



"Decokatsu"

(National Movement for New and Prosperous Lifestyles toward Decarbonization)

Zero-Carbon Lifestyle Promotion Office

As of 6th March, 2024



What is "Decokatsu"?

- We started a national movement to change people's behavior and lifestyles toward decarbonization. The movement is named "**Decokatsu**", combining "**DE**"carbonization, "**ECO**", and "**Katsu**" (Japanese word for activity and lifestyle)

1 Present an **overall image, picture of future prosperous lifestyles**



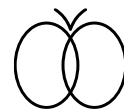
2 Support new lifestyles of citizens and consumers



- Suggest **new lifestyles packaged with products/services**
- Propose & inform of **International Coordination of Lifestyle Innovation through Public-Private Partnerships**



Stimulate **new behaviors** and **global market creation /integration of market needs**



DECOKATSU

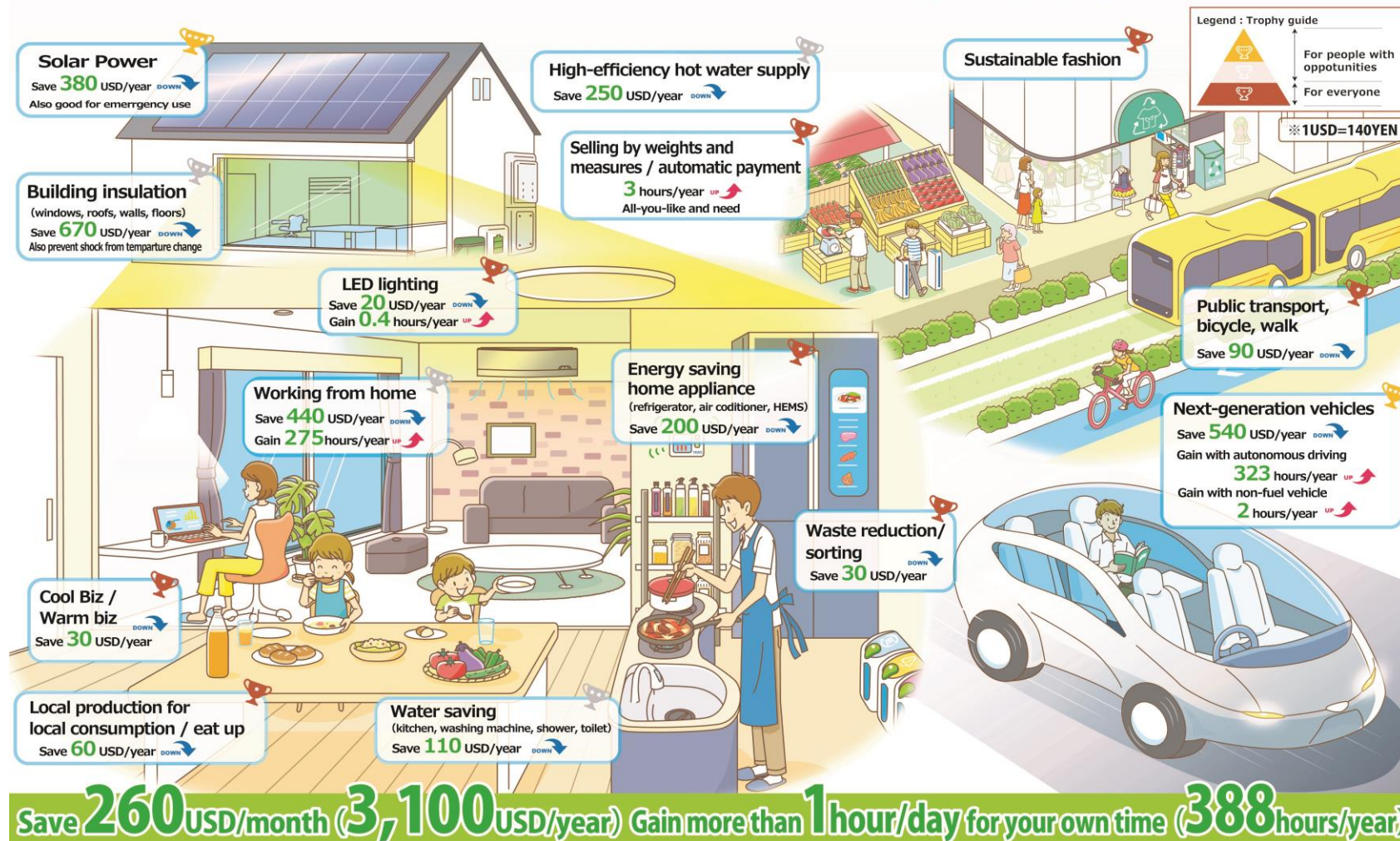
Background of Decokatsu

- To achieve decarbonization, large-scale reductions in living & lifestyle are also required **for 2030: 66% household**

Outline of Plan for Global Warming Countermeasures (2021)

Greenhouse Gas Emissions and Absorption (Unit: 100 million tons-CO ₂)		2013 Emission	2030 Emission	Reduction rate	Conventional Goals
		14.08	7.60	-46%	-26%
Energy derived CO		12.35	6.77	-45%	-25%
Sector	Industry	4.63	2.89	-38%	-7%
	Business etc.	2.38	1.16	-51%	-40%
	Household	2.08	0.70	-66%	-39%
	Transportation	2.24	1.46	-35%	-27%
	Energy Transformation	1.06	0.56	-47%	-27%
Non-energy derived CO ₂ , methane, N ₂ O		1.34	1.15	-14%	-8%
HFC and other 4 gases (CFCs)		0.39	0.22	-44%	-25%
Absorbent		-	-0.48	-	(-37 million t - CO ₂)
Bilateral Crediting Mechanism (JCM)		Aiming for a cumulative international emission reduction/sequestration of about 100 million t-CO ₂ by FY2030 through public-private partnership. Appropriately count the credits earned by Japan for the achievement of Japan's NDC			-

Newly Prosperous Lifestyles toward Decarbonized Society in 10 years after



Making full use of digital tech, support various comfortable **ways of working and living**



1

Offer and suggest **products and services** that support new lifestyles leading to decarbonization



2



3

Encourage behavior changes through **incentives** and effective spread of info (awareness, nudges)

4



Suggest and support lifestyles unique to each **region**



Provide various **analog and digital opportunities and venues (support sites)** for people to **learn, be exposed to and experience** overall image of "Decokatsu"

"Decokatsu Support Team" (Public-Private Partnership Council for New National Movement)

Establishment of Decokatsu Support Team



Decokatsu Support Team is a place for ...

- ① Proposals for a new and prosperous lifestyle package that combines digital applications, products, and services.
PR for individual initiatives, products and services
388 cases registered on the portal
- ② Sharing best practices
- ③ Proposals and requests for government policies

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Together Towards Net-zero *and* Well-being in Life


Introduction of Products, Services and Initiatives to create Newly Prosperous Lifestyles toward Decarbonization.

Upcoming Event

November 18th, 2023. 16:00–19:00 JST (GMT+9)

[Watch online at: Online Workshop for Net-zero and Well-being in Life \(English\)](#)

[Watch online at: Online Workshop for Net-zero and Well-being in Life \(Japanese\)](#)



G7 HIROSHIMA SUMMIT 2023



<https://www.g7life.org/>
or from the QR code:

G7 Platform for Net-zero and Well-being in Life was launched on November 13th.

- We are showcasing cases from Governments of G7 countries and EU, and 4 international organizations.
- Moreover, we have 106 cases from stakeholders, including local governments, businesses and organizations

Inquiries/Contact Us



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