



Japanese Archipelago Blue Carbon Project

by

Nippon Television Network



Taichi Masu

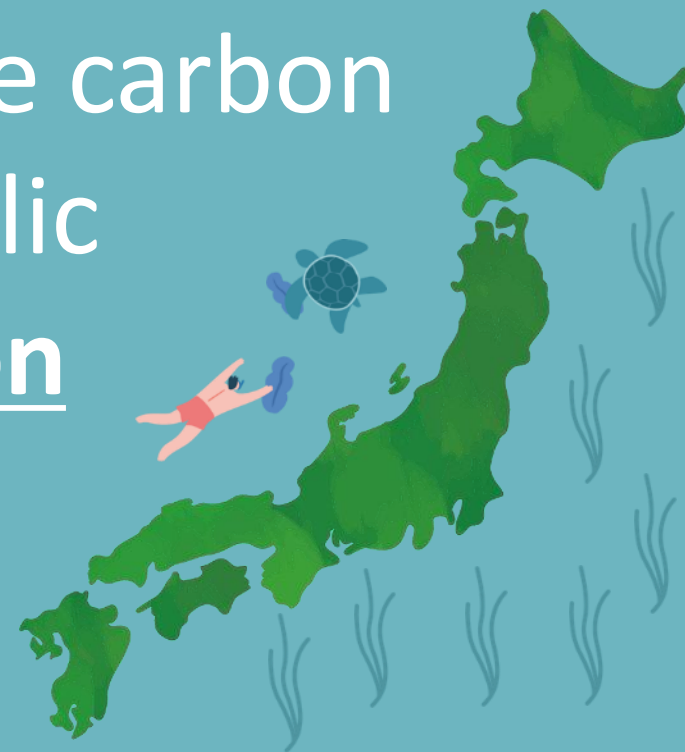
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1. Introduction

Japanese Archipelago Blue Carbon Project
is...

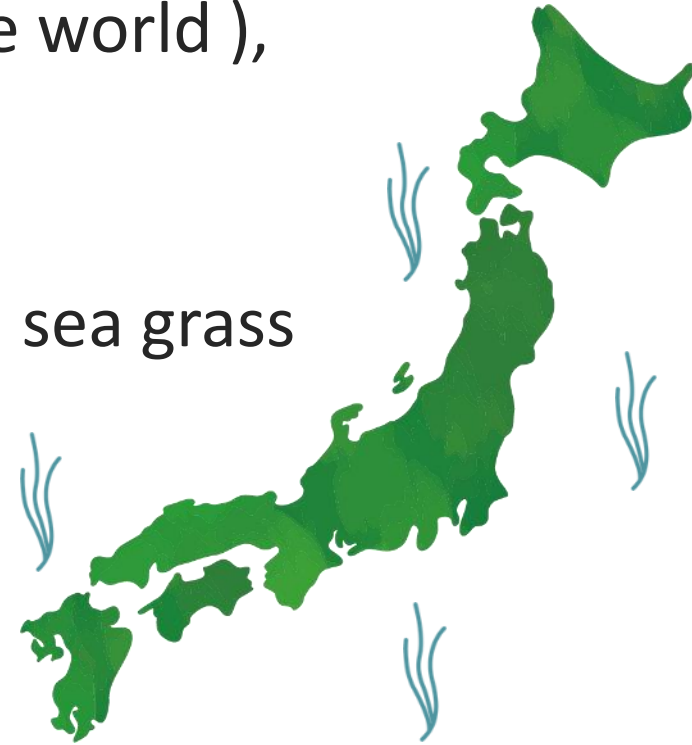
A long-term media campaign
to promote Awareness and
Scientific understanding of blue carbon
among the Japanese public
by commercial TV station

(from April 2023)



2. Background

- Japanese long coastline (29,751 km; 6th in the world), despite its small land area
- Long and deep relationship with seaweed and sea grass



The reason why Japan should take the lead in tackling blue carbon

→ Not yet well known or understood in Japan

April 2022, awareness was 24.4%, understanding was 3.0%
(Masu, 2023)

2. Background

- Japanese long coastline (29,751 km; 6th in the world), despite its small land area
- Long and deep relationship with seaweed and sea grass



The reason why Japan should take the lead in tackling blue carbon

- ✓ The most common way for Japanese public about SDGs is **through Television (63.5%)**

(Dentsu's 6th "Survey of Consumers Regarding SDGs", 2023)

2. Background

Nippon Television Network Corporation

NTV

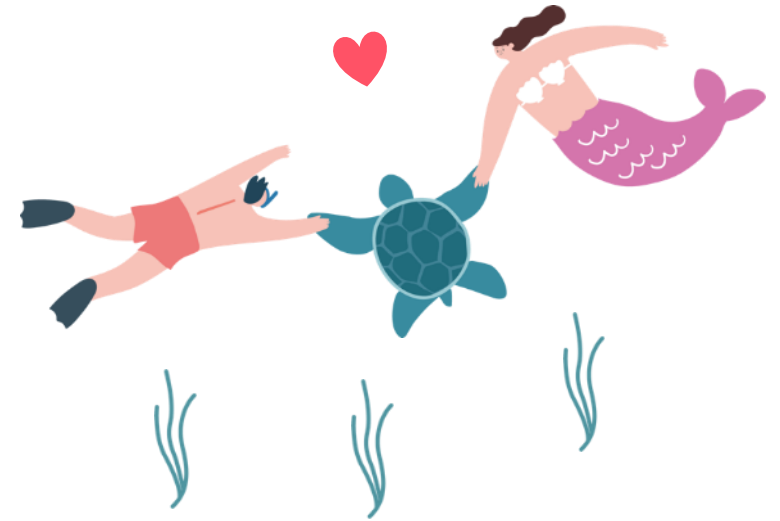
(Japan's first commercial broadcaster, since 1953)

- ✓ **Several staff members
majored in marine studies at university**
(One of them is a high-ranking executive !)
- ✓ **Popular TV programs
dealing with the marine environment**



3. Purpose

To promote
Awareness
and
Scientific understanding
of blue carbon



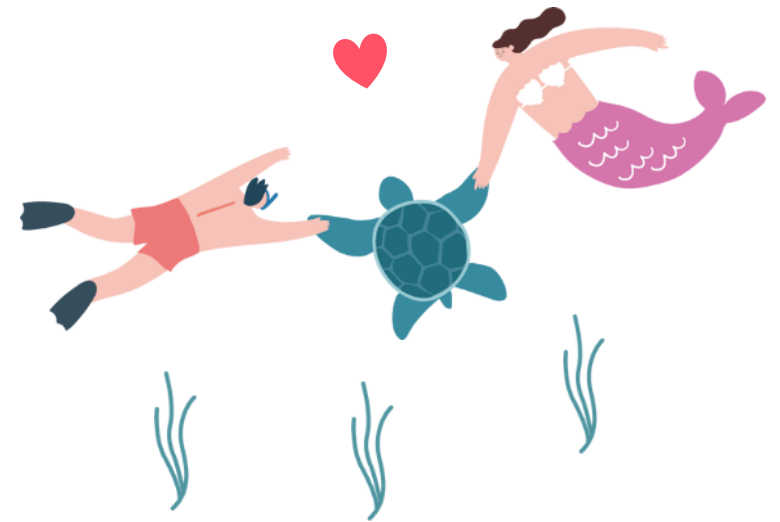
3. Purpose

To promote
Awareness
and
Scientific understanding
of blue carbon



To promote blue carbon activities in various parts of Japan

To prevent the spread of false information and activities in advance





4. Action

[1] Broadcast programs dealing with blue carbon

“Shinsou Hodou Bankisha!”

(on May 28, 2023)

(on June 2, 2024)

“ZIP!” (on June 3, 2024)

“Umikoi” (every Friday)

4. Action

[1] Broadcast programs dealing with blue carbon

Approach that transcends generations and interests through the use of a symbolic character “UMISUKE”



4. Action

[1] Broadcast programs dealing with blue carbon

Broadcast on 13 programs in about 18 months by NTV

(Data from March 1, 2023 to August 31, 2024
with the cooperation of M Data)



4. Action

[1] Broadcast programs dealing with blue carbon

Visualizing the amount of CO₂ emissions during the production process to raise awareness thorough TV programs

(“Umikoi” aired every Freiday)



4. Action

[2] Organizing & participating in blue carbon activities

Participation in Eelgrass Restoration activities



Participation in Japan National Eelgrass Summit (organizing event)



5. Research

29 programs in about 18 months in all broadcaster

(Data from March 1, 2023 to August 31, 2024
with the cooperation of M Data)

5. Research

Whether each program was able to convey the content of science communication that scientists were expecting ?

In particular,
there tend to be lack of information on

- 1. Principle of not only absorption but storage in the ecosystem**
- 2. Risks that should be considered when artificially creating seaweed or seagrass beds**

5. Research

**Differences in knowledge scores whether TV-affected or not,
by level of interest in science**

(Case of “Shinsou Houdou Bankisha!” on May 28,2023)

**Suggesting that TV program was supplying knowledge about blue carbon
to a very wide range of people, including those with a low interest in science.**

6. Outlook for the future

- Promote new blue carbon activities in collaboration with national and local governments , and publicizing the activities...?
- Holding events and workshops that make use of TV program content...?
- Apply the research results of science communication obtained to other SDGs topics...?



Thank you very much for
listening



We would like to receive various opinions
in the discussion that follows.