

KITAKYUSHU

The Strategy of Kitakyushu City

Towards the creation of a "World Capital of Sustainable Development"

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1. Overview

(1) Kitakyushu: The Gateway to Asia

Located in the western part of the Japanese archipelago between Tokyo and Shanghai, the city of Kitakyushu has grown into the nation's representative industrial and port since the beginning of the twentieth century due to its geographical proximity to the cities of Asia.

The city of Kitakyushu was created by the merging five cities (Moji, Kokura, Wakamatsu, Yahata and Tobata) in 1963. The merging of cities is a rare event anywhere in the world. Kitakyushu is the nation's sixth city created by government decree. The population at the present is approximately one million, and the GDP is about \$34 billion (\3.6 trillion, 2001).

(2) Growth as a port and industrial city

Industry of Kitakyushu began developing when the port of Moji was designated as the "nation's special export port" in 1889 and it became the gateway to trade with the Asian continent and the starting point of the shipping route to Europe and China. Japan's first modern steel mill, Yawata Steel Works (currently Nippon Steel Corp.) was founded there in 1901, and the city grew as an important industrial center for bringing Japan into the modern world. Kitakyushu's growth as an industrial city was however stalled by the switch from coal to oil and when ability of the city's fundamental materials industry to compete in the global market was stymied by recession and inflated value of the yen in 1985.

(3) Kitakyushu Renaissance Initiative

Aiming to recover its status as an industrial city, Kitakyushu drew up its "Kitakyushu Renaissance Plan" to lay out the course for reconstruction in 1988. The plan incorporates the following concepts.

- (1) Creation of a city that takes advantage of characteristics being close to Asia, being blessed with an abundance of natural resources, advanced technologies and experience in overcoming pollution problems.
- (2) Recovery of status as a transportation and distribution center, and place that attracts people.
- (3) Preparation of intellectual infrastructure and conversion of the structure of industry.
- (4) Advanced initiatives to deal with the rapidly advancing rise in average age of the population. The following large-scale projects are being carried out to act as a catalyst for the plan:

2. Main projects

(4) New Kitakyushu Airport

The New Kitakyushu Airport being constructed upon a man-made, 373-hectare island 3 kilometers offshore from the city of Kitakyushu is scheduled to open in March 2006. Because impact from noise is minimal, the New Kitakyushu Airport can operate 24 hours a day.

The main feature of the airport is that, because the dredged sand disposal area on the shipping route was utilized to build the man-made island, the airport can be built at minimal cost.. The convenient location near the cities of Asia also helps lower the cost of distribution.

(5) Hibiki Container Terminal

The oldest port in Japan, Moji Port is still connected by numerous shipping lanes to China and Southeast Asia.

In order to handle larger container vessels, construction of a deep water container terminal of 15 to 16 meters facing the open sea will be completed by March in 2005. The objective of this project is to make the port a hub for shipping container freight from western Japan and Pan-Yellow Sea area to Europe and North America.

The port is located on a shipping lane that is expected to become the main North American route that passes by the north side of Japan. Compared with the existing route that passes the Pacific Ocean side of Japan, the northern route will save up to 2 days when shipping freight to North America. With PSA, Ltd., of Singapore as the main company to operate the terminal, the port hopes to become the nation's most economical port offering 24-hours-a-day, 365-days-a-year operation plus punctuality, high reliability and high efficiency.

(6) Kitakyushu Science and Research Park

Kitakyushu Science and Research Park was formed to facilitate creation new industry, education and training, and advancement of local industrial technology. Intellectual infrastructure is now being prepared.

The park features 4 science-oriented universities (The University of Kitakyushu, Waseda University, Kyushu Institute of Technology, Fukuoka University) and numerous research institutions engaged in environmental and information research clustered together in a single location. Taking advantage of international cooperation in environmental technologies development, the park is becoming the focal point for academic research in Asia by accepting exchange students from Asia and training technicians and researchers.

Established in 2001 to serve as a pipe between corporations and universities and research institutions to facilitate joint projects between academia and industry, the Kitakyushu Foundation for the Advancement of Industry, Science and Technology (FAIS) has played a central role in promoting local industry, creating and providing training for new industries and ventures, and advancing existing technologies such as semiconductor technology.

(7) East Asian (Pan-Yellow Sea) City Conference and the Organization for East Asia Economic Development

The city of Kitakyushu is also working on an inter-city cooperation network. The city led the nation in proposing the Pan-Yellow Sea Economic Sphere Initiative in 1991. Together with neighboring Shimonoseki, Kitakyushu initiated the East Asian City Conference in which Korean sister city/friendship city Incheon and Pusan participated along with Chinese cities Dalian and Qingdao. Ties among the cities were strengthened through joint projects such as an environmental conservation seminar and youth sports meet. Membership in the conference has subsequently increased to 10.

Amidst the move towards globalization in recent years, East Asia has achieved growth as the core of the global economy, and the Pan-Yellow Sea area has also increased its presence in the global economy. In the following decade, these areas will attempt to form a local economic sphere to counter the rest of the world through economic exchange. On November 16, 2004, the governments and financial institutions, primarily chambers of commerce, of 10 cities united to form the Organization for East Asia Economic Development. Consisting of 4 divisions (manufacturing, environment, logistics and tourism) the new organization will attempt to create a local version of the FTA and a Pan-Yellow Sea environmental model for concrete economic exchange.

3. Towards the creation of a “world capital of sustainable development”

(8) Experience in overcoming pollution problems

In exchange for industrial development of primarily heavy industry approximately 40 years ago, the city of Kitakyushu faced serious pollution problems of “gray sky” and a “sea that could not support life.”

The first ones to respond to the problem were local housewives. They responded by monitoring business activities themselves, inviting university professors for seminars, making movies about the state of pollution, and sending invitations to business, the city council and so on.

The administration also began to fortify environmental monitoring, dredging the polluted sea and repairing sewage facilities and promoted agreements with local businesses. Companies also installed pollution prevention equipment, implemented cleaner production systems. Citizens, administration

and businesses all worked together to overcome pollution and succeeded in restoring the “blue sky and sea.”

(9) International environmental cooperation

From the standpoint that “environmental problems cannot be really solved unless they are taken on from the global perspective,” Kitakyushu has long promoted its own unique international environmental cooperation to let the world know about its technologies and experience in overcoming pollution.

Researchers from abroad began being accepted and experts sent abroad primarily through the Kyushu International Center of the Japan International Cooperation Agency (JICA) and Kitakyushu International Techno-cooperative Association (KITA) established in 1980 to promote technical cooperation and training for developing countries. Up to now a total of 3,200 researchers from 142 countries have been accepted and over 200 experts have been sent to 26 countries.

(10) Inter-city cooperation network

An inter-city cooperation network of primarily cities in the various countries of Asia has been built through such environmental cooperation. The East Asian (Pan-Yellow Sea) City Conference is a member of the network. The “Dalian Environmental Model Project” proposed by Kitakyushu for friendship city Dalian (China) has produced fruit, and has been ranked as a pilot project for expanding the results all over China.

A “network for environmental cooperation among cities of Asia” that facilitates economic exchange as well as environmental cooperation among cities of the various countries of Southeast Asia is being built to facilitate mutual growth among the cities.

(11) World’s evaluation of environmental initiatives

The efforts of citizens, administration, businesses and research institutions to work together to solve pollution problems and results of international environmental cooperation of local cities was evaluated. The city was the first local community in Japan to receive the United Nations environmental plan “Global 500” in 1990, and was the only city in Japan to be awarded the “United Nations Local Community Award” at the Earth Summit in 1992.

The “4th ESCAP Ministerial Conference on Environment and Development” was held in the city of Kitakyushu in 2000. Initiatives by the city to improve the municipal environment (Kitakyushu Initiative) were showcased at the Summit on Sustainable Development held in South Africa in 2002 (Johannesburg Summit). The city was also presented the “Earth Summit 2002 Sustainable Development Award.”

(12) Kitakyushu Eco-town Project

Taking advantage of its experience and technologies accumulated over the years, the “Kitakyushu Eco-town Project” aims to establish a society oriented toward recycling resources by fostering a recycling industry from the ecological perspective, plus basic research, technology development, experimental study and general promotion until establishment of the project.

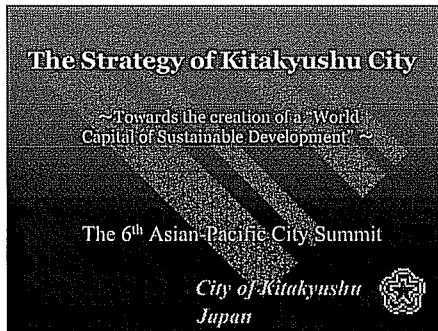
The basic research function is supported by the previously mentioned Kitakyushu Science and Research Park. Experimental study of environmental control systems, disposal management technology, biodegrading technology and recycling technology is conducted and local businesses are fostered. A comprehensive environmental industrial complex and a practical recycling industry for recycling PET bottles, automobiles, fluorescent lights, office equipment, electrical appliances, medical equipment and mixed construction waste has developed in the recycling area. The project has gained attention not only in Japan, but on a global level as well.

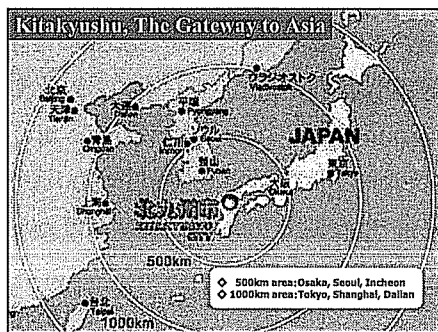
(13) Towards creation of a world capital of sustainable development

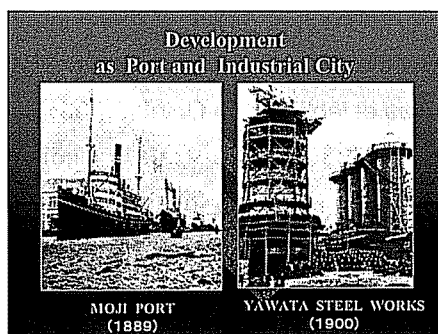
The city of Kitakyushu has an abundance of natural resources, environment-friendly technologies and industries, a distinguished history of actively striving to solve environmental problems, and the power of a million citizens. These are the assets of the city. Our mission is to utilize those assets and our ability to play a leading role in developing a sustainable society. The city is therefore working towards creation of a world capital of sustainable development.

The residents of Kitakyushu city have promised to foster growth of a city overflowing with “true abundance” that can coexist in harmony with all the people of the world. All of the city’s citizens have a self-awareness that they are residents of a world capital of sustainable development. In order to take the necessary action, the city drew up the “10 Principles of Environmental Action of the People of Kitakyushu.” Based on this, the “grand design” that clearly states the 56 orientations and the 252 projects sponsored by citizens, businesses and the administration was established in October 2004.

The city of Kitakyushu has gone through many valuable experiences in the past 100 years, including industrial growth and stagnation, and marked environmental pollution and overcoming of environmental pollution. We want to disseminate various type of information in hopes that the people of the world, beginning with Asia, will take this experience and use it as they grow and develop in the future.







The Kitakyushu Renaissance
A Vision for the Reformation of an Industrial City

Main Theme
"Becoming an international, technologically advanced city with abundant greenery and waterfront scenery"

Five Guidelines

1. Pleasant living environment that takes advantage of greenery and the waterfront
2. Cultural city with welfare facilities to guarantee a healthy, meaningful life
3. International city with advancing technology and information for tomorrow's industries
4. Waterfront and airport city linked with the ocean and the world
5. Academic and research-oriented city open to future generations in Asia

The target year for Completion 2005

Main Projects in Kitakyushu

Public Conference Participant

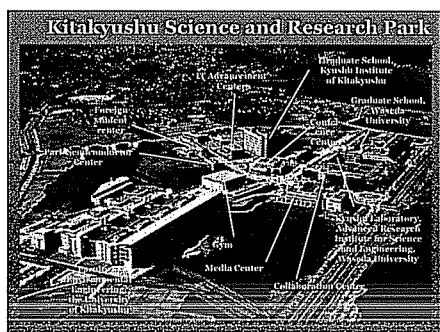
Kitakyushu Eco-Town

Kitakyushu Science and Research Park

New Kitakyushu Airport

New Kitakyushu Airport

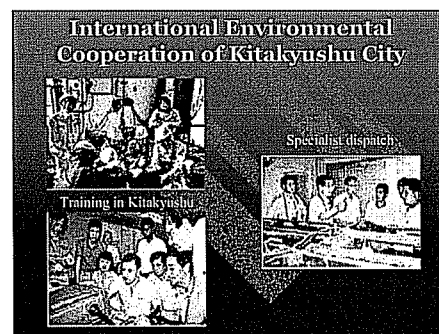


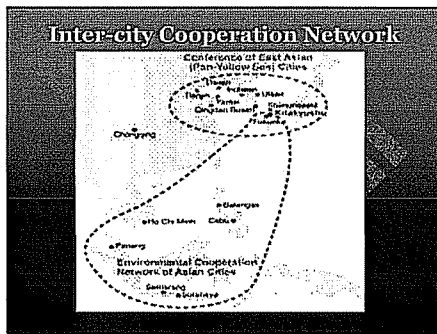




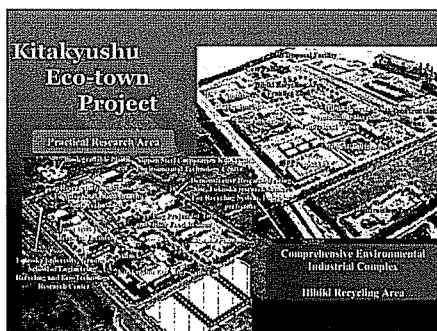












Towards the creation of a "World Capital of Sustainable Development"

Philosophy

- ① Creation of a participation-oriented city by various components such as citizens
- ② Creation of a city with environment in the forefront
- ③ "Environment" from a broad perspective
- ④ Take advantage of predominance of Kitakyushu and experience in overcoming pollution
- ⑤ Grand design

Concept : Centripetal force of fitting environmental initiatives

Direction : Concrete action whereby anybody can participate unanimously

10 Principles of Environmental Action of the People of Kitakyushu

1. Intensifying the environmental power of the city through the laughter and strength of the people
2. Advancing the advancement of exceptional environmental human resources
3. Valuing the significance of visible local ties
4. Encouraging the symbiotic relationship with all living things through a deeper understanding of nature
5. Protecting our valuable urban assets in the quest for beauty
6. Reducing the urban load on the environment
7. Stimulating the market for innovative environmental technology with the participation of local actors
8. Advocating the use of recycled resources in design-economic activities
9. Sharing environmental information for further actions
10. Channeling the concept of a model environmental city to all people of the world



KUALA LUMPUR

New Urbanism : Values, City Governance and People's Participation

City Hall Kuala Lumpur

Good city governance was one of the main agenda of the United Nations Conference on Human Settlements (Habitat II) in Istanbul in June 1996. In adopting the Habitat Agenda, member states recognized the importance of good governance and committed themselves to fostering "transparent, responsible, accountable, just, effective and efficient governance of towns, cities and metropolitan areas".

Since the Istanbul Summit, the pivotal role of local authorities in good governance worldwide is no longer questionable. To an ever-increasing extent, both cities and their citizen are becoming more involved in understanding their roles within a world that is already functioning under new standards. Communities are increasingly demanding for better quality of life and service delivery from local authorities. As most of us are aware, many city governments have graduated from just providing physical infrastructure and services to taking care of the citizen socially, mentally and emotionally. The subject of debate in this regard today is how best city government can perform this role.

Values and City Governance

One of the elements of good governance is the element of transparency. In this regard, City Hall Kuala Lumpur recognizes the importance of being transparent and open in our efforts of developing public trust. Transparency can be accomplished through **sharing of a common vision**, active and meaningful **participation of all stakeholders and free flow of information**.

Having a clear strategic vision is crucial to ensure transparency, our vision for the city of Kuala Lumpur is in line with the national vision of becoming a fully developed nation by the year 2020, our vision is for **Kuala Lumpur to be a World Class City**.

A city is considered "world class" if it can provide the **highest quality living, working and business environment benchmarked against the best in the world**. In the context of Malaysia, it is important that Kuala Lumpur be planned towards achieving a harmonious living within multi-racial, multi-cultural, multi-religious society.

A living environment is said to be "world-class" if the majority of its residents perceive it to be equivalent to the best anywhere. The quality environment may be categorized into two natural and man-made. A quality natural environment is one in which there is protection, conservation and

preservation of the natural flora and fauna and physical landscape – one which protects the atmosphere against toxicity, promotes plant and animal life, controls soil erosion and dust emission and supports rainwater catchment.

A quality man-made environment is one in which the activities and the outcomes of such activities support and enhance the socio-economic and psychological needs of the community. Hence, the availability and accessibility to all at affordable prices of the various social and recreational services, housing, transportation, educational, health, sports and leisure, cultural and religious facilities, security services, all combines to provide the highest quality living environment. In addition, the city must be planned in such a manner to allow the maximum community interaction and integration.

While there are many common factors that constitute a 'world class' working and a 'world class' living environment, there are certain specific factors that contribute to the enhancement of the quality of the working environment. These include the range of choice of jobs or career opportunities, training facilities, interaction, and support from related or complimentary skills and services, good communication, infrastructure, high quality and well equipped offices, well developed supporting institutions such as libraries and information services.

To create a world-class business environment we shall made available skilled work force, excellent transportation, communication and information infrastructure within the city and to other parts of the country and the rest of the world. There must also be availability of high quality office, production and storage spaces at competitive prices, complemented by excellent cooperation and interaction between the public and private sector. A wide range of auxiliary and ancillary services and industries, including financial and management services, research and professional facilities are also prerequisites. High standards of security, law and order, clean and safe environment, political and social stability also contribute in a fundamental way to the creation of a high quality business environment.

In order to achieve a world class living, working and business environment we require a world class city governance to ensure that the provision, sustenance and continuous upgrading of all facilities to keep pace with the best in the world.

A world-class city governance is essentially one oriented towards efficient and productive use and proper organization of financial, personnel and information resources for the achievement of good metropolitan development. This can be achieved through the enhancement of planning practice, better coordination and management, promotion of administrative reforms and increased usage of new information system. In good governance, innovation and creativity will also help ensure the provision and maintenance of the best living, working and business environment.

Peoples' Participation

The vision "Kuala Lumpur a world class city" was formulated and adopted in the City Hall's exercise of reviewing the Kuala Lumpur Structure Plan 1984. The revised plan known as the Kuala Lumpur Structure Plan 2020 has been completed and is the blueprint to guide development of Kuala Lumpur up to year 2020. During the preparation of the plan, we have invited various government departments, professional bodies and non-governmental organizations to participate in various workshops to deliberate the many problems and issues confronting the city and to assist in formulation policies and proposals to guide the future development of the city.

The general public as a whole was given the opportunity to participate in planning the future of our city in line with the provisions of the Federal Territory (Planning) Act 1982 (Act 267). All stake holders such as the private sectors, non-governmental organizations, community based organizations, government agencies, professional bodies, institution of higher learning, politicians and the general public have forwarded comments and objections on the proposals contained in the draft structure plan. Amendments were made to the draft structure plan accordingly before the plan was gazzeted for adoption. All citizens should have a voice in decision-making, either directly or through legitimate intermediate institution that represent their interests. Such broad participation is built on freedom of association and speech, as well as capacity to participate constructively in the quest to improve the quality of life in the city.

Other than the development planning process, City Hall also provide opportunities for public to participate in the development control process. In evaluating planning applications which propose for changes in approved land use or increase in density, we will invite the adjoining landowners to give comments or objections. These comments and objections will be one of the major factors when considering the applications for development.

Transparency is also built on the free flow of information. Most of our processes, institutions and information are directly accessible to those concerned and enough information is provided to understand and monitor them. For example, the general public is informed by public exhibition of all the decisions made in the Town Planning committee on applications for planning permissions. Similarly in awarding contracts for minor works, selections are made by picking number ballots and the results are also exhibited for public view.

In managing the allocation for public housing, City Hall has come out with an open registration system. Record shows that there are a total of 120,000 applications for renting and 150,000 applications for buying. All applications are computerized and assessment will be made according to the merits or points attached to it.

Another element of good urban governance is accountability. Decision-makers in government, the private sector and civil society are accountable to the public, as well as to institutional stakeholder. Accountability can be measured by the degree of equity and responsiveness of leaders and public servants in addressing the needs of the public. What this mean to city government is that we need to provide best quality services to its taxpayers.

For the past decade City Hall has encountered many issues related to the provision of public housing and quality services. City Hall is planning to build 65,000 units of public housing by the year 2005. In order to achieve good quality urban living we have to sure that these housing developments meet high planning standards with adequate provision of facilities. City Hall will regulate the supply of houses to ensure that the housing needs of all income categories are met and to reflect the affordability of the citizen.

Population increase and rapid urban development has led to a barely adequate provision of facilities and amenities. In addition to accommodation and housing shortages other areas of concerned are entertainment facilities for all city dwellers. For this year alone, a total of RM178 million was allocated for the construction of interchanges, construction, maintenance and widening of roads, and upgrading of junction, bridges and drains.

We have allocated RM53.7 million for development and maintenance of recreational facilities which include construction of metropolitan, botanical and recreational parks. Sufficient funds are also allocated for social and community facilities such as markets, food courts, sport centers and community halls.

Another element of good governance is representing

Base is by involving the private sectors. We were involved in various approaches of privatization and contracting out of services such as:

- The corporatisation of sewerage disposal services,
- Build, operate and transfer (BOT) of various infrastructure projects,
- Lease of City Hall land for commercial projects,
- Land alienation and joint ventures in low cost housing projects and
- Contracting of landscaping works, other urban services and inner city revitalization projects.

Active participation of the government, non-government organizations and the community is crucial for improving the efficiency and effectiveness of city governance. The corporate citizen, such as property owners and developers, has contributed to the City through the allocation, construction and

maintenance of low cost housing, social facilities, park and others. In addition, the general public had also contribute by becoming involved in social activities, working hand in hand to keep the parks, streets and drains cleans, landscaping both in their premises and public spaces and cultivating in their minds the love and care of public properties.

We have been involved in various approaches of privatization projects including the redevelopment of squatter settlements. It is the policy of City Hall Kuala Lumpur to provide adequate housing of acceptable standards for all squatters, at the same time integrating them into the rest of the community in Kuala Lumpur. Our aim was to systematically and ultimately developed all squatter settlements and by year 2005 Kuala Lumpur will be free from squatter settlement. The city recognizes the contribution of the urban poor through their socio economic activities and hence implemented various development strategies to improve and upgrade their quality of life. It is estimates that 40,000 families in the city are within this medium/low income bracket that is about 10% of the city's population.

City Hall's contributions in the privatization approach is through expediting the approval process of the project, providing development and fiscal incentives, acting as a joint- venture partners, monitoring the progress and ensure all condition are complied. The private property developers play an important role in materializing City Hall's approach in tackling squatter problems. Lands are directly or indirectly alienated to private developers at low price and the developer can change the land to a financial institution to finance the redevelopment project. To ensure financial viability of the project, developers are allowed to develop luxurious housing units, shop houses which can command higher selling price for profit. The contributions of local community leaders were in supporting and cooperating fully with the program will ensure the viability of the project and hence will automatically assist in the redevelopment process.

Our experiences in the privatization of the redevelopment of squatter settlement have shown a degree of success. Many former squatters are now living in decent homes complete with modern facilities and amenities. The success of this new innovative approach is also due to many factors, including political will, support and cooperation of all parties concerned, the right choice of developers and contractors, proper evaluation of proposed sites and finally flexibility adopted by authorities.

The "Upgrading and Beautification of Petaling Street" is one of the inner city revitalization life projects that has been successfully out by City Hall Kuala Lumpur through contracting out of services. The strategies and policies on city revitalization were clearly defined in the Kuala Lumpur Structure Plan 2020. Petaling Street was selected as it is well know for its traditional shopping areas and is in need to be upgraded. The condition of street was congested with petty traders selling variety of goods, with non-uniform stall size and improper drainage system. Before embarking on the project all stakeholders such as hawkers association, building owners association, politician and federal

government were consulted. Federal Government and City Hall Kuala Lumpur provide the fund for the project, traders closed their business while construction, building owners' facelift their building facades and signages while politician gave their supports. Positive responds from all stakeholders has contributed to the success of this project. Petaling Street now has a conducive shopping environment, better image of business outlet with 30% increase in sales.

Conclusion

The vision of transforming Kuala Lumpur into a world class city cannot be achieved by City Hall Kuala Lumpur alone without the support and participation of other stakeholders in the city. The developers, professionals and others should assist the government with new ideas and solutions to help provide better living conditions to the urban dwellers. This Summit will provide us a unique platform for sharing ideas and experiences and therefore help us in planning for improvement of the quality of life in Kuala Lumpur. It is our collective responsibility to ensure that it yields the desired results in projecting the right approach to the challenges of our times and our future.
