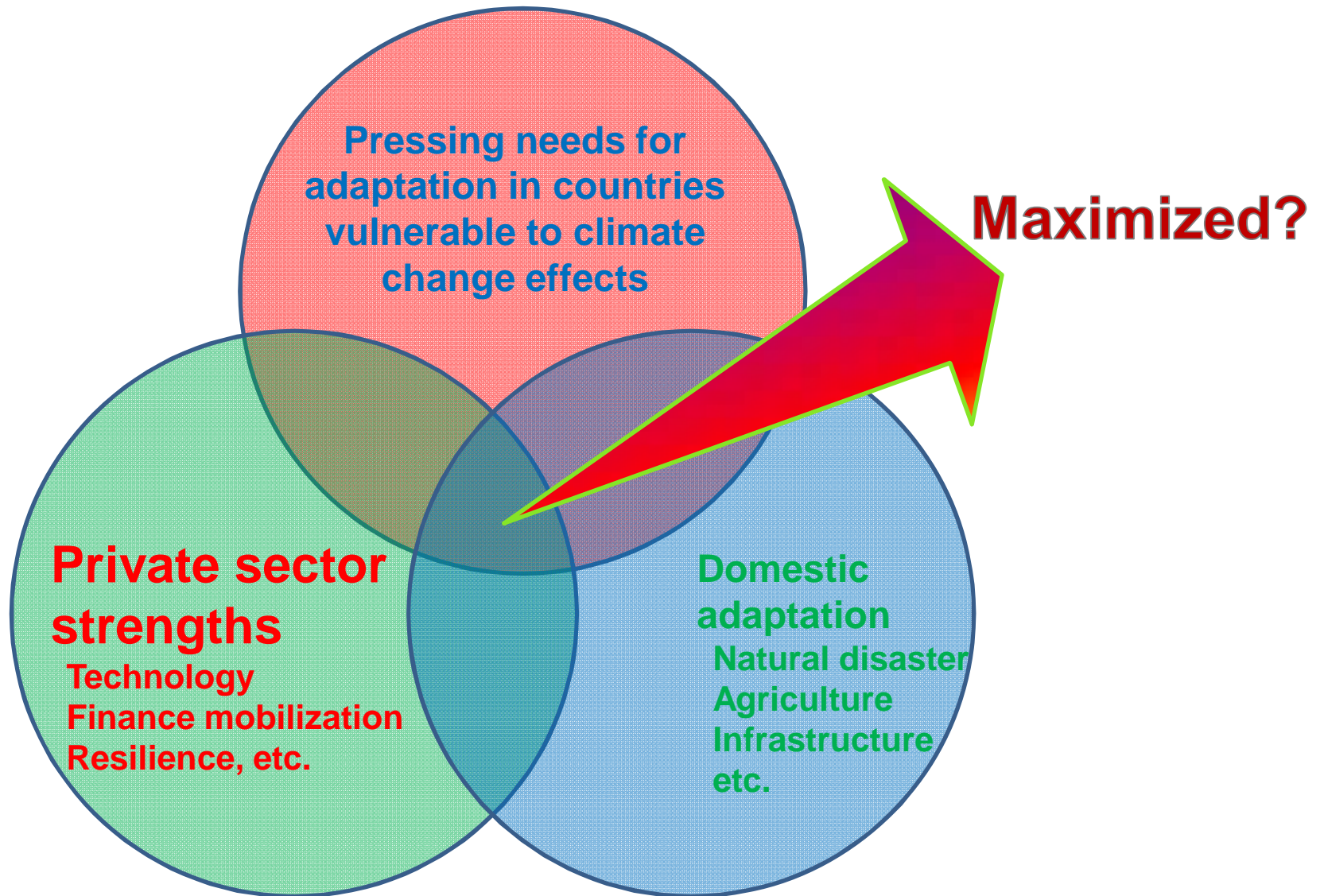


Promotion of Private Sector Activities Through Public Policy

Toshiaki Nagata
Global Environment Partnership Office
Ministry of Economy, Trade and Industry

Why private sector in climate change adaptation?



What do we want to achieve?

SUSTAINABLE ADAPTATION

SCALABLE ADAPTATION

***SOCIALLY-RESPONSIBLE
ADAPTATION***

How do we achieve?

BRIDGING

BUILDING

BRANDING