

SDGs Week from September 17 (Fri.) ~ 28 (Tue.) TOKYO SKYTREE Special Light up with 17 colors to represent the SDGs

TOBU TOWER SKYTREE CO., LTD.

TOKYO SKYTREE operator TOBU TOWER SKYTREE CO., LTD. (Sumida-ku, Tokyo) will have a special lighting display depicting the 17 Sustainable Development Goals (SDGs) during Sustainable Development Goals (SDGs) Week September 17 (Fri.) through 28 (Tue.), to help focus attention on the SDGs.

During the week of SDGs posters will be displayed to introduce several key initiatives being made to highlight the SDGs at the various locations throughout TOKYO SKYTREE TOWN, a large complex centered on the world's tallest tower, TOKYO SKYTREE. And various events, limited-time shops and workshops where you can have fun while learning about SDGs will be held in TOKYO SKYTREE TOWN. Please note the following details.

1. Special light up depicting the 17 SDGs

A special lighting display depicting the 17 Sustainable Development Goals (SDGs) will be presented during SDGs Week September 17 (Fri.) through 28 (Tue.) to help boost momentum for SDGs promotion.

- Illumination dates, times:

September 17 (Fri.) - 24 (Fri.), and 26 (Sun.) - 28 (Tue.) 18:00-20:00

September 25 (Sat.) 18:00-19:00

*Subject to change or cancellation in the event of exigencies arising from the COVID-19 pandemic or if requested by the Tokyo Metropolitan Government.

- Content: Special lighting depicting the 17 SDGs

*The 17 colors change over 3 seconds.



△Special lighting depicting the 17 SDGs

2. SDGs Week initiatives by TOKYO SKYTREE TOWN

① Poster displays

In various locations throughout TOKYO SKYTREE TOWN, the urban neighborhood of TOKYO SKYTREE, posters will be displayed introducing some of the most important of the various efforts that are being made toward SDGs.

- Period: September 17 (Fri.) - 28 (Tue.), 2021
- Main display content
 - Solar electric panel introduction (TOKYO SKYTREE TOWN)
 - Heat provided by district heating and cooling (DHC) system (TOKYO SKYTREE TOWN)
 - Conversion to all-LED lighting equipment (TOKYO SKYTREE)
 - Promotion of plastic shopping bag reuse and switching to materials containing biomass, as well as paper shopping bags made through environmentally-sensitive manufacturing methods (TOKYO SKYTREE)
 - W1SH RIBBON DISCOVER & CONNECT THE WORLD campaign (TOKYO SKYTREE)
 - New uniforms designed with consideration for gender equality (TOKYO SKYTREE)



△ Main SDGs Week initiatives by TOKYO SKYTREE TOWN
 From left: Solar electric panel introduction (TOKYO SKYTREE TOWN)
 • Conversion to all-LED lighting equipment (TOKYO SKYTREE)
 • W1SH RIBBON DISCOVER & CONNECT THE WORLD campaign promotion (TOKYO SKYTREE)
 • New uniforms designed with consideration for gender equality (TOKYO SKYTREE)

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② Event "Join in for SDGs! Support SDGs! In Tokyo Solamachi"

Various events, limited-time shops and workshops on SDGs will be held in TOKYO SKYTREE TOWN in coordination with SDGs Week. You can have fun while learning about SDGs. This event is being held in conjunction with a variety of initiatives, as the September 17 (Fri.) - October 3 (Sun.) 9th anniversary thanks fiesta celebrating the 9th year since the opening of TOKYO SKYTREE and TOKYO SKYTREE TOWN overlaps with SDGs Week and the adoption by TOKYO SKYTREE TOWN of the SDGs.



△ Logo for "Join in for SDGs! Support SDGs! In Tokyo Solamachi"

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△Event Image "Let's participate in SDGs! Let's support! in Tokyo Solamachi"

Notes:

■ Sustainability initiatives of the Tobu Group

Through its business activities, the Tobu Group works to help solve social issues, aiming to thereby help achieve a sustainable society.

● Tobu Railway initiatives

<https://www.tobu.co.jp/corporation/#csr-info> (Japanese)

● TOKYO SKYTREE initiatives

<https://www.tokyo-skytree.jp/en/about/sdgs/>



End