

Choose it. Use it. "Green Power"



Solar Power

Wind Power

Biomass Power

Hydraulic Power

Geothermal Power





Diminishing energy reserves and increased Carbon Dioxide emission. What will the future bring?

The energy crisis and global warming are some of the serious issues we currently face.

Precious conventional fossil fuel resources, such as petroleum and natural gas are expected to soon be exhausted.

Carbon Dioxide emission continues to increase, exacerbating the problem of global warming.

We can no longer afford to sit back and watch. How can we change our future?





One of the key solutions to a better future is "Green Power".

The top priority is to select and use a form of energy that doesn't emit carbon dioxide.

Our next priority is convincing large corporations and individuals to join this project.

"Green Power" is our keyword.

We are currently witnessing greater acceptance and participation in the "Green Power" project. Will you accept the challenge of joining the "Green Power" project and help build a better future?



01

Where does “Green Power” come from?

A Solar, wind, biomass, small-scale hydraulic and geothermal power are all categorized as “Green Power”. They produce little to no carbon dioxide emissions.

Solar Power

Electricity is generated from the sun through the use of solar cells. This technology is widely expected to be adopted by private residences, as well as on a larger scale, called the “Mega-solar” system.



Mega-solar Wakkanai Site (Wakkanai City, Hokkaido).
Project contract: NEDO.

Wind Power

This consists of rotating wind turbines driving power generators in order to generate electricity. A number of “wind farms” with large scale wind power mechanisms have been constructed nationwide.



Noshiro Wind Power Plant (Noshiro City, Akita Prefecture)

Biomass Power

Electricity is generated by obtaining fuels in gas, solid and liquid form from biomass. Sources of biomass include: plant tissues, wood from forest thinning, sawdust from sawmills, livestock manure from farms and food waste.



Machimura Farm Bio-gas plant (Ebetsu City, Hokkaido)

Hydraulic Power

In this method, the flow of water rotates a water wheel to generate electricity. This technology is expected to grow, particularly in the area of small-scale hydraulic power plants which utilize farm water.



Small-scale Civic Power Plant of Kachu-river
(Tsuru City, Yamashi Prefecture)

Geothermal Power

Extremely high temperature water and water vapor naturally found in high pressure areas underground are converted into electricity. This is a potential source of perpetual natural energy for Japan, which is dotted with volcanoes.



Hatchobaru Geothermal Power Plant
(Kokonoe Town, Oita Prefecture)

CO2

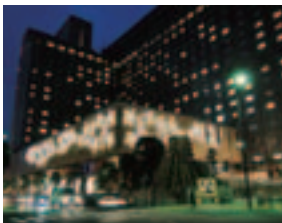
How and where is "Green Power" now used?

A "Green Power" is already being used in many ways around us, including products and services created from the "Green Power" project, as well as from various activities and events which utilize "Green Power".

At hotels

Imperial Hotels

The Imperial Hotels utilize "Green Power" for its illumination of the hotel lobbies and surrounding areas during the Christmas season every year at its locations in Tokyo(photo) and Osaka. It is also used for interior lighting.



At movie theatres

TOHO Cinemas

TOHO Cinemas will operate on "Green Power" every Sunday starting from June 2008 until December, at TOHO Cinemas, Roppongi Hills(photo) and Nijo (Kyoto).



In map searches

NAVITIME

"NAVITIME" is a convenient and easy way to use a search engine for PCs and mobile phones. It uses "Green Power" for all electricity required for searches.



In magazines

SOTOKOTO

SOTOKOTO is a monthly magazine for those with environmentally-conscious lifestyles. All energy consumed during the editing process is provided by "Green Power".



For beverage cartons

Nihon Tetra Pak K.K.

Nihon Tetra Pak K.K. uses the Green Power energy for printing processes of the beverage cartons of "Kagome YasaiSeikatsu 100" Home Packs, and the cartons are labeled with the "Green Energy Mark". Nihon Tetra Pak K. K. headquarters has also deployed the Green Power energy, and promoting the use of such sustainable materials and renewable energies.



The "Green Energy Mark" is an eye catcher.

The "Green Energy Mark" is labeled on products that have been produced by use of "Green Power". Selecting such products represents contribution to dissemination and promotion of "Green Power". Products labeled with the "Green Energy Mark", signifying production using "Green Power" are quite eye-catching, and thus this mark is expected to play a role of enhancing understanding and dissemination of "Green Power" through selection by the consumers in Japan.



Patent pending

Q3 Why have other corporations made a commitment to the "Green Power" project?

Corporations deployed in the system (top 10)

Corporations purchased the Green Power Certificates	Power output
● Sony Corporation	31,500,000kWh
● Nomura Holdings Inc.	5,900,000kWh
● Yamada Denki Co.,Ltd.	3,600,000kWh
● Asahi Breweries ,Ltd.	3,300,000kWh
● Hall Network Inc.	2,700,000kWh
● Seiko Epson Corporation	2,000,000kWh
● Chugai Pharmaceutical Co., Ltd.	2,000,000kWh
● Tokyo Broadcasting System, Inc.	2,000,000kWh
● Toyota Motor Corporation	2,000,000kWh
● NGK Insulators, Ltd.	2,000,000kWh

Contract made as of 30th April, 2008

A Private corporations strive to make a socially responsible commitment to their communities. Their effort and contribution to realizing a sustainable society for the future thus assists in harmonizing their corporate activities with the surrounding community environment.

Corporate Voices

We are acting to realize a sustainable community.



Mr. Hidemi Tomita
Senior Manager of CSR Department
Sony Corporation
Minato-ku, Tokyo

Expectation is growing for renewable energy sources that must aid in

reduction of carbon dioxide emissions after acknowledgment of the issue of global warming. We honestly think that our whole social mechanism must be changed to something more sustainable.

Our ongoing mission has always been to present new lifestyles, and our next step will be to participate in the "Green Power" project and contribute to a sustainable society in order to create a better future.



Sony HQ offices use "Green Power"

"Green Power" will help us realize the dream of safety and ease of mind in our community.



Mr. Keishi Ikeuchi
President
KEUCHITOWEL Co.,Ltd.
Imabari City, Ehime Prefecture

Our mission has been to supply safety towels for babies, that precious gift to mothers. To realize this, we strive to balance a minimum impact on the environment with the maximum ease of mind for our consumers.

"Kaze de oru towel/IKT (the towel woven by wind)" is the product of our challenge to utilize "Green Power". Safety and ease of mind are as one with the environment. We will continue work along this theme in the future.



Kaze de oru towel/IKT

What must be done for the next generation.



Mr. Tsuyoshi Matsuyama
President
Matsuyama Oil and Fats Co., Ltd.
Sumida-ku, Tokyo

We manufacture and market body care and skin care products, including "non-additive soap", made in an environmentally conscious way. We first tried to deploy photovoltaic power generation, but found it very costly and declined the deployment. We finally chose "Green Power".

We want to do what we can now for our children and for generations 50 years and 100 years in the future. "Green Power" is one of these choices.



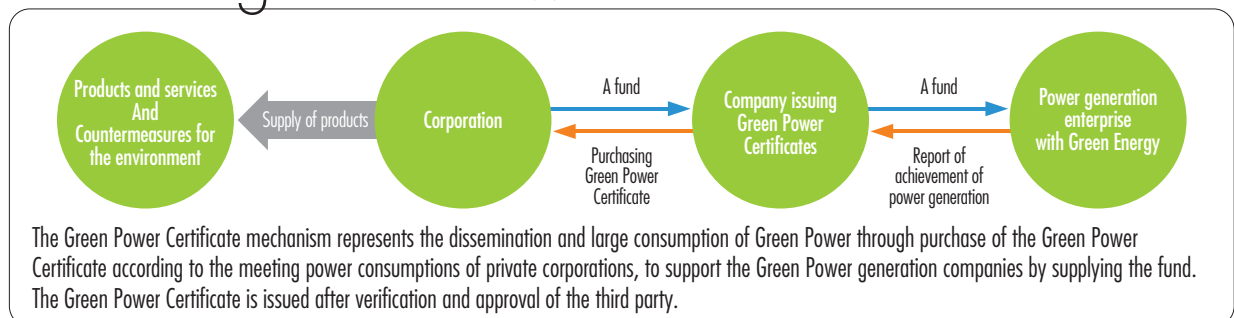
"Non-additive soap" is made from "Green Power"

Q4

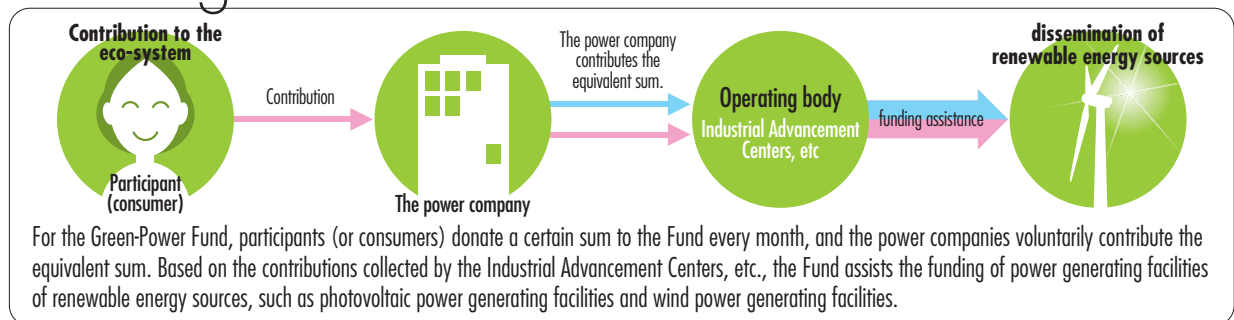
How can I participate in the "Green Power" project?

A You can participate in the project by purchasing a Green Power Certificate, by contribution to the Green-Power Fund, or purchasing the Green Energy Mark labeled products.

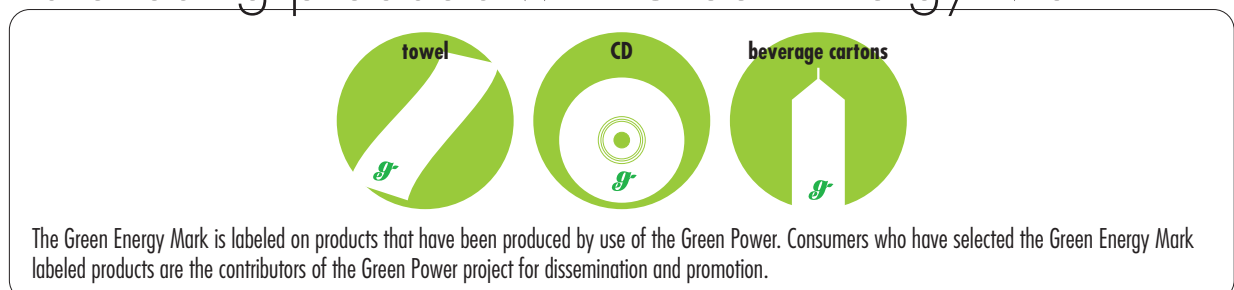
Purchasing Green Power Certificates



Donating to the Green-Power Fund



Purchasing products with Green Energy Mark



■ For inquiry on the Green Power project

● Agency for Natural Resources and Energy, Ministry of Economy, Trade and Industry

Phone:03-3501-4031

1-3-1 Kasumigaseki, Chiyoda-ku, Tokyo 100-8931 Japan

<http://www.enecho.meti.go.jp/>

● Hokkaido Bureau of Economy, Trade and Industry

Phone:011-709-0721

Sapporo Government Office Bldg, No.1 1-1, North8, West2, Kita-ku, Sapporo Hokkaido 060-0808 Japan

<http://www.hkd.meti.go.jp/>

● Tohoku Bureau of Economy, Trade and Industry

Phone:022-263-1207

Sendai Government Office Bldg. 3-3-1, Honcho, Aoba-ku, Sendai, Miyagi 980-8403 Japan

<http://www.tohoku.meti.go.jp/>

● Kanto Bureau of Economy, Trade and Industry

Phone:048-600-0363

Saitamashintoshin Godo-chosya No.1 1-1 Shintoshin, Chuo-ku, Saitama, Saitama 330-9715 Japan

<http://www.kanto.meti.go.jp/>

● Chubu Bureau of Economy, Trade and Industry

Phone:052-951-2775

2-5-2 Sannomaru, Naka-ku, Nagoya, Aichi 460-8510 Japan

<http://www.chubu.meti.go.jp/>

● Kansai Bureau of Economy, Trade and Industry

Phone:06-6966-6043

No.1 Joint Government Building, 1-5-44, Ohtemae, Chuo-ku, Osaka, Osaka 540-8535 Japan

<http://www.kansai.meti.go.jp/>

● Chugoku Bureau of Economy, Trade and Industry

Phone:082-224-5741

6-30 Kamihatchobori, Naka-ku, Hiroshima, Hiroshima 730-8531 Japan

<http://www.chugoku.meti.go.jp/>

● Shikoku Bureau of Economy, Trade & Industry

Phone:087-811-8535

Takamatsu Sunport National Government Bldg, 3-33 Sunport Takamatsu, Kagawa 760-8512 Japan

<http://www.shikoku.meti.go.jp/>

● Kyushu Bureau of Economy, Trade and Industry

Phone:092-482-5475

2-11-1 Hakataeki-higashi, Hakata-ku, Fukuoka, Fukuoka 812-8546 Japan

<http://www.kyushu.meti.go.jp/>

● Okinawa General Bureau, Cabinet Office

Phone:098-866-1757

Naha 2nd District Common Government Office No.2, 2-1-1 Omoromachi, Naha, Okinawa 900-0006 Japan

<http://ogb.go.jp/move/>

■ For inquiry on the Green Power Certificate

● The Institute of Energy Economics, Japan

The Green Energy Certification Center

Phone:03-5547-0214

Inui Bldg., Kachidoki, 10th Floor 1-13-1, Kachidoki, Chuo-ku, Tokyo 104-0054 Japan

<http://eneken.ieej.or.jp/greenpower/jp/>

■ For inquiry on the Green Energy Partnership programme

● Bureau of Green Energy Partnership programme

New Energy Foundation

Phone:03-6810-0361

Sumitomo Fudosan Higashi-Ikebukuro Bldg., 3-13-2, Higashi-Ikebukuro, Toshima-ku, Tokyo 170-0013 Japan

<http://www.nef.or.jp/>

Green Energy Partnership Programme

The Green Energy Partnership Programme is a series of activities by the private corporations, institutions, certification issuers, generation enterprise, local government and individuals who support and disseminate the Green Energy promotion.

They cooperate for further enhancement of "Green Power" by organizing a partnership.

● Major activities

Building a Website for green energy portal; Award programme for those dedicated the dissemination and promotion; Comprehensive campaign with the logo and copies, etc.



<http://www.green-energynet.jp/>

● In cooperation with:

New Energy and Industrial Technology Development Organization

Tohoku Natural Energy Development Co., Ltd.

MACHIMURA FARM Inc.

TSURU CITY

KYUSHU ELECTRIC POWER CO., LTD.

UNITED ARROWS LTD.

Matsuyama Oil and Fats Co., Ltd.

Ikeuchi Towel Co., Ltd.

Imperial Hotel, Ltd.

TOHO Cinemas Ltd.

Navitime Japan Co., Ltd.

Kirakusha Inc. (SOTOKOTO)

Nihon Tetra Pak K.K.

KAGOME CO., LTD

Sony Corporation

● Published by: Agency for Natural Resources and Energy

● Edited by: New Energy Foundation

