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Japan for Sustainability (JFS)

For Immediate Release

Japan for Sustainability (JFS) launches revamped website providing environmental, sustainability information from Japan to the world

(Tokyo, November 15, 2013) Japan for Sustainability (JFS) today announced the launch of JFS's revamped website (<http://www.japanfs.org/en/>). The non-governmental organization headed by Chief Executive Junko Edahiro specializes in providing information to the world about the environment and sustainability in Japan.

To celebrate its tenth anniversary in 2012, JFS redefined its mission for the next decade as **"Accelerating the move toward a truly happy and sustainable future by facilitating communication between Japan and the world."** To put words into action, JFS is committed to continue providing useful information online through its upgraded website, with interactive features and easier navigation and use (see Attachment).

"We are excited to unveil our new website design and hope our online users are inspired by what they see," said Edahiro about the launch. "We hope it serves as an even better tool to move us all toward a better planet."

During the 11 years since its launch in August 2002, JFS has been providing news articles in both English and Japanese to make this world a more sustainable place for current and future generations. The articles inform the world about the latest trends and efforts toward sustainability in Japan.

JFS gathers information about outstanding efforts to promote sustainability in Japan -- in many sectors by many different actors -- and each month posts 30 short articles online and three monthly feature articles. Today, over 4,000 articles are stored in its online database. Besides posting articles online, JFS also releases a weekly digest by e-mail, a compact summary of the short articles, and a monthly newsletter.

JFS's more than 7,700 e-mail subscribers from 184 countries (of the world's total 194) include journalists, businesspersons, educators, researchers, and government personnel interested in the topics of sustainability, environment, happiness, economy and society.

Before JFS, no comprehensive information source was available online in English on environmental and sustainability-related activities in Japan. Information we provide has been highly praised by researchers, government officials, journalists and media around the world who are keen to follow sustainability issues and ideas on how to apply new ideas to their own work.

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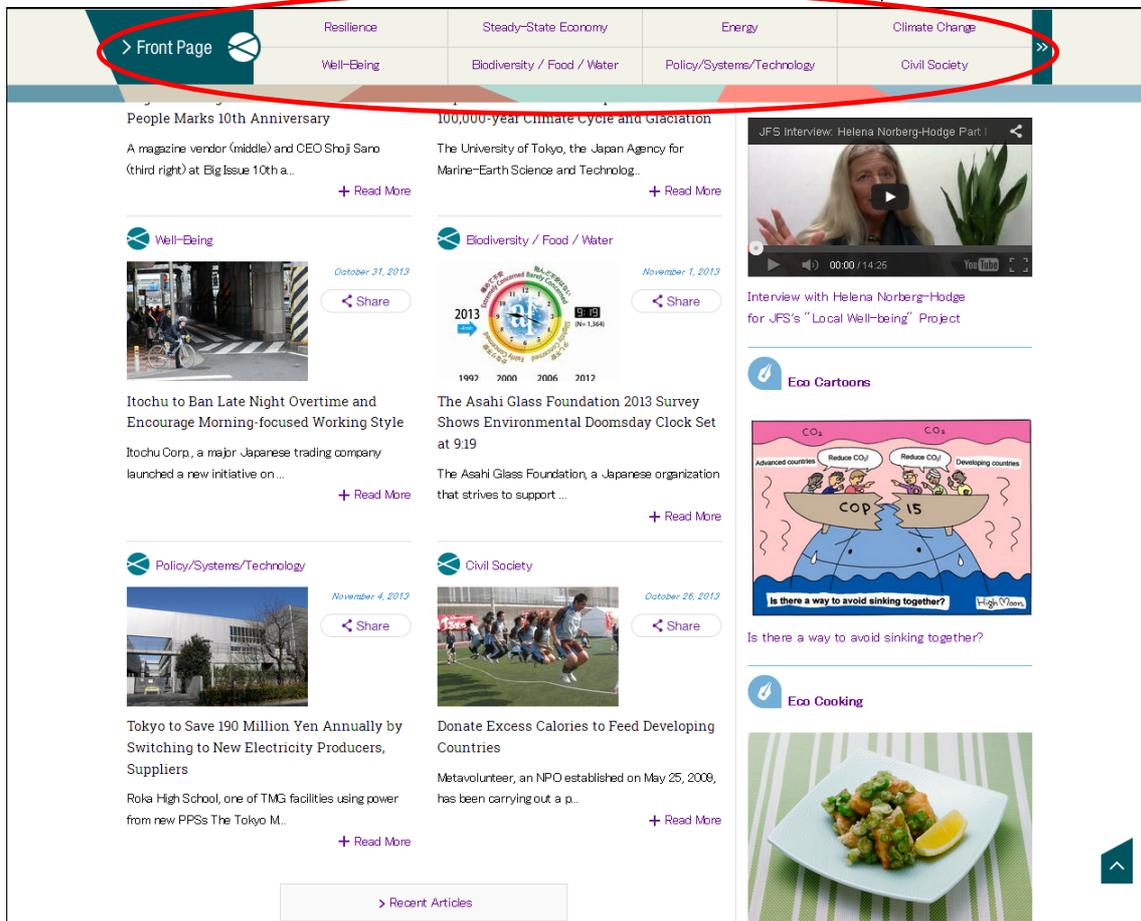
ATTACHMENT:

Japan for Sustainability website upgrades, www.japanfs.org, November 15, 2013

One major new feature of the revamped JFS website is the use of **eight themes**, listed below. Information on Japanese trends is sorted and presented in terms of these themes, in both English and Japanese.

- Biodiversity, food, water
- Climate change
- Policies, systems, technology
- Steady-state economy
- Civil society
- Energy
- Resilience
- Well-being

8 JFS themes are always displayed on top of screen



The renewed website continues to carry a wide range of sustainability information, but also has added interactive features and is easier to navigate and use. Here are more new features:

- **Website content:** We have added new content, such as eco-cooking and interviews.
 - **Eco-cooking:** Eco-cooking recipes, tips and alternative ingredients
 - **Interviews:** Video interviews with experts, practitioners, and government officials on ongoing issues in Japan, with additional coverage of context, policy goals, and future directions, etc.
- **Social networking:** Add comments using your social networking accounts, including Facebook, Twitter, Google+, Disqus, and more. Enjoy discussions with others and share your favorite articles with friends.
- **Easier searches, greater variety:** The new search function will help find what you want from among over 4,000 JFS daily short and monthly newsletter feature articles. You can now also refine your searches by date and theme.