



OUR COMMON FUTURE, OUR RESPONSIBILITY

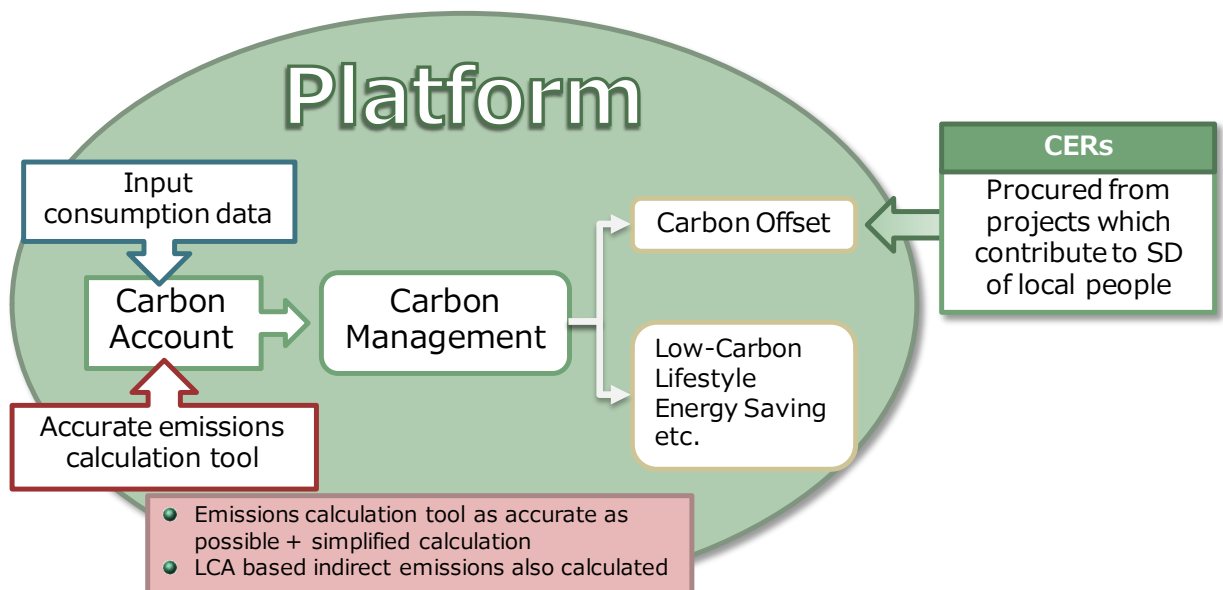
PEAR's Philosophy

PEAR is a social venture company founded to realize a sustainable low-carbon society.

- We aim to realize a low-carbon society through our daily activities in Japan.
- We aim to realize a low-carbon society through cooperation between developed countries and developing countries.

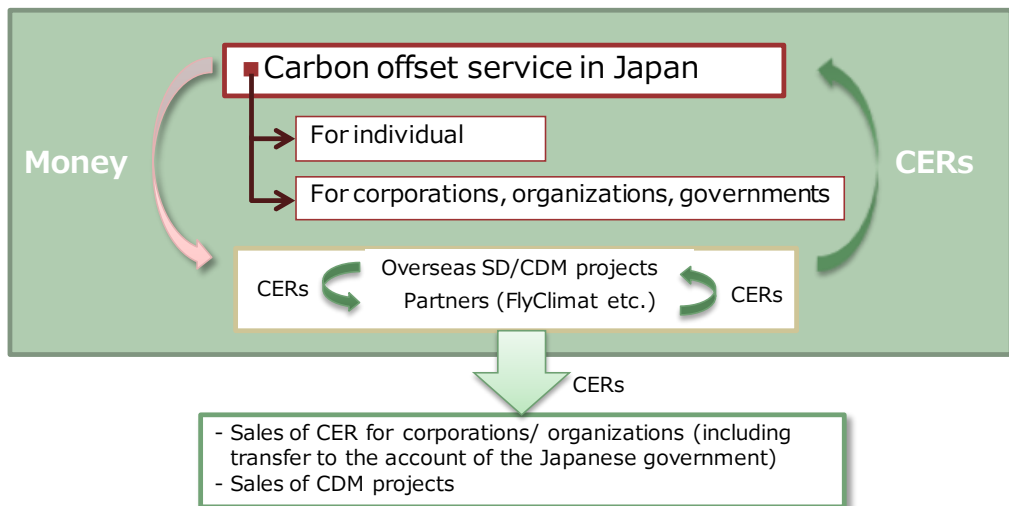
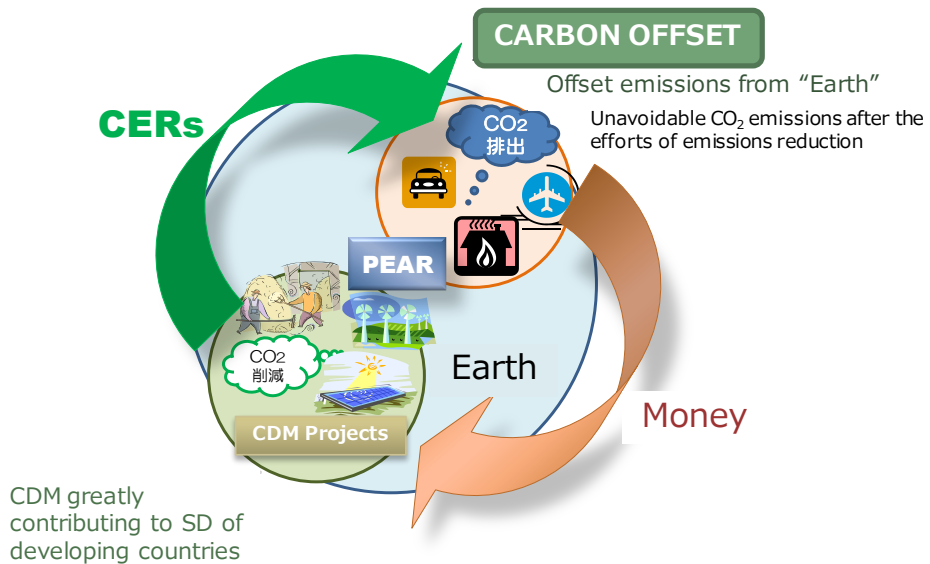
As a Carbon Management Platform

PEAR provides a platform which enables Japanese people, motivated by their sense of responsibility, to manage their own carbon footprint and conduct carbon offset. The platform clarifies carbon emissions for offset by “each activity” (not in a lump) and accelerates to change our action toward “low-carbon lifestyle”.



PEAR's Business

- We offer Japanese people and corporations chances to offset your own CO₂ emissions through a variety of carbon-offset services as “new social added-value” in response to your sense of responsibility to save the global environment.
- We basically utilize the CDM/JI scheme to assure the credibility of greenhouse gas(GHG) emissions reduction. Especially we offer CERs from CDM projects that greatly contribute to the sustainable development (SD) of developing countries in various ways.

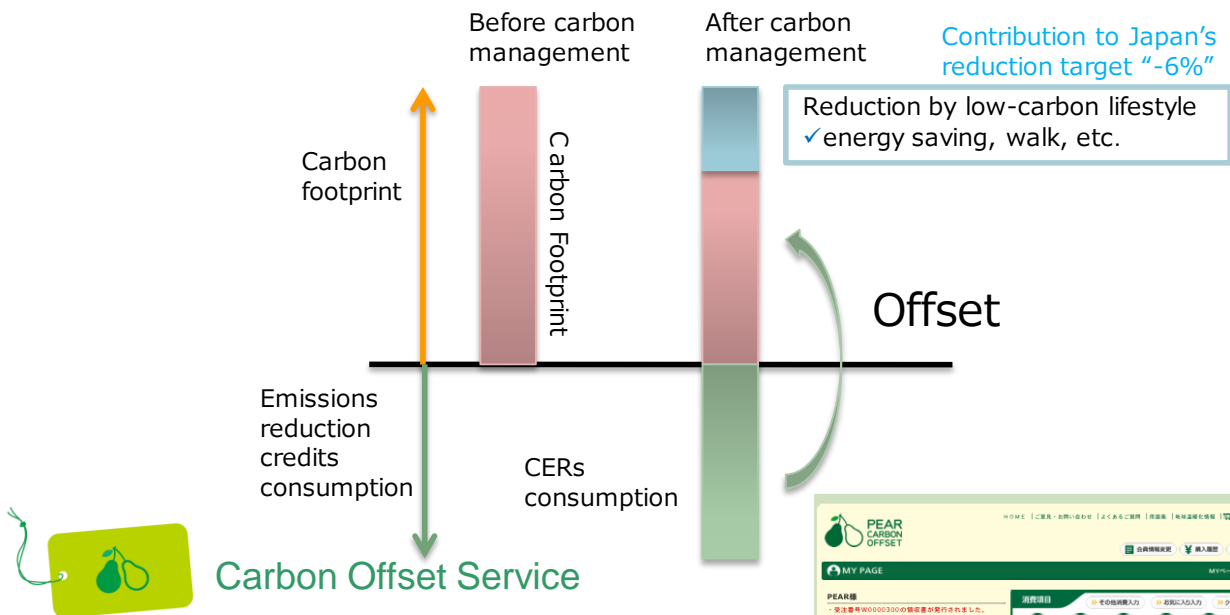


CDM: Clean Development Mechanism. GHG emissions reduction projects in developing countries under the Kyoto Protocol. CDM introduces the most rigorous screening process to generate the most credible credits.

CERs: Certified Emission Reductions. Emissions reduction credits issued by the United Nations(UNFCCC) after the implementation of CDM projects.

PEAR's Carbon Offset

- Individuals and corporations, motivated by their “sense of responsibility” for the global warming, offset their own carbon footprint (CO₂ emissions).
- PEAR defines carbon offset as “to offset the load on the global atmosphere”. Therefore, we in principle do not donate the GHG emissions reduction credits to the Japanese government for its Kyoto commitment, but invalidate them (extinguishing from the earth) so that nobody can use them any more.
- We basically utilize only co-benefits CDM projects which contribute greatly to the sustainable development of local people in the host country as the resource of carbon offset.



We offer a “carbon account” system on the web as a “carbon management” tool for individuals and households. Customers may recognize and manage your own CO₂ emissions from your daily activities.

Carbon Account

We estimate CO₂ emissions with high accuracy by inputting daily consumption activity data.

Offset Service

We offset by the kilogram- CER. CERs are transferred to the cancellation account of the Japanese government and invalidated.



Corporate Service

Carbon Offset Service for Corporations

Now we are moving toward the carbon conscious society where CO₂ emissions are displayed on every product/ service/ event. Introducing a new lifestyle and values labeled “carbon offset” will be an added value of your business.

- **Suggestion of carbon offset scheme**

We suggest a variety of carbon offset schemes tailored to your business activities.

- **Emission calculation of offset target**

PEAR calculates CO₂ emissions arising from carbon offset targets (sales of products/ organization of events) with objectivity, credibility and accountability, utilizing our high expertise in GHG inventory calculation and LCA (Life Cycle Assessment).

We also share our expertise with our customers so that participants of events may calculate their own emissions.

- **Procurement/ invalidation of emission reduction credits**

As the resources of carbon offset based on the CO₂ emissions calculation, we focus on CER credits from CDM projects which contribute to the sustainable development of developing countries. Procured CERs will be invalidated (transferred to the cancellation account of the national registry of the Japanese government), which enables customers to contribute to sustainable development in the broader global context.

*PEAR also transfers CERs to the customer's account as requested.

- **Issuance of carbon offset certificate**

We issue end users carbon offset certificates with the emission activity data and emissions reduction project information as the resource of carbon offset.

We also support panel presentation to illustrate carbon offset in events.

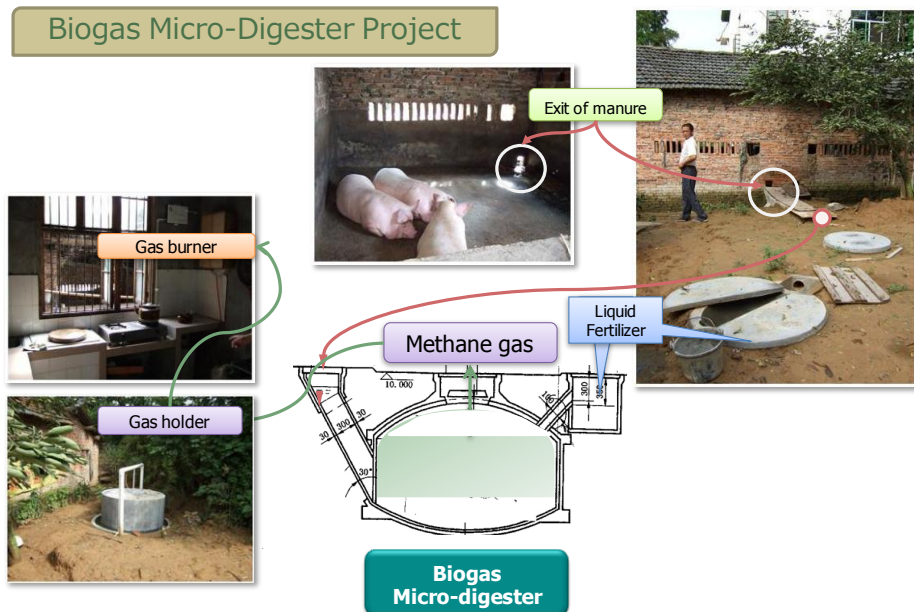
CERs Retail Service for Corporations

We retail CERs for CSR-oriented corporate customers as requested. Your commitment will give a significant meaning to the society to offset all or part of CO₂ emissions from your business activities (e.g. business trip, energy consumption in the office).

Development of CDM Projects

Projects for the Sustainable Development of Local People

In order to procure credits as the carbon offset resources, we are actively involved in the development of CDM projects which strictly contribute to the sustainable development of the local people of the project site. The projects include energy-independence for agricultural village development and forest conservation, which we believe achieve “decrease of global warming” and “sustainable development” and realize the global low carbon society in the long run.



Biogas Micro-Digester (BMD) project is to produce methane gas by fermenting excrement of swine/ cattle/ poultry and people in the farm in the BMD, and utilize the gas for cooking, heating and lighting. PEAR has started BMD projects in Chongqing City, and been expanding its field to other agricultural villages in China as Programme CDM.

Developing CDM with Our High Expertise



- PEAR develops CDM projects in China focusing on co-benefits type.
- Utilizing our high expertise in Coal Mine Methane projects, PEAR responsibly implements project development, PDD drafting, Validation, Registration to UNFCCC, Monitoring, Verification and acquisition of emissions reduction credits(CERs).
- Collaborating with overseas partners, PEAR provides CERs from various co-benefits CDM projects depending on the customer's needs.

Our corporate name “PEAR” stands for “Partnership for Environmental Action with Responsibility”, which means the partnership between developed countries and developing countries pursuing protection of global environment and construction of sustainable society. Further, as our philosophy, the partnership is motivated by our own “sense of responsibility” as the main character of the stage of the earth.

The logo, a pair of pears, illustrates a ripe pear and a young pear supporting each other. The ripe pear symbolizes developed countries, and the young one developing countries. And the supporting feature represents the partnership between the two worlds just like the origin of our corporate name. Yes, the two pears are brothers bonded with strong partnership, giving a new life to a small leaf.



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