

Kawasaki Carbon Neutral Brand Promotion Council Business Overview



In order to achieve Kawasaki's goal of a decarbonized society by 2050, it is important to promote green innovation originating from Kawasaki by taking full advantage of the City's strengths, such as its concentration of environmental technologies and industries. As one of such efforts, we will implement the "Kawasaki Carbon Neutral Brand," which certifies products, technologies, and services that contribute to the promotion of decarbonization of the entire City of Kawasaki, while reducing CO₂ emissions throughout their life cycle, from procurement of raw materials, production, distribution, sales, use, maintenance, and disposal/recycling.

This initiative will not only help combat global warming, but will also contribute to economic revitalization and enrich the lives of citizens, so the Kawasaki Chamber of Commerce and Industry, Kawasaki Institute of Industrial Promotion, Non-Profit Organization Liaison Center for Creation of Industry & Environment, Kawasaki Shinkin Bank, and Kawasaki City will form the "Kawasaki Carbon Neutral Brand Promotion Council" and work together in order to promote the decarbonization of Kawasaki through collaborations between the corporate sector, the citizens, and the administration.

Kawasaki Carbon Neutral Brand Promotion Council Business Overview



The following are the activities of the Kawasaki Carbon Neutral Brand Promotion Council:

- (1) Matters related to the appeal for submission, certification of products and technologies under the “Kawasaki Carbon Neutral Brand”
- (2) Matters related to the appeal for submission, certification of products and technologies under the “Kawasaki Mechanism Certification System”
- (3) The collection of registration fees (to cover promotion costs) from businesses certified under the “Kawasaki Carbon Neutral Brand”
- (4) Matters related to the promotion and dissemination of certified products and technologies under the “Kawasaki Carbon Neutral Brand”, “Kawasaki Mechanism Certification System”, “Low CO₂ Kawasaki Brand”
- (5) Other matters necessary for the promotion of the “Kawasaki Carbon Neutral Brand”, etc.

