

Invitation to "Cool Earth 50"

~ 3 Proposals, 3 Principles ~

[National Campaign]

< For achieving Japan's Kyoto Protocol target >

With the motto of "1 person, 1 day, 1 kg", calling upon the people for efforts and creative ideas.

【 Current Emissions 】

1. U.S.A. 22%
2. China 18%
3. Russia 6%
4. Japan 5%
5. India 4%

[Mid-Term Strategy]

< "3 principles" in designing a concrete framework beyond 2013 >

- (1) All major emitters must participate, thus moving beyond the Kyoto Protocol, leading to global reduction of emissions.
- (2) The framework must be flexible and diverse, taking into consideration the circumstances of each country.
- (3) The framework must achieve compatibility between environmental protection and economic growth by utilizing energy conservation and other technologies.

[Long-Term Strategy]

< For halving emissions by 2050 >

- 「 Innovative Technology Development 」
 - Eliminating emissions from coal-fired power generation
 - Expanding safe and peaceful use of nuclear power
 - Efficient solar power generation
 - Promoting the use of next-generation automobiles such as fuel cell vehicles
 - Technological innovation in industries such as iron production
- 「 Building a Low Carbon Society 」
 - Lifestyles in harmony with nature
 - Efficient public transportation system
 - Compact urban development
 - Demonstrating the sentiment of "mottainai" and the "Japan model" in the world

【 Year 2050 】

【 Target which we propose setting as a common goal for the world 】

Developing Countries: about 60% (estimate)

Cutting global emissions by half from the current level

Curbing to the same level as the capacity of natural sinks

Stabilizing the level of greenhouse gas concentrations in the atmosphere

To make "Cool Earth" a reality

< Japan's Role >

- Oil consumption has been reduced by 8% even though the GDP has doubled over the past 30 years.
- CO2 emission per GDP is the least in the major countries.
- Japan will create a new financial mechanism for assistance to the developing countries which respond to its proposals.
- Japan will expand the endeavor in East Asia for improving energy efficiency to the entire world.

2007. Apr.	Jun.	Sep.	Nov.	Dec.	2008. Jul.
Japan-China, Japan-U.S. Summit	Heiligendamm Summit (G8)	APEC Leaders' Meeting	East Asia Summit	COP13	Hokkaido Toyako Summit (G8)