Start of actual operation of the government’s electricity saving online portal: “setsuden.go.jp”, and other related matters

From July 1 (Friday), as the peak demand period of summer is beginning, the government will start the full-fledged operation of the electricity saving portal site: “setsuden.go.jp”.

We would like to also announce that on July 3 (Sunday), we will hold the “kick-off event for families”, in which parents and children can participate and can learn about the necessity and the measures to save electricity in an easy-to-understand format.

1. Start of full-fledged operation of the government’s electricity saving online portal: “setsuden.go.jp”

   The Cabinet Secretariat and the Agency for Natural Resources and Energy of the Ministry of Economy, Trade and Industry (METI) have opened the portal site: “setsuden.go.jp”, as a service to provide the people with information about electricity saving. On July 1, full-fledged operation of the “site for households” and “site for business operators” will begin.

(1) Site for households

   From July 1, the site for households in “setsuden.go.jp” will start providing information on a timely basis. The main contents are as follows:

   (i) Declaration of household electricity saving (See Appendix 3)

   (ii) Applications which provide information regarding the tight electricity supply-demand balance

       The status and forecast of electricity use will be announced. In addition, electricity saving activities, etc. can be posted not only within the site but also from external sites such as Twitter. By visualizing the electricity saving activities of the people in real time, continuous electricity saving activities will be promoted.

   (iii) Everyone’s ideas for electricity saving

       From among the opinions received through the electricity saving idea box, outstanding ideas and ideas applicable to ordinary people will be selected and introduced as electricity saving ideas.

   (iv) Voices of participants
Statements of participation by users of the “Declaration of household electricity saving” will be introduced in order to raise the consciousness of the people about electricity saving activities.

(v) Smart phone application award 2011 for electricity saving

We are encouraging the development and marketing of applications which contribute to electricity saving based on the electricity-related data provided from electric utility operators. The “Smart phone application award 2011 for electricity saving” will be implemented with the aim of supporting software developers, who are interested in creating ever-more popular application contents related to electricity saving, widely promoting electricity saving applications to public smart phone and tablet users and raising consciousness on electricity saving.

*Sponsor: Agency for Natural Resources and Energy, METI
Co-sponsor: Shogakukan DIME / App DIME (http://www.appdime.jp/)

*Eligible applications
“Electricity saving” applications published by July 31, 2011

*Selection schedule
- Voting period: July 4 to July 31 (Interim result will be announced during the voting period)
- Examination and announcement: Early to mid August
(2) The site for business operators

As electricity saving measures for this summer, we are asking small customers (with contracts of 500 kW or less electricity [*]) to voluntarily formulate electricity saving plans. From July 1, we will announce the electricity saving plans, which are formulated and registered by business operators, and announce actions taken by each business operator, on the site for business operators in “setsuden.go.jp”.

(Reference 1)

[*] Small operators who receive high-voltage electricity of less than 500 kW can formulate electricity saving plans through door-to-door visits by the electricity saving supporters (Electric chief engineers).

The business operators, who formulate, register and publish their electricity saving plans, can download the “electricity saving declaration sticker” and “electricity saving declaration poster” from the site and can post the sticker/poster in their stores, etc. (Reference 2)

Further, we are now considering enabling business offices, which achieve a 15% electricity use reduction to post their electricity saving achievement certificates (tentative name), etc.

(Reference 1)

Image of the announcement of electricity saving plan
2. Holding the kick-off event for electricity saving actions

On July 3, the kick-off event for electricity saving actions, aimed at families, will be held at Akihabara (AKIBA_SQUARE).

The interactive event will provide programs leading to correct understanding on and actions for electricity saving and encouraging people to create a strong awareness of electricity saving and to take real action.

<Outline>
Date/time: July 3, 2011 (Sunday) 11:00-17:00
Place: AKIBA_SQUARE
Contents (tentative)
- Events: Quiz show which enables parents and children to learn about electricity saving
  Introduction of electricity saving ideas, based on the themes of “food, clothing and housing”, etc.
- Outdoor exhibitions:
  “Declaration of household electricity saving” corner (Panel exhibition)
  “Actions taken by local municipalities” corner
  “One-day electricity” corner (an experience corner, using LEDs and incandescent bulbs, etc.)