

Which Corporations Aim to Cut Emissions 60–80% by 2050?

Findings of New Study on Corporate Greenhouse Gas Emission Reduction Targets

Tokyo, Japan – November 19, 2008: e's Inc. (headquartered in Setagaya-ku, Tokyo; President Junko Edahiro) announced today the findings of its Study on Corporate Greenhouse Gas Emissions Reduction Targets. The study analyzes the targets of 55 selected corporations in their efforts against global warming. (Initial analysis was a review of corporate websites. Subjects were then mailed the findings, and 53% responded with corrections by mail.) The study found that 52 of the 55 corporations have quantitative targets to address global warming.

The targets of the 52 companies were classified based on three criteria considered important factors in target setting for emissions reductions: (1) targets are **long-term**; (2) targets are for **total emissions** (the only valid measure for impact on climate) rather than intensity targets (e.g., emissions per square meter of floor space, or emissions per unit of production); and (3) targets **include emission volumes from the companies' own manufacturing and operations**. Eight companies met all three criteria: INAX, JR East Japan, Lion, Ricoh, Seiko Epson, Shimizu Corporation, Sompo Japan, and Toshiba.

Anthropogenic carbon dioxide (CO₂) emissions total about 7.2 billion tons (carbon equivalent) per year, while the Earth absorbs about 3.1 billion tons per year. Considering future population growth and economic growth in developing countries, Japan needs to reduce its own emissions by 60% to 80%. Four corporations have long-term total reduction targets (including the emissions from their own manufacturing and operations) matching such a 60% to 80% reduction:

- **Seiko Epson:** 90% reduction of CO₂ emissions from 2006 to 2050
- **Ricoh:** 87.5% reduction of its own comprehensive environmental impact index from 2000 to 2050
- **INAX:** 80% reduction of CO₂ emissions from 1990 to 2050
- **Lion:** 67% reduction of CO₂ emissions from 1990 to 2050

See summary table on page 2. The full report can be downloaded (Japanese only) from the Daily Ondanka website managed by e's Inc. <http://daily-ondanka.com/>

e's Inc. provides government, businesses, local communities, non-governmental organizations, and individuals with consulting and communication services focusing on sustainability.

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	Total emissions	Emissions intensity
Long term	Seiko Epson INAX Ricoh Lion JR East Japan Toshiba Shimizu Corporation Sompō Japan Nissan* Hitachi*	Takenaka Corporation
Short term	Nippon Steel JFE Kobe Steel Asahi Kasei NEC Fujitsu Panasonic Sony Hitachi Fuji Xerox Toyota Mitsubishi Materials Kirin Brewery Tokyo Gas Aeon Ajinomoto Taisei Corporation Mitsubishi Estate Bank of Tokyo-Mitsubishi UFJ Asahi Beer Sapporo Beer Yamato Transport Sagawa Express	Tokyo Electric Power Kansai Electric Power Tokyo Gas Nippon Oil Idemitsu Kosan Showa Shell Sekiyu Mitsubishi Chemical Sumitomo Chemical Mitsui Chemical Taiheiyo Cement Honda Nippon Paper Oji Paper Suntory Kao Lawson Family Mart JR WestJapan Osaka Gas Canon
Corporations with no quantitative targets: Seven Eleven, Sony Bank, JR Tokai		

* Nissan and Hitachi have long term targets for products and services only.

Note: Hitachi and Tokyo Gas are listed twice because their targets fit into two categories.