

To Members of the Press

## **Innovation for Cool Earth Forum 12th Annual Meeting Media Coverage Guidelines**

August 2025

ICEF2025 Secretariat

### 1. About ICEF

#### (1) Outline

- The Government of Japan's Ministry of Economy, Trade and Industry (METI) and the New Energy and Industrial Technology Development Organization (NEDO) have held the "Innovation for Cool Earth Forum (ICEF)" annually since 2014.
- ICEF is an international forum where leaders of industry, academia and government from around the world gather in one location for discussions with the aim of encouraging innovation, which is the key to measures to address the challenge of global warming.
- This year, Under the main theme of "Innovation for Green Transformation (GX) and Security," the conference will include discussions on a wide range of topics such as international collaboration for carbon neutrality and security, clean hydrogen technology, natural hydrogen, the future of renewable energy, carbon dioxide removal and utilization, the circular economy and start-ups, and security through climate change adaptation and resilience, not only by the world's leading experts but also by the younger generation who will be the core of society in 2050.
- After the conference, the ICEF Steering Committee will present a statement summarizing the measures needed for the future, actions for the future, and the discussions at each session, etc. as well as the publication of the ICEF Roadmap, which proposes pathways and methods for key innovative technologies that will contribute to achieving carbon neutrality in the short and long term.

#### (2) Dates

October 8 (Wed.) – October 9 (Thu.), 2025

#### (3) Meeting style

Venue: The Westin Tokyo, Japan (hybrid event with online sessions)

#### (4) Speakers

Speakers from academia, industry and government from around the world

\*To be posted on the ICEF website as soon as confirmed.

#### (5) Hosts

Ministry of Economy, Trade, and Industry (METI)

New Energy and Industrial Technology, Development Organization (NEDO)

(6) Co-Hosts

Ministry of Foreign Affairs of Japan; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Agriculture, Forestry and Fisheries; Ministry of the Environment

(7) Institutional Partners

International Energy Agency (IEA), BloombergNEF, United Nations Industrial Development Organization (UNIDO), International Renewable Energy Agency (IRENA)

(8) ICEF website

<https://www.icef.go.jp/>

Please refer to the "Program" for the latest information on speakers.

(9) Range of media coverage

- Viewing of the program
- Post-event press briefing (tentative)

Date: Thursday, October 9, 2025 17:30-18:00 \*The schedule is subject to change.

Venue: The Westin Tokyo, Japan 「Star」

Webex (online participation)

\*In case of online participation, please use the chat function when questioning.

Contact person: TANAKA Nobuo, Committee Chairman, ICEF Steering Committee

WATANABE Hiroki, Director, International Affairs Office Innovation and

Environment Policy Bureau, Ministry of Economy, Trade and Industry (METI)

\*Please register in advance to attend the press briefing from following URL.

<https://www.icef.go.jp/press/>

\*Content: A summary and commentary on the statements and roadmap will be presented, followed by a Q&A session.

(10) How to register for press attendance

Members of the press wishing to cover the event are requested to fill out and submit the Media Registration Form on the ICEF official website.

Media Registration Form: <https://www.icef.go.jp/press/>

The Secretariat will check all registrations and may contact you if any information is incomplete.

In principle, the event will be held in English, but simultaneous English-Japanese interpretation will be provided.

Registration Deadline: **October 1 (Wed.), 2025, 17:00 (JST)**

\*If you have not completed your registration, you will not be able to cover the event, so we ask for your cooperation in meeting the registration deadline.

If you wish to request an individual interview after October 1, please contact the ICEF

Secretariat at [icef-media@mail.obo.bz](mailto:icef-media@mail.obo.bz) by 17:00 (JST) October 9, 2025.

It is prohibited to request interviews directly from the speakers or to take photographs of the speakers outside of the sessions without permission from the organizer.

Also note that interviews may not be possible due to schedules and other factors on the day of the event.

Participation fee: Free of charge.

Participants are responsible for their own transportation and accommodation fees.

## 2. Registration on the day of the event

### (1) Reception

Venue: In front of "GALAXY BALLROOM", B2F, The Westin Tokyo

Dates: October 8 (Wed.), 2025 9:30-17:10 (tentative)

October 9 (Thu.), 2025 9:30-16:55 (tentative)

\* Post-event press briefing: October 9 (Thu.), 2025 17:30-18:00 (tentative)

### (2) Things to bring on the day

- Business card
- Press ID with photo
- Company armband

### (3) Others

- Please be sure to present your business card, photo press ID, and your company armband at the reception.
- ID badges for the media will be handed out at the reception desk and must be worn at all times while inside the venue. Please return your ID badge to the reception desk when you leave the venue.
- On the day of the event, security checks will be conducted by metal detectors. Please arrive early to avoid congestion.
- We cannot accept substitute reporters.
- Lunch will not be provided.

## 3. Use of the Press Waiting Room

### (1) Location

"STAR", B2F, The Westin Tokyo (tentative)

### (2) Dates

October 8 (Wed.), 2025 9:30-17:10 (tentative)

October 9 (Thu.), 2025 9:30-16:55 (tentative)

### (3) Others

- Please bring your own computer and other equipment.
- Wireless Internet access will be available.
- Each company is responsible for the management of its own equipment brought into the press waiting room. The organizer and Secretariat cannot accept any responsibility for theft or malfunction of equipment.

- Lunch will not be provided. Bringing in food or drink and eating or drinking in the press waiting room are not permitted.
- Please take all waste home with you when you leave.

#### 4. Session Information

##### (1) Coverage Area

Media coverage and filming are permitted in the main venue “Galaxy”. Media seating and filming areas are available.

For an overview of each session and speaker information, please visit the ICEF website.

<https://www.icef.go.jp/program/>

#### 5. Precautions for Coverage

Media coverage will be permitted at the following venue or online on October 8 (Wed.) to October 9 (Thu.). Filming and photographing are allowed at all sessions.

- Please be sure to carry your company armband and ID card.
- If you have not pre-registered, you will not be admitted, in principle.
- When filming or interviewing, please be careful not to interfere with participants or the flow line and follow the guidance of the secretariat.
- Television cameras will be limited to one camera per company with fixed camera position.
- Broadcasts (live) such as TV broadcasts will not be permitted.
- When filming, photographing, or interviewing general visitors, please clearly indicate the company name, media, and purpose of use, and get the approval of the person, from the perspective of respecting the privacy and portrait rights.
- Please inform ICEF Secretariat ([icef-media@mail.obo.bz](mailto:icef-media@mail.obo.bz)) after publishing an article or broadcasting.

#### 6. For further information

ICEF2025 Secretariat (Public Relations, First Co., Ltd.)

e-mail : [icef-media@mail.obo.bz](mailto:icef-media@mail.obo.bz)