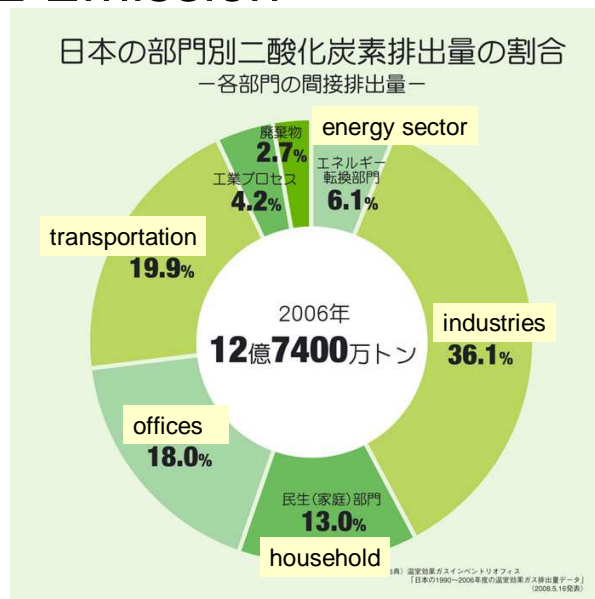
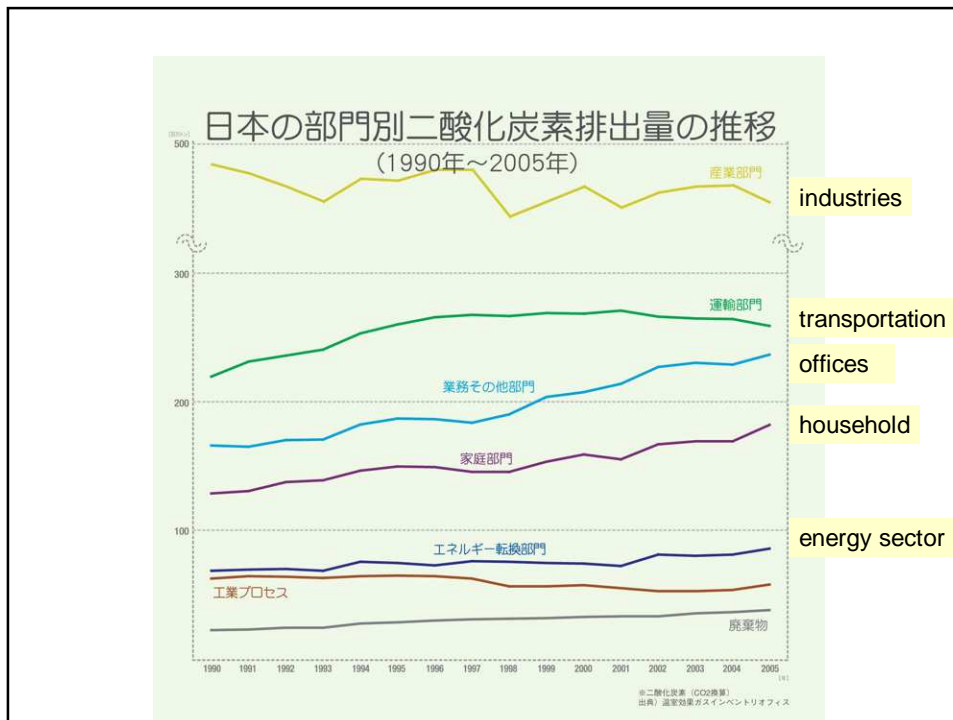


Industries

- 1) CO2 emission
- 2) Background
- 3) Past
- 4) New trends
- 5) What's next

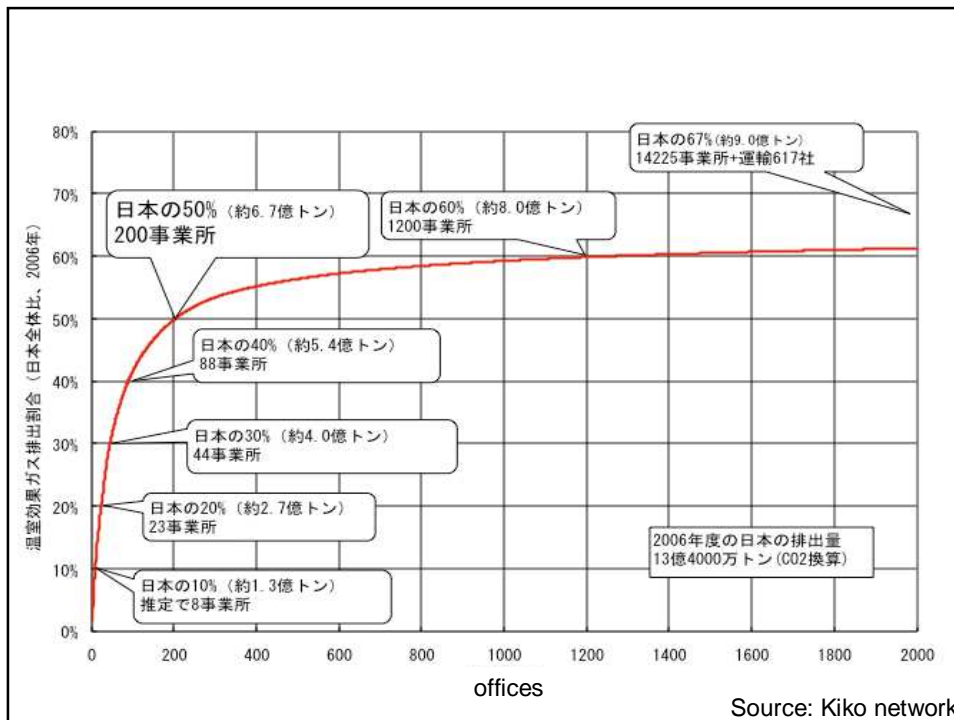
CO2 Emission





Background

- high dependency on imported energy and resources
→ emphasis on energy-saving
- high priority on technology innovation
- KAIZEN : QC small circle based initiatives at floor level



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 45% of Japan's total emissions, 82% of energy conversion and industry emissions)
- Built in to the Government Action Plan
- Follow-up by Ministries

New trends:

Setting long-term/ambitious goals

- Seiko Epson : by 2050 CO2 emission cut by **90%** from 2008 level
- INAX : by 2050 CO2 emission cut by 80%
(tiling, building materials and sanitary fixtures for residential, commercial and public buildings and facilities)
- Aeon : by **2012** CO2 emission cut by **30%** from 2006 level

New trends

- Carbon offset business
- Servicizing business

What's next

- “Domestic CDM” mechanism (by METI)
- Emission Trading System

“Domestic CDM” mechanism

