

Hints for Awareness Raising Efforts in a unique and attractive way in Japan

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みんなで止めよう温暖化

チーム・マイナス6%

Policy Tools to Address Global Warming

Regulation

Economic Incentive

Voluntary Action

Public Awareness

Each tool has its own feature and problem.

- 1. Without efforts in every sector, drastic emission reduction cannot be achieved.*
- 2. Lifestyle transformation is one of the primary measures.*
- 3. Emission ratio of household sector in Japan is 20%.*

**Stepwise Progress (Awareness → Understanding
→ Action) is expected. But....**

**“National Movement on Enhancing
Human Capability of Young Citizens”**

1,370 Hits, Launched in 2005

“Eat More Rice” Campaign

768 Hits, Launched in 1999

**Just raising awareness itself
is hard to do...**

Point 1. “Choice” and “Concentration”

Choice of Target

To identify “To whom” and “What” you would like to communicate

Customization of Information Transmitted

To customize “Expression”, “Choice of Media” and “Timing” for the identified target

e.g. housewives and workingwomen have different tastes for books and TV programs.

Concentrated Implementation

**PR Activities in
June: Environment Month, Summer Bonus
December: Preventing Global Warming Month,
Winter Bonus**

Point 2. Principle of Leverage

**Various information
is overflowing.**

**To stick out from a
deluge of information**

**Need to increase information
amount and channel**

**How to do so with
limited budget?**

**Building of win-win relationship by showing the
seriousness of the government**

**120,000 TV
commercials
/month**

**6 trillion yen/year
for advertising
expenses**

(i.e.) collaboration
between Intel CO. and PC
manufacturers



**Principle of
Leverage**

Seriousness of the Government

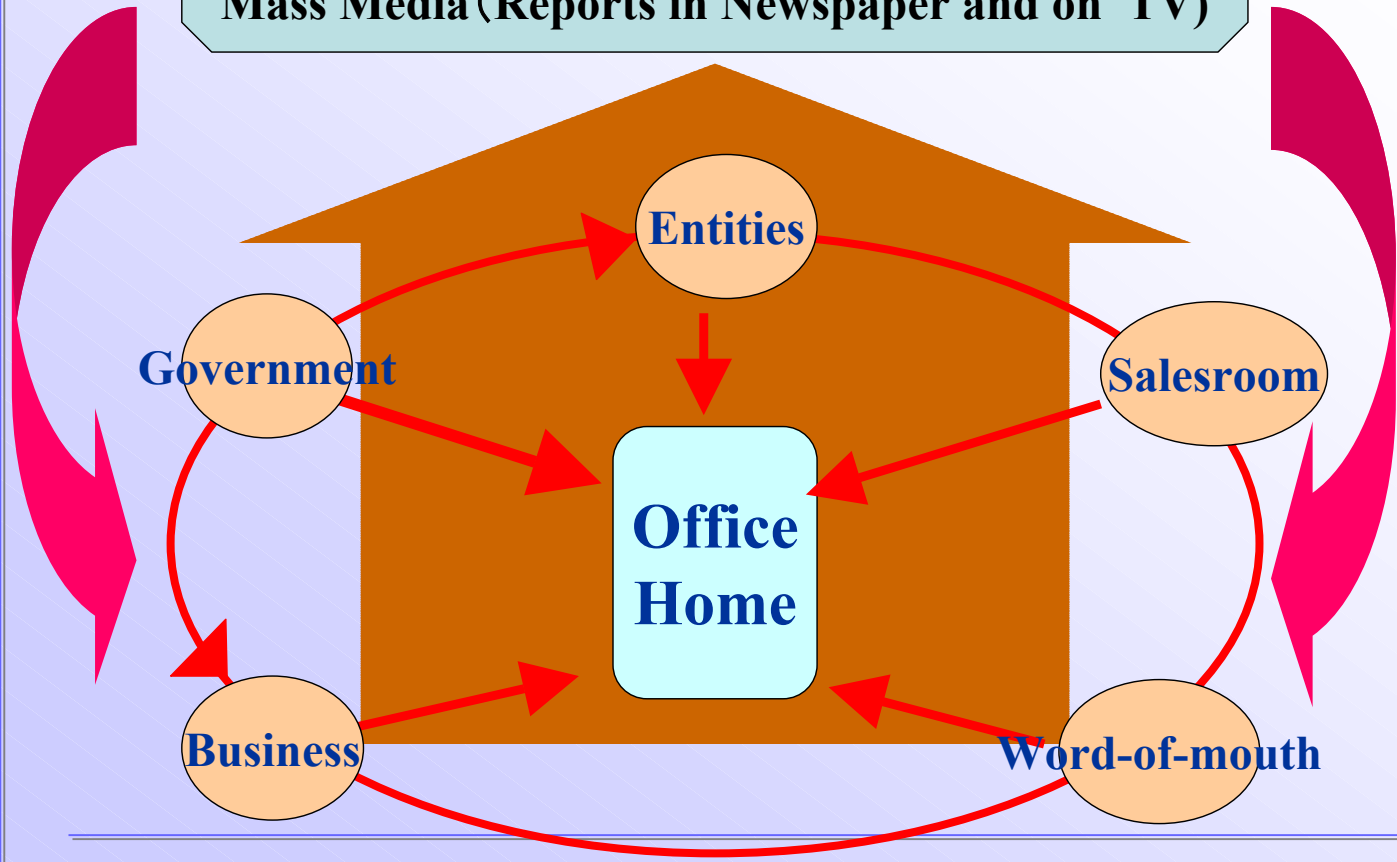
Japanese environmental technology is vital to promote Recycling Society, Low Carbon Society and Mottainai Spirit. Our high-level technology has contributed to the world. I hope Japanese green engineering will tackle global warming from now on.

KOIZUMI Junichiro
Prime Minister of Japan



Collaborated and Interlocked Information Transmission

Mass Media (Reports in Newspaper and on TV)



WIN·WIN

(Government and Private Companies)

Virtuous Circle between Environment and Economics

Enhancement of Corporate Image

**Diversification of Information Transmission Route:
Increasing Number of Clients**

WIN·WIN (Customers and Companies)

**Client Satisfaction
Level**

**Price, Performance, Comfort,
Sense of Achievement, Sense of
Participation, Free Gift**

+

Profitability

**Increasing Number of Customer,
Price Raising, Cost-Cutting...**



Continuing Project, Not Mere Event

COOL BIZ - Points of Success

**“Observation”
”Analysis”**

- Clearing Away the Mentality of Lock-Step and Business Amour

Planning

- Top-down Approach
- Chairman of the Federation of Economic Organizations, Prime Minister, TV caster, Asian Ambassadors

**Expressiveness
(Naming, Logo)**

- Collaboration with Retailers
Emphasizing on Fashionability

- “COOL BIZ”

+

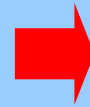
Legitimacy

Global Warming
Prevention

Compassion

Cool, Relaxing
and Stylish

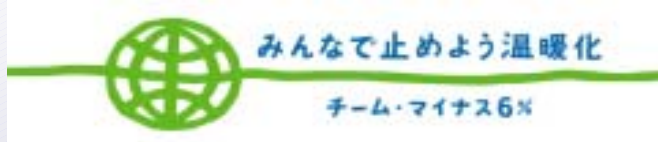
- Lifestyle Transformation
- Implementation of Concrete Actions



Very difficult

— *Strong Leadership of each world* —
— *Cooperation among Government, Private sectors and Local Governments* —

Development of National Movement



- Intensive Campaign Collaborated with Businesses and Media
- Concrete Introduction of Activity of Businesses and Municipality through Website
- Team Leader: Prime Minister
Vice-Leader: Minister of the Environment
- Participation of Many Celebrities, e.g. CEOs
- Participants: 660,000 Individuals and 8,000 Businesses/Entities



Publicity by the government

Top-Down Approach 1



Publicity by the government

All Ministers and Officials will work with no ties, no jackets

KOIZUMI Junichiro
Prime Minister

Top-Down Approach 2

COOL BIZ Fashion Show in “EXPO 2005 AICHI JAPAN”



Top-Down Approach 3

(COOL ASIA 2006 at Omotesando Hills)

Models:
Ministers and Asian
Ambassadors



Naming and Logo

WHAT'S "COOL BIZ" ?

Sharp title was needed so that the fashion industry who transmits information can it...

Then, we invited a nickname of the new summer business style, that reflects the image of working in "cool", "efficient", and "stylish" fashion.

"COOL" "STYLISH"

"BUSINESS STYLE"

COOLBIZ

Make logo, and give it with Copyright-free to the fashion industry and retailers

Result of COOL BIZ

**Awareness level of the citizens about
“COOL BIZ”: 95.8% (MOEJ data)**

Corporations implementing “COOL BIZ”

82.2% (Surveyed by Japan Federation of Economic organizations)

59.6% (Surveyed by Ministry of the Environment)

Corporations setting air-conditioning higher than usual

32.7% (Surveyed by Ministry of the Environment)

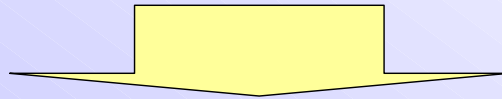
“COOL BIZ” campaign reduced 460,000t of CO2 emission.

**(Equivalent to the monthly CO2 emissions of
approximately one million households)**

Result of COOL BIZ

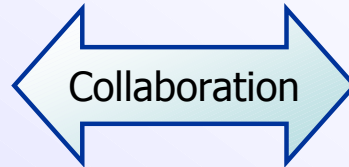
Global warming became a topic of the daily life.

Matching of Consumption and Environment



Action for Global Warming became an individual issue.

Case Example 1: Coordination with TV



- A TV planning theme: “Love Saves the Earth”
- It appeals to people's feelings
- It makes children in summer vacation to think about global warming

- Tuvalu Visit by Minister Koike
- Expose the symbols of climate change (the image of Tuvalu and Minister of Environment) to media
- Emotional appeal to wide generations

Damage caused by Hurricane in Tuvalu



Minister of the Environment talks to Tuvaluan school children about future environment

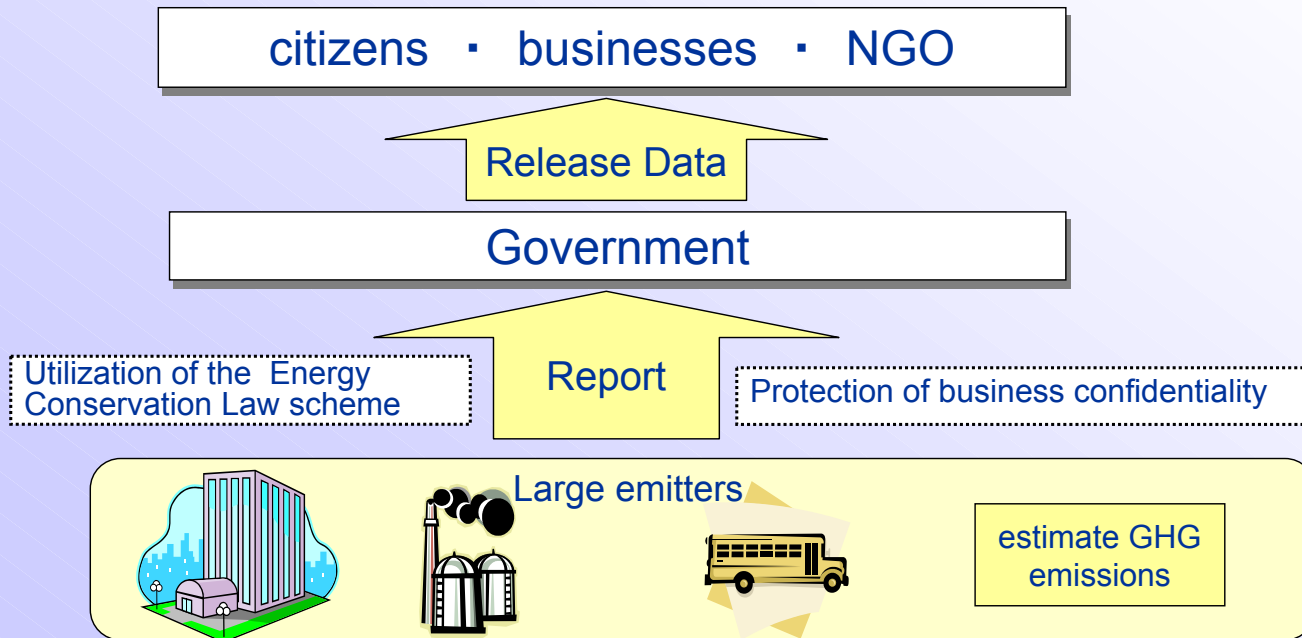


Their dream are working in Fiji, Australia, and Guam...

Case Example2: Mandatory Greenhouse Gas Accounting and Reporting System

- ❖ From April 2006
- ❖ Mobilizing businesses to voluntarily reduce GHG by visualization

A legally-binding system where large emitters report their GHG emissions to the government, which enables the public to access the data.



Case Example 3: Unified Energy-Saving Label



Unified Energy Saving Label

【Multistage Evaluation System】

- Identify energy saving potential based on the scale 1 (low) to 5 (high).
- Number of the stars corresponds to whether an equipment fulfills top-runner standard or not. (i.e. 4 stars)

【Energy saving label system】

- Green “e-mark” for those fulfill Top-runner standard
- Orange “e-mark” for those yet fulfill Top-runner standard.
- Shows the rate of fulfillment of Energy-saving standard and annual electricity consumption.

【Estimated Annual energy cost】

- Shows the estimated annual cost to help public understand energy-saving potentials.

How can we raise Public Awareness?

~ Conclusion ~

1. Make purposes and targets clear, and choose the way which focuses on them exactly.
2. Important thing is to recognize there are wide means and opportunities.
3. It's not necessarily a problem of money and the technology. It is about the idea, good design and cooperation.