

# Chapter 8

## Education, Training, and Public Awareness

### 8.1 Approaches to Policies and Measures

Carbon dioxide emissions have been consistently increasing in recent years in the residential/commercial and transport sectors, which are closely related to the lifestyles of citizen. To mitigate global warming, all citizens must shift from the mass consumption and disposal lifestyle to resource and energy conservation. At the same time, consideration should be given for the usage of non-fossil fuel energy, including new and renewable energy and nuclear energy. To that end, opportunities to learn about the global warming issue, as well as the energy issues closely involved with it, are provided for homes, schools, and society at large. Japan is also trying to develop the Prefecture Centers for Climate Change Actions nationwide, and promotes improved awareness through advertising in the mass media, distribution of pamphlets, and the holding of symposiums, etc. Also, Japan is committed to increasing the support for environmental NGOs, which promise to play a leading role as advisors in citizen efforts to address the global warming problem.

### 8.2 Promotion of Environmental Education and Study

#### 8.2.1 Outline

To encourage citizen to act for preventing global warming in their daily lives, opportunities to study the importance of global environmental conservation, the relationship between global warming and daily lifestyles, energy issues closely involved with global warming, and examples of measures to mitigate global warming, etc., are being positively provided in homes, schools, society companies and other situation.

#### 8.2.2 Specific Measures

- Promotion of environmental education provided by schools

Since 2002, adequate environment-related contents for each subject (natural science, etc.) have been upgraded and the environment can be studied comprehensively through cross-subject education within Period for Integrated study under new teaching guidelines. Furthermore, the followings have been carried out as actual promotion measures: the designation of model areas for the promotion of

environmental education, providing environmental learning fairs and seminars for teachers in charge of environmental education, designating model GLOBE (Global Learning and Observation to Benefit the Environment) schools and environmentally friendly school facilities (eco-school). Japan has been promoting the use of recycled papers in textbooks to improve the further understanding of recycling for students. With an emphasis on the close relationship between global warming and energy consumption, Japan continues to upgrade the provision of education concerning resources and energy in schools, and the preparation of conditions for promoting education of the energy such as nuclear energy..

- Environmental Education and Studies through Social Education and Other Opportunities

To encourage citizens to address the problem of global warming in their daily lives, opportunities for people to learn about environmental issues should be provided for homes, schools, regions, companies and other situations. The content of these programs focuses on the importance of preserving the global environment, the relations between global warming and daily life, the energy issues that are the prime cause of global warming, and specific examples how to mitigate global warming.

- Green Education Model Project

The Japan Center for Climate Change Actions and the Energy Conservation Center, Japan jointly provide information on global warming-related issues, teaching materials for energy conservation education, and support energy and environmental education.

Since 2001, Japan has been soliciting ‘model schools for promoting energy conservation education’ through school boards and suchlike, for which support has been prioritized.

- Junior Eco Club Project

Since 1995, a ‘Junior Eco Club’ project has been operated in support of elementary and junior high school students’ environmental activities. Cooperative efforts are being pursued to increase the number of clubs and enhance the content of club activities.

- Junior Park Ranger Project

Since 1999, a ‘Junior Park Ranger’ project that provides opportunities for elementary and junior high school students to get hands-on experience of various environmental conservation activities through communication with nature such as in national parks has been operated, and has been promoted to provide opportunities to experience nature and improve understanding of environmental conservation.

- Environmental Education at Urban Parks

Since 1996, a project to prepare ‘environmentally friendly parks’ to provide a foundation for providing public environmental activities and training instructors has been implemented. In order to improve awareness and encourage greenery in urban cities, the ‘Green Consultation Center’ has been established,

and the ‘Heisei Afforestation Project’ for the creation of more forests has been implemented with public involvement.

- Forest Environment Education using National Forests

Regional Forest Offices and District forest offices of national forest have been providing technical instruction and advice for activities such as forest environment education and experimental forest study using national forests.

## 8.3 Activities for Promoting the Prevention of Global Warming

### 8.3.1 Outline

In order to mitigate global warming, it is necessary for each member of the public to modify their own lifestyles, and public awareness and action is required to do so. The government promotes activities to improve awareness concerning global warming issues to further public understanding towards the prevention of global warming and motivate their actions. Japan also implements easy-to-understand measures for its citizens to prevent global warming.

### 8.3.2 Specific Measures

- Measures through the Japan Center for Climate Change Actions and the Prefecture Centers for Climate Change Actions

In accordance with the Law Concerning the Promotion of the Measures to Cope with Global Warming enacted in April 1999, the Japan Center for Climate Change Actions and Prefecture Centers for Climate Change Actions have been improving awareness and conducting promotional activities amongst local communities.

The Japan Environment Association was designated as the Japan Center for Climate Change Actions in July 1999, and eleven Prefecture Centers for Climate Change Actions were designated nationwide as of December 2001, and it is expected that they will play a leading role as local promoters for the mitigation of global warming.

- Activities of the Global Warming Prevention Activities Advisors

In accordance with the Law Concerning the Promotion of the Measures to Cope with Global Warming, activities to control the emission of greenhouse gases in relation to daily lifestyles by providing advice and seeking to improve public awareness have been carried out by the global warming prevention activities advisors designated by prefectural governors.

- Promotion of Green Purchasing

The ‘Law Concerning the Promotion of Procurement of Eco-friendly Goods and Services by the State and Other Entities’ (Law on promoting Green Purchasing) established in 2000 stipulates the principle that environmentally friendly goods and services are to have minimal impact on the environment caused by greenhouse gases emitted in line with their use. Japan has been promoting the procurement of such environmentally friendly goods and services as a priority for each government organ in accordance with its ‘Basic Policy on Promoting Green Purchasing’ based on the above law, and also encourages local government, companies, and citizens to select such environmentally friendly goods and services.

- Measures centered on Environment Month

Both the national and local governments engage in various efforts to raise public awareness for environmental conservation. These activities are mainly conducted in June, which is Japan’s Environment Month, and particularly on June 5th, which is Japan’s annual Environment Day. Activities include: the Eco-Life Fair – an environmental exhibition; various lectures, symposiums, and events such as town meetings throughout Japan; the creation and distribution of pamphlets, posters, videos, etc.; the commendation of parties who provide environmental conservation services; and a PR campaign conducted in such media as television, radio, newspapers, and magazines.

- Measures centered on ‘Global Warming Prevention Month’

December has been designated Japan’s Global Warming Prevention Month and the central and local governments promote various activities to further this aim. Specifically, the following have been promoted: various events, such as global warming prevention symposiums and lectures, exhibitions of ecological goods, the creation and distribution of pamphlets, posters, videos, etc.; the commendation of parties who provide environmental conservation services; and a PR campaign conducted in various media.

- Measures centered on ‘Ozone Layer Conservation Promotion Month’

September has been designated Japan’s Ozone Layer Conservation Promotion Month associated with the international ozone layer conservation day (September 16th), and various ozone layer conservation-related activities have been promoted, such as the distribution of pamphlets or posters, offering various lectures and seminars, and exhibitions of panels. In fiscal 2001, promotion activities have also been conducted for better implementation of the ‘Law for ensuring the Implementation of Recovery and Destruction of Fluorocarbons concerning Specified Products’ (the Fluorocarbon Recovery and Destruction Law) established in June 2001 to mitigate global warming and better protect the ozone layer.

- Awareness Campaign for Energy Conservation

The council for promoting energy and resource conservation-related measures designated February as Energy Conservation Month, with the first day of each month being deemed an Energy Conservation

Day, in addition to which August 1st is the Summer General Check-Up Day for Energy Conservation, and December 1st is the General Check-Up Day for Energy Conservation. The council requests individual government offices to implement intensive measures such as distribution of pamphlets and holding symposiums. Moreover, it decides the ‘summer (winter) energy conservation measure’ every year to be a guideline for each public level to implement energy conservation measures, and tries to strengthen its promotion in industrial circles and other sectors.

- Awareness Campaign for Recycling

To promote recycling activities, October is designated Recycling Promotion Month, when “idea contests” and other awareness campaigns are implemented.

- Measures for New Energy

Many types of equipment related to new energy have already been developed commercially, but are still expensive. For further cost reductions, initial demand is stimulated through commendation systems for superior products and application examples, as well as through seminars, symposiums, and other awareness campaign activities.

- Awareness Campaign for Nuclear Power

With giving priority to safety, nuclear power is promoted by actively disclosing information to the public to ensure greater transparency and reflect public opinions and by providing correct and easy-to-understand information through all types of media. In addition, guidebooks for elementary, junior and senior high school students or teachers are supplied, and symposiums and seminars are held to strengthen basically “PR activity” to obtain the consent of citizens for nuclear power policies.

- Awareness Campaign for National Greenery and Urban Greenery

Funds for greenery campaigns are collected on the basis of the Law for the Green Feather Fund Movement Via Use of the Green Feather Fund Movement. Other examples of promotions designed to promote greenery include National Arbour Day (celebrated every spring), the Green Town Campaign (April through June every year), and City Greening Month (every October).

In addition, the National Trust Movement is being expanded through symposiums and other events.

- Awareness Campaign for Transport Sector Environmental Issues

Environmental measures for the transport sector are promoted throughout Japan by implementing specific measures and improving awareness of global environmental issues through the creation of pamphlets concerning global warming issues, energy conservation measures such as Eco-drive, and environmental issues for the transport sector such as air pollution problems, and their distribution to local government, industrial circles concerned, and the general public.

- Awareness Campaign for Fuel-Efficient Vehicles

Fuel-efficient vehicles have been promoted by preparing and distributing the ‘automobile fuel efficiency list’ showing fuel efficiency and carbon dioxide emissions from vehicles, and providing the latest information through the Internet, etc.

- Provision of Information on the Current Status and Future Projections of Global Warming

Japan has been encouraging the general public to become more aware of the latest information on climate change with publications describing the current status and future estimates of climate change, such as ‘Climate Change Monitoring Report’, ‘Global Warming Projections’ and ‘Report on Recent Climate Change in the World’.

Japanese editions of the Technological Summary (TS) and Summary for Policymakers (SPM) of the Third Assessment Report (TAR) of the Intergovernmental Panel on Climate Change (IPCC) have also been prepared. They will be released in print and via Internet.

- Promotion of Public Involvement

In order to promote the mitigation of global warming, it is important to emphasize measures related to our daily lifestyles, and encourage all members of the general public to implement them. For example, an environmental account book has been promoted to take records on changes in domestic energy use, such as electricity and gas, etc.. Since 2001, ‘10 measures that can be done at home’ has been proposed. In this awareness promotion, measures to reduce emissions of greenhouse gases that can be implemented domestically, such as reduction of electricity use by domestic electrical products in stand-by mode, and curtailing the habit of leaving stationary vehicle engines idling have been suggested through the distribution of pamphlets, etc.

## 8.4 Support for Environment NGOs

### 8.4.1 Outline

The vital activity and healthy development of environmental NGOs and other private groups are indispensable for success in mitigating global warming. Such groups can also play important roles as leaders or advisors in efforts to get the general public involved. However, many groups do not have the financial resources needed to operate adequately and have depended on assistance from the national and local governments. Japan is committed to strengthening financial support for environmental NGOs and other private groups while preserving the original intent of their activities.

## 8.4.2 Specific Measures

- Global environment funds under the Japan Environment Cooperation

The 'Japan Fund for the Global Environment' has been set up under the Japan Environment Cooperation with contributions from the government and the private sector, and every year subsidies and other support has been provided for greenery, recycling, and nature conservation-related activities undertaken by environmental NGOs both within and outside Japan. The Fund made donations 759 million Yen to 227 projects in fiscal 2001. The Ministry of Public Management, Home Affairs, Post and Telecommunications has also been allocating donations from special postcard sales to environmental conservation-related projects carried out by private groups, as well as providing support.

- Funds for the Conservation of the Local Environment by Local Government

Local governments also support the environmental conservation activities by NGOs and other groups through their respective funds for the conservation of the local environment.

- Measures to be taken by the 'Global Environment Information Centre'

The Global Environment Information Centre was established as a joint project between the United Nations University and the Environment Agency in October 1996. The Centre compiles the results of surveys and researches to build up mechanisms that will allow opinions of NGOs to be reflected in the Framework Convention on Climate Change. It also promotes NGOs' participation in the implementation of Agenda 21 through, inter alia, facilitation of international symposiums that focus on the roles of NGOs in arresting global warming; and information service on the global warming problem with a wide range of materials from Japan and abroad.

- Environmental Counselor Registration System

Environmental counselors who have professional knowledge and sufficient experience are selected and appointed to provide advice on environmental conservation activities of private groups including and entrepreneurs. The list of counselors is open to public. Activities of private groups are supported by expanding opportunities for environmental counselors to work and by providing training to such counselors.

- Support for Private Afforestation Projects

The Forestry Agency has been supporting private afforestation projects via the Japan International Forestry Promotion & Cooperation Center. The following have been implementing through this project.

- 1) Support for afforestation projects implemented by NGOs
- 2) Strengthening of cooperation with NGOs
- 3) Training of afforestation engineers

- Provision of Opportunities for Forest-related Activities

National forest also provides forestry volunteer groups, etc. with a place to establish and improve forest.

- Support for Global Environmental Conservation Using “Postcard Contributions” and Other Programs  
(as previously mentioned)