

Panel Discussion Part 2

Coordinator

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Panelists

- **Michael Kuhndt**

(Head of the Centre, UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production [CSCP])

- **Hiroshi Kamagata**

(Director, Environment and Economy Division, Environmental Policy Bureau , Ministry of the Environment)

- **Dr. Hidefumi Ikeda**

(Director, Environmental Industries Office, Ministry of Economy, Trade and Industry)

- **Martin Medina**

(Senior Policy Researcher, IGES Kitakyushu Office)

- **Yasuhiro Kanda**

(Senior Policy Researcher, Business for Sustainable Society [BSS] Project, IGES Kansai Research Centre)

○Gunjima

I would like us to get started with our panel discussion. We will be pushed for time, so we may not be able to answer all of your questions, but I would like to answer as many as possible in the time remaining.

I think you have realized what we are faced with from the keynote speeches and reports from the panelists. To create a sustainable society, the socio-economics requires environmental innovation on the system level, which is comparable to structural change. Naturally, environmental innovation requires not only changes from businesses but also changes of consumers' lifestyles. In making those changes, opportunities should arise for new environmental business. Because of that, it is necessary to include processes for making market economics eco-friendly, strengthening activities of local communities and using those

experiences to cooperate on the international level and promote understanding for the innovation. Issues are different from region to region as they are between developing countries and developed countries. Nevertheless, those regional issues, as a whole, bring about universal ones. In looking for ways to deal with common problems among regions, establish a good cycle of economics and the environment, and integrate economics, the environment and society, we should think sustainable consumption and production. We have talked about that today, and I would like us to first field a few questions.

The first question is for Mr. Kuhndt. “In Japan and America, the term ‘LOHAS’ is often heard, but do they use it in Europe?” This question actually arose while we were eating lunch today, but I would like us to discuss it again. Mr. Kuhndt, if you would please.

○Kuhndt

Actually, LOHAS, Lifestyles of Health and Sustainability, is just beginning to gain in popularity in Europe, but it's getting popular fast there. I just reported during the lunch that before I came to Japan I had four interviews in 14 days on LOHAS. The media are asking about the perception of LOHAS in the United States but also in Japan because there is beginning to be talk about LOHAS or LOHAS automobiles. Yes, I think it is also getting more and more popular in Europe. Still, my viewpoint on this would be that it's nice but LOHAS so far has been restricted to a high income market segment. It's nice if it's starting in the high income segment of the population, but somehow we also have to manage to get LOHAS down to the middle and low income groups. I was just giving the example of Fair Trade products. In fact Fair Trade products also started with high income groups about five years ago. They were really targeting well-educated, high income people. Now it has come more or less down to earth, let's say. Fair Trade products are also supplied in supermarkets which have a low income group as a target audience. Again, it is getting popular. I think Fair Trade is a stronger movement at the moment. LOHAS, especially with the wellness and health aspect, is becoming so more and more. However, again, the challenge is to bring it down to the low income groups over time.

○Gunjima

Thank you. The next question is for Mr. Medina. “Cooperatives in Brazil started in Belo Horizonte, but have they since spread around the country and been built up? Are they promoted through cooperation? Please explain.”

○Medina

That's a very good question. I don't have time

to describe the entire Brazilian experience. It's very interesting. They now have a national organization. They hold congresses of waste pickers every two years. They also have regional organizations. Each state in Brazil has a regional organization. Even in some cases, the big cities like Sao Paulo and Rio de Janeiro have local associations that bring together different associations that are located in the particular areas. They have been able to achieve some of important goals. With the support of some other organizations like United Nations Children's Fund (UNICEF) and the International Labour Organization (ILO), they were able to bring attention especially to the issue of child labour. They created a programme together with the national government. Now they have reduced the number of child labourers. More than 40,000 children now attend school instead of going to collect these materials. If anyone is interested, I actually have a paper that is going to be published on this specific issue in Brazil and some other countries. If anyone is interested, I would be happy to give you a copy.

○Gunjima

In developing countries, are waste pickers necessary evil? And, if that issue can be solved, could this lead to having households separate their garbage? Also, in doing that, there must be social barriers and problems that have to do with systems and culture. How do you see this?

○Medina

That's a good question. As I mentioned, in many cases, these people face a choice of starving or surviving in some way. Many choose to survive. Many people actually start recovering food from waste, believe it or not. They go to supermarkets. In these areas, they discard food that is already past the consumption date, that is perhaps overripe and in some cases even rotting.

People go there because they are hungry. They go and collect vegetables, maybe even some milk or other products, and then they start eating them. That is the way it starts, but they usually realize that they can make a living in addition to



doing that. They find out that paper, plastics and metals have a value. If they recover them, they can sell them to industry for recycling. In many cases, it's due to necessity that they start doing this.

However, I also found out in some of the research that I've done in some cases they are people who had regular jobs. They realized that they could make more money by doing this, especially if they collect materials separated at the source by industry, businesses or residents. They can make more money than having a regular job. In most cases, it's by necessity, but in some cases it's by choice. They can make more money. They don't have a boss. They don't have a regular schedule. They can make their own decisions. In some cases, it's by choice.

In terms of working with municipalities, yes, there is a trend towards working more with the municipalities. Unfortunately, in Asia, there are still not too many experiences. There are more and more, but from what I've seen this trend of working more with municipalities is becoming

more and more common in Latin America than in Asia.

○Gunjima

Thank you very much. Then I would like to get Mr. Kamagata and Dr. Ikeda to explain the next one. In introducing natural energy or bio energy, a high priced trading system like that in Europe and particularly Germany is needed, I think, in order to increase its use greatly. Would you please explain what the government is thinking about the possibilities of that kind of policy? Anything is welcome such as if there is any possibility, whether you have studied or not, or whether it is a topic of study or not.

○Kamagata

I myself have not been directly involved with that in my work, therefore I really cannot answer that, but to increase demand for natural energy, RPS, which you know requires power companies to buy over a certain amount of natural energy by law, is working. And, though this is the area of the Ministry of Economy, Trade and Industry, it should be, as you pointed out, be price-driven rather than volume-driven.

In short, adding a separate price to the market price is in effect governmental intervention in market affairs, therefore several matters need fixing. I personally feel that cost is an obstacle to the diffusion of natural energy, therefore measures of some sort should be studied. Please do not consider this the official position of the Ministry of the Environment.

○Gunjima

Thank you very much. If you have anything to add to that, Dr. Ikeda, we would like to hear it. If not, there are other questions.

One is that you said the Ministry of Economy, Trade and Industry is promoting an environmen-

tal policy that emphasize technological innovation and an eco-friendly industrial policy, but what sort of technological innovation will be emphasized and applied in the future?

Another question is that you mentioned IT-based environmental management systems, but there are already various types of management systems and introducing another one may cause confusion. In that regards, will it cause confusion or will it not? Also, how are you going to promote IT management systems? And, could you enlighten us on any policy developments concerning environmental technology?

○Ikeda

First of all, for what regards technological innovation, if you look back at history, a good thing to consider are environmental problems, the businesses that addressed them and the relations of the environment business that was involved in that. In the 1970s, there were problems of localized pollution, which were dealt with via end-of-the-pipe measures, but when the oil crises hit, Japan, which has a knack for technology, overcame the pinch using technological innovation as a springboard. In the roughly 30 years since the last oil crisis, energy efficiency on the consumption side has improved 35%. GDP has more than doubled, but oil consumption has decreased 14%. By diffusing high competitive cars that offer good mileage and low energy appliances on the markets, consumers benefit, and companies make money and develop more technology. And, tax revenue for the country increases, therefore you can expect a very good cycle of activity.

Another direction than just extending existing technology is to throw away stereotypes and come up with a technological breakthrough. I think this is Japan's niche. To do this, I think it needs not just the nation and business world but also the awareness and voluntary action of con-

sumers.

And, for what concerns technology, the Ministry of Economy, Trade and Industry believes in innovation of existing technology, lifestyles and a lot of other things such as the servicizing concept we heard about today.

Another thing is IT environmental management systems or IT-EMS. Please forgive me if I was not thorough in my explanation. The ISO14000 Series is the international standard in environmental management systems. IT-EMS is a tool for obtaining ISO14000. ISO has spread the most in Japan with 21,000 accreditations having been awarded to date. There are very many businesses that have acquired accreditation at the request of customers. I have heard that many target paper, waste and electricity or, in other words, the end of the pipe, which is very hard to maintain.

However, the tools may be good servants or bad servants. The business strategy here is to integrate the environment and business. Management tools are tools, therefore I think it is a very good idea to put your hearts into those targets and make real changes. For example, I explained about material flow cost accounting today. It would be beneficial to businesses to raise their recycle rates to this target level and reduce resource consumption, as this translates into cost reductions. Rather than end-of-the-pipe measures, targets for one's main line of business would be voluntarily set to true ISO level and handled as an ISO-PDCA. In such case, material flows, environmental efficiency, LCA, environmental reports and other tools would be integrally used. For example, environmental reports: it would not be advised to hire an outside consultant to prepare an environmental report. By using environmental reports as a tool, one gets stronger. In terms of organization, which includes the fact that the environmental department prepares the system

on their own, the core planning department and managers would interact and the entire company would make a concerted effort to use the tools as a source of market competitiveness. If an IT environmental management system is created, it should become easier to manage things, which is all the motivation to develop one.



○Gunjima

Thank you.

Next is Mr. Kanda. I want to ask something a bit generalized. If there are any examples of the open network business you spoke about, would you explain them so that we might understand it better? Also, the community business was defined in five ways, so would you elaborate on that a bit more?

○Kanda

I have just studied both of these. As for the open network business, Jiro Kokuryo has written a book. To get the correct information, I would suggest that you refer to that book, but even if you look at the Asaza Project, you are given the impression that it has gone beyond the ordinary relations of a business and its stakeholders. It is very interesting in that cooperation with surrounding parties is emphasized and the organization is deliberately managed a bit off-center of a typical project so that the various parties find it

easy to participate.

As for the five elements of a community business, information from the Kobe Institute of Urban Research was used in the presentation. The first is profitability: it is important to have an independent source of revenue for the project to survive. It doesn't have to cover everything, but a certain degree of income enables the project to be autonomous and continue business. The second was locality: the project is done in a certain area for that area. The third is reform: the idea is to change the local community, but local problems are solved through business. By solving these problems, I think the community will change. The fourth is citizenship: residents or NPOs act as leaders and forge partnerships with other municipalities or businesses. The fifth is contributions to the local community: concrete benefits could come as profits or jobs for the community. So, these are the five elements.

○Gunjima

Thank you.

I would like to now weave some questions into the discussions.

I think how to create a vision of sustainable production and consumption an important issue. In the questions for Mr. Kuhndt, there is one that Japanese people want to ask: having heard everything today, what do you think of Japan's environmental activities? Would you kindly comment on Japan's environmental activities and the reports you heard today from a German perspective?

○Kuhndt

Well, I think from the outset Japan is perceived very much as being on the forefront of environmental issues and also as having an environmental vision. On the other hand, I think there remain possibilities for improvement and

also to join some other international activities, as we discussed today during lunch. For example, in sustainable consumption and production, there is an international process out there called the Marrakech Process. Japan could get a bit more active there in the future. As a concrete example, many European countries are involved with the Marrakech Process. The Marrakech Process so far is carried by 70 countries. Every day and every month further countries are joining. It's governmental institutions, but it's now also opening up to businesses.

Each country is taking the lead for different task forces. For example, the Swedish government works on sustainable lifestyles. The Swiss government works on sustainable procurement. The U.K. works on sustainable products and services. The German government works on cooperation for Africa. I think with all of these visions and work on reporting, communication and community business, Japan is very well positioned to join the international discussion and also to contribute possibly by leading its own taskforce. What this taskforce could be has to be defined, but to date there has not been a lot of contribution from Asia within the Marrakech Process. China is actually taking a role and handles the different roundtables, but again, I think there is an opportunity for Japan to join and maybe to also be more a part of the Marrakech Process.

As for questions on the presentations we had, with the exception of one presentation, I think the presentations I saw from my colleagues were quite Japanese-based and looking at the Japanese situation. My question would be what is the international contribution to the issues you highlight? From the environment ministry, for example, what is the contribution of working with business in developing countries or other coun-

tries? For example, you presented that the CO₂ emissions have been reduced by industry, but I think at least some part of this reduction process will be simple outsourcing. Industry outsourced heavily polluting manufacturing processes. I think there has to be more networking with other countries, especially developing countries. Maybe you might have some viewpoints on that.



○Gunjima

Mr. Kamagata, could you say something about international cooperation?

○Kamagata

I did not talk much about international cooperation in my presentation today, but Japan's technology and particularly its environmental technology are worthy of sharing around the world. In that sense, it should be steadily spread far and wide. Each business has its activities and it is a major policy of the nation to provide more of this technology to developing nations.

For example, the private and public sectors are working together within CDM projects of the Kyoto Mechanism to lower CO₂ by using Japanese technology in other countries. There is still a lot to say about the quantity of technology available, but this is one field in which technology will spread more and more.

○Gunjima

Dr. Ikeda, in your report, you said an eco-products show had been staged in Singapore. What were the guidelines for staging that? Also, how did other Asian countries react to it? If you know what the local response was, please share that with us.

○Ikeda

The international eco-products show was held for the third time in Singapore, but even developing countries have gotten the hang of it and are pretty well organized and can manage it well. In particular, Singapore is an island like Japan and, in terms of the environment, is troubled over water. They haven't enough water and have seriously launched various activities related to water. Also, Singapore itself is today a crossover of people, objects, money and information flows, so staging the show a fourth and subsequent times is very meaningful. As a side note, Singapore has a population of 4.3 million and, if we calculate backwards, about one in every one hundred turns out for the show. From that view points as well, we expect the show to grow more and more.

○Gunjima

Thank you very much.

Mr. Medina, could you give us comments on Mr. Kuhndt's reports, or on the current discussion?

○Medina

Developing countries can benefit from leapfrogging technology, by bypassing one intermediate stage and then going to the most advanced technology. It actually has been used in some cases with great benefit. In the case of cellular phones, for example, bypassing landlines has already produced great benefits in India and rural areas of Africa. In terms of light technology, they can also

go from no electric light to compact fluorescent lights that are more energy-efficient.

In terms of leapfrogging for waste management technology, you have to be really careful because the most advanced technologies have been developed for use in developed countries that have particular conditions. They have capital. They have resources. Labour is expensive. Developing countries have the opposite conditions. They have scarcity of capital. They have an abundance of labour. They have a lot of poverty. We have to be very careful. I would argue that developing countries would need processes that are low cost, low technology and labour-intensive that can reduce poverty. We have to be really careful.



○Gunjima

While developing countries need more labor-intensive technologies, developed countries need capital-intensive ones. So we need to be careful when thinking about technological innovation in a global scale. Mr. Kanda, in system innovation, technology seems to play a major role, but could you say something about the relationships between PSS and community business in respect of system innovation, and the technology for doing that?

○Kanda

The term system innovation is used mostly in Europe. It apparently is discussed in research activities into the relationships between scientific technology and society. Scientific innovation spreads through society from the discovery of technology to the invention stage, but its diffusion accompanies a variety of changes in technological systems and values. Looked at inversely, the relationship with new scientific technology is the key point to changing lifestyles and business models. In fact, I do not think PSS would exist if it were not for the progress of information and communication technology. We would have a hard time understanding material flows and the like without information and communication technology.

One particular technological trend that interests me is the progress being made with decentralization technology for the energy field. Decentralization technology will be promoted in the local community business that was introduced earlier particular in the energy field.

○Gunjima

I would like us to continue talking about technology. Mr. Kuhndt, have you heard of “Green City Denmark”? This is a question for me and Mr. Kuhndt, which is about the reason why Green City Denmark failed. It’s a little hard to grasp, but Green City Denmark is a corporation and, as you well know, Denmark has technologically developed wind power to a considerable degree. That was created for worldwide sales, and failed at selling its new technology. What was the reason for that? I would like to hear first from Mr. Kuhndt. If you prefer not to answer, then I will speak about what I have learned.

○Kuhndt

I can try. I think they were also a bit too early

on the market. As is often with new technologies, you have to find the right point for introducing it. I saw it in the German case. We also tried to sell wind energy and so on ten years ago. I would say at that stage we also failed, but now there is a lot of demand for wind energy. Actually, we don’t have enough companies that can sell wind energy, so it’s a really booming market. Maybe it was the same for the Danish case, but maybe you’re better informed.

○Gunjima

Let me add to that. The fact is that technological development has progressed considerably and a new technology market is in the making. Like Schumpeter said, you always start with one and earn profits almost monopolistically, and when you succeed, the competition begins. As competitors emerge, an organization like Green City Denmark, which does not have a competitive edge, gradually decreases sales. Internationally, the competition becomes harsh.

To get out of this mess, Green City Denmark, which had been successful with wind power, considered hydrogen the next step and started developing a hydrogen engine. They invested a considerable amount of money, but it did not produce good results. For this reason, they borrowed money. That was not the original objective of Green City Denmark, so lawsuits are arising between management and investors. In any case, even if efforts are made early on and business opportunities present themselves, followers are bound to emerge, so, even with the system innovation mentioned earlier, the diffusion problem is a marketing issue and needs to be thought out a little bit more as a marketing issue.

I have another question. Enhancing environmental efficiency is a good thing, but what we actually need is to reduce the amount of production and consumption. In short, we should be heading

in a direction to stop car ownership instead of searching for the Prius. From the viewpoint of environmental load, this new technology reduces specific energy consumption, therefore a relapse could inversely occur. In that regards, what needs to be watched out for with PSS models is that, if the exact same way of use as before is applied, environmental load should decrease, but research into that is vital.

We are a bit pressed for time and we cannot talk solely about sustainable production, therefore I would like to change the topic to lifestyles.

To begin with, we have a question about changes in lifestyles. “I spend time between Kobe and a remote place and, in the countryside, my life requires very little energy. If retired people, that is to say, the baby-boomer generation since 2000, lived a country lifestyle because of the ‘2007 problems,’ it would lead to an eco-friendly lifestyle.” I would like to hear first from Mr. Kuhndt and then the other panelists.

Let us first hear what Mr. Kuhndt has to say about changes in lifestyles, and then we will hear from the others in succession.

○Kuhndt

I can just try to answer this a bit from the policy perspective. I can say what European policymakers are actually trying to do in order to change and reduce the consumption load. First of all, this year the European Commission is publishing the first action plan on sustainable consumption and production. It is asking all their member states not only to look at policymaking on sustainable production but to look at policymaking on sustainable consumption for the first time. That means we need policy tools. We need indicators and monitoring systems, and we need priorities, as well. The Commission already did different studies looking at the priorities they need to tackle.

In Europe, for an average European, we found that if you look at their lifestyles there are three areas which are providing the highest environmental load. The first one is housing and construction. You can imagine to have a house or a building you need a lot of materials. You also actually need a lot of resources to have furniture and so on. On your personal account, this is already very high. The second one is food. If you look at your breakfast, dinner or lunch table you will find quite a lot of products from other countries. Again, this is second-highest scoring so far. The third one is mobility and leisure activities. Leisure is increasing very much because we tend to travel more and more, but also because we tend to have more and more gadgets, electronic products especially coming from Japan. These are basically the three major areas the Commission would like to look into.

Then, of course, you have to ask how you can change. How can you change towards sustainable housing? How can you change towards sustainable food? How can you change towards sustainable mobility? Then, you have to look at consumer behaviour in different income classes and all of that. There is an opportunity to change, but it needs a lot of insight, information, and education. All in all, it’s a long-term plan. That is also why we talk about the Ten-Year Framework programme, because it will take at least ten years to understand the situation and develop further activities based on this.

○Gunjima

Thank you. Mr. Medina, please.

○Medina

Thank you. I would like to add that there is a trend towards a less resource-intensive culture

or lifestyle. There are two trends. One is that in many countries including Japan, the population is already declining or is going to decline. In Japan, Russia, Ukraine, Spain, Italy, and many other countries, the population is going to decline. It is also becoming older. As people become older, they tend to consume fewer products. They are going to be less resource-intensive. Older people tend to consume less. I think in the future the waste generation rate and the resource use will probably at least stabilize, or even decline, especially if you add government policies to try for better use of resources. I think there are some reasons to be cautiously optimistic.

○Gunjima

Thank you. I think a policy that would encourage retirees to live in the countryside would be a hard one to sell. Nevertheless, we should be able to propose such a lifestyle in some sort of way. The Japanese people originally had a lifestyle of low environmental load. If anyone has anything to say about that, please

○Kamagata

In regards to living in the countryside, we should look at transportation by car. Data has shown that communities in which the car is the main means of transportation have considerably high levels of CO₂. Recently, a comparison was done between two types of regional cities using several actual cities as examples. It compares cities with expanding suburbs against cities with comparatively concentrated central areas. Results indicated that suburban growth had by far higher CO₂ levels because of the dependence on automobiles for transportation. I think we need to include that in any sort of discussion. Looking just at cars, depending on whether cars are an integral part of lifestyles or whether public transportation is emphasized, the way in which cities

grow has an impact of lifestyles.

Let me add something about lifestyles; there are some things that worry us greatly. For example, household energy usage: compared to ten years ago, the ownership rate of PCs, DVD players, dryers, etc., is much higher. The electric power consumption per household is steadily rising and let me add that there are also an increasing number of single-person households. Contrary to what you may think, one-person households are not consuming one-fourth the energy of four-person households. This change in lifestyle is leading to increased CO₂ emissions and is greatly impacting energy consumption. What should be done about this is a very serious topic, but to be quite frank, we have not yet found the breakthrough.

If I may quickly promote some policy ideas we are examining: one is to put a price on energy usage. For three years, we have been looking at introducing an environment tax or carbon tax in Japan. Industry has harshly criticized it, but one idea is to convert our choice of lifestyle into money. Also, not just by tax imposition, but also by providing tax deductions for things like building low energy houses or purchasing low pollution vehicles, we think there is a way to change lifestyles.

○Gunjima

I see. Thank you.

We have but about five minutes left to our discussions here. As a final note, if any of our panelists have something that they wish to emphasize from today's symposium, I ask that they sum it up in a word or two on the board in front of us and take about one minute to present their thoughts.

While they are writing their comments, I would like to be the first to come forth. Mine is “Kurikindi's will”. You may not know who Kuri-

kindi is and those that do probably think of the story as a mere copy of what has been done before. Right now, the thin but expensive book Hashidori no Hitoshizuku (literally “a single drop from a hummingbird”) is a best-seller for its very philosophical connotations. In the story, a forest-fire breaks out and all of the animals that live in the forest flee, but only a hummingbird named Kurikindi stays behind to try to put out the fire. In her tiny beak, she carries one drop of water at a time and pours it on the fire. Seeing what she’s doing, the other animals scorn her for the impossibility of the task, but she responds, “I am doing only what I can.” What can you do today? In short, it’s caring for society by thinking environmental problems as one’s own problem and committing oneself to helping. I think getting involved, committing oneself and thinking about what one can do are extremely important. What about everyone else? Mr. Kuhndt, if you’re ready, would you please?

○Kuhndt

My word would be “international cooperation.” I tried to also use the other side, saying international cooperation is needed between Europe and Japan on different issues. I pinpointed sustainable supply chain management to look at the common interests between Europe and Japan to work on supply chain management. On the other side, I said to look at sustainable consumption from two perspectives. From the developed countries’ perspective, there is over-consumption, I would say. What are the concepts for the future? Also, for less developed countries there is under-consumption. Especially we could maybe look together on the BRICs countries (Brazil, India, Russia, China,) and maybe also discuss the regional approach. How can we go for sustainable consumption in regions and go towards more effective regions, efficient regions in the future? Then finally we

can also look into the issue of how to work together to deliver products and services for the poor, that is, to work on HDtM.

○Gunjima

Thank you.

Mr. Kamagata, would you please?

○Kamagata

Though it is not to be a single phrase, I would like to reiterate what I said before. We are aiming for a “society that values environmental efforts”. Whether lifestyles or business styles, it is highly unlikely to force unwanted changes. In order that people willfully make changes, it is our duty to create the policies that value environmental efforts and make them a popular choice.

○Gunjima

Thank you.

Dr. Ikeda, would you please?

○Ikeda

I, too, did not summarize my thoughts in a single word. I offer a “three-point set for learning from the past”. Let me coin the word “ka-chi-u-ma” (literally “a winning horse”) from the horseracing world. What is ka? Ka is the first letter of a Japanese proverb: kaze ga fukeba okeya ga moukaru. “When the wind blows, the cooper makes money (it roughly means “everything has its consequence”).” Why does a cooper make money when the wind blows? Let me put it in terms of global warming: whatever you yourself do will, as the world turns, come back and bite you. Put in terms of generations, it means what you do will be paid for by the next generation. I also do not think many of you are aware of this, but something that people long ago used to say was to know this proverb beginning with ka. Next is chi: chirimo tsumoreba yama to naru (roughly meaning “the little things add up”). Many approaches

must be tried, but thinking alone will produce nothing, therefore if we start with even the slightest of tasks, they will eventually add up into something big. U stands for, and forgive me for repeating myself, urite yoshi, kaite yoshi, seken yoshi (roughly meaning “good for everyone [seller, buyer and world]”). This is not intended as the sanpo yoshi slogan of the Omi Merchants, but there has to be a win-win solution for everyone involved, which is where we want to direct our efforts. For example, if the innovation that was talked about can be achieved, it will create business opportunities. Nothing would be better than for everyone to change their lifestyles in a good way because of innovation. It is what people long ago said often and I just want to rekindle it.



○Gunjima

Thank you.
Mr. Medina, if you would please.

○Medina

I have a few words. I just wrote that “Businesses (both formal and informal) can play an important role in SCP (sustainable consumption and production).” Especially for developing countries, I would add micro enterprises and workers’ associations. Trying to take advantage of all the energy and innovation in the informal sector could be beneficial to society. We should not ignore it,

as in many countries.

○Gunjima

Thank you.
And, lastly, Mr. Kanda.

○Kanda

I chose “eco-innovation in local communities”. By eco-innovation, I am hoping not for some kind of product but innovation on the social system level. I think this can easily come about in local communities.

○Gunjima

Thank you.
In the short amount of time we had, we did not discuss everything including the topics that were sent ahead of time to panelist to prepare, nevertheless I would like us to conclude the panel discussion here. I hope everything you heard today and this symposium will serve you as an opportunity to think about the covered topics. Thank you very much.

Closing Message

Prof. Yutaka Suzuki

Director, Kansai Research Centre
Institute for Global Environmental Strategies (IGES)

I am Yutaka Suzuki and, as you just heard, the Director of the Kansai Research Centre, a post I assumed in April of last year. I greatly appreciate your attention for such a long time today.

As was covered in the reports, Business for a Sustainable Society Project of our third research period is in the final stages. Under the direction of Acting Project Leader Takashi Gunjima, they are brushing up the content so that they may make their ultimate conclusions. Results will be aggressively announced in the future.

In building a sustainable society, it is necessary that the industrial world, governments and people in general understand take an interest in and get involved with “Sustainable Consumption and Production” that is the subtheme of today’s symposium. The strong attendance at today’s symposium shows just how significant this subject is. Next year, we want to shift our focus from Japan to Asia under this same theme of “Business and the Environment” and launch new plans and projects.

Before closing, I would like to wish our speakers and everyone here in attendance the best of health and prosperity with their endeavors. With that, I would like to end my message. Thank you for your attention.

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