

October 27, 2023

Sinanen Holdings Co., Ltd.

Sinanen Co., Ltd.

SINANEN Akari no Mori Project: Launch of support for forest conservation for the C.W. Nicol Afan Woodland Trust

- First official sponsorship in the energy industry to support the overall operations of the Afan Woodland Trust -

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 start of support for forest ecosystem restoration and biodiversity conservation activities as part of the SINANEN Akari no Mori Project, in collaboration with the C.W. Nicol Afan Woodland Trust (Location: Shinanomachi, Kamiminouchi-gun, Nagano, President: Izumi Morita) with the signing of an official sponsorship agreement.



Afan Woodland



The owl, one of the species inhabiting Afan Woodland

■ Forest conservation to realize a sustainable society

The Afan Woodland Trust got its start when founder C.W. Nicol began working on forest restoration in a neglected woodland at the foot of Mt. Izuna (Shinanomachi, Kamiminouchi-gun, Nagano) in 1986 to restore abandoned and neglected forests in Japan. Today, it is engaged in activities to protect forests with the support of various companies, organizations, and individuals. For the future 100 years from now, we are creating forests in devastated woodlands to restore the region's original vegetation and enable various creatures to live together. Aiming for the restoration of biodiversity, we put in practice the idea that forests can be restored to abundance by human hands by regenerating neglected and degraded forests.

In addition, to verify whether forestation truly benefits wildlife, biological surveys are being conducted. Listening to the voices of the inhabitants of the forest, we have steadily carried out forest restoration activities, and now 37 years later, 66 of Nagano Prefecture's endangered plant and animal species (as of 2022) have been confirmed in the Afan Woodland. Our forestation activities are based on a belief in the future, and we aim to restore the rich biodiversity of Japan's natural environment.

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. As a project to protect and foster the natural environment for the next 100 years, we are working to conserve forests and protect oceans and ecosystems in an aim to achieve SDG goals 7, 13, 14 and 15. Under the SDGs Goal 15 “Life on land,” we have been engaged in activities such as tree planting to convey the importance of protecting and preserving the richness of nature and nurturing it. As a part of those activities, we recently endorsed the mission of the Afan Woodland Trust and signed an official sponsorship agreement to support activities to restore the forest ecosystem and preserve biodiversity.

On Tuesday, October 24, 2023, the signing ceremony was held at the Afan Woodland with Izumi Morita, President of the Afan Woodland Trust, Naoki Shimizu, President and CEO of Sinanen Co., Ltd., and Shunichi Sudo, Director of Nagano Prefecture Forestry Department, participating as witnesses. Furthermore, characters including Poponen, the Akari-no-Mori watchman, who came from the future to spread clean energy and created by Sanrio Company, Ltd., and Arukuma, the PR character of Nagano Prefecture, also came to support the event.

In addition, to teach children, who are the future, about the importance of sustainable society, environmental protection, and energy conservation, Sinanen donated the picture books entitled “Cinnamoroll and Poponen from Akari no Mori” where Sanrio character Cinnamoroll stars as the cheerleader of Akari no Mori with Poponen, to visitors of the Afan Woodland.



From left, Nagano Prefecture PR character Arukuma; Yoshiyuki Kobayashi, Deputy Mayor of Shinanomachi, Nagano; Izumi Morita, President of the C.W. Nicol Afan Woodland Trust; Masao Watanabe, Senior Managing Director of Sinanen Co., Ltd.; Naoki Shimizu, President and CEO of Sinanen Co., Ltd.; Shunichi Sudo, Director of Nagano Prefecture Forestry Department; and Poponen, the Akari-no-Mori watchman

©2023 SANRIO CO.,LTD APPROVAL NO.L640409

©Nagano Prefecture Arukuma

Going forward, we will carry out joint efforts with the Afan Woodland Trust and work on activities to protect forests through cooperation with the trust’s initiatives based on the mission of “Aiming to

restore Japan's nature to its original condition and create a prosperous society that brings smiles to children's faces" and "Expanding forests that will be rich in biodiversity 100 years from now."

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).

■ **About the C.W. Nicol Afan Woodland Trust** <https://afan.or.jp/>

The Afan Woodland Trust got its start when founder and writer C.W. Nicol began working on forest restoration in a neglected woodland at the foot of Mt. Izuna (Shinanomachi, Kamiminochi-gun, Nagano) in 1986 to restore abandoned and neglected forests in Japan. Today, it is engaged in activities to create bountiful forests with the support of various companies, organizations, and individuals.

Aiming to regenerate the forest, the trust conducts forest maintenance, trust activities, and surveys and research on animals living in the forest.

■ **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.

■ **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.

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

Electric Power Business Promotion Department, Environment & Energy Business Division,
Sinanen Co., Ltd.

Ueno & Sakai, Electric Power Sales & Planning Team

Tel: +81-3-6478-7885 Fax: +81-3-6478-7887 E-mail: 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