

# Green Santa®



"I am Green Santa®. My home country, Denmark, has been taking care of the environment and living closely with nature. So we have green forests, clean air, and pure water. I wear these green clothes which are the color of the forest and visit many places to bring all of you a Merry Green Christmas."



## Green Santa Foundation

### [Organization Summary]

Name: The Green Santa Foundation  
Established: January 2006  
Representative: Shoko Itoh  
Place: 2-14-38-312 Fujimi, Chiyoda-ku, Tokyo  
Staff: 2 directors, 1 auditor and 3 staff

Work: Support and promote the sustainable development of forests through planting trees, cultivating them to become forests, thinning the forests, producing local wooden products and giving them to children as part of their environmental education.

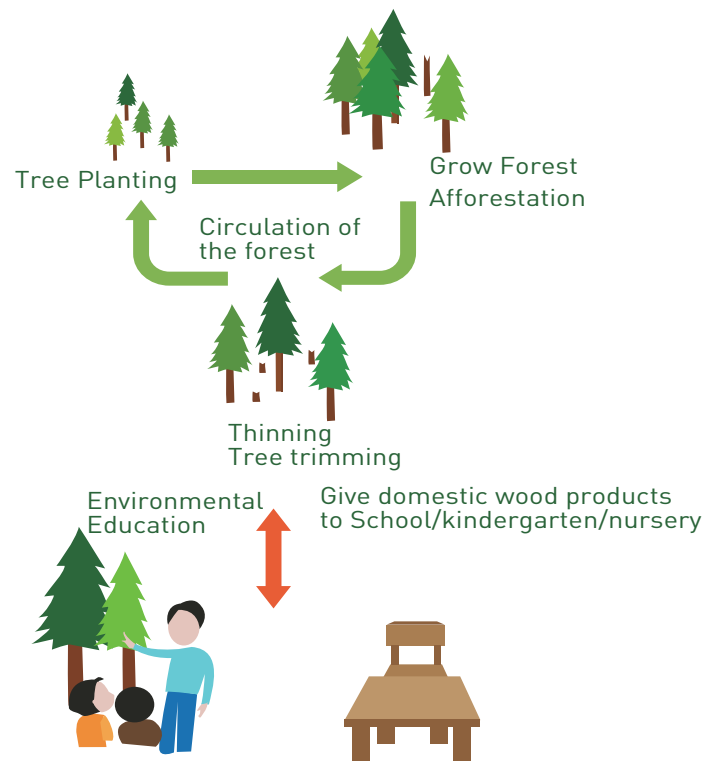


Green Santa World  
<http://www.greensanta.jp>

Since 2002, The Green Santa Project of the Scandinavian Tourist Board has promoted the character "Green Santa®" as an environmental goodwill ambassador from Denmark, and promoted Denmark to Japanese people as an environmental friendly country through Green Santa®'s visits to Japan. The Project also receives monetary support and license fees from some companies and organizations, which are used to support sustainable development of forests.

In 2006, The Green Santa Foundation was established. We are now an independent organization, although we continue to cooperate closely with the Scandinavian Tourist Board, and share some of its facilities. Our purpose is to contribute to social causes using donations from companies and membership fees from the Green Santa Premium Club. For example, we:

1. give local wooden products to school children.
2. cultivate Green Santa®'s Forests.
3. provide environmental education to children.



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