14 Lifestyle-related industries

<Main future efforts>

- Improving observation and modeling technologies and promoting the utilization of global environmental big data.
    - Developing high-resolution atmospheric models that can estimate the distribution of greenhouse gas emissions from the global scale to the municipal level with high accuracy and maintaining an inventory, as well as building a system to continuously observe the urban atmospheric environment and monitor changes in emissions on an hourly basis.

- Achieving behavioral change through a nudge, digitalization and sharing.
    - Trying to digitize the application procedure, simplify and automate the monitoring and credit certification procedures, so that the environmental value can be traded and utilized in a limited time lag in the J-credit system, as well as considering creating a trading market using block chains with an aim to start operation from 2022 at the earliest.

- Promoting regional decarbonization and rolling out the practical models to other regions and countries.
    - Promoting cross-disciplinary research and development from the humanities and social sciences to the natural sciences. Enhancing fundamental knowledge on how to develop national and regional scenarios and how to introduce effective technologies and measures from a perspective that cuts across policies.
    - Strengthening cooperation among universities and among industry, academia, and government by forming a "Coalition of Universities and Other Institutes as Contributors to Achievement of Carbon Neutrality".

Benefits to people's lives in 2050

- Realizing eco-friendly, comfortable, and resilient lifestyles that suit each individual, based on behavioral science and AI.
    - Studying methods for research and development, demonstration, and social implementation in order to realize non-energy benefits, which are important in encouraging people to change their behavior voluntarily and effortlessly.
    - For example, increased green space is expected to increase comfort and improve health by encouraging people to take walks more frequently.
    - People can live a safe and secure life as they can be self-sufficient in electricity and heat even in the event of a large-scale disaster.