Keidanren’s Commitment
For
Low Carbon Society

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Keidanren's Action Plan has proven the effectiveness of a pledge and review approach.

1. The number of participating organizations increased from 36 in 1997 to 61 in 2012.
2. 29 of 61 organizations raised their targets (enhanced their ambitions.)

A pledge and review type new international agreement can work well!
The assessment of progress is conducted every year. The overall performance is publicized by Keidanren Secretariat.
1. Participating industries and companies set their own targets.
2. The plan consists of 4 pillars (shown below).
3. 55 industries made their plans as for the Phase I toward 2020.
4. Endeavor to expand our efforts for the Phase II toward 2030.

**Emission Reduction from Domestic Business Operation**

### Phase I toward 2020
- **1st Pillar**: Emission Reduction from Domestic Business Operation
  - Targets for 2020
  - 55 industries participate

### Phase II toward 2030
- **2nd Pillar**: Contribution through low carbon products
  - Enhance efforts
- **3rd Pillar**: International Contribution
  - Enhance efforts
- **4th Pillar**: Development of Innovative Technology
  - Enhance efforts

### Additional Notes
- Conventional climate protection measures mainly focuses on this field.
- Both an international framework and conventional domestic measures do not cover enough these fields.
- 51 industries participate (Still inviting)
- Halving GHG emission by 2050