

Press Release



November 1, 2024
transcosmos inc.

transcosmos kicks off SHIBUYA Good Manner Challenge feat. Fortnite towards solving Shibuya's social problems in full-swing

Releases its original game SHIBUYA CITY BOSS FIGHT on Fortnite

transcosmos hereby announces that on November 1, 2024, the company has launched the SHIBUYA Good Manner Challenge feat. Fortnite, a joint project with EbuAction, supporting the Shibuya Good Manner Project run by Future Design Shibuya General Incorporated Association (Future Design Shibuya), a movement to make Shibuya ward a safe and secure city. Through this SHIBUYA Good Manner Challenge feat. Fortnite event, transcosmos and EbuAction aim to tackle Shibuya's social issues, specifically, nuisance behavior including street drinking and littering. The two companies have released SHIBUYA CITY BOSS FIGHT on Fortnite, a popular metaverse gaming app among the young generation and international users. JK Zombie, an international intellectual property (IP) project from Shibuya produced by TWIN PLANET, will appear in the game.



■Background

Nuisance behavior such as street drinking, smoking, and littering continue to increase in Shibuya ward, now becoming a social issue in the ward. Against this backdrop, Future Design Shibuya launched the Shibuya Good Manner Project, and is taking various measures to solve this issue in partnership with a range of stakeholders. transcosmos now organized this campaign with the aim of making young people and overseas visitors become more mindful of the city's environment as well as educating manners through enjoying the Fortnite-based gaming experience.

■Key project plans

- Publish unique content on Fortnite
- Take part in sports and entertainment events related to Future Design Shibuya
- Run hackathon events
- Collaborate with JK Zombie an international IP project originated in Shibuya
- Run online collaboration events with Fortnite world cup players and livestreamers

*For more details and latest news, visit event page here: <https://shibuya-good-manner.com/fortnite>

■Examples

1) About SHIBUYA Good Manner Challenge feat. Fortnite

Game title	SHIBUYA CITY BOSS FIGHT
Game genre	Zombie games
Island code	5213-7689-0580
Release date	Friday, November 1, 2024
Fee	Free
Platform	Fortnite
Event page	https://shibuya-good-manner.com/fortnite

*This event is not sponsored, endorsed, or administered by Epic Games, Inc., and is independently created in Fortnite Creative.



2) About JK Zombie, an international IP project from Shibuya

JK Zombie, a new international IP Project set in Shibuya appears in SHIBUYA Good Manner Challenge feat. Fortnite SHIBUYA CITY BOSS FIGHT. JK Zombie started with a key visual image created by Osamu Suzuki and Ms. Posuka Demizu, a manga artist who illustrated *The Promised Neverland*, a manga with a total circulation of 42 million copies worldwide.

*Check JK Zombie story here (no translation available): <https://jkzombie.com/>

3) About SHIBUYA Good Manner Hackathon feat. Fortnite

We are calling for your creative and Fortnite-style games set in Shibuya with elements that would raise players' awareness in solving social issues that Shibuya faces including street smoking and drinking as well as littering. We welcome you and your team to join our project for solving Shibuya's social issues.

Event name	SHIBUYA Good Manner Hackathon feat. Fortnite
Application period	Friday, November 11, 2024 to 23:59 (Japan time) Friday, December 20, 2024
Theme	Creative, Fortnite-style games made using FORTNITE Creative Mode and Unreal Editor For Fortnite (FEFN). The game should be set in Shibuya with elements that encourage players to solve the city's social issues. We look forward to seeing your games created with out-of-the-box ideas.
Award & Prize	SHIBUYA Good Manner Grand Prize •Winner: 1 •Prize: ¥1 million (tax included) •Award: The winner will be commended in an online streaming event. *Awards and winners may be added during the event. *Award winning games are scheduled to be announced in early January 2025 in an online streaming event.
Official Discord	https://discord.gg/aaBzzjyFHN
Organizer	Future Design Shibuya General Incorporated Association
Sponsors	transcosmos, EbuAction

*This event is not sponsored, endorsed, or administered by Epic Games, Inc. Epic Games Inc. has no relation with this event in any way. All information related to this event is submitted only to the event organizer. Epic Games, Inc. does not have any access to the information.

4) Livestreamed on Dommune, a livestreaming studio/channel from 18:30pm, November 1, 2024

Show title	SOCIAL INNOVATION WEEK 2024 Special Plan SHIBUYA Good Manner Challenge feat. Fortnite kicks off "Cleanup Shibuya via Fortnite! Revolution in Manners begins from gaming"
Date & Time	18:30 to 20:30, November 1, 2024
Topics	Project background and overview, collaboration between JK Zombie, an international IP project from Shibuya, and FC Tokyo, a Japanese professional football club, etc.
Livestreaming URL	https://www.dommune.com/

Using the gaming metaverse, transcosmos will continue to increase touchpoints with young generations and people overseas. transcosmos will help companies and brands expand their fields through gaming experience, thereby contributing to increasing their lifetime value (LTV).

Companies and organizations who are interested in joining this collaborative event, please contact transcosmos.

◆About Future Design Shibuya

Corporate name: Future Design Shibuya General Incorporated Association

Address: 9F, Shibuya PARCO, 15-1, Udagawa-cho, Shibuya-ku, Tokyo 150-0042 Japan

Business: Based on diversity and inclusion, Future Design Shibuya collects ideas and talents of various people who gather in Shibuya, such as people living in Shibuya, workers, learners, visitors, etc., across domains, and through open innovation, society. It is a full-scale industry-government-academia-private partnership organization that designs solutions and possibilities for issues.

URL: <https://fds.or.jp/en/>

◆About EbuAction, inc.

Company name: EbuAction, inc.

Address: 2-10-34, Kami-Osaki, Shinagawa-ku, Tokyo 141-0021, Japan

Business: Providing services for businesses to offer solutions on metaverse platforms including Fortnite and Roblox. Co-operating BORDER, a metaverse production studio, with NEIGHBOR Co., Ltd.

URL (no translation available): <https://ebuaction.com>

◆About TWIN PLANET

Company name: TWIN PLANET Co., LTD.

Address: 5-46-1, Jingumae, Shibuya-ku, Tokyo 150-0001, Japan

Business: An IP Production, operating a wide range of businesses in the entertainment industry centered on Intellectual Property (IP).

URL (no translation available): <https://twinplanet.co.jp>

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*Other company names and product or service names used here are trademarks or registered trademarks of respective companies.

About transcosmos inc.

transcosmos launched its operations in 1966. Since then, we have combined superior “people” with up-to-date “technology” to enhance the competitive strength of our clients by providing them with superior and valuable services. transcosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 181 bases across 35 countries/regions with a focus on Asia, while continuously pursuing Operational Excellence. Furthermore, following the expansion of e-commerce market on the global scale, transcosmos provides a comprehensive One-Stop Global E-Commerce Services to deliver our clients’ excellent products and services to consumers in 46 countries/regions around the globe. transcosmos aims to be the “Global Digital Transformation Partner” of our clients, supporting the clients’ transformation by leveraging digital technology, responding to the ever-changing business environment. Visit us here <https://www.trans-cosmos.co.jp/english/>

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