

# Outside Perspectives

Professor Kurasaka of Chiba University has graciously provided his views on the Narita International Airport Environment Report. That feedback will be used to compile the next edition of the Environment Report and to help us in our environmental activities.



## Hidefumi Kurasaka

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 Born 1964. Entered the Environment Agency in 1987 after graduating from the Faculty of Economics, The University of Tokyo. Associate Professor at Chiba University in 1998, assumed current position in 2008. Specializes in Environment Policy and Environment Economics. Publications include "Theory of Economic Policy", etc. In charge of Environmental Management at Chiba University since 2004.

As the founder and operator of Narita International Airport which handles around 89,000 passengers and 5,200 tonnes of cargo each day, Narita International Airport Corporation (NAA) fulfills the role of providing the infrastructure for the operations of over 500 airport-related businesses. With its workforce of just over 700 employees, NAA processes tasks comparable to that of a city hall in a major city. This Environment Report describes details of practical environmental management initiatives undertaken by NAA in conjunction with airport-related businesses in plain language. First of all, I would like to compliment NAA's efforts in making clear improvements in the areas pointed out in the previous year's Environment Report. In the Outside Perspectives section last year, I called attention to the fact that it was difficult to see which airport companies and organizations were participating and what role NAA was playing. In this regard, I feel that improvement has been made throughout the report such as by explaining NAA's role in the double-spread contents page and separately describing the actions of NAA and that of related-businesses in the Special Feature section. I also mentioned last year that I looked forward to seeing the Environment Report used to its fullest as a communication tool. In this respect too, NAA decided to introduce extracts from the Environment Report 2008 Survey results in the Communication section and disclose information on development in response to various feedbacks. These endeavors are to be admired.

Innovative use of graphs to make target achievements visible at a glance and the way relationships between the overall airport and individual strategies are set out so that they can be comprehended on maps make the report extremely easy to follow. In terms of ingenuity in layout, the report is a good model in many respects for other environment reports. On the other hand, when we look at the progress in achievement of practical initiatives, there is a divergence between fiscal 2008 figures and 2010 long-term targets on a few of the items. I hope that steps will be taken to ensure that targets are met in these areas. Unfortunately, in fiscal 2008, energy consumption per airport user (passengers and employees) increased over the benchmark year owing to the fact that this is calculated by dividing energy consumption of the entire airport by the number of airport users, and because there was a drop in passenger traffic. The year 2009 will no doubt be remembered as the year that the world took a huge turn towards a low-carbon society. Narita International Airport is also at a stage when it must set its sights on this goal from a long-term perspective. Efforts are presently underway to be attained by 2010, but I look forward to seeing NAA take the next step forward towards creating a low-carbon society by looking into how much it can accomplish if it were to fully develop the various pilot schemes it has implemented to date by a new target year of say 2020.

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## Narita International Airport Environment Report 2008 Survey Results

15,000 Japanese language copies and 500 English language copies of the Environment Report 2008 were published and distributed to local residents, airport-related businesses, government organizations, official visitors to the airport, etc. The report was also made available on the Narita Airport website and the environment report database, etc.

For the 2008 survey, a total of some 130 responses were sent in from across Japan and overseas. Over 80% said that the report was clear and easy to understand, and the satisfaction level for the report as a whole was high. A number of readers commented that the letters were too small so we increased the font size this year. We are deeply grateful for the great volume of feedback that we have received. We also take this opportunity to thank you for your cooperation. We look forward to your assistance in our effort to continue to improve the content of the Environment Report.

