Strategy for Sustainable Urban Management in Yokohama City
~Integration of Environment and Local Economy~

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City of Yokohama
Environmental Planning Bureau
Environmental Policy Division
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Introduction of the City

◆ Population: 3.62 million  
  (The second largest city in Japan)
◆ Land Area: 435km²
◆ History: The year 2009 marks the 150th anniversary of the opening of Yokohama Port.
◆ Tourist Spots: Harbor View Park, Chinatown, Foreign General Cemetery, etc.

◆ Location: About 30km to the southwest of Tokyo
Situations around Yokohama

Population
◆ Increase in the total population until 2020
◆ Low birth rates
◆ Increase in the rate of elderly people

Environment
◆ Increase in GHG gas
◆ Decrease in greenery
◆ Heat-island phenomenon

Economy
◆ Recovery in business activities
◆ Increase in the nighttime population
◆ Increase in the rate of nonpermanent employee
The History of Environmental Policy

<table>
<thead>
<tr>
<th>Period</th>
<th>Environment</th>
<th>Cause</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td>1960</td>
<td>High economic growth stage</td>
<td>Factory etc.</td>
<td>Regulation based on Yokohama</td>
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<td></td>
<td>■ Environmental Pollution</td>
<td></td>
<td>original guidelines</td>
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<td></td>
<td>(industrial activities)</td>
<td></td>
<td>Plan for environmental</td>
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<tr>
<td>1970</td>
<td>■ Increase in environmental</td>
<td>Socio-economic activities</td>
<td>management</td>
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<td></td>
<td>load</td>
<td></td>
<td>Collaboration ★</td>
</tr>
<tr>
<td>1980</td>
<td>(pursuit of convenience and comfort)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1990</td>
<td></td>
<td></td>
<td></td>
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<td>2000</td>
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</table>
# A Case of Collaboration

(Reducing wastes)

<table>
<thead>
<tr>
<th>Target indicator</th>
<th>Volume of wastes produced</th>
<th>Target value (FY2010)</th>
<th>Current value (FY2001)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>1.13 million tons</td>
<td>1.61 million tons</td>
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<td></td>
<td></td>
<td>[-30%]</td>
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### Under-Takings

- Catch phrase: [Yokohama G30 movement]
- Enhancing the environmental education
- Model areas → All areas (FY2005)
- Collaboration: community association etc.

### Result

1.06 million tons [-33.9%] (FY2005)

### Economic effect

Reduction of cost: 113 billion
Structure of The City Plan

- Guideline presenting the principles of the city administration

20 years
Master Scheme 2006.6

5 years
Mid-term Plan 2006.12

1 year
Managerial Policies 2007.5

- Plan to materialize the Master Scheme
  - Project for Promoting Yokohama-type Environmental Activities
    - Stop Global Warning from Yokohama
    - Yokohama More-Greenery Program
    - Yokohama Commits to G30 Plan

- Priority undertakings for each year
Construction of Sustainable Socio-Economic System

Until now

Economic development

Restricting factor

Environmental conservation

◆ Decrease in economic activities

◆ Global warming etc.

Necessity of virtuous circle

Local economy

Environment integration

Promoting factor

From now

Guideline
The Yokohama-Model
Integrating Environment and Local Economy

Transition to the environment-conscious (EC) society

Formation of the EC market

Enterprises
- Activities based on CSR etc.
- Provision of the EC goods and services etc.

Local government
- Support for the EC action
- Promotion of technological development
- Support for the EC market etc.

Consumers
- Change of lifestyle etc.
- Purchase of the EC goods and services etc.

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Cases:
1. Case 1
2. Case 2
Case 1: Yokohama-version of SBIR
(Small Business Innovation Research)

Scheme

- Small-scale enterprises
- The latest high technological skills
- Solution
- Presentation Support
- Administration
  - Issues at the administrative scenes

Developed technologies
- Solar LED road-light

Market
Case 2: Yokohama-type Environmental Point System

Scheme

Activation of local economy
(1) Shopping
(2) Admission fee of Public facilities
(3) Railway Ticket etc.

Points

environment-conscientious actions
① refuse to receive plastic shopping bags
② use of public transportation
③ participation in environmental activities

Private point

Local Eco-money

Environmental organization

「Gumyoji」 shopping street (May. 2006)
From Yokohama city

All Japan

To the word

Thank you