



ECO Asia 2006

## Session 1 “For vitalizing Actions by Citizens”

### Introductory Presentation

“Japan’s efforts to change the people’s behavior in favor of the environment”

H.E. Ms. KOIKE Yuriko

Minister of the Environment, Japan

- Innovation of lifestyle
- Specific action for combating climate change

Extremely difficult

- *Strong leadership by top managers of various sectors* —
- *Collaboration among governments, businesses and local governments* —

## Nation wide awareness raising campaign



- Develop intensive campaigns mainly in June, the month of the environment
- Integrate appeals and logos of preventing global warming in various ads in collaboration with private corporations
- Publicize concrete actions by businesses and local governments on web sites



Newspaper ad calling citizens to collaborate

## Team-6% calls for following six actions to deal with climate change

28°C-20°C

**Set air conditioning at 28°C in summer and at 20°C in winter**



**Turn off a faucet every time after your use**



**Choose and buy eco-friendly products**



**Keep on eco-drive (energy efficient driving)**



**Say “no” to plastic bags**



**Unplug electric appliances while not using**

# COOLBIZ

*“Cool”, “efficient” and “stylish” business style*

Ratio of those who know COOL BIZ → 95.8%

Estimated amount of CO<sub>2</sub> reduction → Approx. 460 thousand tons of CO<sub>2</sub>

(Equivalent to CO<sub>2</sub> emissions generated by approx. 1 million households per month)

Sales of department stores increased first time for 9 years

*— Make the market trend hot  
while  
keep the Earth cool —*



# COOL ASIA 2006 Fashion Show

*Let COOL BIZ be Common Sense in 2008*

*"Be COOL,  
Be ASIA"*



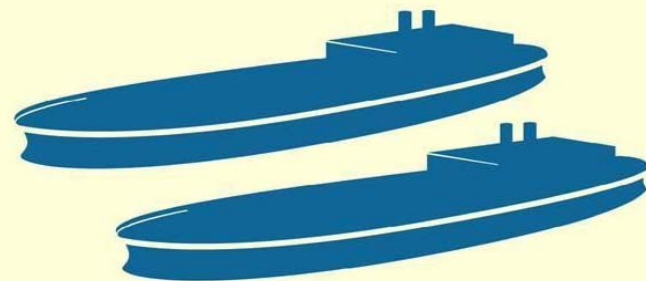
**Plastic bags consumed : approx. 30 billion pieces  
(230 pieces per person/year)**



**Approx. 600 thousand tons  
of wastes**



**Approx. 560 thousand kl  
of crude oil**

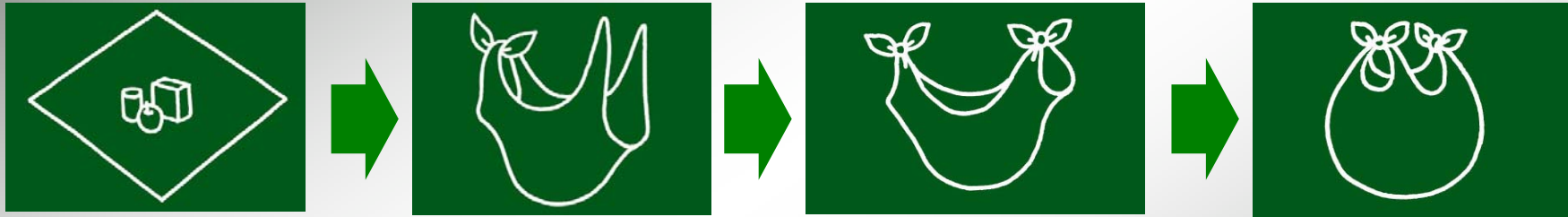


**Equivalent to two large tankers**

# MotTaiNai FUROSHIKI

Tesage  
Bukuro

[ Hand Carry Wrap ]





# Collaboration with citizens

## Receiving nominations of “My home environment minister” around the country

<http://www.ecofamily.jp>

• Letters on eco-life ideas and voting competition

• Environmental household accounting, publicizing various household actions

• Publicizing eco-life hints and event information

• Publicizing participating corporations, compilation of activities, etc.



Electronic certificate as my home environment minister, issued, 1.3 million households have been registered



# Actions by private sector -JAL-



- A special aircraft with Team minus 6% logo painted on the fuselage was launched on June 7 2006. Passengers on this aircraft are presented with *furoshiki*.
- The aircraft Boeing 777 with the special logo has high fuel efficiency with 37% increase in mileage compared to Boeing 747(jumbo jet). It has low noise, low emission and is an eco-friendly aircraft.
- A video film created by the Ministry of the Environment regarding climate change is shown on the downward domestic flight appealing to join in “Team -6%.”

# Actions by private sector -Mainichi Newspaper-

- Mainichi has been promoting “MOTTAINAI” campaign with Ms. Wangari Maathai, a Nobel Peace Prize laureate and Vice Minister of Environment of Kenya.
- A strong message of 21<sup>st</sup> Century for promoting environmental conservation and world peace through “respect” which is one of the important “Rs” beside 3Rs (Reduce, Reuse and Recycle)
- Mainichi has composed a campaign song calling for not to waste limited resources, and to avoid wasting, and to promote reusing and recycling when possible.



# In closing

**Consolidation of individual efforts can create a great force for change**

**Start doing something simple**

**COOL ASIA**

**Fundamentally review business activities and lifestyles and to create a society in which environment, economy and society are developing in an integrated manner**

***Change a paradigm of the time from Asia***