



**Deutsches Institut für Japanstudien**  
German Institute for Japanese Studies Tokyo (DIJ)  
ドイツ日本研究所



## **GERMAN INSTITUTE FOR JAPANESE STUDIES (DIJ) THE GERMAN CENTER FOR RESEARCH AND INNOVATION (DWIH)**

### **TENTATIVE PROGRAM**

for the Workshop

### **"Building a Sustainable Future: Integrating Consumption, Finance, and Education"**

Monday, June 10, 2024

at DIJ, Jochi Kioizaka Bldg. 2F  
7-1 Kioicho, Chiyoda-ku, Tokyo 102-0094

Language: English

This workshop delves into the interconnected issues of sustainability, sustainable consumption, sustainable finance and education which collectively form a holistic approach to creating a more balanced and resilient world. Sustainable consumption encourages mindful choices to minimize waste and environmental impact, while sustainable finance directs capital toward environmentally friendly and socially responsible investments. Together, they create a powerful framework that fosters innovation, promotes responsible resource management, and drives positive social and environmental outcomes, paving the way for a sustainable and prosperous future.

14:00

#### **Welcome Remarks**

Markus HECKEL (German Institute for Japanese Studies, DIJ)

Laura BLECKEN (The German Centre for Research and Innovation Tokyo, DWIH)

14:15

#### **Sustainable Consumption**

Chair: Shinji HASEGAWA (Waseda University)

#### **Corporate Perspectives on Sustainable Consumption and Marketing Strategies**

Markus HECKEL (German Institute for Japanese Studies)

#### **Sustainable Consumption of Young People in Japan and Germany: Behaviour and Influencing Factors**

Carsten HERBES (University Nürtingen-Geislingen)

#### **Environmental Awareness in Germany and Japan**

Nobuyuki KINOSHITA (Advisor, Keiaistar Real Estate)

15:45 Coffee Break

16:00 **Sustainable Finance**  
Chair: Markus HECKEL

**Education for Sustainable Finance**  
Jutaro KANEKO (Hakuoh University)

**Green Bonds**  
Maiko MORISHITA (Institute for Global Environmental Strategies, IGES and Climate Bonds Initiative)

**Connecting Corporate Sustainability and Sustainable Finance**  
Emi ONOZUKA (Director of Future Design Initiative by Science and Finance, FDSF)

17:30 **Closing Remarks**  
Markus HECKEL (German Institute for Japanese Studies)

17:45 Buffet Reception

Participation is free, but by invitation only. Please register with [heckel@dijitokyo.org](mailto:heckel@dijitokyo.org). Please indicate the title of the workshop, your name and your affiliation.