

Public-Private-Partnership as the basis for advancing Circular Economy-Case of Gamagori city, Aichi, Japan

 Gamagori City

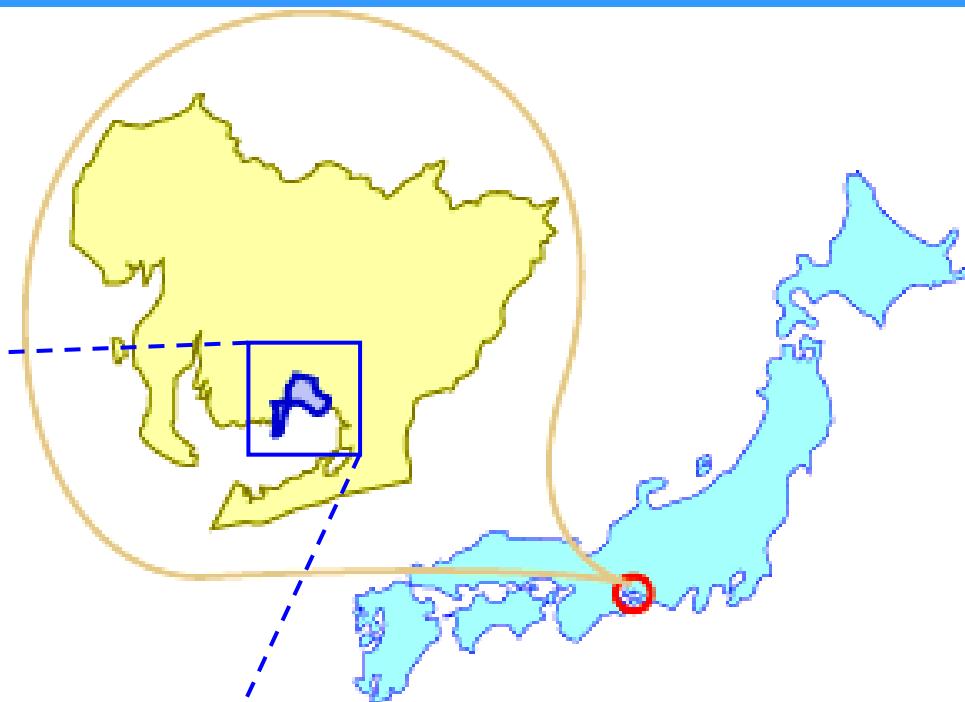
**Mayor of Gamagori city
Hisaaki Suzuki**

Gamagori City, Aichi, Japan



Overview of Gamagori City

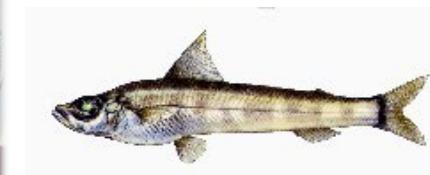
Gamagori City is located in the southeastern part of Aichi Prefecture on the Pacific coast, almost in the center location of Honshu Japan. Facing Mikawa Bay, the remaining three sides include scenic spots. Surrounded by mountains with heights of about 400 meters (440yd). It is also one of the leading hot spring areas in Aichi Prefecture, with four hot spring towns in the city.



【“海・市街地・山”が一体となった本市の眺望景観の構成】



Population 78,666
(Foreigners 3,324)
※ January 1, 2023
Area 56.96km²



The purpose of the circular economy is to create a society and an economic system that do not harm human health nor the natural environment to realize a sustainable earth and sustainable economy, environment and society.

The goal is to improve well-being of people and nature. This is in line with the 5th Gamagori City Comprehensive Plan, which is the city's top plan. **We hereby declare that we aim to become a “Circular City” so that it will become “You will come to admire GAMAGORI”.**

30 November 2021

蒲郡市長 鈴木寿明



Connect , Intersect , Spread Circular City Gamagori

The nature will be enriched and the sea and mountains will be revitalized.

Life becomes richer and the city becomes more energetic.

In the circular economy, people are connected to others, other places, and the nature.

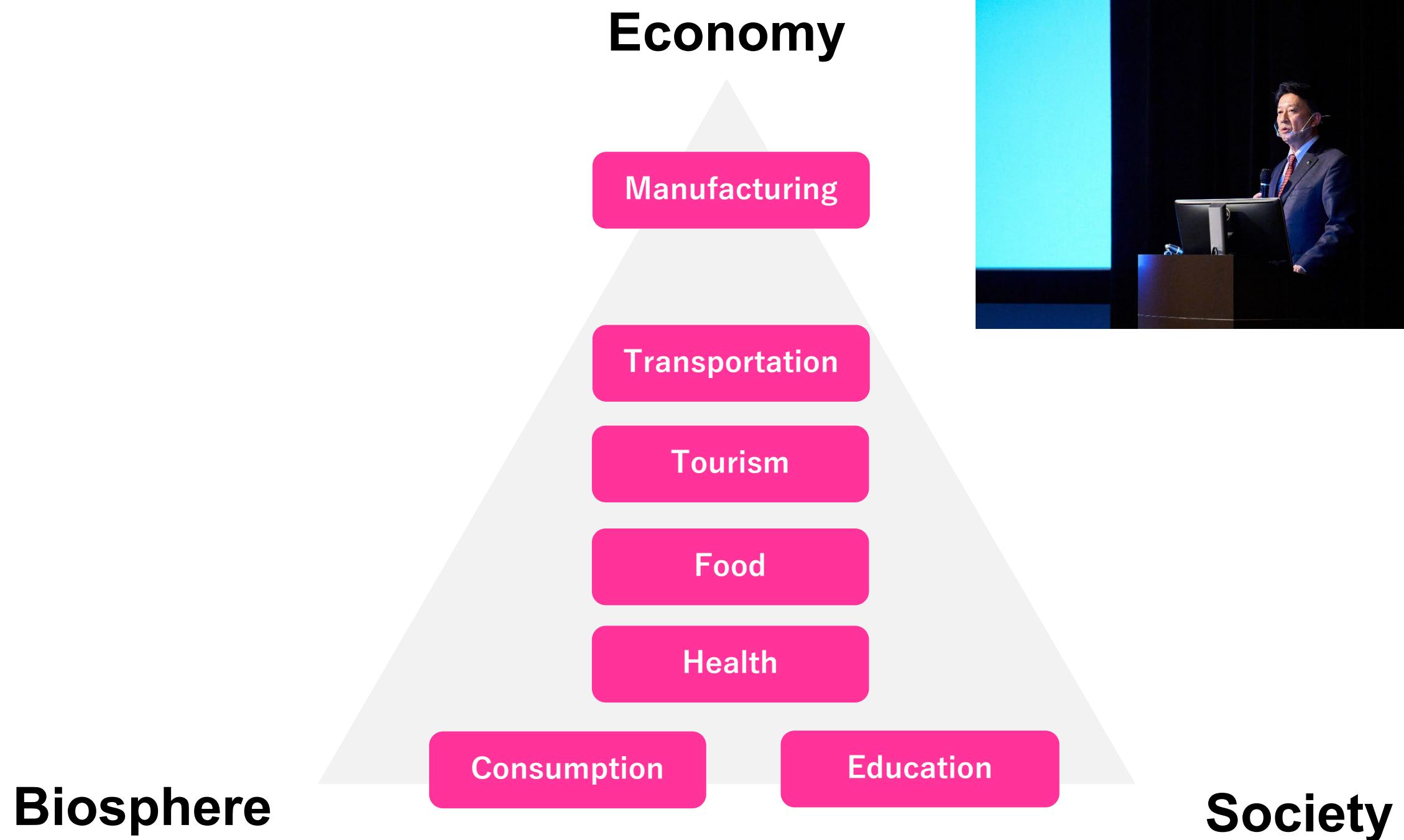
People, companies, industries, and other fields such as education, health, and tourism intersect to the region, to the nation of Japan, and to the world.

The circular economy spreads from this town, where the future will be wonderful by promoting the economy, society, and environment all together.

This will be the heart of the circular economy, where people, goods and companies are progressing and prospering.

We will realize people's well-being and become a proud city.

The challenge to the Circular City, where the world gathering begins.



Program overview

【 To Circular City Gamagori 】

- Thinking About Well-being Town Development Through Circular Economy -

In Gamagori City, Aichi Prefecture, which aims to become a well-being city, we will provide input at a seminar where circular economy experts who study and think about the circular economy gather together.

Through workshops, we aim at the realization of a circular city, consider a program for implementing a circular economy in Gamagori City in the future.

Overview of the event

Place : Gamagori Classic Hotel

Date : November 1st and 2nd ,2022

Patronage of Gamagori Circular City Organization:

United Nations Centre for Regional Development

DAY1

Inspection



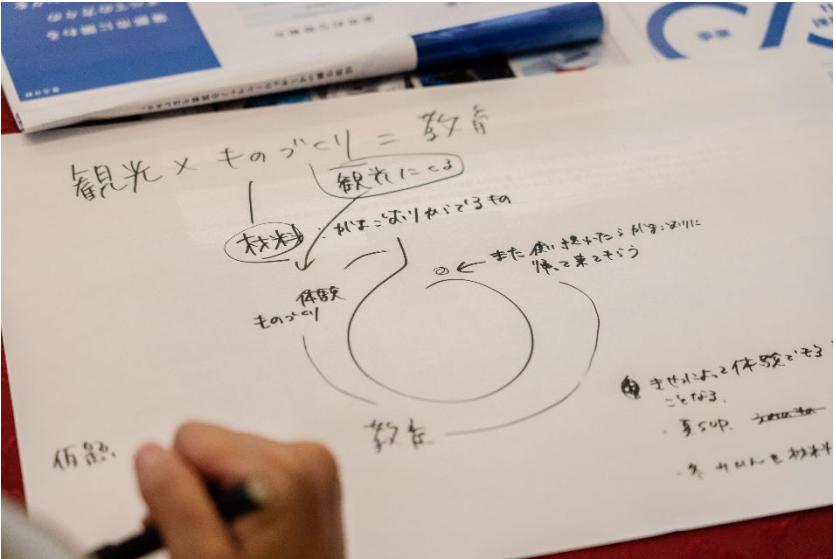
DAY2

Circular Economy Initiative Pitch



DAY2

Workshop

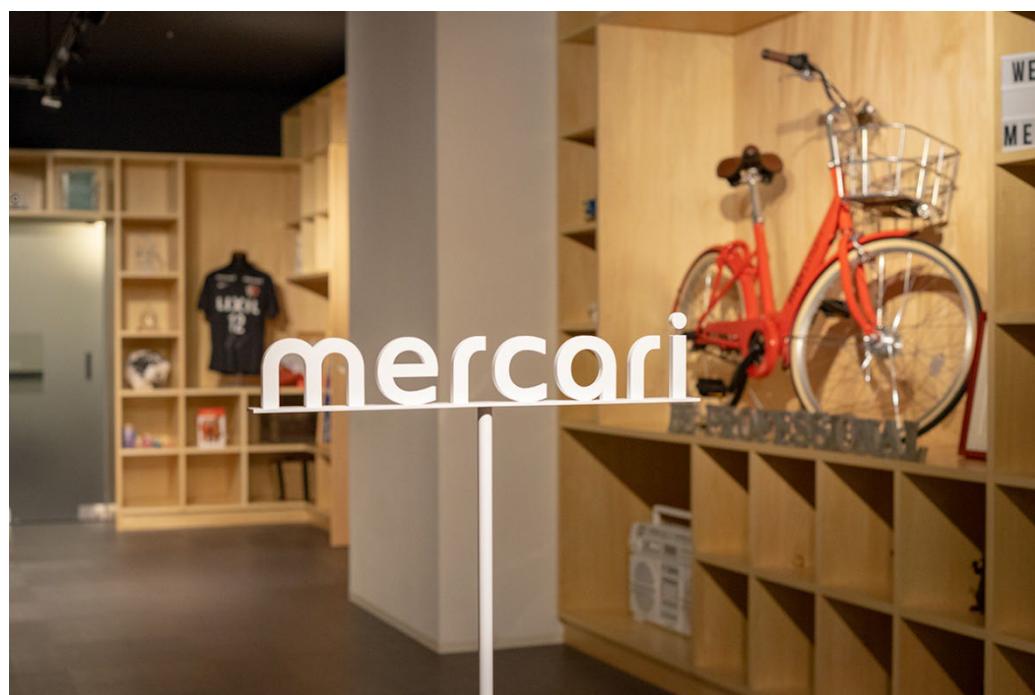


Initiative on Reuse (Mercari Group)

Gamagori City, Mercari Co., Ltd., and Souzoh Co., Ltd., with the aim of solving the problems of Gamagori City by promoting reuse to realize a "Circular City" and effectively utilizing each resource and network. A partnership agreement was signed on April 27, 2022.

Agreement outline Coordination matters

- 1 Matters related to regional revitalization.
- 2 Matters related to the promotion of a recycling-based society.
- 3 Matters related to securing financial resources.
- 4 Other matters related to issues necessary to realize the purpose of this Agreement.



Based on the "Toyama Framework on Material Cycles" supported by the G7 leaders in the 2016 Ise-Shima Summit and "G7 Berlin Roadmap on Resource Efficiency and Circular Economy (2022-2025)" approved in the 2022 G7 Summit, Gamagori city and Mercari group cooperate to achieve these initiatives toward circular economy by reuse of goods and waste reduction.

Mercari Shops

【Overview】

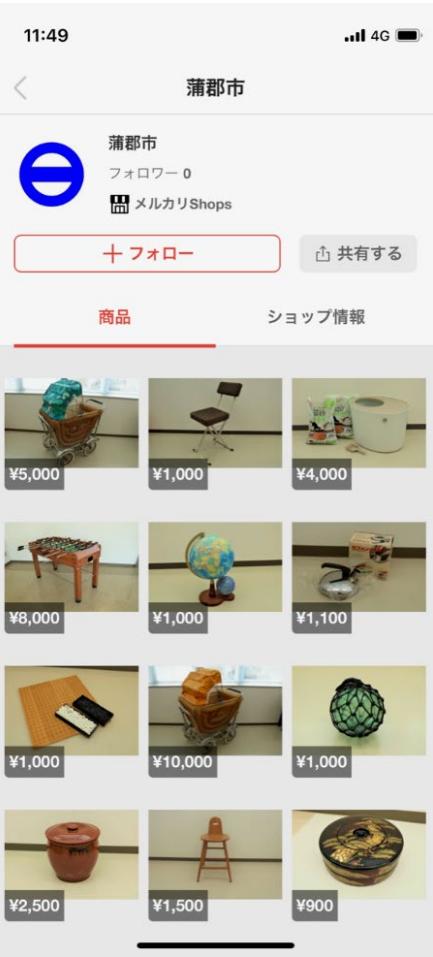
On the E-commerce platform “Mercari Shops” where anyone can easily open an online shop, and by using the account of Gamagori city to list oversized garbage that is still usable and brought to the garbage disposal site of Gamagori city.

Mercari Eco Box

【Overview】

As a demonstration experiment to establish an awareness of reuse, the citizens will encourage to change their behaviors from "throw away" to "use for a long time" and/or "give to others" on items that are unnecessary but wasteful to throw away at home. There will be free distribution of storage boxes to the people.

With cooperation of Mercari Group, rather than throwing things away, we aim to create a Circular City by giving things to those who need them or selling them to make reuse a matter of course.



Innovative Cooperation with Daiseiki

Gamagori City and Daiseiki Co., Ltd together, we aim to solve problems in Gamagori City and to revitalize the region by promoting reuse unnecessary items and to realize a "Circular City"; we effectively utilize each resource and network. There is a partnership agreement on December 28,2022.

Agreement outline Coordination matters

- 1 Promotion of recycling-based society and circular economy.
- 2 Regional activation and promotion on circular city.
- 3 Other matters related to issues necessary to realize the purpose of this Agreement.

Contents

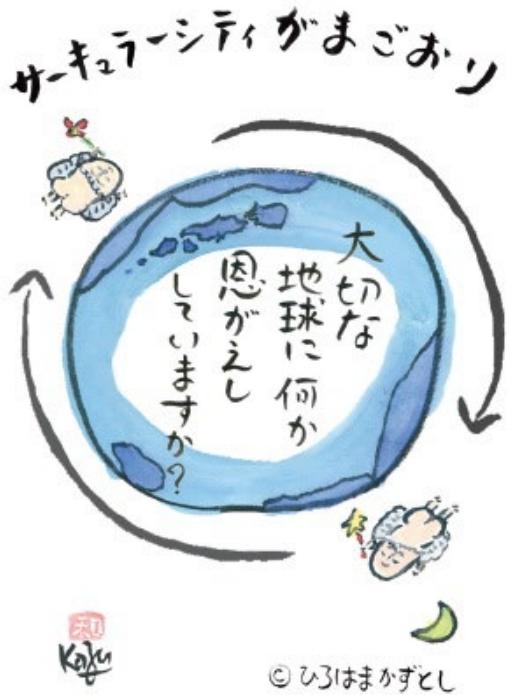
Using waste oil discharged from businesses in the city as the main raw material.

We conduct demonstrations of the use of "recycled heavy fuel oil" as an alternative fuel to useful fuel oil.

We promote a Circular City with advice from professionals on their point of view based on advanced, professional experience and technical knowledge of the treatment and recycling of waste generated in the city.



To Gamagori unique Circular City



Thank you

