[0039] FIG. 10 is a diagram illustrating an example of a GHG reduction measure plan table 207. It is assumed that, for example, the GHG reduction measure plan table 207 is generated in advance by the business operator to be supported and is stored in the storage unit 13. Note that the greenhouse gas reduction support device 1 may acquire the GHG reduction measure plan table 207 in step S11 described above and store the table in the storage unit 13. In addition, instead of acquiring a GHG reduction measure plan table 207 that has been generated, the greenhouse gas reduction support device 1 may individually acquire each piece of information to be registered in the GHG reduction measure plan table 207 from the business operator to be supported and generate the GHG reduction measure plan table 207.

[0040] In the GHG reduction measure plan table 207, measure plans for realizing reduction of the GHG emission amount are registered. The measure plans each include information of “measure plan No”, “reduction category”, “action (or content)”, “device classification”, “applicability to device category”, “cost”, and “reducing effect”. The “action (or content)” information indicates a specific action to be implemented in that measure. The “device classification” indicates a classification of a device related to the measure action. A device related to the measure action is indicated as “applicable”. The “applicability to device category” information indicates whether that measure is aimed at a device to be introduced into equipment, and is indicated as “applicable” for a measure aimed at such device. The “cost” information indicates cost required for implementing the measure. The “reducing effect” information indicates the quantity of the GHG emission amount to be reduced when that measure is