

Strategy for Sustainable Urban Management in Yokohama City

~Integration of Environment and Local Economy~



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Introduction of the City



- ◆ **Population: 3.62 million**
(The second largest city in Japan)
- ◆ **Land Area: 435km²**
- ◆ **History: The year 2009 marks the 150th anniversary of the opening of Yokohama Port.**
- ◆ **Tourist Spots : Harbor View Park, Chinatown, Foreign General Cemetery, etc.**

- ◆ **Location:**
About 30km
to the southwest
of Tokyo



Situations around Yokohama



Population

- ◆ Increase in the total population until 2020
- ◆ Low birth rates
- ◆ Increase in the rate of elderly people

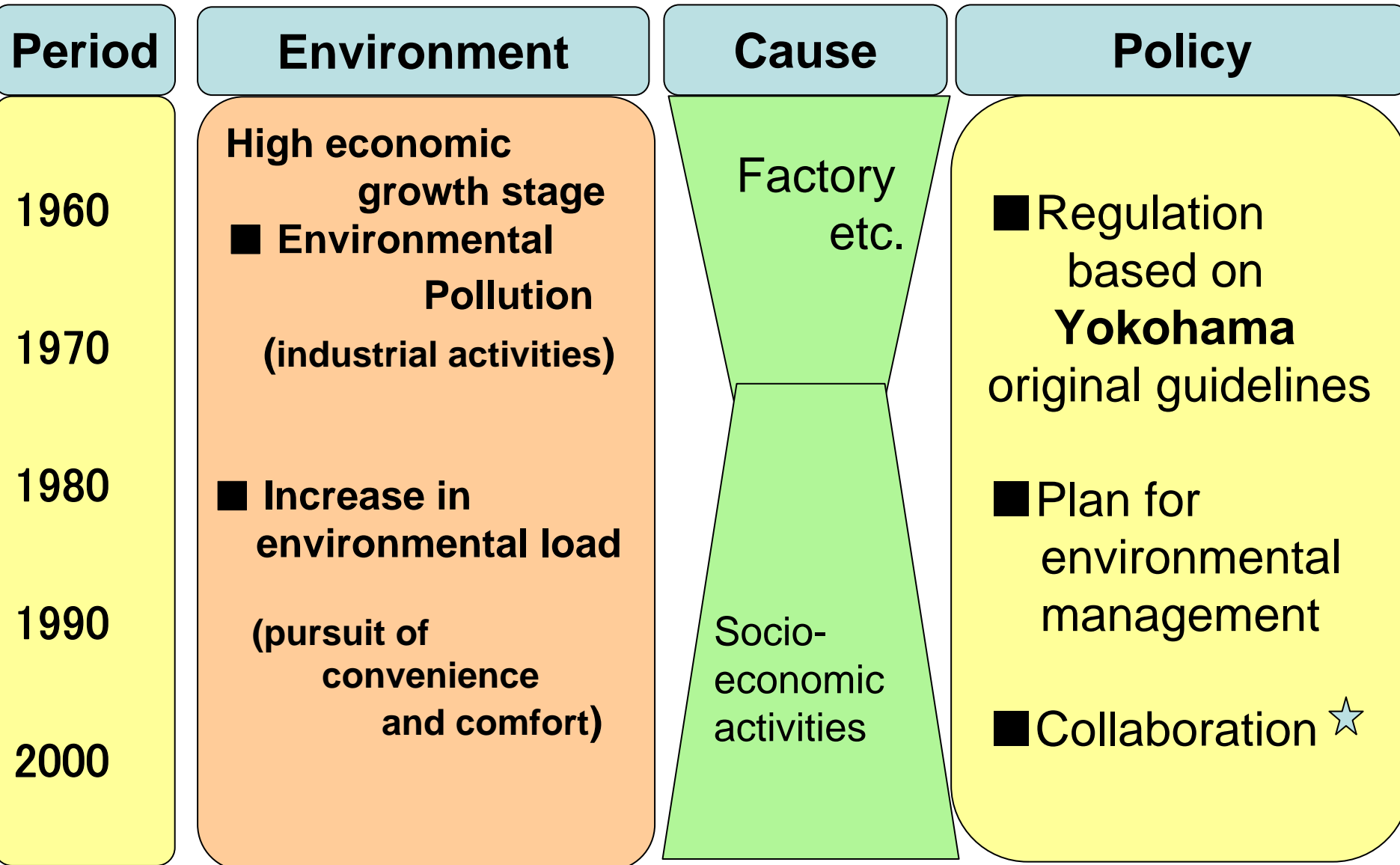
Environment

- ◆ Increase in GHG gas
- ◆ Decrease in greenery
- ◆ Heat-island phenomenon

Economy

- ◆ Recovery in business activities
- ◆ Increase in the nighttime population
- ◆ Increase in the rate of nonpermanent employee

The History of Environmental Policy



A Case of Collaboration

(Reducing wastes)

Target indicator	Volume of wastes produced	Target value (FY2010)	1.13 million tons [-30%]
		Current value (FY2001)	1.61 million tons

Under-Takings

- Catch phrase: [Yokohama G30 movement]
- Enhancing the environmental education
- Model areas → All areas (FY2005)
- Collaboration: community association etc.

mascot



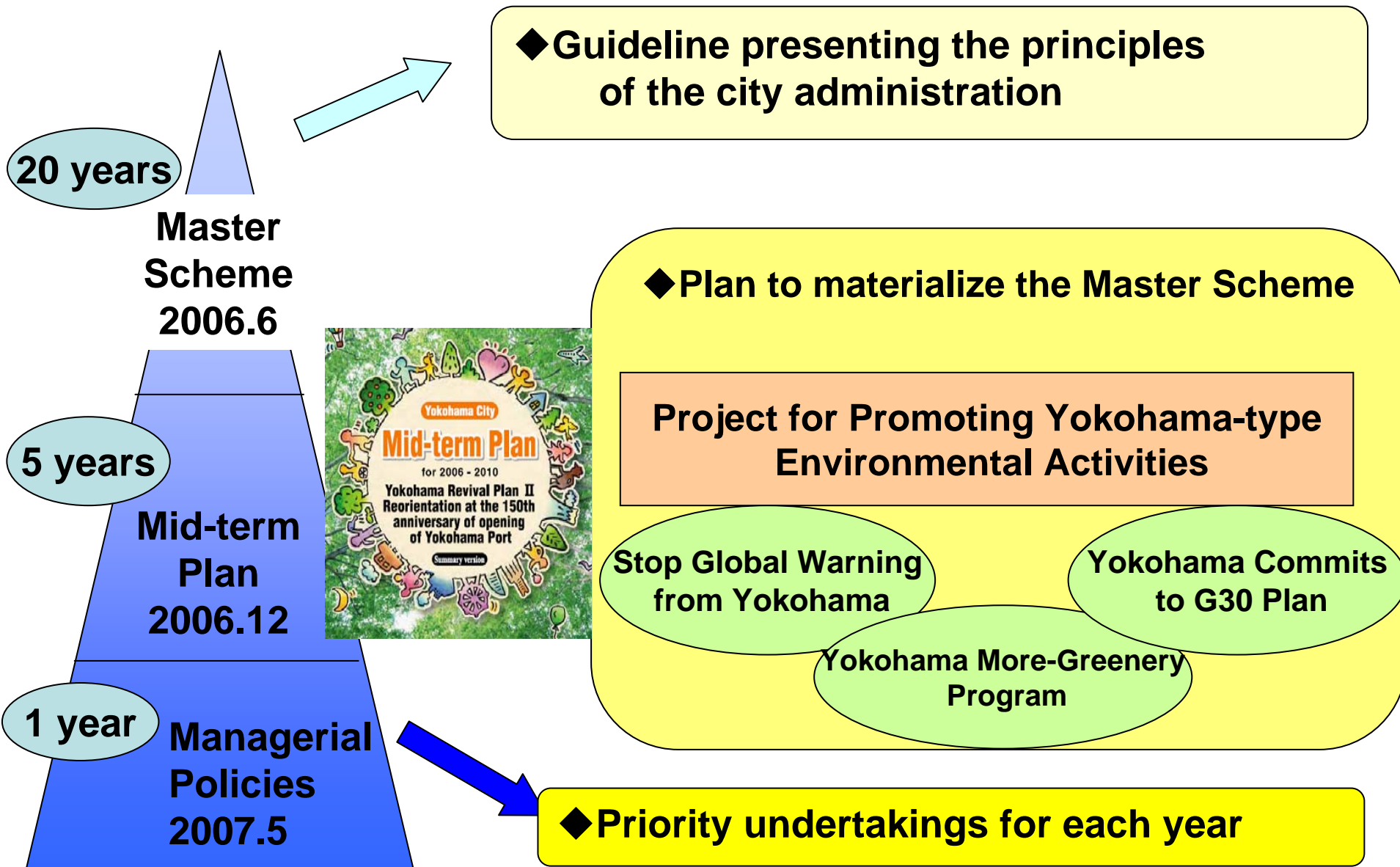
Result

1.06 million tons [-33.9%] (FY2005)

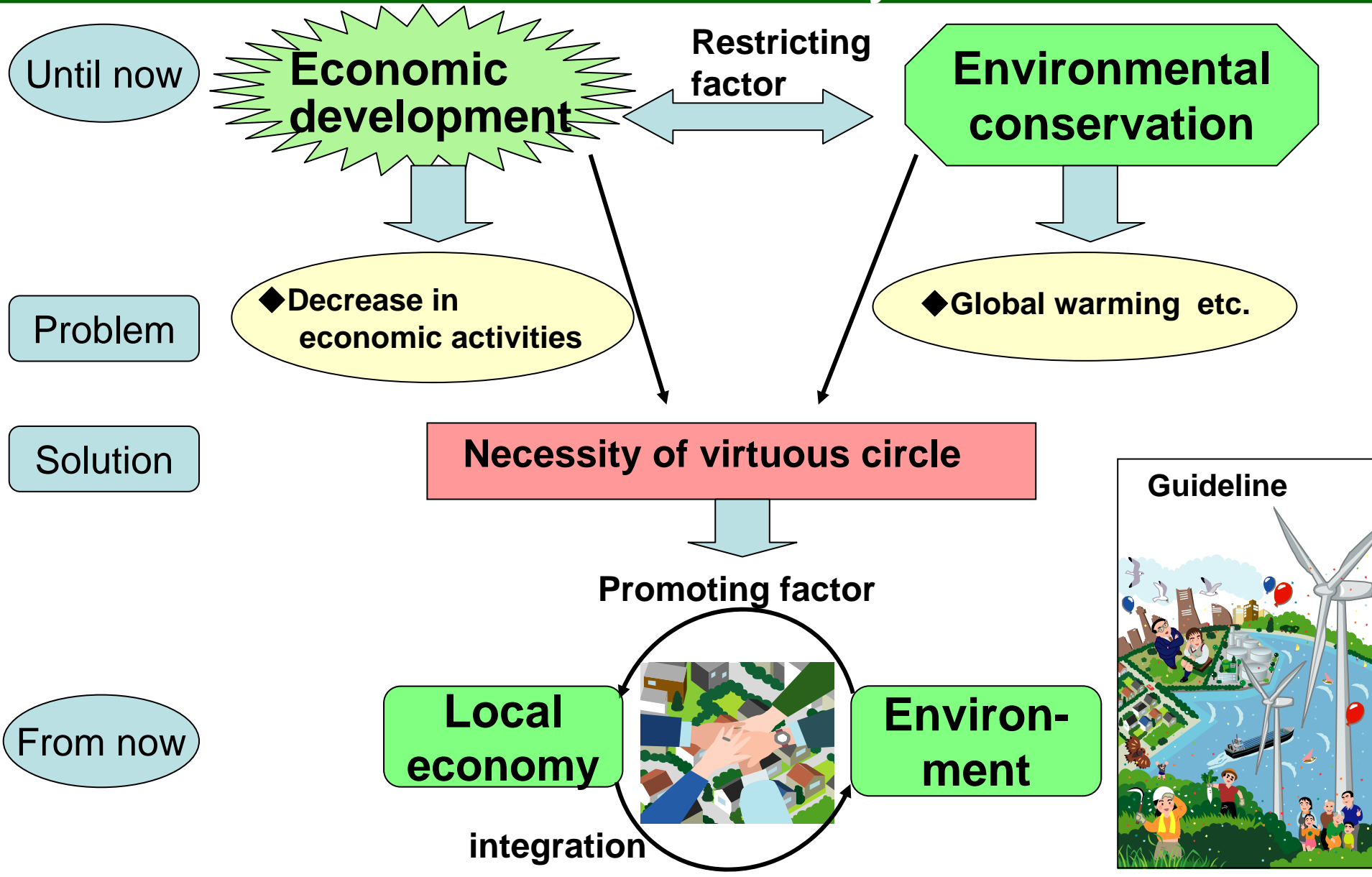
Economic effect

Reduction of cost: 113billion

Structure of The City Plan

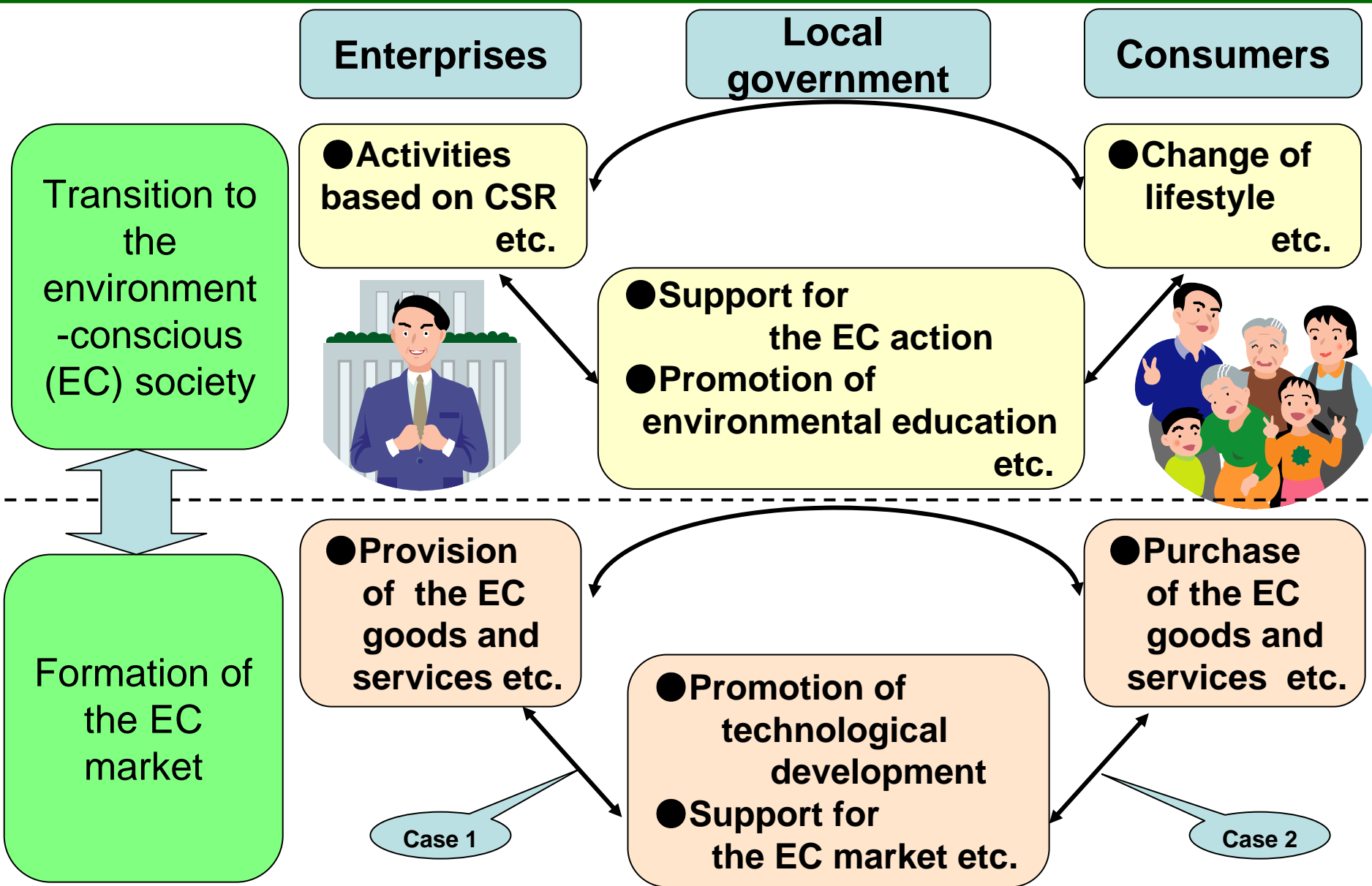


Construction of Sustainable Socio-Economic System



The Yokohama-Model

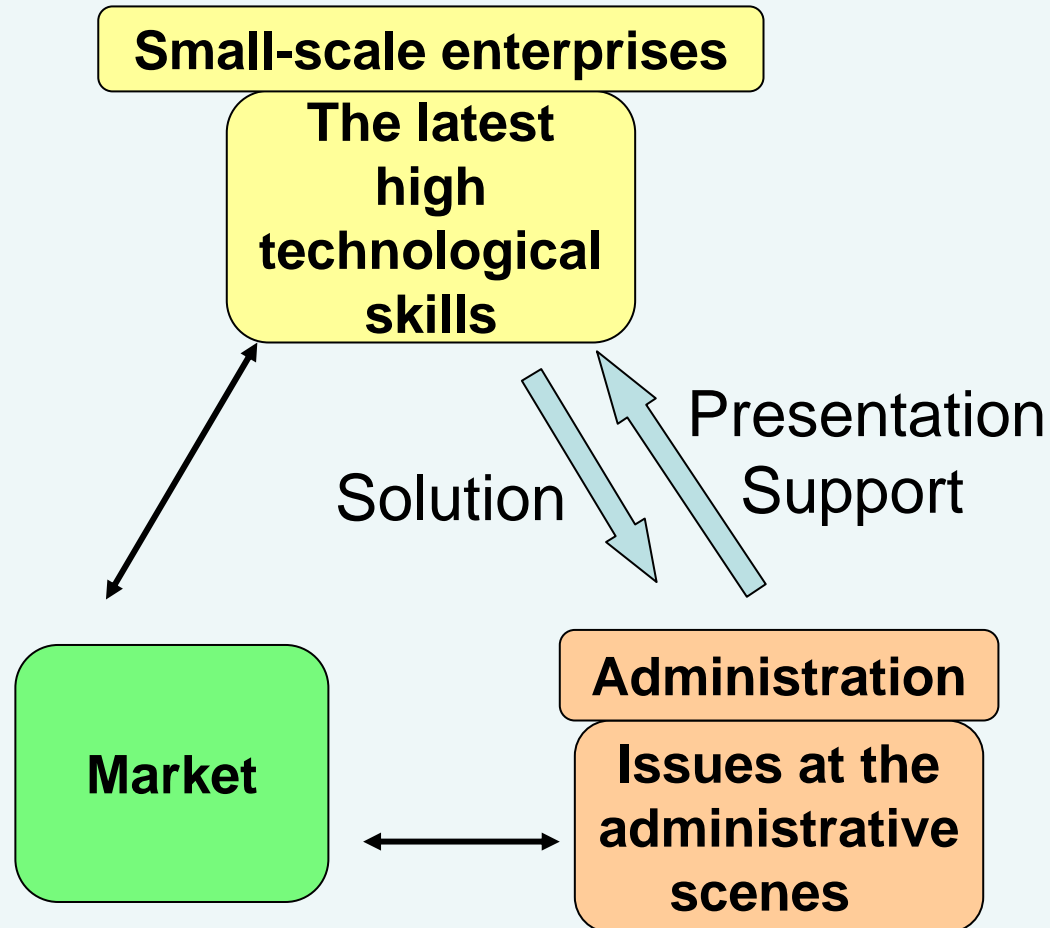
Integrating Environment and Local Economy



Case 1: Yokohama-version of SBIR

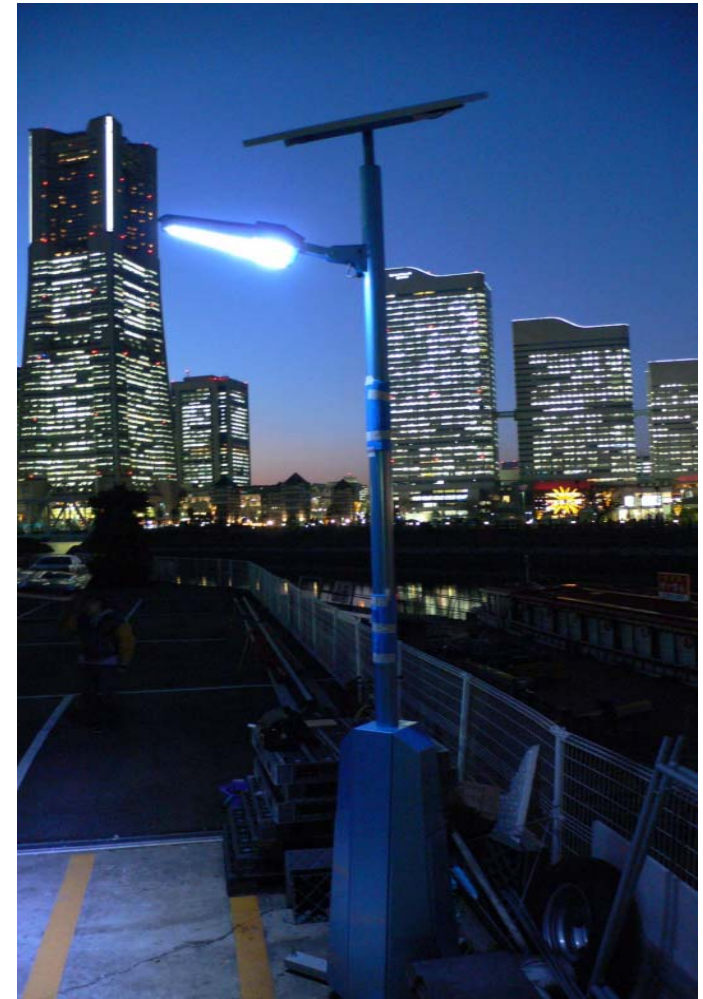
(Small Business Innovation Research)

Scheme



Developed technologies

- Solar LED road-light

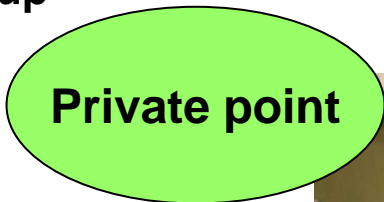


Case 2: Yokohama-type Environmental Point System

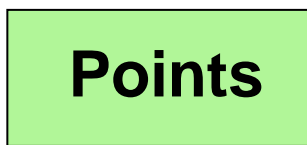
Scheme

- Activation of local economy**
- (1) Shopping
 - (2) Admission fee of Public facilities
 - (3) Rail way Ticket etc.

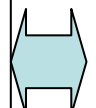
Tie-up



using



Tie-up



gaining

- environment-conscious actions**
- ① refuse to receive plastic shopping bags
 - ② use of public transportation
 - ③ participation in environmental activities



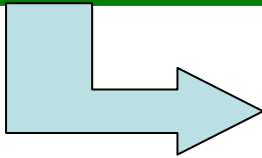
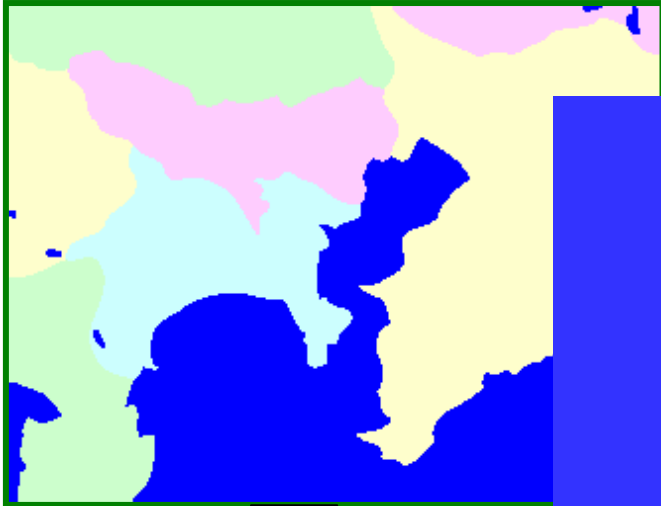
contribution

「Gumyoji」 shopping street (May. 2006)

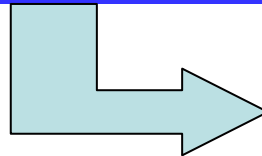


Conclusion

From Yokohama city



All Japan



To the world



Thank you