

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】

Cutting global emissions by half from the current level

Developing Countries: about 60% (estimate)

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)