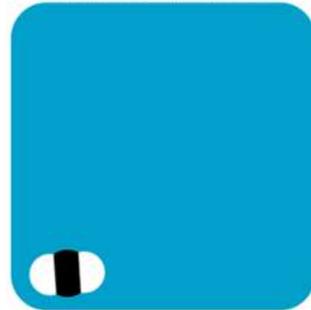## Low CO$_2$ Kawasaki Brand

Aim

Evaluate products, technologies and services originating from Kawasaki that contribute to CO$_2$ reduction throughout the entire life cycle and prevent global warming through the wide dissemination of this information.

Raise overall environmental awareness and factory skills by promulgating the concept of the CO$_2$ reduction effect over the entire life cycle.

Contribute to a global reduction in greenhouse gases through the Low CO$_2$ Kawasaki Brand.

LOW CARBON
Low CO$_2$ Kawasaki Brand

Low CO$_2$ Kawasaki Brand

Features

Evaluation of contributions made towards the prevention of global warming through the whole life cycle.

- ・Voluntary computation of CO_2 reduction in in-house products, etc.
- ・Conduct computation seminars to spread the concept and skills as well

Targeted at products, technologies and services

- ・Final products, materials, parts, research and development activities, processing technologies
- ・Also targeted at major corporations, small and medium enterprises and organizations regardless of their scale
- ・Targeted at various services as well

Low CO₂ Kawasaki Brand

LOW CARBON
Low CO₂ Kawasaki Brand

Categories

Product and technology category

Products and technologies manufactured or developed (established) in Kawasaki City that contribute to a reduction in CO_2 emissions through the whole life cycle

Service category

Services provided or planned (established) in Kawasaki City that contribute to a reduction in CO_2 emissions through the whole life cycle

Certification Standards

1. Improvement in environmental efficiency through the whole life cycle
2. Originality and innovative spirit
3. Promotion of overall initiatives by the citizenry and society
4. International contributions

*Besides the certification standards, the level of contribution towards the environmental policies of the city will also be assessed in general to select particularly excellent products, technologies and services for the grand prize.

Concept of Low CO₂ Kawasaki Brand

| Procurement of raw materials | Production | Distribution | Use | Disposal |

Increase in emissions by environmentally-friendly products

Decrease in emissions by environmentally-friendly products

Large reduction effect when seen throughout the entire life cycle!