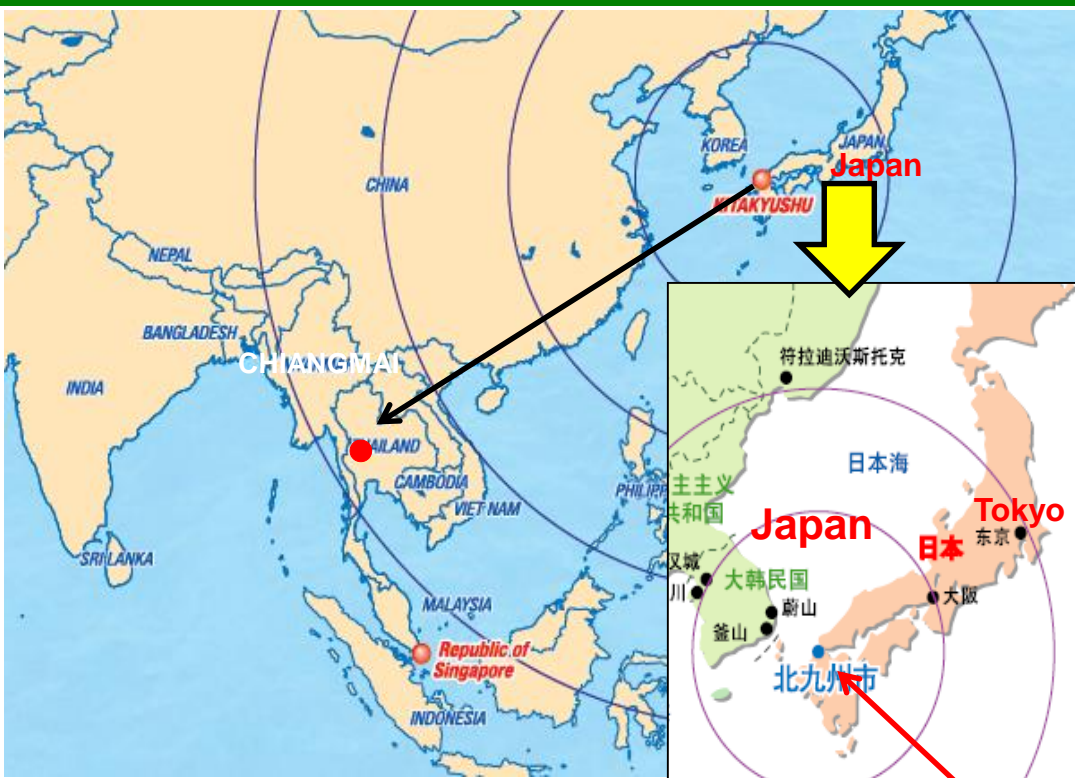


City of Kitakyushu

**Global Warming Prevention Division
Environment Bureau**



Located near to other Asian nations, rich in natural resources, that developed as a manufacturing area



■ **Kitakyushu City**
 Population: 977,000 (2010) Area: 487.88 Km²
 GDP: 3,430 billion yen (2010)

Kitakyushu City

Rich nature and branded food materials



Karst Plateau Hiraodai



Wakamatsuhoku Beach



Ouma Bamboo Shoots



Kanmon Straits Octopus



Kokura Beef



Buzen-Sea Oysters



Wakamatsu Special Tomatoes

Major companies in Kitakyushu area



Nippon Steel Corporation



Yaskawa Electric Corporation



TOTO Ltd.



Mitsubishi Chemical Corporation

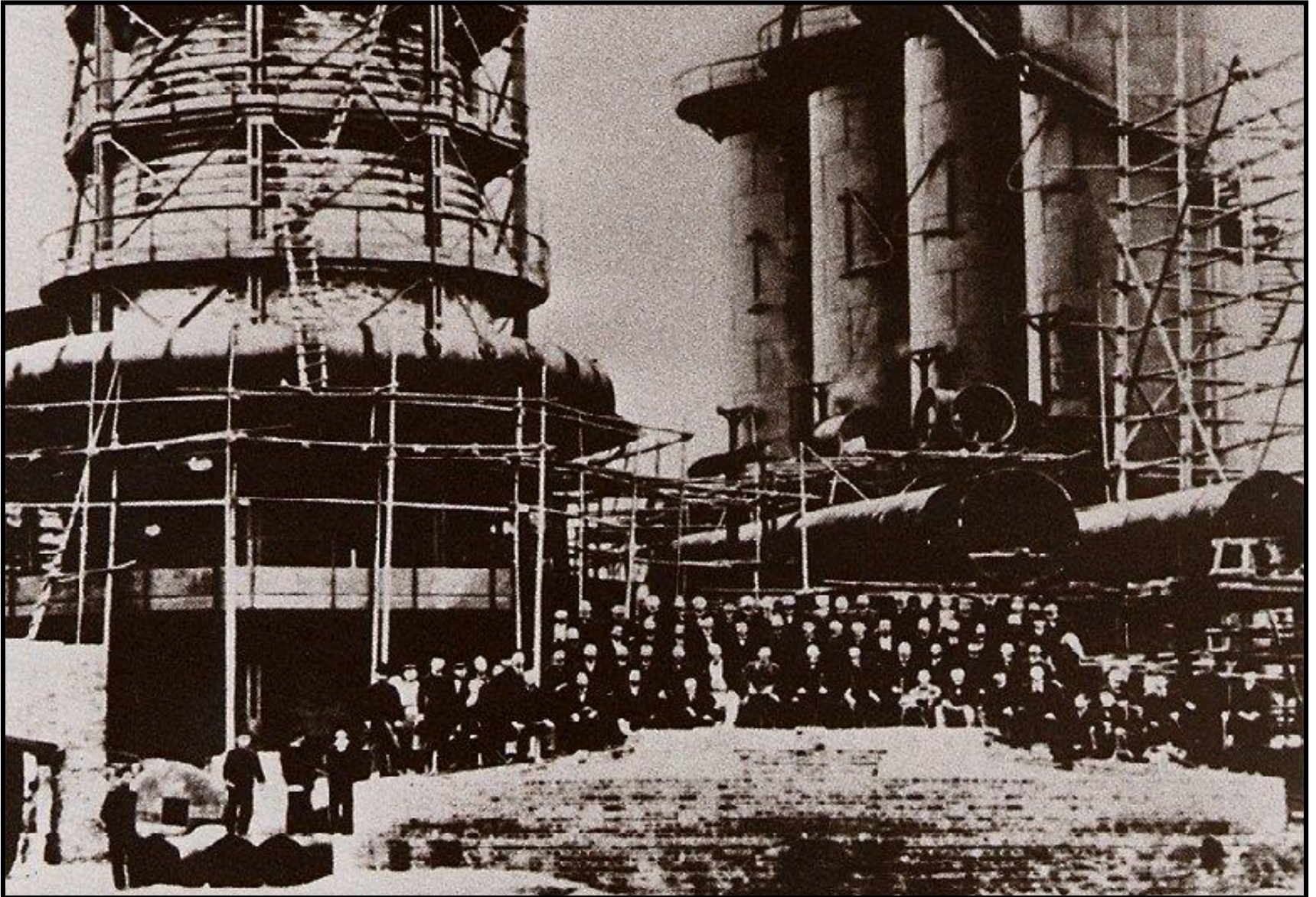


Toyota Motor Corporation · Nissan Motor Co., Ltd.



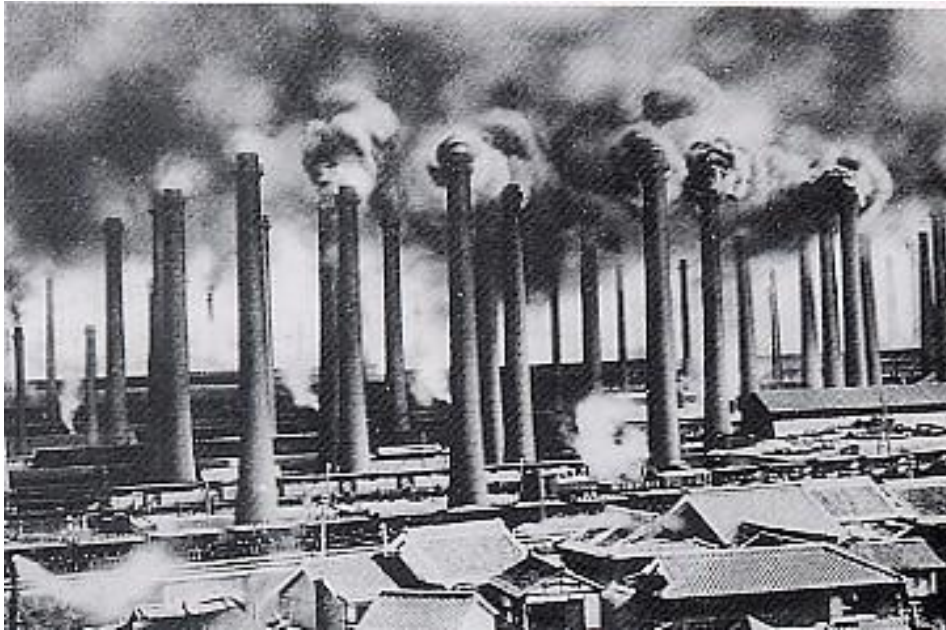
Mitsubishi Materials Corporation

About Kitakyushu



1901 Government-run Yawata Steel Works first established

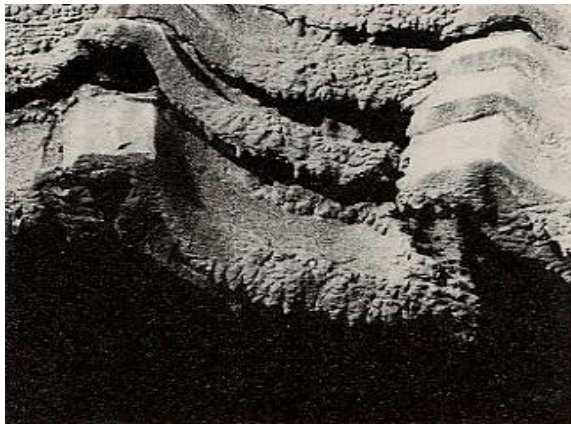
Environmental Pollution in 1950s and 1960s



Heavy smoke from a lot of chimneys



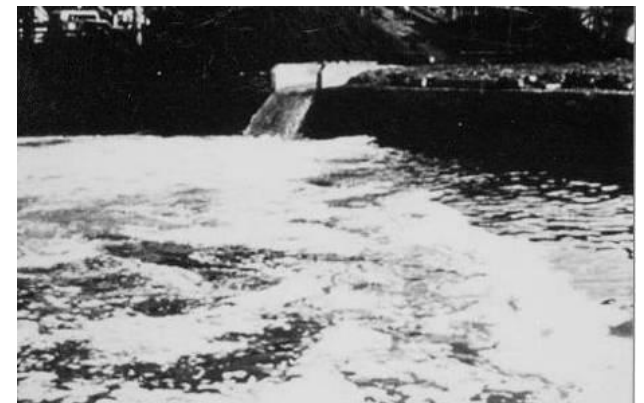
Damage to child



Heavy dust fall on the roof



Corroded boat propeller
in the toxic sea



Untreated wastewater discharged
into Dokai Bay

Partnerships among Local Multi-stakeholders

Residents



Residents' observation of a private company



Learning how to measure air pollution from a university professor

Partnership



Environmental control & environmental infrastructure

Local Government



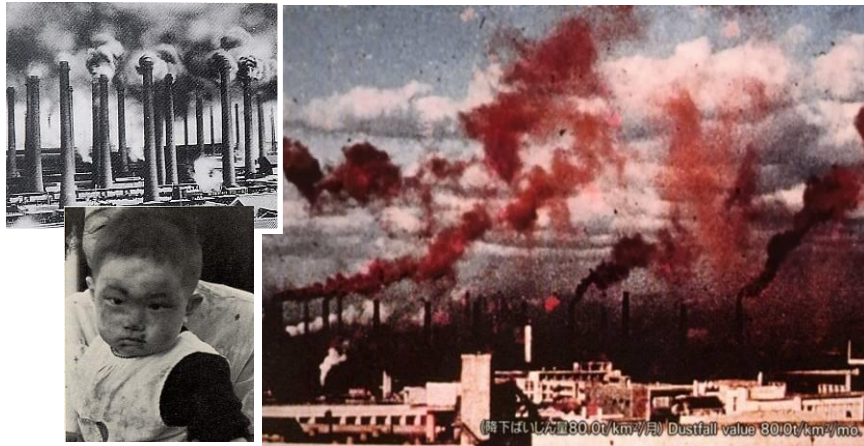
Cleaner Productions & pollution control equipment

Private Enterprises

Local Initiatives & Partnership
Environmental Technology & Environmental Investment
Education & Participation of Citizens
Environmental Governance

Reference: UNESCAP "Kitakyushu Initiative for a Clean Environment"

Overcoming Severe Environmental Pollution



Worst Air Pollution
caused closures a school



Citizen enjoying the blue sky

In 1960s



Present



“Dokai Bay, Sea of Death”

Corroded boat propeller and E. coli bacteria died.



Swimming at Dokai Bay

Recovered Blue Skies and Sea, people enjoying the environment

Kitakyushu was introduced in the OECD's Environmental Report as “from Grey City to Green City” in 1985.

Regional resources (Development of international cooperation on environmental issues)

Partnership with other Asian nations for mutual prosperity

Received trainees: 8,676 persons from 161 nations; Dispatched specialists: 199 persons to 25 nations
 Promotion of cooperation networking between Asian cities and environmental improvement projects : 67 projects



Kitakyushu Initiative Network (62 cities in 18 nations)



Contribution to environmental improvement in Dalian, China
 (Dalian City received the Global 500 Award in 2001.)



Exchanged memorandum of cooperation on ecotown with Tianjin City
 (At the Prime Minister's official residence)



Water supply project at Phnom Penh



Air pollution survey in Mongolia



Driving forward the waste composting project with Surabaya City, Indonesia
 (Adopted by over 20,000 families)

Selection as “Environmental Model City” and “Environmental Future City”

1 Environmental Model City

- Cities selected by the national government for their pioneering efforts to set high targets and challenge themselves in the **realization of a low-carbon society.**
- Selection of our city: July 22, 2008 (Start: FY2008)



2 Environmental Future City

- Selected by the national government as cities and regions **achieving a high level of sustainability and creating new value through excellence in the three aspects of environment, society and the economy.**
- Selection of our city: December 22, 2011 (Start: FY2011)



Kitakyushu Green Frontier Plan

created and shared by local multi-stakeholders

Target: Society with accumulated prosperity over generations



CO₂ Reduction Target with 40% of Economic Growth by 2050

☑ City Area : **50%**

☑ Asian Region: Equivalent to **150%** of Kitakyushu's emission

5 Strategies

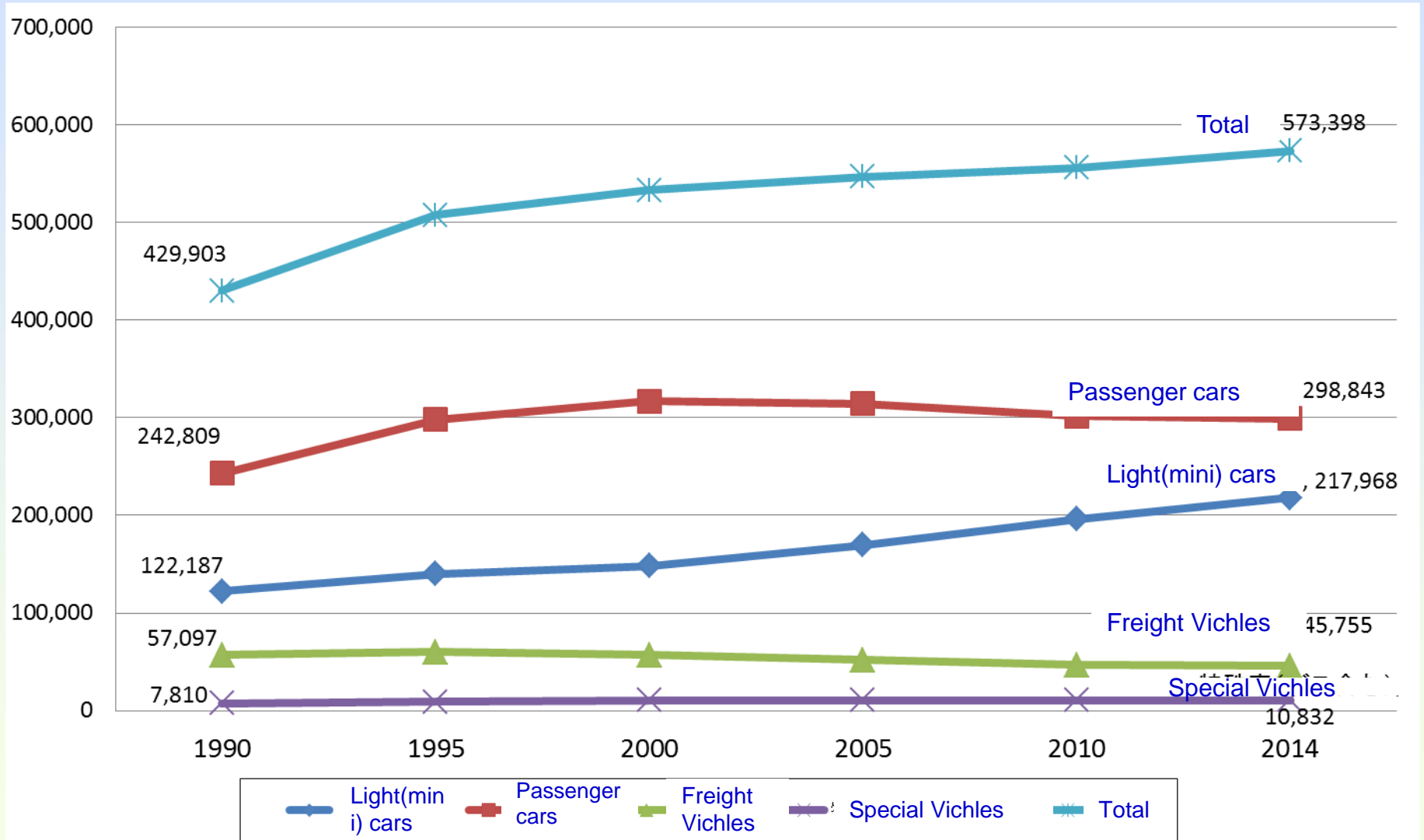


Examples of Specific Actions

Sector \ Policy	(1) Create an environmentally-advanced city	(2) Pave a path to a dynamic economy through the environment	(3) Develop productive human resources with the environment	(4) Support enriched lifestyles using the environment	(5) Enhance ties to Asia through the environment
Households	<ul style="list-style-type: none"> • Jono Zero Carbon Advanced Area Development Project 	<ul style="list-style-type: none"> • Promote the introduction of LED lighting other (households, offices, etc) 	<ul style="list-style-type: none"> • Promote the use of the Environment Museum 	<ul style="list-style-type: none"> • Promote environmental activities through the Low-Carbon point project • Energy-Saving King Contest 	<ul style="list-style-type: none"> • Promote the "Kitakyushu Method Organic Waste Composting Project"
Business	<ul style="list-style-type: none"> • Kitakyushu Smart Community Creation Project 	<ul style="list-style-type: none"> • Promote the introduction of energy-saving equipment in SMEs 	<ul style="list-style-type: none"> • Energy savings at civic centers 	<ul style="list-style-type: none"> • Wider dissemination of green power 	<ul style="list-style-type: none"> • Establish bases to develop human resources in Asia
Transport	<ul style="list-style-type: none"> • Improve the convenience of public transport • Wider dissemination of EV, PHV 	<ul style="list-style-type: none"> • Promote the creation of a hydrogen energy society 		<ul style="list-style-type: none"> • Eco-Drive Kitakyushu Project 	
Industry	<ul style="list-style-type: none"> • Promote energy savings by improving production processes 	<ul style="list-style-type: none"> • Promote the development of local energy bases (local energy management) 	<ul style="list-style-type: none"> • Promote the Next-Energy Park plan 	<ul style="list-style-type: none"> • Form environmental industry networks 	<ul style="list-style-type: none"> • Expand green growth strategies and joint project on air pollution and energy-saving measures by Japan and China
Energy Conversion	<ul style="list-style-type: none"> • Public solar power plant project 	<ul style="list-style-type: none"> • Build up wind power generation-related industries 			
Industrial Processes	<ul style="list-style-type: none"> • Promote energy savings by improving production processes 				
Waste	<ul style="list-style-type: none"> • Advanced use of sewage sludge • Promote food recycling 	<ul style="list-style-type: none"> • Recycling of small electronic devices 	<ul style="list-style-type: none"> • Environmental strategies of Kitakyushu City/local communities and schools 	<ul style="list-style-type: none"> • Promote recycling activities by residents and reducing household waste 	<ul style="list-style-type: none"> • Cooperation from Eco-Town in recycling-based urban cooperation projects
Forest Carbon Sequestration	<ul style="list-style-type: none"> • Formulate "Green Basic Plan" 		<ul style="list-style-type: none"> • Create a "hometown" for fireflies 	<ul style="list-style-type: none"> • Manage the Natural Environment Advisor System 	

Car Ownership Trends in Kitakyushu

(Vehicles)



Major Activities in the Transport Sector (Vehicle-related)

◆ No Car Days



What is No Car Day?

This is a movement carried out on set days where people who usually take their cars to work commute using public transportation.

This activity is held every Wednesday in city hall. Seventy-nine companies in the city also carry out independent activities for No Car Day.

◆ Spread of second-generation vehicles



Fuel cell vehicles

Kitakyushu City provides a subsidy for fuel cell vehicles of up to JPY 1 million per vehicle.



Electric vehicles

A total of 18 free charging facilities have been installed in Kitakyushu to promote the expansion and use of electric vehicles.



Eco-Drive Kitakyushu Project

◆ Creation of a promotional model

Over five years from FY 2007 to 2011, Kitakyushu developed an eco-driving action model based on the concept of "Easy start and effortless sustained action!!"



Helps solve company issues, such as in-house educational systems and quantifying effects!!

◆ Fuel efficiency management site

Open-access fuel efficiency management site (registration required) to promote the visualization of fuel consumption:
<https://kitakyushu.recoo.jp/>



PC version



Smartphone version

Eco-Drive Kitakyushu Project

◆Activities

- About 100 member companies in Kitakyushu
- Organization of seminars, etc.
- Additional points awarded when submitting bids to the city
- Award system



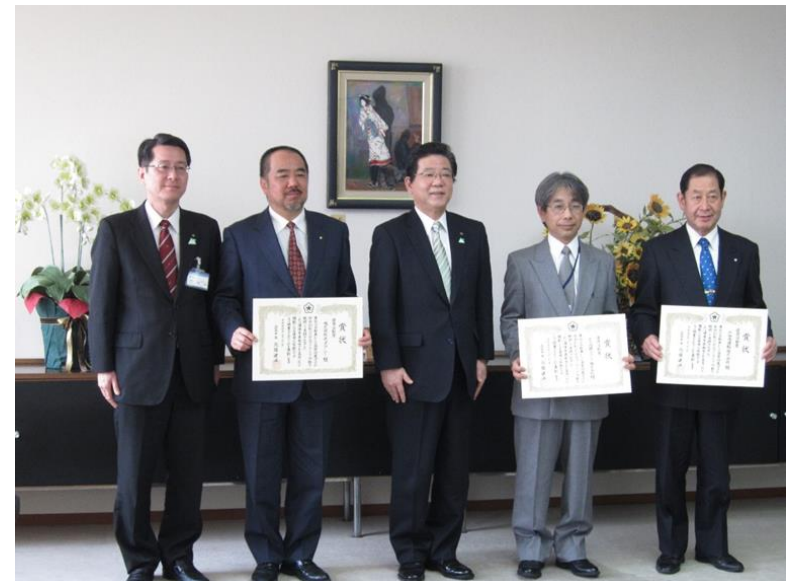
◆Track record and achievements

In major companies

- Average fuel efficiency improved by 11.5%

Entire project

- CO₂ emissions reduced by 135 t-CO₂
- Fuel costs reduced by JPY 6.63 million



Eco-Drive

1

Soft-accelerator “e-Start”

Try to use soft-starts.

2

Drive with Limited Acceleration and Deceleration

Keep a good distance between vehicles and strive to keep a steady driving speed, depending on traffic conditions

3

Stop Accelerating Early

Actively use engine braking

4

Use Air Conditioner Sparingly

Don't over-cool the inside of your car

5

Stop Idling

Don't idle your engine unnecessarily

6

Utilize Road Traffic Information

Plan and prepare before going out by checking congestion and road closure information etc.

7

Frequently Check Tire Air Pressure

Implement reliable inspections and maintenance to ensure tire air pressure is properly maintained

8

Stop Travelling with Unnecessary Luggage

Don't overload with unnecessary luggage

9

Attention to Parking Spaces

Stop illegal parking, to stop congestion.

10

Understand Fuel Consumption

Understand the effectiveness of your own eco-driving on day-to-day fuel consumption



**Thank you for your attention
khob khun krab!!**

