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Mr. Toshi Otsuka,
NTT Data Institute of Management Consulting Inc.
1-32-12 Higashi Shibuyaku
Tokyo 150-0011, Japan

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Dear Toshi,

I am very pleased that NTT Data Institute of Management Consulting Inc. has launched its carbon offsets program, for this allows private companies the opportunity to act responsibly with respect to greenhouse gas emissions and to improve their reputations for taking such positive actions. It is an important service you provide since not all companies can easily determine on their own how to offset their emissions. Moreover, the cost of the offset is borne by the company and not directly by the consumer, which will create a stronger environment of cooperation among consumers for buying products that are part of the COP project.

I think it is also very important that any offsets purchased be certifiable tons of CO₂ offset, and your use of Kyoto Protocol approved Certified Emissions Reductions (CERs) methods will help to insure that only high quality transactions are taking place. This should also help to change the consumer's approach to offsets and emissions reductions, since as they become aware of the actions of companies subscribing to the COP consumers will be better informed to re-examine their own living styles from a carbon emissions point of view and have a lower carbon footprint at home as well.

Finally, I hope that your important beginning will soon multiply into many more Japanese companies signing up to join COP and thus to take advantage of their ability to become more responsible corporate citizens and to reap the benefits of improved reputations as clean businesses that will attract admiring consumers.

Best of luck in your work.

Sincerely,

Stephen H. Schneider
Melvin and Joan Lane Professor for Interdisciplinary Environmental Studies