

Chapter 8

Education, Training, and Public Awareness

8.1 Approaches to Policies and Measures

CO₂ emissions have been consistently increasing in recent years in the residential, commercial and transport sectors, which are all closely related to public life. To mitigate global warming, everyone must shift from the “mass consumption and disposal lifestyle” to one of resource and energy conservation. At the same time, the use of non-fossil fuel energy, including new, renewable, and nuclear energy, should be considered.

To that end, opportunities to learn about global warming, as well as the energy issues closely involved, are provided for households, schools, and society at large. Japan promotes improved awareness through advertising in the mass media, distribution of pamphlets, and the holding of symposiums. Japan is also committed to increasing the support for environmental NGOs, which promise to play a leading role as advisors in public efforts to address global warming.

The Government of Japan will actively provide and share, in as visible a manner as possible, knowledge about the increasingly serious global warming issue, the specific actions for which enormous efforts are needed in order to achieve the six percent reduction commitment, and information about what each individual must do. The Government of Japan will also carry out public relations and dissemination activities on these topics in order to improve the awareness of households and businesses and rouse them to take action.

8.2 Promotion of Environmental Education and Study

8.2.1 Outline

In July 2003 the Law for Enhancing Motivation on Environmental Conservation and Promoting of Environmental Education was established and subsequently came into full force in October 2004 after a Cabinet Decision on its basic policy (held on September 24, 2004). At Japan’s proposal, the United Nations Decade of Education for Sustainable Development (UNESD) (2005-2014) was launched. The Government of Japan established the Interministerial Meeting within the Cabinet and formulated Japan’s Action Plan for the “United Nations Decade of Education for Sustainable Development” in March 2006. Furthermore, in accordance with the “21st Century Environmental Education Initiatives—To Provide Environmental Education for Anyone, Anywhere, and at anytime (Triple-A initiatives)” under the “Becoming a Leading

Environmental Nation in the 21st Century: Japan's Strategy for a Sustainable Society" (adopted by the Cabinet on June 1, 2007), the Government of Japan strengthens cooperation among relevant ministries and agencies and promotes a diversification of high-quality lifelong environmental learning opportunities in households, schools, communities and businesses.

In order to have efforts to prevent global warming take root in people's daily lives, the Government of Japan proactively provide venues and opportunities in households, schools, communities and businesses to learn about the importance of protecting global environment, links between the global warming problem and people's everyday life, energy problems closely associated with global warming and concrete examples of practicable efforts to mitigate global warming.

In particular, the Government of Japan will promote the implementation of hands-on environmental education and energy conservation activities in school facilities that play a central regional role. This will be done through measures such as renovation, including the introduction of heat insulation materials and the utilization of locally harvested timber that would contribute to global warming countermeasures, the introduction of new energy devices, and the use of the Internet to promote the support of global warming countermeasures in households. In combination with these measures, the Government of Japan will continue to advance the development of teaching materials and programs that would encourage understanding and actions by the public in collaboration with concerned entities such as NPOs.

In addition, the Government of Japan will promote various hands-on activities in forests and green park areas in order to deepen understanding of their role in preventing global warming, and show the necessity of forest development, the cyclical use of timber resources, and the value of urban greening, among others topics.

8.2.2 Specific Measures

- **Promotion of Environmental Education Provided by Schools**

By revising the Courses of Study for elementary and junior high schools in March 2008 and for high schools in March 2009, Japan upgraded the contents of environmental education, focusing on closely related subjects such as social studies, science, and technical and homemaking courses. As a specific measure to promote environmental education, the Government of Japan also conducted research and studies on this new type of environmental education, sponsored environmental learning fairs and basic training seminars for teachers and citizens serving as environmental education leaders, and certified GLOBE (Global Learning and Observations to Benefit the Environment) model schools and environmentally friendly school facilities (eco-schools).

Moreover, given the significance of various hands-on activities, including those that focus on experiences in nature's stages of growth in order to foster the social development of students, the

government is implementing projects contributory to environmental education and studies, including Long-term Stay Experiences in Nature (Rural Contact Lifestyle Experience Promotion School) and Cultivating Schoolchildren with Shining Hearts. The government is striving to further enhance environmental education in schools. Japan has been using recycled paper in textbooks to improve the further understanding of recycling for students. In light of the close relationship between global warming and energy consumption, Japan continues to upgrade the educational standard concerning resources and energy in schools, and to develop conditions for promoting education concerning energy and nuclear power.

- Environmental Education and Studies through Social Education and Other Opportunities

In order to help build up cooperation among community centers and other relevant organizations in respective regions so as to better address environmental issues and thus increase learning activities, the Government of Japan is undertaking projects to provide prioritized support to particularly excellent regional efforts and disseminate information on such efforts nationwide to promote similar efforts.

The government is also promoting environmental education at youth education facilities, providing young people with opportunities for hands-on environmental education in rich natural environments, and with activities for experiences in nature.

In order to promote participation by a wide range of stakeholders in environmental education and environmental studies and expand the number of places and opportunities for such activity, the government is promoting environmental education and environmental studies policies in diverse places such as households, regional communities, parks, and national forests. The policies include the promotion of energy conservation education, the Project for an Environment Minister at Home, the Junior Eco Club project, and the Junior Park Ranger project.

- Project for an Environment Minister at Home

Beginning in 2005, with a view to promoting environmental conservation activities and environmental education in households, the Project for an Environment Minister at Home for households nationwide commenced. Through this project information is provided and teaching materials are distributed using the Internet, and events provide places for hands-on activities.

- Junior Eco Club Project

Since 1995 the government has been implementing the Junior Eco Club project which supports study of the environment voluntarily undertaken by elementary and junior high school students in the regions. In FY2008 there were 4,126 clubs with 184,710 children participating.

- Junior Park Ranger Project

Since 1999 the government has been running the Junior Park Ranger project that provides opportunities for elementary and junior high school students to get hands-on experience in various environmental conservation activities by communing with nature in national parks and other places. The project has been promoting children's interaction with nature and deepening their understanding of environmental conservation. In FY2008, the project was conducted at a total of 18 national parks and other places.

- Environmental Education at Urban Parks

Since 1996 the government has been running a project to prepare "environmentally friendly parks" as centers for public environmental activities and for the training of leaders. In order to improve awareness and encourage urban greening, the Green Consultation Center has been established. In addition, the government is promoting activities for the conservation, creation, and management of green park areas with the participation and cooperation of local citizens.

- Development of a Support Structure for Forest Environmental Education Activities

The government is providing support for various forest experience activities aimed at children, establishing model school forests for the development and utilization of school forests, and providing forest experience study utilizing the planning capacity of NPOs. They are also supporting the development of a structure for the promotion of forest environmental education activities. For example, the government is constructing a network for environmental education about the use of timber.

The government has also established Recreational Forests as places in national forests for hands-on activities led by schools. Hands-on activities sponsored by the Regional Forest Offices and District forest offices and providing information and technical instruction are also being implemented.

- Promotion of the United Nations Decade of Education for Sustainable Development (UNDESD)

The Government of Japan is taking such initiatives as the development of human resources and consideration of a registration system to support "practices in communities," a priority area of activities in the initial phase of the domestic implementation plan for ESD, as well as the development of programs at universities supporting "practices at institutions of higher education," the establishment of a government-industry-academia consortium for environmental leadership, and the Environmental Leadership Initiative for Asian Sustainability in order to strengthen the network of universities in Asia.

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

lifestyle, and public awareness and action is required to do so.

The Government of Japan will encourage voluntary actions in each individual citizen by strongly appealing to public awareness. This will be done through the appropriate provision of information using diverse methods. In doing so, the government will work to foster a sound sense of crisis, using the latest scientific knowledge, and to provide information and educate the public concerning what specific actions or purchases will contribute to the limitation of greenhouse gas emissions or the promotion of sink measures.

8.3.2 Specific Measures

- Development of National Campaigns (Team Minus 6%, COOL BIZ, WARM BIZ)

In order to promote the understanding across all sectors of society, including businesses, and to allow the public to absolutely understand specific global warming prevention actions, the government will disseminate knowledge and develop national campaigns while collaborating with the business circle, NPOs, the labor circle, and researchers.

Specifically, since April 2005, the government has launched the national campaign ‘Team Minus 6%’ which aims to encourage the public to work as one to prevent global warming. With respect to countermeasures concerning the reduction of greenhouse gas emissions, it has organically campaigned, using the Internet, television, newspapers, and radio, urging people to take six specific warming prevention actions including setting heaters and air conditioners to appropriate temperatures.

And one example of these efforts, Team Minus 6% is promoting the summer and winter business dress styles of COOL BIZ and WARM BIZ which encourage people in offices to wear clothes that enable them to set the air conditioner to 28C° in the summer and set the heating to 20C° in the winter and work comfortably and efficiently at those room temperatures.

- Measures through the Japan Center for Climate Change Actions and Prefectural 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 and revised in June 2008, the Japan Center for Climate Change Actions and Prefectural Centers for Climate Change Actions have been engaged in activities to help raise public awareness and publicize global warming countermeasures.

The Japan Environment Association was designated as the Japan Center for Climate Change Actions in July 1999 as one of the bases to support nationwide and community-based activities in order enhance public awareness about global warming. As of July 2009, a total of 45 regional centers for climate change actions have been designated across Japan, serving as promoters of

global warming countermeasures in their respective regions.

- **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 related to daily life 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 Basic Policy on Promoting Green Purchasing in order to comprehensively and systematically promote procurement of environmentally friendly goods and services. The national and local governments are stipulating their goods and services procurement policies in line with this Basic Policy and implementing priority procurement of environmentally friendly goods and services. The law also requires local governments, businesses and the public to endeavor to select environmentally friendly goods and services. In order to contribute to that selection process, the government is providing information through the Internet and is involved in public education activities such as green purchase seminars.

- **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 5, which is Japan's annual Environment Day. Specific activities include: the Eco-Life Fair, an environmental exhibition; Eco Car World, a low-emission vehicle exhibition; various lectures, symposiums and events; preparation and distribution of pamphlets and posters; the commendation of parties who provide outstanding environmental conservation services; and public relations campaigns using 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 implementing symposiums that contribute to global warming prevention; the commendation of parties who provide environmental conservation services; and PR campaigns conducted in various media.

- **Measures Centered on Ozone Layer Conservation Promotion Month**

September has been designated Japan's Ozone Layer Conservation Promotion Month is associated with the International Day for the Preservation of the Ozone Layer on September 16. Various ozone layer conservation and global warming prevention-related activities have been promoted, including those focused on reducing emissions of ozone layer depleting substances and three fluorinated gases, such as HCFs. Some types of activities include the distribution of brochures and posters, holding of briefing meetings on the Fluorocarbons Recovery and Destruction Law to raise public awareness about the recovery of CFCs, and the commendation of companies and organizations that have contributed to ozone layer conservation and the mitigation of global warming.

- Measures Centering on the 3R Promotion Month

October has been designated Japan's 3R (reduce, reuse and recycle) Promotion Month, when the central and local governments promote various activities to help raise public awareness about 3R activities. Specific examples of activities and events for the month include the holding of the 3R Promotion National Convention, the Awards for Achievement in Promoting 3R Activities, presented at the convention, the 3R Poster Contest for the commendation by the Minister of the Environment, and the Awards for Resource-Recycling Technologies and Systems, designed to promote recycling businesses.

- Promotion of Visualization of Greenhouse Gas Emissions by Building the Carbon Footprint System

In order to help promote businesses' efforts to efficiently reduce greenhouse gas emissions as well as to induce consumer behaviors to promote emission reductions through choices of lower-emission products and services, the Government of Japan is promoting the creation and spread of the carbon footprint system, which displays greenhouse gas emissions generated throughout a product or service's life cycle from the procurement of raw materials to its disposal and recycling in terms of the CO₂ amount emitted, all done in a simple and easy-to-understand manner.

- Awareness Campaign for Energy Conservation

The Council for Promoting Energy and Resource Conservation-Related Measures, in order to promote cooperation on energy conservation measures in all sectors of society, decides the "summer (winter) energy conservation measures" every year and strengthens its awareness campaigns in conjunction with various ministries and agencies during these seasons when energy consumption tends to increase.

Furthermore, in order to promote energy-saving in both the household and business sectors, the

government adopted “Strengthening the National Movement for Energy Conservation” in 2007, undertaking public relations activities to inform the public of concrete energy-saving behaviors in an easy-to-understand manner through such events as contests that introduce energy-conservation ideas that can be implemented in households and schools and that have an actual measurable impact.

- Awareness Campaign for 3R

In order to disseminate and promote 3R (reduce, reuse and recycle), the Government of Japan operates the website “Re-style” to help enhance public awareness through the Internet.

- 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 (the New Energy Prize) awarded for superior products and application examples, as well as through seminars, symposiums (the New Energy Symposium, the Green Energy Festival, and others), and other awareness campaign activities.

- Awareness Campaign for Nuclear Power

With the assurance of safety as the major premise, 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 students and teachers are supplied, and symposiums and seminars are held to effectively carry out public relations activities aimed at promoting a mutual understanding about nuclear power policies.

- Awareness Campaign for Use of Wood Products

The national and local governments are advancing the Wood Products Awareness Campaign which carries out a variety of awareness campaigns concerning wood products use, particularly in October which is Wood Products Awareness Promotion Month. A variety of seminars are held, pamphlets and posters are prepared and distributed, and public relations activities are carried out through a variety of media.

- Awareness Campaign for National Greenery and Urban Greenery

Examples of awareness campaigns concerning national greenery and urban greening include the development of public participation greening campaigns such as national greening campaigns in Greenery Month, Urban Greening Month, etc. as well as promoting the establishment of a private sector forest, greening activities funded through charity collections, and urban greening funds.

- Development of the “National Movement for Fostering Beautiful Forests in Japan”

With broad-based public understanding and cooperation, the government is promoting the building of a rich, green, recycling-oriented society that promotes appropriate forest development through the use of timber, the fostering of energetic people and robust communities to support forests, and broad-based participation by urban citizens and businesses in afforestation activities.

- Awareness Campaign for Transport Sector Environmental Issues

Environmental measures for the transport sector are being 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. This information is distributed 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.

- 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 its current status and future estimates, such as the Climate Change Monitoring Report, Global Warming Projections, and the Report on Climate Change.

In October 2005, the Report on Climate Change was publicized after an interval of 6 years to provide the latest scientific knowledge on climate change and global warming.

Furthermore, Japanese editions of the Summary for Policymakers (SPM) and Technical Summary (TS) of the Fourth Assessment Report of the Intergovernmental Panel on Climate Change (IPCC) have also been prepared and published.

- Promotion of Eco Action Point

In order to facilitate initiatives to provide economic incentives so each member of the public can help to mitigate global warming, as incorporated in the “Becoming a Leading Environmental Nation in the 21st Century: Japan’s Strategy for a Sustainable Society” and the Kyoto Protocol Target Achievement Plan, the Government of Japan is promoting the Eco Action Point system, a mechanism where consumers can accumulate eco points by purchasing products or services contributory to reducing greenhouse gas emissions or for making energy-saving actions and then exchanging those points for goods and services.

The government will support the launch of model projects selected on an application basis in FY2008-2009 for full-fledged operations with participation by as many consumers and businesses as possible.

The government provides financial support only for the cost of launching model projects, with participating businesses will foot the bills for points to be exchanged for other goods and services later. The government hopes that Eco Action Point Projects will be self-sufficient after several years of official support.

- **Project to Promote the Spread of Green Appliances Using Eco Action Points**

The Government of Japan started this project under the supplementary budget for FY2009 for the purposes of (1) promoting global warming countermeasures in the household and business sectors where CO₂ emissions have increased 40 percent over the base year; (2) revitalizing economic activities by stimulating demand for products of the consumer electronics industry with many supporting industries; and (3) facilitating the spread of terrestrial digital media broadcasting (T-DMB) television sets.

Consumers who buy government-designated home electronics appliances (air-conditioners, refrigerators and T-DMB TVs) get eco points they can accumulate and exchange for a variety of goods and services later as a measure to promote energy-saving home electronics appliances. Government subsidies partly finance points provided to consumers. This eco-point project is applicable to appliances bought on and after May 15, 2009.

8.4 Support for Environmental NGOs

8.4.1 Outline

The vital activity and healthy development of environmental NGOs and similar private groups are indispensable for the success of 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

- **Recycling-Oriented Society Regional Support Projects**

The Ministry of the Environment is soliciting applications for forward-thinking projects that NGOs, NPOs and other private-sector entities and businesses undertake through collaboration with local

governments toward establishing a recycling-oriented society that can serve as models for other areas as “recycling-oriented society regional support projects.” By implementing these as demonstration projects, the Ministry is striving to discover and support regional efforts toward forming a recycling-oriented society.

- Japan Fund for the Global Environment

Japan Fund for the Global Environment was transferred from the jurisdiction of the Japan Environment Corporation to that of the Environmental Restoration and Conservation Agency of Japan in April 2004. Every year the Fund provides subsidies and other support for global warming prevention, recycling and nature conservation-related activities undertaken by environmental NGOs both within and outside Japan. In FY2008, the Fund made donations of 718.70 million yen to a total of 205 projects.

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

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

- Measures 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 Ministry of the Environment in October 1996. The Centre compiles the results of research and builds 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, among other things, the facilitation of international symposiums that focus on the roles of NGOs in arresting global warming. The Centre also runs an information service on the global warming problem with a wide range of materials from Japan and abroad. Moreover, it has established seven regional environmental partnership offices across Japan.

- Environmental Counselor Registration System

The Environmental Counselor Registration System began in 1996. Under the system, people with specialist knowledge and abundant experience are screened and registered as environmental counselors whose function is to provide advice on environmental conservation activities to private groups, including consumers and entrepreneurs. The list of counselors is widely available to the public. As of the end of FY2008, the number of people registered as environmental counselors had reached 4,620.

- Support for Private Afforestation Projects

The Forestry Agency has been supporting private afforestation projects via the Japan International Forestry Promotion and Cooperation Center. The following are being implemented 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 Establishment Activities

The government is providing leader training and safety and technical training to groups involved in forest establishment and is providing support for activities such as Activity Forests and other fields within national forests.