



Kohaku Inc.

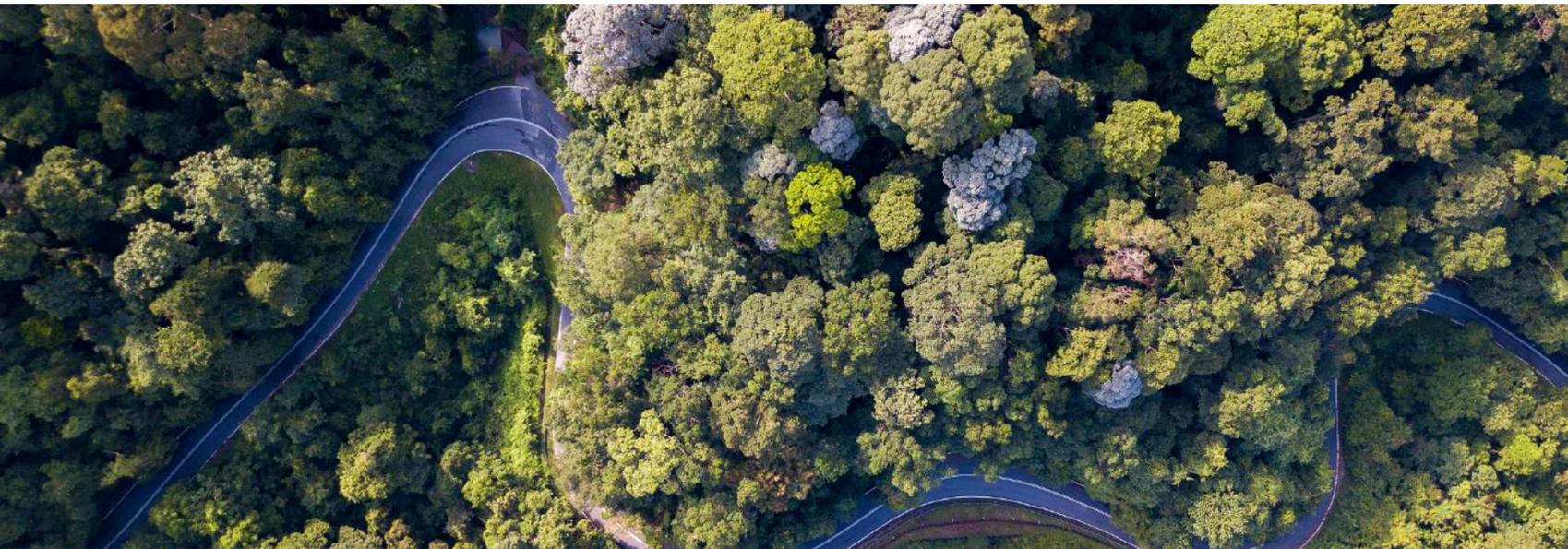
SUSTAINABILITY REPORT 2024

05 May, 2025



Kohaku Inc.

REPORT HIGHLIGHTS



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SUSTAINABILITY REPORT 2024



Kohaku Inc.



ABOUT US

Company Name: Kohaku Inc. (株式会社こはく)

Founded: 2018

Founder & CEO: Shigehiko Yamada

Headquarters: 1-4-28 Hōsai, Kanazawa City

Contact: info@in-kanazawa.com | Tel: +81-80-5708-5610

Website: <https://www.in-kanazawa.com>

Business Activities:

We offer cultural and sustainable experiences centered around Kanazawa's traditional food and crafts.

We signed the United Nations World Tourism Organization (UNWTO) World Tourism Charter of Ethics in 2023.





MISSION

By making Japanese culture more accessible, we contribute to the creation of a sustainable society, minimizing negative impacts on the natural environment and broader society, while also supporting the sustainability of our stakeholders, including employees and business partners.

Due to changing lifestyles and the declining birthrate and aging population, the traditions and cultures inherited in local communities are in decline.

We aim to contribute to sustainable regional development by working together with local businesses, distributors, producers, artisans, artists, and municipalities who continue to protect their regions, and by sharing the hidden charms of these communities.



IN KANAZAWA HOUSE

Kohaku Inc.



SUSTAINABILITY POLICY

According to international sustainable tourism guideline “TravelifeStandard”, we have developed a set of policies and action plan and ensured that these are being properly implemented in our destinations to further our positive impact. We also join JARTA (Japan Alliance of Responsible Travel Agencies) in 2023 to develop our initiative and organization, cooperating with local sustainability related communities. We monitor our progress against plan every quarter basis and publish our annual results every year.

FOR DETAILS



ACTION RESULT 2024

30% of our business profits to the purchase of traditional crafts

We allocate approximately 30% of our business profits to the purchase of traditional crafts

Reduction of food waste by 80%

We use of compost bags reduces food waste by approximately 80%.

ACTION RESULT 2024

Five sessions on Sustainability training for employment

We promote the idea that tourism should contribute to the betterment of local communities, we held five training sessions on sustainability, with a total of 50 participants.

Contribution to nonprofit organizations

Founder became a board member and donated funds to a non-profit organization that reduces the number of vacant houses in the community.

ACTION PLAN 2025

Where do you go from here? Sustainability reports are not just about looking back, but also looking forward.

01

Travelife Partner Certification

We aim to obtain Travelife Partner certification to promote sustainable tourism

02

100% renewable energy

We shift to 100% renewable energy for all electricity use

03

Community Engagement Initiatives

We Implement three community engagement initiatives to increase awareness of sustainable tourism



Kohaku Inc.

THANK YOU

05 May, 2025