



Green x Digital Consortium

Utilizing digital technology and solution to achieve carbon neutrality across society

What we will do as “Green x Digital”

More than 120 countries and global corporations have declared carbon neutrality

Green is the key to

- tackling climate change
- corporate strategies to enhance competitiveness



Digital innovation has the power to transform industry and society

Digitalization is the key to

- sustainable economic growth
- achieving the Sustainable Development Goals and carbon neutrality



Digital technology is essential in enhancing “green growth”

Green x Digital

- provides digital technologies to achieve carbon neutrality
- creates new solutions to achieve green social transformation



Establishment of the Green x Digital Consortium (MOI)

Amidst global growth in ESG investment, companies are expected to take an even more ambitious approach to disclosing information on their climate change measures and to reducing greenhouse gas emissions in their business activities. More and more companies are placing these efforts at the top of their management agendas, and industry too is working to realize carbon neutrality across the supply chain.

At the same time, national and regional governments around the world are seizing on carbon neutrality as a growth opportunity, introducing bold policies and measures like the European Green Deal to achieve effective decarbonization. In October 2020, the Japanese government announced that it would aim to realize carbon neutrality by 2050. Identifying the generation of a virtuous cycle of economic growth and environmental protection as a pillar in its growth strategy, the government has pledged to do its utmost to realize a green society.

As noted in the government's Green Growth Strategy, the utilization of digital technologies will be vital in achieving Japan's 2050 carbon neutrality goal, with the "green" and "digital" elements working together to drive the initiative forward. Optimal use of digital technologies will not only enable more efficient energy use through IoT and AI but will also link the efforts of individual companies and industries, opening the way for overall industrial and social optimization.

The Japan Electronics and Information Technology Industries Association (JEITA) has established the Green x Digital Consortium as a space for pursuing activities that promote corporate carbon neutrality and create and deploy new digital solutions leading to industrial and social transformation. Through the consortium, we will work to digitize environment-related fields and create new business models so as to enable the relevant Japanese industries to lead global green markets.

Overview of the Green x Digital Consortium

Membership



Activity

- I . Promote dialogue and cooperation for decarbonization
- II . Produce a vision for a carbon neutral society
- III . Propose solutions leading to industrial and social transformation

Cooperation

- I . Cross industrial approach
- II . Public-private cooperation
- III . Global collaboration

Multiple stakeholders comprising supply chains/value chains work together across sectors

Public-private cooperation accelerates and enhances green growth

A globally harmonized approach is essential to enhance Green x Digital initiatives

3 pillars of our action

Data visualization

Objective

- Visualize CO₂ emissions throughout supply chains
- Facilitate engagement between companies

Action

- Build a platform for visualizing (sharing) carbon data for the entire supply chain
- Expand data scope

Members

- Platform operators, digital solution providers, manufacturers, service providers, etc

Value Creation

Objective

- Facilitate green value creation as new business in the Green x Digital sector

Action

- Identify issues in creating a green value evaluation scheme
- Build a mechanism to encourage renewable energy use as green value

Members

- Renewable energy providers, platform operators, digital solution providers, manufacturers, etc.

Global Communication

Objective

- Build recognition of how digital innovation is crucial in facilitating a green society
- Harmonize systems at global level

Action

- Organize inter-industry dialogue
- Work with governments to build consensus at global forums

Members

- Companies developing global business

Timeline

