

October 2, 2023

Sinanen Holdings Co., Ltd.

Sinanen Co., Ltd.

## SINANEN Akari no Mori Project begins support for marine conservation activities at Hyatt Regency Seragaki Island Okinawa

—Promoting the Seragaki Island Clownfish Breeding Project, an activity to breed clownfish and conserve and restore these fish in the sea—

Energy solutions provider Sinanen Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Naoki Shimizu), a subsidiary of Sinanen Holdings Co., Ltd. (Headquarters: Minato-ku, Tokyo, President and CEO: Masaki Yamazaki), a comprehensive energy, housing, and daily-life services provider, is pleased to announce the beginning of their support for the resort hotel “Hyatt Regency Seragaki Island Okinawa” (Location: Onna Village, Kunigami-gun, Okinawa, General Manager: Shigeki Murao), which aims to breed clownfish around Seragaki Island and conserve and restore these fish in the sea as part of the SINANEN Akari no Mori Project.



From left: Masao Watanabe, Sinanen Senior Managing Director, Shigeki Murao, General Manager at Hyatt Regency Seragaki Island Okinawa, Naoki Shimizu, Sinanen President and CEO, and Akihiro Iida, General Manager of Electric Power Business Promotion Department, Sinanen Environment & Energy Business Division

### ■ Activities to conserve the sea to achieve Sustainable Development Goal 14: Life Below Water

Under the supervision of the Marine Climate Change Unit at the Okinawa Institute of Science and Technology (OIST), the Seragaki Island Clownfish Breeding Project has been implemented by Hyatt Regency Seragaki Island Okinawa with the aim of breeding clownfish around Seragaki Island where the hotel is located and also to conserve and restore these fish in the sea.

In recent years, the number of clownfish has declined worldwide and studies suggest that only a small number of clownfish live among reefs close to the shore of Okinawa’s main island compared with the Sakishima Islands. Clownfish are said to be living ecological indicators\*, and areas of the sea inhabited by clownfish are hailed as rich waters where large numbers of sea anemones breed.

The SINANEN Akari no Mori Project implements activities to actively protect the natural environment while reducing the amount of carbon dioxide emissions, which cause global warming, through the use of 100% natural energy that is environmentally friendly. Since its inception as a project to protect and

foster the natural environment for the next 100 years, the Group has worked hard on activities to protect nature with the aim of achieving SDG goals 7, 13 and 15. From FY2023, the Group will continue to also actively promote initiatives to conserve the sea and ecosystems, in addition to conserving forests, with the aim of achieving SDG goal 14: Life Below Water. As part of these activities, the Group has now endorsed and given their support to the marine conservation activities implemented by Hyatt Regency Seragaki Island Okinawa. From now, the Group will continue to develop initiatives that communicate the importance of environmental conservation with a focus on supporting and cooperating with the Seragaki Island Clownfish Breeding Project implemented by Hyatt Regency Seragaki Island Okinawa.

Sinanen will continue to promote initiatives for environmental conservation and also marine and ecosystem conservation, and will contribute to the realization of a decarbonized society and achievement of Sustainable Development Goals (SDGs).



Clownfish



Hyatt Regency Seragaki Island Okinawa

\*Living ecological indicators: Creatures that can provide an indicator for environmental research and similar studies

## ■ Hyatt Regency Seragaki Island Okinawa, Clownfish Breeding Project

<https://hyattregencyseragaki.jp/activity/kumanomi>

Hyatt Regency Seragaki Island Okinawa was registered as an Okinawa SDGs Partner in March 2021 and is moving forward with various initiatives to achieve SDGs. As a part of these initiatives, they will implement this project for SDG goal 14: Life Below Water.

In response to the declining number of clownfish, they are promoting the Seragaki Island Clownfish Breeding Project with the aim of breeding clownfish around Seragaki Island and also to conserve and restore these fish in the sea under the supervision of the Marine Climate Change Unit at the Okinawa Institute of Science and Technology (OIST).

## ■ About Sinanen Co., Ltd. <https://sinanen.com/en/>

Sinanen Co., Ltd. is a corporate energy service company of the Sinanen Holdings Group. We are operating a wide range of businesses such as petroleum product sales, renewable energy investment, electric power sales, and solar power generation maintenance.

## ■ About the SINANEN Akari no Mori Project <https://akarinomori.com/project/>

As a project to protect and foster the natural environment for the next 100 years together with customers, the SINANEN Akari no Mori Project aims to achieve SDG goals 7, 13 and 15, and the Group has been working hard to produce measures to mitigate and adapt to climate change by promoting clean energy and forest protection activities. From FY2023, the Group will continue to actively work on initiatives to conserve the sea and ecosystems, in addition to conserving forests, with the aim of achieving SDG goal 14: Life Below Water.

# PRESS RELEASE

Furthermore, the cost of project activities will be covered by charging for the amount of power used each month by customers participating in the Akari no Mori Project, and Sinanen will also provide an amount equal to the charged amount.

■ **Sinanen Holdings Co., Ltd.** <https://sinanengroup.co.jp/en/>

Sinanen Holdings Co., Ltd. is a holding company of the energy service group founded in 1927. With the mission of the Group to contribute to realizing a comfortable life for all customers in their communities through energy and home & life services, we provide Retail/Wholesale Energy & Related Business for consumers, Energy Solution Business for corporations, and non-energy businesses such as bicycle sharing, environmental and recycling, system development, antimicrobial, building management and maintenance, and other services. We are committed to strengthening our corporate efforts toward the realization of a carbon-free society.

[Contact for inquiries about the SINANEN Akari no Mori Project]

Ueno & Sakai, Electric Power Sales & Planning Team, Electric Power Business Promotion Department, Environment & Energy Business Division, Sinanen Co., Ltd.

Tel: +81-3-6478-7885 Fax: +81-3-6478-7887 E-mail: [sn-salesplanning@sinanengroup.co.jp](mailto:sn-salesplanning@sinanengroup.co.jp)

[Media inquiries]

Yamamoto and Hirano, Business Management and PR Section, Corporate Management Department, Sinanen Co., Ltd.

Tel: +81-3-6478-7897 Fax: +81-3-6478-7903 E-mail: [sinanen-kouhou@sinanengroup.co.jp](mailto:sinanen-kouhou@sinanengroup.co.jp)