



## Ecotour pass Carbon Offset Campaign

📷📱 #ecotour pass

## Carbon Offset for every one



## What is global warming?

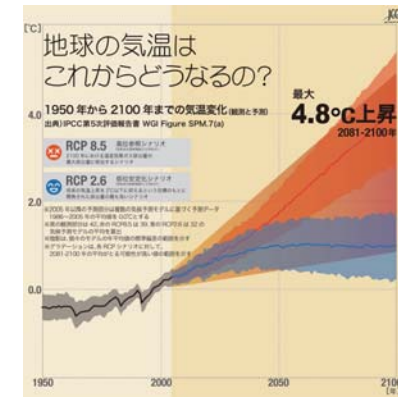
### Is Global Warming Serious?

#### What is global warming?

▶ Gradual rise of global temperature

#### How much has temperature risen?

▶ The global average temperature has risen by 0.85 degree celcius from 1880 to 2012, and it is estimated to rise by 4.8 degree celcuis at maximum by 2100.



Source: Japan Center for Climate Actions  
[http://www.jccca.org/chart/chart02\\_03.html](http://www.jccca.org/chart/chart02_03.html)

### What is the impact?

It is expected that natural disaster such as heat wave, flood and draught, impact on the ecosystem of plants and animals or agri-product, heat disease and tropical infection will increase at many places on earth.



endangered polar bear



Severe rainfall in western Japan



Farm land dried up due to draught (in Sahel)



Damage caused by sea level rise (Funafuti island, Tuvalu)

Source: Ministry of Environment, Hiroshima City

Let's reduce your own CO2 emission  
and think about global warming!



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## Carbon Offset is a very effective measure for global warming

### We are all related! The causes of global warming is human activities

#### What is the cause of global warming?

▶ Increase of greenhouse gas in the air  
▶ Especially the increase of CO2 emission by human economic activities or daily lives are said to be the main cause

#### What can we do?

▶ It is important that we try to live emitting less greenhouse gas individually

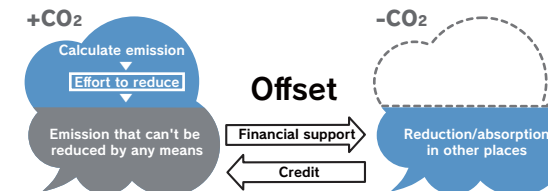


Now I see the increase in CO2 emission is caused by mass consumption of fossil fuels in our daily lives.



## What is Carbon Offset?

[Carbon] = Greenhouse gas such as CO2  
[Offset] = Offset

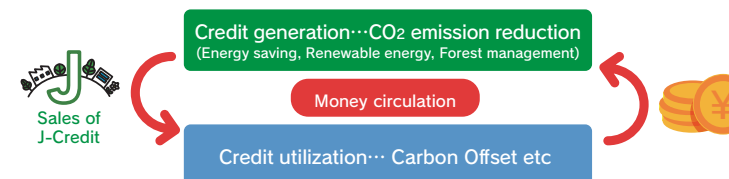


Carbon offset is to offset CO2 emission that can't be reduced by any mean with CO2 reduction/absorption (such as J-Credit) generated in other places.

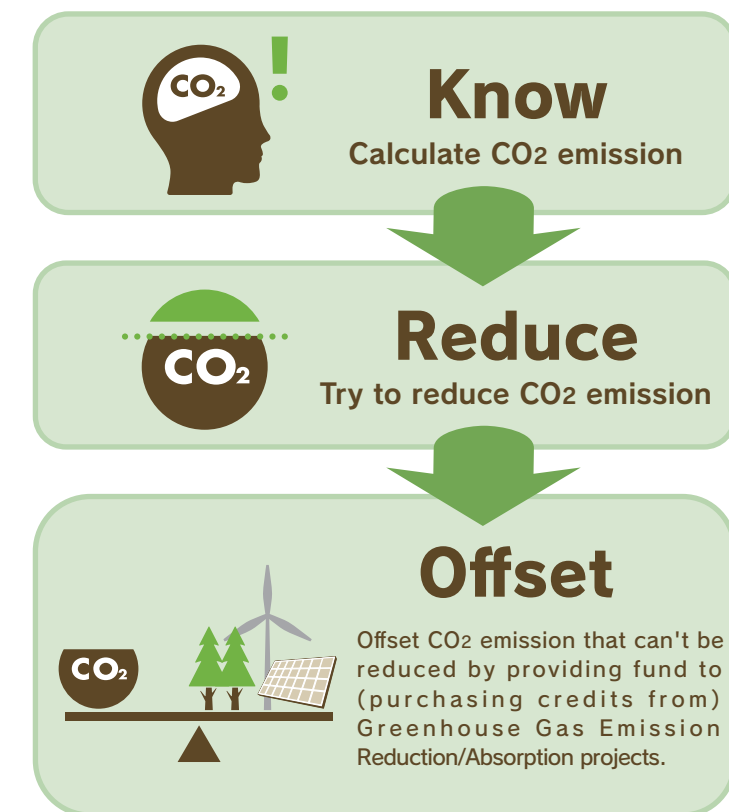


### What is J-Credit

J-Credit is a governmental scheme to certify the CO2 emission reduction/absorption by introducing energy saving or renewable energy facility, or by implementing appropriate forest management as J-Credit.



## Important 3 steps of Carbon Offset



## "Carbon offset" supported by all

In addition to an individual act, you can support individual or organizational activities to reduce or absorb CO2 emission such as promoting renewable energy using solar or wind or forest management by participating in "Carbon Offset".



We can support CO2 reduction by participating in "Carbon Offset".





Let's try to reduce CO<sub>2</sub>!

# Let's think what we can do by 3 steps!



## STEP ① Know

Let's get to know your own CO<sub>2</sub> emission!

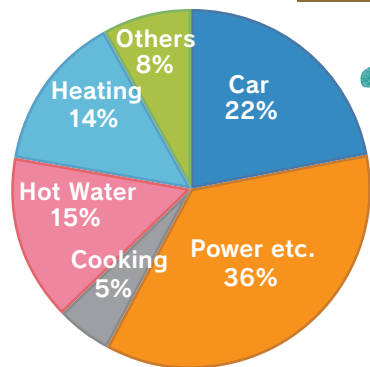


Consumer

What is the break down?

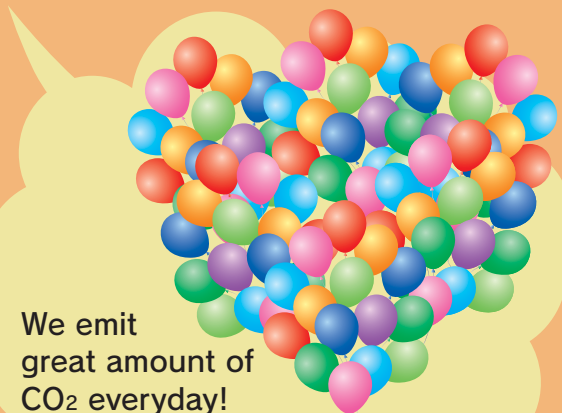
CO<sub>2</sub> emission by a Japanese is **2000kg-CO<sub>2</sub> per year**

2000kg-CO<sub>2</sub> = 5kg per day is equivalent to...105 balloons



▶ **Car**  
440kg-CO<sub>2</sub> emission

▶ **Electricity**  
(home appliance, lighting)  
720kg-CO<sub>2</sub> emission



We emit great amount of CO<sub>2</sub> everyday!

Source: National Institute of Environmental Studies, Inventory Office

## STEP ② Reduce

Save energy in daily life!

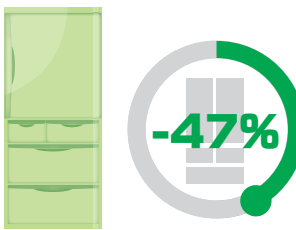


Consumer

### 1) Choice

Shift to energy efficient products or EV

For example, if we shift to energy efficient refrigerator...



Electric refrigerator 7% decrease compared to 9 years ago

Source: Shinkyuu

### 2) Lifestyle

Saving standby electricity Using train instead of car 1 °C adjustment of air conditioner ...etc

▶ **Reduce car use!**  
256g-CO<sub>2</sub> reduction per year

Source: Ministry of the Environment

We can reduce CO<sub>2</sub> by individual effort

However, we can't reduce all CO<sub>2</sub> only by our own effort...

Apart from energy use, we also emit CO<sub>2</sub> daily when shopping, travelling, or participating in event!

## STEP ③ Offset

You can offset CO<sub>2</sub> emission in various daily scenes



Consumer

### 1) Using carbon offset travel

CO<sub>2</sub> emission by transportation or accomodation while you're travelling

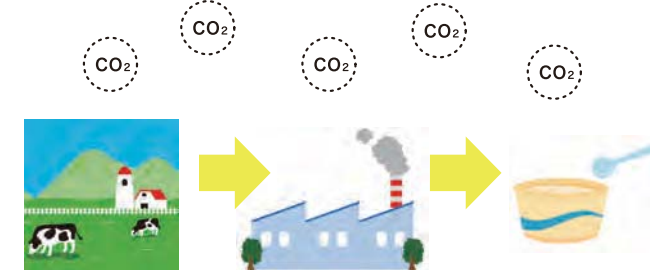


i.e. 5kg-CO<sub>2</sub> per stay at a hotel

You can reduce your CO<sub>2</sub> emission related to travelling to zero by using carbon offset travel. There are various kinds of offset such as travel and sport event.

### 2) Purchasing carbon offset product

CO<sub>2</sub> emission by producing snacks



i.e. 100g-CO<sub>2</sub> emission per 1 cup of icecream

You can reduce your CO<sub>2</sub> emission by choosing carbon offset product

Purchase CO<sub>2</sub> reduction/absorption credit

Offset

Support

Organization implementing the projects



Appropriate forest management such as thinning



Installation of renewable energy such as solar PV and wind power



Replacing facilities with energy efficient ones

...As a result

You can contribute to reducing CO<sub>2</sub> emission and promoting regional vitalization!

