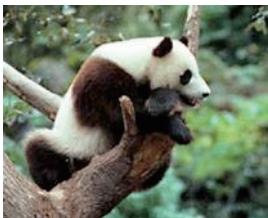




WWF Japan's Climate Activities

**JFS Briefing No.2 / June 9th, 2008 / Foreign Press Center
Naoyuki Yamagishi, Climate Change Programme Leader, WWF Japan**





Four Main Activities

Domestic Policy Advocacy

- Emissions Trading Scheme Proposal

Future Framework Lobby

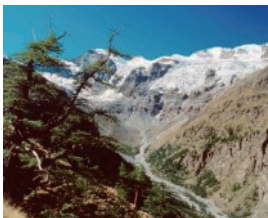
- UN Climate Negotiations
- G8

Partnership Business

- “Climate Savers Program”

Public Awareness Raising

- “Climate Witness”



Domestic Policy Advocacy

Introducing Emissions Trading





Cap & Trade Scheme Proposal

Survey

- Top 20 companies in 30 sectors
- 200 respondents (classified)

Workshops

- Held three workshops in 2006

Proposal

- Commissioned to Professor Morotomi, Kyoto University
- Publishing it as a book





International Emissions Trading Symposium

- For building momentum in the political opportunity
 - Invited various stakeholders including government and business representatives
 - Presentations from European Commission and CPUC (California Public Utilities Commission)

WWF Japan considers C&T scheme an integral part of policy to build a “low-carbon” society



Future Framework Lobbying

Toward a New Global Deal at Copenhagen





Building on the Bali Road Map

The new deal must ensure “climate safe” future where the global temperature must be kept well below 2 degrees.



- Working together with more than 50 colleagues from 23 countries.
- Making inputs through official submissions, interventions, formal/informal meetings with delegates



G8 Toyako Summit as a Stepping Stone

- A member NGO of G8 NGO Forum
- Mainly making inputs to media in G8 meetings
 - G20 in Chiba
 - G8 Environmental Ministers Meeting in Kobe
 - G8 Summit in Toyako

WWF's main demand

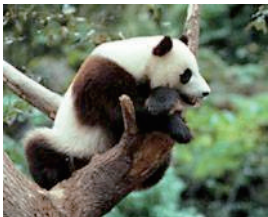
- Japan's leadership with ambitious mid-term and long-term targets





WWF® *for a living planet*®

Extra Slides





Climate Savers

- Partnership program between WWF and business
- Participating companies pledge GHG emission reduction targets in **absolute** terms
- **15 companies** joined the program (including **Sagawa Express** and **Sony** from Japan)

Johnson&Johnson, IBM, Polaroid,
Nike, Lafarge, The Collins
Companies, Xanterra Parks and
Resorts, Catalyst, Novo Nordisk,
Tetra Pak, Spitsbergen Nokia, HP





Climate Savers Tokyo Summit 2008



“Tokyo Declaration”