(11) KAGOSHIMA

Building a Sustainable and Environmentally-conservative City

Mr. Hiroyuki Mori
Mayor of Kagoshima City

Introduction to Kagoshima City
This city lies on the southern tip of Kyushu, and, with a population of 600,000 people, has prospered as a focal city since ages past. It sits within a lavish environment coexisting with nature, a world which boasts beautiful scenery surrounded by the peaceful waves of Kinko Bay, and the active volcano Sakurajima erupting smoke before the very eyes of the city even now. Behind, there are deep green forests and many clear flowing streams, and a wealth of hot springs dot the land.

The average temperature for 2009 was 19 degrees, but in the past 100 years the average temperature has risen more than 2 degrees. In this same time period, Japan as a whole has risen 1 degree, so we have risen more than two times than that of Japan as a whole. It is said that half of this is due to global warming, but the other half is due to the effect of the city’s heat island phenomenon.

The Greenhouse Effect in Kagoshima City
Recently, in the waters of Kinko Bay, coral reef chlorosis has been observed, and there have been confirmed sightings of a tropical fish known as caesio diagramma which live in the waters from Okinawa to the Indian Ocean.

In addition, sightings within the city of a breed of butterfly from the Philippines and Taiwan known as chilades pandava, and an insect which lives in tropical areas known as latrodectus geometricus, have been confirmed, spawning thoughts that this may be due to global warming.

Building an environmentally-friendly and sustainable city
Amongst this, our city places the “environment” as the most important policy, and as such endeavours to build a city from an environment viewpoint in every field whenever possible.

- “Coexisting with nature”: in order to enjoy blessings from nature in the future.
- “Recycling society”: driving down excess in the environment as much as possible through resources circulation.
- “Low-carbon society”: experiencing the abundance of life while working to drastically reduce greenhouse gases.

With these three elements in mind, we progress with building an environmentally-friendly and sustainable city, aiming to becoming a leading city in the environmental era.

In order to involve citizens and businesses in this sort of city building, we enforced a ‘Kagoshima Environmental City Statement’ in collaboration with the citizens in October 2008.
**Coexisting with nature**

With Sakurajima, Kinko Bay, and the spreading greenery in the neighbourhoods, our city is blessed with abundant nature. Nature plays the important role of nurturing richness in one’s heart, and as such we must make efforts to leave it in a better condition to our future generations while making use of its diverse functions.

From the preservation activities of the loggerhead turtles which come on shore to lay eggs, to the revitalization of Kotsukigawa, the river which runs through our city, we endeavour to heighten the environmental preservation awareness of citizens through increasing the opportunities they have in interacting with nature.

Next November, the 10th Conventional on Biological Diversity Conference of Parties, aka COP10, will be held in Nagoya City. The preservation of the biological diversity which supports the “life” and “living” of all living things in earth is an extremely important topic.

Using this opportunity, we are planning our own Kagoshima version of the biological diversity area strategies by preserving the rich biological diversity of our city, and making coexistence with nature a reality we can pass on to the future generations.

**A recycling society**

In recent years, as a result of mass production, mass consumption and mass waste in the lifestyle and activities of citizens, the amount of wastage has increased.

However, we have now implemented a ‘Reduce, Reuse, Recycle’, aka the 3R (three Rs) initiative in an attempt to reduce the burden on the environment, and effectively use the resources and energy to promote a recycling-oriented disposal system. With the 15 categories of garbage separation in our city, we have not only reduced the amount of combustibles, but also increased the resource materials like aluminum cans, glass bottles and used paper.

80% of waste is incinerated at either one of our two waste disposal plants. In each plant, the heat energy generated from the incineration process is turned into usable energy, and the leftover heat is used as effectively as possible.

In the future, we are looking to investigate further ways to effectively use these precious resources by producing biogas, one of the reusable energies from waste, and reducing the emission of greenhouse gases.

**Low-carbon society**

Global warming counter-measures is an urgent issue in today’s world, and our city established a ‘Kagoshima Global Warming Counter-measures Area Promotion Plan’ in 2007 with the goal of developing policies to reduce emissions.

Within this, there is a goal to reduce the greenhouse gas emission levels in 2011 by 8% of the 1990
levels. We are working with citizens and businesses to actively make a low-carbon society a reality.

To go into detail, I will firstly talk about the introduction and promotion of solar power. From 2004, the city gives out support funds to residences using solar power. As of 2009, approximately 3,700 establishments within the city use solar power, a top level for the country.

Furthermore, the introduction of solar power is being introduced into the city’s public establishments. With a goal of further lowering the emission of greenhouse gases, 3 megawatt solar generators are scheduled to be built by 2020, as part of the ‘Megasolar Power Plant Plan.’

**Other counter-measures to global warming**

Next there is the promotion of electric assistant bicycles. Electric assistant bicycles are bicycles fitted with a motor to assist the rider. As our city does not consist of much flat land, many residences are built on hilly areas, and most households use a car to commute or go shopping.

In order to encourage people to make the transition from cars to bicycles, financial support for electric assistant bicycles, which can be used to easily climb hills, was introduced from last year and is enjoying great success.

Additionally, in an attempt to promote electric cars, 10 will be purchased for official use.

**Turf-laying on city tram tracks**

Next is the turf-laying on the city’s tram tracks. The tram has been operational since 1914, and with 10,870,000 users in 2008, it has been a long-loved mode of transport for short distances, playing a big role in the reduction of CO2.

From 2006, in order to combat the heat island effect and improve the scenery of the city, turf was laid on a railway track for the first time in this country. Currently, the turf runs for 4.8km through the urban part of the city, and the rich color of the “green carpet” shines on the main street.

In addition, the base for the grass uses the white sand, hardened in cement, from the endless supply of volcanic products Kagoshima possesses. The railway's temperature has been reduced by 18 degrees; in particular the median strip has seen a huge temperature reduction of as much as 24 degrees. The noise of the tram has also been reduced by 4 decibels, and the riding sensation improved. It has received highly favourable responses from citizens and tourists alike, with comments of how the attractiveness of the city has been raised.

**Other turf-laying**

Furthermore, as part of the mitigation for the heat island phenomenon, every year turf is laid on the roof of one of the city’s establishments and schoolyards. We also provide assistance in laying turf on the roofs and walls of private residences.

**Cooperation with citizens**
With a stance that all citizens should work together to make the city beautiful, periodic area cleaning activities involving communities and companies are run. Every year, the first Sunday of August is ‘Green Kagoshima’ Day, a day where citizens come together to beautify and clean the city. This year saw 80,000 people participating in the cleanup.

In ways like these, we have been progressing our environmentally-conservative and sustainable city building, establishing partnerships with the citizens, and linking with the independent initiatives of communities and businesses.

**Kagoshima Environmental Future Centre**

I would like to now introduce the Museum of the Environment, a core facility in enforcing the collaboration of environmental activities with citizens and businesses.

This facility acts as a base point for learning about the environment, the conveyance of environmental information, and environmental-conservation activities, as well as acting as an “Eco-model facility” with minimal impact on the environment. It was opened in October 2008.

With the whole area covered in grass and trees, the facility fully utilises the benefits of natural ventilation and lighting, underground water, solar power and other forms of natural energy. It is also a facility which mitigates the heat island effect and reduces greenhouse effect gas emissions.

Before the roof was laid with grass, the temperature of the surface was 68 degrees Celsius. However, after the turf-laying it was reduced to 38 degrees Celsius, seeing a 30 degrees Celsius reduction. Compared to other buildings of the same type, the CO2 emissions are reduced by 60%.

Within the facility itself, in addition to displays of rubbish washed ashore and photos of global environmental problems, there are also exhibits where one can enjoy learning about waste, food, water and other environmental problems. There is also a room equipped to display videos.

The facility is also used as a venue for hands-on workshops concerning a range of subjects, from local nature to global environment. Various events like exhibitions and lectures are also held in cooperation with citizens and businesses in order to support the spread of information to citizens and instill a desire for environmental conservation into individuals.

This Museum of the Environment is loved by many, and the opportunity to pass it on to the next environment-protecting generation is anticipated to spread from Kagoshima to beyond.

**Future Plans**

Currently, our city is running two policies: the ‘Kagoshima City Environmental Basic Plan, 2nd phase’ and the ‘Kagoshima City Global Warming Counter-measures Action Plan’ for short-term, mid-term, long-term counter-measures against global warming.

With these as a base, we aim to develop even more active policies, building a sustainable society over the future and becoming a leader in this global environment era.
Building a Sustainable and Environmentally-conservative City

Mayor of Kagoshima, Hiroyuki Mori

Kagoshima City’s Average Temperature

The average temperature has risen in the past 100 years:
- Japan: approx. 1°C
- Kagoshima City: approx. 2.2°C

Coexisting with nature

A recycling society

A low-carbon society

The construction of a sustainable, environmentally-friendly city

The Greenhouse Effect in Kagoshima

Coral reef chlorosis

Casio diagramma

Latrodectus geometricus

Chilades pandava

Convention on Biological Diversity

Conference of the Parties 10

A recycling society ①

Reduce (発生抑制)

Reuse (再使用)

Recycle (再生利用)

A recycling society ②

North Waste Disposal Centre

Biogas Plant
A low-carbon society

Kagoshima Global Warming Counter-measures Area Promotion Plan

City Emissions Reduction Goal
Reduce emissions by 8% of 1990 levels by 2011

Other measures to counter global warming

Promotion of Electric Assistant Bicycles

* Introduce 10 electric cars for official use

Introduction of solar power

Introduction and promotion of solar power

- Home solar power system support program
- Mega solar power plant plans (2010~2020)

Turf-laying on city tram tracks

Other turf-laying projects

Kagoshima Museum of the Environment ①

Opened in Oct. 2008

Cooperation with citizens

Kagoshima Museum of the Environment ②
Future plans

- Kagoshima City Environmental Basic Plan, 2nd phase
  Fundamental environmental policies over the 2012~2021 period

- Kagoshima City Global Warming Counter-measures
  Action Plan
  Short-term, mid-term, long-term counter-measures
  against global warming for 2012 onwards

Building a sustainable, environmentally-friendly city

Thank you for your audience
(12) MIYAZAKI

New City Development Strategies ～ Efforts of Miyazaki City ～ Citizen-Initiated and Community-Oriented City Development ～

Mr. Tadashi Tojiki
Mayor of Miyazaki City

1. Outline of Miyazaki City
Miyazaki City is situated on the south-east of Kyushu Island, facing the Pacific Ocean. It is a city blessed with a mild climate and abundant nature. After merging with the adjoining town, Kiyotake-cho in March this year, the city now has the population of approximately 400,000 with a total land area of about 644 k㎡.

Under the slogan, “Miyazaki, the City of Sunshine, Full of Energy and Greenery”, we are placing priority on measures regarding industrial promotion (tourism and agriculture in particular) as well as health, welfare, education, culture, the environment and landscape. The city has developed as the capital of Miyazaki Prefecture.

You can see colorful flowers blooming seasonally all over the city. The beautiful cityscape also pleases visitors. Miyazaki City has been committed to making the whole city look like a park over the years. Such efforts have laid the foundation for the city’s tourism promotion, whose pillars are “Invitation of Conventions and Conferences” and “Invitation of Sports Training Camps.”

2. Development of a City of International Tourism, Convention, and Resort
I would like to introduce our strategies for making the city internationally recognized as a sightseeing, convention and resort destination, which were formulated to attract conventions and conferences.

The number of tourists to the city of Miyazaki from home and abroad in 2008 was approximately 6.16 million, of which about 67,500 were foreigners. According to the previous date, the number of tourists in 1965 was approximately 2.3 million. In 1973, the number reached about 6.13 million, almost the same as the present level. This increase resulted from the effort to make the whole city look like a park. But nothing good lasts forever. Five years after that, the number of tourists decreased by about 1 million. There were two reasons for this. One reason is that overseas travel was liberalized. The other is that other cities in Japan began promoting tourism-oriented development.

Therefore Miyazaki City developed other strategies.

One strategy was to make the city internationally recognized as a convention and resort destination in order to invite conventions and conferences to be held.

The most well-known of the city’s tourist spots is a resort facility named “Phoenix Seagaia Resort”. This is a privately-operated resort facility built by Miyazaki Prefecture and Miyazaki City in accordance with the Comprehensive Recreational Area Improvement Law, the so-called Resort Law. The facility was the venue for the “Kyushu Okinawa Summit Foreign Ministers’ Meeting” in 2000. It consists of a convention center that hosted the foreign ministers’ meetings, hotels, a traditional
Japanese-style hot spring facility named “Shousen-kyu” and a golf course, home of the Dunlop Phoenix Golf Tournament. A total of 183 conventions and conferences were held in the convention facilities in the city in 2008, participated in by about 203,000 people. Our convention facilities are well-developed, among which the World Convention Center-Summit, the venue for the Kyushu Okinawa Summit G8 Foreign Ministers’ Meeting in Miyazaki, is Japan’s largest international arena. With a maximum capacity of 5,000, it is equipped with a simultaneous interpretation system that accommodates up to nine languages. It has 10 other small and medium sized conference rooms. Other hotels, cultural halls, and gymnasiums in the city are also widely used as venues for small and big conventions.

The city offers quality tourism after conventions and conferences. Places of natural scenic beauty are “Aoshima”, an island surrounded by undulate rock formations referred to as the “Ogre's Washboard”, and “Horikiri Pass” where you can enjoy different flowers in each of the four seasons and can feel the exotic atmosphere of the southern landscape of Miyazaki. Miyazaki City has three swimming beaches, Aoshima, Shirahama and Sun Beach Hitotsuba. About 250,000 people came to the beaches in July and August this year.

Tourism in recent years has been putting more emphasis on interactions with local people and their hospitality. That is where local volunteer mythology tellers, tour guides and interpreters play important roles. Therefore the city emphasizes fostering such human resources. The city has established a system to support conventions and conferences held in Miyazaki. Facility usage fees, lecture fees, or expenses for site inspections are partially reimbursed by the city, depending on the number of guest nights. Consultation services are provided to convention organizers by the Miyazaki Convention & Visitors Bureau. They offer appropriate support designed to meet the needs of organizers.

3. Development of a Sports Land Miyazaki
The city boasts its Miyazaki Prefectural Sports Park and Miyazaki Municipal Sports Park. They are fully equipped with athletic facilities for various sports like baseball, soccer, tennis, and track and field events. Therefore they are used as venues for a number of various sport events and training camps.

Recently, members of Japan’s national team who won the World Baseball Classic in March last year stayed at a training camp held in Miyazaki City for a week. During that period, as many as 240,000 fans visited the city and fully occupied the city’s accommodation facilities. When the 2002 FIFA World Cup Korea / Japan was held, the German and Swedish national teams had their training camps in our city. It was only Miyazaki City which hosted more than one team. In addition, Japan’s national baseball and softball teams had training camps in Miyazaki to prepare for big competitions like the Olympics. Men’s and women’s professional golf tournaments are held in Miyazaki in November every year. Therefore the city designates November as “Miyazaki Golf Month” to liven up the events. When the city has training camps of national teams or competitions participated in by famous
athletes, a large number of people visit to see them.
Here in Miyazaki, marine sports are also actively engaged in. The city has beaches where good waves for surfing and body boarding beat. International competitions are held on the beaches. We take advantage of such facilities and good environment for sports to invite companies and universities to hold their training camps.

Such efforts have enabled us to continue having annual visitors of about 6 million, which greatly contributes to the city’s economy.
We formulated the “New Miyazaki Tourism Promotion Plan” to implement new tourism promotion measures systematically and effectively. Following this plan, we would like to make Miyazaki the “Tourist city that local citizens can take pride in” by “developing unique sightseeing resort spots,” “fostering hospitality of citizens,” and “promoting the city as a sports land.”

4. Development of a Community that values bonds
The city of Miyazaki faces a rapid decline in the number of births, aging of the population, and increase in the number of nuclear families. These are some of the major issues that cities in Japan have in common. These issues have made interpersonal bonds poor, undermining the image of the city which is safe and livable without anxiety. Safety and security are the important factors for the city development.

Having this in mind, we established 21 regional residents’ associations that initiate community development. They have facilitated local residents’ voices to be reflected in the municipal policies. They have also assisted local people to discover their immediate problems by themselves and to solve them together, thus giving local communities more initiative. Such efforts have brought us a certain level of achievement, but we have realized that it has become necessary to further strengthen community bonds in order to make our city more safe and secure. We also believe it necessary for local people to become aware of the strengths and charms of their community and to create a “society that values community bonds” such as family ties, person-to-person interactions and interpersonal connections.

To this end, we believe it more effective to realign the association as a collective entity consisting of small community development groups that are engaged in activities mainly with school children. Miyazaki City has 48 elementary schools. We are considering forming a small community group in each of those 48 school areas. The groups can take initiative in rediscovering local charms such as traditional culture and history, and implementing community revitalization activities utilizing local identity, thus increasing opportunities for citizens to participate in their community development.

5. Conclusion
We will continue to commit ourselves to the development of our city with a local character by having local people’s passions and affections for their local communities reflected in our policies so that local people will take pride in the city of Miyazaki, actively engage in “Citizen-Initiated and Community-Oriented City Development”, and consequently visitors will be more attracted to our city. I would be very pleased if you could find the opportunity to visit and appreciate our city.
新しい都市づくり
New city development strategies
～宮崎市の取り組み Projects in Miyazaki City～
「市民が主役の市民のためのまちづくり」
City development by citizens for citizens

第9回アジア太平洋都市サミット第2分科会
The 9th Asian-Pacific City Summit: Sub-committee No.2

宮崎市の取り組み
Projects in Miyazaki City
1.「国際観光コンベンション・リゾート都市」づくり
International Tourism and Convention and Resort City
2.「スポーツランドみやざき」づくり
Sports land Miyazaki
3.「きずな社会」づくり（地域コミュニティの再生）
Revitalization of social ties on local community level

宮崎市の景観
Landscape of Miyazaki City

国際観光コンベンション・リゾート都市づくり
International Tourism and Convention and Resort City

1965年: 約320万人
1973年: 約613万人
1978年: 約501万人

*国際的な観光へのリゾート都市の
International Convention and Resort City
*市民が主役のまちづくり
City development by citizens for citizens

国際観光コンベンション・リゾート都市づくり
International Tourism and Convention and Resort City

～九州・沖縄サミット外相会合（2000年7月）～
2000年九州沖縄サミット、the Foreign Ministers' Meeting

新都市づくり
Projects in Miyazaki City

国際観光コンベンション・リゾート都市づくり
International Tourism and Convention and Resort City

国際観光コンベンション・リゾート都市づくり
International Tourism and Convention and Resort City

「活力と緑あふれる太陽都市～みやざき」
The Sunshine City where vitality and greenery is abundant

日本宮崎市
Miyazaki, Japan

「杉並オーシャンリゾート」
"Sharinna Grande Ocean Resort"
"Phoenix Country Club"
"Spa & Ocean at Shouniya"
Sports land Miyazaki
Convention Facilities in Miyazaki City

宫崎観光プラザ
Miyazaki Civic Plaza

宮崎観光ホテル
Miyazaki Keiko Hotel

Sports land Miyazaki

宫崎市民のための研修
Volunteer training

活動の様子
Activities by volunteers

Volunteer training

運動会
Sports land Miyazaki

World Cup Training Camp of Swedish and German Soccer Teams during the 2002

宫崎市民のための研修
Training of "Folk-story and travel guide volunteers"

Sports land Miyazaki

Convention subsidy support system

Miyazaki Convention and Visitors Bureau will subsidize 50% of the cost facility and equipment rental, guest lecturer honorariums, travel and accommodation costs and many other costs up to 3.00 million yen, depending on participant number.

Sports land Miyazaki

WBC日本代表チームキャンプ
World Baseball Classic Japanese Team Camp in February 2009

Sports land Miyazaki

体育くん宮崎キャラクター
Character mascot for Miyazaki

Sports land Miyazaki

日本代表チームキャンプ
The Japanese Sports Camp

Sports land Miyazaki

コンプレックス
Sports land Miyazaki

Sports land Miyazaki

Sports land Miyazaki
スポーツランドみやざきづくり(4)  Sports land Miyazaki
1年を通じてマリンスポーツが可能な裏まれた環境
Water sports over the whole year in Miyazaki's mild climate

ご清聴ありがとうございました
Thank you for your attention
4. Asian-Pacific City Summit Secretariat Action Report

Mr. Takeshi Chishaki
Director General, Fukuoka Asian Urban Research Center

Thank you very much for your kind introduction.

On behalf of the Asian-Pacific City Summit secretariat, I would like to say a few words of greeting.

First, I would like to express my deepest gratitude to the mayor of Vladivostok, Mr. Igor Pushkaryov, for holding this magnificent summit, and I would like to show my appreciation for the efforts of all of the individuals who helped make this event possible.

Through the active utilization of research and inquiries, the Asian-Pacific City Summit secretariat has come up with solutions to the problems that our member cities face. At the same time, we have collected and distributed information to the world about the best practices for cities to utilize to improve their cities. Furthermore, from the great collective efforts of many citizens, the persistent development of our cities is one thing that we can look forward to.

In that regard, if we were to briefly report on the activities since the Dalian Summit in 2008, there are four main points.

First off, the publication of APCS-Press. In June of 2009 the first publication was launched and to date there have been nine issues published. Researchers of the APCS secretariat have gathered information and data on the best practices for cities and have published the results in both English and Japanese. At this time, we are distributing the APCS-Press to over 800 people who have an interest in city policy. We have realized that this has become one of the most important tools for disseminating information about the activities of APCS.

Second, the execution of the experimental public-private sector cooperation program that was developed during the Working-level conference held in Fukuoka in September of 2009. If we look at the trends in policies in cities around the world, we can see that the public-private sectors working together is extremely valuable and important for city development. In years to come, this model of public and private sectors working together is one that should be followed.

Third, improving the level of international conference technical management. In the time of inter-regional competition, the significance of holding international conferences where city leaders, strategists, and workers can come together and exchange information and discuss various issues is becoming increasingly important. In the interests of making it worthwhile to hold a conference once every year, the APCS secretariat is researching the best methods for holding conferences by participating in many different international conferences around the world.

Lastly, conducting surveys with participating members of the APCS on the methods and functions of
the summit. It is very important to have an understanding of current situation of our members. Therefore as much as possible, we would like to have a direct exchange of opinions with all of the member cities in 2010.

With the success of these activities, we present this year’s Vladivostok Summit, and in the future,

In 2011 we will hold The 9th Working-level Conference in Kagoshima and in 2012 the 10th Asian-Pacific City Summit in Pohang.
We are looking forward to everyone’s positive support of these conferences in the future.

As I said from the outset, through the transmission and reception of information, the Fukuoka Asian Research Center is promoting the application of our successful investigative research.
I sincerely hope that all of our members can proactively apply the successes of our group’s research.

We are very much looking forward to meeting everyone in Kagoshima and Pohang.

Thank you very much for your kind attention.
Asian-Pacific City Summit
Action & Plan

2010.9.30
アジア太平洋都市サミット事務局
Asian-Pacific City Summit secretariat
(財) 福岡アジア都市研究所
Fukuoka Asian Urban Research Center
Director General CHISHAKI Takeshi
理事長 橋本 武

2011-2012 Plans
2011
The 9th Working-level Conference for Asian-Pacific City Summit in KAGOSHIMA

2012
The 10th Asian-Pacific City Summit in POHANG

2009-2010 Actions
The 9th Working-level Conference
Research on Int'l Conference
Discussions

谢谢您！
고맙습니다！
спасибо!
cảm ơn anh!
Thank you!
ご清聴ありがとうございました。