

Measures originated in Kansai to save energy by moderate air conditioning and wearing lighter clothing in summer.

Kansai Eco-style Summer Campaign

Features

- Promotes energy saving by setting the air-conditioning temperature a little higher than before and maintaining a room temperature of 28°C.
- Encourages the establishment of a casual dress code to allow people to work in their office or attend formal meetings without jackets and ties.
- An eco-style model already pioneered in the Kansai area under the cooperation between the public and private sectors.



Eco-office Campaign Poster

Overview (Technical principles, actions, etc.)

It is humid in the summer of the Kansai area and people cannot pass without air conditioners. The excessive use of air conditioners, however, will be one of the causes of global warming.

For this reason, the Kansai eco-style summer campaign promotes the energy saving of the entire area by setting the air-conditioning temperature a little higher than before and maintaining a room temperature of 28°C. Instead, the campaign encourages the establishment of a casual dress code that allows people to wear lighter clothing and work in their office with no jackets or ties.

The Organization of Kansai Unity started taking the lead of the campaign in 1999. The Kansai eco-style summer campaign has been established widely in the Kansai area. Furthermore, it has been spread throughout Japan.

(<http://www.kansai.gr.jp/ku/ecooffice/yobikake.html>)

Effects

- ◎ The campaign started in the Kansai area in 1999 inspired the establishment of the nationwide Cool Biz campaign in 2005.

Furthermore, the covering area of the campaign initially centered on governmental and municipal offices has been expanding to include a variety of businesses.

Presently, the campaign as a Kansai eco-office declaration movement is conducting energy-saving activities in the entire Kansai area all year round, such as the promotion of eco-style activities in summer, moderate air conditioning, ecological driving, and green procurement.

(Number of business establishments with eco-office declaration: 5,499 as of March 2009)

Organization of Kansai Unity

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