

July 30, 2025

Energy-saving Renovation Task Force

Developers, Renovation Companies, Window and Sash Manufacturers, and Industry Associations Unite Across Industry Boundaries

“Energy-saving Renovation Task Force” Launched

Promote Awareness and Drive Adoption of Insulation and Energy-saving Renovation in Existing Houses

We hereby announce the launch of the “Energy-saving Renovation Task Force” (hereinafter, the “TF”), led by Sumitomo Realty & Development Co., Ltd. in collaboration with Sankyo Tateyama, Inc., JBN (Japan Builders Network), the Association for Greener Residential Windows and Doors (AGW), Sumitomo Fudosan Housing Co., Ltd., LIXIL Corporation, and YKK AP Inc. (Listed in Japanese alphabetical order, excluding the lead organization).

The TF has been established as part of “Decokatsu (Decarbonization Action),” a national movement promoted by Japan’s Ministry of the Environment to encourage new and prosperous lifestyles that aim at decarbonization (combining “DE”carbonization, “ECO”, and “Katsu,” Japanese word for activity and lifestyle). The TF brings together the above-mentioned companies and organizations involved in insulation and energy-saving renovation of existing houses, aiming to strengthen collaboration and promote widespread adoption.

In order to achieve carbon neutrality (hereafter, “CN”) by 2050 and meet the 2030 reduction targets, expanding the adoption of insulation and energy-saving renovation of existing houses is an urgent issue for reducing CO₂ emissions from the residential sector. However, public awareness remains low due to insufficient information dissemination to consumers. In light of this situation, the participating organizations have reached a shared understanding that an integrated approach beyond existing frameworks is essential to contribute to society-wide goals. Accordingly, the TF has been established to promote awareness and adoption of such renovations, in collaboration with relevant ministries and local governments.

At today’s launch ceremony, which was attended by Mr. Takeo Sugii from the Global Warming Countermeasures Division of the Global Environment Bureau at the Ministry of the Environment, along with representatives from the participating companies, presentations were made regarding the purpose of the TF’s establishment and its future activities. Tokiyuki Okada, Managing Executive Officer of Sumitomo Realty & Development Co., Ltd., the lead organization, expressed the TF’s strong commitment, stating: “We will work across industry boundaries to raise awareness and expand the adoption of insulation and energy-saving renovations, contributing to the realization of a sustainable society.”



At the Launch Ceremony held on July 30

■ “Decokatsu,” a national movement promoted by the Ministry of the Environment

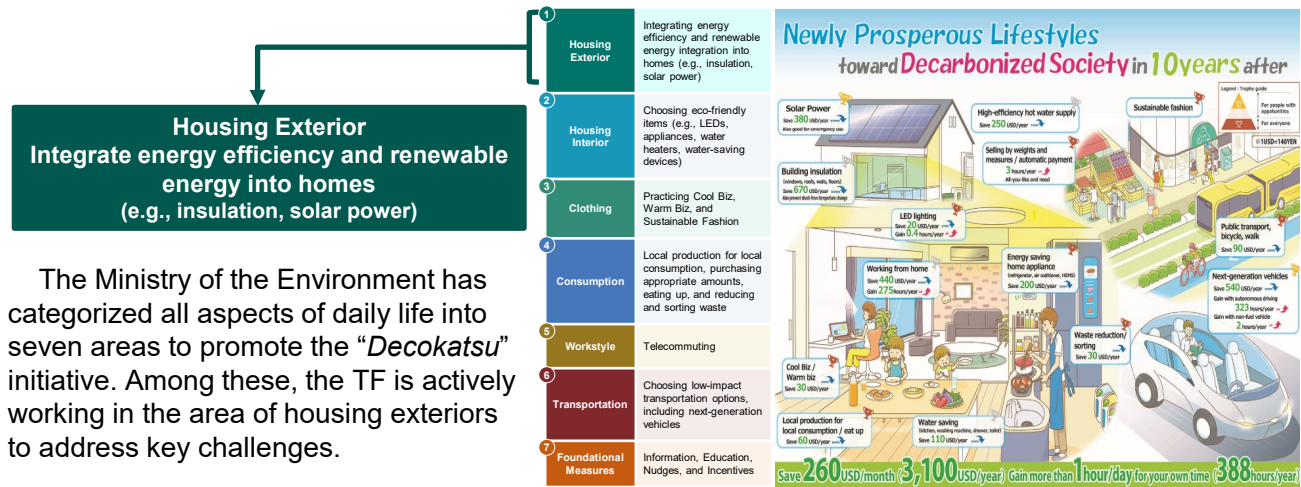


* Decokatsu – Embracing Eco-Friendly Living in Everyday Life

The Ministry of the Environment is promoting “Decokatsu,” a national movement aimed at realizing a decarbonized society and creating new and prosperous lifestyles, as part of efforts to achieve CN by 2050 and meet the greenhouse gas reduction targets for 2030.

“Decokatsu” is the nickname of a national movement that combines “De”carbonization and “Eco” — both contributing to CO₂ emission reduction— with “Katsu,” Japanese word for activity and lifestyle. In promoting this initiative, the Ministry of the Environment released a roadmap in February 2024 outlining strategies to reduce CO₂ emissions from daily life, presenting specific challenges and solutions from the perspective of individuals in their daily lives.

Categorizing all aspects of daily life that contribute to decarbonization into seven broad areas (Ministry of the Environment)



The Ministry of the Environment has categorized all aspects of daily life into seven areas to promote the “Decokatsu” initiative. Among these, the TF is actively working in the area of housing exteriors to address key challenges.

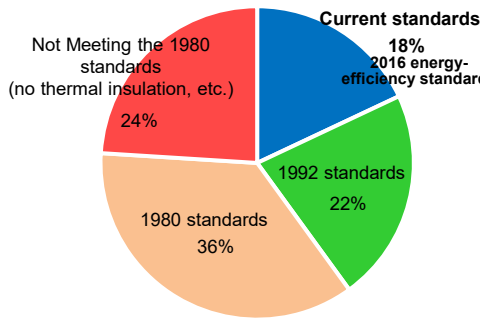
Source: “Decokatsu Support Team” (Public-Private Partnership Council for New National Movement)
https://ondankataisaku.env.go.jp/dekokatsu/common/file/roadmap_hontai.pdf
(Available in Japanese only)

■ Background to Establishment of Energy-saving Renovation Task Force

1) Social Challenges in Achieving CN: Number of Insulated Homes

Achieving CN by 2050 requires decarbonization of the residential sector, which currently accounts for approximately one-seventh of Japan’s total CO₂ emissions. As of 2024, it is estimated that around 82% of existing houses (approximately 44 million units) do not meet current energy efficiency standards, and about 24% of these (approximately 13 million units) have no thermal insulation at all. Ideally, these substandard houses would be replaced with new, energy-saving housing. However, given the current pace of new housing starts—about 800,000 units per year, projected to decline to 500,000 by 2040—this alone will not be sufficient to meet the 2050 CN target. Therefore, promoting insulation and energy-saving renovations for existing houses is essential.

Thermal insulation performance of housing stock (about 54 million units)



Reference: Ministry of Land, Infrastructure, Transport and Tourism, FY2024 Housing and Economic Data
<https://www.mlit.go.jp/common/001133976.pdf>

2) Challenges in Insulation and Energy-Saving Renovation of Existing Houses

Compared to newly built houses, insulation and energy-saving renovation of existing houses face a number of challenges. These include the difficulty of enforcing renovation obligations and the limited motivation provided solely by the goal of decarbonization. Additional barriers include the high cost of construction and the complexity of determining appropriate renovation levels. Furthermore, in the existing housing market, the value of insulation and energy-saving renovations is not yet properly recognized, which significantly hinders wider adoption. (See next page)

In response to these challenges, developers, renovation companies, window and sash manufacturers, and industry associations—sharing a common awareness of the issues—have united across industry boundaries to launch the “Energy-saving Renovation Task Force.” This initiative aims to address social issues in the housing sector through cross-industry collaboration.

■ Overview of the TF

Name of Organization: Energy-saving Renovation Task Force

Participating Companies and Organizations: Sumitomo Realty & Development Co., Ltd. (Lead organization), Sankyo Tateyama, Inc., JBN (Japan Builders Network), the Association for Greener Residential Windows and Doors (AGW), Sumitomo Fudosan Housing Co., Ltd., LIXIL Corporation, and YKK AP Inc. *(Listed in Japanese alphabetical order, excluding the lead organization)*

Purpose of Establishment: The TF has been established as part of the Ministry of the Environment’s “Decokatsu” initiative to contribute to reducing CO₂ emissions from the residential sector by strengthening collaboration among companies and organizations involved in insulation and energy-saving renovation of existing houses, and by promoting the widespread adoption of such practices.

Main Initiatives:

- 1) Launch of three subcommittees: Awareness Expansion Subcommittee, Sales Capability Enhancement Subcommittee, and Technical Expertise Enhancement Subcommittee.
- 2) Collaboration with relevant ministries and local governments to raise awareness of insulation and energy-saving renovation through information dissemination and events (Year 1)

Slogan: Insulation First, for Family Well-being

TF Mascots: “Warmy Neko” and “Cooly Nyako”

<Key Visual and Slogan>



<TF Mascots>



■ Initiatives

The TF aims to promote the widespread adoption of insulation and energy-saving renovation in existing houses, targeting the residential sector, which accounts for approximately one-seventh of Japan’s total CO₂ emissions, in order to help achieve CN by 2050.

As part of its detailed initiatives, the TF will launch three subcommittees: Awareness Expansion Subcommittee, Sales Capability Enhancement Subcommittee, and Technical Expertise Enhancement Subcommittee. In its first year, it will collaborate with relevant ministries and local governments to raise public awareness of insulation and energy-saving renovation through information dissemination and promotional events.

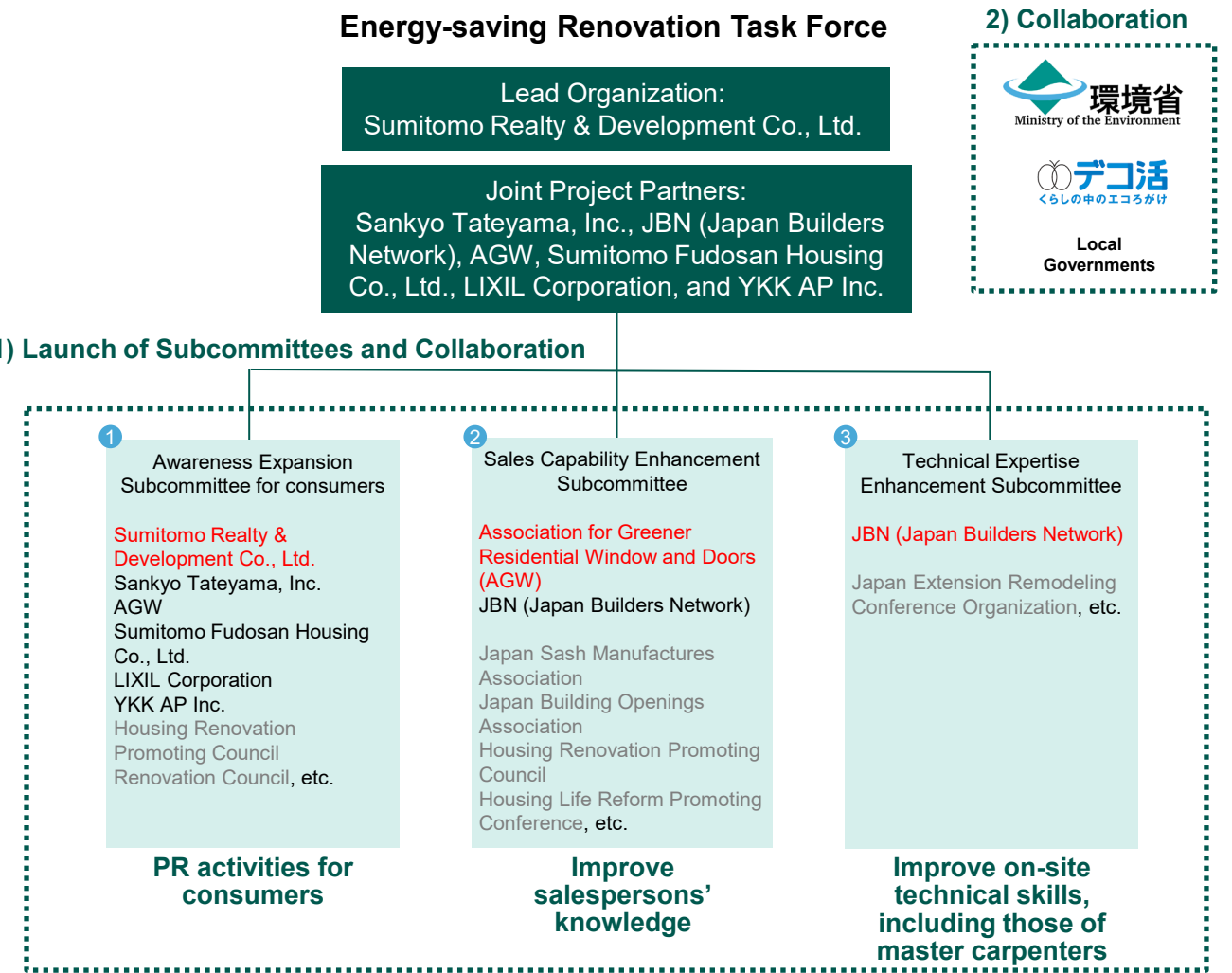
1) Launch Three Subcommittees and Promote Initiatives Widely through Collaboration

- Awareness Expansion Subcommittee:** PR activities to clearly communicate the benefits of insulation and energy-saving renovation to consumers
- Sales Capability Enhancement Subcommittee:** Activities to improve salespersons’ knowledge
- Technical Expertise Enhancement Subcommittee:** Activities to improve on-site technical skills, including those of master carpenters

2) Enhance information dissemination through collaboration with relevant ministries and local governments

The TF is engaged in PR activities, including disseminating information and hosting events to help consumers better understand the health, economic, and environmental benefits of insulation and energy-saving renovation.

〈Roles of Participating Companies〉



* Red text indicates the lead organization for each subcommittee.
* Grey text indicates joint project partners.
* The indicated companies and organizations are as of July 30, 2025.