



for a living planet

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The Communiqué on the Future of Energy in Japan

This communiqué is released by WWF Japan in cooperation with ambitious companies to urge that Japan should steer in the appropriate direction to deal with a range of energy issues originating with the Great East Japan Earthquake as well as its dual issue, the climate change.

To cope with national concerns about the shortage of power supply mainly in the eastern Japan due to the earthquake, the Japanese business world maintains its basic positions of actively promoting the power saving voluntarily. These positions should highly be evaluated.

The earthquake disaster has led us to realize that so far we have consumed too much of electricity in this country. In order to realize a safe and sustainable energy future, it is important to make a shift to the society where energy wasting is avoided to minimise the energy demand. In addition, safe and environmentally friendly energy sources should cover the truly necessary level of energy. All in all, we believe that Japan should follow a path to the energy society where:

Ask 1. The energy demand should be reduced through energy savings without compromising services.

Ask 2. While socially it becomes more and more difficult to operate nuclear power plants, the use of sustainable renewable energy sources should be highly promoted to compensate*.

* It is a priority to meet truly necessary energy demand and thus the use of thermal power generation should, where necessary, be considered in the short term.

In order for the whole country to promote this vision, the future of energy in Japan conventionally prescribed in energy policies such as the Energy Basic Plan needs to make a necessary adaptation. Widespread deployment of renewable energy sources combined with aggressive efforts to save energy will result not only in energy security by elevating the country's self-sufficiency of energy supply, but also in the reduction of CO2 emissions, solving the climate change problem, which will otherwise pass a huge burden to the future generations.

We strongly expect that because of this unprecedented crisis, Japan should steer in the appropriate direction to shift toward safe, sustainable, and environmentally friendly energy policies as well as to lead the world in the environmental technology.



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■ Companies who endorse this Communiqué include:

IKEA Japan K.K.

mont-bell Co., Ltd.

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