BNP Paribas Leading European Bank in Sustainable Finance

Diverging Paths: How Japan Shapes Sustainable Finance Amid Global Shifts

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Sustainable finance markets keep expanding, yet issuance volumes have fallen compared with the previous year, indicating a modest slowdown. In the United States, rising political pressure has made anti-ESG sentiment visible, giving the domestic fossil-fuel energy sector a relative edge. Europe is easing and simplifying previously stringent ESG regulations. In Japan, Green-Transformation (GX) economy transition bonds have been issued and corporate ESG disclosure is being actively promoted, creating expectations of further market growth—particularly in areas where Japan has a comparative advantage such as water resources, marine ecosystems, and circular-economy initiatives.

While policy hurdles rise in the United States and Europe, Japan is charting its own path rather than simply following the trans-Atlantic trend; swift, confident action is essential because the earth cannot afford delay.

Navigating New Momentum in Sustainability: Global Perspective

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Sustainable finance is evolving beyond traditional ESG to become multi-faceted, locally relevant, and aligned with investor priorities, across four key pillars:
Adaptation – to a warmer world, with resilience now a must-have investment priority especially for cities and utilities.
Conservation – with circular economy unlocking value, especially for goods manufacturers
Transition – with sectors like nuclear drawing interest across countries.
And **Societal Resilience** – ensuring mitigation and adaptation investments also benefit communities and livelihoods.

This enlarged investment approach is purposeful, pragmatic, and built for long-term value.

BNP Paribas is a leading European financial institution and a leader in sustainability.
As part of that commitment, BNP Paribas has been holding Sustainable Future Forum.
First launched in Singapore in 2016, the Forum, this year, marks its 10th edition and is being held in 13 cities worldwide, including Tokyo.
Our mission is to contribute to a responsible and sustainable economy by advising, financing and accompanying our clients in their transition journey.

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