The Japanese Business Community's Initiatives towards sustainable development

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The History of Keidanren Voluntary Action Plan on the Environment

April 1991 Keidanren Global Environment Charter

Each company must aim at being a good global corporate citizen, recognising that grappling with environmental problems is essential to its own existence and its activities.

July 1996 Keidanren Appeal on Environment

We will take a voluntary, resolute and responsible approach in dealing with important tasks existing in the environmental field.

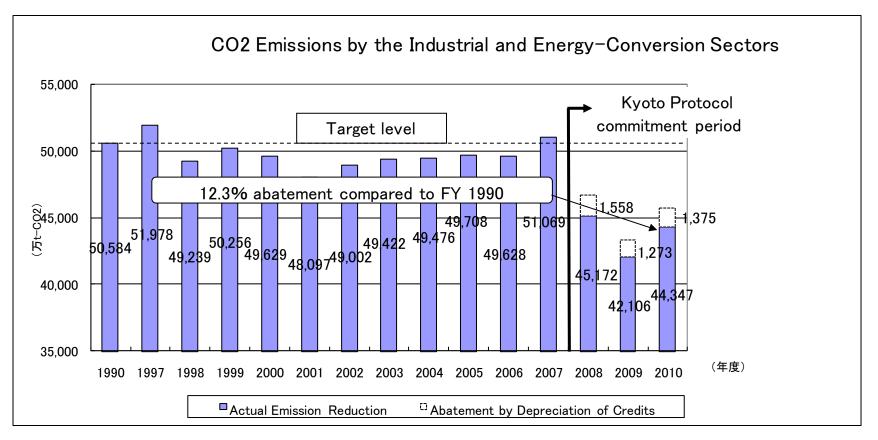
June, 1997 Keidanren Voluntary Action Plan on the Environment

- → Global Warming Measures
 - **≻Waste Disposal Measures**
- * December 1997 Adopted Kyoto Protocol @ COP3



CO2 Emissions by 34 Industries in the Industrial and Energy Converting Sectors

- ◆CO₂ emissions from 34 industries in fiscal 2010 were 443.47 million t-CO₂, representing a 12.3% decrease compared to fiscal 1990 (and a 5.3% increase compared to fiscal 2009).
- ◆ Credits depreciated for the achievement of targets in fiscal 2010 was 57.02 million t-CO₂ (52.00 million t-CO₂ in fiscal 2009 and 64.00 million t-CO₂ in fiscal 2008) led to an improvement of the CO₂ emission factor accompanying electricity use. As a result, the CO₂ emissions of the 34 industries were 13.75 million t-CO₂ lower than the case where electric power companies had not depreciated their credits (corresponding to about 3.1% of fiscal 2010 CO₂ emissions).



Nippon Keidanren's Commitment to a Low Carbon Society

Corporate Operations

Industrial Sector

Business Sector Transportation Sector

- ✓ Set reduction targets assuming widespread implementation of the best available technologies for the low carbon path.
 - * Demonstrate viability of targeted reduction levels.

Domestic Measures

Explore ways of guaranteeing

reduction targets will be achieved.

Stronger collaboration with consumers, etc.

- Development and commercial adoption of world-leading energy-saving products and services
- ✓ Efforts to educate employees and provide information to consumers

International Contributions

- √ Transfers of advanced technology and expertise to motivated developing countries in compliance with international rules
- ✓ Reinforcement of private-led undertakings in international cooperation

Development of Innovative Technologies

✓ Formulation and pursuit of sector-specific, medium- to long-range technology development road maps leading to the creation of a low carbon society on a global scale Contribution to the global goal of halving GHG emissions

Year 2020: Strengthening of domestic GHG

eduction measures

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Keidanren Voluntary Action Plan on the Environment -Waste Disposal Measures-

- ➤ Keidanren has formulated "Environmental Voluntary Action Plan" on measures for wastes and advanced industry efforts by conducting follow-up survey every year.
- ➤ The final disposal volume of industrial waste in fiscal 2009 was the level of decrease by about 89.8% compared to that in fiscal 1990.
- ➤ Keidanren set a target in December 2010 to "reduce the 2015 industrial waste treatment amount to a level of 65% of 2000". With this target, industries will try harder to reduce industrial waste treatment amounts and to utilize the 3R (Reduce, Reuse, Recycle) for building a sound material-cycle society from 2011.

