



EBC

EUROPEAN BUSINESS COUNCIL IN JAPAN

INDUSTRIAL TRANSITION TOWARDS GREEN AND DIGITAL ECONOMY

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THE EUROPEAN BUSINESS COUNCIL IN JAPAN (EBC)...

Is the trade policy arm of the European National Chambers in Japan

Represents European industry in Japan

Works to improve the Japanese regulatory framework through advocacy activities

Its main interlocutors are the Japanese ministries and the EU Delegation, but also member state embassies and Japanese and European business organisations

Consists of 23 committees which cover either a particular sector or a cross-cutting activity, such as tax or HR

THE GREENING OF THE ECONOMY

- One of the biggest challenges that mankind is facing
- Will require involvement of EVERYONE, government, industry, NGOs and individuals
 - Imperative that the EU and Japan work together to come up with best practices and the best technology available
- At the same time we have to believe that it is possible
- Setting up long-term goals while acting immediately
 - In this respect we believe that Japan needs to set up more ambitious intermediate goals

WHAT IS THE EBC DOING ?

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- The EU announced similar targets with the establishment of the new Commission led by Ms. von der Leyen
 - In Feb. 2021, the EBC issued a statement in regard to the Japanese announcement on going carbon neutral in 2050
 - The EBC continues to advocate for a clear framework that allows European products and technologies to enter the Japanese market without burdensome administrative procedures or re-testing
 - The EBC organised a webinar on decarbonisation showcasing what European industry is doing

EXAMPLES OF INDUSTRY INITIATIVES

Aeronautics/Airline

- Lighter aircrafts
- Improved aerodynamics
- Better fuel efficiency together with the development of sustainable alternative fuel , such as hydrogen propulsion
- Carbon emission off-set programmes
- As both the EU and Japan has advanced aeronautics technologies both regions should work jointly to lower the carbon footprint

Logistics/shipping

- Use of alternative fuels

Renewable energy

- Wind power
- System design

WHAT DO WE BELIEVE JAPAN NEEDS TO DO TO ACHIEVE CARBON-NEUTRALITY (EXAMPLES)

Automobile

- Discuss targets for new sales of electrical vehicles
- Push for an infrastructure that supports plug-in hybrids, fully electrical vehicles or fuel cell vehicles

Construction

- Japan should introduce more stricter regulations on insulation to lower the emissions in the construction industry
- Construction should be more sustainable with longer life-cycles, both by the use of better building materials and the expansion of the market for renovation

WHAT DO WE BELIEVE JAPAN NEEDS TO DO TO ACHIEVE CARBON-NEUTRALITY (EXAMPLES)

Energy

- More ambitious intermediate targets for renewables
- A proper discussion on nuclear energy
- A grid that is capable to deal with a decentralised energy generation
- Off-shore wind

INDUSTRIAL TRANSITION TOWARDS GREEN AND DIGITAL ECONOMY

It is possible, but



- Government and industry
- Europe and Japan
- Global leadership