

**FACTORS THAT AFFECT INNOVATION, DEPLOYMENT AND DIFFUSION  
OF ENERGY EFFICIENT TECHNOLOGIES  
- CASE STUDIES OF JAPAN AND IRON/STEEL INDUSTRY -**

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UNFCCC Workshop on Mitigation  
Bonn, May 23, 2005**

To contribute to discussion on mitigation in SBSTA 22, this presentation will introduce factors that affect innovation, deployment and diffusion of energy efficient technologies, based on Japan's experiences.

Firstly, significant effects of energy conservation measures in Japan will be shown from both macro and micro perspectives. A few examples of specific technologies of iron/steel industry will be used to show huge impact on energy conservation of this industry.

Then this presentation will examine factors for success or failure in transferring energy efficient technologies to developing countries, on the basis of the cases of GOJ's model projects, especially of CDQ (Coke Dry Quenching) in iron/steel industry. Lessons from these cases imply that clear cost-saving effect of energy conservation measures, local environmental policy, awareness of local industry and cost reduction through localization of manufacturing are the keys for successful diffusion. Finally, policy recommendations derived from case studies, such as reform of CDM, will be touched upon with a view to further deploying and diffusing energy efficient technologies.