



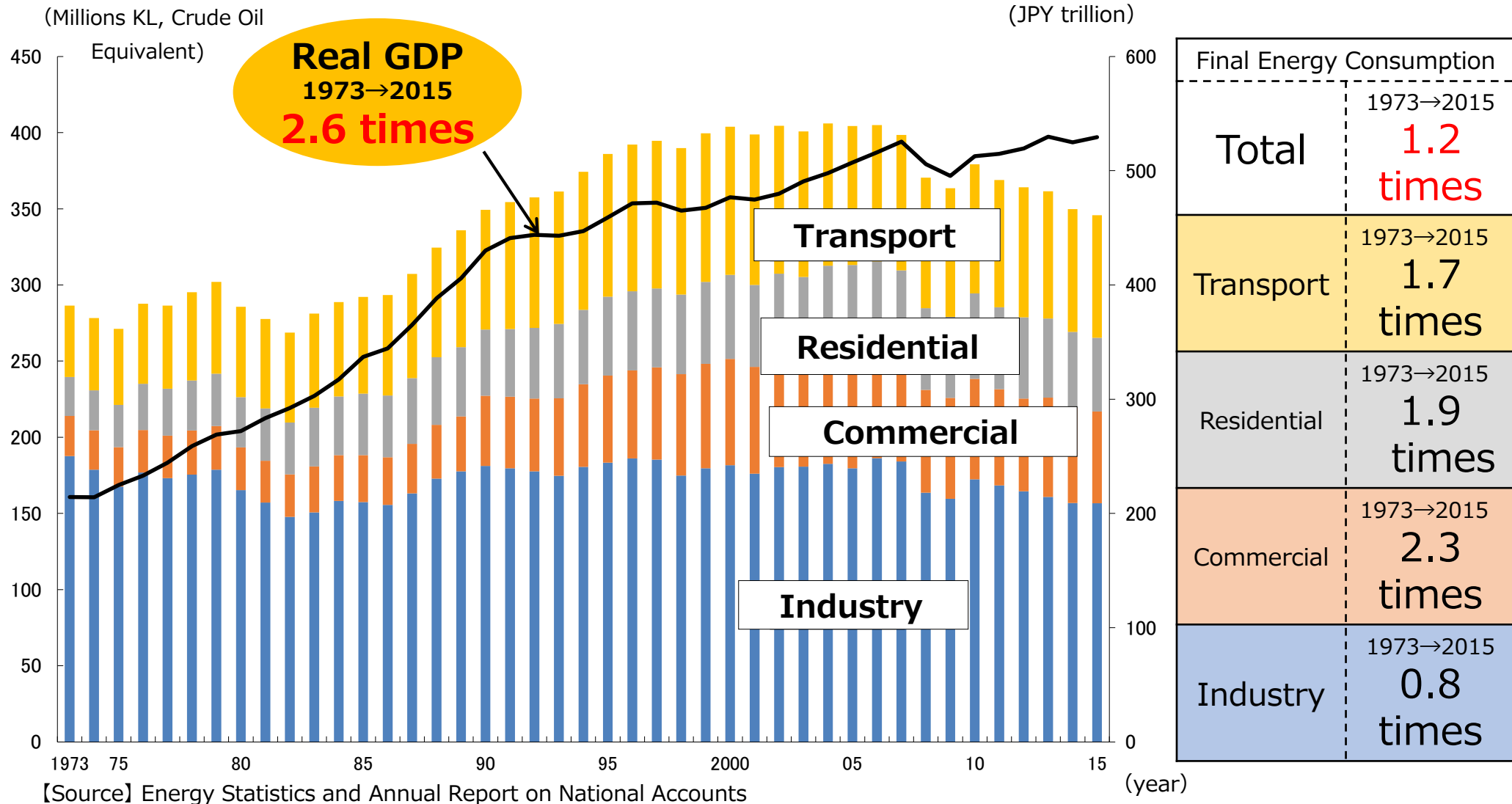
Ministerio de Energía
Presidencia de la Nación

Introductory Presentation

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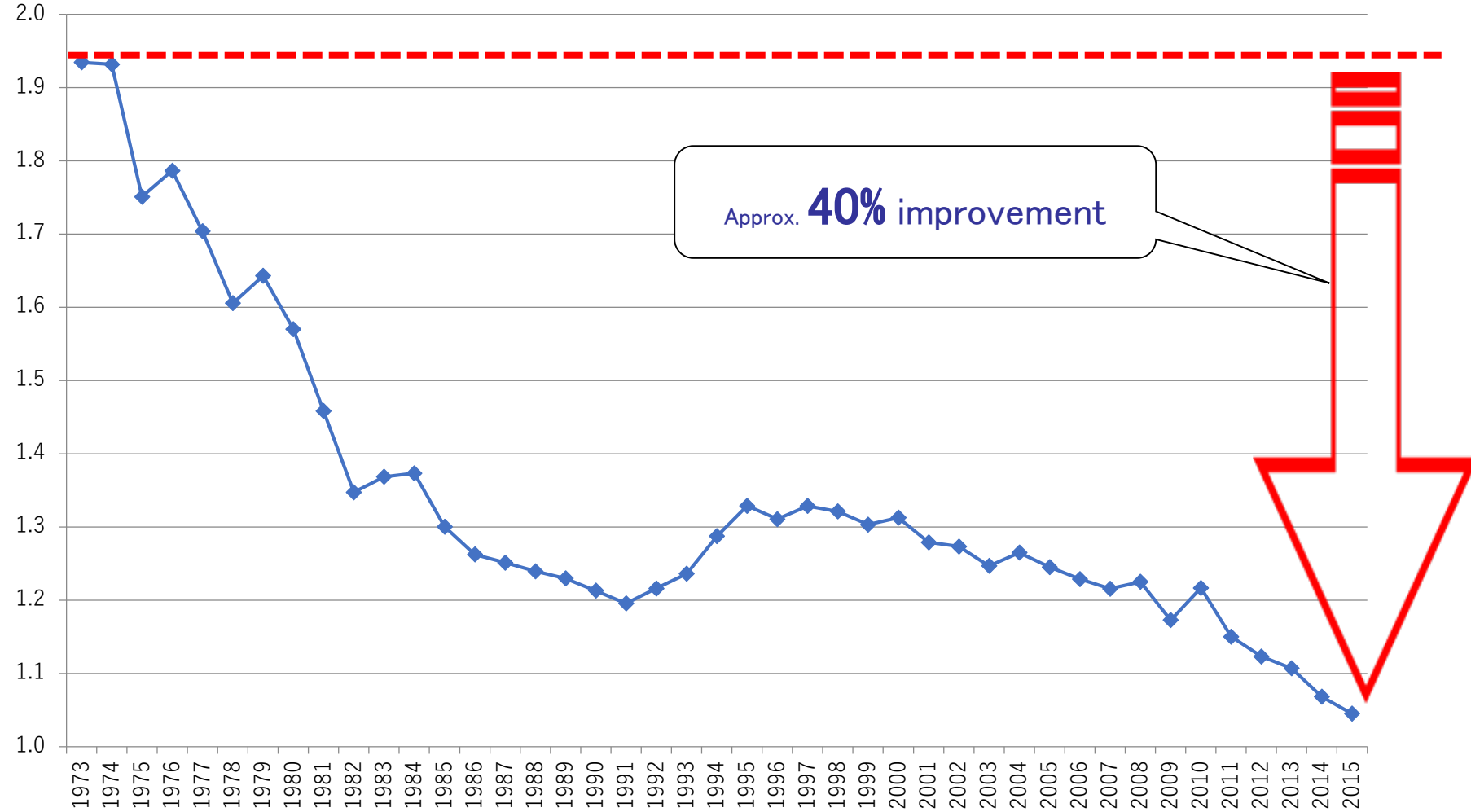
Behaviour Change for Energy Efficiency: Opportunities for International Cooperation in the G20 and beyond, Paris, 12 September 2018

Trend of Final Energy Consumption



Final Energy Consumption per Real GDP

(Oil equivalent Million ton /1 trillion yen)



Act on the Rational Use of Energy (1979)

The Law specifies;

- 1) the framework which requires the business operators to annually measure and report their energy consumption to the Government,
- 2) the energy efficiency standards for buildings and houses, and
- 3) the “Top Runner programme” which is applied to household appliances, equipment and automobiles.

	Industry sector	Consumer sector		Transportation sector
		Commercial sector	Residential sector	
Regulatory measures	<ul style="list-style-type: none">✓ Annual reports to the Government by business operators with 1,500 or more kl/yr energy consumption✓ 12,000 manufacturing plants & offices✓ Reduction efforts of 1% per year	<ul style="list-style-type: none">✓ Energy efficiency standards for buildings and houses	<ul style="list-style-type: none">✓ Top runner standards for household appliances , equipment, automobiles etc., 32 items in total (Account for about 70% of household energy consumption)	<ul style="list-style-type: none">✓ Periodic reports by freight carriers and consigners✓ Reduction efforts of 1% per year

Example of Behaviour Change Measures (Industry): Evaluation system by Business Operator Classification

Class S
Business operators superior in energy efficiency efforts
6,469 companies (56.7%) *1

Class A
General business operators
3,333 companies (29.2%) *1

Class B
Business operators whose energy efficiency efforts are not progressing
1,601 companies (14.0%) *1

Class C
Business operators requiring close monitoring

[Levels]
(i) Having achieved the non-binding target*2
or
(ii) Having achieved the benchmark target*3

[Measures]
The name and number of years during which the relevant business operator has been classified into Class S continuously are publicized on the METI website to praise the business operator as an excellent one.

[Levels]
Not falling under Class S nor Class B

[Measures]
No particular measures are taken.

[Levels]
(i) Having failed to achieve the non-binding target and increased specific energy consumption from the preceding year for two years in a row
or
(ii) Having increased specific energy consumption by 5% or more on average for five years

[Measures]
A written notice is sent and on-site inspections, etc. are conducted intensively.

[Levels]
Among business operators classified into Class B, those that are especially bad at complying with judgment standards

[Measures]
Guidance based on Article 6 of the Act on the Rational Use of Energy is provided.

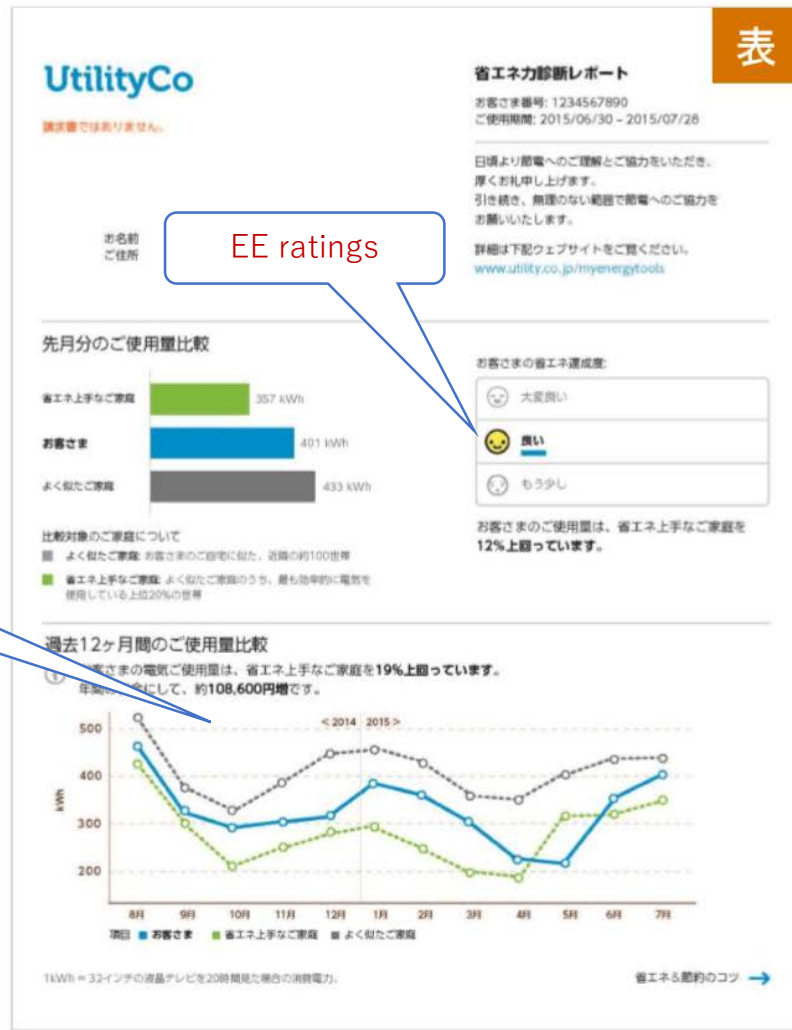
*1 Calculated based on the total number of business operators that have submitted periodic reports in FY2017 (regarding performance in FY2016) (11,403 companies)

*2 Non-binding target: Reduction of specific energy consumption by 1% or more on average for five years

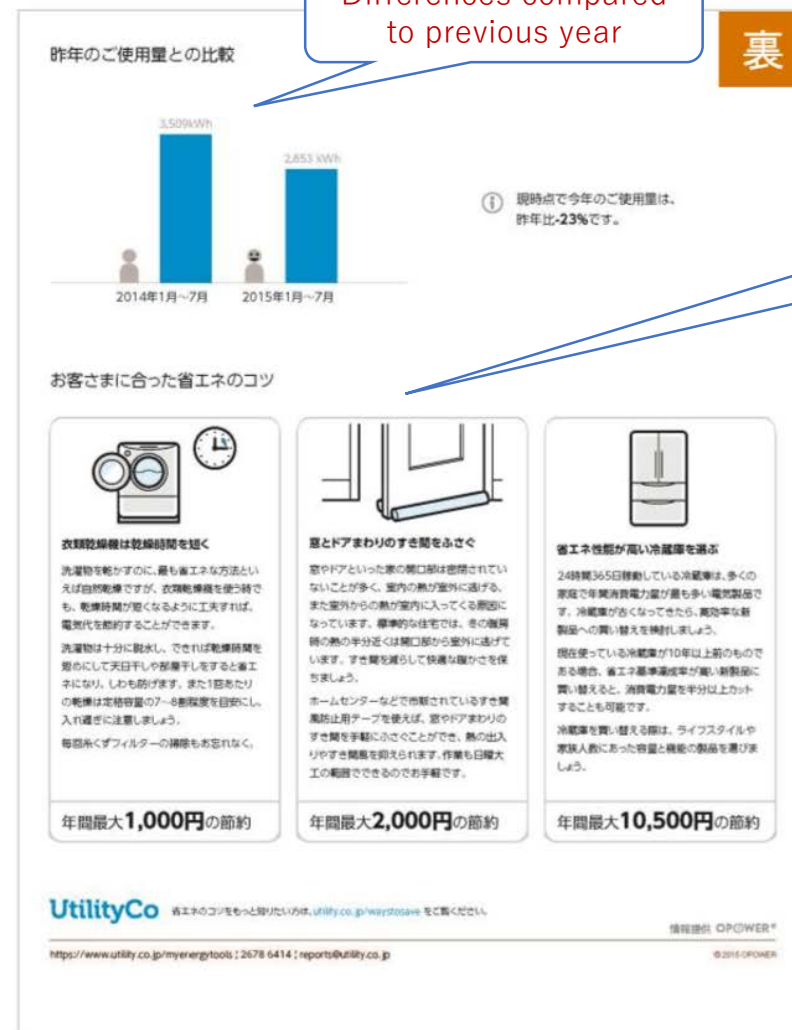
*3 Benchmark target: Levels to be aimed at in the medium- and long-term in business types and fields covered by the Benchmark System

Example of Behaviour Change Measures (Consumer):

A Research on Behaviour Change for Electricity Consumers (2015-16)



Past 12 months comparison



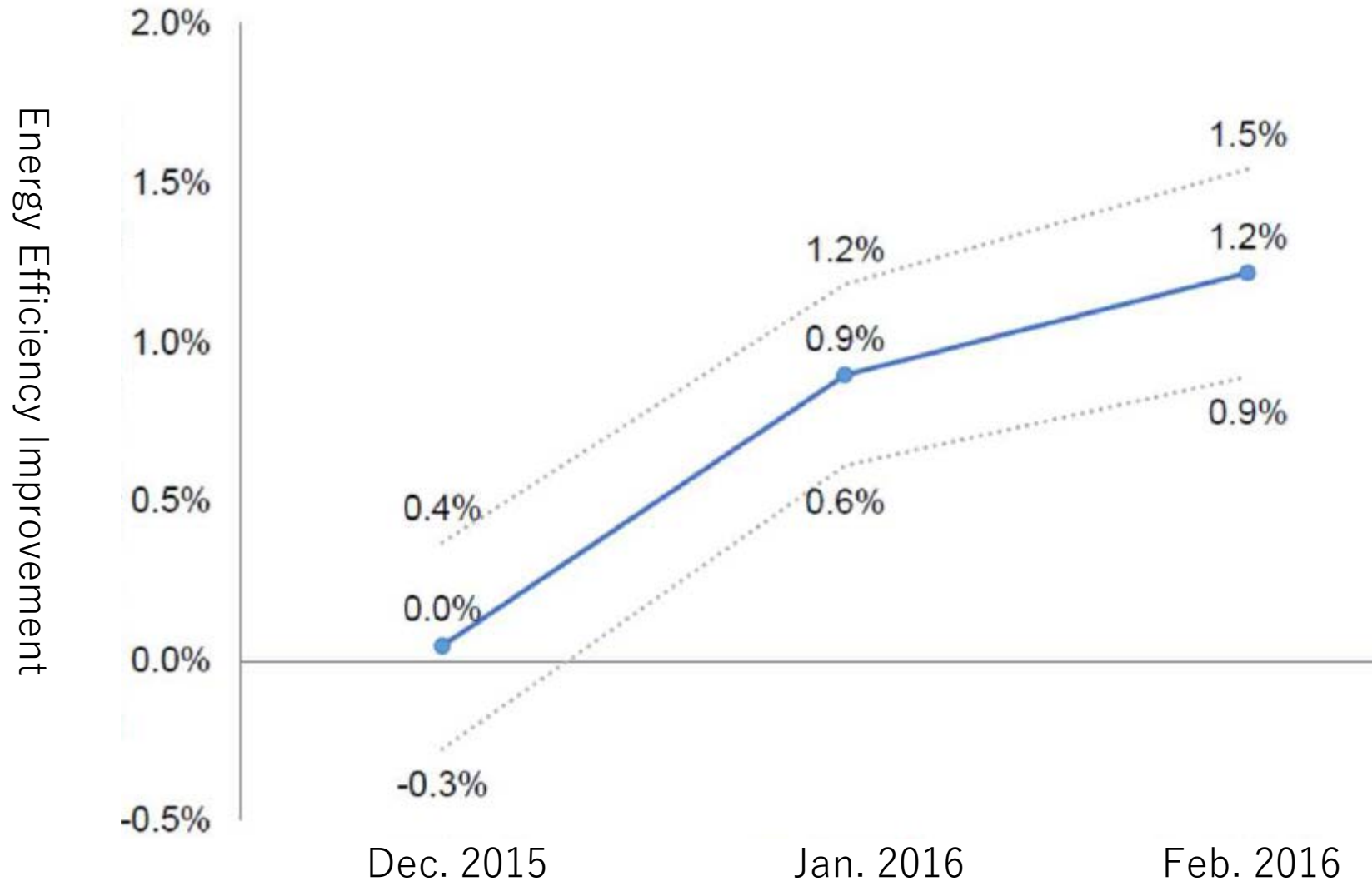
Recommended tips for EE

Customer Report (sample)

Source: METI

Example of Behaviour Change Measures (Consumer):

A Research on Behaviour Change for Electricity Consumers (2015-16)

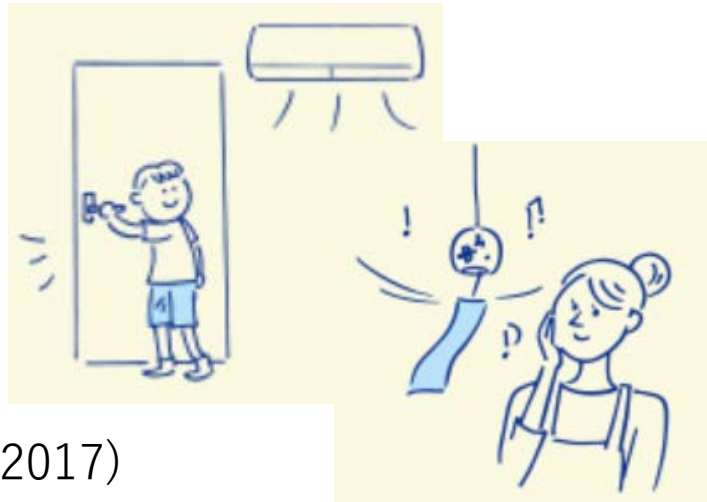


Source: METI

Example of Behaviour Change Measures (Home/Office):

Cool Biz – one of activities called “Cool Choice” since 2005

HOME



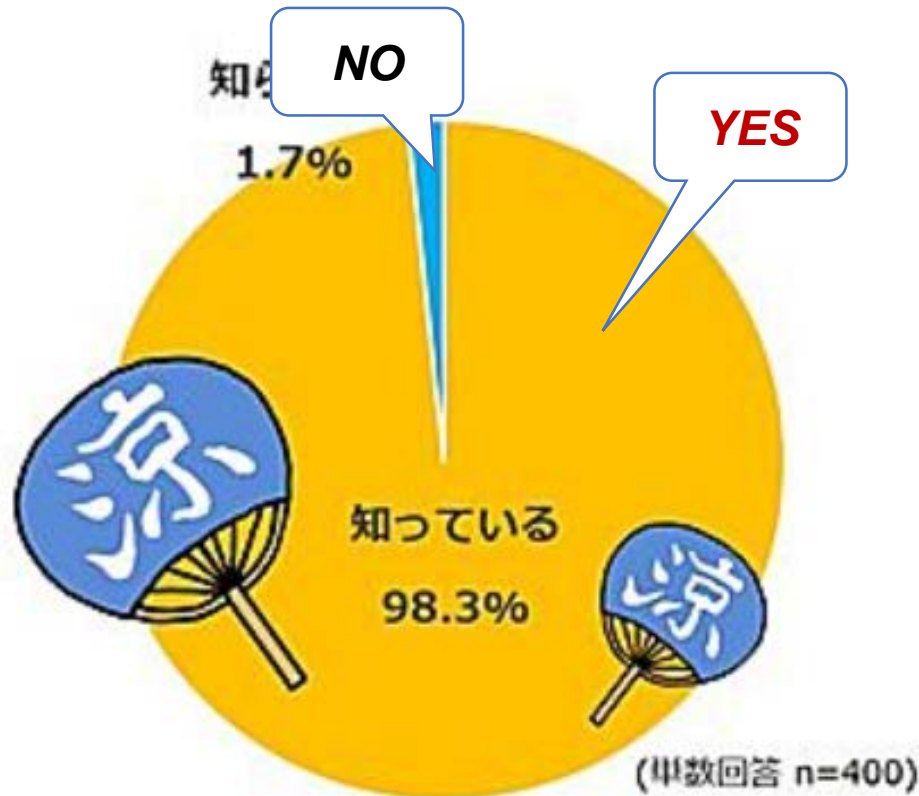
Household: 71.5%(2017)

OFFICE

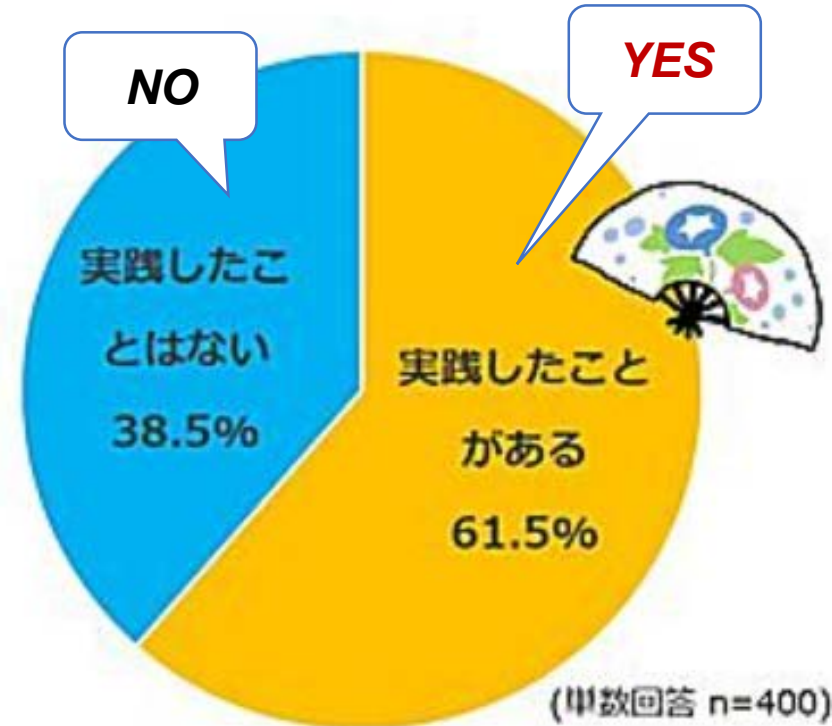


Example of Behaviour Change Measures (Home/Office):

Cool Biz – one of activities called “Cool Choice” since 2005



Q: Do you know “Cool Biz”?



Q: Have you ever done “Cool Biz”?

THANK YOU !

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