

October 11, 2023

Sinanen Holdings Co., Ltd.

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## SINANEN Akari no Mori Project: Launch of support for marine nature conservation and ecosystem protection activities at the Enoshima Aquarium

- Supporting Enosui eco and promoting activities that contribute to the ecosystem conservation of an endangered species, the small-clawed otter -

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 conservation of marine nature and ecosystems in collaboration with Enoshima Aquarium Corporation (Location: Fujisawa City, Kanagawa, President: Kazuhisa Hori) as part of the SINANEN Akari no Mori Project.



From left: Ichiro Izuka, General Manager of Enoshima Aquarium; Kazuhisa Hori, President of Enoshima Aquarium; Naoki Shimizu, President and CEO of Sinanen Co., Ltd.; Masao Watanabe, Senior Managing Director of Sinanen Co., Ltd.

### ■ Nature conservation and ecosystem protection activities to achieve Sustainable Development Goal 14: Life Below Water and Goal 15: Life on Land

Enoshima Aquarium uniquely approaches Enosui eco from two aspects: ecology related to living organisms (ecology) and activities that consider the environment (eco-action). In terms of ecology, the aquarium communicates the importance and wonder of interconnected life by exhibiting the diversity of living creatures and the environment that surrounds them, especially in Sagami Bay, which faces the Enoshima Aquarium. In terms of eco-action, the aquarium conducts beach cleanups to pick up trash on the sandy beach near the Enoshima Aquarium and street cleanups to pick up trash on the roads near the Enoshima Aquarium, with the aim of creating a beach where people can walk barefoot.

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, Sinanen has agreed with the purpose of Enosui eco conducted by Enoshima Aquarium and has signed an Enosui eco corporate supporter agreement.

In addition, through corporate sponsorship, Sinanen enriches various exhibits and shows and advances the research of their ecology and breeding at Enoshima Aquarium. For the sake of a male otter, Poponen, the Akari-no-Mori watchman, who came from the future to spread clean energy, has signed a sponsorship agreement for an exhibition entitled “Otter - Sunlight Filtering Through Trees,” which displays and cares for the Asian small-clawed otter, contributing to the conservation of the ecosystem of the Asian small-clawed otter.



Akari-no-Mori watchman: Poponen



Small-clawed otter at Enoshima Aquarium

## ■ Notice on upcoming events and merchandise sales

The Enosui eco Day, which includes beachcombing for treasures from the sea and the Beach Clean to pick up garbage on the beaches near Enoshima Aquarium, will be held on November 19th (Sunday). Characters created by Sanrio Company, Ltd., Poponen, the Akari-no-Mori watchman, and Cinnamoroll, the cheerleader of Sinanen Akari no Mori, are planned to support the event. Anyone can participate on the day of the event, so we hope that you join us. \* Will be canceled in case of bad weather.

Also, collaboration merchandise for Poponen and Awatan, the official character of the Enoshima Aquarium, will be on sale at the Enoshima Aquarium store. Please consider buying them. Details of the event and merchandise will be announced on the Sinanen website and the SINANEN Akari no Mori Denki website.



From left to right: Cinnamoroll, Poponen, and Awatan  
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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).

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■ **About Enosui eco at the Enoshima Aquarium** <https://www.enosui.com/ecotop.php>

Enoshima Aquarium uniquely approaches Enosui eco from two aspects: ecology related to living organisms (ecology) and activities that consider the environment (eco-action).

Aiming to achieve Sustainable Development Goal 14: Life Below Water and Goal 15: Life on Land, the Enoshima Aquarium is engaged in activities such as exhibiting the diversity of organisms mainly from Sagami Bay and the environment surrounding them, and picking up trash on beaches and roads near the Enoshima Aquarium.

■ **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.

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.

# PRESS RELEASE



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

Founded in 1927, Sinanen Holdings Co., Ltd. is the holding company of a corporate group offering comprehensive services related to energy, housing, and daily life. 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, bicycle sharing, environmental and recycling, system development, antimicrobial, building management and maintenance, and other services. We are also strengthening efforts to develop new environmentally-friendly businesses and corporate initiatives to achieve a decarbonized society.

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