

**Striving for a Sustainable Model City
Promoting both Economical and
Environmental Development**

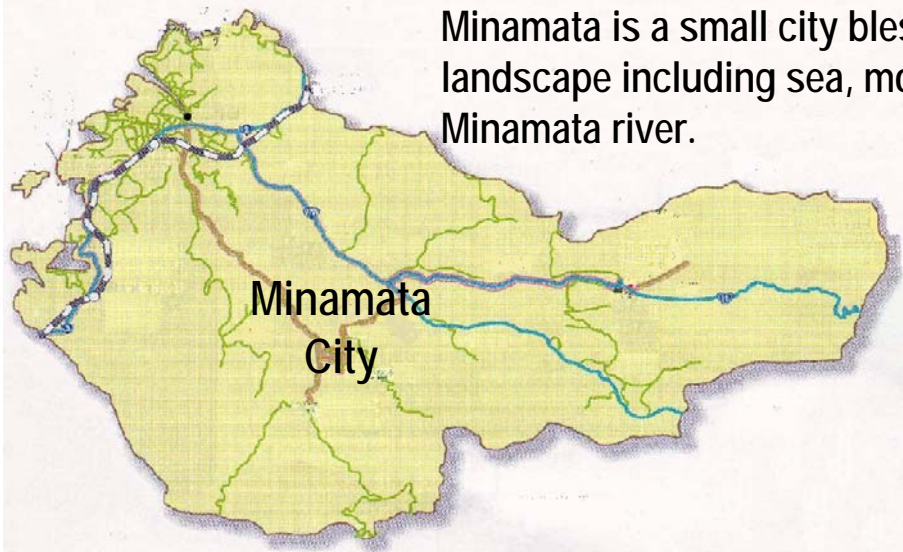
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Mayor, Minamata

Striving for a Sustainable Model City Promoting both Economical and Environmental Development



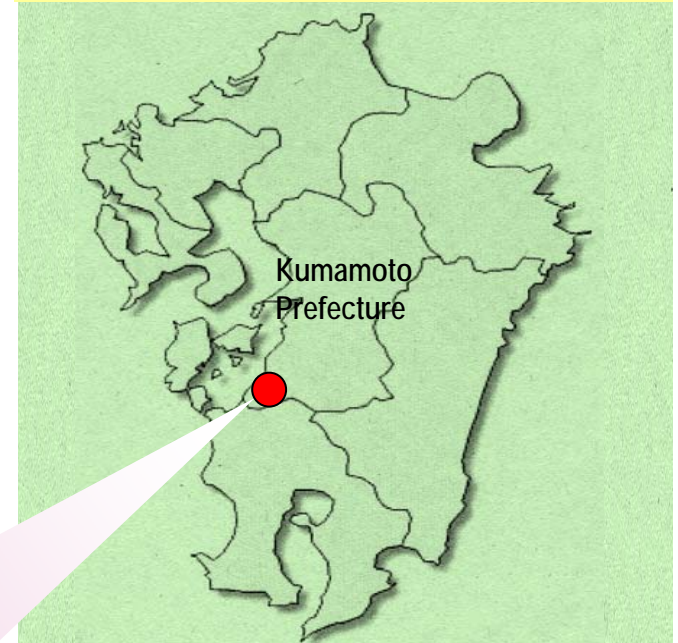
Minamata City, Kumamoto Prefecture

Outline of Minamata City



Minamata is a small city blessed with a national landscape including sea, mountains, and the Minamata river.

Located in the southern most tip of Kumamoto Prefecture, bordering Kagoshima Prefecture
Area: 162.87 km²
Population: Approx 28,800
Households: Approx 12,000



Minamata
City



Minamata City Initiatives



Citizens volunteer to separate trash into 22 bins

Main Points in Becoming an Eco-Model City

~ Proposals for Sustainable Small-scale Model Municipality
promoting both Environment & Economy ~

Current Status of Greenhouse Gases (2005 Emissions: 238,647 t)

○ Recent Trends (2000→2003)

CO₂ Emissions → **slight increase**

- Civilian Sector → **increase**
- Waste Sector → **50% reduction**
- Industrial/transport sector → **Stable**

CO₂ Removal → **slight decrease**

Initiatives in 4 Sectors

- A:** Civil - Implementing an eco-conscious lifestyle
- B:** Industry - Building Industry dedicated to the environment
- C:** Environmental Conservation - Environmental Urban Development in Harmony with Nature
- D:** Environmental Awareness Propagation - Developing Environmental Education City

Greenhouse Gas Reduction Targets

Reference Year

2005



2020
- **32.7%**



2050
- **50.1%**

Follow up

- ★ Promotion and Progress Management in accordance with Action Plan
- ★ Quantitative Management & Creation of Emissions Inspection Reports

Collaboration between Citizens, Govt, & Business

A: Implementing an Eco-conscious Lifestyle

① Promoting Waste Reduction and Recycling by Separation

- Currently, residents cooperate to separate trash into 22 bins (Recourse Recovery Rate 40%→90%)



② Urban Development of Entire Region in accordance with ISO standards

- Promoting “Minamata original” ISO including a business version, home version, school version, pre-school version, kindergarten version, and hotel/ lodge version.



③ Development of City based on Community Bus and Bicycle transportation

④ Development of Eco-Shop and Environmental Master Certificates

⑤ Assistance for Establishing Eco-conscious Lifestyle



B: Building Industry dedicated to the Environment

① Promote Business Version of Environmental ISO

② Develop Biomass Energy using Regional Resources

- Producing bioethanol from bamboo, citrus fruit extract, etc.

③ Develop Safe Agriculture, Forestry, & Fishery Industry

- Promote consumption of locally produced foods

④ Develop 2nd Eco Industrial Park

⑤ Actively Utilize New Energies

- Solar power, wind power, etc.



C: Environmental Urban Development in Harmony with Nature

① Forest & Seaweed Forest Cultivation by Citizens

- Forest Development and Management
- Cultivation of Seaweed Forests
- Biotope Creation



② Development of Parks & Recreation Areas

- Development of street lights that use solar power
- Revitalization of street trees



③ Building of an Eco-house Village

- Developing housing with minimal environmental impact



D: Developing Urban Environmental Education

① Minamata Environmental College

- Offering outdoor hands-on seminars

② Minamata Environmental Training Center

- Training individuals who can contribute to the development of a sustainable recycle-based society

③ Development of a Lifestyle Museum Village

- Entire village dedicated to hands on learning of how to live green without wasting

④ International Cooperative Environmental Projects

- Invite trainees from abroad

⑤ Develop a Center for Environmental Education including the Minamata Disease Museum



~ Toward the Realization of an Eco-Model City ~

A: Implementing an eco-conscious lifestyle

B: Building Industry dedicated to the Environment

C: Environmental Urban Development in Harmony with Nature

D: Developing Urban Environmental Education

Progressing via Collaboration

Citizens

Govt.

Business

Draft Plan
Quantitative Management
Progress Management

Reduce Greenhouse Gases ↔ Invigorate Region
Create Sustainable Community Promoting both Environment and Economy

