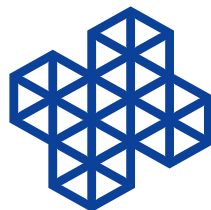


**International Symposium on Voluntary Approaches  
Panel Session**

**The Role of Voluntary Approaches in  
Japan's Climate Change Policy and  
Future Challenges**  
(Comments from the session chair )

■ **Tuesday, September 2, 2014**  
**Keidanren Kaikan**



**JYUKANKYO RESEARCH  
INSTITUTE INC.**

**株式会社 住環境計画研究所**  
**Hidetoshi Nakagami**

Chairperson, Advisory Committee for Natural Resources and Energy, Ministry of Economy, Trade and Industry; Member, Central Environment Council, Ministry of Environment; Member, Council for Social Infrastructure, Ministry of Land, Infrastructure and Transport; Professor, Tokyo Institute of Technology; Guest Professor, Waseda University



# History of the Voluntary Action Plan

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- ✓ Formulated by 37 industries in response to call by Keidanren.
- ✓ Participants mainly industries under METI jurisdiction.
- ✓ Later joined by industrial organizations under the jurisdiction of other ministries and agencies (amounting to a final total of 114 participating industrial organizations)
- ✓ Successful increases in participating industries due to METI's annual expert committee meetings for follow-ups to action plans, continued since 1998.
- ✓ "Begin close from home when pursuing far-reaching goals."
- ✓ Many industries surely in the dark about how to advance at the start.



# Why the Voluntary Action Plan?

- ✓ Specific quantitative targets had not been determined - or in truth, **could not be set up** - for each sector or industry under the national GHG reduction target.
- ✓ KEIDANREN has a membership of industrial organizations.
- ✓ Hence, it had the advantage of being able to consider industry-specific global warming countermeasures.
- ✓ However, it is also true that large discrepancies existed among industries in terms of enthusiasm.

# Contribution of the Expert Follow-up Committee



- ✓ Although the Expert Follow-up Committee for Follow-up to the Voluntary Action Plan on the Environment met only once a year, annual meetings provided opportunities for industries to appeal their annual efforts and achievements and for third-party experts and consumer representatives to express their honest opinions and requests, which often required involuntary approaches.
- ✓ Targets were raised to higher levels, often as successful outcomes of Expert Follow-up Committee meetings.

# Absolute reductions-based targets or intensity-based targets?



- ✓ Did setting the baseline year at 1990 impose any constraints?
- ✓ Differences between growing industries and stable industries
- ✓ Replacement of existing industries by emerging industries (wide diffusion of convenience stores and large-scale retail stores)
- ✓ Changes in business hours and holidays



# Toward the next step

- ✓ Voluntary Action Plan data should be compiled into a database to enable mutual use of information with inextricably linked energy saving measures.
- ✓ Can Japan's example serve as a global model for social pledges and principles of corporate behavior?
- ✓ The future will involve a paradigm shift in principles of corporate behavior: companies will be motivated not only by maximization of profits, but also CSR and pursuit of environmental friendliness.



# Looking forward to active discussion!