

What is most needed to change people's behaviour towards adopting a low-carbon lifestyle?

人々の行動を低炭素型ライフスタイルに変更するには？

- ① Clear government standards and strong regulation?
明確な政府の基準と強固な規制

30%

- ② Information and guidance for action?
行動のための情報とガイダンス

4%

- ③ Availability of suitable alternatives and choices?
適切な代替案や選択肢の利用可能性

11%

- ④ Prices and incentives that reflect the cost of carbon?
炭素コストを反映した価格とインセンティブ

46%

- ⑤ Personal mind-set and positive attitudes?
各自の基本的な物のみかたと積極的な姿勢

9%

Q1-2

Between whom is dialogue most needed to promote behaviours leading towards a Low-Carbon Society?

LCSに向かう行動の促進にはどの主体間の対話が重要ですか？

① Between business and consumers?
企業と消費者



② Between government and citizens?
政府と市民



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④ Between national and local level governments?
国と地方自治体



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31%

- ② Information and guidance for action?
行動のための情報とガイダンス

6%

- ③ Availability of suitable alternatives and choices?
適切な代替案や選択肢の利用可能性

10%

- ④ Prices and incentives that reflect the cost of carbon?
炭素コストを反映した価格とインセンティブ

42%

- ⑤ Personal mind-set and positive attitudes?
各自の基本的な物のみかたと積極的な姿勢

11%

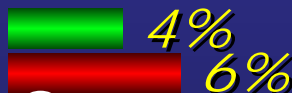
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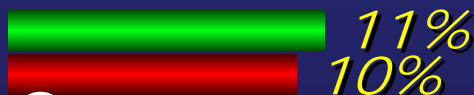
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20% 24% 25% 39%

- ② Information and guidance for action?
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20% 5% 8% 3%

- ③ Availability of suitable alternatives and choices?
適切な代替案や選択肢の利用可能性

7% 10% 10% 11%

- ④ Prices and incentives that reflect the cost of carbon?
炭素コストを反映した価格とインセンティブ

26% 54% 52% 35%

- ⑤ Personal mind-set and positive attitudes?
各自の基本的な物のみかたと積極的な姿勢

27% 7% 5% 12%

■ -29 years old
-29歳まで

■ 30-39 years old
30歳以上、39歳まで

■ 40-49 years old
40歳以上、49歳まで

■ over 50
50歳以上

Q1-1

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Political authority and government
政策担当者 (国会議員、行政府職員)

② Information and guidance for action?
行動のための情報とガイダンス



Business and industry
ビジネス、産業

③ Availability of suitable alternatives and choices?
適切な代替案や選択肢の利用可能性



Academics and Research
教育・研究職

Media
メディア

④ Prices and incentives that reflect the cost of carbon?
炭素コストを反映した価格とインセンティブ



NGO, Citizen, and
NGO、市民、その他

⑤ Personal mind-set and positive attitudes?
各自の基本的な物のみかたと積極的な姿勢



Q1-2

Between whom is dialogue most needed to promote behaviours leading towards a Low-Carbon Society?

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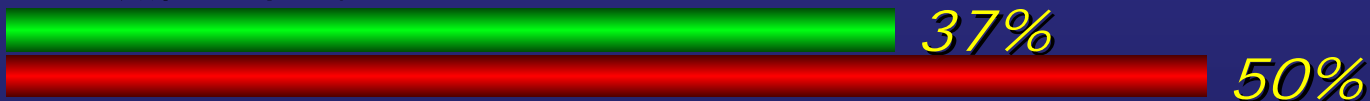
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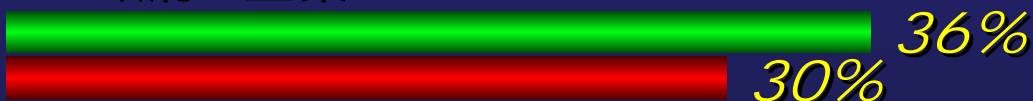
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30歳以上、39歳まで

40-49 years old
40歳以上、49歳まで

③ Between government and business?
政府と企業



over 50
50歳以上

④ Between national and local level governments?
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