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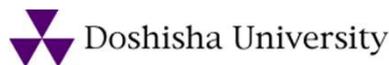
An interdisciplinary dialogue on:

Moral suasion for climate action? The case of Japan

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GCET20

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Climate action

“is place- and context-specific ... [and],
at all levels of governance,
contingent on societal values ...
Recognition of diverse ... social-cultural contexts ...
can benefit decision-making processes.”
(IPCC 2014)

Economics as social science

“Economics is the scientific study of
choices made by rational, but insatiable individuals
in a situation of scarcity.”
(Weise et al. 1991, translated by the authors)

Art history as humanities

“Academic disciplines that
study aspects of human society and culture
such as history, philosophy, politics, economics etc.
through the analysis of artworks.”
(Hiyama 2018)



ipcc
INTERGOVERNMENTAL PANEL ON climate change




Global Warming of 1.5°C

An IPCC special report on the impacts of global warming of 1.5°C above pre-industrial levels and related global greenhouse gas emission pathways, in the context of strengthening the global response to the threat of climate change, sustainable development, and efforts to eradicate poverty.



Headline Statements

A1. Global warming is **likely to reach 1.5°C between 2030 and 2052** if it continues to increase at the current rate (*high confidence*).

C2. Pathways limiting global warming to 1.5°C with no or limited overshoot would **require rapid and far-reaching transitions** in energy, land, urban and infrastructure (including transport and buildings), and industrial systems (*high confidence*). These systems transitions are unprecedented in terms of scale, but not necessarily in terms of speed, and imply deep emissions reductions in all sectors, a wide portfolio of mitigation options and a significant upscaling of investments in those options (*medium confidence*).

D1. Estimates of the global emissions outcome of current **nationally stated mitigation ambitions** as submitted under the Paris Agreement would lead to global greenhouse gas emissions in 2030 of 52–58 GtCO₂eq yr⁻¹ (*medium confidence*). Pathways reflecting these ambitions **would not limit global warming to 1.5°C**, even if supplemented by very challenging increases in the scale and ambition of emissions reductions after 2030 (*high confidence*).

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Source: Miki et al. 2016

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The 500 Arhats

“ I think I was able to gain some understanding of what I had previously wondered – the reason why people desire storytelling and religion – after the experience of the 2011 quake.”

Murakami, 2015.

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Source: Miki et al. 2016

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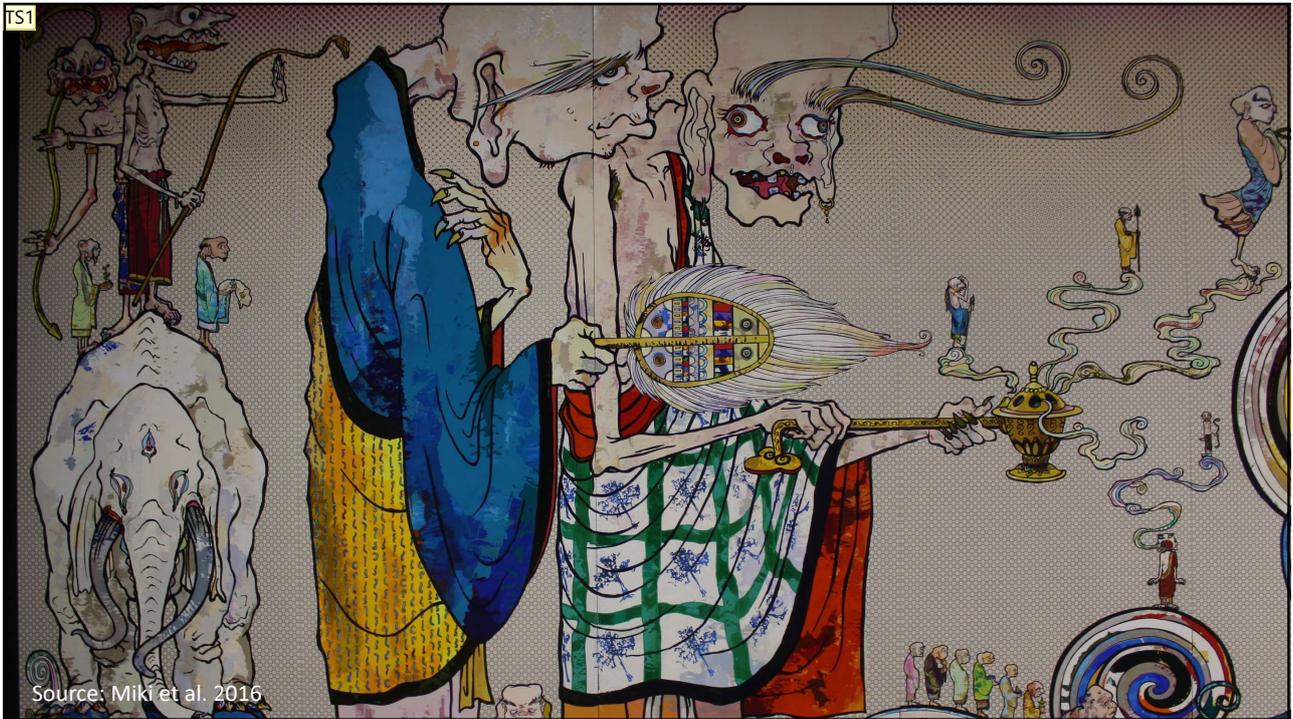
Source:
Edo-Tokyo-Museum
2011

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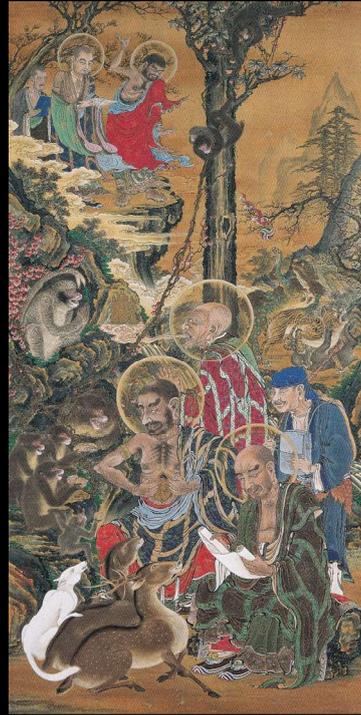
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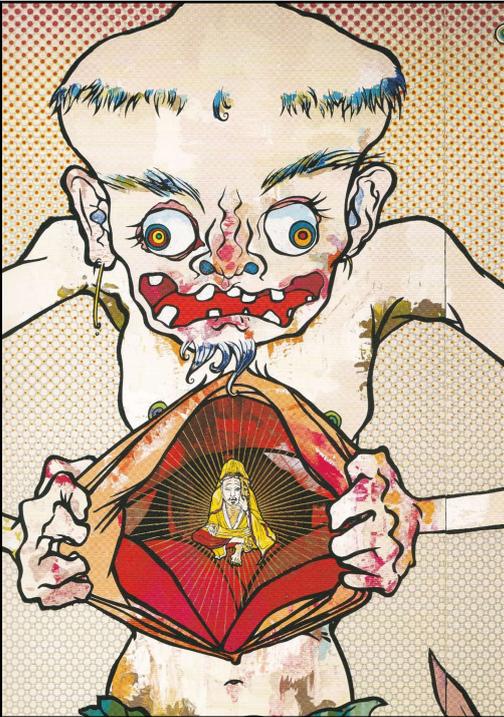


Source: Edo-Tokyo-Museum 2011



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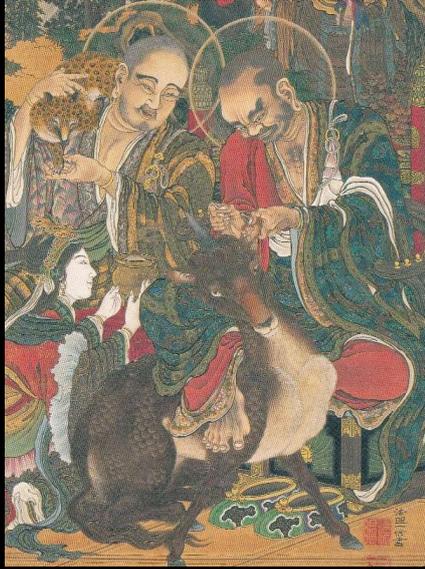
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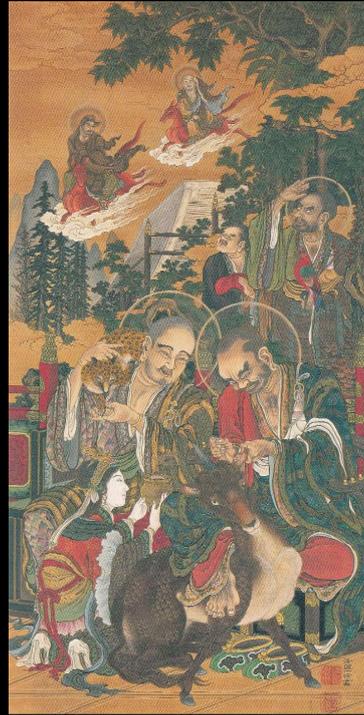
Source: Miki et al. 2016

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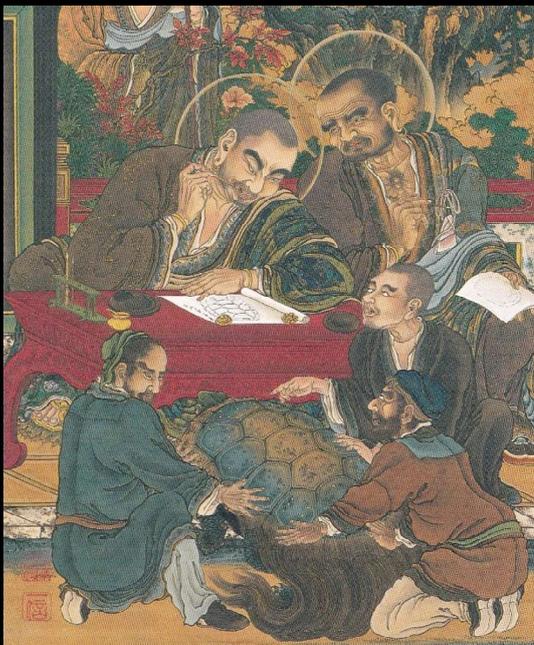


Source: Edo-Tokyo-Museum 2011

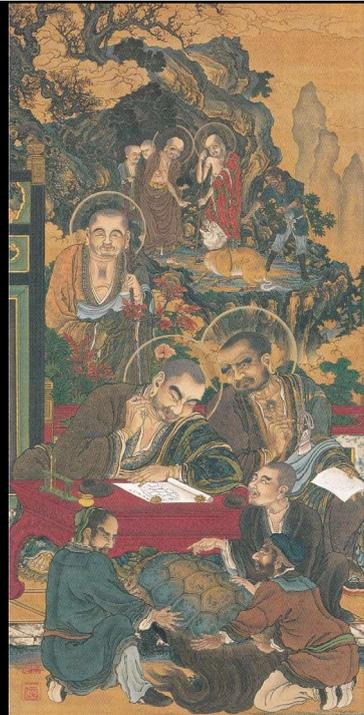


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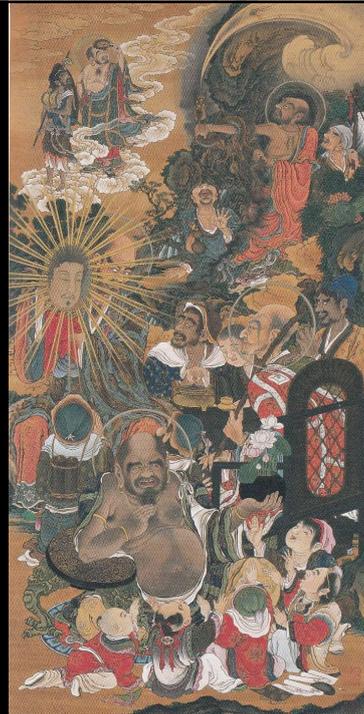
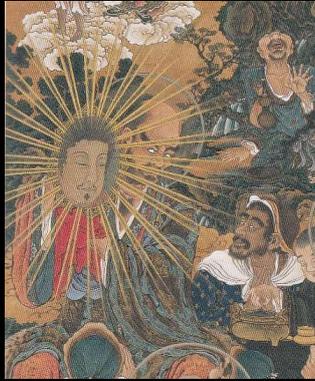


Source: Edo-Tokyo-Museum 2011



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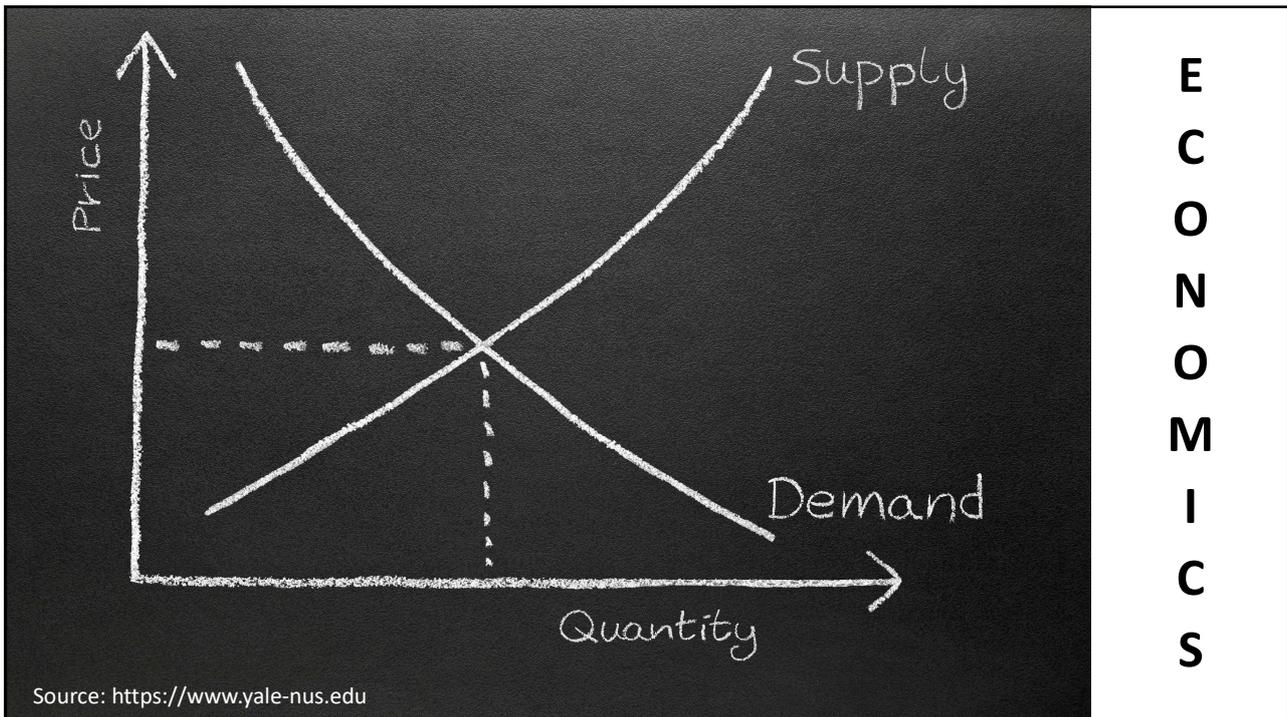
Source: Edo-Tokyo-Museum 2011

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Self-interest

[E]very individual, therefore, ... neither intends to promote the public interest, nor knows how much he is promoting it. ... [H]e intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention. Nor is it always the worse for the society that it was no part of it. By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it.”

Adam Smith (1776): Wealth of Nations

“No matter how selfish you think man is, it’s obvious that there are some principles in his nature that give him an interest in the welfare of others, and make their happiness necessary to him, even if he gets nothing from it but the pleasure of seeing it.”

Adam Smith (1759): Theory of Moral Sentiments

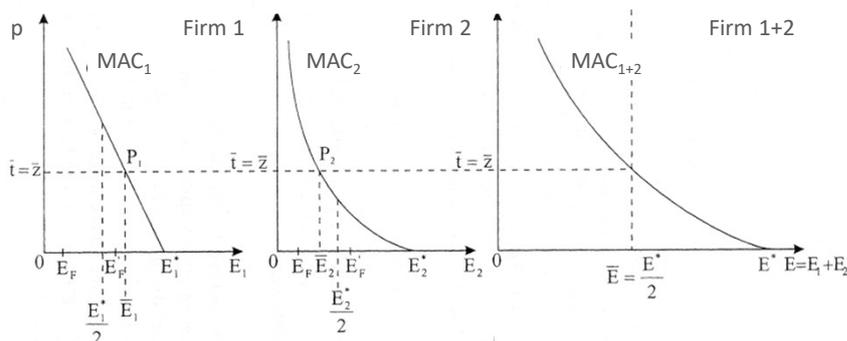
Source: <http://3.bp.blogspot.com>

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Moral Suasion

"[W]e tend to be somewhat skeptical about the efficacy of long-run programs which require costly acts of individuals but offer no compensation aside from a sense of satisfaction or the avoidance of a guilty conscience ... In fact, the appeal to conscience can often be a dangerous snare. It can serve to lure public support from programs with real potential for the effective protection of the environment."

Oates/Baumol (1975)



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Motivation Crowding Out

Pricing can destroy environmental ethics and is less effective in improving the environment

- if applied to **individuals** instead of firms;
- if applied to institutions **not maximizing profits**;
- when applied to **profit-maximizing** firm
 - the more **consumer-oriented** firms are
 - the closer their **interaction with governments** is, or
 - the **less intensive competition** amongst firms is;
- the **smaller the sector** of the environment is in which pricing is applied;
- if pricing is **introduced gradually**.

⇒ Pricing works best if a high price is applied broadly to profit-maximizing, high-polluting companies.

Frey (1992), Frey (1997), Frey/Jege (2001)

Two **psychological processes** lead to crowding out:

- External intervention might be perceived by individuals as a **reduction of self-determination**, so that intrinsic motivation is substituted by extrinsic control and the locus of control is shifted from inside to outside of the respective person (formally termed as Impaired Self-Determination).
- Outside intervention might be perceived by the respective person as a **lack of acknowledgement** of her or his intrinsic motivation (formally termed Impaired Self-esteem).

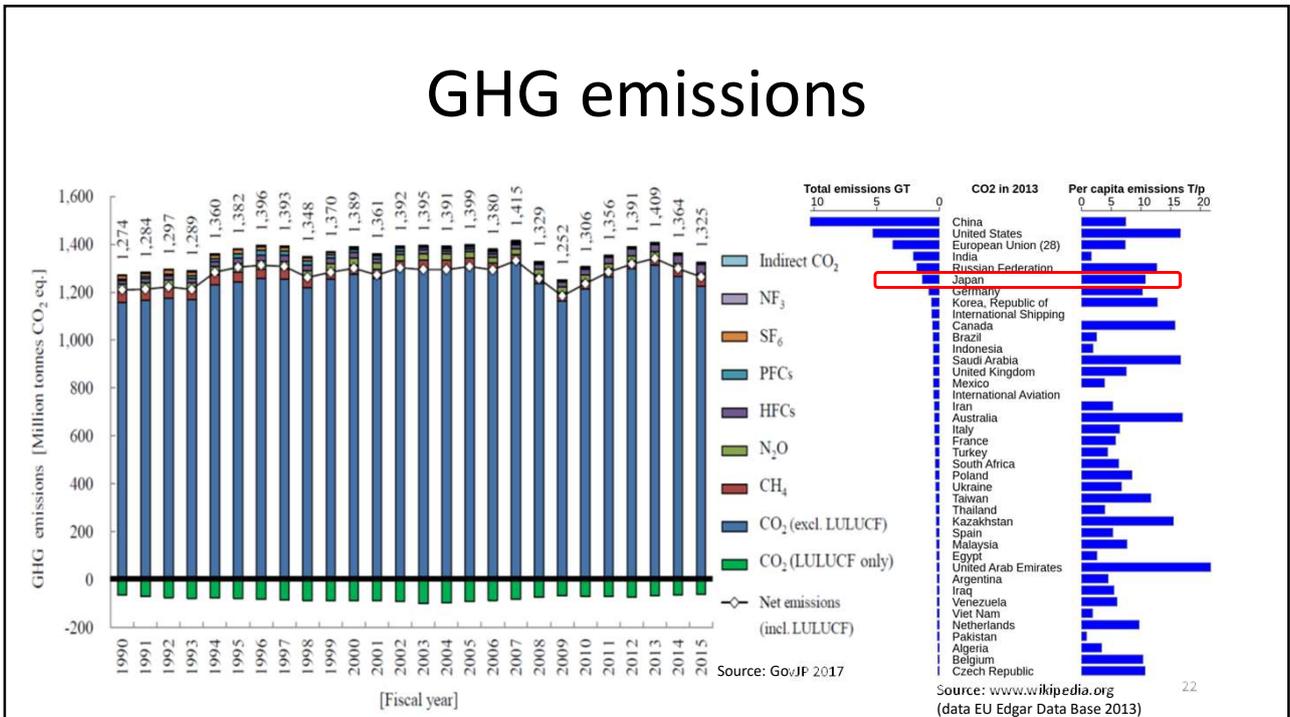
Titmus (1970), Lepper/Greene (1978), Deci (1975)

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Climate policy (treaties and targets)

	Japan
United Nations Framework Convention on Climate Change (1992)	signed and ratified
Kyoto Protocol I (1997) 1 st commitment period (2008-12)	signed and ratified
Kyoto I target	-6% by 2008-12 (1990) (achieved, only 0.6% domestic emission reductions)
Kyoto Protocol II/Doha Amendment (2012) 2 nd commitment period (2013-20)	not signed
Paris Agreement (2015)	signed and ratified
INDC commitment	-26% by 2030 (2013) (= -8-12% (1990))

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Climate policy (selected instruments)

	Japan
1997-2012	Keidanren Voluntary Action Plan (VAP)
2004-11	annual proposals for carbon tax by Ministry of the Environment (MoE) failed
2005-12	Japan Voluntary Emissions Trading Scheme (JVETS) operational 2005-2012
2005-	CoolBiz and Warm Biz
2010	proposal for Integrated Domestic Market of Emissions Trading (IDMET) failed
2012	Japan Global Warming Tax (JGWT)
2012	Feed-in Tariff (FIT) implemented
2013	Joint Crediting Mechanism (JCM)
2013/15	Keidanren Commitment to a Low Carbon Society I/II

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Pricing schemes

2005-12 Japan Voluntary Emission Trading Scheme (JVETS)

- Participation: voluntary, incentivized by subsidies
 - Coverage: CO₂ only, all businesses
 - Target: bottom-up absolute volume, at least 1% less than previous year's emissions
 - Revenue: none (grandfathering)
 - Kyoto and national offsets accepted; banking, no borrowing
- ⇒ Results: few participants and no big emitters, full compliance but only minor reductions

2012- Japan Global Warming Tax (JGWT)

- Participation: mandatory
 - Coverage: CO₂ from fossil fuel consumption
 - Target: gradually increasing national carbon tax of 289¥/t CO₂ (2016)
 - Revenue: 100% revenue neutral, proceeds from climate policy measures in industry
- ⇒ Results: estimated -0.5-2.2% CO₂ (mainly by use of revenues)

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Other instruments

1997-2012 Keidanren Voluntary Action Plan

- Participation: voluntary
 - Coverage: CO₂ from big industry
 - Target: mixture of mainly relative intensity targets
- ⇒ Results: only few absolute volume reductions

2012- Feed-in Tariff

- Obligation on power companies to purchase electricity generated from renewable sources on fixed-period contract at fixed price (re-examined annually)
 - E consumers pay cost for purchasing renewable energy via nationwide equal surcharge
 - Power companies pay part of extra costs, i.e. the equal amount to the generation cost that they could avoid to pay by purchasing renewable electricity from the producers
- ⇒ Results: power from renewable sources +4%

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COOL CHOICE

COOL CHOICEへの賛同登録はこちら 賛同証明書

COOL CHOICEとは 地球温暖化について知る・学ぶ COOL CHOICE推進キャンペーン 脱炭素アクション プレスリリース ロゴマークツール 取組紹介 お問い合わせ

COOLBIZ

夏の冷房時には室温28℃を目安に。冷房時の外気温や温度、建物の状況、体調等を考慮しながら無理のない範囲で冷やしすぎない室温管理をお願いします。

ホーム | TOPICS | 家庭篇 | オフィス篇 | クールシェアについて | グリーンカーテンプロジェクト | 各種啓発ツール | これまでの取り組み

COOLBIZからはじめよう!
あなたらしいライフスタイル

＜どうして「28℃」?＞

TOPICS

2019/06/24 **NEW**
今年の「COOL BIZ (クールビズ)」は、前田敦子さんと一緒に呼び掛けてまいります!

2018/10/05
「COOL BIZ」を多くの方に実践してもらうため、地方テレビ局5局がクールビズの取組事例を取材・制作しました

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WARMBIZ

暖房時の室温を20℃(目安)で快適に過ごすライフスタイル

ホーム | ウォームビズとは | 今までの記事 | 地方局放映動画一覧 | ウォームシェアについて | 各種啓発ツール | これまでの取り組み

つながるハピネス
コトリンゴ

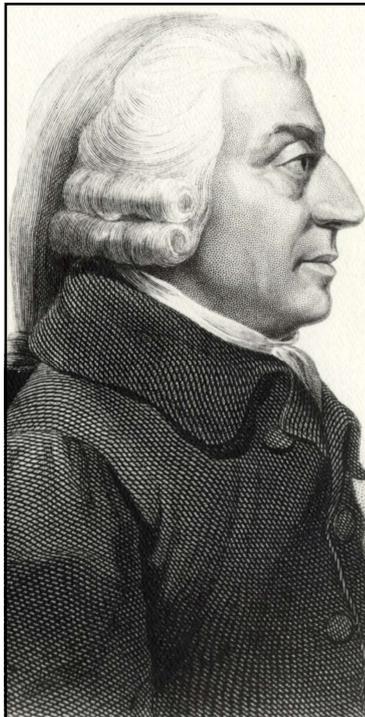
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Cool/WarmBiz results

Cool Biz	Degree of familiarity (% of all businesses)	Percentage of offices with temperatures $\geq 28^{\circ}\text{C}$	CO ₂ emission reductions
2005		32.7%	920,000 t
2006	96.1%	43.2%	1,140,000 t
2007	96.0%	48.1%	1,400,000 t
2008	93.6%	61.8%	1,720,000 t
2009	95.0%	54.5%	1,850,000 t
2010	88.2%	52.9%	1,690,000 t

Warm Biz	Answers 2005	Percentages
	"know WarmBiz"	93.0%
	"voluntarily follow WarmBiz guidance"	72.2%
	"planning to follow WarmBiz in the following winter"	55.6%
	"willing to set room temperatures to below 23/to 20°C"	75/20.0%
	"spending 5,000-10,000/3,000-5,000 Yen per campaign"	38,9/26.3%

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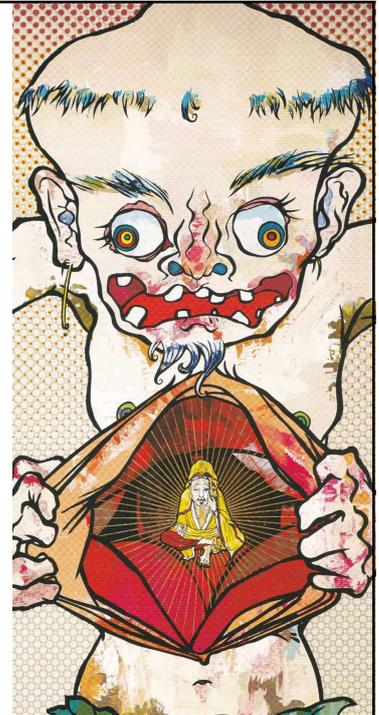
Conclusions

Ethical behavior and moral suasion can play a significant role in climate policy

- in countries with strict moral codes
- in times of urgent crisis (e.g. disaster relief)
- in low-cost situations (low-hanging fruits)
- if addressed to low-emitting polluters (households, offices, small firms etc.)

Voluntary action is less effective for big polluters, for which carbon pricing is most promising

- at high price level and broad coverage
- when applied to profit-maximizing, heavily-polluting companies
- when applied to companies that are subject to competition



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