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International Conference on  
Promoting the Low-Carbon Cities in  
Kyoto

(Presentation)

# Promoting the use of natural energy with funding by environmentally- conscious citizens



Ohisama Shinpo Energy Co., Ltd.

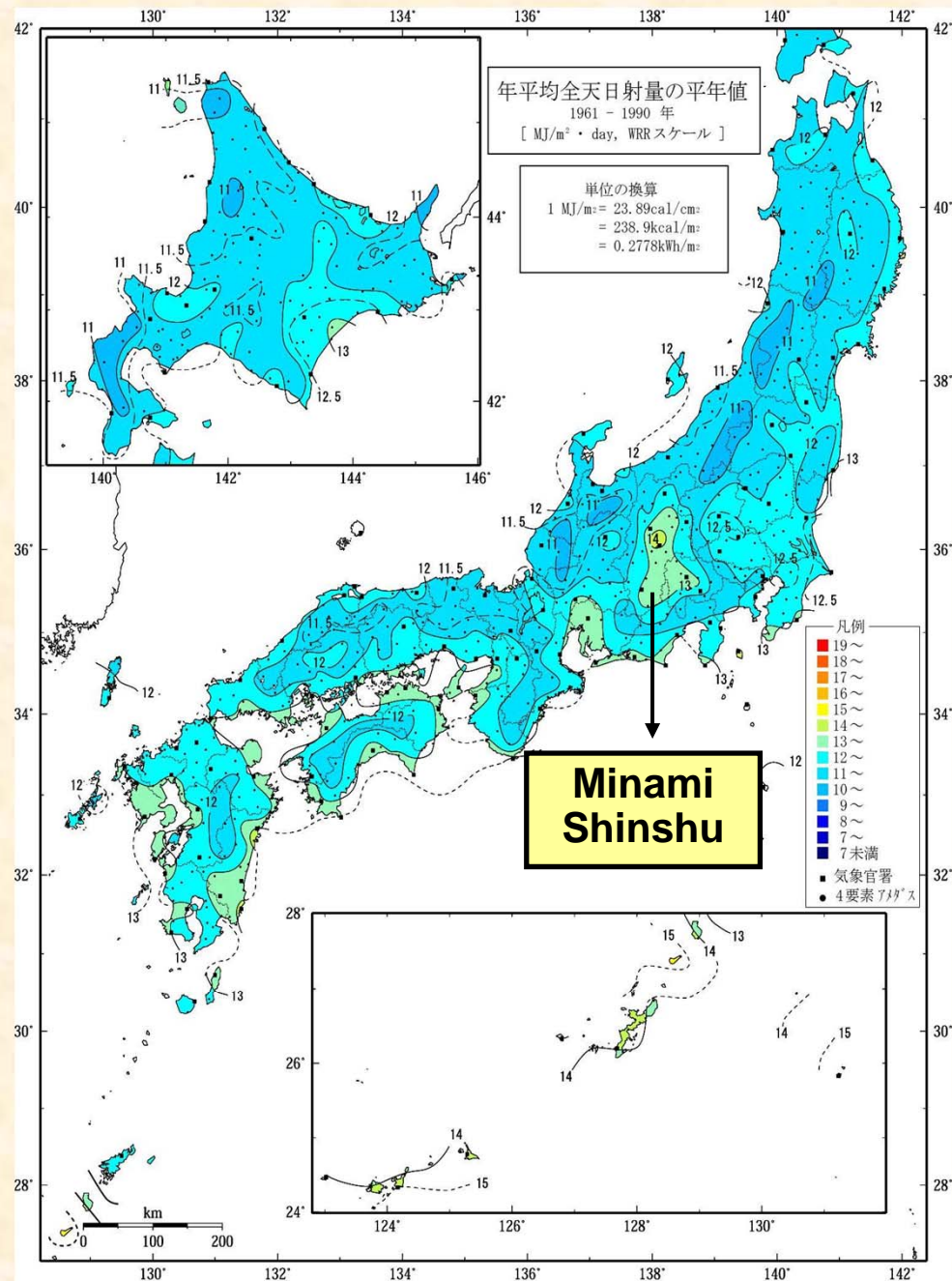
Akihiro Hara



# The Four Seasons in Minami Shinshu







As evidenced by scientific data, the south of Shinshu is blessed with an abundance of sunshine.

Source: NEDO

出典:「全国日射関連データマップ」H10年度 NEDO





**Houses with solar panels on their roofs are a common sight in Iida City.**

**Aiming to become an environmentally-advanced cultural city, Iida City was quick to introduce a subsidy program to promote solar power generation.**





Everyone can see how much power is generated by the solar power generation system.

## The first citizen-funded solar power generation system Sanpo-chan No.1



The power generation system was installed in a privately-owned nursery school called “Myojo Nursery School” in Iida City by an NPO, Minami Shinshu Ohisama Shinpo, in May 2004.

# Panel theater “Solar Power and Sanpo-chan”



Children are looking intently at the mascot, Sanpo-chan.

Energy saving makes Sanpo-chan happy. Why don't you try energy saving at your home?





# Background to Ohisama Shinpo Energy

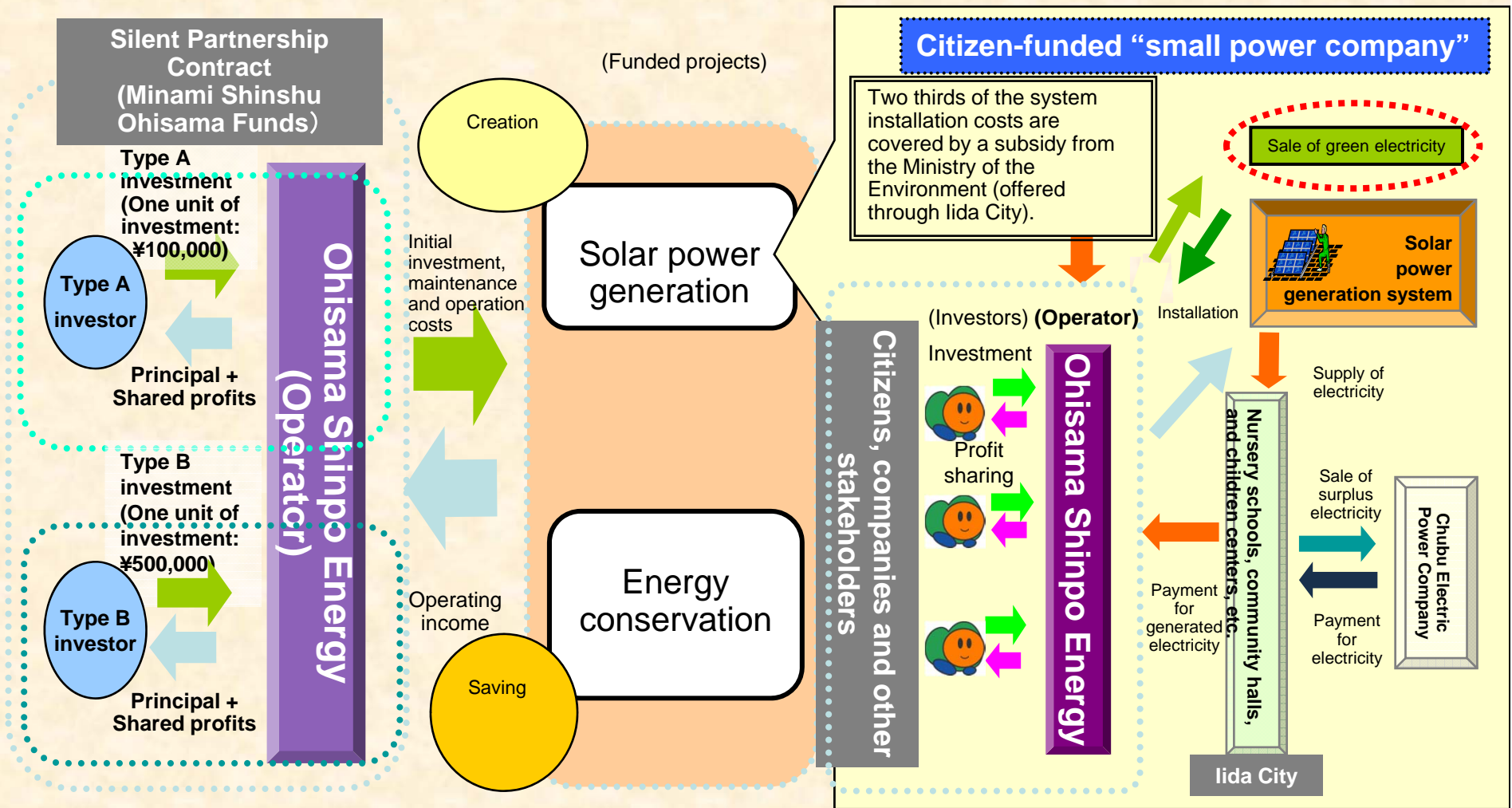
**An environmental public-service corporation  
working through partnerships**

Focusing on the principle of civil participation that is shared among NPOs, Ohisama Shinpo Energy was inaugurated with the support of various stakeholders.



# Minami Shinshu Ohisama Funds—the first of its kind in Japan. How the system works:

Based on the system of citizens' windmill funds, the Minami Shinshu Ohisama Funds are invested in two projects, namely, "solar power generation" and "energy conservation." Profits will be shared with investors.



**We are working towards local power generation for local consumption, backed by the funds and support of investors.**



# <Solar Power Generation>

Solar panels have been installed in 162 facilities, both public and private.

Kanae Mitsuba Nursery School



Farmer's market



Care home



Matsuo Children's Center



Gymnasium





# Main Features of Ohisama Funds

## (Funded activities are visible to all stakeholders)

- Financial support is sought in a manner different from conventional fundraising.
- By giving funds, investors have “deeper ties with their community” and become more “environmentally conscious.”



Any individual can join the fight against global warming  
**By investing a minimum of ¥100,000**  
(one unit of investment: ¥100,000).



Unlike donations,  
**Investors are entitled to a share of the profits.**



To inspect the outcome of the funded projects and enjoy sightseeing and interactions,  
**Special tours are arranged for investors.**



Activity reports and regular newsletters are issued to  
**Encourage investors to think and act about environmental protection.**



**Investment in the name of a child is also acceptable.**



Inspecting the outcome of the funded project



Deepening knowledge about the local community

(March 2010) Investors' Tour





# Some messages sent from investors

(Investment money is used in a visible manner, for meaningful purposes)

- This is a very innovative system. Let's act together to make it a success! (A 28-year-old male NGO staff member)
- I invested in the Funds, because I always want to do whatever I can. (A female in her 40s)
- I hope that clean energy will be used more widely to protect the global environment. (A 47-year-old male physician)
- I am glad if my small contribution is of some help toward preventing global warming. (An 8-year-old girl)
- I support the Ohisama Funds system because it enables us to join the fight against global warming. (A 39-year-old male company worker)
- I hope that this planet will remain a safe place to live in the future. (A 35-year-old female company worker)
- I hope that the investment will be helpful in preventing global warming and lead us to a better tomorrow. (A 27-year-old female company worker)
- I hope to become a person who is willing to dedicate time and effort in preventing global warming. (A female)

# Development of Ohisama Funds

Name	Amount raised	Period	Amount invested
Minami Shinshu Ohisama Funds	201.5 million yen	February 2005- May 2005	Full
Ohisama Funds for Global Warming Prevention	462 million yen	November 2007- December 2008	434 million yen
Ohisama Funds 2009	75.2 million yen	June 2009- September 2009	Full

Total	738.7 million yen		710.7 million yen
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The Community Development Committee and local financial institutions helped to raise money by investing in the Funds and offering loans



# Outline and Results of the Funded Projects

Project	Project period	No. of locations covered by the project	Capacity	Estimated amount of CO <sub>2</sub> reduction (tons/year)
Solar power generation	FY2004-2008	162	1281 KW	782
	Solar power generation systems were installed in public facilities and private companies.			
Energy conservation	FY2005-2008	21		740
	Energy saving models (mainly air conditioners and lighting equipment) were installed in public facilities, hot spring facilities, welfare facilities and private companies.			
Green heating	FY2006-2008	13		261
	Solar water heaters, pellet-fueled stoves, and woodchip-fired boilers were introduced in hot spring facilities and private companies.			
Total		196		1783

# New system that calls for concerted efforts community-wide



Only 30 applications are accepted!

Environmentally-friendly **model city, Iida City:**  
Vigorous low-carbon community blessed with an abundance of solar power and forest resources

## Solar Panels on All Roofs in Iida City!!

Ohisama  -Yen System  
Zero

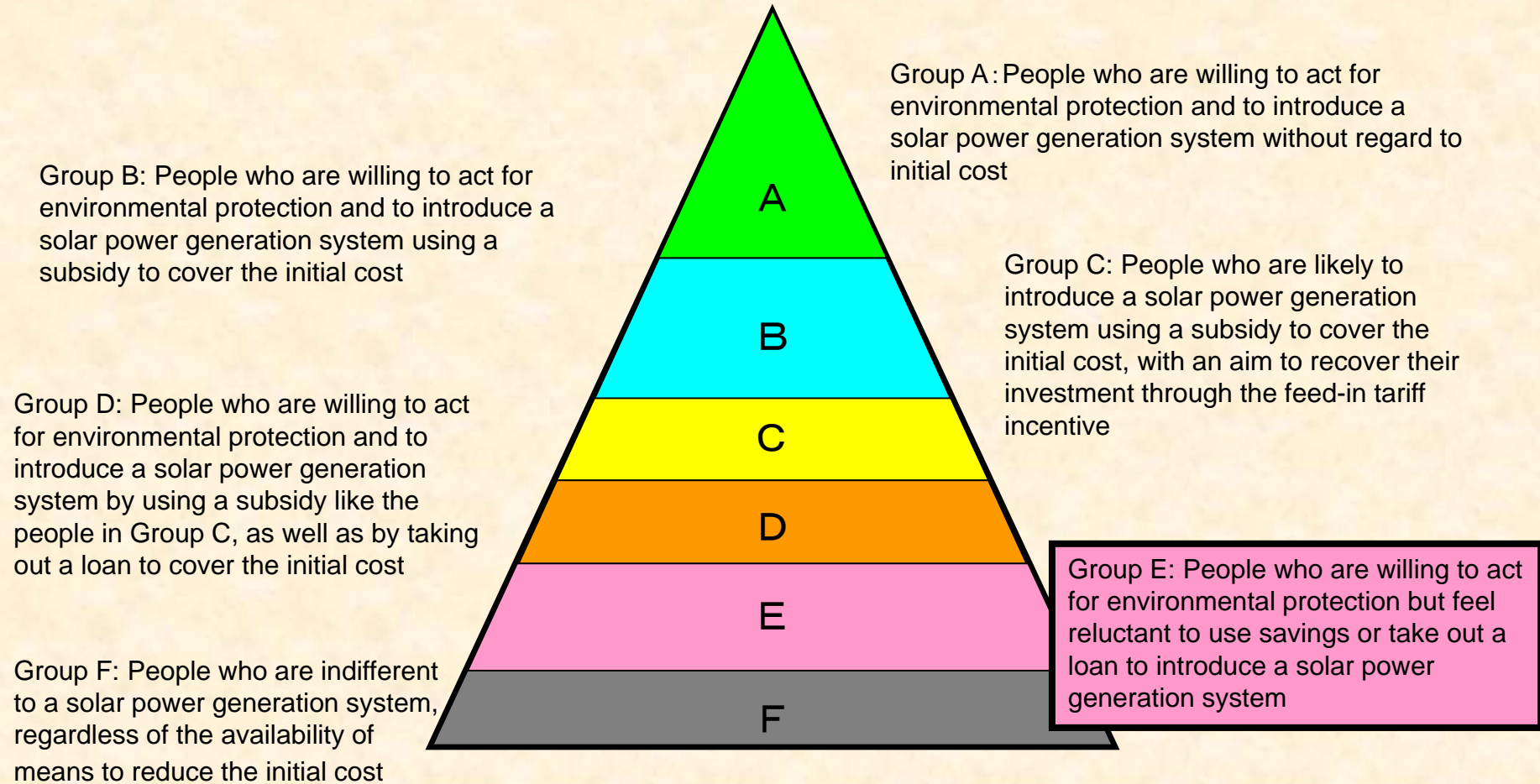


The new system is launched by Ohisama Shinpo, in cooperation with Iida Municipal Government and Iida Shinkin Bank. You can have solar panels installed on your roof with no installation costs. Don't miss this chance!



# Measures to Promote Solar Power Generation

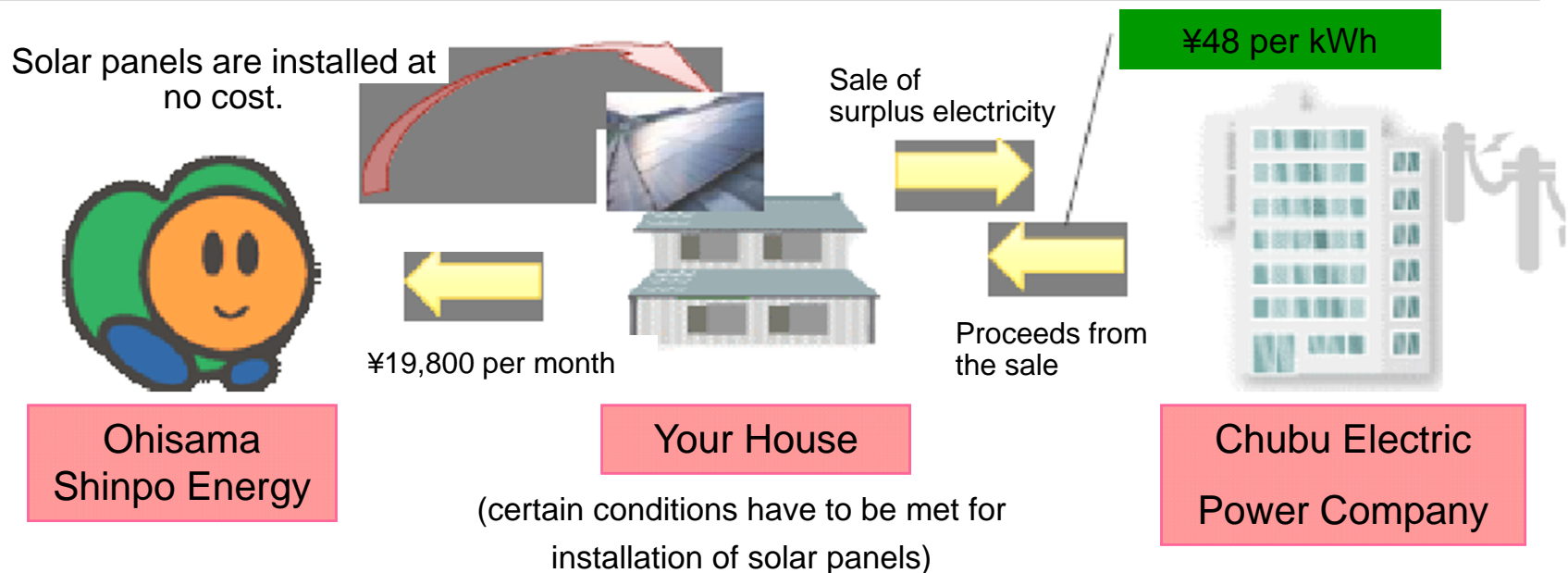
The main target of the Ohisama Funds is the people in Group E who have been reluctant to introduce a solar power generation system.



New system that calls for concerted efforts community-wide

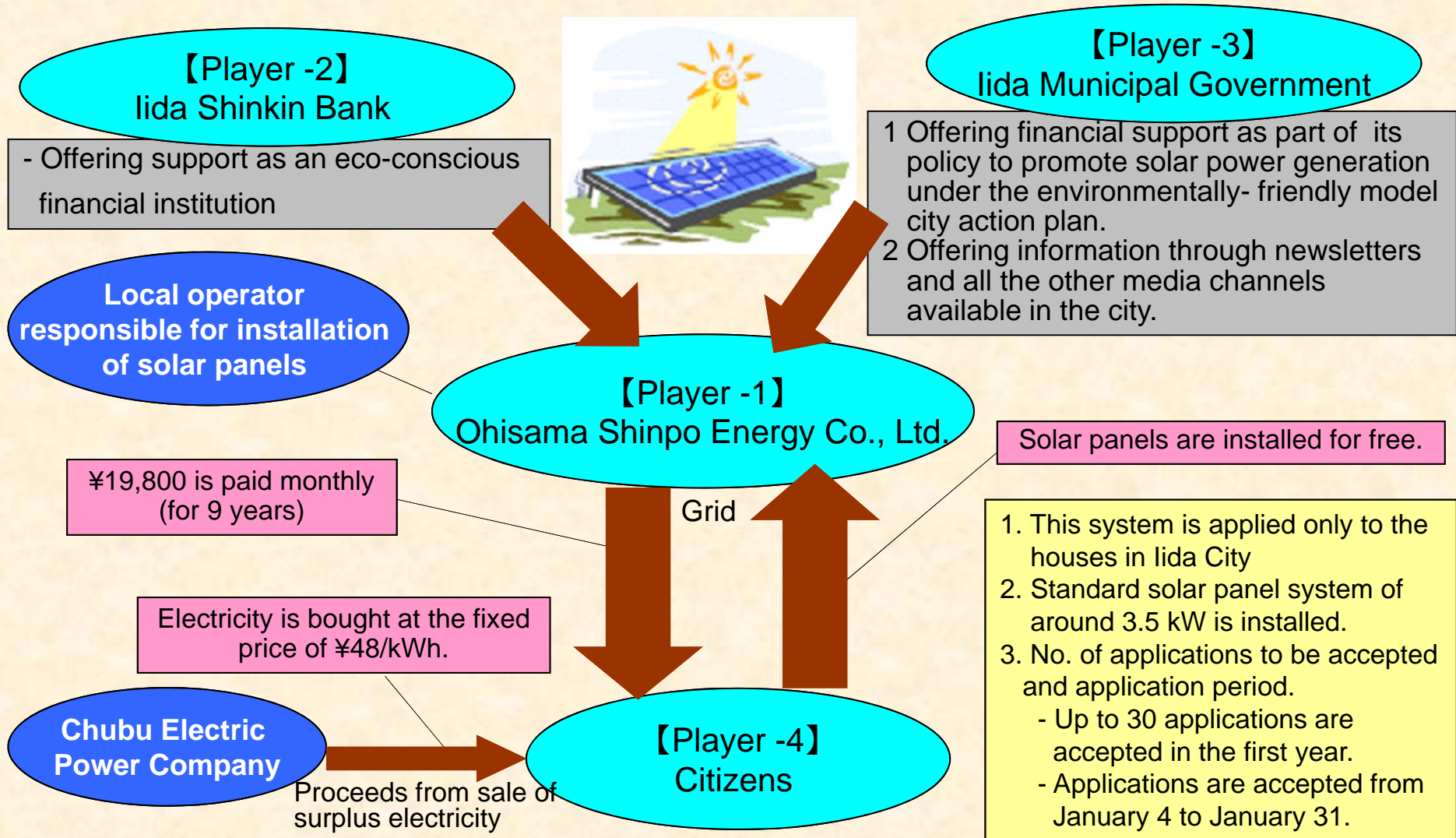
## How the Ohisama -Yen System works Zero

- Ohisama Shinpo Energy installs solar panels on your roof at no cost to you. You are asked to pay a fixed monthly fee of ¥19,800 for 9 years.
- Surplus electricity generated by your solar panels is bought by Chubu Electric Power Company through their grid connection at the price of ¥48 per kWh. (You can retain the proceeds from the sale of electricity.)
- In the 10th year, ownership of the solar panels is transferred to you for free.





# Project to Promote Solar Power Generation at Home by the Ohisama Zero-Yen System



We aim to facilitate the use of solar energy that is easily accessible and available for everyone to achieve “local power generation for local consumption” and reduce CO<sub>2</sub> emissions, thus creating a vigorous low-carbon community.

# Solar power generation systems installed under the “Ohisama Zero-Yen Program” during FY 2009

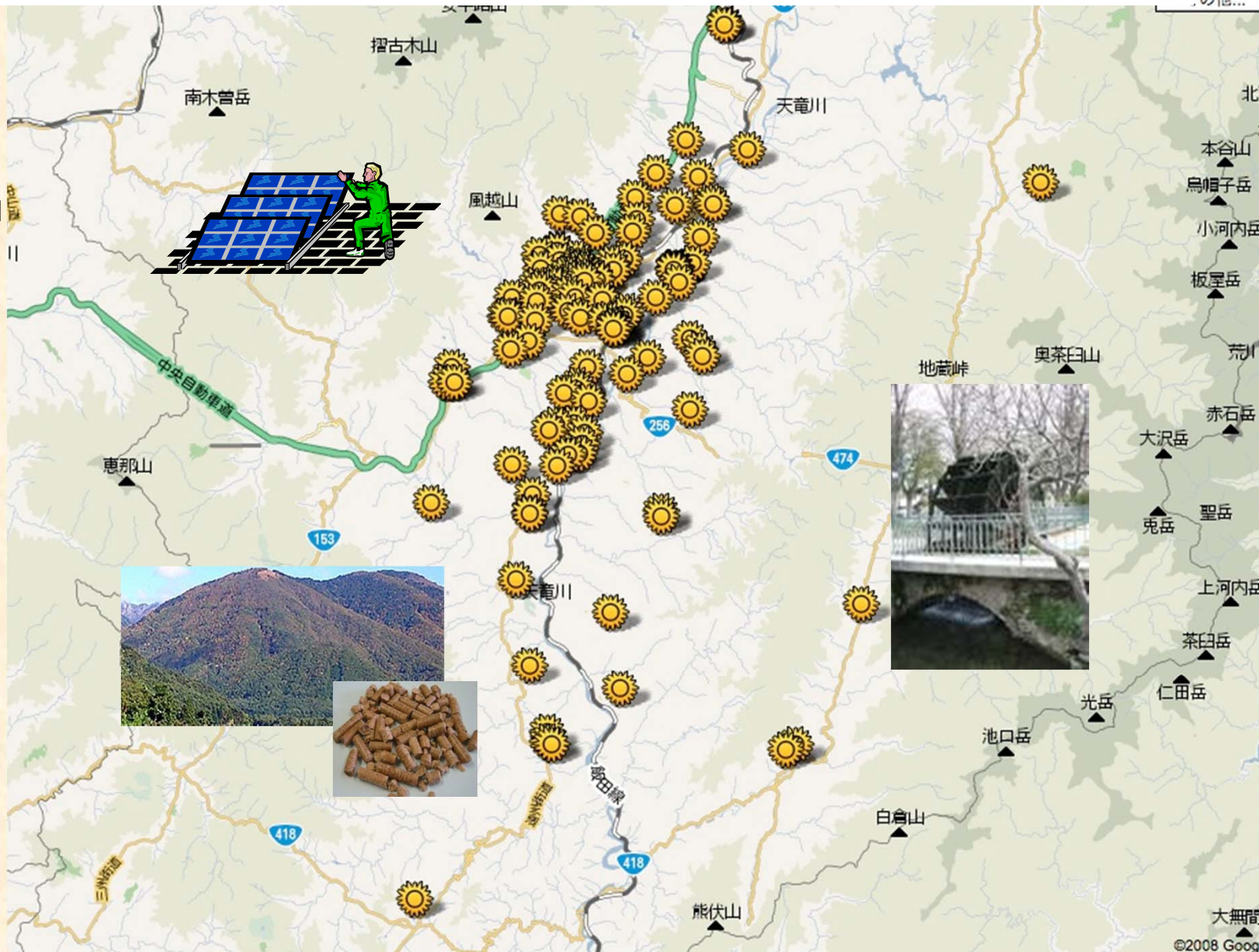




# Solar power generation facilities distributed over the entire Minami Shinshu region

A total of 188 facilities (some are located in Nagano City)

The Minami Shinshu region is a treasure trove of unexploited energy, with a wealth of forest and water resources, including streams of different gradients, as well as directly accessible sunshine and solar heat.

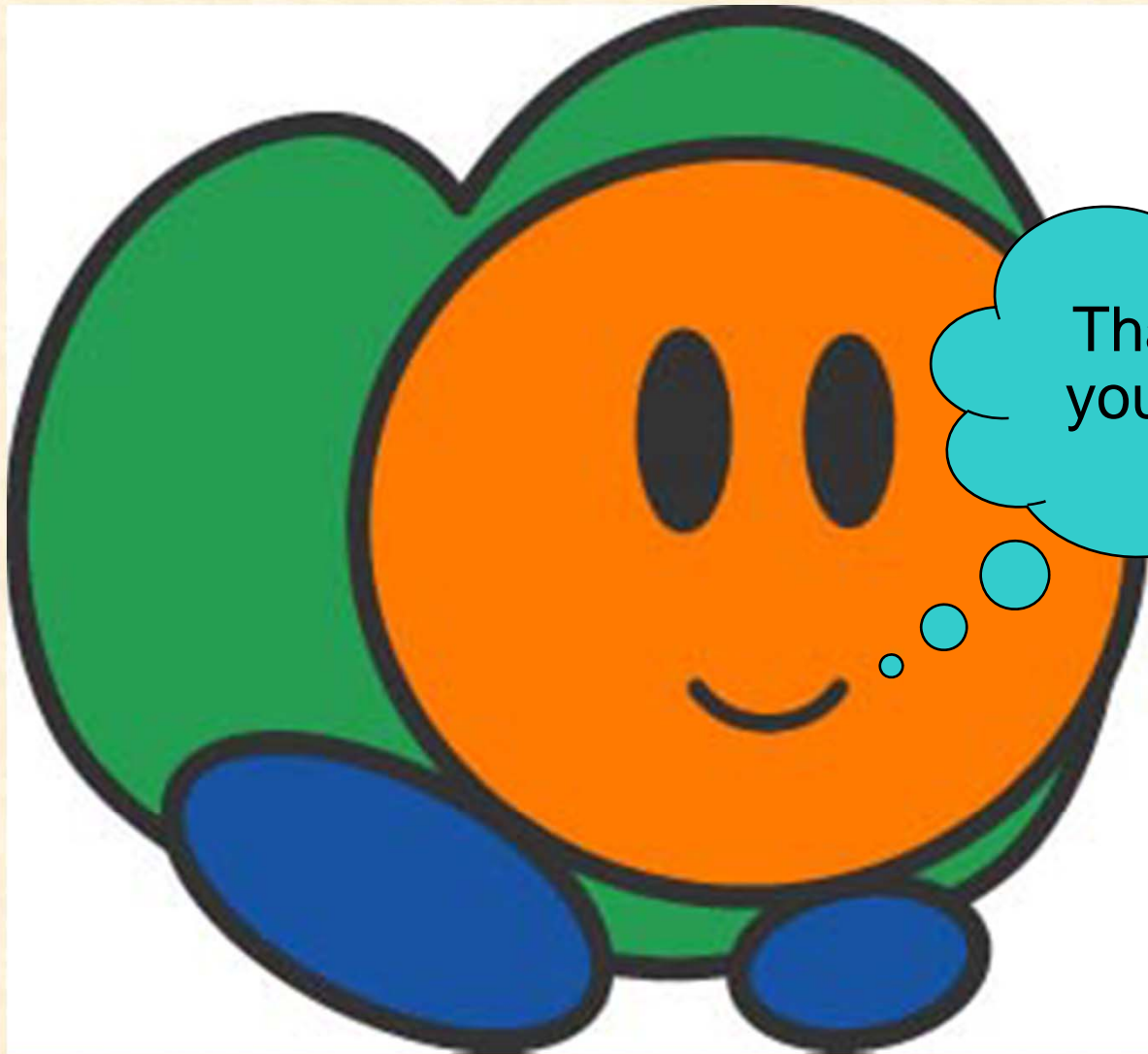




## Goals of the Ohisama Funds

- To promote “local power generation for local consumption”
- To develop local communities under the leadership of citizens
- To change the way money is used and eventually change society
- To create a desirable future on our own by regaining control of energy





Thank you for  
your attention.