





Row of apple trees, a symbol of the city

Profile of lida

OArea: 658.76 km²

OPopulation: 105,825 (as of July 1, 2009)

ONumber of households: 37,625(as of July 1, 2009)

OElevation: 499.02 m (at City Hall) OHours of sunlight: 2,094 (2008)

OForested area: 84% of overall city area

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

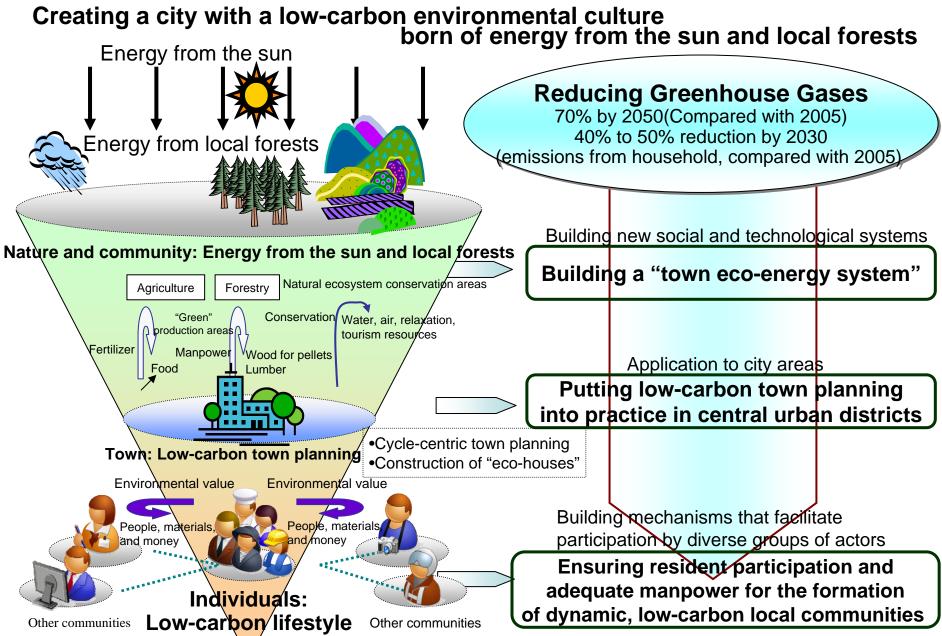


Environmental education activities by community-wide environmental ISO study groups



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

Overview of the lida Model



Local Policies in lida:

Expansion throughthe 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

(1) Expansion to other actors

Initiatives by residents

Ohisama Shinpo Energy Co., Ltd.

Creating a new energy market through Japan's first resident-led solar generation co-op



lida Global Warming Prevention Circle

Facilitating cooperation among residents firms, NPOs, and government

Examples: Reducing use of plastic bags, utilizing wood pellets



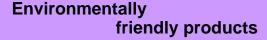
Initiatives by industry

Community-wide environmental ISO study groups
Facilitating cooperation by local industry and government



←Solar panel

Core of hybrid car systems-



City use of jointly developed products





The value of environmental policies increases as they expand in coverage and quality.



(2) Expansion to other communities

primarily in southern Shinshu

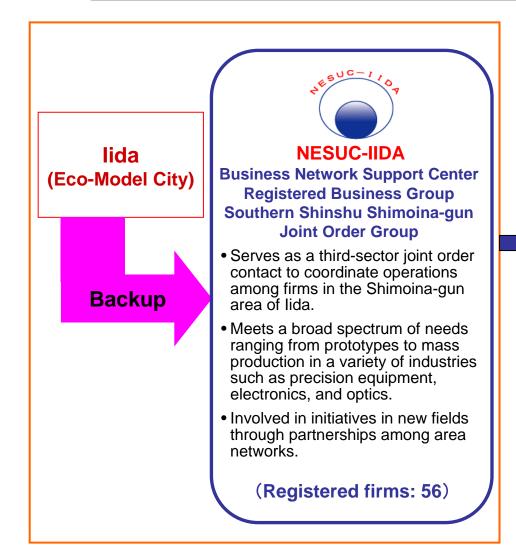
From Iida to Southern Shinshu: Solar Power Installation Project

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) **Public facilities Officies** Some 150 nursery schools, community centers, and private offices located

(3) Expansion to other policies

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



Development of LED security lighting



In fiscal 2009, lida will replace 3,000 of 6,000 lights in the city with LED fixtures.



A group of 15 NESUC-IIDA companies successfully developed two compact, low-power, inexpensive security light models.

lida is working to promote sales of the lights to ecomodel cities and other municipalities.