

Warm Biz campaign kicks off across Japan



①After months of being told to wear less to keep cool for summer, workers are now being urged to wrap up for winter as the energy-saving Warm Biz campaign gets into gear.

②The campaign officially began on Monday but the weather hasn't cooperated yet with much of Japan yet to experience cold temperatures. In Tokyo on Tuesday, the temperature rose to 21 degrees from 14 degrees on Monday. Wednesday's forecast is for a high of 20 degrees in the capital.

③While the Ministry of Economy, Trade and Industry says there is unlikely to be any power shortages this winter, the Environment Ministry is still promoting the Warm Biz campaign. It is calling on offices and homes to set heaters and air conditioners no higher than 20 degrees C and keep warm the "old-fashioned way."

④Average temperatures in Tokyo fall to around 6-8 degrees C in January and February and the government is advising people to wear extra layers of clothes and eat hot meals to keep out the cold.

⑤The ministry suggests putting on scarves, gloves and leg warmers during the day and an extra layer after the evening bath.

⑥For dinner, it recommends a traditional Japanese hotpot. "You can lower the heat if you enjoy 'nabe' with your family and friends, making both bodies and the room warm. The temperature will feel higher than it actually is thanks to steam from the pot," the ministry website says.

⑦Eating root vegetables and ginger will help to "warm the body up," it says, adding that getting off the train a stop earlier and walking the rest of the way to work will boost circulation.

⑧Clothing giant UNIQLO is promoting its Ultra Light Down line of warm and lightweight down jackets and Heattech innerwear. Department stores are offering a range of knitwear and other items to stave off the winter chills.

⑨Warm Biz was first introduced in 2005 as a follow-up to the Cool Biz campaign during the summer. But it didn't really get much attention until 2011 when the government began promoting it heavily due to fears over a potential electricity shortfall following the March 11 disaster.

⑩The Warm Biz campaign runs through next March 31 【Nov. 04, 2015 / Japan Today】

kick off: 始まる energy-saving: 省エネの get into gear: 順調に動き出す、軌道に乗る temperature: 温度、気温 forecast: 天気予報 root vegetable: 根菜 circulation: (血液の)循環 stave off: 食い止める、避ける chill: 寒さ、冷氣

★Ice breaker for active discussion★

1. Are you familiar with Warm Biz? How about Cool Biz?
2. What old fashion ways of keeping warm are you still practicing?
3. Among the suggested ways of keeping you warm in the article, which one would you to try?
4. What's your favorite winter wear? Please describe your outfit.
5. If you could go back a century ago and could bring only one thing to keep you warm, what would you bring?
6. Make sentences using the following words: kick off, energy-saving, temperature, forecast circulation and stave off.

「寒いときには着る、過度に暖房器具に頼らない」という原点に立ち返り、暖房時の室温を20℃に保ちながら、様々な工夫で快適に過ごすことを目指す Warm Biz (ウォームビズ)。エネルギー使用量を削減することで二酸化炭素の発生を削減し、地球温暖化を防止することが目標だ。