

Toward Creating an Earth-Friendly Town

Atsugi Nakachou Main Street Shopping District Promotion Union

●Location

Located in the central part of Kanagawa Prefecture and 40km from Tokyo, Atsugi City has a population of 220,000.

Atsugi Nakachou Main Street Shopping District, which lies in the center of an urban area adjacent to Hon-Atsugi Station of Odakyu Electric Railway Line, has 60 union members.

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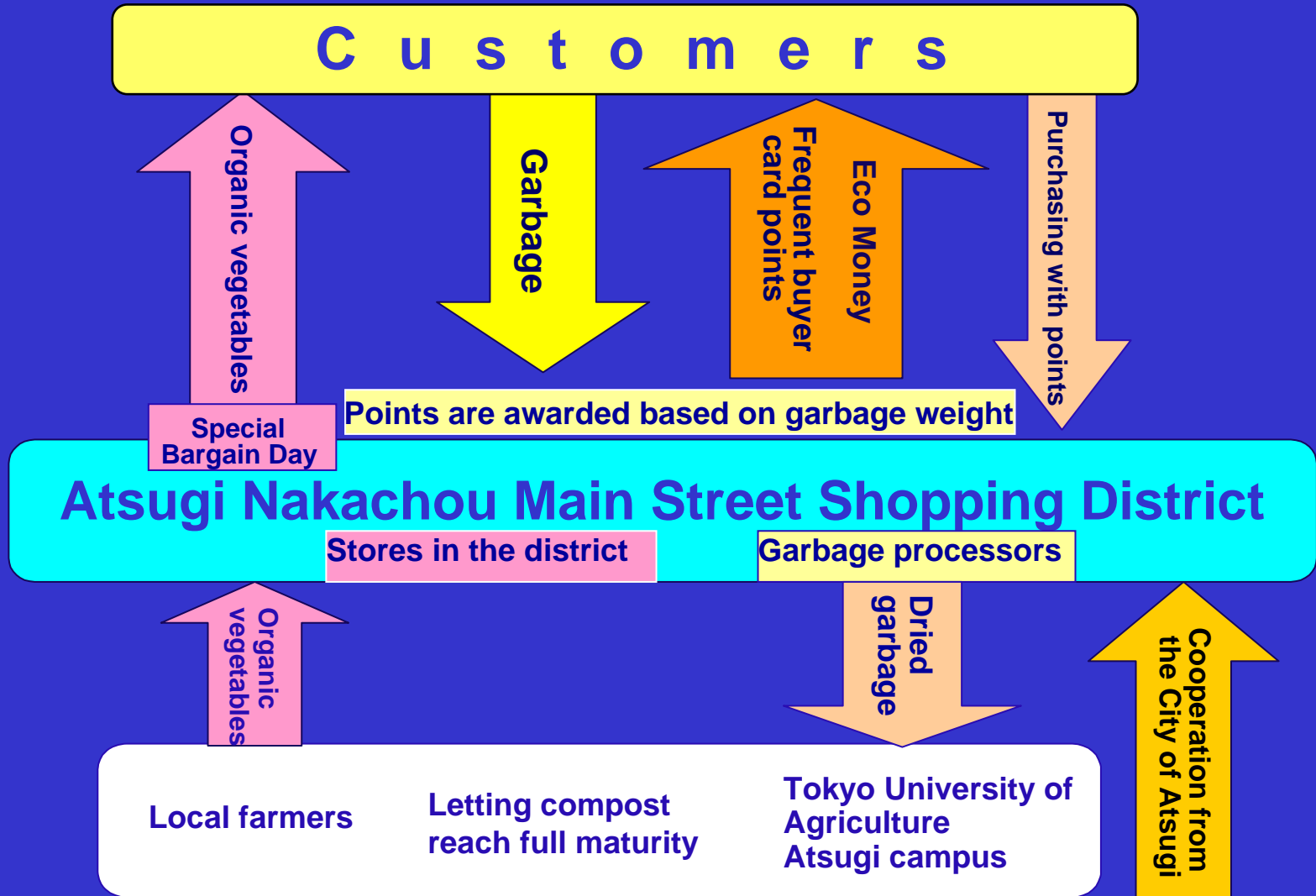
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● Activities

- 1998/7 started issuing frequent buyer cards with IC chips
- 2001/4 set up a website
- 2001/9 introduced collection boxes with game machines for collecting empty cans and PET bottles
- 2003/2 installed 12 units of wind and solar powered street lights
- 2003/8 installed charge-free wireless LAN
- 2004/4 launched Special Bargain Day held on 27th every month
- 2004/12 installed 15 units of solar powered street lights
- 2005/7 started collecting and recycling of garbage using Eco Money system; the campaign is dubbed as “Kitchen Recycling”
- 2005/7 established Eco Station where garbage processors and collection boxes for empty cans and PET bottles were installed

Eco-Community Project for the Establishment of a Sound Material-Cycle Society by Ministry of the Environment

Project scheme of garbage recycling using Eco Money



- 2007/3 A brand name was given to organic vegetables grown in compost made from garbage in Kitchen Recycling

Nakachou Vegetables

- 2007/3 A logo was designated for Nakachou Vegetables



Support for Eco-Community Project from Ministry of the Environment

●FY2003 Garbage-recycling project using Eco Money

- (1) Survey on citizens' and businesses' consciousness
- (2) Study on the Eco Money system
- (3) Study on an operational system
- (4) Implementation of a pilot project
- (5) Report on the completion of the operation

Contents of
operation

Trust fund
8,499,750 yen

●FY2004 Garbage-recycling project using Eco Money

【Continued project】

- (1) Building and demonstrating know-how on composting
- (2) Implementation of local production for local consumption
- (3) Implementation of demonstration experiments on bringing in garbage
- (4) Demonstration of the operational system
- (5) Report on the completion of the operation

Contents of
operation

Trust fund
6,921,600 yen

(Continued)

●FY2005 Subsidy from Kanagawa Prefectural Government for expenses for a project to improve shopping district facilities

3 units of garbage processors,
deodorizing exhaust system

5,425,000 yen
Subsidy rate: 28.3%

●FY2005 Subsidy from the City of Atsugi for the installation of facilities commonly used by commercial establishments

3 units of garbage processors,
deodorizing exhaust system

5,510,000 yen
Subsidy rate: 28.8%