LOGISTEED, Ltd. is pleased to announce that we participate in the ‘Decarbonization EKIDEN 365’ project, a joint initiative by Osaka Prefecture and STUDIO SPOBY Inc., aimed at promoting a shift in consciousness and behavior towards the realization of a decarbonized society.



■ About the “Decarbonization EKIDEN 365” Project

This project aims to contribute to the EXPO Green Challenge(*1) by practicing various environmental actions to reduce CO2 emissions, and making the scores of decarbonization activities visible. It involves hundreds of private companies and over 100,000 employees, as well as hundreds of thousands of citizens. The project was launched by Osaka Prefecture and STUDIO SPOBY with the aim of realizing a decarbonized society by combining the efforts of the public and private sectors. The project promotes behavioral changes through specific actions and aims to pass the baton to the children in the future, coinciding with the opening of the Expo 2025 Osaka, Kansai, Japan.

*1 EXPO Green Challenge: This is an initiative to spread decarbonization actions to individuals through organizations such as companies, schools, and local governments, triggered by the Expo 2025 Osaka, Kansai, Japan. In the dedicated app for individuals, you can accumulate points by taking on seven challenge menus such as collecting household waste cooking oil, using your own bottle, and energy-saving actions, and apply for a prize draw, promoting individual behavioral changes. Website(Japanese Language): <https://expo2025-greenchallenge.com/>



News Release

In this project, we will promote behavioral changes towards the realization of a decarbonized society by utilizing the eco-life app ‘SPOBY’, which can measure the amount of decarbonization in personal life. For example, you can visualize the amount of decarbonization through various environmental actions such as replacing vehicle travel with walking or cycling, using your own bottle, remote work, using stairs in the office, and ‘Sustaina-MOVE(*2)’ which utilizes public transportation. The accumulated decarbonization score can be exchanged for reward benefits.

*2 ‘Sustaina-MOVE’: This is the name of a project implemented by STUDIO SPOBY to visualize the decarbonization score of active use of public transportation.

■ Overview

Project Name	Decarbonization EKIDEN 365
Implementation Period	From April 14, 2024
Headquarters	STUDIO SPOBY Inc.
Expected Participants	Hundreds of private companies nationwide
Project Overview	We aim to reduce CO2 emissions by about 1,000 tons in 365 days by having approximately 100,000 employees of participating private companies use the eco-life app ‘SPOBY’
Website	https://deco-ekiden.jp/index.html (Japanese Language)

Under the corporate philosophy “to deliver high-quality services that will help make the world a better place for people and nature for generations to come,” the LOGISTEED Group is promoting sustainability initiatives to contribute to the realization of a sustainable society.

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