



Basic Policy Plan of the Convention

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Nobel Charitable Trust Earth Environment Convention (tentative), hosted by N C T

A convention will be hosted for developers (organizations and corporations) of eco-friendly products and renewable, alternative and sustainable energy developments from around the world to exhibit their products at the time the winner of the NCT Energy Award (and the other awards) are announced. Visitors and judges from the Judging Committee will select , . from the exhibited products of the exhibitors (organizations and corporations) , the best corporation or exhibitor of the year and an accreditation mark (NCT No.1010) or award will be granted.

Convention Name

Nobel Earth Environment Convention (tentative)

Theme

"Environment and Technology, Looking to the Future of the Next Generation"

- ◆By providing grants to efforts in the fields of natural conservation, natural resources and energy, education, culture and other relevant areas, NCT hopes to contribute to the creation of a stable protected environment and promote sustainable development of our societies NCT aims to promote and encourage travels to Japan as well as assisting Japan to become the world's leader in environmental issues and environmental technologies.
- ◆NCT will support activities to improve children's environments and education conditions around the world as children are the source of our future energy.



Nobel Charitable Trust Earth Environment Convention (tentative)

Hosting Awards and the Convention

- NCT will host the awards and convention.
- Hosting the convention is not NCT's ultimate objective. Rather, NCT strives to promote excellent energy efficient products and the development of renewable, alternative and sustainable energy resources through the convention and to financially support corporations and individual(s) aiming to develop such products.

Right to Carry the Accreditation Mark

- Awarded products will have the right to carry the NCT accreditation mark (NCT No.1234).
- Awarded products will enjoy high status and recognition as a product accredited by the prestigious Nobel Charitable Trust, giving it a significant advantage in expanding its market.

Participants (Exhibitors)

- Corporations from all over the world supporting NCT's cause and activities and are either members or support members can become exhibitors.

Points to Keep In Mind in Hosting the Convention (Direction of Hosting the Convention)

1 .Host Country

- In the future we will construct a framework where different countries will rotate to host and support the Convention.
- To establish an implementation model as well as build recognition and success, the first 3 to 4 Conventions will be held in Japan.
- One of the most well-known environmental instrument is the Kyoto Protocol adopted in Japan. Despite the many environmental conferences taking place around the world, no event has ever included an exhibition of environmental technologies. Therefore, it is a natural course of events, that this Convention should begin in Japan, which would carry a significant message. Global consensus on this matter should be easy to attain.

2 .Venue

- Venue candidates include Kyoto from the Kyoto Protocol, and Okinawa and Hokkaido from the past G8 summits but considering factors such as transportation, operation and promotion, we would like to recommend the Tokyo Big Sight (Tokyo International Exhibition Center.)

3 .Timing of the Conference

- As the formation of NCT and preparations to organize the support system in Japan will begin in spring 2010, timing of the 1st Convention will be in the year 2012.
- Seasonal factors in Japan indicate the best timing for the conference to be in spring (April-May) or fall (Sept- Oct).

4 .Exhibitors (Corporations)

- With the cooperation of governments around the world, NCT will encourage corporations worldwide to participate in the exhibition.
- Participation of Japanese corporations will be managed through the future energies organization (GSSI Earth Environment Technology Development Expo Executive Committee)
(Anticipated number of participating corporations: from 500 to 1000)

5 . Advantages in Participating in the Exhibition

- By participating, corporations will have the opportunity to introduce and promote their energy efficient products, obtain information on renewable, alternative and sustainable energy resources, and may obtain rights to or participate in projects.
- By positioning participation itself as a status symbol, higher awareness will be seen in corporate efforts to engage in environmental friendly endeavors.
- Improved brand image of participating corporations and an opportunity to accumulate consumer response data

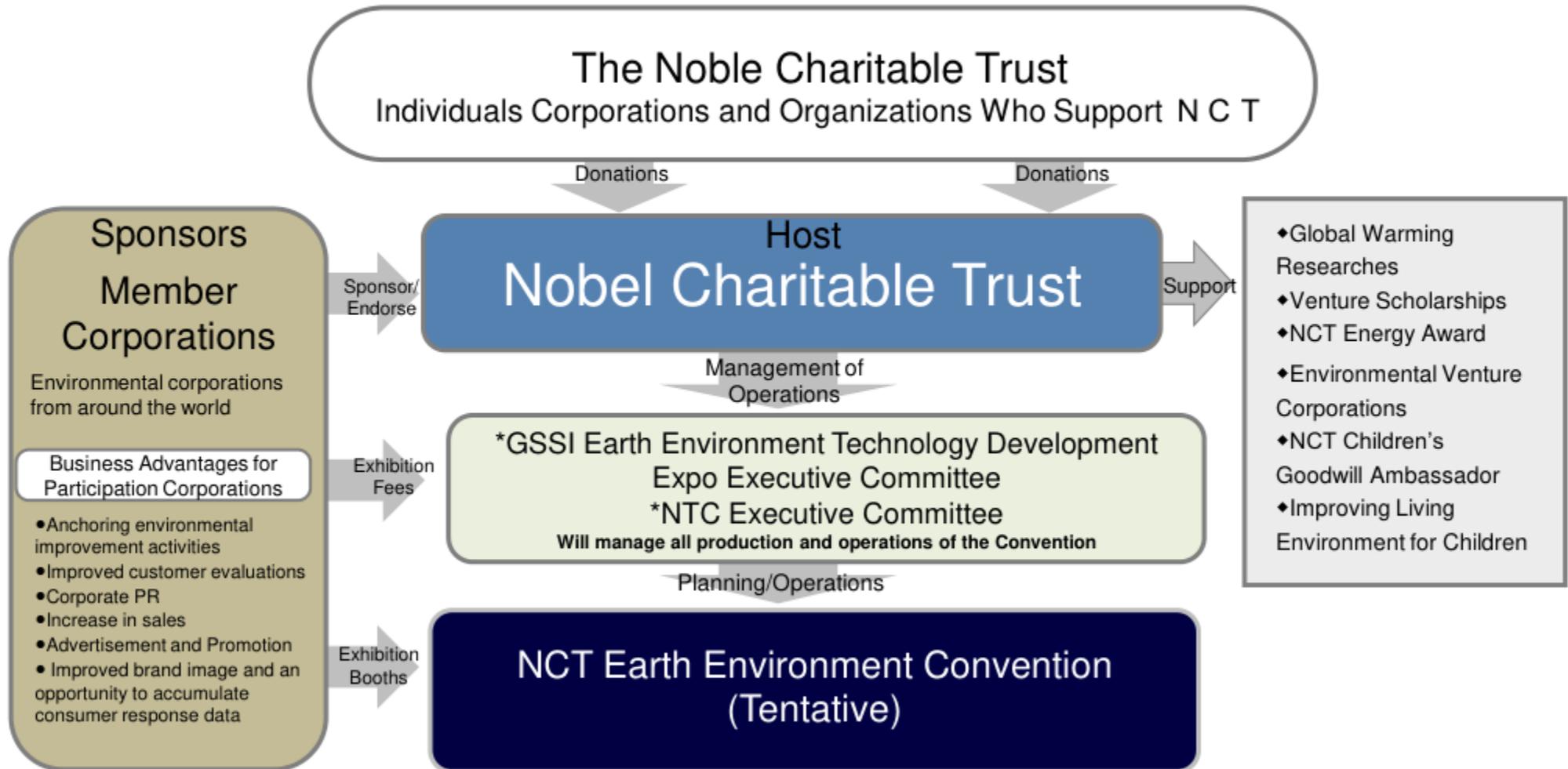
6 .Operations

- Hosted by: Nobel Charitable Trust
- The GSSI Earth Environment Technology Development Expo Executive Committee will manage all production and operations of this convention.

7 . Implementation Costs

- Funds will be provided by NCT, sponsors, and exhibition fees will be collected from each participating exhibitor.

Structure of Funds and Operations of the Convention



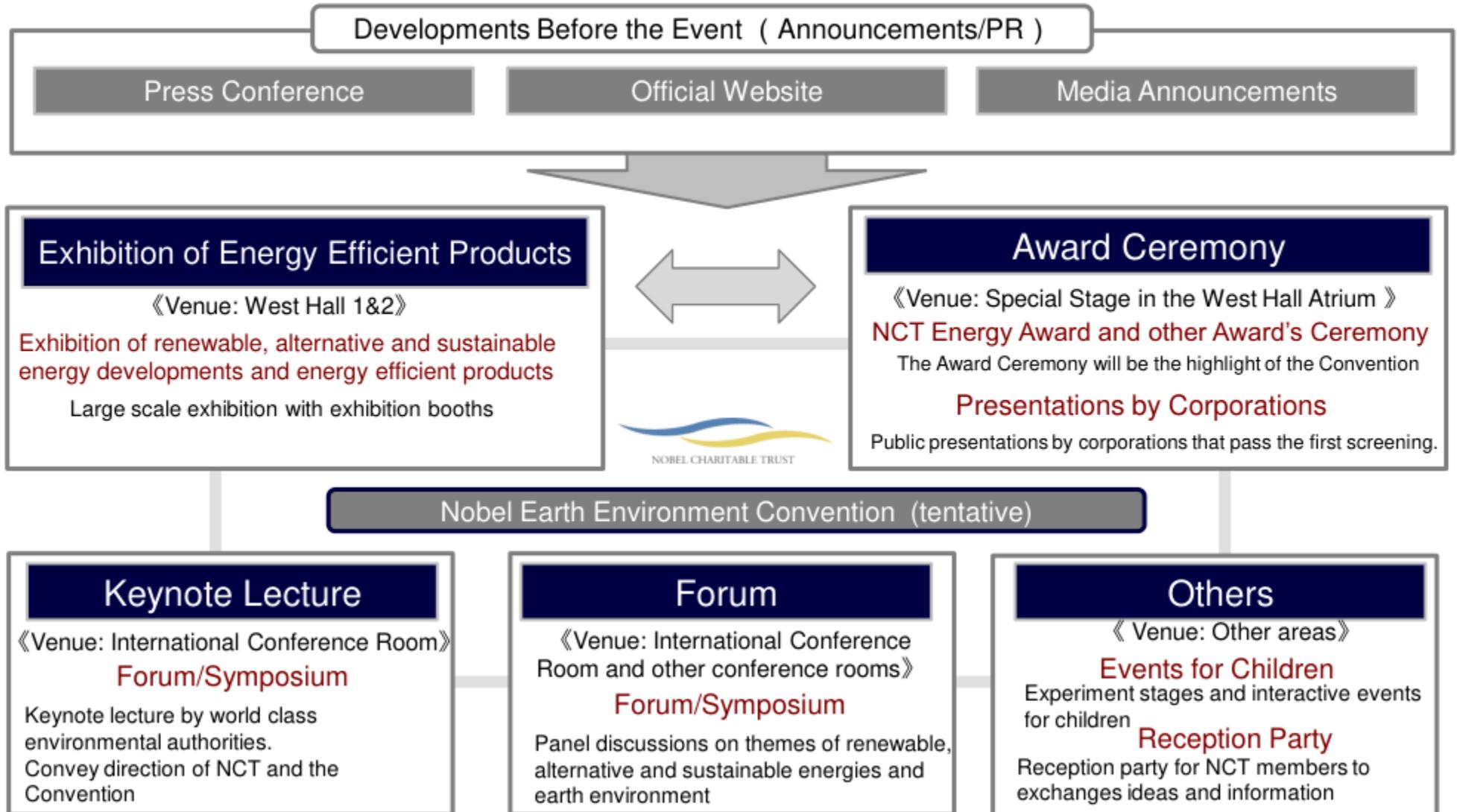


Basic Development Plan of the Convention

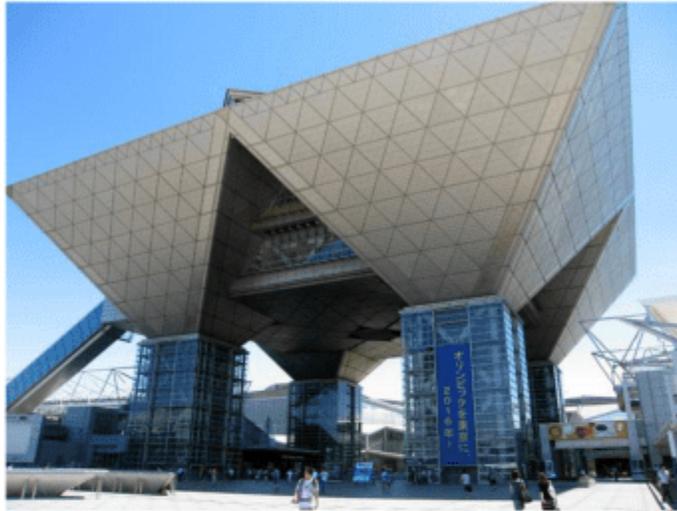


- Name of Event Nobel Charitable Trust Earth Environment Convention (tentative)
- Date of Event May, 2012 (to be confirmed) 3 days (Thurs, Fri, Sat) Day 1: Morning: Press Day/ Afternoon: Public Day/
Day 2-3: Public Day (open to the public)
- Venue Tokyo Big Sight West Exhibition Halls 1-2 (plan), International Conference Room, Reception Hall and other conference rooms
- Hosted by Nobel Charitable Trust (Endorsements and Sponsors listed below are only for reference)
- Endorsed by General Administrative Agency of the Cabinet, Ministry of the Environment, Ministry of Foreign Affairs, Ministry of Education, Culture,
Sports, Science and Technology, Ministry of Economy, Trade and Industry, Ministry of Internal Affairs and Communication (plan) , various local authorities.
TV Broadcasters, mass medias, Junior Chamber International Japan, National Congress of Parents & Teachers Association of Japan, JETRO, UNICEF, UNESCO
- Sponsored by (List of companies)
- Exhibitors NCT Member Corporations (Organizations), Universities
- Visitors Day1 : morning: media and industry people, afternoon: public / Day2-3: open to the public (students etc)
- Admission Admission Fee TBD
- Number of Visitors 60,000 visitors (goal) (goal for 2nd year, 100,000 visitors and 150,000 visitors for the 3rd year)
- Operation GSSI Earth Environment Technology Development Expo Executive Committee and NCT Executive Committee (tentative)
- Content of Event Exhibition of energy efficient products, energy efficient product awards, keynote lecture, forums and others

We will not be concerned with the number/variety of event contents for the first year and focus our efforts on bettering the quality of each content.



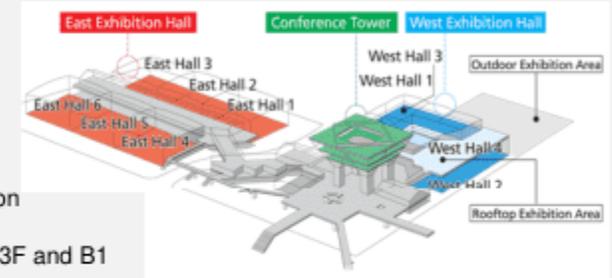
1st Convention to be held at Tokyo Big Sight: Easy access, large capacity and good facilities



Overview of Tokyo Big Sight (Tokyo International Exhibition Center)

■ Facilities

Location	3-11-1 Ariake Koto-ku Tokyo
Total Site Area	243,419.46m ²
Total Bldg Area	141,700.04m ²
Total Floor Area	230,873.07m ²
Total Exhibition Area	80,660m ²
Structure	Steel frame, reinforced concrete construction
Height	Conference Tower: 8F and B1/ West Exhibition Hall: 5F/ East Exhibition Hall: 3F and B1



【East Exhibition Hall】

Consists of six halls, three on each side of the Galleria. Each hall contains recessed electronic and information control service pits every six meters, equipped with large freight entrances to facilitate exhibition setup and removal. Each hall is 90m x 90m and can be combined into one large exhibition area to meet the needs of large exhibitions and events

【West Exhibition Hall 1 & 2】

2 Halls on 1F with Atrium in the middle. Adjacent to the Outdoor Exhibition area.

【West Exhibition Hall 3 & 4】

2 Exhibition halls around the top open space of the Atrium on 4F. Adjacent to the Rooftop Exhibition area. Direct slopes to the 4F freight entrance.

【Reception Hall】

Fully equipped with a stage that can be raised, audio and lighting systems, and an simultaneous interpretation system.

【International Conference Room】

Main facility in the Conference Tower. Seats 1000. Fully equipped with audio and lighting systems and an simultaneous interpretation system of up to 8 languages. Used for international conventions, symposiums and other large scale events.

【Other Conference Rooms】

The Conference Tower also has 22 other small to medium sized conference rooms. Largest rooms 605-608 can accommodate up to 612 persons each.



Exhibition

Energy efficient products and services from Japan and around the world all exhibited in one venue. NCT will send out the latest information on energy efficiency to reduce effects on the environment.

Exhibition of Renewable, Alternative and Sustainable Energy Developments & Energy Efficient Products

Exhibitors will be corporations (organizations) of energy efficient products and renewable, alternative and sustainable energy developments from around the world. The exhibition will scale in size each year as the most prestigious environmental exhibition. Each participating corporation (organization) will enter a product (technology/service) for the awards. As corporations hope to win, an active and lively atmosphere will be created.

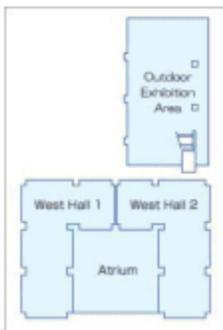
Categories

The exhibition zone will be divided into 2 subzones under the following categories:

- ① Renewable, Alternative and Sustainable Energy Zone ⇒ Introducing new energy developments such as fuel cells and biomass energy
*3 Awards will be selected from this division by the Judging Committee: NCT Energy Aware, Kyoto Energy Award, Nobel Family Award
- ② Environment and Eco Zone ⇒ Exhibits and demonstrations of energy efficient products, services and technologies
*3 Awards will be selected from this division by visitors and the Judging Committee: NCT Contribution to the Environment Award, NCT Environmental Design Award and the Special Ecology Award (3 products)

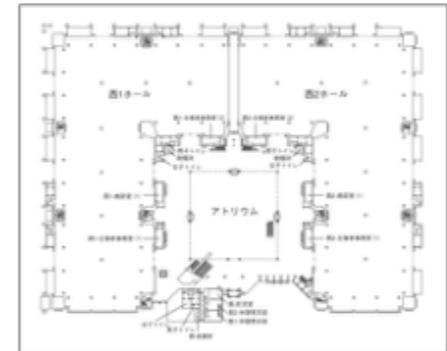
Venue and Booths

Venue scheduled to be at Tokyo Big Sight's West Halls 1 & 2 (17,760 m²) .
Depending on the number of exhibitors, may use West Halls 3 & 4 (11,520 m²) and also the rooftop exhibition area.



〈Construction of Booths〉

- Booth space will be in units of 3m x 3m: 1 unit, 2 units, 3 units, 4 units, 8 units . Other requests from exhibitors can be accommodated.
- The Japan Earth Environment Technology Development Organization office will set up basic eco-friendly structures (floor, building frames, etc).
- Exhibitors will be responsible for the construction and set up of exhibition decorations.



※If there are many exhibitors we will change venues to the East Hall

Award

★Selection, Announcement of Winners and the Award Ceremony

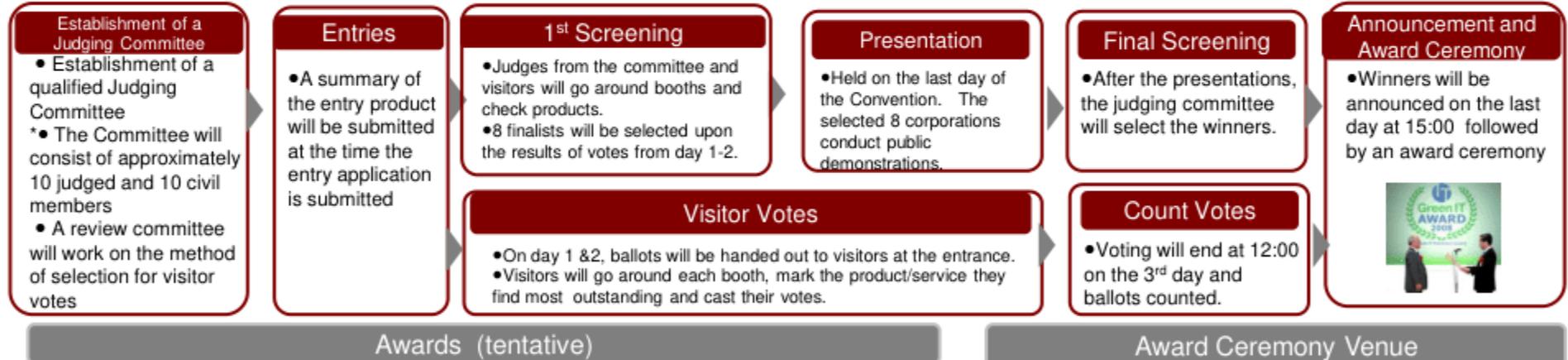
Awards will be granted to energy developments, products and services evaluated as being most ingenious, practical and eco-friendly (Winners will be selected through visitor's votes and the Judging Committee)



NCT aims to gain worldwide recognition and establish the NCT accreditation mark as the world's most prestigious environmental accreditation mark. This will be the most distinctive feature of this Convention.

Awarded products will have the right to carry the NCT accreditation mark and news of the winners will be sent through NCT's PR division to the world.

How Awards are Selected (tentative plan)



ENERGY DIVISION

★NCT Energy Award ★Kyoto Energy Award ★Nobel Family Honorary Award

These awards will be awarded to the best achievements or most practical inventions in the energy field. (selection will be made by the Judging Committee)

ENVIRONMENT & ECOLOGY DIVISION

★NCT Contribution to Environmental Award ★NCT Environmental Design Award ★Special Ecology Award

The "NCT Contribution to Environment Award" and the "NCT Environmental Design Award" will be awarded to the best achievements or most practical inventions the fields of energy efficient products, eco-friendly services and . The "Special Ecology Award" will be awarded to the product that wins the most votes of visitors. (selection will be made by the Judging Committee and visitors)

The Award Ceremony will take place at a special stage constructed in the West Hall Atrium.

- Announcement of winners and the Award Ceremony will take place at the special stage in the West Atrium
- Judges, the 8 finalists (companies), press and other parties involved will participate.
- Winners will be presented with a certificate of merit, /medal/prize money by members of the Nobel family in accordance with the awards.

Public Presentations

★NCT Energy Award★ Kyoto Energy Award ★Nobel Family Honorary Award
The 8 finalists will conduct public presentations of their products.

Outline of Presentation

Each corporation will have 15 minutes to make a presentation in front of the judge.

The presentation will place the spotlight on environmental products and services representing the year.

- Date & Time : Final Day (10:30-12:30)
- Place: International Conference Room
- Participants : Judges, press and others involved
- Visitors: free (first 500 visitors)



- The 8 finalists will be announced at 16:00 on the 2nd day.
 - No defined style of presentation. A screen will be used.
 - After all 8 finalists complete their presentations, the judges will hold a final selection meeting.
 - Announcement of winners and the Award Ceremony will take place at the special stage from 15:00.
- ※Presentations are held to better explain the features of the product to the Judges and visitors and will be a factor in determining the awards.

Awards Selected by Visitors and the Judging Committee

- ★NCT Contribution to the Environment Award ★NCT Environmental Design Award
 - ★Special Ecology Award
- The Judging Committee will select the winners from the finalists selected by votes of the visitors
- ◆Selections will be made on the basis of the votes casted by visitors during public days
 - ◆The Awards above will be awarded to the top 3 products with the most votes

Announcement of Awards & Ceremony

Ingenuity, practicality, lessening effects on the environment and design. All these factors will be comprehensively examined in determining the awards.

Outline

As the audience watch, an impressive award ceremony will be produced. Each award will be presented in a prestigious manner, well suited for this honor.

- Date and Time: Last Day (15:00-15:45)
- Place: Special stage build in the Atrium
- Participants: Judges, press and others involved
- Visitors: Free



Award Ceremony Program (draft)

- ① Opening Speech
 - ② Announcement of Awards, Award Presentation and Speech from Winners
- ENVIRONMENT & ECOLOGY DIVISION :**
 ★Special Ecology Award ★NCT Contribution to the Environment Award★NCT Environmental Design Award
- ENERGY DIVISION:**
 ★Kyoto Energy Award ★Nobel Family Award ★NCT Energy Award
- ③ Overall Comments by the Chair of the Judging Committee
 - ④ Photo Session of Winners •Closing Remarks



Presenter: Michael Nobel



Photo Session



Nobel Medal (image)

Stage decorations will be prestigious and dignified within the premises of eco-friendly materials.

Keynote
Speech

Keynote Speech by world renown authorities in the field of environmental issues : A lecture on the direction of NCT and the Convention

NCT's Aims for the Earth Environment Lectures

Through the keynote lectures, the fundamental principals of the Convention, current earth environment issues and directions will be addressed. As NCT aims to gain worldwide status and further promote this Convention, keynote speakers will be selected from world class authorities.

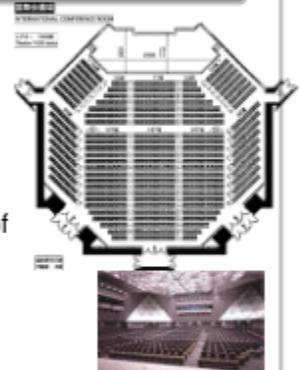
Outline of Keynote Lectures

- A total of 3 keynote lectures will take place (each 45minutes) during day 1 & 2.
- Admission: Related authorities, press and the public (reservation required for the public/ admission fee required)
- Content of lectures will be provided in newsletters
- Keynote Lectures will be broadcasted on NCT's official website

Venue of Keynote Lectures

【International Conference Room】

- Capacity: 1000(fixed chairs)
- Simultaneous Interpretation System for up to 8 languages, equipped with audio-visual and lighting systems
- Large screen will project a real time enlarged image of the keynote speaker
- Large screen can also be used for presentations.



Keynote Lecturers (plan)

Lecturers for the first Convention in 2012 will be the founders of NCT, the Nobel Family, well known environmental activists Bono and 45th Vice President of the United States., Al Gore (tentative)



The Nobel Family

The 4 founders and directors of the NCT will be the keynote speakers for Day 1 (1st speech). They will speak about NCT's direction in facing the environmental crisis the world needs to address.



Al Gore

45th Vice President of the United States, Nobel Peace Prize laureate and active environmentalist Al Gore will be the keynote speaker for Day2 (2nd speech) Al Gore will speak about the threats of global warming, and the desired path of corporations in relation to the environment and technology.



Bono

U2's lead vocalist, renown philanthropist and 3 time candidate for the Nobel Peace Prize, Bono will be the keynote speaker for Day 2 (3rd speech). Bono will convey his thoughts on the connection of environmental technology and world peace.



Michael Nobel

Trustee, Nobel Family Society
Former Chairman of the Nobel Charitable Trust in Switzerland
Former Chairman of the Appeal of the Peace Prize Laureates Foundation.

【Michael Nobel's Profile】

Dr. Nobel was born in Sweden and has been living in Switzerland for many years. He is a citizen of Sweden and Switzerland. After studies in Sweden and America he obtained a doctorate at the University of Lausanne in psycho-pedagogy in 1979. He then worked for seven years as a researcher in social sciences at the Institute for Mass Communication at the Lausanne University and at the Institute of Social and Preventive Medicine and has been a consultant to UNESCO in Paris and the United Nation's Social Affairs Division in Geneva.

Commercially he participated in the introduction of magnetic resonance imaging and is chairman or board member of a total of 10 international companies in the fields of diagnostics, treatment, financial investments and information systems in the field of medicine, satellite communications, Internet service provision, airport security, management consulting and finance.

In his idealistic work Michael Nobel is chairman or board member of several non-for-profit organizations in the field of conflict resolution, youth education and development. He has also served as Chairman of the Nobel Charitable Trust, a trust that will honor politicians, scientists and corporations who make a significant contribution in the field of renewable energy by providing awards. NCT also plans to hold international conferences in this field.

Michael Nobel has received numerous international citations and awards for his work in the fields of medicine and conflict resolution including an honorary doctorate from Soka University and an honorary professorship from the National Academy of Science of Azerbaijan. He is also an honorary member of two Rotary clubs and in 1997 Rotary International conferred on him the Paul Harris Fellowship Award.

In 2002 he was awarded the Gandhi, King, Ikeda Award from Morehouse College in Atlanta, earlier only given once, to Prince El Hassan bin Talal of Jordan. In 2004 he became the Board of Trustees Citation Recipient from the Midwest Research Institute of Kansas City. Previous recipients include Margaret Thatcher (former Prime Minister of the United Kingdom), Henry Kissinger (former US National Security Advisor), Paul Volcker (former chairman of the Federal Reserve Bank), Edward Teller (father of the H-bomb) and Henry Ford (founder of the Ford Motor Company).

In 2004 he was appointed foreign member of the Russian Academy of Natural Sciences as well as receiving the UNESCO medal for outstanding contributions to the cultural dialogue between nations. The same year in Jerusalem he received the Albert Einstein Medal for Outstanding Achievements in Life Sciences and Technology and in 2006 the International Order of Perfection, First Class.

Forums

Identifying a vision for the future of environmental energies and products through forums with experts and researchers

Forums and Symposiums to Improve Our Environment

Discussions on environmental issues from various perspectives with cultural figures, scholars, and journalists in the environmental field, and in-house developers.

Simultaneous interpretation will be available. Forums will be unique and richly international.

Outline of Forums/Symposiums

- A total of 5 sessions will be scheduled throughout the 3 day event (last day will have one session)

Each session will have a different theme and environmental issues will be discussed from various perspectives: global, environmental economics, technological, governmental and biological.

- Sessions will be panel discussion. 3-5 panelists will discuss a theme.

- To enhance understanding we will include time to take questions from the audience.

- Admission : reservations required/ admission fee required
(Photos of speakers will be inserted as they are confirmed)

Venue

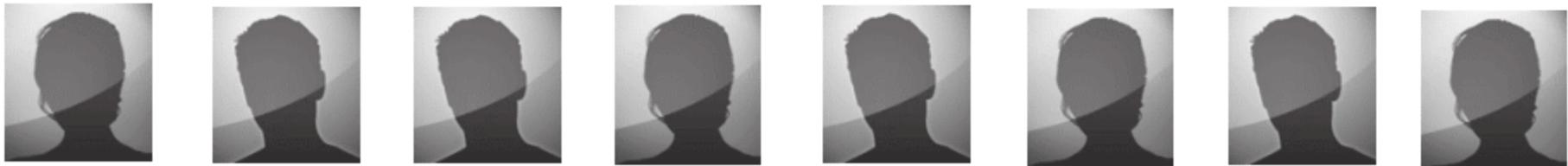
- Venue will be the international conference room and other conference rooms

【conference rooms 605 to 608】

- 760m² ; 612 seats (theater style)
- Large screen available



Panelists (example)



To promote interest and knowledge of environmental issues and renewable, alternative and sustainable energy resources in children.
Establishment of the NCT Children's Goodwill Ambassador

Events for Children

Experiments & Interactive Events

Provide children, who will take on the role of R&D for future energies, an opportunity to learn and experience energy and the environment

Experimenting with the Wonders of Energy

A special children's experiment corner will be set up in the exhibition zone

With the cooperation of exhibitors, we will have a corner for children to experience energy related experiments. (ex. fuel cell experiments etc.)

Purpose is for children to experience and understand, not to watch experiments



- Only available on public days. Participation will be on a first come first serve basis

Experimental Show: the Wonders of Energy

Energy and environment related experiment shows will be conducted on the special stage in the Atrium on public days

Ex. Performances by popular science producer Denjiro Yonemura (energy experiment shows)



Denjiro Yonemura

- Only available on public days, Participation is free

Establishment of the NCT Children's Goodwill Ambassador program.
Camps for children to experience and think about nature/
visits to locations with environmental issues (plan)

Provide an opportunity to exchange information and promote application into future businesses

Deepen Exchanges Between Members

Reception Party

After the end of Day 1, a reception party inviting members and other related authorities will be held to provide an opportunity to promote and deepen exchanges.

Outline

The reception party will be an informal gathering for NCT and members to deepen exchanges, an opportunity for future product development and opening new distribution channels,

- Date & Time: Day 1 (18:00 to 20:00)
- Place: Reception Hall (1,700m²)
- Participants: Members (2 per corporation), other related authorities, approx. 1500 people
- Reception Style: Stand up Party



〈Draft Schedule〉

- ① Opening Speech by Host
- ② Guest Speaker
- ③ Festive Opening of Sake Barrel
- ④ Free time
- ⑤ Show time
- ⑥ Free time

〈Example of Shows〉



Tap Show
(Super LiBLAZE)



Illusion Magic
(Cyril)



Day 1: Morning: Press./Afternoon: Public					Day 2: Public Day					Day 3: Public Day					
	Ex. Hall	Sp. Stage	Int.Conf. Rm	Conf.Rm		Ex. Hall	Sp. Stage	Int.Conf. Rm	Conf.Rm		Ex. Hall	Sp. Stage	Int. Conf. Rm	Conf.Rm	
09:00					09:00					09:00					
10:00		Opening Ceremony			10:00	Exhibition				10:00	Exhibition				
11:00	Press		Keynote Lecture ①	11:00			Experiment Show	Keynote Lecture ②		11:00		Count Votes	Experiment Show	Public Presentations	
12:00		Selection process by Judges and visitors all day			12:00				Keynote Lecture ③			12:00			
13:00				Forum ①	13:00				Forum ③	13:00				Forum ⑤	
14:00	Exhibition				14:00					14:00					
15:00				Forum ②	15:00				Forum ④	15:00		Announce/Award Ceremony			
16:00					16:00		Announce Finalists			16:00		Closing			
17:00					17:00					17:00					
18:00	Reception Party (Reception Hall)				18:00					18:00					
19:00	Reception Party (Reception Hall)				19:00					19:00					
20:00	Reception Party (Reception Hall)				20:00					20:00					

※This program is tentative and may change.

Effective PR Activities to Ensure Target Turnout Number is Attained and the Convention is a Success

Press Release

Official press release of Convention and Awards. Press release by a member of the Nobel Family .

A press release will be held to a wide range of media to announce and topicalize the creation of this new Convention.

Development Plan

It is Important to hold a press meeting that will create a buzz to attract as many press and articles releases as possible

■Ensure the attendance of the Nobel Family and other prominent directors

◆ By releasing comments (personally signed) from Prince Charles and Former US Vice President Al Gore, attract media attention worldwide.

- ① Opening Speech by Host (Chairman)
 - ② Introducing Directors (include comments from Prince Charles and Al Gore)
 - ③ Video of the History of NCT
 - ④ Introducing the Nobel Charitable Trust
 - ⑤ Summary Presentation of the Convention
 - ⑥ Q&A
 - ⑦ Schedule up to the Convention
 - ⑧ Closing Speech
 - ⑨ Photo Session
- Press kit and souvenir at the end.

Website

Opening a website for NCT and the Convention where information of the event will be released.

Opening an official website immediately to accommodate interests generated through the announcement of the press release.

Development Plan

■ Timely opening of the official website after the press release.
 ■ Active use of the site as an eco product portal site that provides an outline and highlight of the Convention, NCT's official website and links to exhibitors.

- ◆ The dedicated members (Exhibitors Only) page will provide information on exhibitors.
- ◆ Blog-style information of the Convention will be provided.

<Website Examples>



Advertisements

Promote awareness and attract visitors to the Convention through advertisements using mass media.

As this will be the first Convention, it is essential that we reach and penetration the public using mass media to promote widespread awareness of the Convention..

Development Plan

●Newspaper Ads

Ads in Nikkei Newspaper and others will advertise the event 1 week before the Convention (all 15 columns)



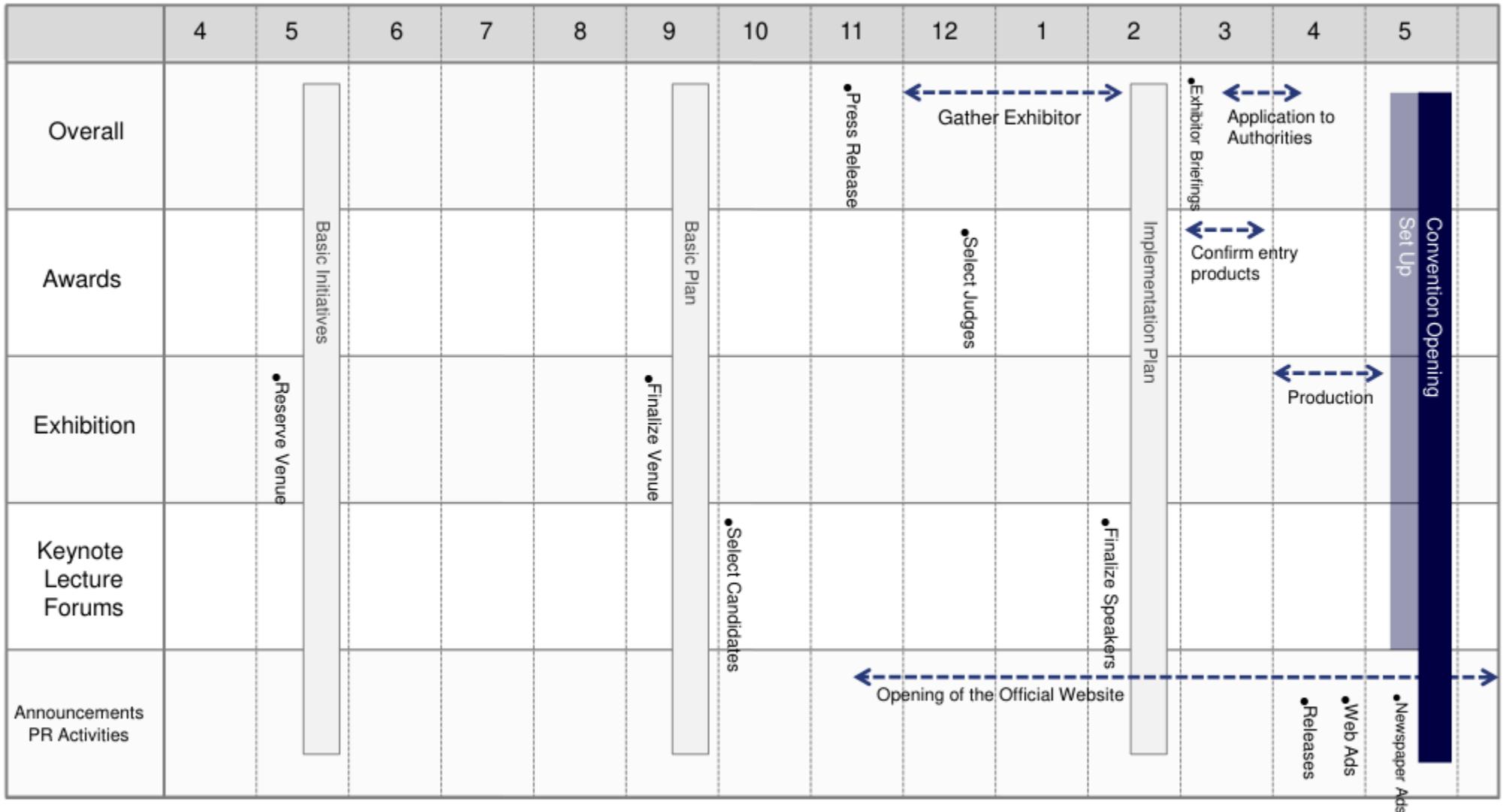
(Example of Ad)

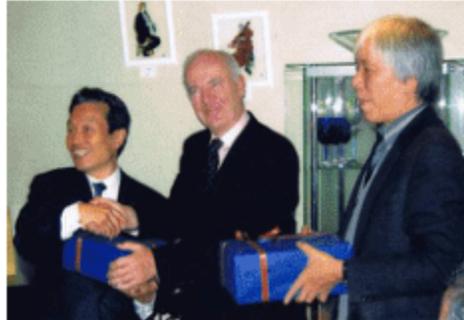
●Web Ads

Banner Ads on Yahoo's search engine page (from a month before Convention)

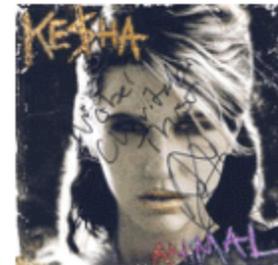
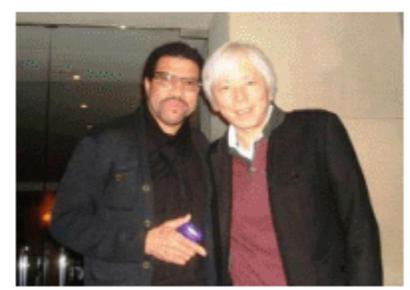


Link to the official NCT Convention website













- *"I hope that people look upon charity as they look upon the necessity of flowers needing oxygen. Any dream is possible if it comes from the heart because it is a real thing"*

- Stevie Wonder
- *"I hope to have the opportunity to bring our own modest contributions one day together with you because we are the world"*

- Quincy Jones
- *"I dream that, one day when I wake up, the whole world will be one people who loves each other. I think it is possible that people throughout the world will communicate with each other since we are not different"*

- George Duke
- *"I am pleased to learn that all your work is to achieve peace of help, peace of mind, peace of heart and peace of body"*

- Dionne Warwick
- *"Remember, you can achieve everything if you really try. Never, never, never give in"*

- Former Los Angeles Mayor Tom Bradley

