



**Message
from Environmental Businesswomen
Facilitating the Virtuous Circle
of the Environment and the Economy**

Toward a Rich, Healthy and Beautiful
Environmentally-Advanced Country

Ministry of the Environment
The Environmental Businesswomen's Meetings



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1

The Environmental Businesswomen's Meetings

Creating a virtuous cycle of the environment and the economy is essential for turning Japan into a leading environmental country that is truly beautiful and rich. Such a virtuous cycle would involve invigorating the economy to improve the environment and, in turn, improving the environment by vitalizing the economy. Such a cycle would be established by having environmentally - and socially-conscious people lend their strengths to economic and social activities.

In 2004 then Minister of the Environment Yuriko Koike held the first round of meetings titled the “The Environmental Businesswomen’s Meeting on a Virtuous Cycle for the Environment and Economy in Japan,” (hereinafter, “EBW Meeting”). During the first round of EBW Meetings, female environment-related entrepreneurs took part in lively discussions on a variety of topics, including the processes and issues faced in creating environmental businesses, future possibilities for such businesses, and proposals for national policies with respect to them, with the opinions of environmental businesswomen being heard and compiled. In 2005 the second round of EBW Meetings was held with then Minister of the Environment Yuriko Koike and new participating members. Following on the previous round of meetings, further discussions took place on creating a virtuous cycle between the environment and the economy.

Starting in 2007, the third round of EBW Meetings was held with new members including women working in the environmental field of public and private sectors, in addition to female entrepreneurs. In the third round, the first meeting was attended by then Senior Vice Minister Shinako Tsuchiya, while the second and third meetings were attended by then Minister of the Environment Ichiro Kamoshita. During these meetings, the participating members reported on their respective activities and then discussed how businesswomen in the environmental field could assist in creating a sustainable society by the year 2050. The participants also formulated a message from environmental businesswomen in advance of the G8 Environment Ministers Meeting and the G8 Hokkaido Toyako Summit.



2

Environmental Businesswomen Activities

The members of the first and second round of EBW Meetings did not stop with the exchange of opinions at the meetings. In April 2007 they established Environmental Businesswomen (EBW), a limited liability intermediary corporation, for the purpose of being accountable for actions, expanding networks, and growing actions from being done on a voluntary level to being firmly entrenched in society.

Environmental Businesswomen is engaged in the following activities:

- > Networking
- > Supporting the next generation of entrepreneurs
- > Information dissemination
- > Activities related to the above

The eco japan cup (a contest to find eco-business “seedlings” and grow them into businesses) is held as a public-private cooperative effort and serves as a tool to both support future entrepreneurs and disseminate information.

While expanding the network of female entrepreneurs in the environmental business field, the aim is to firmly establish the positive feedback cycle between the environment and the economy.

3

Book Published to Introduce the Environmental Businesswomen Activities

A book titled *Eleven Environmental Businesswomen: Brilliant Life and Starting Point to Success*. (Nikkei Business Publications, Inc.), published in 2005, introduces the Environmental Businesswomen (the members of the first round of meetings) with their stories about how they started their businesses and how they have overcome their difficulties, their working styles, and the perspective gained from the environmental businesses. In 2006 we also published *Eco-Gokoro—Women Who Created Environmental Businesses* (K.K.Kyodo News) to introduce nine members (of the second round of meetings) with their active lifestyles and free thinking.



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Introduction of Environmental Businesswomen Meeting Members

1st Environmental Businesswomen Meeting Members (from 2004)

Yuriko Koike

Member of the House of Representatives URL : <http://www.yuriko.or.jp/>

Emiko Tsutsumi

[Executive Adviser, TAKEEI CORPORATION, Director, Recycle Peer Co. Ltd.] Emiko Tsutsumi joined industrial waste disposal provider TAKEEI CORPORATION in 1992. In 1998, she participated as a manager in the Citizens' Forum for Promoting a Recycling-Based Society. She was appointed as director in 2001. The company has accumulated proprietary knowledge in industrial waste disposal, such as significantly improving the recycling ratio of mixed construction waste.

URL : <http://www.takeei.co.jp/>

Atsuko Suzuki

[President, Environmental Business Agency Co., Ltd. Chief Executive, NPO Environmental Relations Association] After beginning her career at a leading paper company in Japan, Atsuko Suzuki joined an environmental consulting company. She became independent in 1999, and has engaged in the environmental communication business from a variety of angles. In 2003, she established the NPO Environmental Relations Association, and she established Environmental Business Agency Co., Ltd. in 2005.

URL : <http://www.ebagency.jp/>

Kathy Matsui

[Managing Director, Administrator of Pan-Asian Investment Research Department, & Japanese Stocks Chief Strategist, The Goldman Sachs Group, Inc.] Kathy Matsui joined the Goldman Sachs Group Inc. in 1994. She is well-respected for her Japanese stock investment strategies. A key member of Leadership 111 and other women's groups, she works to bring about improvements to social and environmental issues involving women.

Junko Edahiro

[Environmental journalist, Founder and President, e's Inc., Co-Founder and Chairperson, Change Agent, Inc. Co-Chief Executive, Japan for Sustainability (JFS)] Junko Edahiro provides interpreting services for international meetings about the environment and provides consulting services concerning topics such as environmental management systems, environmental education, and environmental reporting. In 2002 she launched the NGO Japan for Sustainability which disseminates Japanese environmental information to the world, and serves as its Co-Chief Executive.

URL : <http://www.es-inc.jp/>

Yuko Sakita

[Journalist, Environmental counselor Representative, Environmental Businesswomen Director, NPO GENKI Net for Creating a Sustainable Society Director, NPO Shinjuku Environmental Action Network] Yuko Sakita graduated from Rikkyo University with a degree in sociology. After working as a magazine editor, she became a journalist. In addition to being active as a public speaker and writer, she is involved in promoting environmental studies as an environmental counselor. She is also a committee member on the Central Environment Council and is involved in other organizations.

URL : <http://www.sakita-office.jp/>
<http://www.genki-net.jp/>
<http://www.shinjuku-ecocenter.jp/>

Ayako Sonoda

[Managing Director, Cre-en Inc.] Ayako Sonoda writes environmental reports and sustainability reports in order to connect companies and citizens. She is active in creating a society in which people are truly happy and affluent, and serves as the secretariat of Sustainability Forum Japan.

URL : <http://www.cre-en.co.jp/>



Yumi Someya

[President and CEO, U'S Corporation, Representative, Tokyo Oil Reserves 2017 project] In 1993 Yumi Someya succeeded in developing a biofuel VDF from waste food oil at Someya Shoten Co. She established U'S Corporation in 1997 and has established a business model for a recycling-oriented society by collecting and reusing waste food oil. She is working on the Tokyo Oil Reserves 2017 project, which aims to establish a system to collect all waste oil in metropolitan Tokyo by 2017.

URL : <http://tokyoyuden.jp/>

Sachiko Zenyouji

[President, Architect Office Organic Table Co., Ltd.] In 2000, Sachiko Zenyouji built her own house as "Active Eco-Home," as a test home to make a research on the urban environmental co-existence, and received a number of awards for her work. Thereafter, she developed a design firm specializing in eco-friendly housing. She established Architect Office Organic Table Co., Ltd. in 2001, and is also involved in eco-friendly school renovations, creating for environmental education business policy models and environmental city planning.

URL : <http://www.organic-t.com/>

Etsuko Yasui

[President, Grace Co., Ltd.] After working in a staffing agency, Etsuko Yasui established Grace Co., Ltd. in 1995. The company places and introduces personnel specializing in environmental fields to companies while providing corporate branding strategies and developing promotional tools for companies as an advertising agency. This company was the first in the staffing industry to receive ISO14001 certification. In 2000 she launched "job.net," a portal site for environment-related employment. She advocates and disseminates information on the concept of "green hiring," aiming to realize working styles where people can work vigorously as well as contribute to society based on their unique ability.

URL : <http://www.grace-e.co.jp/>
<http://www.kankyo-job.net/>

Midori Tani

[The former facilitator of the 1st round of Environmental Businesswomen meetings from the Ministry of the Environment]

2nd Environmental Businesswomen Meeting Members (from 2005)

One Akiyama

[President, Integrex Inc.] After working as a bond trader at an American investment bank, One Akiyama earned her master's degree in finance at Aoyama Gakuin University. Following a period working in the U.S., in 2001 she established and became Representative Director of Integrex Inc., a company which promotes SRI and CSR. She also serves as a provisional member of the Cabinet Office Social Policy Council.

URL : <http://www.integrex.jp/>

Kazuyo Igarashi

[President, Igarashi Syoukai Co., Ltd.] After working as a corporate training instructor, Kazuyo Igarashi launched the security division of Igarashi Syoukai Co., Ltd. In 2001, she became President of Igarashi Syoukai Co., Ltd., which is a comprehensive building maintenance provider. In 2001 the company launched a business for turning leftover food from school lunches into fertilizer. The company obtained ISO certification in 2004. She is involved in environmental activities as a committee member of the Nerima Ward's Committee for Promoting a Recycling-Oriented Society.

URL : <http://www.igarashisyoukai.co.jp/>

Sachiko Takami

[Chief Executive, The Natural Step Japan] Sachiko Takami began introducing Swedish forms of environmental protection to Japan since 1995. She then became the representative of the Japanese chapter of the international NGO Natural Step International in 1999, and currently supports companies and local governments in their efforts to protect the environment. She also works to spread environmental education for children through the workshop named "Classes with *Mulle*."

URL : <http://www.tnsj.org/>

Yoshimi Nagamine

[Director, The Printemps Ginza Co., Ltd.] Yoshimi Nagamine worked for the Yomiuri Shimibun primarily writing articles about women, children, the elderly, consumer activities, labor, NGOs, and international cooperation. In 2003 she was assigned as a guest professor at the University of California, Berkeley Graduate School of Journalism. Since May 2005, she has promoted fashionable, enjoyable and environmentally-friendly lifestyles in her current role.

URL : <http://www.printemps-ginza.co.jp/>

Chihiro Kodama

[President, ECOTEST Co., Ltd.] After working as a consultant on environmental policy in the Environment Group at NTT DATA Institute of Management Consulting, Inc., in 2001 Chihiro Kodama joined with another female partner to establish ECOTEST Co., Ltd., which conducts environmental analyses. In 2004 she launched "ecotest.jp," an environmental analysis portal site involving 15 companies involved in analysis.

URL : <http://www.ecotest.jp/>

Hiroko Mori

[President, Hachioh Co., Ltd.] Hiroko Mori played a pivotal role behind the scenes at Hachioh Co., Ltd. (chemical waste disposal provider) since its founding, and served as the "right-hand woman" for many areas, responsible for many areas including hiring, personnel development, and corporate value creation. Since becoming company president she has expanded the business beyond the scope of waste materials to encompass the environment in the wider sense.

URL : <http://www.8080.co.jp/>



Yuko Kinjou

[President, Grace Rum Co., Ltd.] During her time as an employee of ASTEL Okinawa Corporation, a related company of Okinawa Electric Power Company, Incorporated (OEP), Yuko Kinjou decided that she wanted to make rum out of sugarcane grown in Okinawa and applied to OEP's company venture business program. In March 2004 she established Grace Rum Co., Ltd. In December 2004 she was named "Woman of the Year" by *Nikkei Woman* magazine.

URL : <http://www.rum.co.jp/>

Yumiko Matsudaira

[Managing Editor of Nikkei Business, Nikkei Business Publications, Inc.] Since March 2005 Yumiko Matsudaira has been the producer of LOHAS magazine *ecomom*, which focuses on ways of living that are good for both families and nature. At the same time, she has operated "ecomom," a website that provides information about the environment, safety, nature, and sympathy.

URL : <http://nikkeibp.jp/ecomom/>

Manami Fujikura

[The former facilitator of the 2nd round of Environmental Businesswomen meetings from the Ministry of the Environment]

Fumiko Misawa

[Professor, Gifu Academy of Forest Science and Culture, President, Ms ARCHITECTS] Fumiko Misawa became interested in wood homes in 1982 after joining Architectural & Planning Office, and in 1985 she opened Ms ARCHITECTS in Osaka. Since then she has designed many wood homes using local timber. In 1995 her work studying the damage caused by the Kobe earthquake prompted her to get involved in wood home-building education. Since 2001 she has been a professor at the Gifu Academy of Forest Science and Culture.

URL : <http://www.forest.ac.jp/>

3rd Environmental Businesswomen Meeting Members (from 2007)

Miyuki Oba

[Environment & Energy Research Institute Inc., Managing Director and CEO] After working for the Energy Conservation Center, Japan for 17 years, Miyuki Oba started her career as a consultant, providing advice and analyses of energy use and energy saving at home, focusing on energy and environmental problems from the perspective of ordinary citizens. In fiscal 2007 she received an award of excellence in policy proposals from NGOs, NPOs and businesses.
URL : <http://www.eer.co.jp/>

Junko Owada

[Co-Chair Person, LOHAS Business Alliance, Director, the Association for Eco Japan] In 2002 Junko Owada introduced the new concept that emphasizes healthy people, local communities and society called "Lifestyles Of Health And Sustainability (LOHAS)" to Japan while working for E-square Inc. Since becoming independent in April 2006, she has been working to apply this new concept to help businesses and rejuvenate local communities as a means of creating a sustainable society. Her publications include *LOHAS Business* (Asahi Shimbun Publications Inc.). She was awarded the Environmental Business Women Award at the "eco japan cup 2007."
URL : <http://lohas-ba.org/>
<http://www.aej7.com/>

Maki Kimura

[Journalist, Associate Editor, *Alterna*, a Business Magazine for People, Society and the Earth] After working for Jiji Press Co., Maki Kimura became a freelance journalist, and then a guest researcher at Columbia University's Columbia Business School in the U.S before beginning her current work. She was the first Japanese journalist to truly write about LOHAS (Lifestyles Of Health And Sustainability), a lifestyle which emphasizes the environment and health. She continues to cover and write about a wide range of businesses and lifestyles which support the goal of environmental sustainability.
URL : <http://www.alterna.co.jp/>

Noriko Takemoto

[Professor, Ecological Adaptation Global COE, Graduate School of Bio-Studies, Tohoku University] While working for Catalog House, Noriko Takemoto, instituted and managed a scheme to repair and re-cycle company products as part of its sustainability policy. She also instituted and promoted a scheme for local citizens to participate in renewable energy programs via part purchase of wind turbine generators. She is now working on setting up an international consortium of concerned parties from academe, business, NGO and government with an interest in co-operating on sustainable eco-management.
URL : <http://www.lifesci.tohoku.ac.jp/>

Masumi Saito

[Staff of General Manger of Business Planning Office, Japan Consumers' Co-operative Union] Masumi Saito works with members to come up with ways of environmentally friendly living, and to incorporate such ideas into the Union's products and activities.
URL : <http://jccu.coop/>

Beniko Kishi

[CEO, Colon. Inc.] Beniko Kishi runs a website called "Biena," which supports working women's beauty and health while working as a consultant in product development and customer service improvement as well as a specialist in beauty businesses. As a beautician she is one of the first to promote "holistic beauty", and currently communicates its message through a wide range of media.
URL : <http://www.biena.net/>

Mariko Kawaguchi

[Analyst, Chief Researcher, Daiwa Institute of Research Ltd.] In 1986 Mariko Kawaguchi joined Daiwa Securities Co., Ltd., and transferred to Daiwa Institute of Research Ltd. in 1994. She voluntarily started a research group in 1997 on financing and the environment, and since 1998 has engaged in research on environmental funds and socially responsible investment (SRI), as well as studies on environmental management and CSR.
URL : <http://www.dir.co.jp/souken/>



Yayoi Kondo

[Mayor of Adachi City, Tokyo] After first working as a police officer in the Tokyo Metropolitan Police Department, and then as a member of the Tokyo Metropolitan Assembly, in 2007 Yayoi Kondo became the Mayor of Adachi City. In 2008, the Environmental Summit in Adachi was held under her supervision. She works to develop concrete policies to encourage individuals to take concrete action, however small. She hopes her policies will lead to "Taking one step with 100 people rather than taking 100 steps by one person."
URL : <http://www.city.adachi.tokyo.jp/>

Harumi Tamaki

[President, Tamaki Co., Ltd.] Harumi Tamaki was appointed president of Tamaki Co., Ltd. in 2005, and developed the company's nationwide business specializing in the sales of neckwear for uniforms in government offices, schools and companies. Leveraging the characteristics of polyester, the company provides products designed to be environmentally-friendly. Collected fabrics are recycled into yarn using a chemical recycling technology, the yarn is re-used to make new products. The company aims to promote a sustainable society as a textile maker.
URL : <http://www.tamaco.jp/>

Hanako Yoshimoto

[Executive Director, Nichiei Sangyo Co., Ltd.] In 1999 Hanako Yoshimoto joined Nichiei Sangyo Co., an industrial waste disposal contractor located on Keihin Island in Tokyo, specializing in storage, reshipment and transportation of sludge, combustion residue and soot dust, as well as concrete crushing/recycling business. As the certificated "recycling port" facility in Tokyo Bay as well as a recycling plant with a landing pier, the company promotes modal shift and aims to contribute to wider area, striving for further carbon dioxide reductions.
URL : <http://nichiei-sangyo.jp/>

Kikuko Tatsumi

[Board Member, Chairperson of Environment Committee, Nippon Association Consumer Specialists] After working as a teacher, Kikuko Tatsumi earned her certification as an advisory specialist for consumers affairs. As a promoter of sustainable living, she supports initiatives to encourage environmental communication between businesses and consumers with respect to the 3Rs and green purchasing. She is also an executive director of the Green Purchasing Network, 3R Promotion Meister, a member of the Industrial Structure Council, and a member of Central Environmental Council.
URL : <http://www.nacs.or.jp/>

Chie Nakaniwa

[Assistant Manager, Japan Environmental Management Association for Industry] Chie Nakaniwa is responsible for researching techniques to evaluate the environmental performance of ecoproducts and eco-friendly services as well as practical methods to utilize environment-related information about products. She also works as an expert representing Japan in the International Organization for Standardization (ISO) committee tasked with formulating international standards for eco-labeling. She also promotes the spread of eco-label games.
URL : <http://www.jemai.or.jp>
URL : <http://www.jemai.or.jp/ecolabel-game/>

Eri Nakajima

[Facilitator of the 3rd round of Environmental Businesswomen meetings from the Ministry of the Environment]

5

Environmental Businesswomen Messages

(1) Message from First Round Meetings

Message: Environmental Businesses Created by Active Women

(Report on the Environmental Businesswomen's Meetings on a Virtuous Circle for Environment and Economy in Japan)

1. Women, Environment and Economics

— Three Key Words for Building a Healthy Japan

Introduction by Yuriko Koike, former Minister of the Environment

Japan may lack natural resources such as oil and gas, but it does have other major resources—its human resources. Japan's postwar economic growth was achieved thanks to these human resources.

However, there is one type of human resource that still goes largely under-utilized in Japan, and that is its women. I believe that this under-utilized resource will prove to be a valuable asset in achieving new growth in Japan. Active woman power has already begun to make itself felt in the field of starting up and managing businesses that benefit the environment.

The Twenty-first Century—the century of the environment—will require new growth in patterns different from what we have known so far. This will of course mean building an economy that does no harm to the natural environment. However, we must go even further and develop an economy that grows as a direct result of business activities that heal the environment, forming a positive feedback mechanism in which invigorating the economy means benefiting the environment. Japan's Ministry of the Environment drew up the "Vision for a Virtuous Circle for Environment and Economy in Japan" as an ideal scenario for a society where such positive feedback has been achieved. This document sets 2025 as one of its goal years in a process of promoting Japan as an "environmentally advanced nation that is healthy, rich and beautiful."

I think an "environmental revolution" will be needed to realize this ideal. Such a revolution would lessen the burdens we place on the environment through a revolution in consciousness of the need to share the benefits of a healthy natural environment with future generations as a way of seeking higher living standards for ourselves and our children and grandchildren. This will also help bring about a



revolution in technology that will help create new foundations for the development of economic and lifestyle activities unlike anything we have seen so far. I think we can look to women as one of the prime forces for powering this kind of novel development.

I look to the vitality of women, who have overcome systematic and conventional obstacles in a variety of fields, for help in creating a healthy nation.

2. Opening Up the Future by Working in Environmental Business

[Participants' comments in the order spoken]

- Our non-profit organization (NPO) seeks to forge links for a “partnership society.” Taking the standpoint of residents, we support environmental regional revitalization efforts on the local level. (Yuko Sakita: Moderator)
- Our group collects used tempura oil and refines it into fuel for busses and trucks. Our dream is to tap the “vast oil reserves” of metropolitan Tokyo. (Yumi Someya)
- We provide environment-related human resource services. We believe that increasing the number of self-motivated, exceptionally environment-minded workers will help bring about a sustainable society. (Etsuko Yasui)
- Broader awareness and discussion of the environment and the economy are also happening in the field of capital markets. The concept of “socially responsible investment” (SRI) has been attracting more attention lately. (Kathy Matsui)
- We draw up environmental reports and other documents that communicate corporate environmental information. I believe we need a social vision of a happy, smiling future for coming generations in which humankind can co-exist with the planet. (Ayako Sonoda)
- Our company treats mixed construction waste. We develop technologies for utilizing recycled materials, with the aim of realizing leading-edge resource cycling treatment processes. (Emiko Tsutsumi)
- Our company works to support and promote environmental projects. Our NPO provides technical environmental information for the layperson, undertaking mediation for meeting environmental needs, and so on. (Atsuko Suzuki)
- Our firm designs eco-housing that employs extra insulation, renewable energy sources and so on. The Ministry of the Environment adopted our policy proposal to link eco-building improvements to school buildings with environmental education in the schools. (Sachiko Zenyouji)
- I do translation, interpreting and journalism in environment-related fields. Our NGO gathers and communicates information about Japan’s environmental initiatives and technology to the rest of the world. (Junko Edahiro)



3. Messages

(1) For People Who Hope to Work in Environment-Related Fields

— A Strong Sense of Purpose is Needed for This Challenging Work —

Environmental businesses offer meaningful work opportunities with great potential. What could be better than getting paid to do a job you enjoy that also makes a contribution to society? This is the possibility offered by environmental business.

However, to do something worthwhile and get paid for it at the same time, you must put all your life experience to maximum use and attack everything you do with every ounce of skill and energy you can muster. Because most environment-related fields are still relatively new, it is particularly important to have well-defined goals and a broad perspective. You may have to steadily build up a basic foundation as you master needed technologies and learn to completely apply yourself. An ability to make efforts with longer timeline will also help you do a job that you can proud of.

Leads and opportunities for this kind of work can be found everywhere. People can get jobs in a wide range of fields, such as in conducting environmental tests and studies, in research and development related to chemistry, medicine, food products, etc., or in waste management, etc. People are also wanted in a variety of other fields, such as in trust-building mediation in relation to environmental concerns among corporations, consumers and investors. Even when a direct connection with the environment is not obvious, in today's world there are no organizations in which knowledge about the environment is not needed. Environment-minded people with the right knowledge are needed even in sales, accounting and general affairs departments. For example, sales departments need new, environment-protective business models to work from.

A diversity of employment frameworks in addition to full-time positions should also be possible. For example, assembling a group of people with various abilities could be an effective way to pursue a specific project.

Totally new environment-related businesses can also be created from scratch. Considerable difficulties in raising capital, etc., can be expected, particularly when women are putting together a company or going independent, but in reality there are many fields, such as residential architecture, in which the benefits of women's originality and powers of observation are being actively sought.

In any event, a strong sense of purpose and great perseverance are needed in all aspects of any attempt to break new ground. New dreams and interesting work are bound to reward success, particularly in environment-related fields.



(2) Capital and Finance

— Towards a Society That Supports People Looking for Jobs in Environmental Fields —

Many share the experience of encountering difficulties in procuring funds from financial institutions. Japanese financial institutions have so far been poorly represented in groups of such institutions that have ties with the United Nations Environmental Programme (UNEP), etc. It can be said that Japanese financial institutions lag behind those in the United States and Europe in their ability to evaluate and screen for environment-related endeavors for providing funds. In future, financial institutions will need to be able to ignore gender and learn to appropriately value people who are aiming to develop new businesses in environment-related fields that have yet to accumulate long histories of financial experience.

Money flows also need to be shifted into the direction we need to go in future. Environment is the most strategic field of development for Japan's survival in the global context. Demand is accelerating for environment-related goods and services in step with economic growth in countries in Asia and elsewhere. Should more financial support be made available to new business ventures, this could very well lead to a significant broadening of Japan's economic future. For this reason, we need a financial climate that allows the necessary funds to be raised based on appropriate evaluations of environment-related business as a market.

Some Japanese financial institutions and investors are beginning to take a more proactive approach by including environmental perspectives in offering or choosing investment products and by awarding favorable financing options to environment-related projects. The government and ordinary citizens should be encouraged to support financial institutions that are playing a pioneering role in this area, while keeping these institutions comprehensively informed about investment needs. The Ministry of the Environment ought to very actively provide environment-related information to such highly-motivated financial institutions and investors.

The question of what constitutes socially responsible investment is still being asked. Lessons can be learned about “corporate social responsibility” and “socially responsible investment” by looking at other countries; expectations are that a set of Japan-specific criteria will be created and widely applied.



(3) Environmental Information and Education

— Human Resource Services and Education Programs for Raising Environmental Awareness —

The most important condition for the development of environmental businesses is a large number of people with a high level of environmental awareness that moreover has an effect on how they act. For example, such people would choose to buy goods and contract for services not merely on the basis of immediate personal cost, but also by considering important environmental factors, such as the energy consumption of a product or a building throughout its entire life cycle, including post-use. As more individuals and organizations start to behave this way, better-quality businesses will be able to prosper. A vital function of the central government is to raise people's environmental awareness by boldly providing information that speaks to people's needs. The government should also create networks among industries and exchange information with citizens.

One important method for raising environmental awareness is environmental education. More opportunities for learning about the environment should be offered both in school and in the society at large. The national government should also offer Japan's model cases of environmental solutions to the rest of the world as a way of giving encouragement to people in industries and non-governmental organizations who are facing distressful situations as they cope with environmental issues.

More and more industries are taking on environmental issues. As these efforts become more widely acknowledged and appreciated, more goods, services and business practices that benefit the environment will be created. By expressing a proper appreciation of industries' development and practical application of environmental technology and production of high-quality environmental reports, the government, consumers and investors can work together to support industries in their efforts to deal with environmental concerns.

(4) Role of Government Administration

— Using Environmental Policy to Realize a Virtuous Circle for Environment and Economy in Japan —

The central and local governments always need to ask themselves that they are not placing new ideas and products of venture-type businesses at an unfair disadvantage by emphasizing too much value on mere precedents, and they should make an effort to innovate their governing styles.

The Ministry of the Environment should be taking a leadership role in creating and



applying policy designed to promote environmental stewardship in investment and finance, publication of environmental information and environmental education. It should also perform the task of coordinating environmental policy among government ministries and agencies. Particularly as it works to realize the goals of the Vision for a Virtuous Circle for Environment and Economy in Japan, it will need to hold dialogues with a wide range of people in various parts of the country. In the course of building a “healthy, rich and beautiful Japan,” one goal is the growth of a market in environment-related goods and services worth over 100 trillion yen by the year 2025. A partnership that involves the whole society must be built up if this goal is to be reached. Concrete policies must be applied in order to create a society in which new ideas are properly regarded and knowledge is appropriately valued.

4. Conclusion

During our lifetimes we are, and will continue, encountering major historical change. The question being raised is how humankind can live as an integrated part of the biosphere’s ecosystem. There are a multitude of topics for consideration such as a virtuous circle for environment and economy and a more active role for women. In order to bring economic activity more into line with a practical, everyday point of view, women need to take a more active role.

At the same time, Japan is looking to take a leadership role in Asia as an “environmentally advanced nation.” Some Japanese environment-related businesses are already marketing products not only domestically and in the Asian region, but in Europe, the United States and the rest of the world. It would appear that we are being given a perfect chance to achieve meaningful lives. We can pursue this dream together by making the best possible use of what we have gained and learned in life so far, in order to share with coming generations the happiness of a life blessed with the benefits of a healthy planet.



(2) Message from Environmental Businesswomen

(from the Third Round Meetings)

Environmental Businesses and Town Development Created by Women to Promote a Sustainable Society

(Report from the Third Round of Environmental Businesswomen Meetings)

1. Building a Sustainable Society and Environment-Related Businesses

A virtuous cycle of the environment and the economy is essential in order to create a sustainable society. Such a virtuous cycle would present a positive feedback situation whereby improving the environment would boost the economy and economic invigoration would lead to an improved environmental situation.

In June 2007 the cabinet decided on a Strategy for an Environmental Nation in the 21st Century. In this strategy, Japan's rich human resources in the field of environmental protection are positioned as one of the country's strengths. In particular, high expectations exist for women who will approach severe, real problems with new approaches outside of existing paradigms, and attack problems with both creativity and energy. Such women will likely become the driving force behind efforts to significantly reduce greenhouse gas emissions by 2050 and bring a low-carbon, sustainable society into reality.

With the Kyoto Protocol's commitment period having started in April 2008, there is no time to delay in combating the issue of global warming. Environment-related businesses and urban development with a focus on environmental protection will play important roles in the effort to meet the Kyoto Protocol targets and build a sustainable society over the middle- to long-term horizon. In this way, businesswomen active in environmental-related fields are expected to act as frontrunners in creating a sustainable society.

2. Activities by Environmental Businesswomen

[Participants' comments listed in Japanese alphabetical order]

- I work on energy conservation from the perspective of ordinary people, and am engaged in activities focused on energy/environmental surveys and environmental education. (Miyuki Oba)
- I incorporate the LOHAS philosophy, which is oriented towards the health of people, communities and the earth, into business and rejuvenating local



communities. Also, I will continue to promote a new lifestyle that places importance on agriculture through carbon offsets. (Junko Owada)

- I think it is necessary to incorporate the environment into social systems. Based on this philosophy, I research companies' environmental and CSR activities, and am involved in activities to improve the environment by making use of the impact of finance on society. (Mariko Kawaguchi)
- Every day I deliver the message that a person's attractiveness is holistic, specifically being the harmony between one's appearance, body, and spirit. I would like to spread the concept of beauty as living in a way in which one takes care of his/her own environment. (Beniko Kishi)
- Using my experience as a journalist, I launched *Alterna* a business magazine focused on the environment, social contribution, and ambition. In addition to the environment and health, the magazine provides information about CSR and other topics. (Maki Kimura)
- I work on detailed strategies for encouraging many people to take small steps rather than a few people trying to take huge steps. My aim is for more people in the ward to take some sort of concrete action, even if it is something small, to tackle environmental problems. I am also aiming to resolve problems that can only be worked on by government, such as large subsidies for solar power generation system installation expenses as well as increasing the coverage ratio of solar power generation systems. (Yayoi Kondo)
- I manage the ISO14001 and ISO9001 program and coordinate collaboration between the union and union members. (Masumi Saito)
- Through *Tsuhana Seikatsu*, a unique magazine for mail-order shopping with articles on environmental and social issues, I propose new ways of shopping and living in the era of global warming. As a retailer and part of the media, my mission is to communicate to both producers and users the need to consume in a manner that is as sustainable as possible. (Noriko Takemoto)
- My organization connects consumers with business and provides support in order to prevent problems. I talk to both consumers and companies about the importance of environmental information as it relates to selecting eco-friendly products and companies. (Kikuko Tatsumi)
- I collect and recycle items such as neckties and scarves which are used in uniforms, turn them back into fabric (threads) and make other products using them. (Harumi Tamaki)
- I am an expert representing Japan in the area of ISO environmental labeling. I



conduct research to promote environmental information and the use of eco-labels in Japan. (Chie Nakaniwa)

- Taking advantage of my many years working as a newspaper reporter, I am primarily responsible for public relations and web strategy. Following up on an idea from young employees at Primtemps Ginza, I provide people with suggestions on how to have fun being eco-friendly in a fashionable way. (Yoshimi Nagamine)
- I promote the modal shift involving the first ever private sector “recycling port” in the Tokyo Bay and strive for further carbon dioxide reductions. (Hanako Yoshimoto)

3. Messages

(1) Sustainable Society-Building Led by Women’s Ability to Empathize

In a sustainable society, lifestyles and values that are friendly to both the local community and the environment become widespread and people’s hearts and minds become healthier. We aim to create a sustainable society which realizes a low-carbon society in which greenhouse gas emissions are significantly reduced, a recycling-based society in which use of natural resources is minimized, and a society in which people live in harmony with nature and protect biological diversity.

However, efforts to reduce greenhouse gas emissions and otherwise protect the environment are often viewed as “no fun,” so in order to have the nation take action, it is necessary to attract people who have previously had very little interest in the environment. This is where people practicing LOHAS (Lifestyles of Health and Sustainability) have drawn attention. For example, young females and other employees at Primtemps Ginza started a “wear Aloha Shirt to Work Day.” This and other activities to promote being environmentally-conscious in a fashionable way are important so that people do not feel like they are being forced to be environmentally-conscious, rather that they are, on their own volition, doing things in a manner that matches their own personality.

Sustainable lifestyles recommended by Environmental Businesswomen, which actively promotes the intelligent use of nature’s blessings, include the following:

- Live in sustainable home (well-insulated, active use of clean energy, wooden conventional construction, thatched roofs, use of rainwater, etc.), take advantage of the local climate, choose energy-efficient appliances to match lifestyle, and use these appliances effectively.



- To the extent possible, choose food that is locally produced, organic, and which is not excessively packaged. Also, choose daily goods and clothing that are organic or made with recycled materials. Furthermore, as opposed to cheap items that will be thrown away quickly, select good items that can be used for a long period of time.
- Use the train or bus to commute to work or school. When time permits, get off one or two stops early and walk while enjoying the scenery and the flowers on the side of the road.
- Create an environmentally-friendly business model. Also, include the environment as a keyword in developing products, providing services, managing towns, and other activities.
- On weekends and holidays, rather than going shopping, spend time working in your home garden or at the community garden with friends planting or tending to organic vegetables and/or flowers. Use the vegetables you harvest to enjoy a vegetable barbecue party. Organize hiking trips and other opportunities to enjoy the outdoors. Take in nature's wonder with all five senses, and enjoy fresh, local food with people in the community. Travel via public transportation as much as possible, and offset the carbon dioxide emitted from your travel. Also, enjoy yoga and other fitness activities in order to keep your spirit and body in good balance. This is how we recommend spending weekends and holidays.
- When you purchase financial products or invest money, choose particular financial products which take environmental issues into consideration.
- In this type of lifestyle, women and men can both work and raise children with sound senses. By being both physically and spiritually healthy, you make yourself, the local community, and the earth beautiful.

In order to realize this type of lifestyle, the following businesses and activities are essential to provide the necessary products and services.

➤ **Offering Products and Services Necessary for a Sustainable Lifestyle**

In order to practice sustainable living, one must use products and services that have little environmental impact through each stage, from manufacturing, to use, to disposal and recycling. Many women would like to see increasing number of department stores, supermarkets and mail-order marketing businesses promote products that are highly-functional, durable without losing appeal, are fashionable, well-designed, of high quality and environmentally-friendly (clothing made of recycled



fabric, for example). Furthermore, with respect to this kind of distribution business, it is important to build a system in which rural areas and cities are connected so that money flows to initiatives aimed at sustainability.

In this regard, it is important to provide support to link consumers and companies so that companies actively and quickly develop and market products and services that meet consumers' needs.

➤ **Environmental Education and Information Dissemination to Promote Sustainable Living**

To begin with, environmental education and information dissemination are important tools to encourage people to comfortably practice sustainable living. One example of an effective approach is environmental education that teaches ways to make a low-energy consuming lifestyle enjoyable. Making “energy use forecasts” that support efficient energy-conserving initiatives from the four standpoints of home appliances, living style, housing, and climate, as well as the family lifecycle (a child is born, a child goes to school, a child becomes independent) could be one effective effort.

It is necessary to provide the public with information that encourages people to take action. Examples include eco-labels that provide consumers with environmental information in an easy-to-understand format, and magazines and other media that provide information about businesses and lifestyles that are friendly towards people, society and the environment. It would be desirable to have a system such as “eco-label watchers” that check that eco-labels accurately describe products' environmental information. Furthermore, a new concept of beauty is necessary: one that encourages people to make themselves, the community, and the earth's environment beautiful while finding harmony between one's appearance, body, and spirit.

➤ **Initiatives from Recycling Industry, Finance, and Government to Support a Sustainable Society**

Sustainable living is not only for the purpose of pursuing direct environmental impact reductions as well as superficial fun and beauty. In addition to reducing the amount of waste produced, it is important to efficiently transport, reuse and recycle the waste from a wide range of recycling business activities.

It is also absolutely essential to reform financial systems so that the necessary money is invested in business activities that support sustainable lifestyles.

Furthermore, such business activities and lifestyles should be given incentives. In addition to economic support, there are high expectations for government (both at the



local and national level) to create systems for actively evaluating both wisdom and values.

As leaders in the effort to create a sustainable society, Environmental Businesswomen will continue to actively and strategically carry out business activities to support this type of sustainable living.

(2) Necessary Initiatives for Realizing Sustainable Lifestyles

Incentives are an effective way to encourage individuals to change their activities and habits, which makes incentives good for spreading the practice of sustainable living. Women are generally able to find enjoyment in completing small tasks which culminate in something larger. For example, many women would be happy to participate in an “eco-point” system, in which people received points (that could later be exchanged for products) for purchasing energy-efficient products which contribute to the reduction of greenhouse gas emissions or by reducing their energy use through conservation.

To create a sustainable society it is also important to encourage people to select products and services which have small environmental footprints throughout their lifecycle, which includes resource extraction, manufacturing, transport, use and disposal.

A system where companies (those that wish to participate) could buy emissions credits for the amount of greenhouse gas emissions reduced by individual people and offset their own emissions would be an effective system for linking business and consumers. Furthermore, it would be wonderful if a scheme is established whereby individuals who voluntarily chose to purchase carbon offsets against their personal activities could then donate this amount to the government and receive a tax break.

Along with taking such initiatives to encourage a lifestyle that results in a sustainable society, it is crucial to develop environmental businesses and social entrepreneurs that will lead the transition to a sustainable society. There are still few environmental entrepreneurs who, like us, are turning environmental protection into a business. We hope to see an increase in intermediary organizations supporting the development of social entrepreneurs in the environmental arena who aim to make people, the community and the environment healthier than before.

It is also important to encourage a balance between work and personal life. The conventional working style is one of working late each night and giving up holidays in order to work. This style should be improved with a viewpoint of women. Such



an ideal working style would involve work sharing, telecommuting and other ways of making work more efficient and thereby affording people time to focus on raising children and community activities. Such a style of working would benefit both women and men. A proactive stance towards work is important as well. In order to enjoy nature, lead a fulfilling life without waste and to free oneself from stress, we should, for example, introduce our own practices to raise our motivation, and introduce a culture that does not value overworking.

We hope that Environmental Businesswomen, the Ministry of the Environment and other related parties can work together to turn the above ideas into reality.

(3) Message from Environmental Businesswomen Concerning the G8 Environment Ministers Meeting and the G8 Toyako Summit

Japan should be proud of its tradition and wisdom in terms of having established ways of living and local communities in where resources are recycled and people co-exist with nature, as well as its high-tech capabilities to enable convenient living without waste. These strengths are the keys to creating a sustainable society. In order for Japan to create a sustainable society that serves as an example for the rest of the world, environmental businesswomen will do the following:

- I Possess a sense of urgency about global warming and other environmental issues and practice sustainable living in a smart and sophisticated manner, taking care of a sense of living.
- II Engage in business and social activities offering products, wisdom, services, information, financial services and social systems so that 100 million people can take at least one step, rather than one person trying to take 100 steps to combat environmental problems.

We, as environmental businesswomen, in conjunction with the G8 Environmental Ministers Meeting and the G8 Hokkaido Toyako Summit, confirm our commitment to work with environmental businesswomen overseas and the businesses they work on and to further advance our efforts (both in Japan and overseas) as role models to realize a sustainable society.