

The Japan Electronics and Information Technology Industries Association  
and the EU-Japan Centre for Industrial Cooperation  
Joint Webinar

Green x Digital  
-Possibility of EU-Japan Industrial Cooperation-

Wednesday April 6, 2022, 16:30-18:15 Tokyo (9:30-11:15 Brussels)

The webinar was started by the MC & moderator Tanabe, Managing Director, EU-Japan Centre for Industrial Cooperation and then Hisato Nagao, President of the Japan Electronics and Information Technology Industries Association (JEITA) gave opening remarks.

- Kazumi Nishikawa, Director, IT Industry Division, Commerce and Information Policy Bureau, Ministry of Economy, Trade and Industry METI
- Regarding the relationship between digital and green. Digitalization will further accelerate greening. However, accelerating digitalization consumes more electricity. It would be nice if everything could be covered by renewable energy, but that's not possible. Herein lies the challenge of digitalization. The key to solving this problem is reducing power consumption on the cloud side through edge processing, optimizing the placement of cloud processing power, and increasing efficiency through next-generation semiconductors. It is also important to convert data centers to local production for local consumption, save labor through optical signals, and utilize next-generation computing such as quantum computers. I suspect that Europe has similar ideas and methods, what do you think?
- Shigeki Shimizu, Senior Vice President, CSCO, and Sustainability Promotion Division Manager, NEC Corporation
- We have been working on environmental issues for over 20 years. We divide our efforts into two parts: efforts within our company and our supply chain, and contributions to our customers and society. The company aims to reach RE100 in 2050. The company is working to reduce emissions by 55% by expanding renewable energy and purchasing greener electricity. Endorsed by 10,000 suppliers. However, reductions in emissions are difficult to see. This is also the reason why JEITA is developing the Green x Digital Consortium. We are contributing to society in the form of developing green ICT infrastructure. The Green x Digital Consortium's biggest challenge is to promote greening through digital technology, and currently 100

companies from all industries are members. Visualizing emissions across the entire supply chain is the most important issue for the consortium. We are working on having a common solution for this. The purpose of the platform is to understand the entire value chain. Step 1: Issue extraction, Step 2: Methodology review, Step 3: Demonstration experiment using a pilot model. I think it would be great if we could expand the visualization of emissions globally in the future.

- Ilias IAKOVIDIS, Advisor, Green Digital Transformation of DG CNECT, EU Commission
- CO2 emissions from the ICT industry account for 3% of the total. There are two aspects. One is how to make IT green. If ICT itself does not become green, it will not be able to contribute to other industries. Naturally, reducing power consumption is important, but another important factor is the consumption of materials. In Europe, we are responding by using products for a longer period of time. The ICT industry itself is aiming to realize CN in 2040. However, digital and green synergies are needed to have a ripple effect on other industries. It is also important to consider what kind of opportunities greening presents for the ICT industry. Digital makes it possible to measure and evaluate greening. That will lead to synergy. Tracking, which is important in a circular economy, is enabled digitally. Digital passports cannot be realized without ICT. This can attract new investment. However, simply going digital does not necessarily make it green. Guidelines are needed. Measurement of effectiveness is also necessary. In order to promote these efforts, the Digital Coalition was created in the EU in 2021, and currently has 34 member companies. Japanese companies are also welcome to join.
- Patrice Chazerand, Policy Director, DIGITALEUTOPE
- Green and digital are the twin engines of the EU. DIGITAL UTOPE has over 75 members, including major companies. This includes pharmaceutical companies, credit card companies, etc. Trade promotion organizations from more than 40 countries are also members. They serve as a gateway to small and medium-sized enterprises. As a result, approximately 36,000 companies are involved in DIGITAL UTOPE. DIGITAL UTOPE has made eight recommendations for going green by digital. 1) Setting KPIs to maximize synergy effects, 2) Considering how to utilize shared data, 3) Reviewing ICT infrastructure, 4) Strengthening carbon footprint, 5) Procuring funds, 6) Developing skills, 7) Maximizing the synergy of green x digital, 8) Strengthen ICT in each sector and spread ICT to all sectors.
- Angelo Shirahata, Country President Japan, Schneider Electric



- It used to be a manufacturer of power equipment, but in recent years it has focused on improving power efficiency and sustainable solutions. Although it is a French company, its main markets are Europe, the United States, and Asia. In the future, we recognize that our role will be to utilize our digital technology to solve the dilemma of increasing electricity demand and reducing CO2 emissions. First of all, we are thinking about becoming a sustainability leader and at the same time contributing to the reduction of CO2 emissions for our customers. Regarding the former, we have been building and utilizing a measurable system for sustainability since 2005. The company aims to achieve CN by 2040. As a method, we are constructing a system that will gradually reduce CO2 emissions while managing data from offices around the world. There are currently 30 zero-emission locations around the world, but the company hopes to expand to 150 locations by 2025. In terms of our supply chain, we are working to reduce CO2 emissions by 50% with the cooperation of 1,000 companies, representing 70% of all suppliers. In terms of relationships with clients, the number of companies aiming to become CNs is expanding year by year, but there are surprisingly few companies that are successful. This is due to the inability to grasp and properly evaluate data. Our strength is that we can provide our clients with a system that can overcome these weaknesses. While making proposals such as renewable energy, conversion of fossil fuels to electricity, and optimization of electricity demand, we guide clients in making accurate evaluations. Since we were originally an equipment manufacturer, our strength lies in the combination of hardware and digital, allowing to provide solutions to our clients.

After each presentation, the Q&A and discussion session were proceeded with the moderator Tanabe. The main topics were as follows (see recorded video for detail).

- In what ways is cooperation between Japan and the EU possible?
- I understand that there is no established calculation method for the visualization of common GHGs, but what should I think about this?
- How are panelist companies responding to supply chain initiatives in Asian countries?
- What do you think about cross-border data distribution and DFFT?
- How should we think about handling data other than electricity data, such as heat data?
- We understand that nighttime electricity cannot be covered by renewable energy. In other words, isn't RE100 actually impossible to achieve?