

JFTC Revises ‘Guidelines Concerning the Activities of Enterprises, etc. Toward the Realization of a Green Society under the Antimonopoly Act’

April 24, 2024

Japan Fair Trade Commission

1. The Japan Fair Trade Commission (hereinafter referred to as the ‘JFTC’) revised the ‘Guidelines Concerning the Activities of Enterprises, etc. Toward the Realization of a Green Society under the Antimonopoly Act’ (hereinafter referred to as the ‘Green Guidelines’), which was published on March 31, 2023, for the purpose of encouraging the efforts of enterprises and trade associations (hereinafter referred to as ‘enterprises, etc.’) for further enhancing the realization of carbon neutrality (Please see Appendix).
2. The JFTC expressed its intension to review the Green Guidelines continuously. Also, the Cabinet of Japan approved the ‘Basic Policy on Economic and Fiscal Management and Reform 2023’, the ‘Grand Design and Action Plan for a New Form of Capitalism 2023 Revised Version’ both in June 2023, and the ‘Comprehensive Economic Measures for Completely Break Free from Deflation’ in November 2023. At the same time, the further clarification of the Green Guidelines was described in those policies of the whole Government. Therefore, based on the results of specific consultation cases and exchange of views with enterprises, etc., the JFTC published the draft of revised Guidelines on February 15, 2024 to request public comments which was due on March 18. In response to the request for public comments, 13 comments were submitted. After having carefully considered those comments, the JFTC decided to partially amend the draft and finalize the revised Guidelines.
3. As enterprises, etc. actually take initiatives in a highly uncertain competitive environment, the JFTC will continuously review the Guidelines responding to future changes in markets and business activities, specific cases of law enforcement and consultation, and other relevant matters while communicating with enterprises, etc. and related ministries. In addition, in order to encourage the initiatives of enterprises, etc. toward the realization of Green Society, the JFTC will actively respond to their requests for consultation in light of the Guidelines.