

# What is Sustainability?



2004.04.27

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# TWO QUESTIONS

What kinds of global environmental problems can you think of?

What are differences between pollution problems we had in the past and global environmental problems we are facing today?

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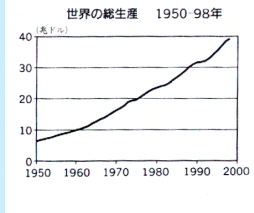
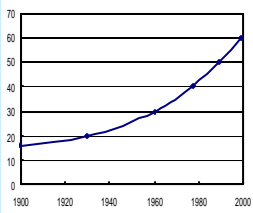
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# Root causes of global environmental problems

Population

X

World Economy



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Expansion of world economy

Population increase

Crushed!

Our Mother Earth (cannot grow!)

More and more affluent people

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# Root causes are...

Too much intake

- Resource depletion
- Lowering aquifers
- Shrinking forests



Too much emission

- CO2
- Wastes
- Dioxins
- NOx, Sox...

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# What are needed?



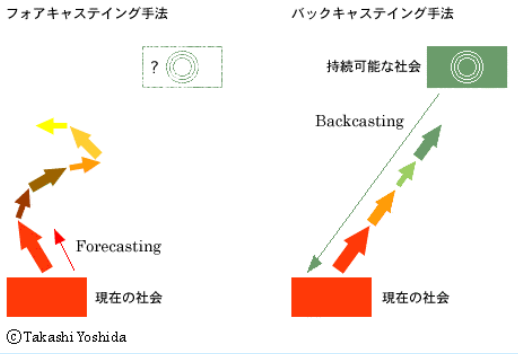
Management system

For your country/company  
For your personal life  
Whenever you want to make your wishes a reality..

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# Vision and backcasting



# Japan in 50 years...

When Japan becomes a sustainable country...

What does Japan look like?

- in energy
- in food
- in material flow
- in life style
- in other aspects...

# Caution!

- Goals and means(measures)
- Trade-off
- Holistic viewpoints

# Five pillars for fundamental solution

Energy system: from fossil fuel to renewables

Transportation system:  
from automobile-centered to railway and bicycles

Economy:  
from unsustainable economy to sustainable economy

# Three pillars for economy



# Toward 「循環型社会」

環境基本法

循環型社会形成推進基本法

廃棄物処理法、リサイクル法

- 食品リサイクル法
- 建設資材リサイクル法
- 家電リサイクル法
- 容器包装リサイクル法

グリーン購入法

## What is the "循環型社会" ?

- Driving forces : waste ( no more landfill )
- Mass production, mass consumption, mass disposal

Only to mass recycling???

- Any proactive approach to preserve Japan as a country?

- × Land preservation : forestry
- × Enhancing food self-sufficiency: agriculture

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## What is the true "循環型社会"?

A society which lives within the cycle of nature

For example...

- Pump underground water within the natural recharge rate
- Emit CO2 within the sequestration capacity of the Earth

A tribe of American Indian says...

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## Increasingly important matters, after 9.11

Each locality should

- Be self-sufficient in
- Food and
- Energy

No War 『非戦』 ( 幻冬舎 )  
Sustainability for Peace

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How countries/companies/organizations/individuals are responding?

No need to do anything

Drastically proactive

Shell, Ford, Interface...

Partially proactive

Fuji film, Kikusui

Even universities!

Steadily proactive

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## Fuji Film “写るんです”



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## Kikusui: Sake Brewer

- 1.8 l bottles: recycling system in place
- But now .....



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# Japan for Sustainability

Established : August 2002  
Chief Executive : Edahiro, Tada  
Director: Prof. Yamamoto, Prof, Mitsuhashi,  
Lester Brown

<http://www.japanfs.org/index.html>



# JFS's Mission

Japan for Sustainability is a non-profit communication platform to disseminate environmental information from Japan to the world, with the aim of helping both move onto a sustainable path.

Vision and indicators for a sustainable Japan

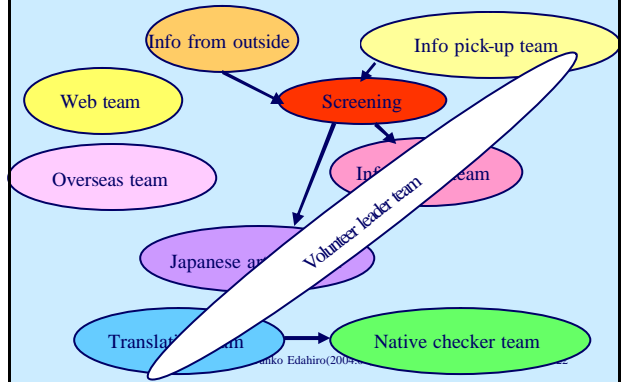


# Activities

- **Website:** 30 articles per month in English/Japanese on environmental activities and developments in Japan
- **Monthly Newsletter:** Features of the months including sector/area specific overviews
- **Interface with the world:** Questions, feedbacks, inquiries



# Online volunteer organization



# Japan for Sustainability

- Subscribers from 157 countries
- Website access 15,000-
- Supported by Online volunteers
- More than 250 volunteers around the world
- Diversity : vocation, age, gender, region/country
- Membership: +40 corporate, +250 individuals

# Last message

- Don't stay in a partitioned world
- Have a wide perspective
  - ex) LCA : Toyota Prius
  - BWA: business wide assessment
- Position what you are doing in a big picture and a longer timeframe
- Go out and try to get exposed to different views and approaches around you

## Task for evaluation

Visit JFS website: [www.japanfs.org](http://www.japanfs.org)

Read 「がんばっている日本を世界はまだ知らない」

- Discuss what you found in activities and movement for sustainability in Japan
- Propose improvement points for JFS activities



<http://www.ne.jp/asahi/home/enviro/>  
『Eco-Networking!』 『Power of One』

## Thank you !

