

Press Release



December 19, 2024

transcosmos inc.

transcosmos promotes Mind Your Manners and awareness-raising campaign towards the young as part of SHIBUYA Good Manner Challenge feat. Fortnite project to help solve social issues in Shibuya

43% of young metaverse game players said “I won’t litter”

transcosmos, together with EbuAction, has released SHIBUYA CITY BOSS FIGHT on Fortnite, a popular metaverse gaming app among the young, as part of SHIBUYA Good Manner Challenge feat. Fortnite, its joint project with EbuAction to support the Shibuya Good Manner Project (no translation available: <https://shibuya-good-manner.com/>) run by Future Design Shibuya General Incorporated Association, a movement to make Shibuya ward a safe and secure city. Through this SHIBUYA Good Manner Challenge feat. Fortnite project, transcosmos and EbuAction aim to tackle Shibuya’s social issues, specifically, nuisance behavior including street drinking and littering. Through SHIBUYA CITY BOSS FIGHT, transcosmos is offering a place where children can raise their social issue awareness as well as learn manners through enjoying the Fortnite-based gaming experience with their parents.



SHIBUYA GOOD MANNER CHALLENGE

Awareness of littering up 43%

Gaming experience report



■SHIBUYA Good Manner Project PR booth & SHIBUYA Good Manner Challenge feat. Fortnite experience events

1) 2024 MEIJI YASUDA J1 LEAGUE FC Tokyo Nagoya Grampus: Saturday, September 14, 2024

On the 2024 MEIJI YASUDA J1 LEAGUE FC Tokyo Nagoya Grampus game day, we set up a booth outside the Japan National Stadium. There, more than 100 people, mostly children, experienced a game in which avatars carrying an item with the FC Tokyo emblem on it collect waste, clean up, and save the city.

2) FOOTBALL PARK SHIBUYA 2024: Saturday, November 23, 2024

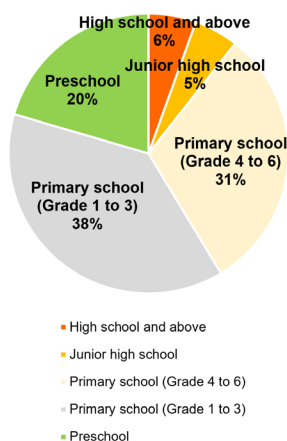
In the FOOTBALL PARK SHIBUYA 2024 event held along the Zelkova tree promenade in Yoyogi Park, we offered a gaming experience to more than 100 people, mostly children, collecting waste to earn points in a virtual Shibuya city.

3) Oya GAO Fest.: Sunday, November 24, 2024

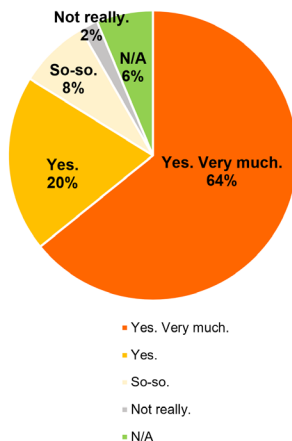
Delivered an experience event at Oya GAO Fest., held in Machida Techno Park, a festival aimed at spreading Shibuya city's initiative to other cities to raise children's awareness of a waste problem through a gaming experience. Supporting the SHIBUYA Good Manner Challenge feat. Fortnite project, co-offered the experience to about 300 children, mainly primary schoolers, together with Japan Cell, a GAO Fest. festival committee member.

■Change in social issue and manner awareness found in the results of questionnaire

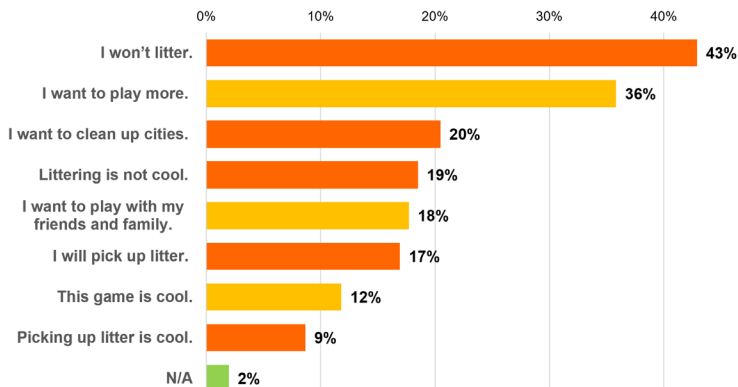
1) Players by age group



2) Did you enjoy the game?



3) What are your thoughts after completing the game?



Survey period: November 24
Survey method: Questionnaire at the exit gate on the event day
Survey respondents: 254 players who experienced the game

Key to reaching young generations is not to force the rules. Offering a parent-child gaming experience that combines the fun of gaming and a reminder not to litter as a social manner can deepen their mutual understanding as well as deliver a positive outcome.

Brands and companies who are interested in running branding and strategic PR activities targeting the young with the power of metaverse, please contact transcosmos (no translation available: https://www.trans-plus.jp/cotra/metaverse_contact).

◆About Future Design Shibuya

Corporate name: Future Design Shibuya General Incorporated

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/>

◆About Japan Cell

Corporate name: Japan Cell Co., Ltd.

Address: Machida Techno Park, 2-2-5-11, Oyamagaoka, Machida-shi, Tokyo 194-0215 Japan

Business: Precision optical glass processing/Manufacturing and sale of precision glass components

URL: <https://www.jpccell.co.jp/en/company/>

Event site (no translation available): <https://www.jpccell.co.jp/gm-collabo-oyagaofes/>

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About transcocosmos inc.

transcocosmos 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. transcocosmos currently offers services that support clients’ business processes focusing on both sales expansion and cost optimization through our 182 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, transcocosmos 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. transcocosmos 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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