

JEO

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Launch of a New Climate Change Campaign, "Fun to Share"

The Ministry of the realizing a low-carbon companies, organization, technology



Global warming has now become a common challenge to humanity and is proceeding as we speak. Various studies have concluded that global

warming is caused by us human beings. These conclusions mean that each and every one of us needs to face the earth and consider global warming as our own problem. Japan has so far carried out a variety of efforts and activities towards the realization of a low-carbon society. This has resulted in a steady expansion of eco-friendly technologies and services, as well as earth-conscious lifestyles in Japan.

With a view to realizing a low-carbon society, the Ministry of the Environment launched its new climate change campaign - "Fun to Share" - on March 26, 2014. "Fun to Share" is a concept for encouraging one another to create a low-carbon society while enjoying sharing the latest knowledge to achieve one. It would miss the point if you had to strive and endure through hardship to create the future of a beautiful and rich earth. Rather than forcing restraint and desperate struggle, the concept of "Fun to Share" is to encourage people to enjoy everyday life in the process of achieving a low-carbon society. The

blue circle of the "Fun to Share" logo represents the earth and symbolizes the wish for citizens to cooperate hand in hand with each other to create a beautiful earth.



Greeting from Minister of the Environment Mr. Ishihara

The kick-off campaign event held on March 26 was attended by many participants from economic and industrial organizations, local governments, as well as celebrities who had issued a declaration to support "Fun to Share."

Today, technologies and efforts to realize a low-carbon society are emerging from various regions, organizations and companies. This campaign seeks to develop "lifestyle innovations" by sharing such wisdom known only to some people and by disseminating it in a progressive manner. Utilizing this shared wisdom, we will disseminate lifestyle-changing

Fun to Share

Environment has started its new climate change campaign called "Fun to Share" with a view to bon society. "Fun to Share" aims to develop lifestyle innovations through cooperation between nizations, local communities and individuals as well as the sharing and dissemination of infor- and wisdom in a progressive manner that leads to the building of a low-carbon society.

trends to the world.

Please imagine the future, a couple of decades from now. Imagine the town you currently live is overflowing with green. The children are even more energetic than they are now, running around actively. You feel at peace under the greenery with your loved ones. Also imagine the future in which the northeast coast of Japan is again surrounded by rich nature and filled with people's laughter. Let's share our wishes and

make the earth's future a wonderful one that we create together. We hope you also start your own "Fun to Share" everyday life to realize a low-carbon society!

Yoshifumi NAKASHIMA

Environmental Research Official,
Lifestyle Policy Office,
Global Environment Bureau



The "Fun to Share" kick-off event

IPCC Fifth Assessment Report

(Impacts, Adaptation and Vulnerability)



result of the meeting was the report on climate change impacts, adaptation and vulnerability.

This report discusses the emergence of climate change impacts on natural and human systems on all continents and across the oceans in recent decades, then eight key risks across sectors and regions (e.g. tidal surge damage) and five reasons for concern about those risks (levels of major cross-cutting risks) (see figure). The report also noted a need to transform actions in order to build a

The Intergovernmental Panel on Climate Change (IPCC) is an intergovernmental body that was established by the United Nations Environment Programme (UNEP) and the World Meteorological Organization (WMO) in 1988. The IPCC provides countries with scientific information and supports activities under the UN Framework Convention on Climate Change. The IPCC is currently working towards publication of its fifth assessment report (AR5). This report consists of four parts: scientific basis; impacts, adaptation and vulnerability; mitigation; and a synthesis.

This March, the IPCC plenary session took place in Japan for the first time. The meeting was held in Yokohama and attended by nearly 500 government officials and researchers from approximately 110 countries. The

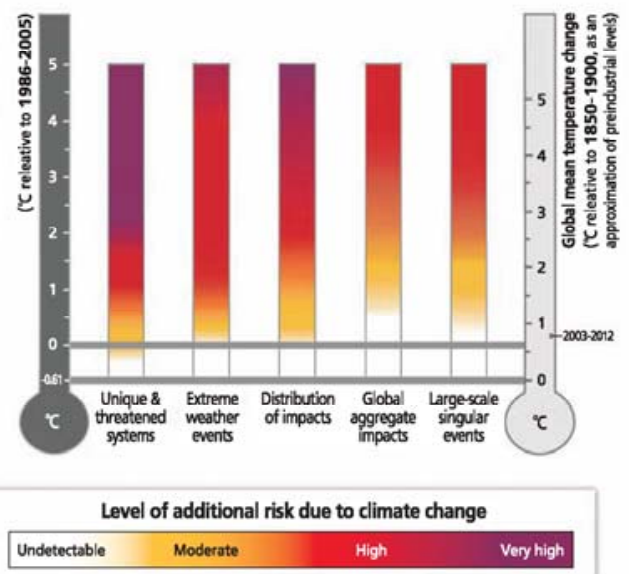
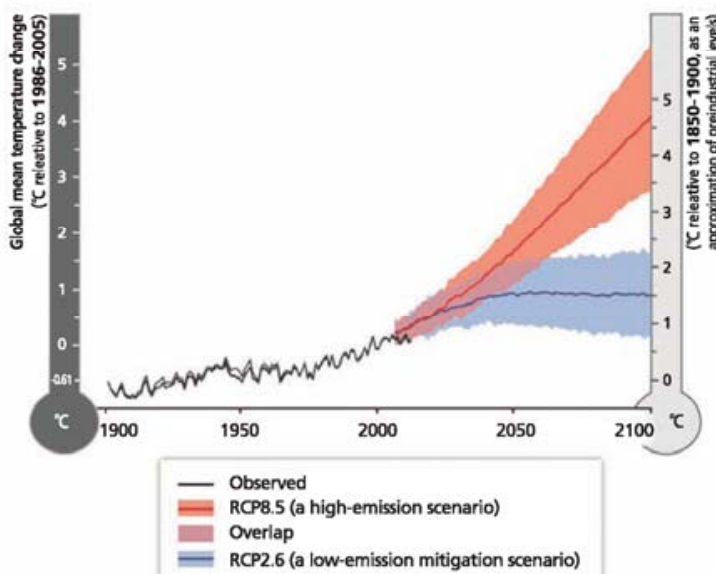
society that is resilient to climate change.

Currently in Japan, the Central Environment Council is deliberating the assessment of climate change impacts and risks that may affect Japan. Based on the results, we will cooperate with relevant ministries to formulate a national adaptation plan by the summer of 2015.

MORE Information:
IPCC
<http://www.ipcc.ch/>

Takuya NOMOTO

Deputy Director, Research and Information Office
(Office of Preparation for IPCC 38th Meeting),
Global Environment Bureau



Figures: Changes in the global average temperature (observed and expected values) and risks associated with reasons for concern

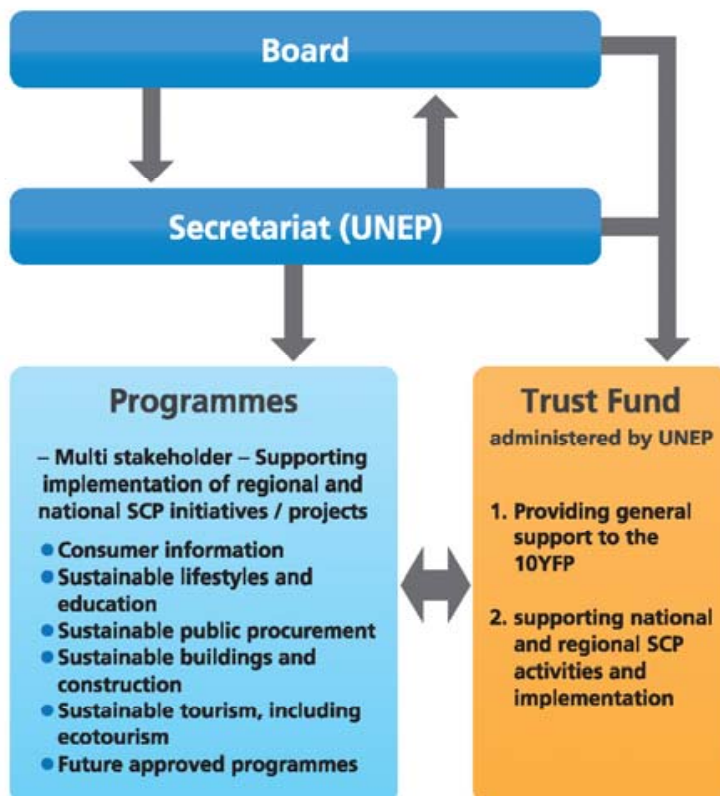
Source of the Figures: IPCC AR5

The United Nations 10-Year Framework of Programmes on Sustainable Consumption and Production



The 10-Year Framework of Programmes (10YFP) on Sustainable Consumption and Production was adopted in June 2012 at the United Nations Conference on Sustainable Development (Rio+20) in Rio de Janeiro, Brazil. The 10YFP aims at shifting the current pattern of consumption and production to a more sustainable one, and is comprised of multiple programs including consumer information, sustainable lifestyle and education, sustainable government procurement, sustainable buildings and construction, and sustainable tourism (incl. eco-tourism).

10YFP is managed by a ten-member Board, assisted by a Secretariat hosted by the United Nations Environment Programme (UNEP). Japan shares a seat on the Board with the Republic of Korea, and as such contributes to the planning and implementation of 10YFP.



10YFP Organizational Structure

In order to support this Programme, the Ministry of the Environment plans to contribute to a Trust Fund administered by UNEP. This new contribution is intended to reduce CO₂ emissions by promoting a sustainable lifestyle. Such activities can be implemented under the "Sustainable Lifestyle and Education" programme under 10YFP, using tools such as "Eco-Home Diagnosis" in which experts calculate CO₂ emissions from residential or commercial entities and provide technical advice to reduce it.

The Ministry of the Environment is currently working with UNEP and other partners to design the Sustainable Lifestyle and Education programme, to be launched by the end of 2014.

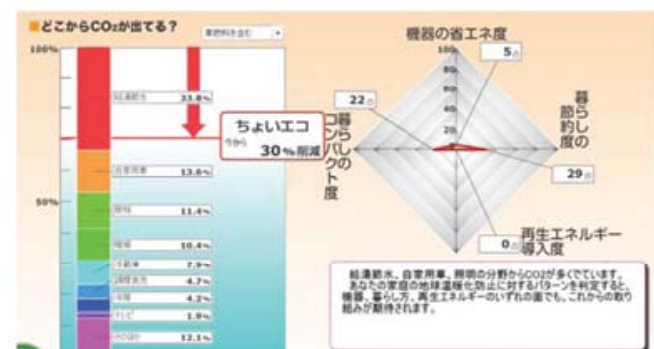
MORE information:

10YFP

<http://www.unep.org/10yfp/Home/tabid/106212/language/en-US/Default.aspx>

Shuichi MIZUSHIMA

Section Chief,
International Strategy Division,
Global Environment Bureau



Sample Image of "Eco-Home Diagnosis"

The Fifth Regional 3R* Forum in Asia and the Pacific in Surabaya

*3R : Reduce, Reuse and Recycle



Bilateral talk with the Indonesian Minister of Environment

The Ministry of the Environment (MOE) of Japan, in cooperation with the Ministry of Environment and the Ministry of Public Works of the Government of Indonesia and the United Nations Centre for Regional Development (UNCRD), hosted the "Fifth Regional 3R Forum in Asia and the Pacific" in Surabaya, Indonesia from February 25 to 27. This meeting was convened under the overarching theme, "Multilayer Partnerships and Coalition as the Basis for 3Rs Promotion in Asia and the Pacific," and attracted about 500 participants of diverse backgrounds, including 33 governments of Asian and Pacific Island countries, intergovernmental organizations, aid agencies, the private sector, research institutions and NGOs.

Participants from the MOE included Mr. Inoue,

Parliamentary Senior Vice-Minister of the Environment. Mr. Inoue held a bilateral talk with the Indonesian Minister of Environment and exchanged views on the international deployment of Japan's 3R and low-carbon technologies, city-to-city cooperation, and cooperation in the environmental field.

An accomplishment of this meeting was the adoption of the "Surabaya 3R Declaration." This declaration complements the objective of the "Hanoi 3R Declaration,"

to transition towards a resource-efficient and zero waste society. This declaration demonstrates a commitment to promote country-to-country, north-south-south, inter-city, inter-municipal, industry, and government-NGO cooperation towards the effective implementation of 3R.

The next (sixth) meeting will be held in the Maldives.

MORE Information:

The Fifth Regional 3R Forum in Asia and the Pacific
http://www.uncrd.or.jp/env/spc/5th_3r_forum_f.htm

Koji YAMADA

Deputy Director,
Office of Sound Material-Cycle Society,
Waste Management and Recycling Department



Government representatives

An Air Pollution Monitoring Station for Observers for Demonstration to Foreign Visitors



Air pollution monitoring station

We, DKK-TOA Corporation (Tokyo-based, listed on the First Section of the Tokyo Stock Exchange), are a nation-leading manufacturer of air pollution monitoring equipment. We

installed an air pollution monitoring station in January at our Sayama Technical Center in Saitama Prefecture. The monitoring station houses NO_x, SO₂, and ozone monitors along with a PM_{2.5} monitor.

Each year, DKK-TOA receives delegations of foreign visitors to study environmental administration. As we receive requests not only for explanations of the monitoring equipment but also for advice on the installation of the total environmental monitoring system, we have fully equipped and arranged this station so that visitors are able to learn how to install the equipment. We also demonstrate the remote monitoring system using a data logger¹ so that visi-

tors might understand and appreciate Japan's cutting-edge air monitoring systems.

We have also opened this monitoring station as a training facility on maintenance management for domestic and foreign maintenance engineers. We hope to contribute to the collection of accurate data through the appropriate management of air pollution monitoring equipment.

We are planning to receive participants in training courses offered by KITA² in June.

MORE Information:
DKK-TOA CORPORATION
www.toadkk.co.jp/english/

¹ An instrument that stores various data that it measures and collects with a sensor.

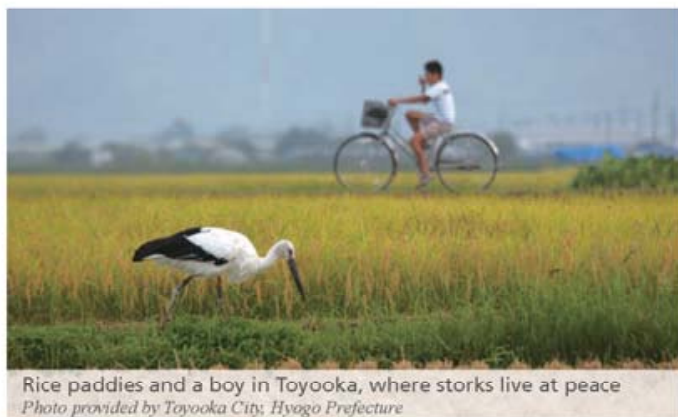
² Kitakyushu International Techno-cooperative Association, affiliated with JICA (Japan International Cooperation Agency)

Taketoshi MATSUSHIMA

General Manager,
 International Operations,
 DKK-TOA CORPORATION (OECC Member)



Towards the Conservation and Wise Use of Wetlands



Rice paddies and a boy in Toyooka, where storks live at peace
 Photo provided by Toyooka City, Hyogo Prefecture

Wetlands International Japan (WIJ), in collaboration with the Ministry of the Environment, the Ministry of Agriculture, Forestry and Fisheries, and the United Nations University, co-hosted a symposium in Tokyo on "World Wetlands Day" (the day the Ramsar Convention was adopted), February 2nd. In accordance with this year's theme "Wetlands and Agriculture," the symposium focused on efforts to enhance biodiversity in rice paddies.

Under the Ramsar Convention, rice paddies are considered a wetland system. Presentations at the symposium

introduced efforts across Japan such as a "Storks Friendly Farming" method, "The Fish Nursery Paddy Field Project", and survey on living creatures in rice paddies. After the presentations, participants engaged in lively discussions and pointed out that further expansion of such efforts would require the deepening of consumer understanding.

WIJ serves as NGO focal point for the Ramsar Convention's CEPA (Communication, Education, Participation and Awareness). By continuing to host such events, research, and PR activities, we wish to deepen understanding of the importance of wetlands and to contribute to the promotion of their conservation and wise use at home and abroad.



MORE Information:
Wetlands International Japan
[http://japan.wetlands.org/WetlandsInternationalJapan\(WIJ\)/tabid/1902/language/en-US/Default.aspx](http://japan.wetlands.org/WetlandsInternationalJapan(WIJ)/tabid/1902/language/en-US/Default.aspx)

Yoshihiro NATORI

President,
 Wetlands International Japan



Developing National Parks by Promoting Eco-Tourism*

* Eco-tourism: a form of tourism in which communities aim to conserve the unique natural, cultural, and historical charms of the region by communicating their value and importance to tourists.



Ise-Shima National Park

Ise-Shima National Park is a national park for visiting tourists and for its 100 thousand residents. Therefore, in order to conserve the nature of one of Japan's representative national parks, the park must be compatible with

local industries and livelihoods.

The entirety of Toba City has been designated as part of this national park. The city conserves local resources such as the park's rich nature, history, and culture, while simultaneously sustaining its local industries and revitalizing the community through the promotion of eco-tourism. In March 2014, Toba City's "Grand Design for Promoting Eco-tourism" was certified by relevant Ministers. This was the fourth certification (third among national parks) in Japan.

We continue to strive to develop attractive national parks by promoting eco-tourism in cooperation with community members.



Experiencing the ocean richness on a snorkel tour

MORE Information:

Ise-Shima National Park

<http://www.env.go.jp/en/nature/nps/park/parks/iseshima.html>

Kazuya FUJITA

Ranger,
Shima Ranger Office,
Chubu Regional Environment Office



Voice of MOE Family in the World

Are they made of mud? Mudmen!

Nearly 800 tribes remain in Papua New Guinea today. Each of these tribes forms and lives its own culture, but the "Mudmen" are conspicuous even among them. As their name suggests, the Mudmen cover their entire bodies in mud and wear mysterious masks made of mud.

Ethnic warfare was common in Papua New Guinea as recently as half a century ago. Never having been great fighters, the Mudmen tribe was always fleeing from their enemies. One time while fleeing, they became stuck in a pond and got covered in mud from head to toe. When they finally regained their footing and looked back at their pursuers, the enemies mistook their mud-covered figures for ghosts and turned on their heels. Though no one knows the truth of the matter, legend has it that this was the birth of the tribe. The Mudmen are said to have won battle after another by covering themselves in mud.

In reality, the tribe does not always dress in mud. But they do dress for festivals to please the tourists.



Mudmen – intimidating but somewhat humorous



Ko SHISHIDO

Second Secretary, Economic Cooperation Section,
Embassy of Japan in Papua New Guinea, Ministry of Foreign Affairs