



# SUSTAINABILITY IN JAPAN FACTSHEET



### Population

An island nation known for its dense cities, imperial palaces, mountainous national parks, and shrines and temples

### Economic Status

3rd largest economy globally, with significant contributions from the manufacturing and service sectors

### Sustainability Context

Challenges relate to energy efficiency and aging infrastructure, with a cultural emphasis on harmony with nature



“Japan is committed to sustainable development within its borders and on the global stage. The country’s leadership in clean technology, energy efficiency, and social safety nets is commendable. Our participation in achieving the UN’s Sustainable Development Goals is an indicator of Japan’s commitment to a sustainable future.”

Hidekazu Hamano, Managing Director, Kadence Japan

## Government Policy and Legal Framework

### REGULATORY BODIES

- Ministry of the Environment
- Ministry of Economy, Trade, and Industry

### POLICY CHANGES

- Enhanced focus on renewable energy
- Energy efficiency
- Reducing greenhouse gas emission

### KEY LAWS

- Basic Environment Law
- Energy Conservation Law
- Act on Promoting Global Warming Counter measures

### International Commitments

Paris Agreement, with a pledge to reduce greenhouse gas emissions by 46% by 2030, compared to 2013 levels, and to achieve carbon neutrality by 2050

### Major Areas of Concern

#### CHALLENGES

- Air and water pollution
- Waste management
- Dependency on fossil fuels

#### CLIMATE CHANGE IMPACT

- Vulnerability to natural disasters, such as typhoons and tsunamis, exacerbated by climate change

# 40%

of Japanese adults think businesses should contribute significantly to investing in **sustainable technologies**

## VISION & TARGETS

### Green Growth Strategy towards 2050 Carbon Neutrality

promoting a circular economy and sustainable society



## Certification Standards



CASBEE  
(Comprehensive Assessment System for Built Environment Efficiency) for buildings



Eco Mark

JIS (Japanese Industrial Standards) for environmental management and product sustainability

## Corporate Sustainability Practices

### TRENDS

Growing adoption of Environmental, Social, and Governance (ESG) criteria among Japanese corporations

### INCENTIVES

Subsidies for energy-saving equipment and tax incentives for environmental-friendly investments

### SUPPORT MECHANISMS

Government-backed loans for green technology and renewable energy projects

### OPPORTUNITIES

Growing domestic market for green technologies, export opportunities for energy-efficient products

# 36%

rank climate change and its impact on the ecosystem as the top environmental issue



### SECTORS



Renewable energy (solar, wind)



Electric vehicles



Energy-efficient technologies

## Challenges and Risks in Sustainable Practices



Navigating complex regulatory frameworks and energy policies



High competition technological challenges in renewable energy implementation



Ensuring genuine sustainability in business operations and reporting

# 35%

of adults claim they seldom or **never reuse or recycle**



# 22%

of Japanese adults identify **human consumption patterns** among the top 3 environmental concerns



# 12%

strongly agree they will select a product or service based on its **environmental credentials**

Survey results from Project Earth global study by Kadence International 2023

## Key Resources

Ministry of the Environment

Ministry of Economy, Trade and Industry

Japan Environmental Management Association for Industry

Japan for Sustainability

Renewable Energy Japan

Smart Energy Japan

## Future Outlook

Japan is transitioning toward a more sustainable and resilient economy, emphasizing technology and innovation

Increased focus on renewable energy, smart cities, and circular economy initiatives



# 28%

strongly agree businesses are responsible for engaging in sustainable practices

Cultural Integration: Incorporating traditional Japanese values of harmony with nature into sustainability practices