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Feature How Morikati Maximizes the Value of Forests

This article highlights the inspiration behind the Morikati Forest Value Creation Platform offered by NTT DOCOMO BUSINESS and Sumitomo Forestry and how the creation and distribution of forest credits enhances the value of forests and opens the way into the future.

Forest Value Creation Platform How Morikati Was Developed

Carbon pricing has gained momentum in Japan in line with the country's efforts to achieve carbon neutrality. The government-certified J-Credit Scheme has been broadly recognized as a reliable option for emissions trading and approved as an eligible credit under GX-ETS, the nation's first full-scale emissions trading system launched in 2023.

Japan, which is rich in forest resources, has high expectations for forest-derived J-Credits because they can directly result in the removal of atmospheric CO₂ through forest growth and management and have been recognized for significantly contributing to climate change mitigation. The emissions trading market itself, however, has not yet been active enough to meet the anticipated growth in demand. On the supply side, forestry and related stakeholders have been blocked in their ability to scale up the creation of credits by the complexity of systems and procedures for generating credits as well as the limited number of certification bodies. On the demand-side, potential buyers often lack sufficient publicly accessible information to identify and select the credits they wish to purchase.

To address these challenges, NTT DOCOMO BUSINESS and Sumitomo Forestry Co., Ltd. launched the Forest Value Creation Platform, Morikati, in August 2024. Morikati is a comprehensive platform that supports the creation, certification, and trading of forest-derived J-Credits. The two companies began collaborating around 2021, exchanging information driven by a shared commitment to carbon neutrality, and developed the business concept of fostering forests through credits after a series of discussions.

Revitalizing the creation and distribution of forest credits leads to greater investment in Japan's domestic forestry sector. Forests not only provide timber but also play an essential role as carbon sinks. Today, however, inadequate management of Japan's forests, due to labor and funding shortages, has reduced their ability to absorb CO₂ and perform other vital functions, such as conserving water sources, preventing sediment-related disasters, and preserving biodiversity. Protecting and nurturing these multifaceted functions represents a long-term challenge for Japanese society as a whole. Sumitomo Forestry and NTT DOCOMO BUSINESS are working together to address these concerns through Morikati.

Promoting the Circular Use of Forests and Timber through Carbon Credits





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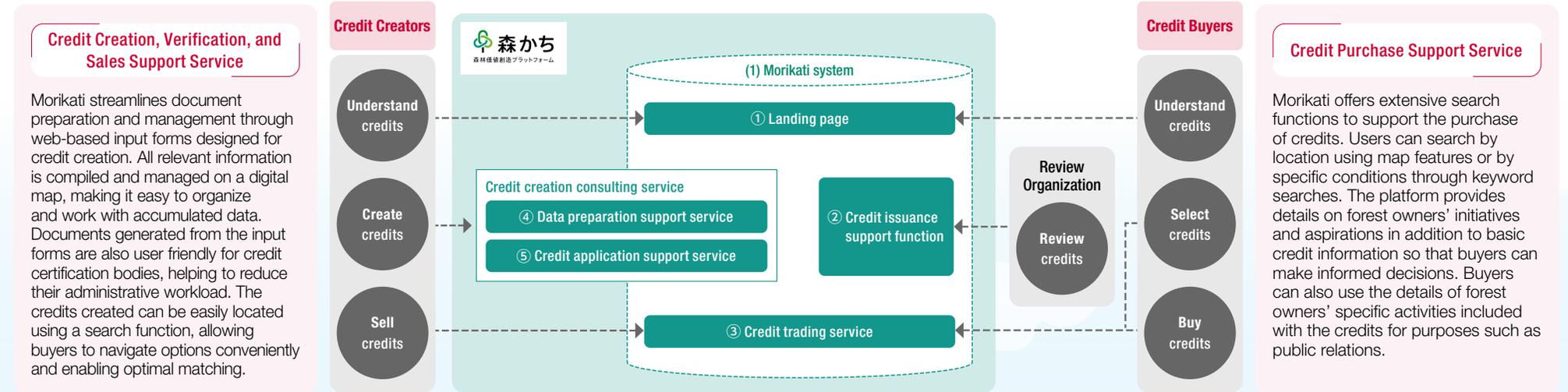
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Forest Value Creation Platform Overview of the Morikati Service

The Forest Value Creation Platform Morikati consists of two web-based services: the Credit Generation, Verification, and Sales Support Service and the Credit Purchase Support Service for forest-derived J-Credits. Geographic information system (GIS) technology is used to centrally manage map-linked data, integrating oversight of forest resource and location information. This enables the platform to serve as a bridge between credit generators and buyers.



Awareness-Raising Events for Morikati

NTT DOCOMO BUSINESS has been organizing a range of regionally coordinated events to broaden understanding of the role forest credits play in advancing carbon neutrality and to encourage wider participation.

In December 2024, we collaborated with Urayasu D-Rocks of Japan Rugby League One to offset CO₂ emissions generated during a home game using carbon credits sourced through Morikati from Hitoyoshi City, Kumamoto Prefecture. Players from Urayasu D-Rocks also made guest appearances at a local Rice Field Rugby event in Hitoyoshi City, deepening local community engagement. In May 2025, we partnered with Thespa Kusatsu of the J. League and a local gas company to offset CO₂ emissions generated during a home game. Going forward, NTT DOCOMO BUSINESS will continue implementing a variety of activities to promote awareness and the wider adoption of Morikati.

*Part-time participation in this project through the Double Work program of another department. P.083 For more information on the Double Work program, see "Opportunities for Growth within Human Capital" in this report.

Sharing the Value of Morikati Across Japan

Yui Kashimura

Hokuriku Branch (through Double Work*)



The event-based carbon offset initiative, an early example of Morikati in practice, goes beyond simply offsetting the CO₂ emissions generated during sporting events. It also serves as a platform that connects people involved in event-related groups such as sports organizations, sponsors, local governments, and spectators. I believe these personal interactions represent one of Morikati's major strengths. Going forward, I hope to develop ways of applying Morikati that reflect the unique characteristics of each community.

Contributing to the Circulation of Forests and Local Communities

Tomoka Hishida

Tokai Branch (through Double Work*)



Awareness-raising events provide valuable opportunities for directly experiencing Morikati and carbon neutrality. When people engage with Morikati and related events, they also gain insight into the passion and commitment of those involved with forests and local communities, which steadily deepens public interest. I hope to continue exploring diverse activities for Morikati to contribute to the circulation of thriving forests and local communities.



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Sumitomo Forestry Co., Ltd. × NTT DOCOMO BUSINESS Realizing the Vision and Aspirations Embodied in Morikati



For more information on the Forest Value Creation Platform Morikati, see: <https://www.morikati.com/> (in Japanese only)

The Morikati Forest Value Creation Platform was born from the alignment and combined strengths of Sumitomo Forestry's expanding forest credit business and NTT DOCOMO's vision for a decarbonization platform. The two companies aim for this solution to support the creation of high-quality forest-derived J-Credits and promote transparent credit distribution.

What Each Company Brings to the Project

Sumitomo Forestry Co., Ltd.

- Extensive value chain in the forestry and timber industries
- Deep expertise in forest management
- Strong track record in supporting and trading forest-derived credits (first private-sector issuer of forest-derived J-Credits in Japan)

NTT DOCOMO BUSINESS

- ICT technologies such as AI, IoT, and 5G
- Corporate DNA focused on achieving both public value and business viability
- Extensive operational experience with stable, highly reliable systems

Company Roles in Morikati

Sumitomo Forestry Co., Ltd.

- Operations of Morikati
- Consulting services for credit generation
- Promotion of Morikati

NTT DOCOMO BUSINESS

- Development and operation of the Morikati system
- Promotion of Morikati

MESSAGE

Broadening Opportunities to Appreciate the Value of Forests

Kosei Tanaka

Forest Solutions Group, Forest Solutions Department
Environmental Resources Division Sumitomo Forestry Co., Ltd.



I believe the strength of Morikati lies in the collaboration between NTT DOCOMO BUSINESS and Sumitomo Forestry. The partnership with NTT DOCOMO BUSINESS's sales network has not only led to successful contracts but also to system development, and I see new possibilities for partnership every day. Moreover, the two companies continue to explore ways to maximize the long-term value of forests and combine their respective strengths to develop new services. By enhancing the sales platform, one of Morikati's key features, we hope to broaden opportunities for appreciating the value that forests provide.

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Leveraging Strengths to Generate Synergy

Masahito Ogasawara

Smart Industry Promotion Office, Smart World Business Department



The strength of our partnership with Sumitomo Forestry, our business collaborator, sets Morikati apart from similar services. The company's extensive expertise in forest management and forest credit operations have built a strong foundation of trust that enhances the value of this service. While we have often worked behind the scenes providing systems and technical support, our role in Morikati is now more visible as an equal partner, directly engaging with customers on forest-related matters. We still have much to learn, but we eagerly anticipate the synergies this collaboration will create, particularly in expanding sales channels and uncovering new customers.

Sharing a Common Vision to Enhance the Value of Forests

Itsuki Onishi

Smart Industry Promotion Office, Smart World Business Department



I believe the strength of Morikati lies in the shared vision for enhancing the value of forests that was established at the very beginning of the project. We have held many discussions with Sumitomo Forestry through our OPEN HUB co-creation program. With our firm, shared commitment, the project will remain true to its concept even as personnel change over time. Morikati is currently in its expansion phase as a platform for creating and distributing forest credits. Looking ahead, I see potential for new forest-based services, such as providing experiential programs related to forests and forestry.