



Schedule

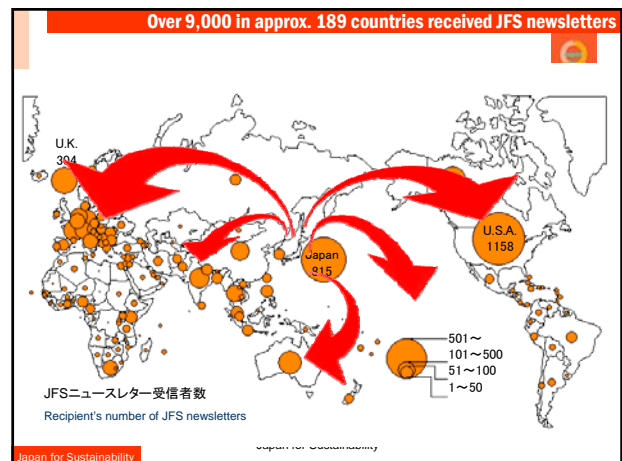
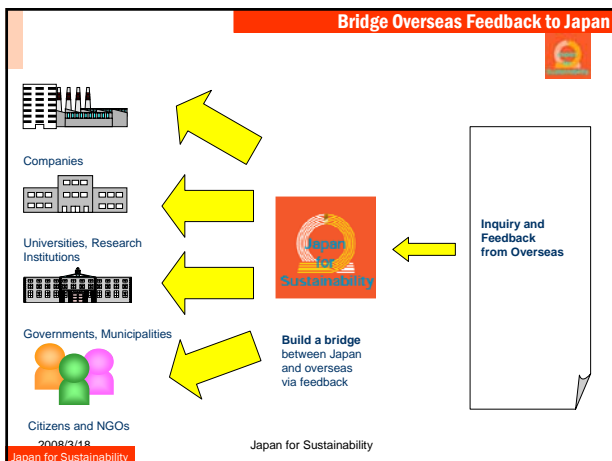
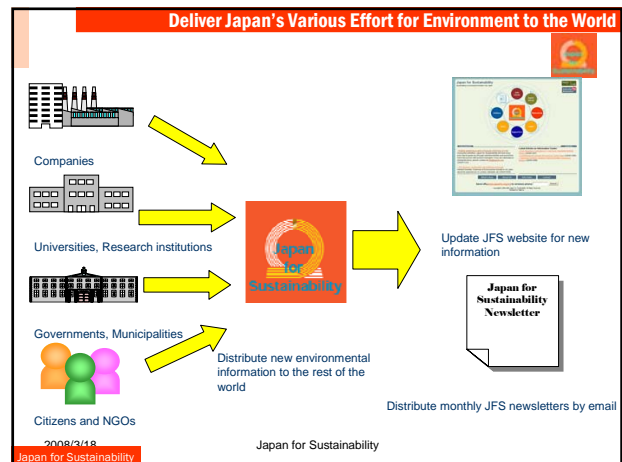
- 10:00 Greetings & about JFS
- 10:10 Presentations on Climate Change Action
 - Government
 - Industry
 - Citizens
- 10:30 Q&A
- 11:00 Coffee & Talk
- 12:00 End

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Mission Statement

We share information on developments and activities originating in Japan that lead toward sustainability, with the aim of building momentum toward a sustainable path for the world.

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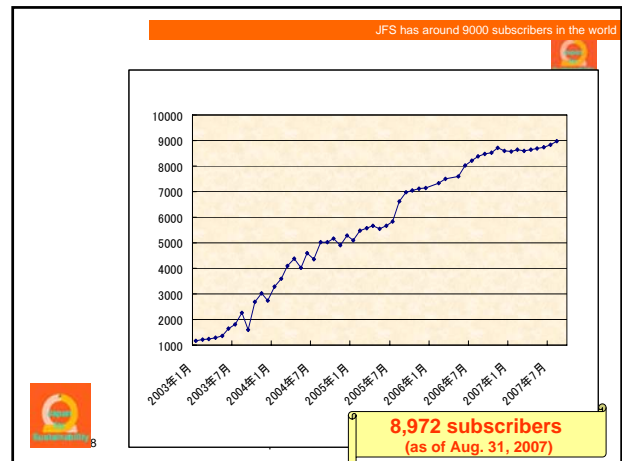
Outreach of JFS

➤Subscribers (as of August 31, 2007)
8,972 people from 189 countries
 (← 8,233 from 187 countries)

➤Affiliate (as of August 31, 2007))

Research inst./univ.	2,483	(← 2284)
Government	1,637	(← 1509)
NGO	1,445	(← 1367)
Industry	1,147	(← 1002)
Media	349	(← 292)
Other	1,911	(← 1779)

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Feedback from Overseas!

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Supporters and Volunteers

- 80 Corporate Members
- 200 Individual Supporters
- 410 Volunteers

10 Volunteer teams are working with JFS

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Climate Change Action by Government, Industry, Academia and Citizens
 before the G8 Hokkaido Toyako Summit

March 18, 2008
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Backgrounds

- Japan emits
 - 1.36 billion tonnes of CO₂e in 2005 (4.9% of the world)
 - 0.24 kg of CO₂ per GDP \$ (lowest in the world)
 - 9.5 tonnes of CO₂ per capita (2.5x world's average)
- Japan's commitment
 - 6% below the 1990 level (13.7% from 2005) during the first phase ('08 - '12)

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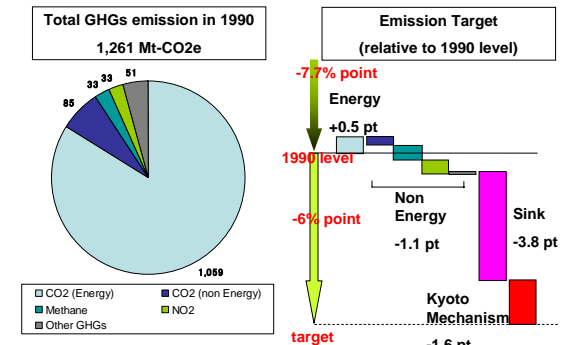
Policy Structure

- Institutions
 - The Global Warming Prevention Headquarters ('97)
 - Ministries (MOE, METI, MLIT, MAFF, MOFA, etc.)
 - Regions and local governments
 - JCCCA
- Official Plans
 - "Action Program to Arrest Global Warming" ('90)
 - "Outline for Promotion Effects to Prevent Global Warming" ('98)
 - "Kyoto Protocol Target Achievement Plan" ('05)
 - "Invitation to Cool Earth" ('07)
- Regulations
 - Climate Change Policy Law
 - Amendments of Law Concerning the Rational Use of Energy, etc.

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Target Achievement Plan (2005)

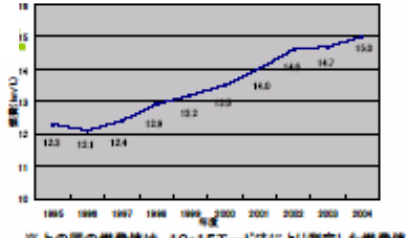


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Top-runner approach drives efficiency

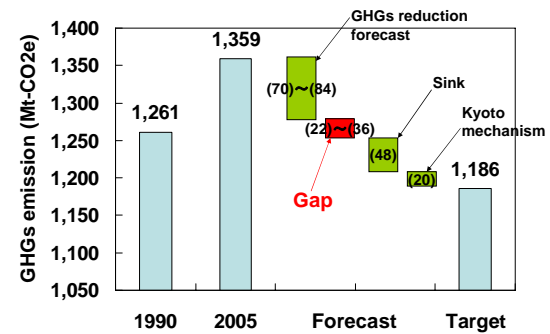
Trend of Average Fuel Efficiency of Automobile (1995-2004)



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Review of the Plan (2007)



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Future Outlook

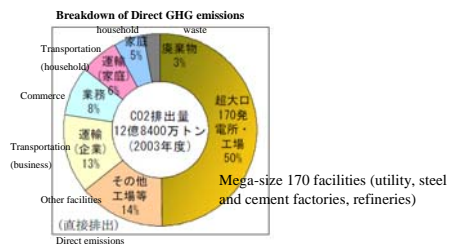
- Issues to be discussed immediately in Japan
 - Carbon emissions trade in Japan
 - Carbon tax
 - Renewable energy policy
 - Life / business style changes
 - Day light saving
- Prime Minister Speech at Davos
 - Post Kyoto Framework: 50% reduction by '50, Participatory, Sectoral Approach
 - Environment-related International Cooperation: 30% Energy efficiency improvements by '20, Cool Earth Partnership (\$10B fund)
 - Breakthrough technologies and conversion to low-carbon society (\$30B R&D)

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Overview of Business Sector

- Japan's GHG emissions: 7.8% up from 1990 level (in 2005)
- 64%: Energy Conversion and Industry Sectors (12% over 1990 level)



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Fact Sheet on Keidanren Voluntary Action Plan

Industry Initiative: Voluntary Action Plan by Keidanren

- Voluntary initiatives to stabilize their CO2 emissions in 2010 at 1990 level
- Announced in July 1997 (before COP 3)
- Started with 28 sectors, now covers 35 sectors (covering 44% of Japan's total emissions, 82% of energy conversion and industry emissions)
- Built in to the Government Action Plan
- Follow-up by Ministries

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What is not working?: Voluntary Action Plan

- Target levels and indicators up to each industry and hard to assess
- No official contract with gov.– No Penalty
- Free rider (small incentive for high achievers)
- Progress not enough for two largest industry (Iron/Steel and Electric Power)

Industry	CO2 emissions (1990)(10,000tons)	CO2 emissions (2006)(10,000tons)	Type of Target	target (old)	performance (2006)	Progress
Iron and Steel Federation	20,371	19,326	energy consumption (10% reduction in 2010)	2274	2394	x
Federation of Electric Power Companies	27500	36500	CO2 emissions/HWh (appr 20% in 2008-2012)	80	98	x

Source: Kiko Network Press release
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Modified by the author

Some companies moving ahead

- WWF's Climate Savers Programme and Tokyo Declaration (Feb 2008)
 - Sony (Target: reduce 7% by 2010 from 2000 level)
 - Sagawa Express (Target: reduce 6% by 2012 from 2002 level)
 - A joint call to tackle the urgent issue of climate change
 - Support that world's greenhouse gas emissions must be reduced by more than 50 percent by 2050
 - Already exceeded the ambitious emission reduction targets they set themselves upon joining the Climate Savers Programme
 - Will reach out to their business partners and urge them to undertake effective steps to reduce climate pollution
 - Also pledge to promote and enable a low-carbon lifestyle among their customers and consumers

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Others

- Seiko Epson
 - 50% improvement in efficiency (sales/CO2 emissions) by 2010 from 2004 level
 - * in manufacturing and transport processes
- Panasonic
 - Reduce CO2 by 20% from 2007-2010 (in China)
 - * in manufacturing processes

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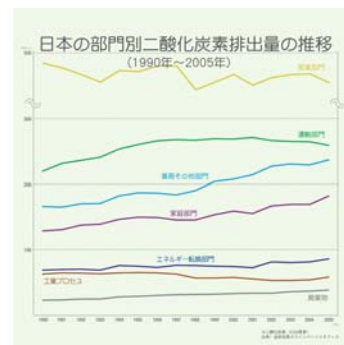
Key Points in Civil Sector

- CO2 emission trends
- Awareness level and behavior changes
- New trends in society
- NGOs in Japan

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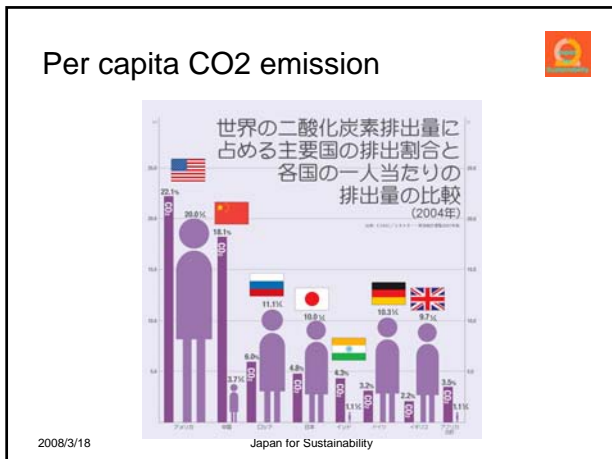
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CO2 Emission from households



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High awareness level

“Concerned about global warming”

2006: 81.3%
2007: 92.9%
(Survey by Hakuhodo)

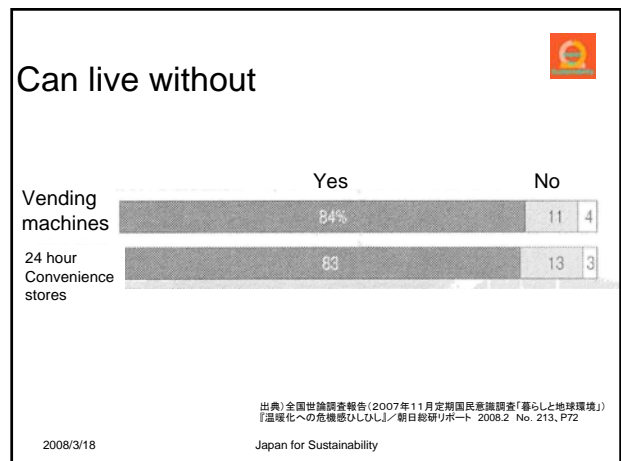
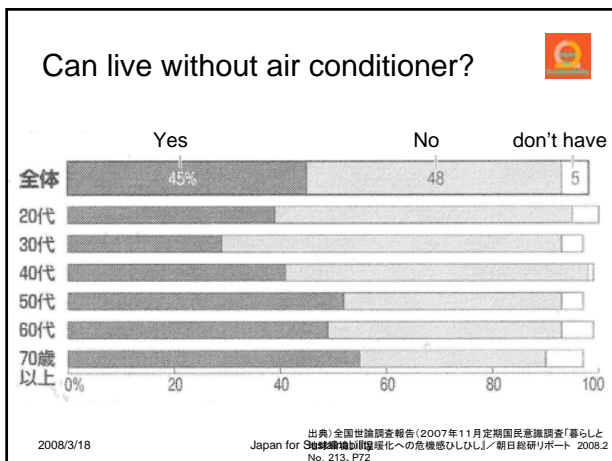
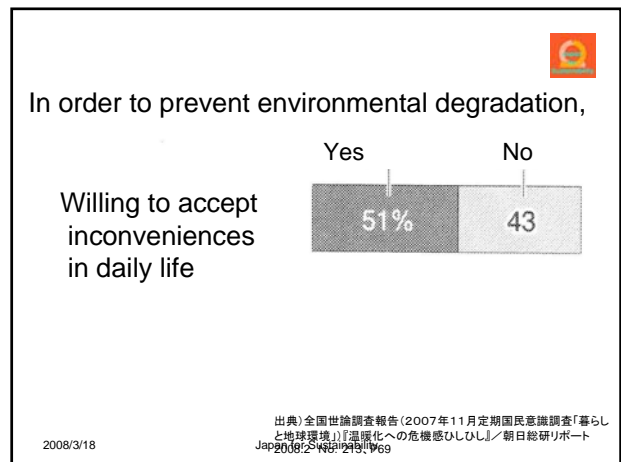
TV programs, magazines, newspapers...

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“Eco bags” from brand names

エコ生道保冷バッグ
エコ生道保冷バッグ
マイバッグ ポリリン
マイバッグ クラシック
エコ生道保冷バッグ
エコ生道保冷バッグ
マイバッグ ポリリン
マイバッグ クラシック

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NGOs in Japan



- Awareness raising
- Green consumer
- Environmental education

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Research / Policy proposal NGOs



- Kiko (climate) Network
- WWF Japan climate group
- ISEP : Institute for Sustainable Energy Policies
- Japan Association of Environment and Society for the 21st Century
- ICLEI Japan :International Council for Local Environmental Initiatives

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G8 Summit NGO Forum



- Over 100 NGOs
 - Environment Unit
 - Poverty and Development
 - Peace and Human Rights
- Policy proposal & policy dialogue

<http://www.g8ngoforum.org/>

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How to change the system



- Awareness raising
- Technology development
- **Setting new rules to promote diffusion**

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