



SAKURA QUALITY, which has been providing information that meets market needs in a sustainable manner by continuously surveying and observing customer needs and reflecting them in its survey standards, has started to provide a safety management program including quarantine (A Clean Practice certification), which will be operational in 2020, followed by an SDGs are a new customer need, we have launched an ESG certification for lodging facilities (An ESG Practice Certification).

There are reports pointing to the relationship between deforestation and viral threats as one of the leading candidates for the origin of new coronavirus pandemics, and the possibility that environmental warming may lead to new viral threats (e.g., release of unknown viruses trapped in icebergs and ice blocks). ESG refers to the day-to-day efforts of corporate entities with the goal of the "SDGs," a concept of sustainable development adopted at the United Nations Summit in September 2015.

Sakura Quality uses standards that have achieved 'Recognition' by the GSTC on March 24, 2022.

Hotels and Ryokans will be certified as a "certified company" by An ESG Practice third-party committee established by TQAA as being "safe, secure, and sincere (Sakura Quality)" and "implementing internationally required SDGs initiatives (An ESG Practice)" for the domestic and international tourism market.

An ESG Practice certification standard is designed to function as a sustainability management system in its own right. The standard consists of 172 items, of which approximately 68% are environment-related items, 22% are business-related items, and 10% are social-related items.

In addition, there are 60 "mandatory items," including items related to measures to prevent the spread of infectious diseases, as well as "items that should be addressed" and "items that are evaluated as advanced initiatives," which are given additional points.

The certification will be conducted at five levels, from one to five, and will be based on the cherry blossom "Gyoiko-zakura," which means "eternal love" and is a rare green cherry blossom, instead of "sakura," which is the symbol used for certification and means "spiritual beauty" in the language of flowers. The five levels of certification are designed to provide more accurate information to the tourism market, and to enable accommodation facilities to aim for a higher level of commitment from a long-term perspective.