

**NEWS RELEASE****FOR IMMEDIATE RELEASE****February 3, 2009**

## **Dentsu and National Institute for Environmental Studies to Participate in UNEP Global Survey on Sustainable Lifestyles**

Dentsu Inc. (President & COO: Tatsuyoshi Takashima; Head Office: Tokyo; Capital: 58,967.1 million yen) and the National Institute for Environmental Studies (Tsukuba City, Ibaraki Prefecture; President: Ryutaro Ohtsuka) will jointly participate for Japan in the Global Survey on Sustainable Lifestyles. This survey is conducted by the United Nations Environmental Programme (UNEP) and targeted at young people around the world with the purpose of finding out their thoughts on a sustainable lifestyle and raising awareness regarding sustainability.

Currently, several aspects of our everyday lifestyles are cited as leading inhibiting factors in sustainability, contributing to pressing issues such as global warming. However with no specific recommendations on what type of lifestyle is at once sustainable and comfortable, a broad sharing of awareness and ideas is required for the creation of sustainable lifestyles throughout the world.

The UNEP's Global Survey on Sustainable Lifestyles (see Note 1) began in October 2007 with the goal of surveying young people worldwide regarding their thoughts on the concept of a sustainable lifestyle and creating further awareness regarding sustainability through the results of the survey.

The National Institute for Environmental Studies, an incorporated administrative agency, has been participating in UNEP's Marrakech Task Force (see Note 2) on Sustainable Lifestyles (led by the Swedish Ministry of the Environment). Now Dentsu, together with the National Institute for Environmental Studies, and with the cooperation of a specialist in LCA (see Note 3) and an expert who has been involved in previous UNEP activities, Professor Atsushi Inaba of the Research into Artifacts, Center for Engineering, The University of Tokyo, will conduct this same survey in Japan.

Dentsu, the first advertising company to receive “Eco-First” certification (see Note 4) while actively pursuing its environmental agenda through its internal committee for the deliberation of environment-related strategies - led by President Takashima as the chairman -, will work together with the National Institute for Environmental Studies to utilize the survey results to support further surveys and research and translate them into a variety of business proposals.

### **Upcoming Schedule**

February 2009: Conduct survey in Japan  
March 2009: Survey results released in Japan  
May 2009: Individual country reports presented at the United Nations Headquarters in New York  
September 2009: Full report issued

### **Note 1: Global Survey on Sustainable Lifestyles**

The Global Survey on Sustainable Lifestyles (GSSL) is a joint initiative of the Swedish Task Force on Sustainable Lifestyles and UNEP’s Division of Technology, Industry, and Economics, and is part of the Marrakech Task Force. To date it has conducted online surveys with young people aged 18 to 35 in ten countries. As part of the Marrakech Process, the results of the survey will be presented to the UNCSD (United Nations Commission on Sustainable Development).

(As of December 2008, ten countries including the following have decided to conduct the survey: France, the United Kingdom, Canada, the United States, Columbia, Vietnam, Thailand and Japan.)

Please refer to the following website for more information on the survey:

<http://www.unep.fr/scp/marrakech/taskforces/lifestyles.htm>

### **Note 2: Marrakech Task Force**

UNEP and UNDESA (United Nations Department of Economic and Social Affairs) are leaders in the Marrakech Process, a global process to support the elaboration of a 10-Year Framework of Programmes on sustainable consumption and production, as called for by the WSSD Johannesburg Plan of Action. There are several Task Forces involved, and this survey is directed by the Task Force on Sustainable Lifestyles.

Please refer to following website for more information:

<http://esa.un.org/marrakechprocess/>

**Note 3: LCA (Life Cycle Assessment)**

Life Cycle Assessment (LCA) is a method that can be used to assess the environmental impacts of a product, process or service from design to disposal i.e. across its entire lifecycle. It is a scientific and objective way to assess to what amount of a product and to what degree a product will impact the environment, and is effective in the development of products with a low environmental impact.

**Note 4: “Eco-First Program”**

A program in which industry-leading companies further advance their environmental protection activities by pledging to the Minister of the Environment their commitment to the achievement of the goals of the Kyoto Protocol including their approach to global warming, as well as their approach to environmental protection. (Translated from the “About the Eco-First Program” homepage of the Japanese Ministry of the Environment.)

**The National Institute for Environmental Studies (NIES)**

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<http://www.nies.go.jp/index.html>

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