

Minamata Eco-Model City Development

～ Achieving the Goal of Zero-waste ～



City of Minamata, Eco-Model City Section



Located at the southern tip of
Kumamoto Prefecture in south-
central Kyushu

Area: Approx. 163 km²

Population: Approx. 28,000

No. of households: Approx. 12,000

Minamata Profile

Minamata is a small provincial city situated in rich natural surroundings that include ocean, mountains, and rivers, within the Minamata River system.



Minamata



Overview of Eco-Model City Minamata's Initiatives

A. Practicing environmentally responsible lifestyles

Initiatives include:

- Reducing the amount of garbage volume and implementing sophisticated sorting rules to achieve zero waste
- Practicing town planning based on ISO environmental standards
- Practicing town planning that encourages community bus and bicycle use



B. Industrial development with a strong focus on environmental protection

Initiatives include:

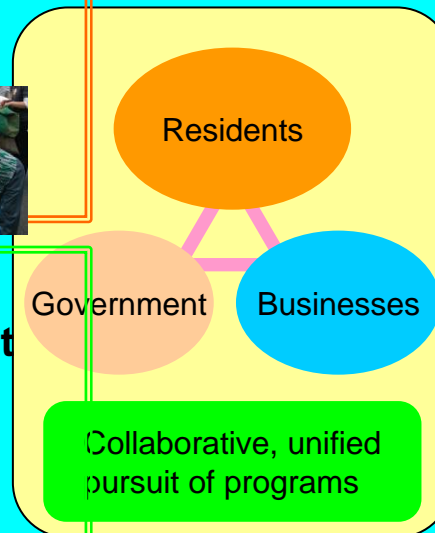
- Developing biomass energy by utilizing local resources
- Developing agricultural, forestry, and fisheries products with safety and security
- Developing a next-generation eco-industrial park



C. Planning environmental conservation-oriented cities that coexist with nature

Initiatives include:

- Actively utilizing new and natural energy sources
- Implementing resident-led forest development and marine ecosystem regeneration programs
- Developing "eco-houses" neighborhoods



D. Town planning for environmental learning

Initiatives include:

- Opening the Minamata Environmental College and Environmental Training School
- Expanding and improving the Lifestyle Museum Villages program
- Pursuing international environmental cooperation programs



Achieving a low-carbon society ↔ **Reenergizing local communities**
Forming a sustainable regional society where environmental and economic concerns are harmonized

Zero-waste Efforts

1. Making a zero-waste declaration and creating a roadmap

- Establishing and publically declaring the goal of zero-waste in order to abolish the burial and incineration of garbage
- Creating a schedule (roadmap) for achieving goals

2. Accelerating and enforcing new sorting rules and the “3Rs”

- Conducting and analyzing results in garbage station and garbage composition studies
→ Enforcing sorting rules
- Promoting new sorting and recycling rules
 - Small electronic devices → Rare metals
 - Used cooking oil → Biodiesel fuel (BDF) manufacture
 - Plant matter → Recycling
- Initiatives to move from recycling to reducing and reusing
Promoting the use of reused bottles and encouraging people to use their own chopsticks and water bottles (My-My Movement)

3. Revolutionizing lifestyles and awareness

- Raising awareness and popularizing environmentally responsible lifestyles through courses for residents, traveling courses in outlying communities, city bulletins, and other alike
- Encouraging shoppers to bring their own reusable bags from home (reducing use of plastic bags and charging a fee for their use)
- Setting up “tea stations”
→ Limiting use of disposable containers, promoting Minamata tea, and holding related events

Zero-waste Issues and Solutions

Issues

- How to improve recycling rates and promote the “3Rs” to achieve goals?
- How to deal with legal issues and other problems that are out side of the region?
- How to link this initiatives to revitalize the local economy (how to develop a “green economy”)?

Possible solutions

- Involve an extensive range of participants, including residents and businesses, and facilitate close partnerships among them.
- Implement effective methods for encouraging a revolution in awareness and lifestyles.
- Work closely with zero-waste municipalities
- Develop initiatives in conjunction with local products and regional events, for example setting up “tea stations.”