

Japanese Solutions for "Green Growth"

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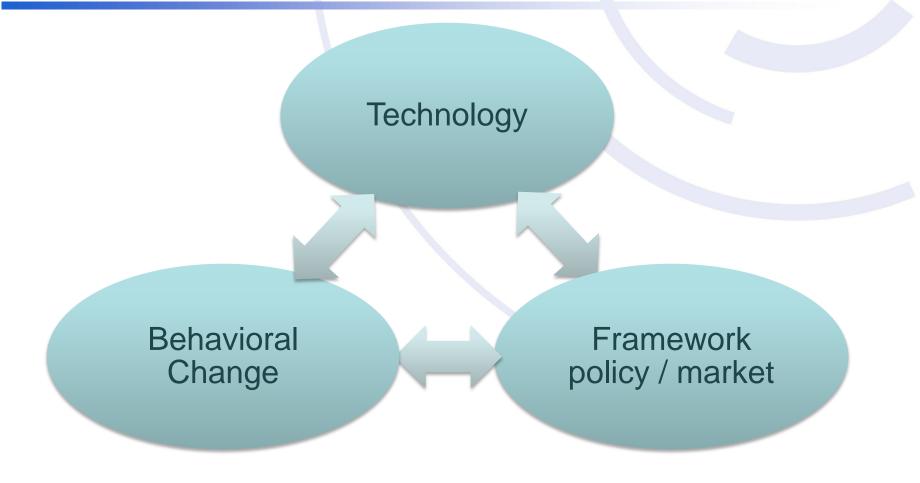
New Energy & Industrial Technology Development Organization (NEDO)

4 April 2012

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Green Growth Triangle





Green Growth Virtuous Cycle



New Prod. & Serv. Market Creation

Feel of Benefit, Safety, Control

Green Growth Cycle

Public Acceptance

4 April 2012

Outline



- 1. Japanese Green RD&D and NEDO
- 2. Overview of Green Technologies
 - Renewable Energy
 - Battery & Fuel Cell
 - Smart Grid and Demand Control
 - Others
- 3. Partnership for Green Growth

Japanese Green RD&D and NEDO



- 1. Energy & Environmental Challenges
- 2. Technological Competitiveness

Policy Coordination

Open Innovation

Government



Budget: US\$1.64 billion (2010FY)

Number of personnel: 900

Business Academics

Promotion of Innovation

Japanese Green RD&D and NEDO



NEDO's Green Energy RD&D Portfolio

Generation
Clean Coal
Biomass, Geothermal
Wind, PV
Fuel Cell
Energy Storage
FEMS
Sup. Conductivity
Smart Grid
Heat Supply
Cyber Physical
Systems

Transmission

Consumption

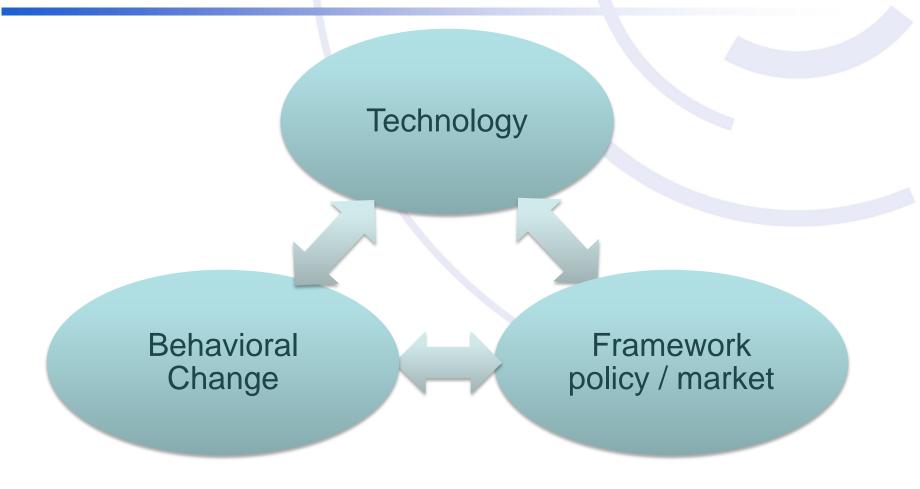


 Coordinated Efforts for Smart Community & Energy and Resource Efficiency

Renewable energy Smart grid, heat supply network, Microgrid energy management system ITS, Personal Mobility, PHR, EHR, DNA sequencing modal shift, car sharing preventive health care Smart house, monitoring, Smart office, working at home, remote management work-life balance SNS, community currency, 3Rs, waste power generation, new public space water reclamation

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New Prod. & Serv. Market Creation

Feel of Benefit, Safety, Control

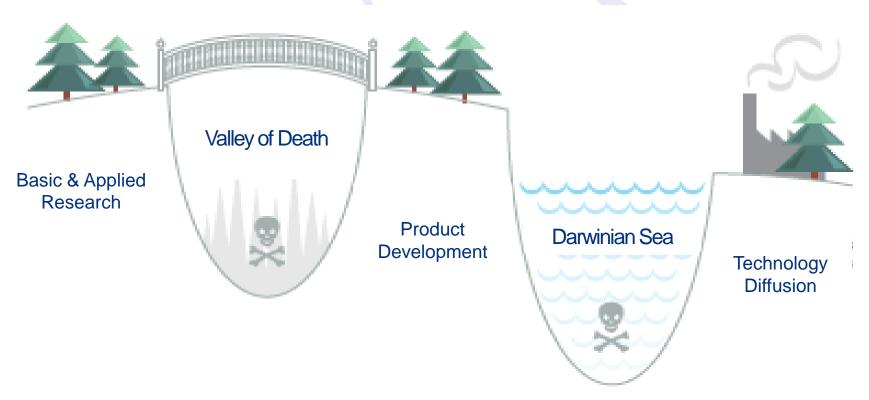
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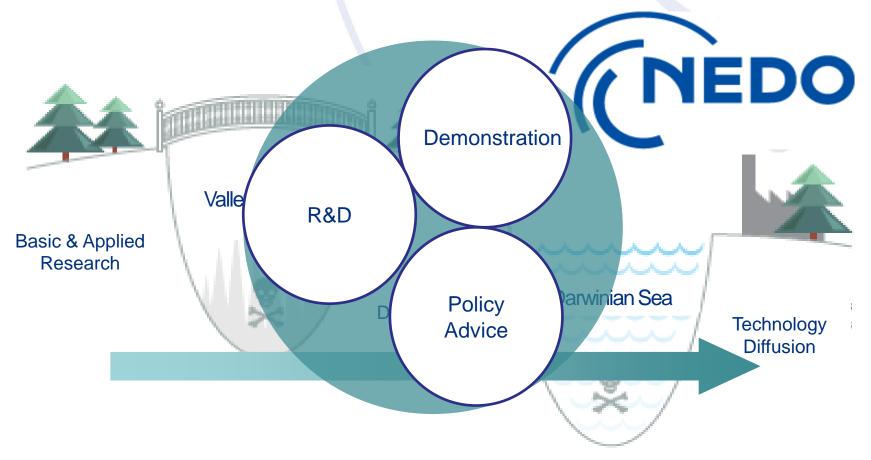
Role of R&D agency to foster green innovation



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Role of R&D agency to foster green innovation



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Thank you.

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