



“RE Action – Declaring 100% Renewable” Launched

A New Leadership Framework for Small and Medium Enterprises and Other Organizations

The Green Purchasing Network (GPN), ICLEI Japan (ICLEI), Institute for Global Environmental Strategies (IGES), and Japan Climate Leaders’ Partnership (JCLP) jointly launched “RE Action – Declaring 100% Renewable” on 9 October 2019. This initiative targets and supports local governments, educational and medical institutions, and small to medium-sized enterprises to declare conversion to 100% renewable electricity.

In Japan, there is an increasing interest in RE100ⁱ, the global corporate leadership initiative bringing together multinational companies committed to 100% renewable electricity worldwide. More than 25 Japanese companies, including Sony and Fujitsu, have joined in the last two years, sending a positive demand signal to the market.

While eligibility to join RE100 is limited to “enterprises over 10GWh electricity consumption”, RE Action will provide a platform for smaller companies and other organizations willing to make the same commitment. There are approximately 4 million organizations of this size, covering approximately 40-50% of electricity needs, in Japanⁱⁱ.

In many cases, electricity purchase prices set for these smaller organizations are relatively high, but by joining the RE Action initiative participant organizations will send signals to society regarding their need for reasonably priced renewable electricity. The initiative will help drive investments and forward-thinking policies for renewable electricity.

After the United Nations Climate Action Summit that took place in New York City on 23 September, there is now greater public recognition of the need to transition to a decarbonized society. Demands for such a change are expected to increase significantly in today’s world, where actions by policy makers, enterprises, local governments, as well as organizations such as educational and medical institutions, are required. Through the RE Action initiative, GPN, ICLEI, IGES, and JCLP will contribute to the transition to a decarbonized society in Japan.

[More information about RE Action - Declaring 100% Renewable]

Official website: <https://saiene.jp/>

[A list of RE Action Participants and Ambassadorsⁱⁱⁱ]

See Official website <https://saiene.jp/> (Japanese Only)



[Endorser]

The Climate Group and CDP endorse RE Action, in association with their RE100 initiative (www.RE100.org). However, the organisations are not directly involved in the operating of RE Action, and RE100 is completely separate.

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About the Green Purchasing Network (GPN)

The Green Purchasing Network (GPN) is a non-profit organization whose mission is to promote the ideas and practices of green purchasing in Japan. Since its establishment in 1996, the GPN has taken a leading role through its activities.

The Network's objectives are:

To disseminate the concept of, and promote the practice of green purchasing among the central and local governments, businesses, and consumers.

To provide guidelines and information necessary for practicing green purchasing.

<https://www.gpn.jp/>

About ICLEI Japan (ICLEI)

ICLEI Japan, one of the country offices of ICLEI -Local Governments for Sustainability (World Secretariat: Bonn in Germany), serves to build and enhance the local governments' network in Japan and ICLEI global network. ICLEI Japan supports the member cities to lead local initiatives, to promote global collaboration to achieve regional and global sustainability in partnership with other 22 ICLEI offices in the world.

<http://japan.iclei.org/index.html>

About Institute for Global Environmental Strategies (IGES)

The Institute for Global Environmental Strategies (IGES) is a collaborative research and outreach organisation working to accelerate the transition to a sustainable, resilient, shared, and inclusive Asia-Pacific region, both across borders and within the world at large. Our strategic research and operations are defined by a mission-- to drive action on the world's most critical environmental and social challenges through the delivery of trusted expertise on sustainable development and resilience.

<https://www.iges.or.jp/en/>

Japan Climate Leaders Partnership (JCLP)

JCLP is a coalition of more than 110 Japanese companies that aims to create a zero-carbon society, seizing on the idea that sustainable low-carbon development is a prerequisite for economic activity. It was set up in 2009 to urge the business sector in Japan to develop a sense of urgency on climate actions and to initiate a more proactive response. Recognizing the key challenge climate change poses to society its members are committed to bold action and to integrate decarbonization measures into their core business models. JCLP remains unique in Japan in that a key focus is policy engagement around actions for decarbonization, aimed at both local and central governments in the country. With the aim of



achieving carbon neutrality, JCLP also act as a regional partner in Japan for RE100, EV100 and EP100 campaigns.

<http://www.japan-clp.jp/en/>

[Further Inquiries]

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- ⁱ RE100: Led by The Climate Group in partnership with CDP, RE100 is a collaborative initiative bringing together the world's most influential businesses committed to 100% renewable power. Renewables are a smart business decision, providing greater control over energy costs while helping companies to deliver on emission reduction goals. RE100 members, including Global Fortune 500 companies, have a total revenue of over US\$5.4 trillion and operate in a diverse range of sectors – from information technology to automobile manufacturing. Together, they send a powerful signal to policymakers and investors to accelerate the transition to a clean economy. RE100.org | #RE100
 - ⁱⁱ The Small and Medium Enterprise Agency, Agency for Natural Resources and Energy, The Federation of Electric Power Companies of Japan FEPC INFOBASE
 - ⁱⁱⁱ Ambassadors are organizations that have expressed their cooperation as supporters of this initiative, such as introducing activities and PR, and expressing support and support for activities. (The target organizations are central government ministries, prefectural governments, and municipalities designated by government ordinances)