Location

Located in the central part of Kanagawa Prefecture and 40km from Tokyo, Atsugi City has a population of 220,000.

Atsugi Nakachou Main Street Shopping District, which lies in the center of an urban area adjacent to Hon-Atsugi Station of Odakyu Electric Railway Line, has 60 union members.
Activities

- **1998/7** started issuing frequent buyer cards with IC chips
- **2001/4** set up a website
- **2001/9** introduced collection boxes with game machines for collecting empty cans and PET bottles
- **2003/2** installed 12 units of wind and solar powered street lights
- **2003/8** installed charge-free wireless LAN
- **2004/4** launched Special Bargain Day held on 27th every month
- **2004/12** installed 15 units of solar powered street lights
- **2005/7** started collecting and recycling of garbage using Eco Money system; the campaign is dubbed as “Kitchen Recycling”
- **2005/7** established Eco Station where garbage processors and collection boxes for empty cans and PET bottles were installed
Eco-Community Project for the Establishment of a Sound Material-Cycle Society by Ministry of the Environment

Project scheme of garbage recycling using Eco Money

Eco Money

Purchasing with points

Frequent buyer card points

Points are awarded based on garbage weight

Atsugi Nakachou Main Street Shopping District

Stores in the district

Garbage processors

Local farmers

Letting compost reach full maturity

Tokyo University of Agriculture Atsugi campus

Cooperation from the City of Atsugi

Organic vegetables

Garbage

Special Bargain Day

Dried garbage

Organic vegetables
2007/3 A brand name was given to organic vegetables grown in compost made from garbage in Kitchen Recycling.

Nakashou Vegetables

2007/3 A logo was designated for Nakachou Vegetables.
Support for Eco-Community Project from Ministry of the Environment

**FY2003 Garbage-recycling project using Eco Money**

<table>
<thead>
<tr>
<th>Contents of operation</th>
<th>Trust fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Survey on citizens’ and businesses’ consciousness</td>
<td>8,499,750 yen</td>
</tr>
<tr>
<td>(2) Study on the Eco Money system</td>
<td></td>
</tr>
<tr>
<td>(3) Study on an operational system</td>
<td></td>
</tr>
<tr>
<td>(4) Implementation of a pilot project</td>
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</tr>
<tr>
<td>(5) Report on the completion of the operation</td>
<td></td>
</tr>
</tbody>
</table>

**FY2004 Garbage-recycling project using Eco Money**

<table>
<thead>
<tr>
<th>Contents of operation</th>
<th>Trust fund</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1) Building and demonstrating know-how on composting</td>
<td>6,921,600 yen</td>
</tr>
<tr>
<td>(2) Implementation of local production for local consumption</td>
<td></td>
</tr>
<tr>
<td>(3) Implementation of demonstration experiments on bringing in garbage</td>
<td></td>
</tr>
<tr>
<td>(4) Demonstration of the operational system</td>
<td></td>
</tr>
<tr>
<td>(5) Report on the completion of the operation</td>
<td></td>
</tr>
</tbody>
</table>
FY2005 Subsidy from Kanagawa Prefectural Government for expenses for a project to improve shopping district facilities

3 units of garbage processors, deodorizing exhaust system

5,425,000 yen
Subsidy rate: 28.3%

FY2005 Subsidy from the City of Atsugi for the installation of facilities commonly used by commercial establishments

3 units of garbage processors, deodorizing exhaust system

5,510,000 yen
Subsidy rate: 28.8%