

# Challenge Zero

— Innovation Challenges Towards a Net Zero Carbon Society —

**Keidanren**

# Basic Concept

Participating companies and organizations **declare** one of the below **challenges**, and each company **reports** specific **actions** regarding its declaration.

1. Innovations in net zero carbon (and transitive) technologies.

2. Installation and diffusion of net zero carbon technologies.

3. Finance companies that actively work on the above challenges.



Showing and promoting the actions by the business community towards a net zero carbon society

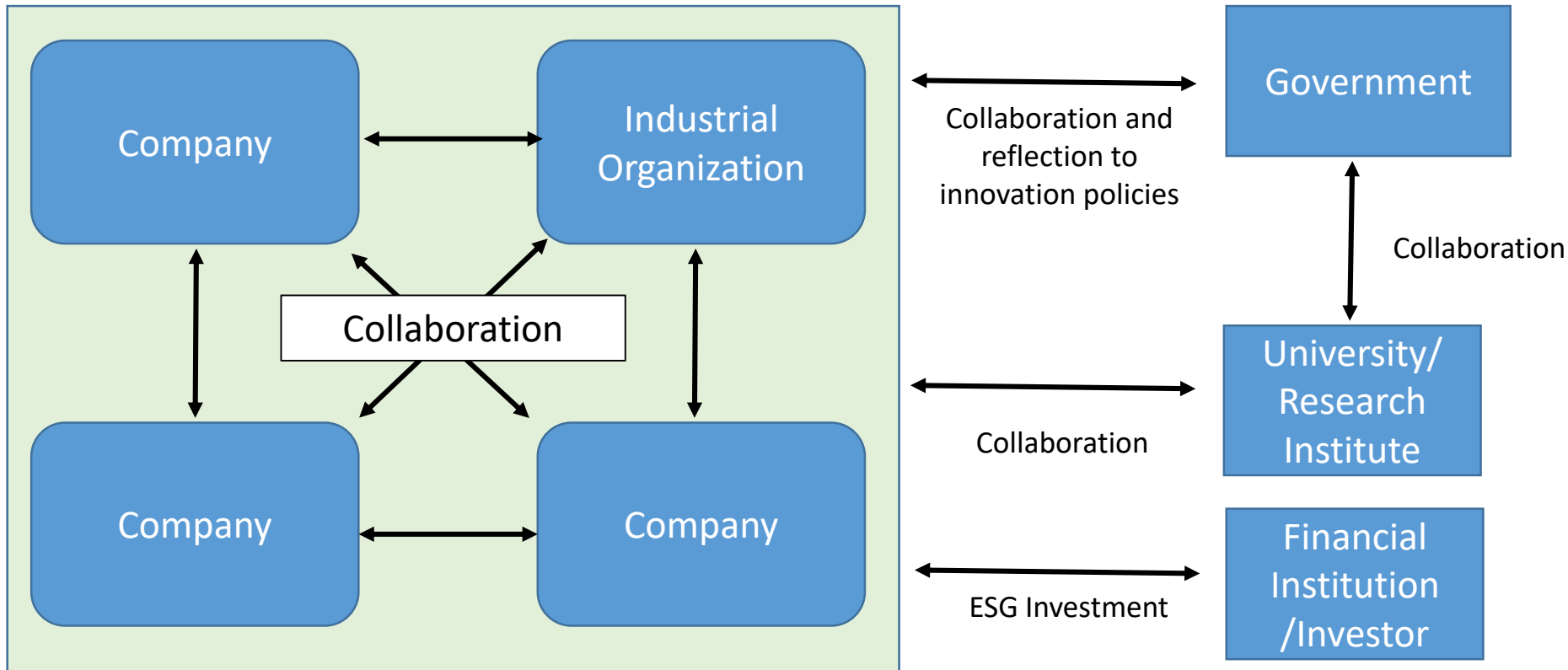
Corporate Name & Logo

Specific Actions

Comprehensive Picture

# Aims of Challenge Zero

- (1) Promote game change that appreciates actions for innovation.
- (2) Invite ESG investment.
- (3) Collaboration among companies, organizations, universities and government's innovation policies.
- (4) Disseminating the importance of transitive technologies and adaptation/resilience technologies towards a net zero carbon society.





**JAPAN**  
PAVILION

Action. Action. Action.

# Innovation Challenge towards Net Zero-Carbon

**Date : 16:00–17:15, Wednesday,  
December 11, 2019**

**Venue : Japan Pavilion (Hall6)**

## <Presentation>

- **Mr. Yukihiro Kawaguchi**(METI)  
Innovation Strategy of the Japanese Government
- **Mr. Hiroyuki Tezuka** (Keidanren)  
Challenge towards zero-carbon steel
- **Dr. David Sandalow**(Columbia Univ.)  
Innovation for achieving net zero-carbon

## <Moderator>

- **Ms. Sumiko Takeuchi** (Deputy Research Chief, The 21st Century Public Policy Institute)