

June 30<sup>th</sup>, 2006  
Japan NGO Council on Ageing (JANCA)

(Declaration : Senior's Go Green)

Action Plans by Older Persons for Environmental Problems

—4 resolutions and 3 collaborations—

We, Japan NGO Council on Ageing (JANCA), conducted the first national study with seniors (those aged 50 and over) on environmental problems in this country. Based on the study results, we, as a whole group of JANCA, declare that each senior will consider him/herself as “Environmental keeper” and take action on the following.

⟨4 resolutions⟩

1. Each senior should be consciously and actively involved in environmental issues. Seniors survived the drastically changing time and have a wide range of life experiences. They also have a lot of life cultures that should be passed on to the next generation (e.g., “Mottainai” spirit). Seniors should be aware that they are the ones who should take the initiative in tackling environmental problems, starting with not wasting materials in daily lives. They also should take action on environmental protection, such as “Team -6%” which is proposed by the nation.
2. Awareness and behaviors regarding environmental issues should be spread from individual and family levels to local as well as global community levels. In particular, seniors, who have been highly involved in the mass consumption society for a long time, have responsibilities to give the safe and sustainable environment to the next generation. Hence, they should be the active promoters of environmental protection in order to assure the safety and happiness for all the generations.
3. Seniors who are involved in environmental activities should work together, sharing information on environmental issues and challenges as well as promoting people’s awareness and behaviors. In local communities, seniors should be actively involved in environmental activities as part of their Ikigai (meaning of life).
4. As the country with a great economic power and very little natural resource, we are starting to reconsider the culture of wasting which has been in practice for the last few decades. Now is the time to take lessons from the past and to establish the life culture of conserving energy resources. Seniors should take the initiative in this effort and pass this culture to the future.

〈3 Collaborations〉

1. The national and local governments need to reconsider the various policies from the environmental perspectives, with the awareness that environmental protection is the first priority in the 21<sup>st</sup> century. In particular, local municipalities should be accountable for the environmental policies in daily lives (e.g., garbage disposal), with collaboration with citizens. Manufacturers should also share the responsibility in disposing materials that are difficult to dispose.
2. When developing business, companies should prioritize the technology that can contribute to environmental protection and manufacture environment-friendly products. They also should be aware of their social responsibilities in protecting environment. Moreover, they should not forget the fact that consumers and citizens are paying attention to the companies which are not concerned about environmental problems.
3. Media should make efforts so that citizens keep their interests in environmental protection. The goal is that environmental protection becomes a part of the culture in our country.