

Baseload Power Japan to Champion Geothermal at World Expo Nordic Energy Day

Baseload Power Japan, a geothermal energy developer, will put the spotlight on geothermal as a key enabler of Japan's Green Transformation (GX) at Nordic Energy Day during the World Expo this June.

"It's an honor to represent Sweden, Japan, and the promise of geothermal at such a prestigious event," said Petter Sund, Representative Director of Baseload Power Japan. "Geothermal can deliver clean, stable energy, strengthen resilience, and help revitalize rural communities. That's why we must accelerate its development."

Situated on the Pacific Ring of Fire, Japan has an estimated 23.5 GW of untapped geothermal potential, the third largest in the world and enough to replace nearly half its nuclear capacity and reduce reliance on imported fossil fuels.

The Japanese government plans to more than double geothermal output by 2030 to support its 2050 net-zero goal. However, challenges remain, including grid access, regulatory complexity, and local acceptance, as some hot spring operators worry geothermal may affect water availability. "These concerns matter," continues Sund. "But done responsibly, geothermal doesn't compete with onsen culture, it can support it, bringing investment, jobs, and long-term community benefits."

Baseload's strategy is rooted in its "Three Ps": pushing boundaries by exploring overlooked and lower-temperature resources; building project portfolios to scale and reduce risk; and forging long-term partnerships with investors, communities, and technical experts. Beyond Japan, Baseload recently partnered with Google to develop geothermal projects in Taiwan underscoring growing global interest in this underutilized, 24/7 energy source.

"We believe geothermal is the world's largest untapped renewable," concludes Sund. "Together with solar and wind, it forms the green triangle we need to power a cleaner future. But to realize its potential, we need to scale it. That takes vision, collaboration, and the courage to challenge convention. At Baseload we like to say 'The world has power, let's switch it on', and that's what we'll be speaking about at Expo in Japan."