

## **Workshop Overview:**

# **Future Vision: Nature Symbiotic Economy<sup>i</sup>**

**Date and Time:** Wednesday, March 19, 2025, 9:00 am to 12:00 pm

**Venue:** Meeting Room, NEDO Annex

**Secretariat:** Bioeconomy Unit, Technology and Innovation Strategy Center, NEDO

### **Program:**

1. Opening Remarks and Purpose of the Workshop (Secretariat)
2. Presentations by Participants:
  - Professor ITSUBO Norihiro, Faculty of Science and Engineering, Waseda University
  - Kao Corporation
  - Suntory Holdings Limited
  - TOPPAN Inc.
  - Nippon Travel Agency Co., Ltd.
  - Bridgestone Corporation
3. Discussion

### **1) Secretariat Presentation and Purpose**

Announcement of the Future Vision and Dialogue with Stakeholders

In July 2024, NEDO released its future vision, entitled “Nature Symbiotic Economy,” emphasizing the importance of visualizing environmental value. Alongside its publication, discussions were initiated with various stakeholders, which highlighted challenges in effectively conveying environmental value.

Study on Trends in Environmental Value Indicators

A study was conducted to explore how environmental value can be visualized, referencing international conference reports and extracting relevant evaluation indicators. The study clarified the diversity of environmental values, examples of indicators enabling credit schemes, and environmental value visualization.

Based on the study, the roles industries play in reducing environmental burdens and addressing social challenges were examined, including how these can be visualized using indicators and communicated to consumers in a value-driven manner.

## Workshop Theme

Environmentally conscious products and services often incur higher development and manufacturing costs than conventional alternatives and may not show significant differences in performance or characteristics. Therefore, for consumers to choose environmentally conscious products, they need to recognize and appreciate their environmental value.

To expand demand for such products, it is essential to capture “first movers” during the market’s early phase and build a broader base of such consumers. Key points for discussion included: What values are being presented to the market? How are first movers responding? What strategies are effective in expanding this segment? What collaborative approaches are needed going forward?

## 2) Discussion and Conclusion

Key discussion points included:

- Greater reductions in environmental impact lead to higher costs, which cannot be absorbed solely through supply chain adjustments. Therefore, product value must be promoted. There is a need for clear storytelling. Even if some customers are lost due to higher prices, strategies must aim to attract even more valuable customers.
- In B2B markets, there is growing demand for environmental value due to regulations and Science Based Targets (SBTs). Among general consumers, environmentally conscious segments exist, but expanding these segments remains a major challenge. Regulatory and incentive mechanisms are also important.
- Continuity is crucial. Labels can play a key role in gaining attention. Standards for obtaining labels must be carefully considered. Visualization via labeling or certification helps with clear communication.
- It’s important not to impose burdens on customers. Bridging price gaps is difficult. Offering smaller, selectable differences may be a solution. Some customers are willing to contribute to the reduction of environmental impact. Reward systems, such as points or tiered accumulation models, could be effective. Regional collaboration and strategies beyond a single market may also help.
- Life cycle-based assessments are useful not only for identifying negative impacts but also for showcasing positive contributions, including responses to social issues. International efforts are underway, and research outcomes are emerging.
- Gen Z, having received different education, holds the potential to drive ethical consumption, as they are capable of understanding scientific information. It is essential to consider how to engage this generation before they become a dominant market force.

Conclusion: NEDO believes that to implement research outcomes in society and grow the economy, it is important to promote diverse values and foster empathy. It is also necessary to visualize these values using indicators, not only for environmental value but also for addressing social challenges. The question remains: How can we explain and help others understand this? How can we monetize such communication? Going forward, NEDO aims to continue exploring the use of indicators to visualize and communicate value, while deepening understanding of what values to promote.

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<sup>i</sup> TSC Foresight | Future Vision: Nature Symbiotic Economy  
<https://www.nedo.go.jp/content/800013208.pdf>