



JAPAN
ENERGY SUMMIT
& EXHIBITION

3 - 5 JUNE
2024
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Putting the Puzzle Pieces Together to Solve Japan's Energy and Environmental Issues

Since childhood, Japan has been my source of inspiration for resilience. It is a unique island nation with a remarkable track record of confronting and transcending adversity. I especially relate to the Japanese concept of *ikigai*: the meeting point of what you love, what you are good at, what the world needs, and what you get paid for—giving life purpose.

My career portfolio in sustainability has been my *ikigai* for pursuing and solving crucial challenges. I focus on developing and implementing solutions for global issues, such as climate change, economic development, and humanitarian challenges, particularly driven by 4 of the UN's 17 Sustainable Development Goals (SDG): #1 (No Poverty); #7 (Affordable and Clean Energy); #13 (Climate Action), and #17 (Partnership for Goals).

The just energy transition is central to my research and advisory efforts. My focus on specific SDG connected to the puzzle of sustainable energy transition stems from my childhood experiences. First, related to “no poverty”, in the early 1990s, my family experienced poverty during painful Eurasian economic transitions. It was a shock for me, a young teenager with a relatively privileged upbringing to suddenly face malnutrition and, sometimes, hunger.

I promised never to forget that experience and to contribute to the fight against poverty with my knowledge and finances. Second, regarding “affordable clean energy” and “climate action”, I have turned my memory of growing up in a polluted industrial city into my commitment to solving energy transition challenges. Antoine de Saint-Exupéry in *The Little Prince*, wrote: “All grown-ups were once children... but only a few of them remember it.” Third, throughout my childhood and beyond, I began to understand the power of “partnerships for goals.” This realisation came from my Wall Street and independent advisory efforts, especially for American Red Cross in Japan in building strategic partnerships with the local communities in various U.S.-Japanese humanitarian missions. In sum, all these experiences laid the foundation for my *ikigai*.

Once again, *Ikigai* is on my mind as I prepare to present my speech for the Japan Energy Summit & Exhibition (JESE), where I will introduce my newly created “nexus-integrated policies” framework and the “Begin at the Beginning” clean hydrogen production and integration strategy for Japan. A similar strategy could be applied in other countries facing sustainability-related challenges, focusing on energy and environmental situations. Like the *ikigai*, energy, food, and water form a nexus at the heart of sustainable development. Therefore, the nexus approach is paramount for my nexus-integrated policies for Japan.



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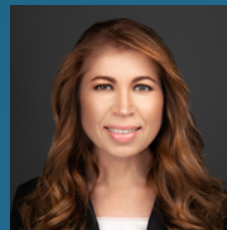
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I come from a family of chemists, international experts in their fields. Although I did not follow my family's scientific path, I remained passionate about energy technology innovations. This drive fueled me during my work on Wall Street and independent advising for climate tech companies and through my proprietary research.

The COVID-19 pandemic reminded us of the value of human interactions for genuine and lifelong collaboration as a foundation of innovation. A real-world partnership can lead to the carbonation of genuinely disruptive ideas, which bubble up through an exciting mix of different perspectives and experiences. The JESE allows participants to meet professionals face-to-face for inspiration, creativity, and motivation and to listen and interact with practitioners and thinkers who are deeply engaged in Japan's energy transition. I am thrilled about the JESE's extraordinary line-up of global thought leaders, ministers, policymakers, and industry experts to debate, analyze, and explore the latest trends impacting Japan's energy markets.

Japan needs to confront and transcend its current energy and environmental challenges. In a world dominated by net-zero arguments, finding the elusive ikigai for Japan's just energy transition at the JESE and advancing nexus-integrated policies, especially when applied to the burgeoning clean hydrogen sector, is crucial.



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