

**- A new initiative aimed at resolving local issues through donations from visitors to Japan -
Participation in “Donate & Go” and “Preserve Kyoto Gift”**

September 11, 2024
Osaka Gas Co., Ltd.

Osaka Gas Co., Ltd. (whose Representative Director and President is Masataka Fujiwara), in collaboration with giftee Inc., Kyoto City, the Kutchan Tourism Association, and Japan Airlines Co., Ltd., has established the “Donate & Go” Consortium. This organization aims to solve local tourism-related issues through promoting a system in which visitors to Japan make donations to the areas they visit and in return receive electronic gift vouchers, as a thank-you, that can be used in the area. Under the “Donate & Go” scheme, Osaka Gas will be responsible for issuing electronic gift vouchers and coordinating the participating stores where they can be used.

In addition, as the first project under the “Donate & Go” scheme, the “Preserve Kyoto Gift” initiative has been launched today to collect donations from visitors to Japan who visit Kyoto City. The plan is to expand similar programs to other areas across the country, including the Niseko area in Hokkaido, northern Japan.

In recent years, with the increase in visitors to Japan and the diversification of tourism resources, better ideas and new methods are being discussed, beyond the realm of tourism revenue, in order to ensure sustainable regional development and tourism. “Donate & Go” is a scheme that allows visitors to Japan to “Donate” to the areas they visit and to “Go” out and truly experience their destination by receiving electronic gift vouchers redeemable at local restaurants and tourist facilities in return for their donations. Through experiences unique to the local area, visitors become attached to the area, leading to an increase in fans.

As the first project under the “Donate & Go” scheme, we have launched the “Preserve Kyoto Gift” initiative in Kyoto City. Kyoto has a long history and is home to many traditional industries and food cultures that have been developed and refined over centuries through the changing seasons of nature. To date, Osaka Gas has contributed to the revitalization of the Kyoto region by teaming up with Kyoto City and giftee to promote the area’s attractions through such initiatives as issuing the “Ittoku Pass”¹, electronic gift vouchers that can be used at designated stores, providing the “Kansai Odekake Tax”², a new local consumption-based hometown tax payment system, and issuing premium meal coupons for “Kyoto Restaurant Winter Special 2024” with use of the Ittoku Pass platform. In the “Preserve Kyoto Gift” initiative, we will work together with Kyoto City and giftee with the aim of encouraging more people to learn about the charms of Kyoto and creating a sustainable community.

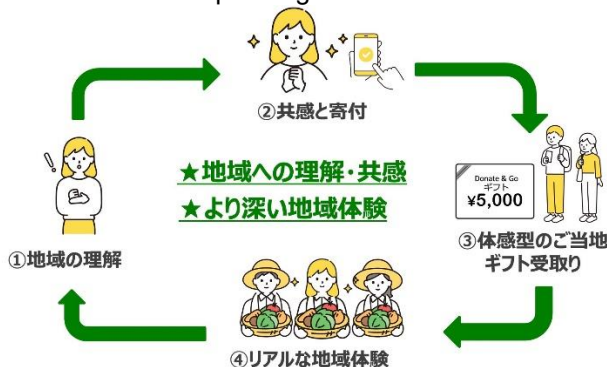
The Daigas Group will utilize digital technology to provide services and solutions optimal to each customer with the aim of realizing lifestyles and businesses that fit with the new normal in the changing times, as well as solving local issues and revitalizing the regional economy.

*1 “Ittoku Pass” is a digital gift ticket service operated by Osaka Gas that connects its household customers to local restaurants. The registered members can enjoy great deals on food and drinks at designated stores by using the coupons provided through emails and the digital gift vouchers that can be received in exchange for loyalty points.

*2 The Kansai Odekake Tax is a new hometown-tax collection system that enables users to pay a hometown tax (donation) to a local government in the Kansai region on a dedicated website before or during their visit to the relevant area. Immediately after donations are made online, digital gift vouchers are sent to the donors’ smartphones as a return gift that can be used at designated businesses in the relevant area. We support the revitalization of the area by encouraging the donors to use the vouchers for local “experience consumption” (e.g. eating, drinking, lodging, and activities).

1. “Donate & Go”

“Donate & Go” is a system that asks visitors to Japan to make donations to the areas they visit to support efforts to protect and develop the local history, culture, natural environment, and scenery, and it also offers vouchers for hands-on activities or gifts unique to the area as a return gift, helping them learn about the value and charm of the area and expanding the number of fans of the area.



Donate

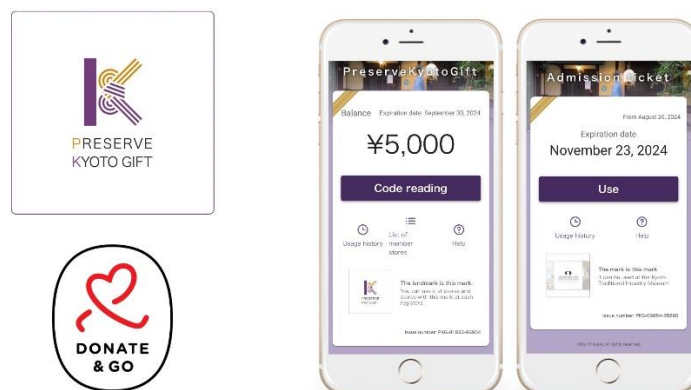
旅先の歴史・文化・自然環境を理解し、共感してくれた訪日客に寄付をいただくことで、地域の保全や振興を図る

Go

寄付と体感型のご当地ギフトを通して、訪日客と地域との関わりを増やし、地域への愛着や帰属意識を持った関係人口へと昇華させる

2. “Preserve Kyoto Gift”

Using the “Donate & Go” system, donations are raised from visitors to Japan who visit Kyoto City, and as a thank-you gift, electronic gift vouchers are issued for use at participating stores, mainly restaurants, within Kyoto City. There are approximately 380 participating stores (as of September 11, 2024), and Osaka Gas is responsible for issuing the vouchers. Donations can be made by credit card after registering your email address via a dedicated website from your smartphone. Once you enter your desired donation amount and your donation is completed, you will instantly receive an e-gift voucher worth 50% of your donation amount. To use the voucher, you need to scan the QR code displayed at a participating store using a scanner app on a dedicated website and enter the amount you will use, and then your payment is complete.



- For more information on “Preserve Kyoto Gift,” please visit: <https://preservekyotogift.e-premium.gift/>

3. “Donate & Go” Consortium

This organization aims to promote the understanding of and empathy with the local culture, natural environment, and scenery by visitors to Japan and to solve local issues, such as developing a connected population for tourism promotion, through collaboration between local communities and private companies across the country. We strive to achieve our goals through expanding the areas using “Donate & Go,” mutual interaction among regions, and collaboration in promotional activities. In the future, we plan to widely recruit members from local governments and community groups, including tourism associations, as well as private companies that support this initiative.

Organization name	Donate & Go Consortium
Date of establishment	September 11, 2024
Founders	<Local governments and community groups> Kyoto City, Kutchan Tourism Association <Private companies> Osaka Gas Co., Ltd.: Issuance of electronic gift vouchers and coordination of participating stores Japan Airlines Co., Ltd.: Promotion for users giftee Inc.: System provider