

April 20, 2023

JERA Co., Inc.
Port of Nagoya Public Aquarium Nagoya Port Foundation



名古屋港水族館 × Jera

"Toward a better future for the oceans and for humanity"

The Port of Nagoya Public Aquarium and JERA launch public relations partnership activities

The Port of Nagoya Public Aquarium (operated by the Port of Nagoya Public Aquarium Nagoya Port Foundation; Minato-Machi, Minato-ku, Nagoya City, Director: Masanori Kurita) and JERA Co., Inc. ("JERA") announce the launch of joint public relations activities aiming to achieve broader enlightenment of global and marine environmental protection measures and research on marine life, as well as other related topics.

■ Background, Purpose and Significance

Through breeding marine life, the Port of Nagoya Public Aquarium works to promote environmental protection by providing visitors information on the marine ecosystem and the issues facing the oceans today.

JERA is trying to achieve zero CO₂ emissions 2050 by combining renewable energy and zero CO₂ emission thermal power generation in order to promote sustainable societies. At the Hekinan Thermal Power Station in Aichi, this plant develops decarbonization efforts, including preparations for a demonstration test with 20% ammonia co-firing, a first for a large commercial thermal power generator in the world.

As there are various serious environmental issues, such as global warming and marine pollution, it is necessary to work together to solve environmental problems to develop a sustainable society. The Port of Nagoya Public Aquarium and JERA decided to launch this promotional partnership in the belief that the collaboration between the aquarium, well-known to many people as a place where they can touch a variety of marine life, and JERA, working to decarbonize the energy industry, will raise everyone's awareness of environmental issues.



■ Initiatives



In order to make many people become interested in environmental issues, then think about the future of earth and oceans, we've created a symbol mark for the public relations partnership, inspired by the images of "earth, oceans, and marine life". "Toward a better future for the oceans and our society." With this message, the symbol mark will stand as an icon for PR activities, both inside and outside the aquarium.

We plan to promote the Port of Nagoya Public Aquarium's activities in advertising materials and other media.

■ Stakeholders in this Public Relations Partnership

The Port of Nagoya Public Aquarium:

Since its opening, the Port of Nagoya Public Aquarium has attracted many visitors as a place where they can meet a wide variety of marine life. While being a pleasure spot, it not only exhibits marine life, but also protects and breeds them through studies. In particular, the breeding of sea turtles and polar penguins has gained international praise as a research institute for aquatic organisms. Also, the first in the world to successfully propagate the Nanjing krill. In addition, the Port of Nagoya Public Aquarium, Tokai University, Kyoto University, and Nagoya College of Eco & Animals collaborate on the "Sunameri (Finless porpoise) Project" to investigate the ecology and habitat of small dolphins (Finless porpoise), which live in Ise Bay and Mikawa Bay and also come to Nagoya Port.



JERA Co., Inc.:

JERA is Japan's largest power generation company, generating about 30% of the country's electricity. Under "JERA Zero CO₂ Emissions 2050", JERA will take on the challenge of achieving virtually zero CO₂ emissions from JERA's operations in Japan and overseas, by combining "renewable energy" and "zero-emission thermal power" using decarbonized fuels such as hydrogen and ammonia. The Hekinan Thermal Power Station in Aichi is actively working to reduce CO₂ emissions by mixing ammonia, CO₂-free during combustion, and coal. Under the New Energy and Industrial Technology Development Organization (NEDO) grant program, JERA plans to launch a demonstration test of 20% ammonia co-firing in FY2023.

Thermal power plants use seawater to cool the heat during power generation. JERA aims to take care and protect the marine environment through managing seawater intakes and discharges appropriately. Means, slowly intake it from deeper layers in lower temperatures, and for releasing it slowly through surface discharges.

Location (Headquarters) : 2-5-1, Nihonbashi, Chuo-ku, Tokyo, Japan

Directors: Yukio Kani, Chairman of the Board, Global CEO
Hisahide Okuda, President, Director, CEO and COO



CO₂が出ない火
をつくる。

ゼロエミッション火力 × 再生可能エネルギー
2035年CO₂排出ゼロを実現

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