

METI's Policy on Environment

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• Establishment of the Green IT Promotion Council

Created as a venue where IT-related industry groups, technology development bodies, universities, government bodies, and others can come together to work on Green IT

Strengthen Cooperation among Industry,
Academia, and Government

Government's Role

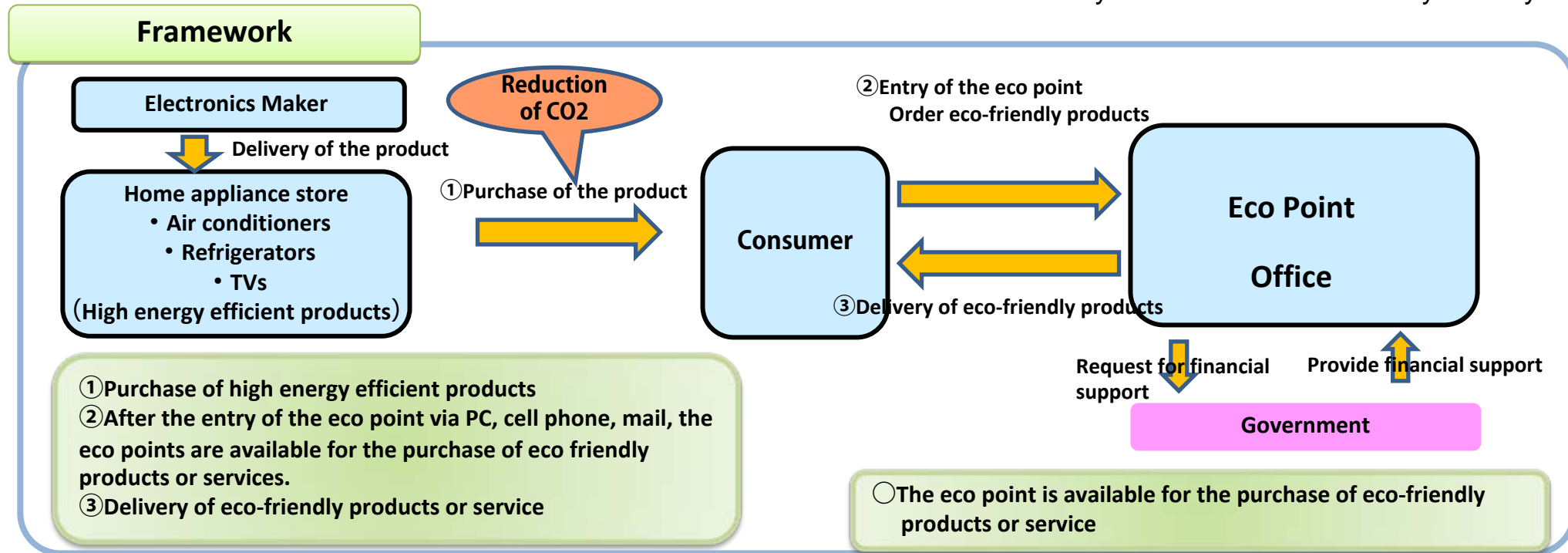
- Assist the development of innovative technologies
- Promote the widespread use of energy-efficient technologies and products
- Study ways of measuring environmental contributions

International Partnerships and Collaborations

- Hold international symposiums
- Collaboration with overseas organizations
- Western corporations and consortiums
 - Collaborations with Asian industries and governments

Promotion of "Green Electronics" by using "Eco Points"

* "Eco-friendly" means "Environmentally-friendly"



Concept of the Eco Point

- About 5% of the purchase price of "Green Electronics" (energy efficient A/C, refrigerators, TVs) is added as the Eco Point
- An extra 5% is added in case of TVs (for the promotion of digital broadcasting)
- A recycling charge is also added to the eco point

Conditions	A/C	Refrigerator	TV
High energy efficient product	5 %	5 %	5 % + 5 %(for DTV)
In case of recycling	Recycling charge	Recycling charge	Recycling charge

Thank you

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