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Realizing the visualization of environmental efforts through carbon neutrality

- Total beauty Salon's DX promotion and sustainable environmental support -

SCAT Inc. a leading company in promoting DX in the beauty salon industry, as part of the promotion of DX in the hairdressing industry and the sustainable environmental management support (SDGs) environment-friendly menu, we are promoting the "HP Carbon Neutral Computing Service" and "PC Reuse Program (safe and sustainable)" provided by HP Japan Inc., Ltd. We have been able to visualize our environmental efforts through carbon neutrality.

■ *Promote DX in the beauty industry and strengthen environmental initiatives.*

SCAT provides the systems and content necessary for the hairdressing industry. With the motto of providing "Plus 1" added value, our company continues to provide a wide range of services to the beauty and business industries, and has earned the deep trust of many customers.

We advocate ESG management and conduct our corporate activities with the desire to contribute to the environment and society. As part of our initiative to spread environmental initiatives in the beauty industry, we were looking for new ways to get involved in order to further strengthen our efforts regarding ESG and SDGs.

■ *Adopting a carbon neutral concept.*

Regarding new initiatives related to ESG and SDGs, SCAT received a proposal from Canon Marketing Japan Inc., with whom it had business dealings, for the "HP Carbon Neutral Computing Service" and "PC Reuse Program" provided by HP Japan Inc.

- This service calculates and offsets the CO2 emissions of each device, from procuring PC raw materials to use and disposal.
- Offsets are carried out after highly accurate carbon footprint calculations in accordance with the Carbon Neutral Protocol, a rigorous standard set by internationally trusted professional organizations.
- A PC with offset applied becomes a carbon neutral PC (certificate can also be issued).
- It is possible to provide the most environmentally friendly PC that can currently be considered, and to visualize its effects, which cannot be achieved by simply carbon offset using carbon credits.

■ *Solution effectiveness.*

SCAT has decided to introduce HP Japan Inc., "HP Carbon Neutral Computing Service" from the end of 2023. Additionally, by signing up for the ``PC Reuse Program," in which HP purchases existing PCs at a fixed price, we were able to secure cost benefits when replacing PCs.

This solution has the following benefits:

① The actual value of initiatives can be “visualized” in the form of a certificate.

② It is possible to provide “persuasive data” to related organizations and consumers.

Moreover

③ As a company, you can visualize your own efforts with sustainability in mind.

④ It can be expected to raise awareness of corporate social responsibility and environmental protection and contribute to combating climate change.

SCAT will continue to strive to expand this solution as an environmentally friendly menu that supports sustainable environmental management (SDGs).

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