JEITA
Green x Digital
Consortium

Utilizing digital technology and solution to achieve carbon neutrality across society

13/03/2023

JEITA

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Consortium

Overview of the Green x Digital Consortium

Green is the key to
- tackling climate change
- corporate strategies to enhance competitiveness

Digitalization is the key to
- sustainable economic growth
- achieving the Sustainable Development Goals and carbon neutrality

Green x **Digital**
- provides digital technologies to achieve carbon neutrality
- creates new solutions to achieve green social transformation

Green x Digital Consortium

◆ Activity : 4 pillars

Ⅰ. **Carbon data visualization project**
Visualize CO_2 emissions throughout supply chains
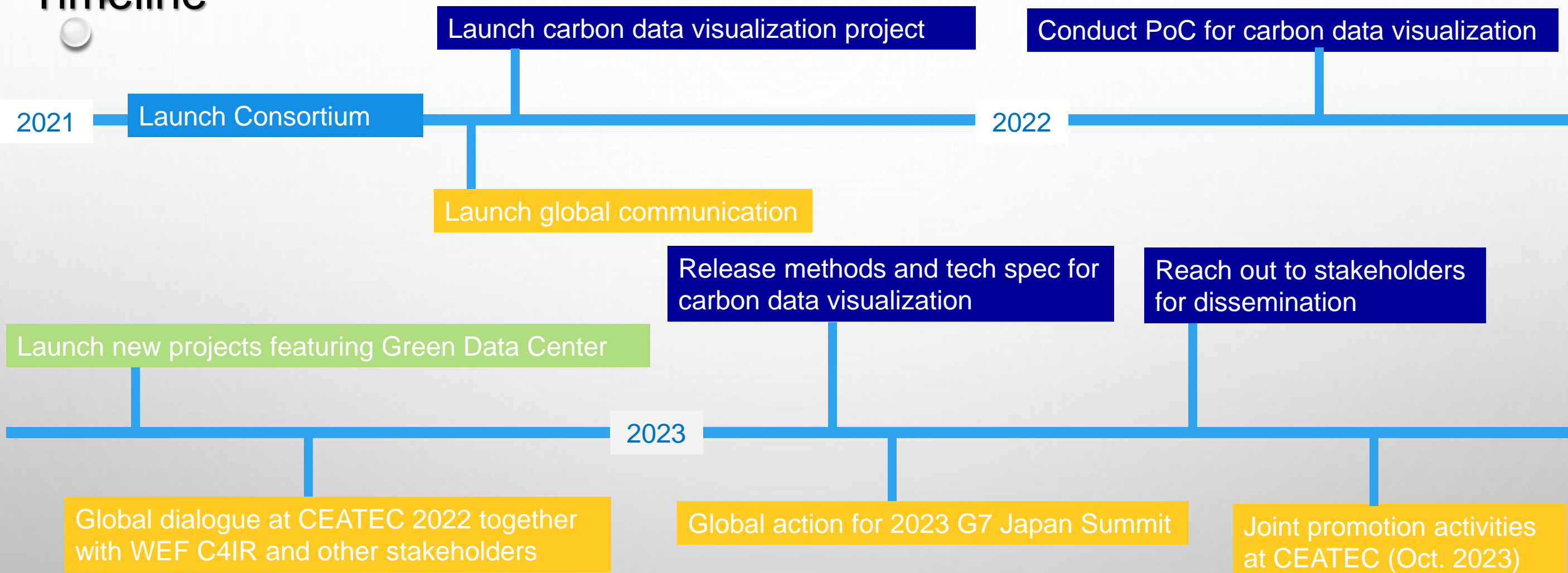Ⅱ. **Decarbonization project for data center**
Ⅳ. **Global Communication**
Harmonize systems at global level

◆ Membership : Around 140 **companies across sectors**

Digital platforms	Data centers	Logistics	Energy
Cloud services	Hardware	Mobility	Raw materials
Digital solutions	Construction	Real estate	Finance

Timeline

Launch carbon data visualization project

Conduct PoC for carbon data visualization

2021

Launch Consortium

2022

Launch global communication

Release methods and tech spec for carbon data visualization

Reach out to stakeholders for dissemination

Launch new projects featuring Green Data Center

2023

Global dialogue at CEATEC 2022 together with WEF C4IR and other stakeholders

Global action for 2023 G7 Japan Summit

Joint promotion activities at CEATEC (Oct. 2023)

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.