



Towards the Building of Green Civilization Society

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About NPO Japan Association of Environment and Society for the 21st Century (JAES21)

- ◆ JAES21 is an NPO established in 1993 with the chief aim of formulating and presenting policy proposals for a sustainable Japan

◆ **Mission:** To chart a course of change in Japan in the direction towards a sustainable “Green Civilization Society”

◆ **Vision:**

We will:

- Seek to restructure our value system
- Promote changes in the present social institutions and systems
- Support technological innovation

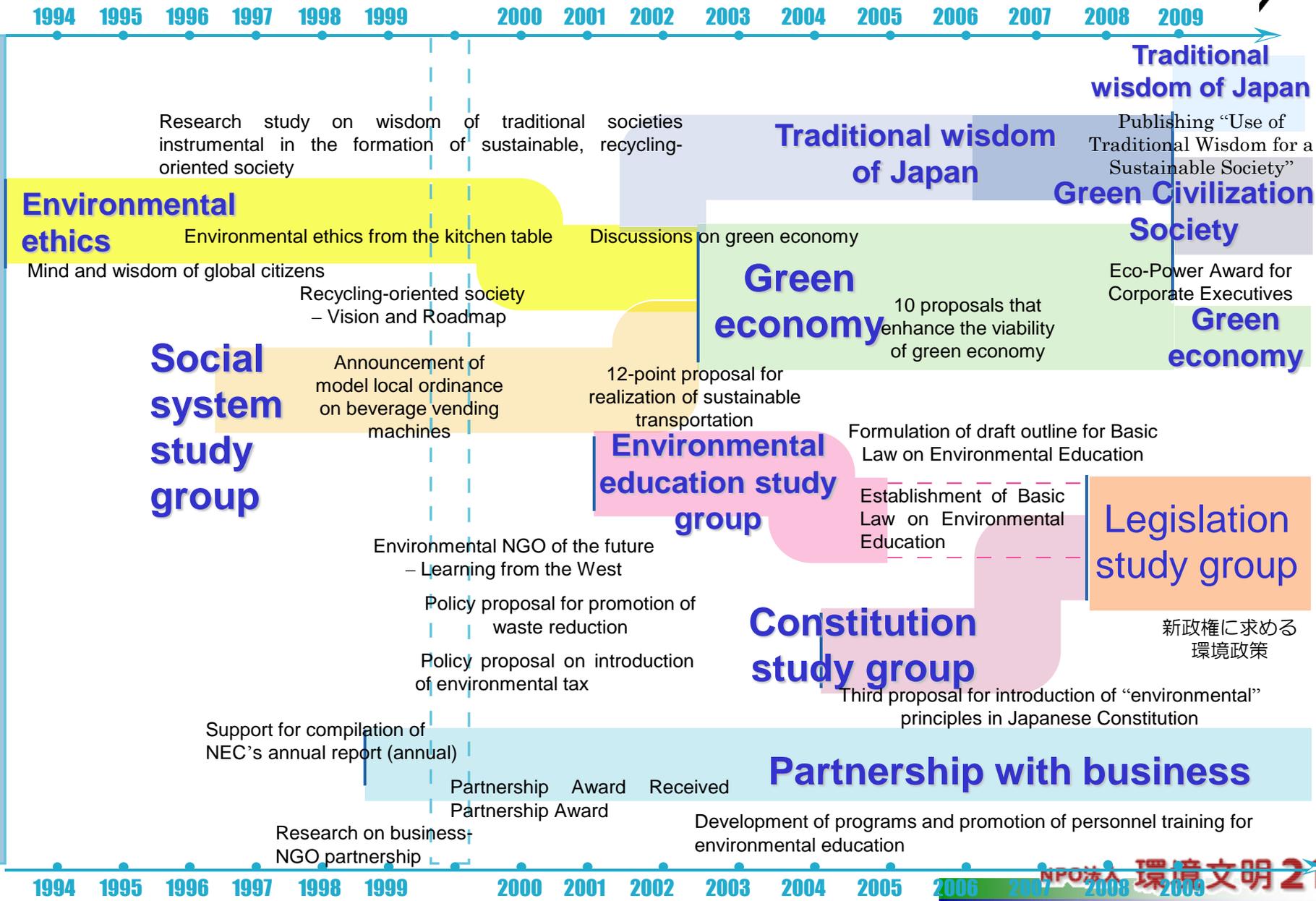


Founding members

Achievements in the past 16 years



21世紀の環境と文明を考える会発足



Major activities of JAES21

1. Recycling-oriented society – Vision and Roadmap

◆ Vision and roadmap for recycling-oriented society in the U.S. and Japan towards the target year of 2030 (Energy, waste, consumption and lifestyle, and business)

2. Law for the Promotion of Environmental Education

◆ Council meeting for the formulation of Law for the Promotion of Environmental Education
◆ Environmental education study group

3. Green economy

◆ 12 proposals that enhance the viability of green economy (Food, work and purchase)
◆ Qualifications of managers as leaders of the 21st century society

Projects for Green Civilization Society

4. Environmental ethics

◆ Mind and wisdom of global citizens – why environmental ethics now
◆ Environmental ethics from the kitchen table – Restoring traditional Japanese diet

5. Traditional wisdom of sustainability in Japan

◆ Application of Japan's traditional wisdom in the establishment of sustainable society in the 21st century (Greater emphasis on peace of mind than on attachment to things, learning to be fulfilled, sense of oneness with nature, etc.)

6. Introduction of “environmental principles” in Japanese Constitution

◆ The addition of another pillar of “environmental principles” to the three basic pillars of Japanese Constitution – democracy, peace and basic human rights -- which contains no reference to the term “environment.”

Premises for Examination of Green Civilization Society (1)

Declining and aging population

- Japan's population of 127 million in 2010 is projected to shrink to 115 million by 2030
- The number of people aged 70 or older is projected to expand from 11.9 million in 1995 to 27.8 million by 2020
- Japan is a nation with high life expectancy, at 79.29 years of age for men and 86.05 for women (2008).

GDP (2008: nominal GDP): GDP is declining in nominal terms

- GDP (4 trillion 900 billion US dollars)
- Per capita GDP (39,000 US dollars)

Widening disparity in wealth

About one third of employed persons hold non-regular jobs, with shrinking middle-class households , widening the gap between the rich and poor.

Environmental measures

Japan ranks among the top in the world in terms of overall environmental measures. While individual companies have the world's top-level technology in anti-global warming measures, the inadequate development of institutional frameworks essential for their expansion (including taxes and charges, emissions trading and system for fixed-price purchase of renewable energy) prevents wider application and further development of such outstanding technologies.

Premises (2) Traditional wisdom of Japan

1. Traditional Japanese wisdom was mainly formulated in the Edo Period.



(note: "Edo" is the former name of Tokyo)

2. Major Features of the Edo period (1603-1868)

(1) Population: 10 million (early 1600s)



33million (the end of the period)

(2) Industry: Mainly, Agriculture and Fisheries, which were accompanied by commerce and handcraft.

Premises (2) Traditional wisdom of Japan

(3) Religion: Buddhism and Shintoism

*Christianity was strictly prohibited.



(4) Education:

not only Samurai
but also ordinary
people enjoyed
high level of
education.

1. Traditional Japanese wisdom was mainly formulated in the **Edo Period**.

(5) National Isolation Policy:

- Introduced in 1587 and Completed in 1639
- Only Dutch, Chinese, and Koreans were allowed to visit Japan and do trade
- In 1853, US Navy Commander Perry came to Edo Bay, and forced to open Japan to Western Powers.
- 15years later, the Edo Period came to end and new Government came to power. (Meiji Restoration)
- With the beginning of the new Era, western culture together with arms flooded into Japan.

(6) Traditional 8-point Wisdom

- ① Higher emphasis on spiritual well-being and peace of mind than on attachment to material wealth
- ② Way of life based on oneness with nature and spirit of living in harmony with nature
- ③ Self-fulfillment: Learning to be contented or knowing enough
- ④ Deep-rooted thoughts on reincarnation and circulatory nature of things

(6) Traditional 8-point Wisdom

- ⑤ Respect for peace and harmony, and emphasis on the continuity of family
- ⑥ Atmosphere that respects free play of the mind
- ⑦ Ancestor worship and respect for forefathers for continuity of life and livelihood
- ⑧ Recognition of the value of education and committed efforts to nurture the future generations with affection

(7) Why is it lost or became worthless during the last half century?

- ① Japan's defeat in WW2
→ led to the rejection of much of pre-war values.
- ② The appeal of the American consumer civilization and top priority given to the values of market economy.
- ③ Decline in the ability of families to educate children.
→ parents lost confidence in passing down the wisdom.

Premises (2) Traditional wisdom of Japan

- ④ Urbanization and construction of housing complexes
→led to the decline of local communities, morality and codes of behavior.
- ⑤ Failure to explain the wisdom of traditional Japan in scientific language or logic.
- ⑥ The burst of the bubble economy and emergence of society on IT
→caused people to lose interest in traditional values.

3. Why is it lost or became worthless during the last half century?

Why Green Civilization Society? (Necessity and Indispensability)

1

Environmental and resource limitations will not tolerate the continued existence of conventional, mass-production/consumption society and economy, that use fossil fuels as a primary energy source.

2

In the course of pursuing mass production/consumption, we have witnessed the erosion of common, traditional values that have served to ensure sustainability in Japanese societies.

3

It was the socioeconomic activities spanning nearly two centuries in the past that functioned as direct and universal factors instrumental in the erosion of values as outlined above. This has led to the degradation of environment -- the foundation of all life and activities -- to a perilous level. For this reason, it is extremely important for us to shape a new civil society around the environment, the foundation of all sustainable societies, which we termed the Green Civilization Society (GCS).

Conclusion

Based on the above understanding, the first precondition of a Green Civilization Society as described here is that it should enable humans to overcome their environmental and resource constraints to ensure their sustainable existence. It is a society where people can live with dignity and a sense of purpose in the face of such difficult conditions. We believe in the inevitability of a Green Civilization Society, which places its primary focus on environmental conservation instead of economic growth as in the past, for as long as human society continues to exist.

3. Outline of Green Civilization Society(1)

Perspective

Tentative Definition of Green Civilization Society

- (1) Terms such as “recycling-oriented society” and “low carbon society” are often used to describe a sustainable society. JAES 21 has proposed a new term “Green Civilization Society” as a straightforward expression of a society that will achieve a radical transition in its principal focus from economic growth to sustainability of a society.

3. Outline of Green Civilization Society(2)

Perspective

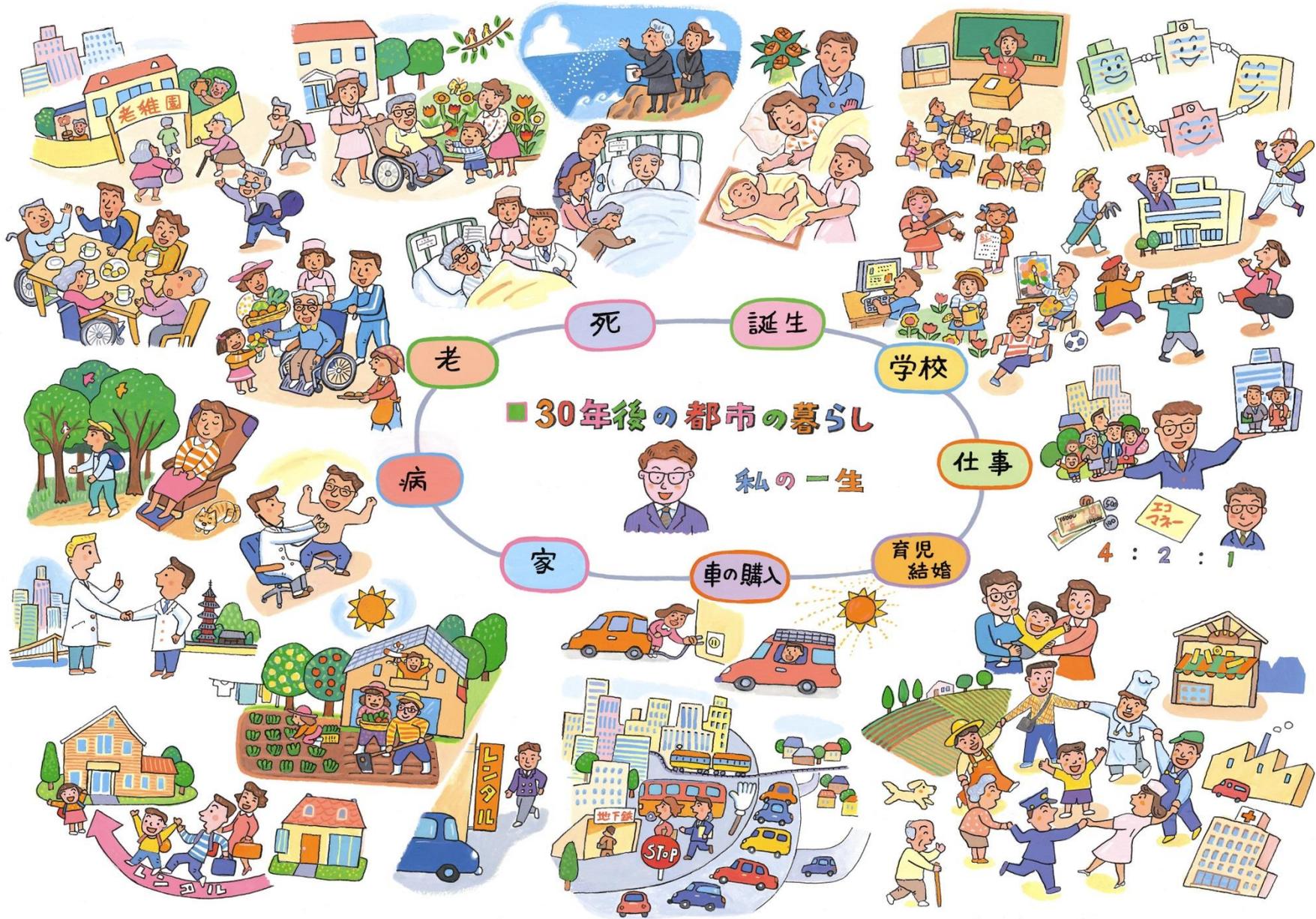
Tentative Definition of Green Civilization Society

- (2) A Green Civilization is a society where core values such as recognition of the finite nature of our planet are respected, social security and safety are ensured, and a delicate equilibrium between natural environment and economic activities (harmony) is maintained, towards the maximization of true abundance for the humanity.

- (3) We developed the term “Green Civilization Society” to describe a society that embodies the above requirements.

3. Outline of Green Civilization Society Perspective





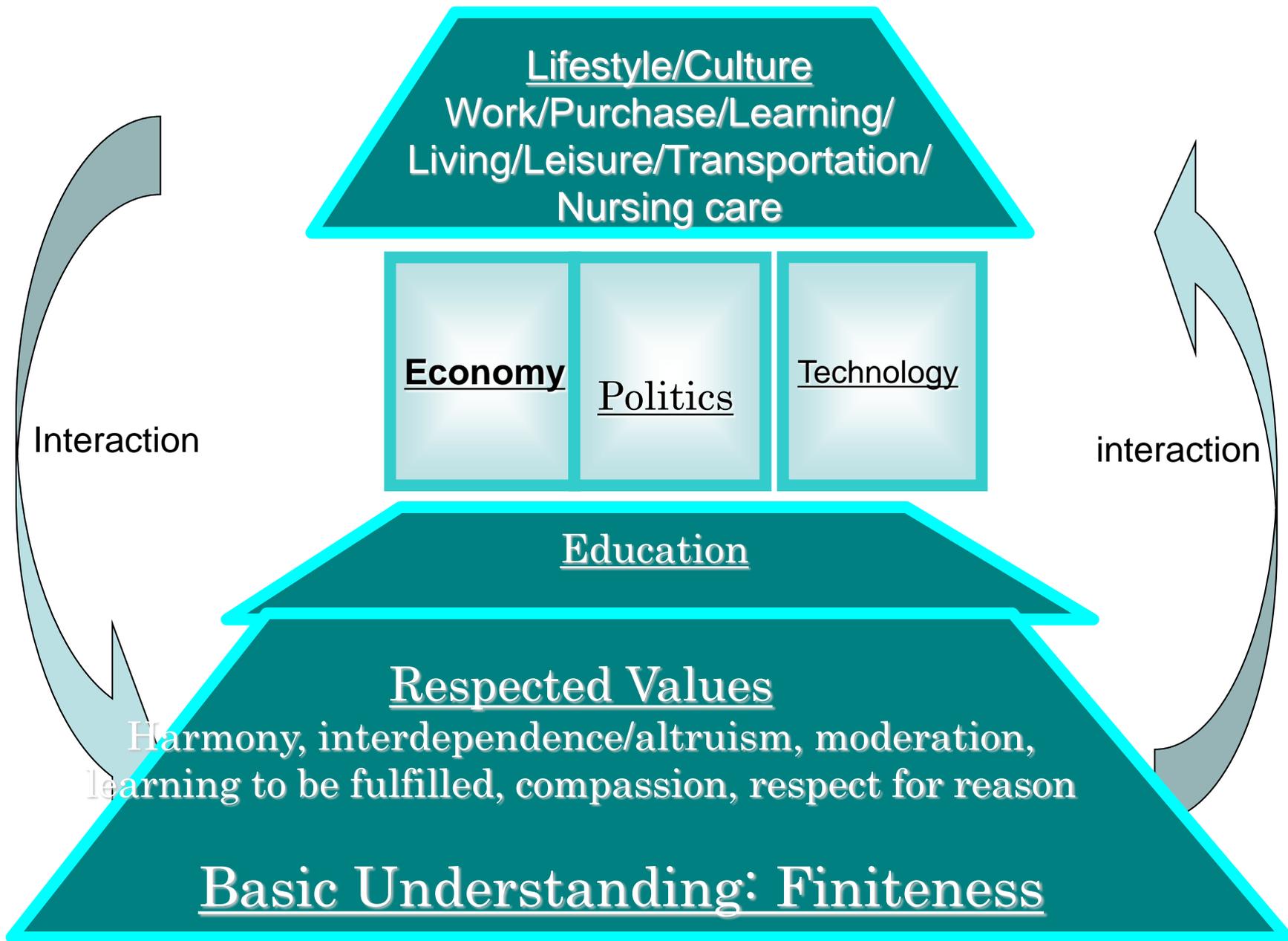


Table: Comparison with Past Civil Societies: Values in Different Civilizations

Period	<u>Agrarian/Pastoral Civilization</u>	<u>Industrial Civilization</u>	<u>Green Civilization Society</u>
	(Subservience to nature)	(Exploitation of nature)	(Civilization coexisting with nature)
	Pre-Industrial Revolution	Industrial Revolution-Present	Future
Nature Views	Subservience to / utilization of environmental limitations	Scant awareness on environmental capacity (Expansion/frontier-oriented thinking)	Awareness on environmental capacity (Finite)
Human-nature relationship	Local coexistence	Global exploitation	Global coexistence
Interpersonal relationship	Dominance and control according to social ranks	Market competition	Interdependence /Altruism
			Tolerance of diversity

Values Respected in Green Civilization Society

(1) Nature view and human-nature relationship

- * Global-scale coexistence beyond local-level coexistence in the Industrial Revolution era
- * Nature views in the Green Civilization Society place utmost emphasis on the global-scale sharing of awareness on the finite nature of environmental capacity

(2) Interpersonal Relationships

- * Incorporation of new values represented by concepts such as interdependence/altruism and tolerance of diversity by building on liberty, equality and other conventional values respected in the past civilizations
- * Interdependence/altruism refers to the idea of caring for others often at the cost of restraining one's desires
- * Tolerance toward diversity as an insight for people to live in harmony in the future global society

Incentives that Drive Civilizations

Period	<u>Agrarian/Pastoral Civilization</u>	<u>Industrial Civilization</u>	<u>Green Civilization Society</u>
	(Subservience to nature)	(Exploitation of nature)	(Coexistence with nature)
Principal energy sources	Energy existing in nature	Primarily fossil fuel-based energy (nuclear)	Renewable energy
Socially motivating factors	Survival and psychological security	Survival and economic benefits	Survival, economic benefits and altruism
	(Faith/ethics)	Material affluence	Spiritual abundance

* While altruism (compassion for others) is not a new idea, the concept in a Green Civilization Society also incorporates considerations for the local community, nations, earth, and future generations.

Education in Green Civilization Society

○ The emphasis in GCS is placed on offering equal educational and learning opportunities to all people and nurturing people who are able to share the basic understanding and values respected in the society and translate them into practice in daily life and socio-economic activities, all the while respecting individual personality and human dignity.

<Concepts>

- Full acceptance of the idea of finiteness /environmental ethics
- Tolerance of diversity
- Education to foster the concept of coexistence
- Awareness of environment as public goods and considerations for future generations
- Thoughts and action in addition to knowledge

<Policies >

- (1) Integration of environmental education in all educational processes
- (2) Exploration of new educational opportunities
- (3) Formulation of new “indicators” of human growth
- (4) Reforming leaders and teaching environment

Politics in Green Civilization Society

○Based on a sense of public morality among individual citizens, Politics in a GCS are directed towards ensuring sustainable and moderate material affluence, human dignity and spiritual abundance for all people and respecting regional autonomy in the global community, with its considerations reaching out to the socially vulnerable and future generations.

〈Concepts〉

- Positioning of the environment, the foundation of all forms of life and human activities, at the center of political decision-making.
- Mechanism in which the voices of future generations are reflected
- Global-scale decision-making

〈Policies〉

- Meaningful participation of citizens (participatory democracy)(participation in elections/ political parties and on policy levels)
- Transformation of political decision-making processes / Mechanism for accepting proposals by NPOs, etc. based on their highly professional expertise
- Establishment of autonomous zones on appropriate scales
- Inauguration of a climate security council

Economy in Green Civilization Society

- A Green Civilization Society seeks to integrate economy with environment, humanity and society through assurance of community-level autonomy and stability, based on a search for an optimal solution from a comprehensive viewpoint that considers the providence of nature, instead of working out an optimal solution from a narrow perspective of profit/income maximization.

〈Concepts〉

- A shift in focus from quantitative growth to qualitative growth
- Establishment of new rules for building a disciplined market economy that adequately reflects the limitations of and balances prevalent in nature and that incorporates virtues and ethics that reflect people's ideas
- Securing job opportunities to extend a safety net for all people

〈Policies〉

- Emphasis on Bio-(Buddhist) economics and volunteer economics
- Emphasis on regional economy and equilibrium between “local” and “global”
- Free economy under the CAP (restrictions on GHG emissions and space utilization) framework

Technology in Green Civilization Society

○ A Green Civilization Society embraces two directions: a positive outlook on technology as a problem-solving tool to aggressively promote technologies that can fulfill the needs of the future society; and mitigating the negative aspects of conventional technologies and restraining the use of technologies that increase the environmental load.

〈Transition to new technology systems〉

- Technology that utilizes natural energy
- Independent and autonomous local technology
- Diverse forms of natural harmonization technology
- Cutting-edge technology based on understanding of nature and laws of nature (e.g. biomimicry)

〈Transition on the side of technology-handling society〉

- Prevention of negative aspects of technology (building social consensus on technology utilization in accordance with the scale of their impact)
- Restraints on freedom of technology development (strategic application of preventive measures)
- Fair evaluation of technology (mitigating the asymmetrical nature of information)
- Improvement of technical literacy and technical communication

4. Conceptual Image of Urban Life in 2030

Food ①



- People grow vegetables in kitchen (corporate) gardens on condo verandahs and rooftops or company building rooftops, or in community gardens, which encourages greening and higher self-sufficiency rate. The harvested crops are shared by neighborhood families, promoting exchanges among members of the local community.
- Residents help out in nearby farms over the weekends and purchase fresh, locally-grown and -harvested food. About 70 percent of their food consumption needs are met by produce grown in the residing and nearby prefectures, as part of efforts to become more self-sufficient.
- Networks built to link cities with farming and fishing villages serve to raise the nation's food self-sufficiency rate.

Food ②



- People who are too busy to cook can use a nearby deli (local kitchen) or eat out at a community restaurant to take advantage of community's mutual help network.
- Residents organized into groups take turns to assume responsibility for meal preparation.
- Cooking classes are held during company lunch hours to encourage company workers to learn cooking.
- The entire family takes part in cooking and sits together for meals, as more people cook at home and enjoy better communication in the family.
- Food waste is reduced by eating more wisely and recycling kitchen waste.

Living / Community ①



- Cities are limited to a manageable scale that enables the sustenance of urban functions.
- Many homes have a park or green space nearby that can be used for a morning walk.
- The spirit of neighborly companionship – alive and well until around 1950s and 1960s – is revived in people’s way of life.
- Residents of several generations live in condos, rather than detached houses. Nursing care homes are constructed for senior citizens.
- Institutions for mutual help beyond blood ties are incorporated, where young people care for elderly citizens living alone and senior citizens help with childcare (Suggestion of Eco Village).

Living / Community②



- Currently available public spaces (such as closed school buildings) are renovated to build communal housing.
- Condos are built at medium/low height with three or four floors, with the rooftop set aside for vegetable gardens and greens.
- Eco-houses that have less impact on the environment are constructed with environment-friendly devices, e.g. using natural air stream for ventilation, collecting rainwater, or taking advantage of natural energy in other ways.
- Solar cells, fuel cells and other forms of renewable energy are used for everyday energy needs.
- Appliances with certified eco-friendly performance “Top Runner Program” are introduced in rental accommodations.

Work / Commuting ①



- The average commuting time is less than one hour, or a distance that enables the worker to walk home in times of emergency.
- Cycling roads are constructed and expanded to discourage driving to work.
- Diverse styles of work are offered beyond shorter working hours including flextime, so that people have a choice in the way they work.
- All young people have jobs where they find joy in working.
- Corporate culture becomes more worker-oriented as people actualize social needs through work.

Work / Commuting ②



- A proper, clear-cut wage system is in place so that anyone willing to work in earnest is able to earn a living. Equal pay for equal jobs.
- Restrictions on overtime and work sites equipped with child-care facilities enable working parents to work and take care of their children more easily.
- Instead of dividing jobs according to sex, work is transformed so that men and women help each other out in the community, adapting their ways of living and eating.
- A mandatory once-a-week “Family Day” is enforced.

Play / Leisure



- Enjoyable leisure activities are offered through eco tours, hands-on experience in nature, and teaching of traditional games and play in the local community.
- Experience-based primary industry tours offer fun ways to learn the importance of primary industries.

Purchase / Use / Manufacture

- With a shift in emphasis from ownership to use, rental and lease arrangements are available for home appliances and automobiles.
- Environmental load is displayed on each product/service along with price.

Childcare / Welfare / Medical Services

- An environment in which people can raise children with affection is offered.
- Children are taught in the family to have compassion for others and realize the importance of non-monetary values.
- The financial burden of childcare, education, nursing care and medical expenses is not excessive.
- Citizens have access to good childcare, medical and welfare services and programs.
- The local community offers places where welfare services are provided in combination with childcare.

Learning / Fostering



- Places of learning outside the school are made available in the community.
- Eco Villages offer opportunities for people to learn from each other beyond the generation gap.
- School buildings after pupils go home are used as a teaching place for adults.
- University graduates engage in one-year volunteer activities before landing a job.
- The community has many facilities where people can learn about the environment.

4. Conceptual Image of Regional Life in 2030

Food



- The nation's self-sufficiency rate is around 70 percent, with high priority placed on food diplomacy.
- Larger numbers of people are engaged in agriculture and other primary industries, raising the domestic self-sufficiency rate.
- Citizens have ample opportunities to learn wise ways of eating, diet education and other issues associated with food.
- Family members have meals together.
- Locally-grown and locally-marketed foods are the norm.
- Businesses grow or manufacture foods to supply the needs of their employees.

Work



- The implementation of work sharing, improvement of occupational training, and other programs serve to secure jobs and offer career choices.
- Restrictions are enforced on overtime. The number of paid holidays excluding Saturdays and Sundays totals 30 days a year.
- There are many small, flexible companies in the community.
- Workers take pride in working for society by utilizing their capacities.



Purchase / Use

- Information on environmental load is displayed on each product in a highly visible format.
- Manufacturers and businesses produce the optimum amount of products while consumers use good-quality products for many years.
- With fully developed environment-friendly production systems in place, everyone is a green consumer.

Learning



- School education is free with increased government assistance.
- The quality of education as a whole is upgraded through improvements in the quality of teaching staff.
- A wide range of places for learning outside the school education system are offered in the local community to enhance opportunities for learning.
- Teachings on ways of life including moral principles are given alongside basic education.

Living



- Houses are constructed using locally produced timber and resources. Town planning incorporates abundant greenery with eco-houses that utilize natural energy.
- Town planning is designed to discourage dependence on motor vehicles to create a community where residents can get around comfortably on foot and bicycles.
- Living in cooperative housing promotes exchanges in the local community.

Vacationing / Leisure



- Low-cost, comfortable and clean vacation facilities are available in large numbers.
- Less energy-dependent leisure activities for all people to enjoy are developed and widely popular.
- Eco-tourism and green tourism are promoted to ensure a certain level of income for people in the local community.
- Traditional culture and art performances and events are organized closer to home for easy access.

Transportation ①

- People have more time on their hands as work places are located closer to home and commuting distances become shorter.
- Public transport networks are expanded, with local lines crisscrossing the nation.
- With cycling roads constructed throughout the country, bikes serve as a handy mode of transportation for distances of up to 30 kilometers.
- Water transportation systems are revived.

Transportation ②

- The popularity of park-and-ride system offers a safe environment in the city for children to play.
- People move from one place to another at slower speeds.
- People are encouraged to use small vehicles, eco-cars and community buses (mass transit systems including local lines are underdeveloped today).

Nursing Care / Childbirth / Childcare

- Grand parents, parents and children live together, so that older people may feel a sense of worth by playing a role in children's education.
- The average number of children per family is around 2.5.
- The primary school district forms one big family as neighborhoods and community play a part in nursing care and child care.



Social Exchanges

- Numerous places for social exchanges in the community help to reduce the number of senior citizens suffering from loneliness.



Creative and Cultural Activities



- Public funding is made available to cultural activities in the local community.
- Cultural facilities are built as places where children can get acquainted with grown-ups they can look up to and where they can hang around after school.
- Autonomous energy systems are in place, enabling residents to generate the energy they consume.
- Traditional culture in the local community is passed on, as people have ample opportunities to appreciate traditional culture.

Roadmap and Policy Instrument toward Green Civilization Society

This issue will be examined over the
next year and beyond.

