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Japan Electronics and Information Technology Industries Association

PRESS RELEASE

Launch of the Green x Digital Consortium

- Founding members comprise over 50 companies from a broad spectrum of industries and business types
- Aimed at using digital technologies to achieve carbon neutrality across society

More than 50 companies from a range of industries and business types today launched the Green x Digital Consortium with the aim of creating new markets and a new society using digital technologies so as to realize carbon neutrality across society. The Japan Electronics and Information Technology Industries Association (JEITA; chaired by Satoshi Tsunakawa, Representative Executive Officer, President & CEO, Toshiba Corporation) will serve as the consortium's secretariat.

The consortium brings together companies from all business types and industries that use digital technologies to work on a cross-industry basis to promote corporate carbon neutrality and create and deploy new digital solutions leading to industrial and social transformation. A steering committee headed by Toshiba Corporation has been set up under the general meeting to direct the consortium's work. Two working groups have also been established (see below for details), with the consortium commencing its activities.

Visualization Working Group (Leader: NEC Corporation)

This working group will seek to use digital technologies to build a platform for visualizing (sharing) carbon data for the entire supply chain as a means of supporting business practices designed to achieve global supply chain carbon neutrality, as well as rule-making to that end in Europe and elsewhere. It will also aim to build a mechanism that appropriately reflects efforts to reduce carbon emissions across the supply chain in the form of data so as to encourage corporate engagement.

Working Group for the Early Realization of VPPAs

This group will work toward the early realization of Virtual Power Purchase Agreements (VPPAs) in Japan as a new renewable energy procurement method, expanding the methods available.

In addition to the above, the consortium will consider establishing working groups on the following themes:

- Dissemination of renewable energy utilization services
- Achieving carbon-neutral data centers

JEITA will serve as the consortium's secretariat as part of the JEITA Co-Creation Program, established in May 2018 to pursue co-creation and create new markets with companies and ventures in all industries and business types toward resolving a broad range of social issues. Based on the consortium's mission of developing the business environment to realize economic growth through "green x digital," we will accelerate activities that use digital technologies to create new value for a green society toward realizing carbon neutrality across society.

Consortium Chair Noboru Koshizuka (Professor, Interfaculty Initiative in Information Studies, The University of Tokyo) spoke about the consortium as follows:

“Responding to global warming is a pressing issue for all humanity. Japan and the world are beginning to directly confront this issue, as seen in the COP21 Paris Agreement and Japan’s 2050 Carbon Neutral Declaration. The power of digital technologies will be critical in realizing a green society. We must engage in efforts such as visualizing the status of greenhouse gas emissions, realizing efficiency and eliminating waste across the supply chain, and making maximum use of digital technologies to build national resilience. This consortium realizes a framework for cooperation among players from all industries in these Green x Digital endeavors.”

The consortium’s initiatives will be reported in subsequent press releases.

Attachment: [Green x Digital Consortium](#)

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