

The International Conference on Promoting
Low-Carbon Cities 2009 in Yokohama

**A Policy Proposal from a
Community That Has Pursued
Sustainability:
~Eco-Model City Iida~**

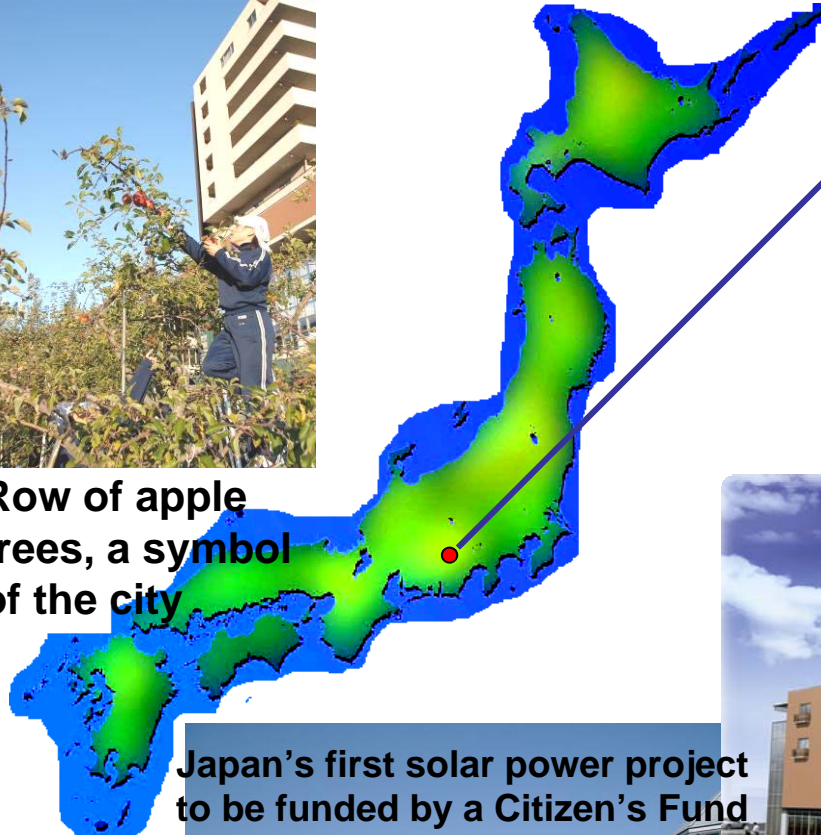
October 5, 2009
Mitsuo Makino
Mayor, City of Iida



Row of apple trees, a symbol of the city

Profile of Iida

- Area: 658.76 km²
- Population: 105,825 (as of July 1, 2009)
- Number of households: 37,625 (as of July 1, 2009)
- Elevation: 499.02 m (at City Hall)
- Hours of sunlight: 2,094 (2008)
- Forested area: 84% of overall city area



Japan's first solar power project to be funded by a Citizen's Fund



Environmental education activities by community-wide environmental ISO study groups

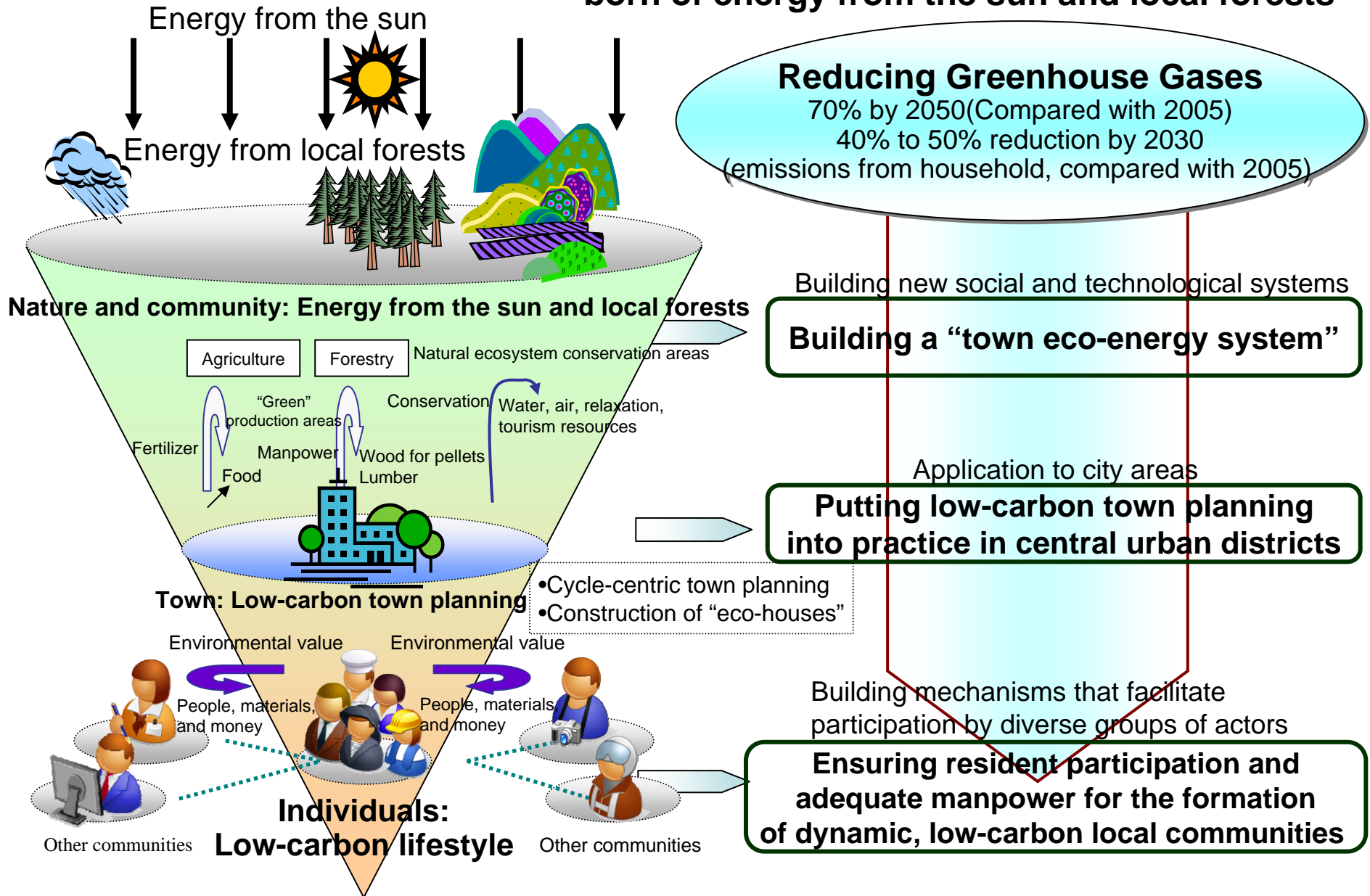


Promoting energy conservation as part of city redevelopment programs

As a "City of Environmental Culture," Iida is promoting actions against global warming through participation by a diverse and energetic group of actors.

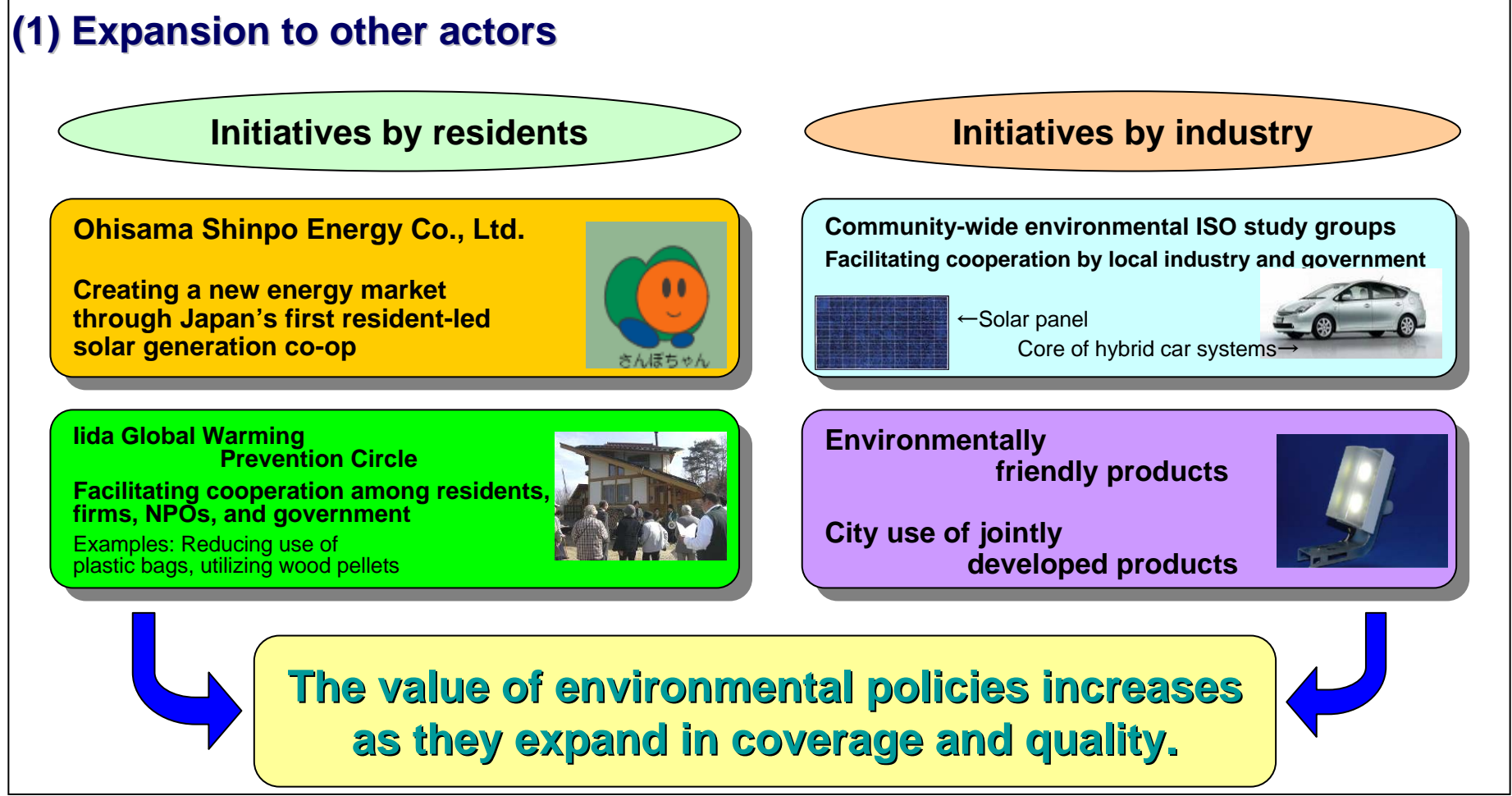
Overview of the Iida Model

Creating a city with a low-carbon environmental culture
born of energy from the sun and local forests



Local Policies in Iida: Expansion through the Cooperation of Diverse Groups of Actors

- (1) Expansion to other actors:
Moving beyond city government through the cooperation of residents and industry
- (2) Expansion to other communities:
Becoming a model for other communities by having the private sector play a leading role
- (3) Expansion to other policies:
Increasing the added value of policies through a comprehensive approach

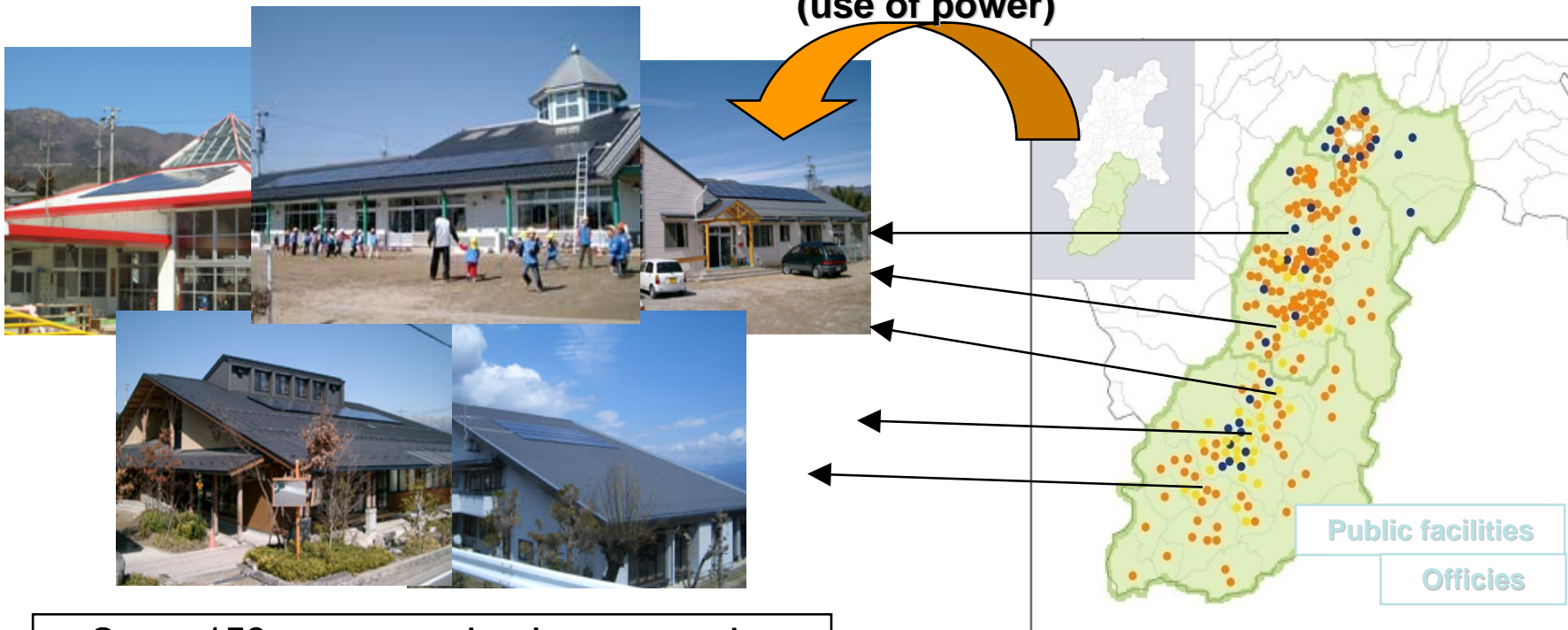


(2) Expansion to other communities

From Iida to Southern Shinshu: Solar Power Installation Project

This project aims to install a total of 1,208 kW of solar generating capacity on roofs at some 150 public facilities and offices by fiscal 2008 in order to prevent global warming through the cooperation of citizens, government, and businesses nationwide.

Installation of solar power systems
(use of power)



Some 150 nursery schools, community centers, and private offices located primarily in southern Shinshu

(3) Expansion to other policies

From Iida to Communities throughout Japan: LED Security Light Development Project

