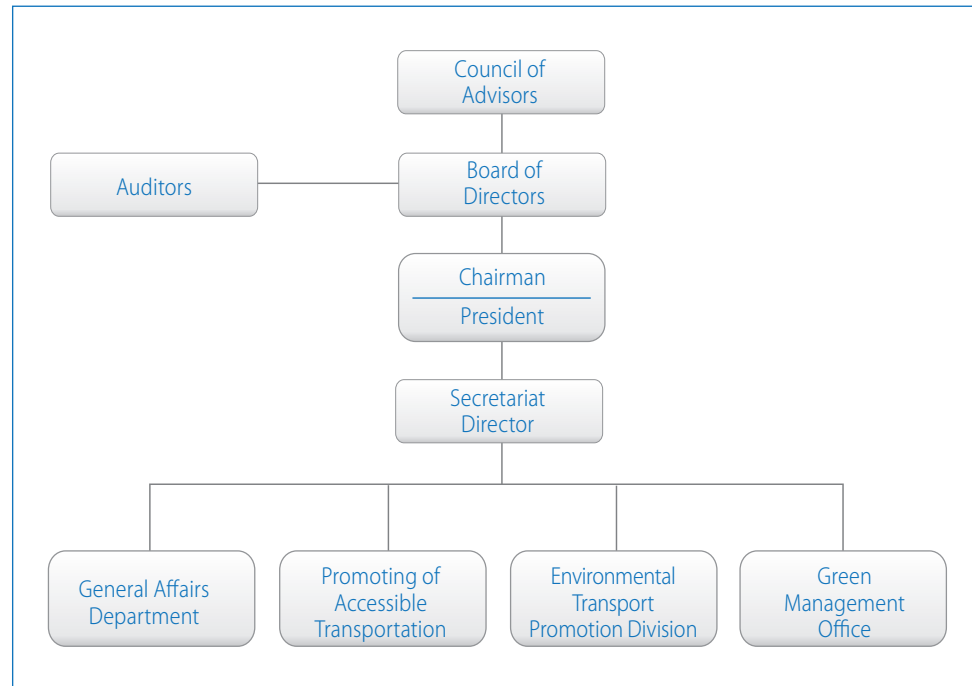


## Our History

- June 1994 ..... Established as the "Transportation Amenity Promotion Foundation"
- December 1997 ..... Renamed the "Foundation for Promoting Personal Mobility and Ecological Transportation"  
(Added activities to promote the resolution of environmental issues in the transport sector).
- April 2012 ..... Transitioned to the "Public Interest Foundation for Promoting Personal Mobility and Ecological Transportation"

## Organization Chart



Foundation for Promoting  
Personal Mobility and Ecological Transportation



Towards People and Earth  
Friendly Transportation



Foundation for Promoting  
Personal Mobility and Ecological Transportation

Address: 10th floor, Koraku Mori Building, 1-4-14  
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<https://www.ecomo.or.jp>

Supported by  日本 THE NIPPON  
財団 FOUNDATION



# What will happen to the future of the Earth?

We have been burning fossil fuels such as oil, coal, and natural gas to obtain energy, which has resulted in the generation of carbon dioxide (CO<sub>2</sub>) and other greenhouse gases, releasing them into the atmosphere.

Gases such as carbon dioxide in the atmosphere allow a significant portion of sunlight to pass through, but they also absorb the infrared radiation emitted from the Earth's surface, warming the atmosphere. This effect is similar to how a greenhouse's glass works, trapping heat and making the Earth warmer, thereby creating a suitable temperature for the survival of life. These gases, which have brought about this warming effect and maintained a temperature conducive to life, are referred to as greenhouse gases.

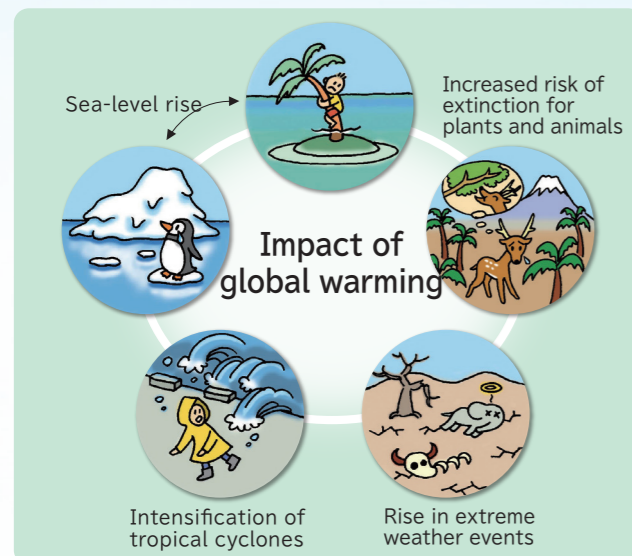
As human activities and industrial development intensify, there has been a rapid increase in the emission of greenhouse gases into the atmosphere. This has resulted in a stronger greenhouse effect and a corresponding rise in temperatures. The causal relationship between human activities and global warming has been assessed in the Intergovernmental Panel on Climate Change (IPCC) Fifth Assessment Report, released in August

2021, specifically in the Working Group I report on the physical science basis. The report states that "it is unequivocal that human influence has warmed the atmosphere, ocean, and land."

Indeed, the world's average temperature from 2011 to 2020 was approximately 1.09°C higher than the pre-industrial levels (1850-1900). It has also been shown that land warming has been greater than ocean warming during this period.

If the global consumption of fossil fuels continues to expand, it is predicted that the concentration of greenhouse gases in the atmosphere will further increase, leading to continued global warming. This, in turn, is expected to result in an increase in the frequency and intensity of extreme weather events such as heavy rainfall and heat waves.

In order to pass on a planet where future generations can live a secure life, it is necessary for our generation to take urgent measures. Our mission is to support various initiatives aimed at preventing global warming in the transport sector.



source: Japan Center for Climate Change



Let's start taking action to prevent global warming today!



# Aiming for a Society Where Everyone Can Travel Comfortably and Securely.

Since the enactment of the Barrier-Free Law in 2006, 17 years have passed, and efforts have been made to facilitate mobility through the barrier-free development of facilities, including public transportation. During this period, notable social changes have occurred, including the advancement of an aging society, an increase in the number of people with disabilities, and the implementation of facility development using based on the idea of Universal Design aiming for the "highest global standards" due to the hosting of the Tokyo 2020 Olympic and Paralympic Games (held in 2021).

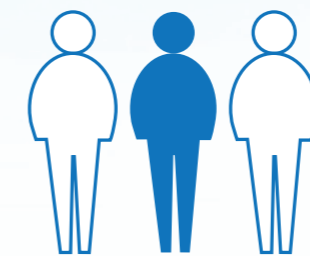
However, even with such development, it does not guarantee smooth access for all individuals. People lead diverse lives with their unique needs, and the challenges during travel have also become more varied. Some individuals face significant difficulties when using public transportation, even if their challenges may not be apparent to others.

When people hear the term "barrier-free," many tend to think of facilities such as wheelchair ramps and handrails. In the past, it primarily referred to removing physical

barriers. However, its meaning has evolved to encompass the removal of all barriers, including social systems, cultural and informational aspects, and people's attitudes. It now emphasizes the need to eliminate comprehensive barriers for smooth mobility. It is not only about facility and vehicle improvements but also about ensuring that the staff provides appropriate service and support. In addition to the efforts made to address physical barriers, promoting smooth mobility through information provision and assistance from individuals can contribute to improving the quality of life (QOL) for users.

On the legal front, there have been significant changes in the environment surrounding the realization of barrier-free and inclusive societies, including the conclusion of the Convention on the Rights of Persons with Disabilities and the establishment of domestic laws such as the Basic Act for Persons with Disabilities.

We are actively responding to these societal movements by promptly addressing various challenges for smooth mobility and transportation, aiming to create an inclusive society where no one is left behind.



By 2035, one in three people in Japan's total population will be aged 65 or older!



In order to achieve an inclusive society, it is necessary to establish an environment that takes into consideration the presence of diverse individuals, including those with disabilities.

# Initiatives for Promoting Barrier-Free Accessibility

# Mobility

## Implementation of Transportation Support Manager Training

We are conducting training primarily targeting railway and bus operators to enhance the level of customer service and assistance provided to elderly and Person with disabilities. The training involves the participation of individuals with disabilities as instructors, emphasizing not only the acquisition of knowledge and skills but also the development of communication strategies and sensitivity to the needs of people with disabilities through interactive dialogue.



## Implementation of Facility Improvement Subsidies for Passenger Ships and Other Vessels

To promote barrier-free access in maritime transportation, we have received grants from The Nippon Foundation to assist in the renovation or construction of passenger ships as well as the improvement of facilities and equipment at passenger ship terminals. Furthermore, with the support of The Nippon Foundation, we have established the "Fund for Smooth Mobility Towards an Inclusive Society" to facilitate initiatives such as the introduction of buses equipped with lifts, focusing on creating legacies in the post-Paralympic era.



## Operation of the "Easy Travel Information"

We operate a website called "RakuRaku Odekake Net" that provides information on barrier-free facilities at railway stations, airports, bus terminals, and passenger ship terminals, as well as guidance on barrier-free transfer routes.



## Public Release of Communication Support Boards

We have created support tools primarily for facilitating communication with individuals with intellectual disabilities, hearing impairments, elderly individuals, and non-Japanese speakers who may not understand Japanese, especially in public transportation settings. These support tools have been developed in both paper and digital formats and are distributed and made available to the public.



## Participation of Various Committees of the Ministry of Land, Infrastructure, Transport, and Tourism

We are actively promoting the smooth facilitation of transportation through our participation and cooperation in national committees and discussions, including the formulation of Barrier-free Development Guidelines.



## Implementation of Learning Programs for Elementary and Middle School Students

We provide learning programs targeting elementary and middle school students to learn and think about creating an inclusive society where everyone can live comfortably through the lens of transportation barrier-free. These programs combine classroom learning through booklets and websites to acquire knowledge about barrier-free concepts, hands-on experiences such as simulated disability activities to physically engage in learning, and workshops to deepen understanding. We also offer support for schools to implement these programs.



## Publication of Standard Guide Symbol (Pictogram) for Public Use

We have created 160 pictograms for signage purposes that can be understood without relying on language. Among these, some pictograms have been registered as part of Japan's unified standards (JIS Z 8210). To promote widespread awareness, we have made the data available for public use, which is being utilized in various settings.



## Implementation of Grants for Research and Activities on Accessible Transportation

We provide research and activity grants to young researchers and individuals/organizations engaged in advanced surveys, studies, and technological research related to accessible transportation. The research and activity outcomes are widely disseminated through result presentations and our website for public access.

## Establishment of Networks with Disability Organizations and Collaboration with Barrier-Free Promotion Advisors

We aim to build a network with disability organizations to facilitate collaboration in exchanging opinions and conducting various surveys and research. In addition, we appoint individuals with disabilities as Barrier-Free Promotion Advisors and collaborate with them on joint projects and initiatives.

## Promotion of "Outing Support Cards"

We have developed an "Odekake Support Card" that can be used by individuals with cognitive impairments and others. Through seminars and various activities, we aim to promote the widespread use of this card.



## Hosting of Seminars and Workshops

We hold seminars on barrier-free transportation, covering topics like technology, legal updates, and project outcomes in collaboration with universities and academic societies.

# Projects to solve environmental problems in transport sector

# Ecology

## Implementation of the transport business Green Management Certification System

The transport sector accounts for approximately 20% of our country's total carbon dioxide emissions, emphasizing the need for proactive environmental efforts by transport operators themselves. In order to facilitate and sustain their environmental conservation initiatives, we, as the foundation, serve as a certification body, conducting assessments and granting certification/registration to trucking, bus, taxi, passenger ship, coastal shipping, warehouse, and port transport operators that meet a certain level of environmental commitment based on the "Green Management (Environmentally Low-Impact Business Operations) Promotion Manual."



## Implementation of the Excellent Eco-Commuting Business Site Certification System

This program certifies and registers businesses as "excellent workplaces" for actively promoting eco-commuting. It aims to spread awareness and encourage the adoption of eco-commuting by showcasing successful case studies. The certification is administered jointly by the Ministry of Land, Infrastructure, Transport, and Tourism and our foundation, with the "Conference on Promotion of Public Transport" serving as the certifying body.



## Promotion of Eco-Driving

Eco-driving, recognized as one of the measures to promote environmentally friendly car usage in the "Kyoto Protocol Target Achievement Plan" approved by the Cabinet in April 2005, is considered as an important strategy for mitigating global warming. It can be easily adopted by individuals, making it an effective approach at the personal level. Our foundation actively promotes eco-driving and organizes the "Eco-Driving Activity Contest" to commend outstanding eco-driving initiatives. We also certify organizations that provide eco-driving training and issue certificates to participants who complete the training.



## Exhibit at EcoPro

We exhibit at the largest environmental event in Japan, the "EcoPro," to showcase our environmental efforts in the transport sector and promote our foundation's activities.



## Promotion of Environmentally Sustainable Transport (EST)

"Environmentally Sustainable Transport (EST)" refers to long-term efforts to develop and implement transport and environmental policies that consider the various aspects of "environment, economy, and society." It is important to consistently implement transport environmental measures that are mindful of these aspects. To promote the adoption of EST among local governments and transport operators, we engage in activities such as the EST Traffic Environment Grand Prix, symposiums, seminars, and workshop to facilitate its dissemination.



## Promotion of Mobility Management Education

Mobility Management education aims to develop the capacity of individuals and society as a whole to take proactive actions toward improving transport. Through this education, we support schools in fostering awareness, and behavioral changes in children, as well as influencing parents' perspectives and community impact.



## Promotion of Green Slow Mobility

We support the adoption of "Green Slow Mobility," an environmentally friendly transport service using electric vehicles that can travel at speeds below 20 km/h on public roads. It serves as a sustainable means of transport in areas with limited public transit and promotes coexistence with pedestrians and vehicles. We provide assistance through vehicle lending for social experiments and training workshops to facilitate its implementation in pilot areas.



## Publication of "Transport and Environment in Japan"

The Foundation has published "Transport and Environment in Japan," which provides basic data and the latest countermeasures against the environmental problems and challenges of the transport sector (global warming, air pollution, waste, recycling, sea pollution, noise, etc.), as well as introducing the activities of local governments, businesses, citizens' groups, the Eco-Mo Foundation, and more. Since FY2015 an English version has also been published to showcase Japan's transport environment measures and countermeasures overseas.

