

Japan's “Green Innovation” Policy

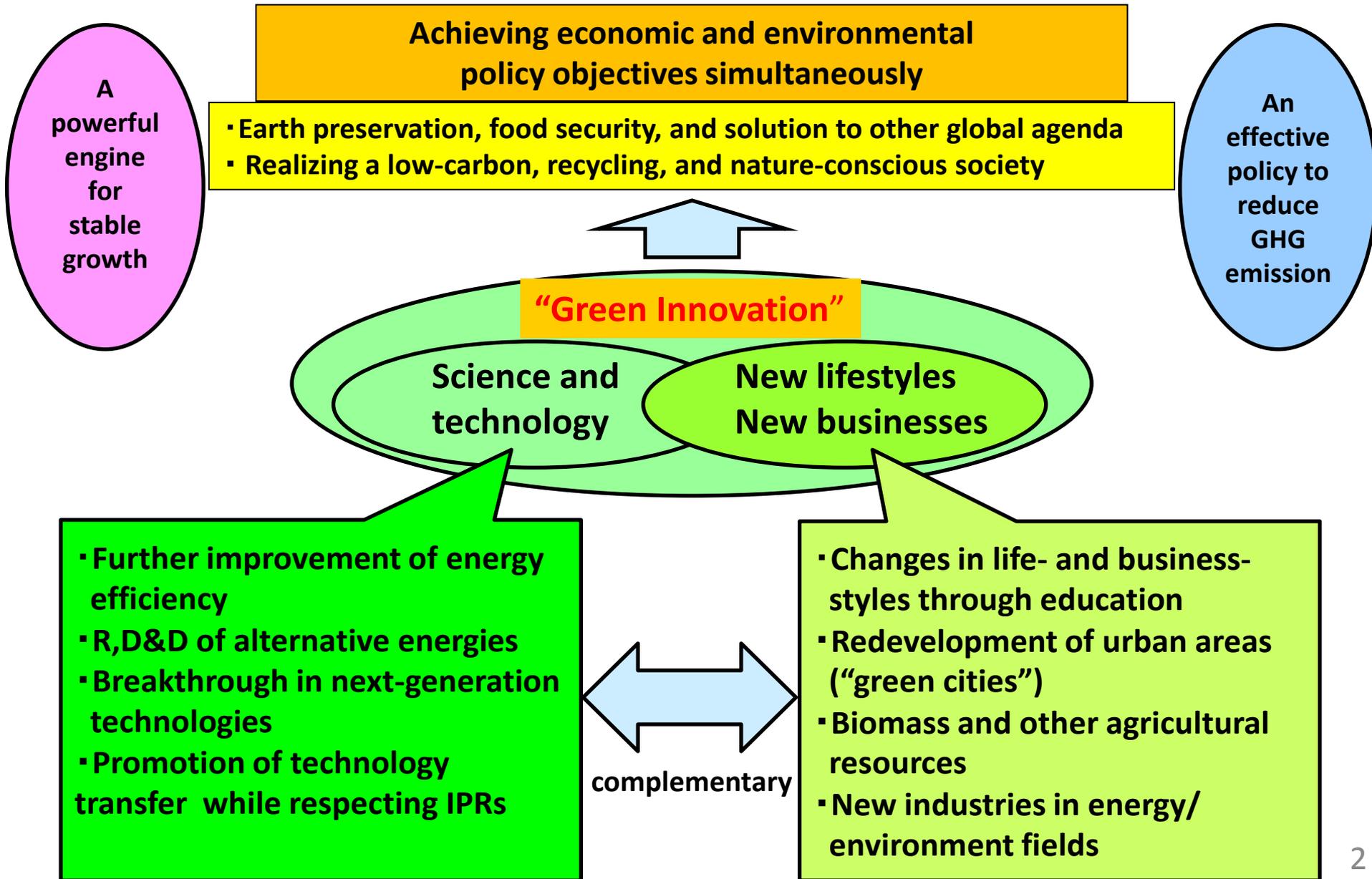
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“Green Innovation” Concept



“Challenge 25”

▪ Post-Kyoto Target

- Japan has set a target of reducing greenhouse gas emissions by **25 percent by 2020** (compared to the 1990 level).
- The premise: A fair and effective international framework that **includes all major economies** and an agreement on ambitious targets by each of them.
- Japan will **mobilize all possible policy tools** to advance this initiative.

Japan's New Growth Strategy

- “Basic Policies” for New Growth Strategy
- **New administration's policy vision** toward 2020
- Drafted by “National Policy Unit” of Prime Minister's Office, with the assistance from Cabinet Office and Ministry of Economy, Trade and Industry (METI)
- “Basic Policies” decided by the Cabinet on December 30, 2009
- A full-scale policy package due in June 2010

Strategic Areas for Growth

- 6 “Strategic Areas”

- **Environment and Energy (“Green Innovation”)**

- Health (“Life Innovation”)

- Asia (as host economy of APEC 2010)

- Tourism and Local Revitalization

- Science and Technology

- Employment and Human Resources

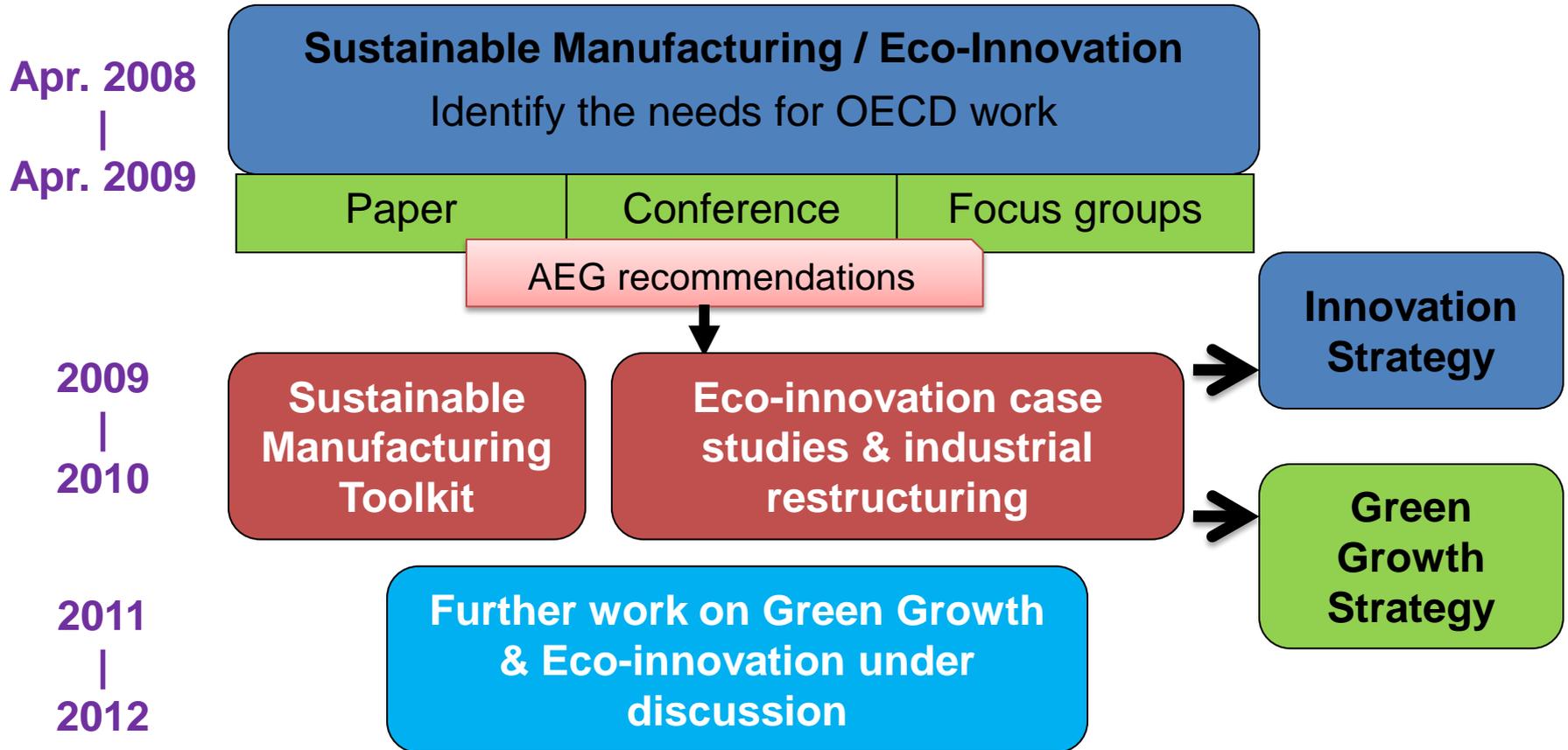
Green Innovation: Targets

- Targets to Reach by 2020
 - Create \ 50 trillion+ **market** in environmental goods and services
 - Create 1.4 million **new jobs** in environment sector
 - **Reduce worldwide greenhouse gas emissions** by at least 1.3 billion tons of CO2 equivalent with technologies made in Japan (1.3 billion tons equivalent to the total emissions of Japan)

Green Innovation: Policy Measures

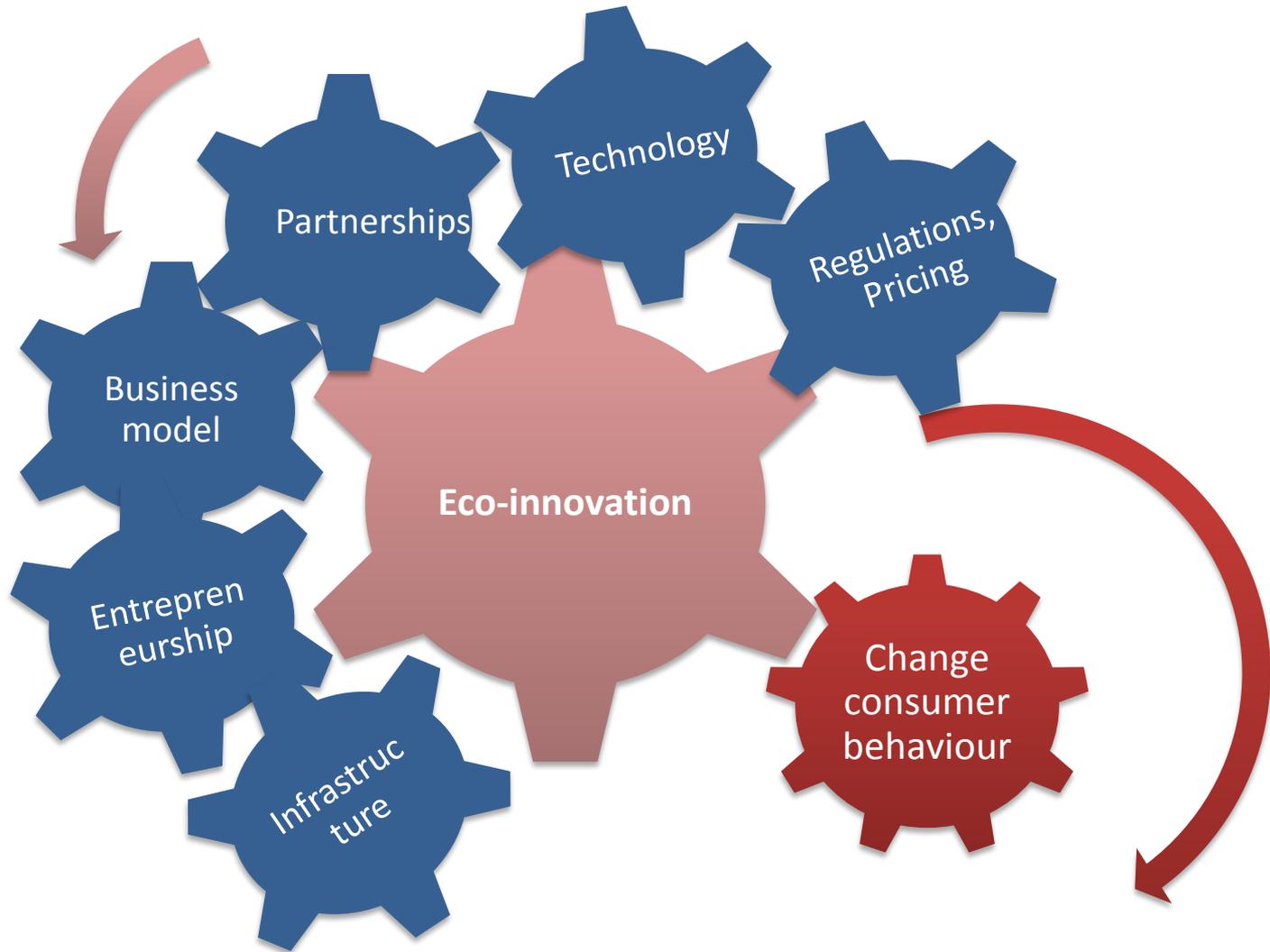
- Policy Measures
 - **Spread renewable energy** by expanding electric power feed-in tariffs and other measures
 - Turn houses and offices into **zero-emission structures** through the spread of eco-housing, heat pumps, etc.
 - **Speed development of innovative technologies** including storage batteries, next-generation automobiles, and improved thermal power plant efficiency
 - Implement intensive investment project for **realizing a low-carbon society** via a comprehensive policy package, including regulatory reforms and the greening of the tax system

“Eco-Innovation” Project at OECD



❖ Report from Phase I was delivered at COP15.

A Comprehensive Approach



2010 Japan APEC

I . Regional Economic Integration

~ Toward liberalization and facilitation of regional trade and investment ~
- including the exploration of a range of possible pathways toward FTAAP

➤ Liberalization

➤ Facilitation

II . New Growth Strategy

~ Realizing Long-term Economic Growth after Recovering from the Crisis ~

➤ Balanced Growth

➤ Inclusive Growth

➤ Sustainable Growth (Green Growth)

➤ Knowledge-based Growth

III . Human Security/Secure APEC

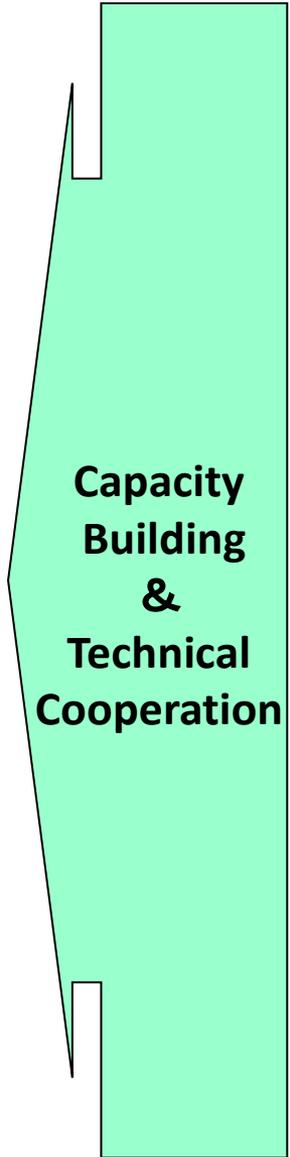
~ Toward a Secured and Resilient Economic and Social Environment ~

➤ Food Security

➤ Counter Terrorism for Safer Business

➤ Addressing Infectious Diseases

➤ Emergency Preparedness



Capacity
Building
&
Technical
Cooperation

Sustainable (Green) Growth at APEC

Energy Security

- Share experiences and expand network of experts with respect to emergency response and energy market data

Energy Efficiency

- Share experiences of renewable energy and energy conservation technologies and promote activities for enhancing energy efficiency so as to achieve the APEC-wide regional aspiration goal of a reduction in energy intensity of at least 25 per cent by 2030 (with 2005 as the base year)
- Align national standards with international standards related to energy efficiency

Zero-Emission Energies

- Share experiences with low-carbon energy technologies and promote activities toward the low-carbon economy

Sustainable (Green) Growth at APEC

EGS (Environmental Goods and Services)

- Promote trade and investment in environmental goods and services, including introducing or harmonizing standards/labeling on energy efficiency, etc.

Information Technology (IT)

- Realize more efficient socioeconomic activities(energy, environment, logistics, etc.) by utilizing IT, including promotion of energy conservation technology through the introduction/ utilization of IT

Recycling

- Promote the establishment of a sound material-cycle society system

Water resources

- Improve water resources management

Forest

- Sustainable forest management and rehabilitation

Sustainable (Green) Growth at APEC

Transportation

- Support the development of sustainable transport systems that are accessible, safe, environmentally, friendly, and affordable.

Tourism

- Raise awareness about the importance of using clean technologies in tourist services in order to mitigate the effects of a global warming as a response to the challenge of climate change

ESD (Education for Sustainable Development)

- Promote Education for Sustainable Development (ESD) to develop human resources which support a sustainable society

→ Close cooperation with OECD's work on "Green Growth" will be important

Thank you!

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