

# Masako Konishi

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Graduate school of Showa Women's University, Specially Appointed Professor

Ph.D.in Social Governance (Hosei University,2018)

MPA focusing on Environmental Policies (Harvard University,2005)

Certified Meteorologist

## Resume

- Worked as TV presenter and reporter for CBC, NHK, CNN for fifteen years
- Attending UN climate COPs since 2005, engaging climate and energy research and advocacy work at WWF, and universities.
- Member of the Central Environment Council of the Ministry of Environment

## Books and Papers

- 『気候変動政策をメディア議題に』著 (ミネルヴァ書房2022)
- 『地球温暖化を解決したい エネルギーをどう選ぶ?』著 (岩波書店2021)
- Routledge Handbook of Environmental Journalism, Part IV: Environmental Coverage in Asia and Australia; 25. The status and Future of Environmental Journalism in Japan, 2020
- The impact of Global NGOs on Japanese Press Coverage of Climate Negotiations: An analysis of the new “Background Media Strategy” *Environmental Communication*, DOI:<https://doi.org/10.1080/17524032.2017.1308403>, 2017



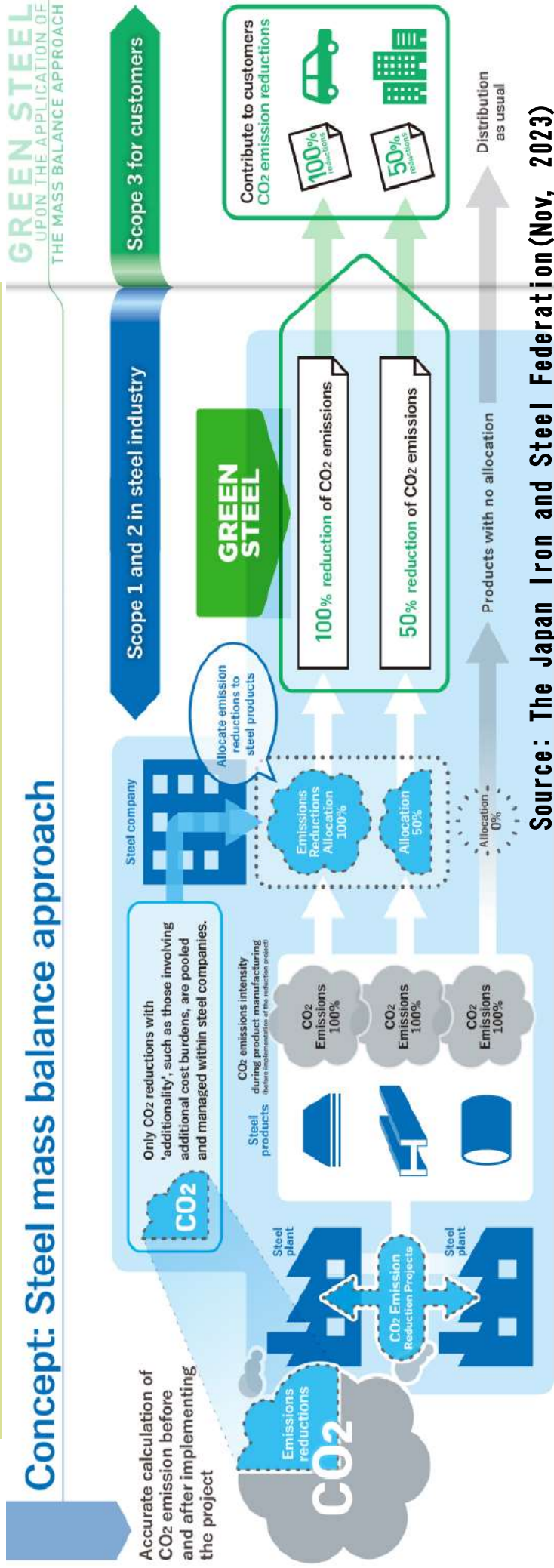
## **1. GX ETS (Japanese ETS) will start in 2026 as real compulsory scheme for the first time in Japan!**

- Finally, Japan decided to implement compulsory Emission Trading Scheme from 2026 and Auction system for power sector from 2033.
- Fuel surcharge (carbon surcharge) is planned to be implemented from 2028.
- Upfront investment support totaling 20 trillion yen, utilizing financial instruments such as GX Economic Transition Bonds.

Good news, but questions remain if this is comparable to other compulsory ETS in other areas, and if the level playing field is ensured among countries.



## 2. Mass Balance Approach Promoted by Japan's Steel Industry



Steps of Mass Balance Approach Promoted by Japan's Steel Industry

1. Calculate the CO<sub>2</sub> emissions intensity of the product (before reduction).
2. Identify CO<sub>2</sub> emission reduction projects, calculate the reductions, and consolidate them within the company.
3. Certify the total amount of reduction and put the certificates to certain products in the company.

## **Three Questions to the Mass Balance Approach**

### **1. Mass Balance Products Do Not Necessarily Indicate High Environmental Performance**

In a scheme where the emissions of a particular product are virtually lowered by certificates issued by the manufacturer, it is not known whether the final CO<sub>2</sub> emissions of that product will be lower than other products on the market.

### **2. Without Low-Carbon Standards Based on Actual Product Emissions (CFP), Environmental Performance Cannot Be Assessed**

To advance the decarbonization of the steel industry, it is essential to:

1. Promote the widespread and rigorous disclosure of CFP for each product.
2. Establish criteria to evaluate and certify which products qualify as low-carbon.
3. Gradually raise these criteria over time.

This straightforward approach has not yet been adopted.

### **3. The Rules for Mass Balance Products Require Examination and Discussion**

1. Lack of traceability and institutional transparency to reduction actions and projects within the company.
2. GHGP and SBTi are currently discussing whether Mass Balance products can reduce Scope3 emissions for purchasers.
3. If mass balance steel is labelled as “carbon zero/green steel”, it is misleading. (potential greenwashing?)