

## Press Release

### “Principles for Financial Action towards a Sustainable Society”

Thursday, October 6, 2011

Environment and Economy Division,  
Environmental Policy Bureau  
The Ministry of the Environment  
Tel: +81+(0)3-3581-3351  
Director: Yutaka Shoda (ext. 6260)  
Deputy Director: Fuyumi Naito (ext. 6050)  
Administrator: Ayako Hasegawa (ext. 6288)  
Direct call 24h: +81+(0)3-5521-8229

The drafting committee for the “Japanese version of PRI,” which is comprised of volunteer Japanese financial institutions, released “Principles for Financial Action towards a Sustainable Society” on October 4th, after long and intensive discussions since September 2010.

#### 1. Background

In summer 2010, an “expert committee on environment and finance” under the Central Environmental Council published a report titled “Towards Green Finance, a new role for the financial sector in building a low carbon society.” This report included a policy recommendation for establishing a “Japanese version of PRI” aiming at expanding environmentally-friendly finance in Japan.

Based on this recommendation, Mr. Takejiro SUEYOSHI (Special Advisor to UNEP Finance Initiatives) called for Japanese financial institutions to engage in the drafting process of the Principles. Upon his request, about 30 financial institutions, from a variety of areas within the financial sector, participated in this process voluntarily.

The drafting committee held, in total, 7 plenary meetings and 17 working groups beginning in September 2010, and the Ministry of the Environment supported the entire process as a Secretariat.

## 2. “Principles for Financial Action towards a Sustainable Society” and “Sector Specific Guidelines”

The drafting committee adopted “Principles for Financial Action towards a Sustainable Society,” as well as “Sector Specific Guidelines” on October 4th. The signatory financial institutions are supposed to take action in line with the sector-specific Guidelines related to their own business.

## 3. Schedule

After all necessary arrangements are finalized, enrollment by financial institutions will be sequentially started.

Early next year, a general meeting is going to be held where signatory financial institutions can exchange information, experiences and good practices on environmental finance.

## 4. How to join

Any financial institution can become a signatory by signing the application form attached to “Governance Rules of Principles for Financial Action towards a Sustainable Society” and submitting it to the following contact below.

The enrollment process will start in mid- November 2011.

## 5. Contact Information

“Secretariat of the “Principles for Financial Action towards a Sustainable Society”  
Environment and Economy Division, Environmental Policy Bureau,  
The Ministry of the Environment  
1-2-2 Kasumigaseki Chiyoda-ku Tokyo 100-8975, JAPAN  
Tel: +81+(0)3-3581-3351 ex6288  
E-mail: principle@env.go.jp

6. English Version of the Principles and Guidelines will be published soon.