

APCS Collaborative Study Tour the second phase(Bangkok, Thailand)



Asian-Pacific City Summit Secretariat Fukuoka Asian Urban Research Center (URC)

“Town planning citizen development/activity exchange project” in Bangkok and Fukuoka Workshop for the promotion of public involvement in MACHIZUKURI

1 Purpose of the project:

[Reflection to policy]

To improve attractiveness of CBD area, Team-Fukuoka collaborated with local citizens and people from local government in Bangkok, conducted “attractiveness check of the city”, and gained information which is useful for tourism and city planning policy for the future.

[Tourism PR]

Team-Fukuoka was accompanied with media personnel and they appealed the attractiveness of Bangkok to Fukuoka city through their media exposure before and after visiting Bangkok.

[Exchange]

Through youth exchange, we extended friendship between both citizens (Bangkok and Fukuoka).

2 Dates: 13th December (Thursday) – 15th December (Saturday), 2007

3 Contents of the project:

We sent people from two groups. One of them was a citizen and government collaboration group, “We Love Tenjin meeting”, which is involved in city planning activities. And the other was Team-Fukuoka, which consists of students (private company workers, presidents of venture companies, and media personnel) of “trainees of Toshi-JUKU”, the program which develops citizens for improvement of urban attractiveness and promotion of visitors’ industry. They had a workshop with people from local government of city planning and tourism/visitors’ attraction section in Bangkok and citizens. They exchanged their opinions to improve both cities’ attractiveness and they also discussed measures to apply the result of the project to policy and tourism promotion of both cities.



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I Outline of the Conference

(1)	Name of the Conference
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Asian-Pacific City Summit 7th Working Level Conference

(2)	Period of the Conference
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Monday, July 30 to Wednesday, August 1, 2007

(3)	Theme
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Urban Charm – Building a Beautiful City by Residents

Session 1: 3R Progress through Environmental Education

Session 2: Structure of a Sustainable 3R program and Environmental Business

Session 3: Creating a Beautiful City - Reviving the Downtown Area and the Roles of Government and Citizens

(4)	Venue
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RIHGA ROYAL HOTEL KOKURA, etc.

(5)	Host
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City of Kitakyushu, Japan

(6)	Language Used
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Four Languages (Chinese, English, Japanese, Korean)

(7) PROGRAM

Monday, July 30

9:30~10:00	Opening Ceremony Opening Address by Host Mr. Kenji Kitahashi, Mayor of Kitakyushu City Photo Session: All participants Introduction of Participating Cities Appointment of the Chair of the Meeting, Address by the Chair of the Meeting Mr. Hirotohi Kakisako, Chief Executive, Planning & Coordination Office, City of Kitakyushu Explanation of Conference Schedule Mr. Kazuaki Iwata, Director, International Policy Section, Planning & Coordination Office Explanation on selecting the theme Mr. Toshiharu Fujii, Deputy Director General, Fukuoka Asian Urban Research Center
10:00~10:45	Session 1: 3R Progress Through Environmental Education Case Study 1 : "Municipal Waste Management in the City of Kitakyushu" Mr. Atsushi Ota, Manager, Planning Section, Environment Bureau, City of Kitakyushu
10:45~10:55	Break
10:55~11:40	Case Study 2 : "The 3Rs : A Public Environmental Education Program" Ms. Miyoko Morofuji, Kitakyushu Environment Museum
11:40~12:00	Questions and Answers
12:00~13:00	Luncheon
13:00~13:45	Session 2: Structure of a Sustainable 3R program and Environmental Business Case Study 1 : "City of Kitakyushu Eco-Town Project - creating a sustainable society" Mr. Kotaro Yamashita, Manager, Environmental Industries Promotion Office, Environment Bureau, City of Kitakyushu
13:45~13:55	Break
13:55~14:40	Case Study 2 : "Resources are finite but ideas are infinite - Ever-present challenge to create resources with Recycling Technology" Mr. Hiroshi Matsumoto, Manager, Sales Department 3, Sales Division, Nippon Magnetic Dressing Co., Ltd.
14:40~15:00	Questions and Answers
15:00~15:15	Break
15:15~15:20	Session 3: Creating a Beautiful City - Reviving the Downtown Area and the Roles of Government and Citizens
15:20~15:50	Case Study 1 : " Master Plan for the Dongcheong Stream" Mr. Yoon Sam Seok, Section Chief, River and Environment Div., Construction and Disaster Prevention Bureau, Busan Metropolitan City
15:50~16:00	Questions and Answers
16:00~16:10	Break

16:10～16:40	Case Study 2 : "Area Management in Tenjin of Fukuoka City" Mr. Tetsuya Nagasao, Secretary General, We Love Tenjin Association
16:40～16:55	Questions and Answers, Summary
16:55～17:10	Break
17:10～17:40	Plenary Session
17:40～17:50	Closing Ceremony Complimentary Address by Representative of Next Summit Host City Mr. Wang Hongjun, Director General, Foreign Affairs Office, Dalian People's Government Announcement by Asian Pacific City Summit Secretariat Mr. Toshiharu Fujii, Deputy Director General, Fukuoka Asian Urban Research Center
19:00～20:30	Welcome Reception

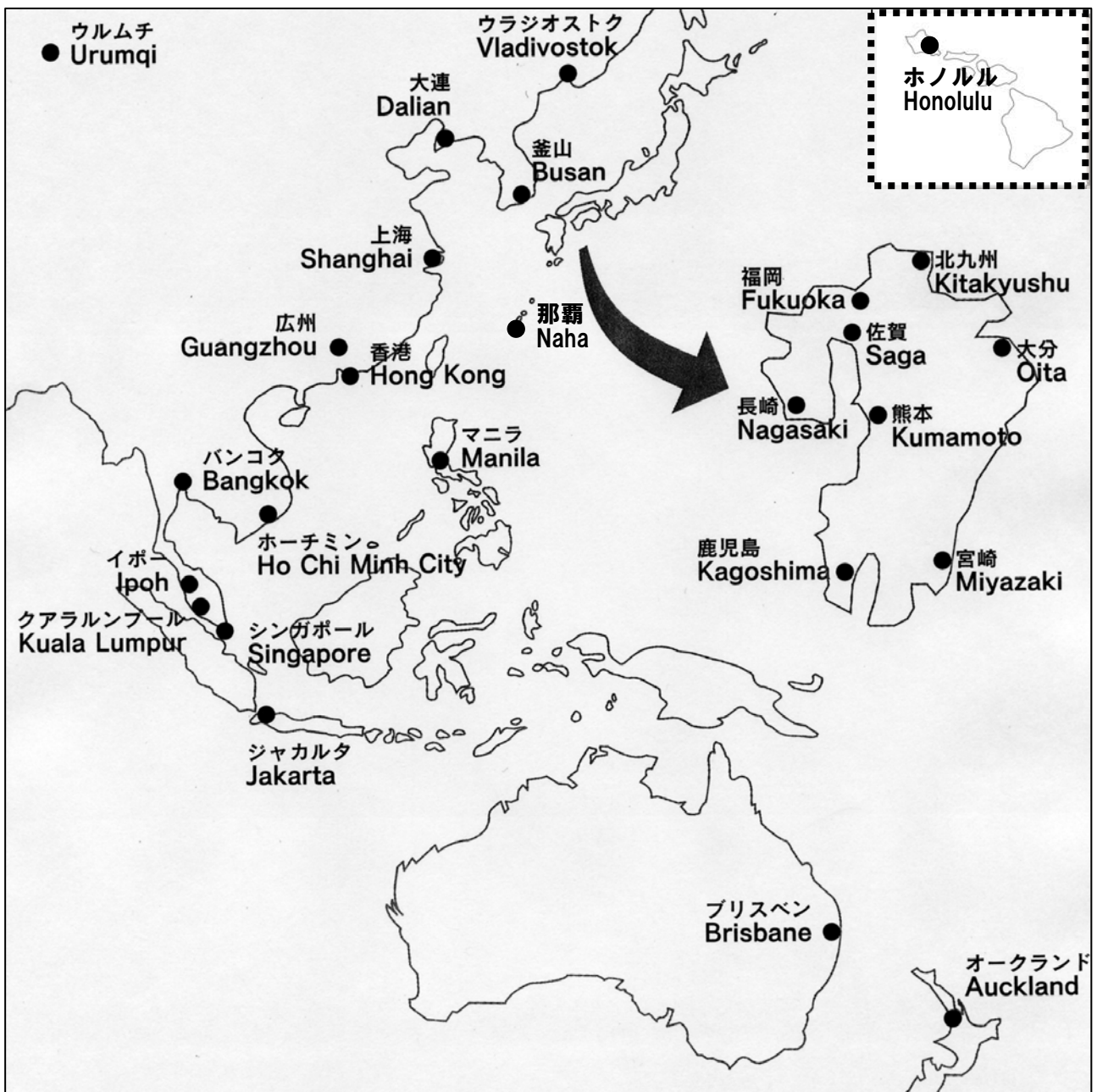
Tuesday, July 31

9:30～11:10	APCS Study Tour "Exploring Environmental Business on Location" Tour of City of Kitakyushu 's Eco Town
9:30～10:15	Kitakyushu Akikan Recycle Station Co., Ltd.
10:25～11:10	Ecowood Co., Ltd.
11:40～12:45	Luncheon (Hotel Crown Palais)
13:00～14:30	Yaskawa Electric Co. (Motoman Center)
14:40～15:40	Kitakyushu Environment Museum
17:30～19:00	Farewell Reception

Wednesday, August 1

10:20～10:35	Study Tour Orientation
10:35～10:50	Courtesy Call on Mr. Takada, Vice Mayor of Fukuoka City
10:50～12:00	APCS Collaborative Study Tour "Beautiful Downtown and Citizen Participation" tour with NPO "We Love Tenjin Meeting" in Fukuoka City
12:00～13:00	Luncheon, Break ✕official program end
14:00～17:00	Related Program : Asian City Journalist Conference by UN-Habitat
18:00～20:30	10th Anniversary Event and Reception by UN-Habitat

(8) Member Cities of the Summit and Their Locations



II Contents of Sessions

1. Opening Ceremony

(1) Opening Address

Mr. Kenji Kitahashi

Mayor of Kitakyushu City

Good morning, ladies and gentlemen. I am the Mayor of the City of Kitakyushu. Today, it gives me a great pleasure to welcome all of you to the City of Kitakyushu. On the opening of the Asian-Pacific City Summit, I would like to say a few words on behalf of the organizers. Since the late 20th century, the Asian-Pacific region has achieved remarkable economic growth as a center of growth in the world. Its presence has increased dramatically. On the other hand, this region has been confronted with various problems including widening economic disparity and destruction of the environment. This Asian-Pacific City Summit forum has addressed these problems in this region, so that representative cities in the Asian-Pacific area meet and discuss towards the solution of these problems.

At this 7th Working Level Conference, we are going to discuss environmental problems as they are increasingly drawing attention from around the world, and they require cooperation beyond national and regional boundaries. Currently on the earth, there are many environmental problems suffered by many people including air pollution, global warming, desertification, destruction of ecological system. In order to solve these problems, firstly we should review our day-to-day life. Thus, the conference's overall theme has been decided as "Urban Charm—Building a Beautiful City by Residents" whereby each resident think about their day-to-day life in the viewpoint of the environment and discuss their opinions so that we will able to solve these environmental problems.

In the 21st century, the Asian-Pacific region is going to play a central role in the international community. As a member of this very important Asian region, we would like to achieve sustainable development through mutual cooperative partnership and by addressing jointly these environmental problems. With this I would like to conclude my welcome remark by wishing animated discussion will take place during the conference. Thank you very much.

(2) Appointment of the Chairman

MC:

Now we would like to proceed to the selection of Chairman. As for the coordination of the discussion, we would like to nominate Mr. Kakisako who is the Chief Executive of Planning and Coordination Office, the City of Kitakyushu. Would you agree to this nomination? Now, Mr. Kakisako, please proceed.

(3) Address by the Chairman

Mr. Hirotoshi Kakisako

Chief Executive, Planning and Coordination Office of Kitakyushu City

Thank you very much for the nomination of the Chairman. With your cooperation, I would like to do my best in making this discussion at the conference as smooth as possible and as fruitful as possible. The Asian-Pacific City Summit has been held every other year since 1994 as a forum where leaders of the Asia-Pacific region can get together and have exchanges of opinions in a candid manner. The purpose of the Summit is to promote friendship and mutual cooperation in this region towards solution of urban problems and network building for further development of Asian cities. To realize the objectives of the Summit, the Working Level Conference among those persons working on the frontline of urban administration has been held in the year following each Summit.

Last year, we had the 7th Asian-Pacific City Summit in Urumqi, and the City of Fukuoka which served as the secretariat of the Summit presented the ideas and made proposal in order to further fulfill discussions at the Summit. We have taken up the theme for this Working Level Conference as “Urban Charm—Building a Beautiful City by Residents” based on the proposal of the City of Fukuoka in order to realize these objectives. I believe that this is very timely to have this Working Level Conference in this situation and I ask your kind cooperation and exchange candid opinions in the discussion. Thank you very much.

(4) Process and reason of choosing the theme

Mr. Toshiharu Fujii

Deputy Director General, Fukuoka Asian Urban Research Center

In the past, the theme was decided by the discussion of the members of the secretariat and the hosting city. However, this time the situation was different because we have ideas presented by Urumqi City. Especially in Urumqi, we have taken up the idea of discussion on the environmental education and 3R progresses. We have also conducted a questionnaire survey and found out the needs of each member city. We have selected 2 themes

on environment; “3R Progress through Environmental Education” and “Structure of a Sustainable 3R program and Environmental Business”. And for CBD vitalization which is the common challenge among member cities, we have selected the theme, “Creating a Beautiful City – Reviving the Downtown Area and the Roles of Government and Citizens”. These are the themes that we considered very important to all the member cities because the private sector should take initiative in order to build very beautiful cities so that we can empower residents in these cities. So the general theme was decided as “Urban Charm—Building a Beautiful City by Residents,” and we aimed at promotion of democracy and building better relationships between the administrative and private sectors and realization of ideal cities. These are the background discussion we have held in order to achieve these sub themes of this conference. Thank you very much.

2. Session 1

3R Progress through Environmental Education

Chairman: Mr. Reiji Hitsumoto

**Director, Office for World Capital of Sustainable Development, Environment Bureau,
City of Kitakyushu**

We are going to have two presenters today for this session. First, for domestic wastes and also general wastes, Mr. Ota from the Planning Section of Kitakyushu Environmental Bureau is the first speaker. And another speaker for this session is Ms. Morofuji from the Environmental Museum of Kitakyushu City, who is taking care of people there.

In the Session 1, the topic is “3R Progress through Environmental Education”. We use the word 3Rs: “reduce,” “reuse” and “recycle.” These are briefly referred to be 3Rs. To take care of resources and reduce wastes, and for that purpose we should not purchase which is not necessary. If we use things for a long time, we try to reuse again further and not dispose of as wastes but to consider the recycle possibility. This 3Rs concept has been already penetrated in Japan, but for other countries, maybe people are saying “5Rs” instead of 3Rs. On top of 3Rs, there are “reject” meaning that not purchasing which are not necessary and also trying not to do excessive packaging, and also “repair” that is another R that is related to “reuse.” So, utilizing various methods, we have to take care of resources and also to reduce wastes.

The topic for this session is to penetrate that concept through the environmental education. The first speaker, Mr. Ota, is going to talk about appropriate waste disposal with the concept of 3Rs. Ms. Morofuji is going to explain about how to promote that concept. She will be focusing on the education aspect mainly.

(1) Municipal Waste Management in the City of Kitakyushu

Mr. Atsushi Ota

Manager, Planning Section, Environment Bureau, City of Kitakyushu

Today, I am going to talk about general waste management in the City of Kitakyushu. Especially I would like to talk about the 3Rs activities as it has been introduced: reduce, reuse and recycle.

First, we have to consider what the waste is. As for the municipality, waste has to be treated or disposed of, and we are changing from disposal-oriented processing activities towards recycling or environmentally sound process. I would also talk about the sorting and recycling situation, and also in 2006 and 2007 we reviewed our collection system of the garbage or waste and we would like to talk about the results of that.

First, there is the law which is called the waste management and public cleansing law. The “waste” refers to refuse, bulky refuse, ashes, sludge, excreta, waste oil, waste acid and alkali, carcasses of animals and other filthy and unnecessary matter, which are in solid or liquid state. That is the definition. Under such a law, if waste disposal is conducted as business, they have to take permission from municipalities. Also, in case that waste disposal facility has to be established, the permission from municipalities has to be given. If permission is not given in conducting these activities, the penalty is given which is much severer compared to other activities. We are targeting to have optimum treatment starting from the discharge of waste to final disposal.

Waste can be divided into two: the general municipal solid waste and the industrial waste which is discharged as a result of their activities after business. For the general municipal solid wastes are ones that are not included in the industrial waste for which responsibility should be taken by the municipality. The industrial waste is wastes which are created as a result of business activities, such as ashes, sludge, waste oil, waste acid, waste alkali, waste plastics and others. There are a total of 20 items. Business conductors have to take the responsibility for the treatment and disposal of them. Sludge and waste oil, and waste plastics, and slag, and rubbles, and soot and dusts are regarded as the industrial waste.

As for the responsibility given to the municipality, we have to take care of the proper management of those municipal solid wastes and to promote citizen’s voluntary activities to reduce them. As for the responsibility of the citizens, they have to cooperate with the central and local governments for the waste reduction. As for the national government, they have to take the responsibility to collect information, promote waste management technology, and give the necessary technical and financial assistance.

What is necessary now is to review the current lifestyle: mass production, mass consumption and mass discharge of wastes. We also have to reduce the consumption of natural resources and to reduce the burden onto the environment. We have to aim for the recycling society. So we have to reduce the waste and if the waste is discharged and it should be considered to recycle, and if the recycle is not possible, it should be disposed of in a proper manner.

Now, the waste management of Kitakyushu City and its concept, we went through the three phases to reach the current status. Before 1993, we were based on the disposal-oriented process, and the focal point at that period was to treat waste disposal in an optimum manner and there was no sufficient consideration given onto the reduction of wastes. But after that as a nationwide, recycling has been attracting their interest, and also prior to the recycling law conducted in Japan, in July 1993, the sorting and collection of cans and bottles was started. In 2000, the basic concept including 3Rs, reduce, reuse and recycling and purchasing of greenery, such kind of concept was enhanced with the concept of the environmentally sound process. Based on that, we came up with the general waste disposal basic plan in February 2001.

Now let me talk about the basic plan concentrating, rather concerning the disposal of the non-industrial waste. We are aiming for a recycling-oriented process and we have to specify who is responsible for what and how it to be conducted. More specifically, the basic concept is reduce, reuse and recycling and green purchasing that is

based on the concept of recycling process. We are setting the target to reduce the waste by 25 percent by the end of 2010, which is higher than the nationwide target.

These are the eight items for our basic plan. What is the most important is that not only recycling but also we have to consider reduce, reuse and also green purchasing. So we have to conduct comprehensive activities. And the priorities of the 3Rs are to be given. We have to reduce the waste, and the next is that we have to consider reuse, and the third we have to think about recycling. In October 2004, we adopted the responsibility of the business sector for waste treatment, and also we conducted the wider collaboration with adjacent cities for waste disposal. And we also have to secure sites for waste disposal and also we have to improve citizen services and also growing costs for the waste disposal. What is further important is environmental education and beautification of the cities. We are aiming to be the model in the world of an environmental city.

So those are the eight items adopted for the municipal waste management program in Kitakyushu City. Let me talk about the efforts for sorted collection. In July 1993, we started to collect cans and glass bottles for the recycling purpose by sorting out. In July 1994, the next year, we started to charge to dispose of bulky wastes, and purpose of that is to reduce the waste volume and also promote recycling and also we are trying to enhance the understanding of the citizens. In November 1997, pet bottles were started to be recycled as a resource instead of waste. In 1998 July, we started to charge plastic bags to put out domestic waste for each household. The cost of bags includes a cost which is necessary to produce and distribute the bags and a part of treatment fee. We were trying to reduce the volume of the waste and also to enlighten the citizens and for those other purposes.

And starting in 2000 July, we started to collect Tetra packs, or paper packages such as milk packages and also polystyrene foam trays. And we set up collection boxes for trays in supermarkets and we reduced collection costs by setting those boxes. Fluorescent tubes were started to be collected in July 2002. We prepared collection boxes at electrical shops, and also starting from July 2006, we started to review charges for the collection and also review the recycling activities for the purpose of further reduction of wastes and also recycling.

We provide 45-liter plastic bags to put wastes in for each household with the charge of 50 yen, and for recyclable materials it charges 12 yen for 25-liter. It is divided into three: cans/bottles, PET bottles and plastic containers/packaging. For bulky wastes, once a month, we charge 300 yen to 1,000 yen depending on the size of the waste. Furniture and beddings are included there. Cartons, food trays, fluorescent tubes and small metal objects are collected at collection boxes placed at various places in the city. For self-collected wastes, we charge 100 yen per 10 kg for waste disposal.

This is the destination of the resources and the garbage. This is the flow and No. 1 to No. 9 are the treatment flow responsible by municipalities. We are collecting with plastic bags which are specified for the collection of household waste, cans, bottles, PET bottles, and plastic materials/packages. And also for other items such as trays, paper packages and fluorescent tubes, those are collected at boxes which are installed at various places. And the No. 10, that is conducted by citizens. Used paper is categorized in this area. No. 11 and 12, which is

done by the private sector: batteries and returnable bottles are collected with this route. We are trying to make it simple to sort out even for the elderly people, and also we have to consider the secure route for the recycled items and also the cost has to be examined whether it is feasible or not.

Let me talk about the waste management facilities in Kitakyushu City. The yellow part shows sorting-out facilities, the red shows domestic waste treatment. There are three incineration plants and one plant for the bulky waste for pulverization and recycling processes. There are two places for that. And there is one final disposal site. There is also one shipping yard to ship out those final wastes. A plastic material recycling center started its business in April 2007.

Now let me talk about the flow of domestic waste disposal. Twice a week we collect domestic wastes. There are areas in which these are collected on Mondays and Wednesdays and there are other areas in which collection is on Tuesdays and Fridays. So, in total four days are used for the collection. For bulky waste, we collect once a month. Collection day depends on regions. Citizens have to purchase the sticker and put that sticker onto the bulky waste and it has to be put out on the designated day in the designated place. As for recyclable materials such as cans and bottles, we specify the bags and it is collected once a week. In July 2006, we started to collect plastic trays and packages once a week. Milk packages, trays and fluorescent tubes are collected at boxes which are installed in various places. As for the domestic waste, we charge 50 yen per 45-liter plastic bag and also we are introducing charged bags which can contain 25 liters for cans, bottles, PET bottles and plastics. And for that bag we charge 12 yen. There was a request from the citizens to collect plastic trays. In February 2007, we started to charge 20 yen for the 45-liter plastic bag which is used for plastic trays.

Now this is the picture of waste collecting points. There are about 33,000 places within the City, and for each household, these points locate within 50 m. It is called a “gomi station.” Waste is called “gomi,” and that is why we call it “gomi station.”

These are the incineration plants. There are three plants in our City, and for the purpose of the reduction of the collection cost, we are trying to minimize the distance of collection. If it is centralized, the construction cost would be minimized, but if you consider the collection distance of the waste, it is not feasible. When Niigata Prefecture was hit by a great earthquake, incineration plants were not working. So we try to separate three places for incineration so that they can compensate each other. At the Kougasaki plant, 810 tons per day is the capacity. It is the super waste power station, and the power station’s capacity is 36,300 kilowatts. We installed a gas turbine which has a very high efficiency of power generation. In Shinmoji plant, 600 tons per day for treatment capacity, and Hiagari plant has a capacity of 600 tons per day. So, as total, 2,010 tons per day, per annum the capacity is 623,100 tons. The power generation capacity is 244 million kilowatts and we can earn about 2.1 billion yen by selling that electricity. As for dioxin countermeasures, with a large scale incineration that is 4 tons per hour at the temperature of 800 or more than 800 centigrade. We established the incinerator in December 2002.

Let me explain the basic idea regarding the sorting and recycling of the waste. We have to let the citizens

understand, so to make the concept easier and also it should not be too much in details for sorting out. And also we have to establish a proper route for recycling and also we have to consider the cost and efficiency. We also have to utilize the route for collection which is conducted by the people, and people are also encouraged to sort by themselves, which would lead to cost reduction.

Next is about sorted collection of recyclable materials. We collect those materials by charged bags. Once a week the citizens are supposed to bring their recyclable items to recycling material stations as I introduced earlier. The recyclable items include cans, PET bottles, and plastic packages/materials. Those are the three types of recyclable items. For example, plastic containers and packages are recyclable items once they are emptied. This is one example of such recyclable plastic items.

When it comes to the second type of sorted collection of recyclable materials, we have set up special collection boxes in several supermarkets within the City. Through these, we collect paper packs, trays, fluorescent tubes and small metal items like pots, pans and kettles. These are the examples under this category. This is the collection box we placed. There are about 270 collection boxes and for collection operation we use seven collection vehicles. Fluorescent lumps have been collected since 2002. They are collected at retailer shops and there are 230 collection boxes for them. Once collected, the lumps are divided into glass, metals and fluorescent materials. The glass is recycled as a raw material for glass, and metal caps are recycled as metal raw material and fluorescent substances are reused. As for small metal articles, we are collecting mainly pots, kettles and frying pans made of metals and their size is about 30 cm in diameter. Collection boxes for small metal items are placed at hardware centers, civic centers and ward offices. There are about 150 collection boxes for small metal articles.

Next is about local efforts for recycling domestic garbage. First, let me explain about wastepaper. The local volunteer organizations are responsible for collecting wastepaper. For this operation, the City subsidizes 7 yen per kilogram to volunteer organizations. They also collect waste clothes and reusable bottles in addition to wastepaper. Next is composting of kitchen waste. Kitchen waste is going to be converted into fertilizer by using composts. Such fertilizer is used to grow flowers and vegetables in schools and parks. Pruned branches and lawn grass are also collected by neighborhood organizations and they are recycled as straw litters for livestock stables and then also recycled into fertilizers. Waste kitchen oil is also recycled. Once the oil is collected by neighborhood organizations, it is purified at a factory, and is used as fuel for collection vehicles. About 1,500 organizations are engaged in collecting wastepaper. Depending on the amount of the paper, the City subsidizes 5 yen per kilogram if wastepaper is collected in front of each house, or when wastepaper is collected from designated collecting stations, 7 yen per kilogram is subsidized. There are 700 storages for wastepaper within the City and those storages are managed by the neighborhood organizations.

As for composting operations, ten organizations are involved. The next is about the composting operations in schools. This is a model project undertaken at schools. The refuse of school lunch is composted and converted into fertilizer for growing flowers and vegetables in schoolyards. The City also provides financial assistance to this operation as same as the assistance to the community. As of July 2007, such recycling activities are going

on at 11 locations in the City. For pruned branch recycling operation, the neighborhood organizations consisting of about 100 families are responsible for that. They prune branches in their gardens and they bring those branches to designated places like parks. They put these into cloth or fabric bags which are called “furekon bags” for recycling. The next page is about recycling of waste food oil. As I explained earlier, food oil is recycled as fuel for garbage collection vehicles.

In July 2006, Kitakyushu City reexamined the domestic waste collection system. As a result, we conducted early-morning training session for waste management. 100,000 citizens in ten days have participated in this training regarding waste management. These people were volunteers. As a result, we have been able to reduce domestic waste dramatically. And new designated bags are firmly accepted from the very beginning of the revision of the domestic waste collection system. The next is about reduction in waste volume. This is the result from July to December 2006, approximately 33,300 tons (26%) have been reduced as a result of the revision of the domestic waste collection system.

Next, as I mentioned earlier, I would like to focus on “reduce” out of 3Rs. We have to curb waste generation. One way is to encourage shoppers to bring their own bags instead of using plastic shopping bags or encourage citizens to refuse wrapping papers or book covers, or we are promoting returnable containers such as bottles for beer, Japanese sake and soy sauce and milk. We also encourage people to use items with long life and also, if it is not needed, we encourage citizens not to receive it even if it is free. We are promoting a “no plastic shopping bag” movement, and the title of this movement is “Kanpass sticker project”. We started this project in December 2006. The keyword is “Mottainai” or “it is wasteful” in English, and the target is reduction of use of plastic shopping bags by 20 percent. The annual number of plastic shopping bags is 30 billion nationwide and in Kitakyushu City it is 300 million. We would like to reduce this them. For this campaign we have created a poster with this symbol. This is the poster of Kanpass sticker. So, if you bring your own bag, you will receive this Kanpass sticker. And if you have a number of Kanpass stickers, you will be able to change these stickers with some other items. As to these programs, the City of Kitakyushu is promoting waste reduction and building awareness about the importance of 3Rs, or waste reduction. As I mentioned earlier, as of last year, we have been able to reduce waste by 30 percent by reviewing the domestic waste collection system. So, this program is going on. We will make every effort not to increase the waste to be generated within the city through various programs. Thank you very much for your attention.

(2) The 3Rs: A Public Environmental Education Program

Ms. Miyoko Morofuji,
Kitakyushu Environment Museum

Today, I would like to make a presentation on the theme of the 3Rs, a public environmental education program which we conduct everyday at our museum. We are active at this museum. This is a municipal museum

established by the City of Kitakyushu. Recently, an NPO, non-profit organization, is consigned to have management of this museum. I am a member of that NPO, and we have citizen supporters for the environmental education who are actually volunteers. Along with these volunteer members, we manage this museum and annually we have about 120,000 visitors to this museum, aging from three years to very senior persons who actually have health supporters along with them, and also students under school excursions. Members from neighboring communities also visit us.

One of the purposes of the Environment Museum is to provide visitors with environmental education. And at the same time, we disseminate information in relation to environmental protection. Concerning the information, it is related from the contents of the earlier presentation, and the information related to the environmental policy of the City of Kitakyushu is provided through the activities of this museum. Citizens also have opportunities to be engaged in various projects and programs in this facility. We have various educational programs, but today I would like to focus my presentation on the 3Rs environmental education. What we keep in our mind is that we have to have the age-appropriate programs so that we incorporated a lot of artworks and various first-hand experiences. Whenever we have student visitors, we have thorough pre-discussions with teachers and also invite them to our museum to show them actual exhibits so that we have thorough consultation on our presentation procedure. Elementary school teachers have opportunities to participate in 3R education. But they say that it is very difficult for them to conduct this kind of education in school frameworks although they are given the opportunity. So, elementary school teachers have opportunity to learn on coordination and management of the environmental education when they come to the museum.

This kind of education should be fun to children and students. If we just give them knowledge and push them into the mindset, they will just forget it very easily. So we do our best to excite them and make them fun with this kind of program so that they will eventually conduct environmental-friendly behavior. We also promote “eco-communication”, and that is our goal. Because we believe that we have to catch on environmental information with our own hands and we have to split out antennas, tune them to environmental issues because usually when you think of the environment related education, you tend to focus on too much knowledge but we rather focus on their mindsets, emotions and feelings. This is one of examples of our programs. This is called “earth ball,” which is in my hand, to make children amazed. We enjoy catch-ball. If you don’t focus your attention onto this environmental issue, you will just lose the chance to catch the information. So this is a kind of program we conduct in this museum, which is called eco-communication.

In this museum we have three different characters. These are called three “mirai hotaru” which means future fireflies. Reduce is named Due, and Due is finding garbage that he can reduce. And “reuse” is called Yuu and “recycle” is called Sai, who has two arrows so he can change what he has been using to some kind of resources he can use again. These three characters symbolize fireflies that appeared in the City of Kitakyushu after citizens of Kitakyushu overcame environmental pollutions. So, these are the symbols of the environmental preservation efforts in the City of Kitakyushu. They are called Reduce Due, Reuse Yuu and Recycle Sai. It is a kind of way that even three-year-old children can easily understand the essence of the environmental issues. With these characters, we provide children with environmental programs.

This is another example that we provide to children of three to five years old, kindergarten students. It shows a paper story of a monster called Gomilla. Gomilla is a monster that eats garbage and wastes and grows bigger. So if citizens and children of Kitakyushu generate too much waste, this monster will grow. Children are asked what they can do to make it weak. So the children realize that because the monster eats a lot of waste, if we can reduce the total waste in the City, we can just conquer it. That's the kind of story that kindergarten students learn from this. So with their emotion they can understand the essence of the function of 3Rs. Children cannot really understand difficult terminologies but they can enjoy plays with their hands like this one. This shows a kind of playing with hands repeating "recycle." You give something to others and others turn it back to you. The children return home and their mothers may ask, "What did you do?" the children may reply to their mothers, saying "I enjoyed a recycling game." So the mothers can also develop their children's behavior to the extent that they can look for something they can recycle.

This is another example. After listening to the paper story, they enjoy the artworks and handicraft. This is to utilize wastes. It is a kind of reuse education. They are asked to make a toy using packages. It is actually plastic bags, and volunteers cut and make the package smaller so that children can use it easily and they place it in a stained glass and they paste it with glue. Under the electric light they can enjoy a very beautiful stained glass-type toy. So even though there is something considered to be waste, they can change it to something they can enjoy. Of course this is not a perfect solution, but the idea is that children can look at some object from a different viewpoint. So this is the purpose of the handicraft work program for children.

This is another program. Actually, I am in this stuffed animal. Along with volunteers, we communicate with the children. They are very attentive. When you have a bunch of children of this age, they can't really concentrate for a long time. But because of this kind of animated characters or stuffed characters, they listen to this presentation very attentively. We can have a dialogue through Reuse-Yuu, and send a message to children that they can reuse thing so that we don't have to make more garbage.

This is a program for elementary school children on the garbage in rivers. Many children do not feel guilty when they throw garbage in the rivers. For instance, at school they think they are forced to pick up garbage on the streets or in the rivers, so in the rivers they just throw wastes freely. That was a kind of problems school teachers wanted to solve, so we had this program and there is a story of a turtle eating plastic bags in the sea or there is an interpreter of this issue who speaks Japanese talking about plastic PET bottles drifted ashore Kitakyushu City in Japan from the South Korean Peninsula. Well, they say that what happened to those plastic bottles and we find out that we are just throwing away wastes and garbage and they might drift ashore to foreign countries. That is a kind of thing that children realize through the discussions. Although we do not put any intentional terms and phrases in our communication, children voluntarily realize these facts and also the interpreter suggests the participants what we can do to change the situation. Children do not reach a very easy conclusion such as just stop littering. Their discussion might go further even after they throw waste in the river, they can also pick up garbage and wastes from rivers, so the discussion develops.

Volunteers also work based on their experience to create the paper story. The city of Kitakyushu overcame environmental pollution in the past, so there are many environmental volunteers. Many of them have actually worked in tackling against pollution in this City. So whenever we ask them why you signed up as an environmental volunteer, they tend to reply, “Once we polluted the City, but we restored the clean environment and the City, so we want to send a message to children what we had done, what had happened in our lifetime.” So, this is the mindset of the volunteers and they made this paper story. They also tell the story of their lifetime experience to children. The message is about reducing wastes and also they tell children that when they lost the blue sky, sea and rivers where fish and birds can live, and that it is very important for us to restore the clean environment. So we have to think what we can do for restoring the clean environment. And of course we are able to solve the environmental pollution in the City of Kitakyushu, but there are many other people in our neighboring countries like South Korea or China who are suffering from environmental pollutions. So, we just cannot stop thinking about others, we have to work in corporation with those people and restore their clean environment.

They are playing bingo. This is called “future bingo.” They just pick up the lottery when they do an ordinary bingo. This is a different type of bingo. They are given questions. For instance, one question is something like, “Is there anyone who keeps TV switched on even though you are not paying attention to it?” and someone raised a hand. You have to open up the bingo, if you answer to some questions. Some junior high school students do not reply honestly, but we just encourage them to participate. We provide them with various questions in relation to 3R’s spirit. For instance, the second question might be, “Do you know the eco-mark?” and they might answer “Yes.” There are various kinds of questions, both good and bad. For instance, “If you find anything dirty, you easily use the tissue paper?” then you open up a hole. Another question, “When you go to convenient stores for shopping, you easily get disposable chopsticks?” Children are also asked, “Do you find many unused disposable chopsticks in drawers of your kitchen?” They answer “Yes.” It is a kind of communication we have with the participants and children to enjoy this bingo. If you keep this card of bingo to raise it and look through the hole, you can see the picture of future *hotaru*, or future fireflies. If your answer is friendly to environment, you can see very friendly smiling fireflies. But if your answers tend to be bad, you will find sad-looking fireflies. You can just pick up the flip of this bingo, like this, and when your answers to the questions were very good, you have this bingo opened up. If you have all three rows of opened-up bingo holes, then you can have a very special achievement. Of course, the children are asked to bring this card back to their homes, and they are asked to transform this card to reuse in two seconds. Usually, teachers struggle to find a correct solution, the answer is very easy, you just have to flip down those holes so that the bingo cards can be used again and again. Even though grand parents, parents and even pets, they can use the bingo card again and again at home. They can also put it to a recycling station so that this paper can be recycled and used again. Whenever we have enough time, we just enjoy this kind of bingo game with participants.

This is another program’s photograph also related to the earlier presentation conducted by the City Hall. This is a kind of garbage sorting bags. Usually, when you are asked to sort out wastes, adults are responsible to do it at home. So we teach these issues to children: why we have to sort the waste and what happens to the sorted waste? So in a kind of a relay system, we just do a garbage classifying game. With this game, children

understand that packages for eggs have to be crushed out when they sort and also packages for curry have to be separated: inside plastic part and outside paper box part. Children learn this idea very quickly. Usually after taking this class or game, the children who had not helped their mother at home at all started to help their mother to sort out garbage. We even received gratitude letters from the mothers. So this program changes children's behavior.

At this museum, we have interpreters who are responsible for explaining about exhibits to visitors. They are different from the volunteers. They have a kind of orientation programs. For instance, usually the class for children takes place for one hour or one and a half hours. The interpreter explains what he or she does by having a special environmentally friendly bag.

Now we would like to talk about activities of the volunteers, which are related to 3Rs. This is a couple, and this couple joined the volunteer activities, and these are non-Japanese. This activity is good for Japanese, but it is also very popular among foreigners. It is said that garbage is a resource and by singing a song they are trying to teach the sorting of garbage. Like this. "The PET bottle is turned to be a yellow cap." So by showing those items, this couple is communicating the importance: garbage as a resource, like kitchen food, and Tetra pack. It's very unique but it is enjoyable so it is very popular among adults and also children.

This is also an activity popular among foreigners. The small items that they are holding are shells which are usually cooked for miso soup, and usually after eating inside, you discard the shells. But the volunteers are collecting those shells and they put rice paper on the surface of the shells and it is used as a kind of amulet which is usually put onto a purse. What is good for 3Rs is that you can reuse the garbage, but not only that it is a good communication tool. For instance, whenever the non-Japanese are coming and we don't understand their language, but by making items together, then we start to communicate, and we feel the connection among human beings. So, those who are coming from other countries are smiling and they are enjoying the exhibits and program of ours. So, I think that we are communicating with them. This is one of the volunteers, and they are smiling, beautiful smile. At the time of starting communication, volunteers were talking about the definition of the recycling with a very serious face, but after repeating such kind of sessions, they learned from visitors that smile is very important. Now they are very essential volunteers for the museum.

What's this gentleman making? Let's see. Children feel that they are not assessed their intellectual levels so they are very curious. "What are you doing?" the children are asking to this old gentleman, and they are asking casually. What he is doing is utilizing a plastic bottle and he is making butterflies. This square packaging material, if it is folded once it comes to be a triangle, and again you just cut the tip and it comes like that and it is connected with some wire and also some materials for embroidery, and then you can come up with the butterfly. What is good about this? Well, people are saying that the garbage is made into garbage but for children they are learning, and also by doing handicraft, they open their mind. So, what is important for environmental education? Their mind has to be opened. Once they obtain the knowledge, they have to take an action. That means that you have to open your body to step forward. So, if they think that they enjoy making butterflies, they started to learn and absorb the importance of the environment. When they go back to school,

the teacher would ask, “What did you learn?” The students would say, “We made butterflies.” Before their visit, we tried to communicate with the teachers and we encouraged teachers to further ask what they learned. We are trying to ask teachers to consider what is behind in making butterflies. And they let the children consider the importance of the environment. And this is the eco-mark or eco-label. Recycling can be promoted by utilizing these recycle logos. These are the display of the eco-mark attached materials or products and that is the lottery. A child draws the lottery and once the child is looking for the appropriate items and they would find the eco-mark logo. Then we ask the child the meaning of the logo. If the answer is correct, an alarm of “ding-dong” would sound. So, it is a kind of game they can enjoy by learning.

This is the 3Rs activity program using the size of the earth. This small item you might not be able to see is the earth. In the universe, there is the moon and the sun. In the universe, the size of the earth is very small. But it is affluent with garbage or there is overflowing garbage. If we continue to discharge garbage, what happens? Students would think that they have to reduce and recycle the garbage, and they just spontaneously recognize how it is important to do so. Many people are living on the earth, and not only for the human beings, but also we are living together with animals but the total size of the earth is very little and we start to consider what we can do for this earth.

The previous speaker was showing the list of recycled materials. We are exhibiting this kind of list. For instance, in the case of PET bottles, we are promoting the recycling of PET bottles. With the half size of a bottle, a yellow hat for school kids can be made. What about the clothes of this lady wearing? How many bottles are required? That question is given to the children. When you come to the museum tomorrow, please find out the answer.

Now, this is an activity which you can touch the eco-goods. On the display, there are eco-goods displayed, so people can touch onto these items so that they can feel by themselves. Even though we are saying that recycling is important, those who are not living in the metropolitan area, it is rather difficult for them to touch onto the recycling items. For instance, this tie is recycled from PET bottles, which is worn by the staff of the municipality of Kitakyushu City. They prefer to wear this when they travel. This is a wrapping cloth which is made from PET bottles. If children come to the museum, they can touch onto these items, so they can learn how it is converted from PET bottles and other materials to these items.

This was also introduced by the previous speaker; the compost. At the museum, we have collected different types of compost. On top of it, it says, “What is inside?” There is a worm inside and this is the Japanese one, and the left one is used in other countries. This is the carton box one, which is the most popular compost. Many people are coming to see that, and supporters are organizing an explanation session. One hundred grams of kitchen waste is put in every day. It doesn’t smell and it doesn’t increase in volume. So they can see and confirm. This is compost system which is used by the municipality, but also we are asking visitors, “What would you like to do?” or “What we can do?” The museum is helping people to experience so that they can find out the way to protect the environment.

Now I wonder whether this is sufficient to show these items only at the museum. I think it is important to have collaboration with schools. So we are visiting schools, kindergartens or the citizen's center or others for international collaboration. We are showing our program to other countries. With primary school teachers, we are collaborating classes for the third grade. There was a request to have 12 classes in series for the environment education. We brought there a picture story performance and items which were used for the recycling, and we have done the eco-bingo. Usually, when visitors are coming to their class, students have a strong interest and listen to us. We are trying to bring various things such as dolls or unique instructors to communicate what the 3Rs are and to promote them.

Last month, I visited a high school. There was a program called a future guidance and these students are graduating very soon and they were wondering what to do in the future, what kind of career they would like to conduct. This is not directly related to the environment, but we were requested to provide some programs to them, so we introduced the waste sorting program. The student may think that they would want to do something for the environment, but they cannot think of specific things. So, we were letting them crush the bottles and we explained why it is necessary to crush them. If the items are well crushed, collection vehicle can accommodate items which would require two vehicles if these are not crushed. By understanding that, the students started to crush bottles and cans, and after the class they gave us letters saying, "We were not expected to have a very interesting class but having done with the crushing cans and bottles I started to recognize that we can contribute to the environment." That was the thank-you letter they gave us. So, this is not a very difficult thing, but if we set up the program and theories which can be understood by high school kids, they can learn by conducting a hands-on program. Then, they can understand and they may feel that their lifestyle or daily life would be changed through their activities. I believe that those are the key generations to change society. I had a chance to go to Freiburg in Germany. There were graffiti on the walls even though the city is regarded as an environmental city. Without having good understanding and appreciation how it is important to clean the city, I think that the city can't be changed. That's why we have to communicate those younger generations and let them understand the importance of cleaning activity.

This explains about how much energy is necessary to create or to produce a shopping bag. Even a piece of a plastic bag, it can be carried by a garbage car and it would discharge CO^2 and also incineration factory or plant discharge another CO^2 . It explains that how much CO^2 is discharged from one piece of plastic bag. These activities are conducted together with high schools and they started to recognize the issue of global warming. This is an international collaboration program. A story picture performance is given. Look at these children. That is in Thailand, this is a story picture of Japanese, "the Gomilla". It is a mimic of Godzilla, which is a monster that grows up with garbage. The children were so interested in that story.

This is a wrapping cloth. We are trying to promote this wrapping cloth. We are not only using this in a traditional way, but also we are trying to communicate how you can utilize these wrapping cloths instead of supermarket's shopping plastic bags. By having a wrapping cloth, it can be turned into a plastic shopping bag. This is a traditional Japanese wrapping cloth. With one piece of cloth, it contains the double size of a plastic bag. You pick one tip and you make one ring, here, one notch. On the opposite side, you hold and you make a

ring and then you make a notch again here, and to the same length. With this, it comes to a bag. The size of this would be equivalent to two plastic bags. The other two ends, it is wound twice, and without asking for a plastic bag, you can utilize this cloth instead of a plastic shopping bag. When you go back to your house, it can be folded and it comes to be very thin and tiny. During the summer time, you can enjoy the summer season pattern cloth. Depending on the season, you can change wrapping cloths which come to be more enjoyable to your life. The mother and child are wrapping a watermelon. Even a heavy item you can wrap with this cloth and it will be easier to carry instead of a plastic bag.

The elderly people, this generation are familiar with the wrapping cloth, but because of introduction of plastic bags, they are no more using these wrapping cloths but we are encouraging them to utilize this again. Then they were so excited to restart the usage of wrapping cloths. Not only at the museum, but we are trying to get out the museum to communicate with various kinds of people. From the elderly to children, we communicate the importance of the environment. Thank you very much for your attention.

3. Session 2

Structure of a Sustainable 3R program and Environmental Business

Chairman: Mr. Kotaro Yamashita

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In this second session, I would like to introduce the Kitakyushu Eco-Town project. One of the businesses located in the Eco-Town, Japan Jiryoku Senko, or Magnetic Dressing Company will make a presentation after the break.

(1) City of Kitakyushu Eco-Town Project

– creating a sustainable society –

For today, my presentation will be divided into three major parts. As for the Eco-Town project, first I would like to talk about historical background of the Eco-Town project, and secondly I would like to talk about the present situation of Eco-Town, and thirdly the future plan of Eco-Town.

When we talk about Kitakyushu's environmental policy, something we should not miss is the history of overcoming pollutions. As Kitakyushu City has started as an industrial city and suffered from a lot of pollutions, and has overcome them. The first blast furnace of Yahata Works was established in 1901. This was the starting point of manufacturing history or practice of Kitakyushu City. And then, high economic growth period came to Japan which was driven by industrial activities undertaken in the City of Kitakyushu in the 1960s and 1970s. In the midst of the high economic growth, Japan or the City of Kitakyushu suffered quite a lot from industrial pollution as you see from this slide. Upper picture shows air pollution. Back in those days, Kitakyushu City recorded the highest amount of fallout in Japan in the 1960s. In the lower picture, there is a bay called Dokai Bay, almost in the center of the City of Kitakyushu, the water of this Dokai Bay was severely contaminated in the 1960s. And if you look at right pictures, you will see blue sky and clean sea. Kitakyushu City has been able to recover this beautiful sea and sky by overcoming industrial pollution.

In the 1970s or 1960s, Kitakyushu City has been able to overcome industrial pollutions. What has initiated this pollution control? The first group of people who started this initiative was a group of mothers with young children. Because skies were so dirty that laundries got easily blacked with dirt, those mothers were very concerned about the health of their young children. They approached the government and private companies by sending letters, or they made their own surveys and they submitted the reports to the private sector to do something about the pollution. In the lower picture you will see an 8 mm videotape. The title is "I want a blue sky." The women's group made this videotape in order to lobby for the government and private companies to take pollution control measures.

The local government and private companies responded to the women's request. The local government decided to reinforce monitoring and also gave a lot of instructions to companies, and the government also enacted an ordinance that control pollution. The government concluded a pollution prevention agreement with private companies, and dredging operations of the Dokai Bay was undertaken. There were many measures undertaken by the local government. The

private sector was also cooperative. For example, treatment of emissions and wastewater, what is so-called “end-type pollution control” was introduced by private companies. Private companies have also introduced clean-up production while increasing production efficiency, but at the same time they were able to reduce loads to the environment. This clean-up production system has been introduced by many private companies in Kitakyushu City. So, citizens, companies and the local government have been united and making every effort to overcome industrial pollutions since the 1960s and 1970s.

This is about expenses incurred. We spent almost 20 years in overcoming pollution and this is the idea how much was spent. In total, 800 billion yen was spent in order to overcome industrial pollution, out of which 550 billion yen was spent by the local government and 250 billion yen by the private sector. In the second half of the 1970s, we were successful in overcoming pollution and regained clean sky and beautiful sea. Then, in the 1980s, Kitakyushu City was exploring the next step. At that time, we realized the strategic location of the City of Kitakyushu. The City is equally distanced between Tokyo and Shanghai. The City of Kitakyushu is located very close to the rest of Asia. We thought we should take an advantage of this strategic location, and also we should take an advantage of environmental technology we have accumulated. This has come up in the 1980s.

As you see from this slide, we have decided to make the most of experience in overcoming pollutions to international cooperation because we spent too much money and too much time. So, we would like to help developing countries, particularly Asian countries who are confronted with industrial pollutions. So we started this kind of international cooperation in the field of environment in the 1980s. In the middle of this slide, you see a picture of KITA, Kitakyushu International Techno-cooperative Association. A part of our initiative is training. For this kind of training, we receive cooperation from universities and laboratories and Kitakyushu City played a central role in providing this kind of training course. The KITA, Kitakyushu International Techno-cooperative Association, has been a key organization in providing this kind of training. It was established in 1980. Since the middle of the 1980s, the City of Kitakyushu has been entrusted with a training course by JICA. The City has started to receive trainees from overseas, and also starting dispatching specialists, experts to developing countries. So the international cooperation started to the full in the 1980s. As for receiving trainees, in total we have received more than 4,000 trainees from more than 130 countries so far. As for expert dispatching, we sent to over 30 countries, more than 120 experts have been dispatched to overseas.

So, this is our international effort which has been recognized internationally. I would like to focus on major ones. We have received Global 500 awarded by UN Environment Program in the 1990s. Kitakyushu City was the first Japanese local government which received this award in 1990. And in 1992, at the Rio Summit, the City was awarded a UN Local Government Honor. Kitakyushu City was one of 12 cities awarded with this UN Local Government Honor.

I talked about the history of the City of Kitakyushu. Now let me move onto the Eco-Town project. Based upon the history of overcoming pollutions, we have considered the next project the City of Kitakyushu should undertake. That was in the 1990s. What is the Eco-Town project? Maybe I should start with the definition. I am going to read this. This is the definition by the national government. “It is an activity to aim at building a resource recycling society and advanced environment-conscious urban development managed by the local government through collaboration between industry, educational institutions and administration by promoting cultivation of the environment industry.” This is the co-project of the Ministry of Economy, Trade and Industry. We are now promoting recycling-oriented society. In this context, as the City of Kitakyushu we would like to take an advantage of experience and our conclusion is the construction and development of the Eco-Town project.

For your information, the Eco-Town project is a nationwide project. There are 26 similar projects going on in Japan. This is the location of Eco-Towns nationwide. In terms of the number of businesses located and in terms of projects undertaken, Kitakyushu Eco-Town project is the largest project in Japan. Let me touch upon a little bit of the background of the Eco-Town project once again. The Eco-Town project was supported by accumulation of human resources, technologies and know-how, but it is also an effort to build a community. So, this is a part of community development.

In addition to national plans, Kitakyushu City has incorporated its own idea. This is how we organize plans for Eco-Town. In July 1997, which is exactly ten years ago, Kitakyushu Eco-Town project was approved by the national government. As a matter of fact, Kitakyushu Eco-Town was the first project approved by the national government.

Where is the location of Eco-Town? The location is a reclaimed area called Hibiki-nada, which is about 2,000 hectares. The City of Kitakyushu reclaimed this vast land and has been thinking how to best utilize this new land. At the top of the table, you will see the investigation started on the direction of the development in the Hibiki-nada district. We were discussing the Eco-Town project, but at the same time we were exploring ways to best utilize this district. In March 1992, the basic concept of Hibiki-nada district development was laid out. In retrospect, the keyword of this concept was “Asia and environment.” So, in retrospect, I think this plan had already incorporated the basic concept of Eco-Town project. Then, in July 1997, Kitakyushu’s proposal for the Eco-Town project was approved for the first time in Japan by the national government. Unexpectedly, we have received so many businesses which have set up their plants and offices, and that trend has continued to the present day. The entire city limit of Kitakyushu has been designated as a site for Eco-Town.

This is the strategy to promote environmental industry. These are the characteristics of the strategy: basic research and feasibility study and commercialization. These are three major pillars of the strategy of the city for promoting environmental industry. In April 2001, Kitakyushu Science and Technology Park was established where laboratories and universities are located. They function as a center for technological development or basic studies. Then, research outcomes in that research town have been verified in the practical research verification area in the Eco-Town project. Such seeds developed in the practical research area have been commercialized in the business area within the Eco-Town. These are three major key elements of the Eco-Town project or strategy. In Eco-Town, we have many recycling plants for automobiles, home appliances, office automation equipment, fluorescent lamps. A wide variety of items have been recycled in the Eco-Town on a commercial basis.

This is the experimental study area and the Hibiki-nada district area. This is an aerial view. Left side is the practical research area or experimental study area. There are 17 research laboratories in operation. Right picture is called the Integrated Environmental Complex. Actually, this is the core of the Eco-Town project. The Eco-Town project has already ten-year history. You can see some economic benefits from Eco-Town project in this table. The total investment amount over ten years is about 60.2 billion yen, and from the private sector 42.6 billion yen (about 70%) was spent. The expense by the City is a kind of incentive or a pump-priming measure. So the rest of the amount for financing the Eco-Town project came from the private sector. The second data is about employees. About 1,080 people were newly employed in this Eco-Town project, and the third data is about the number of visitors. We receive many visitors to the Eco-Town project. In total, 580,000 people have visited as of the last year. Eighty two thousand people visited Eco-Town last year alone. This is, I think, one of the major economic benefits we received from this Eco-Town project.

Actually, we have many recycling businesses in one location, so we are going to utilize this advantage. We are going to promote collaboration between businesses in Eco-Town site. One plant in Eco-Town generates waste, but that waste can

be used as raw material for another plant in Eco-Town. So, there is a very strong connection or relationship between entities in Eco-Town project. For example, fluorescent lamps in copiers can be recycled, or monitors of PCs can go to a home appliance recycling plant. Carton boxes can be recycled by a wastepaper recycling plant. So, there exists interdependence between business entities in the Eco-Town project. By doing so, we are able to minimize wastes, the very final waste produced in Eco-Town.

Now, I would like to explain the effect of the Eco-Town project. It is summarized here on this slide. It has 26 projects as I explained to you earlier, and the second is about experimental tests, three permanent facilities exist in this area. They are conducting long-lasting experiments. Also, 17 research projects are ongoing, and also the third is explained as well. The forth effect of the Eco-Town project is reduction of carbon dioxide. Professor Matsumoto of University of Kitakyushu calculated, taking up 11 companies located in the Eco-Town area. He calculated how much reduction was realized on carbon dioxide. Although this is just an estimated calculation, it says that about 150,000 tons of carbon dioxide reduced. Eco-Town also attracts many citizens and visitors, so that awareness on the environmental issue was quite heightened. That was a benefit given to ordinary citizens. Interest from Asia and China has been developed. Especially recently, many visitors have visited from overseas countries. As it explained to you, last year we received 2,294 people from overseas. We expect this total number will increase further in the future.

I have explained to you about the Eco-Town project especially on the recycling business. I would like to add more explanation about the Eco-Town project which we engage the City of Kitakyushu. This is related to expansion of the Eco-Town project. If we carry on the recycling business alone, we have to depend on the waste generated in the City. However, we can also focus our attention onto the upstream industries, what we call artery industries. There are several examples. Number one is the Kitakyushu Eco-complex concept. For instance, each one of the plants generates wastes, industrial wastes, which they are doing their best to minimize the total volume. That kind of effort should be spread in the entire community in this region. That is the Eco-complex concept held in Kitakyushu. The idea is that we move from “internal optimization” using resource and energy to “local optimization”. The entire area is expanded to the city boundary. So, anyone who lives in this area works hard to minimize the generation of wastes to zero as much as possible.

We also have a project to create Kitakyushu Eco-premium industries. For instance, we take up goods and services existing in Kitakyushu City and if we find they are so valuable because they are environmentally friendly or less burden to the environment, we approve and help them to promote or we help them to advertise in the market. We also have another effort called the project to support acquisition of Eco-action 21, which may sound unfamiliar to you, but this is actually promotion of environment management by the private sector. Usually, you promote to take ISO14001. Eco-action 21 is a kind of domestic version of ISO, more targeted at small and medium sized companies. We help SMEs, small and medium-sized enterprises, to acquire the similar standard to ISO.

Now I have explained the existing situation of the Eco-Town project. I would like to proceed my discussion on the future development of the Eco-Town project. We have spent ten years in promoting the Eco-Town project already. At the beginning of this project, because of its earlier promotion, we were able to attract a large number of private companies that showed willingness to locate in the Eco-Town area.

However, the total number is flattened and they are engaged in a very severe competition in the market. There are many Eco-Town projects held in other parts of Japan. In this situation, the waste, which is considered to be a resource to many plants and companies located in the Eco-Town area, has been very difficult to obtain. Some of the wastes are even exported to overseas countries. We tend to find difficulty in processing those generated wastes. One of the challenges is

to tackle against global warming and also adoption of new energy technologies. There are social needs and social pressure that private companies are requested or expected to realize.

So, what happens to the Eco-Town project? How can we develop this project in the future? In case of Kitakyushu, the Eco-Town project itself is unique and it owns strength, so we would like to take full advantage of those strong points. We take up some keywords or catch phrases as shown in this slide. That first keyword is “higher added value and competitive edge.” There are still some materials which are not target of the recycling business. There are also some materials that heighten its value or value will be added if we can just realize the recycling technology, namely, rare metal and other type of resources. That’s one of the intentions we want to pursue. Secondly, we also want to develop new energy or new energy technology. Of course, we are working very hard to get rid of fossil fuels as much as possible, and shift to biotechnologies including bio ethanol or bio diesel fuel. Those are kind of familiar phrases we hear today very often. We are very active in incorporating these new types of energies. The third effort is to tackle against refractory processing. That is not exactly same as the recycling, but the idea is to promote purification of polluted materials or those materials which are quite difficult to purify will be processed and treated so that they will become unharmed. We also have other challenges such as international cooperation, venture investment and cultivation of human resources. These five challenges will be the keys to success of the Eco-Town project of Kitakyushu City.

More specifically, I would like to explain you using these PowerPoint slide presentation. I would just pick up some of these issues. One of them is about new energy such as biomass energy. Right now, in the Eco-Town area, we have already been engaged in experimental study. So we are trying to produce biomass ethanol from food staff wastes or leftover food. This facility has just completed its construction and started its operations since June 2007. We are collecting wastes and the experiment has already started. We expect that, by the end of 2007, ethanol produced in this facility will be mixed with gasoline, so 3 percent of ethanol will be included in gasoline and used as fuel. This is a kind of new concept because many other local governments are producing ethanol, however, Kitakyushu is the first city government that tries to produce ethanol from food staff wastes. Other local governments are depending on other resources like plants and woodchips. We are also going to use waste food oil to produce BDF. One of the private companies located in Eco-Town is also producing BDF from waste food oil. We use this BDF partially as fuel for waste collection vehicles operated under the environmental bureau of City Hall. We want to promote this idea as a bio fuel in a daily operation or administrative operation. That is a kind of effort that City Hall of Kitakyushu is working on very hard.

There is another type of challenge we take up. That is the international expansion or international cooperation, especially on the left side of this slide, it shows Kitakyushu’s effort, saying that appropriate international resource cycle. Recently, much volume of wastes generated in Japan is exported to overseas countries. It is working under the market mechanism. In a way, we can say it is inevitable that it happens. However, it is something like draining solution from Japan to other countries. Therefore I believe that Kitakyushu City has to do something with it to produce a mechanism to improve the situation. So, what we do is to check and investigate what kind of wastes are generated from which facilities and which institutions, how they are transported to other places. So, we are going to realize a traceability using an IC tag. This is a project jointly realized along with the national government. Two years ago, this project has started and we expect that in the future, this mechanism will fully function so that we will be able to realize appropriate international resource cycle including Japan and other countries.

The last keyword is “forming a base to cultivate environment human resources in Asia,” human resource development. As I explained earlier, we have an institution called KITA, Kitakyushu International Techno-cooperative Association, and currently we accept about 250 technical trainees annually to this city and we plan to increase the total number of

technical trainees. We have a specific target. We are going to accept 2,000 technical trainees in the coming five years that means 400 people in a year. That is the target of the number of trainees we are going to give the training, inviting from Asia so that we are able to contribute to development of their own mother countries in an environmentally friendly manner, and Kitakyushu can serve as a base for human resource development in Asia.

We have a history of overcoming environmental pollution and we have developed environmental technology, and we also have international cooperation, and also further development of business. The uniqueness of Kitakyushu City is always the administrative sector and citizens joining hand-in-hand. They are always very cooperative to each other. I think this attitude will never change. This is our determination to make the betterment of the world. Thank you very much for your kind attention.

(2) Resources are finite but ideas are infinite

– Ever-present challenge to create resources with Recycling Technology –

Mr. Hiroshi Matsumoto

Manager, Sales Department 3, Sales Division, Nippon Magnetic Dressing Co.,Ltd.

Two years ago, in October 2005, we were qualified as the 23rd Eco Town project and started our business in the Hibikino area. Now, I would like to introduce our activities.

Our company's headquarter is located in Kokura, Kitakyushu City. It takes about ten-minute walk from the municipal department building. In February 1949, we started our business and for the last 58 years we have been involved in recycling or environment-related business.

As for the kind of business, as shown here, the type of operations, especially number one and number two, they are all dressing and refining operations and industrial waste processing and disposal operations. As for the steel plant, there is slag produced as a result of steel-making, and in that there are still valuable metals included. Depending on the kind of metals, but the ratio of the contents is about several percentages, and sometimes there are more than ten percent remaining in the slag. Out of this slag, we recover the metal and use it as a resource. Also, we have been recycling construction wastes and concrete wastes and also casting disposals.

The number five shows the process of selection and screening of metals. It is necessary to have equipment or tools. In conducting business, we have been producing various kinds of selection materials or dressing machinery since the company's formation. We have been developing all those dressing machinery and introduced them to the market as commercial products. Mainly we focus on steel, but for the past ten years we have been trying other businesses. I am going to elaborate them later on, but especially, nonferrous metals recycling is another area that we have been involved for the past ten years.

This shows the philosophy of our company. The number two of the management philosophy says, "To commit ourselves to our creative abilities so that we may develop the natural resources that we are endowed with and realize their special beneficial characteristics." This is the slogan of our company. "Aim to become a company with a comprehensive recycling program that contributes to the creation of a society that fully utilizes resources and duly respects the

environment! Resources are finite but ideas are infinite.” With this word, we have been operating our business for about 60 years.

This is a history of our business. Our main business is steel slag recycling operation, which is shown here. The yellow portion shows our facilities, mainly steel plants in Japan. For instance, there are JFE Steel Western Japan and Shinnippon Steel Oita Works and Nisshin Steel. Stainless steel is produced there. So at major steel plants, within their facilities, we established our machinery for slag operations. We are also recovering content metals and recycling them. So, there are five facilities in Japan. There are other facilities which are called external facilities. In Nagoya area, those are mainly for casting discarded cars. Toyota is based around here, so the slag related to Toyota’s business is treated here. In Osaka, electric furnace manufacturers are located there. That’s why we established our slag recycling facility and are operating our business there. Also in Kanda area, which is next to Kitakyushu City, within the steel plant, there are some very difficult materials contained and some resources are collected there. We are recovering those materials.

Mainly, our business is located in the western part of Japan. Selection is one of the unique businesses. Out of the separation technology, which is shown on the right hand side, the physical separation is one of the methods. The physical separation includes magnetic separation, wind separation and gravity separation. There are various kind of technology utilized for the separation. This is a chemical treatment separation and solvent usage. So, there are many kinds of methods for the steel slag recycling operation. We do have our own know-how. What I am going to introduce right now is a newer business. Those are based on our in-house developed technology.

This is the operation transformation part 2. Non-ferrous metal recycling businesses are shown here. Out of non-ferrous metals, we are mainly involved these days in the metals which can be recovered from household appliances. Household electronics mainly includes four items: refrigerators, wash machines, air conditioners and TVs. We are also recycling automotive disposals and urban wastes. So, we are focusing on these items for the recycling purpose.

In Japan, so-called household electrical appliances, the four items that I listed, 22 million to 23 million units are treated as wastes. Some of them are transferred to the waste treatment, and that portion is about 50 percent. Most of them are not sent to recycling plants, but reused. We also have to consider the resource recycling. Those are done not in Japan but in other countries. Regarding automobiles, about five million cars per year are converted to wastes in Japan. Some of them are reused as used cars in other countries, mainly they are sent to Russia. About 1.5 million of them are sent as used cars to other countries.

The volume of urban wastes or domestic wastes depends on the size of the city. About 350 to 400, maximum 450 kilo wastes are coming or discharged from one person. There are about 130 million people in Japan, so about 50 million tons are discharged as domestic waste per year. Within this waste, some of very precious metals are included, such as iron or copper. Maybe one percent to two percent of the domestic waste is such precious metals. Household electronic wastes, automotive wastes, and urban litter wastes contain reusable metals. We have to recover as much as possible so that we can recycle in Japan.

Technologically, the recycle law was enacted in April 2001, so we have already spent six years since then. The four items, such as TVs and other household appliances, the national government is now reviewing the recycling method for them. The LCD, plasma and other additional materials are to be included as the wastes. As for automobiles, it was enacted in January 2005, two years have already passed. Regarding the law related to domestic wastes, the dioxin-related countermeasure special law was enacted in July 1999. Rather, it was adopted and it was implemented in January 2000,

so we have already spent about seven years since then.

Conventionally, domestic wastes have been treated in incineration furnaces with the temperature of 800 to 850. The ash coming out of those incineration furnaces has to be utilized for the reclamation. But, the restriction of dioxin has become severer, and also it has become more difficult to look for the site for dumping after the incineration. Not simply incinerating as wastes but we started to consider treating the ash and we have to dissolve the ash after the incineration. New method such as gasification dissolution has started to be utilized recently.

So, those are the wastes which contain precious metals that have to be further utilized. In Tochigi Prefecture, there is a place called Oyama. We are recycling scrap metals which contain aluminum and magnesium there. The window framework requires rubber, insulating materials, PVC, stainless screws attached with window frames. So, it is rather difficult to reutilize because it is not 100 percent aluminum. But, it is now returned back to window framework manufacturers since we have the technique to convert it to 100 percent aluminum. Aluminum cans are treated to dissolve the paint and also water content by applying heat. And they are turned into spherical with the high temperature, and they are given the high gravity. And then, they can be utilized as the deoxidizer for incinerators.

Regarding the magnesium, the market is quite limited in Japan because aluminum material is about 1.1 million tons but magnesium raw material is only about 40,000 tons. But magnesium is now applied for chassis or packages of mobile telephones and other appliances. In order to produce chassis of mobile telephones or PCs, there should be some wastes or scraps, and scraps have to be collected and melt again for producing chips. That process is done in Kanto, the eastern part of Japan. This is the metal which is contained in the waste. This is the waste liquefaction. Recently, the gas liquefaction is the new technology to be introduced. Iron, copper and aluminum, such kind of liquefied materials are now coming out. But it is not stable in condition, so once it comes out as alloys, in order to separate those materials, it requires a lot of energy. So we consider whether it can be utilized for recycling as alloys. Those alloys are now used as counterweight materials for heavy machines, such as a welding rotor or tractor.

This is the recycling of cars in Kitakyushu Hibiki area. We do have an affiliated company called Eco Hironaka which evolves as recycling of automobiles. In the Eco-Town, there are plants which recycle cars. Regarding the automobile recycling, we are not placed in the Eco-Town, but very close to the area and that is done by our affiliated companies. Regarding the automobile recycling law, the process of recycling can be separated into two. One is to dissolve parts as much as possible manually. The other is to consider the productivity and by utilizing a shredder, by pulverizing and separating afterwards. We do have the both processes. We are permitted to do the both processes.

This is the nonferrous metal recycling facility located in Kanda area near Kitakyushu. Copper material is recovered here. For automobile wastes and household electronics, very fine cables made from copper are used. These are chopped and copper is separated from coated materials, and that is done in the Kanda area.

In October two years ago, we started the operation of these plants in Eco-Town. There are many other companies which are involved in processing of automobiles or other electrical appliances. They are not completing the process yet. Once those uncompleted materials are coming out into the market, some materials are not separated from the metal. If so, they are rather difficult to be dealt with as products. At our Hibiki plant, we are collecting such uncompleted materials to recover the metals so that 100 percent of them can be re-distributed to the Japanese market.

This is the overview of the Hibiki-nada district, the area circled by a red line. This is called the Hibiki-nada Waterfront

Industrial Zone. The area circled by a green line is entitled the Comprehensive Environmental Complex. Mainly recycling businesses are concentrated in this area. Our company is located in the area adjacent to this area. The area is 37,000 square meters. This is the view from the entrance. Here is office. This is storage for raw materials and recycling operation going on here.

This is the concept of the Eco-Town business operation. Much of the resources have been exported to overseas from Japan. This is what we learnt from various data or information resources, particularly composites of nonferrous metals or mix of nonferrous metals have been exported. They have to be separated into various metals, but it is very costly in Japan, and there is also a small market for such separated materials. That is why so many materials are exported to overseas. The separation operation is cheaper in overseas. So, as indicated here, we regret about this situation. We believe this is a problem. Therefore, in order to recover such valuable metals, we are going to utilize our know-how and experience by concentrating our operation in the Eco-Town area. That is why we have established our business operations. This is about collaboration with the Eco-Town as I indicated earlier, there are many recycling businesses located in the area. But, materials or dismantled items go to other prefectures or sometimes to overseas because there is no recycling capability within Eco-Town. Recycling is not completed in Eco-Town in reality. Therefore, our company would like to solve this problem. We also generate wastes through our operation, such as plastic and wastepaper. There is a power generation company in Eco-Town. Wastepaper is 100 percent recycled by this power generation company. So we take our wastes to them. This kind of collaboration should be promoted so that everything can be recycled and fully utilized in the Eco-Town. We also have to increase the efficiency of logistics. An environmental complex has been established already, so we should make most use of this complex capability in order to increase the efficiency.

This is a recycling treatment flow undertaken in the Hibiki Plant. This is just one example. This is a heat exchanger contained in an air conditioner. This is called radiator which is a part of external machinery of air conditioner. This is an IC circuit board which is contained in all home electronics. The heat exchanger consists of iron, copper and aluminum, and the structure is very complicated, so it is very difficult to recycle it in Japan. Even if we are able to do so, we have to take the iron part and we also have to separate it into copper and other nonferrous metals. The operation is very complicated. Recycling plants in the Eco-Town are not so successful in terms of recycling IC circuit boards because there are many unnecessary items, such as plastic fixed to the IC circuit board. We are going to fully recycle IC circuit boards.

We spent two years in developing crushing machines for recycling or crushing these items. After crushing, items go through magnetic selection machinery, and then metal is going to be removed. Other remaining materials, such as nonferrous metals, are recovered for example by using wind selection machinery. This selection machinery is a product our company has developed. By this selection, light items and heavy items are separated, and light items such as aluminum are going through a pressing process. Heavy metals are mainly copper. Copper separation is operated by hand. Heavy metals are separated into copper, items fixed with aluminum and others. This is an aluminum separator we have developed. This IC circuit board goes through the aluminum separator, and then aluminum is recovered in this process. At the same time, circuit boards go through manual selection, and then are divided into plastic and other items. Radiators and IC circuit boards are just a few examples we are recycling. I am now talking about electrical appliances only, but we are recycling transformers, and various materials are being handled by our recycling plants. We are also dealing with radiators discharged from end-of-life vehicles, automobiles.

The next slide is an example of our treatment process. This is again a radiator. First, the radiator is broken into pieces. Aluminum is fixed with copper tubes, so aluminum has to be removed. So, in principle, we use crushing machines for

which we spent two years for developing. Copper, aluminum, and other metals are completely separated. This is just aluminum, gravity is set to 0.8 to 20, so within this range of gravity, aluminum is going to be pressed and then shipped to other secondary composition maker for automobiles. The composition and dissolution temperature for melting depends on manufacturers. We control the gravity, depending on the manufacturers we are going to ship. A copper tube, a kind of wire that connects external machinery and internal machinery, is surrounded by urethane insulation. This state of material cannot be used. So, it must be broken into pieces in order to remove insulation material from the item, and then copper can be completely separated. We are recovering is 98 to 99 percent of purity of copper. This recovered copper is shipped to domestic manufacturers such as aluminum secondary composition makers which produce auto engines. They use this copper as a copper abrasive.

The third one is IC circuit boards. This is a heat discharging board or tapered condensers fixed on the surface of the circuit board. Again, it must be crushed into pieces and then separated. In general, it contains copper, 15 percent to 20 percent, and it also contains rare metals such as gold and silver in concentrated forms. These items go to refining business. When they are shipped to refining businesses, aluminum is not necessary, so at this stage of separation, aluminum is separated and converted into raw material for other operation.

This is a radiator. This is an iron band fixed to make the shape stable, and inside of aluminum blades, copper pipe is incorporated. It is very complicated, so the market for the radiator is quite limited in Japan and recycling is very difficult. So they have to be completely separated into single items by using our selection technology we have developed. These items are separated into copper, aluminum and iron with high purity. As I explained earlier, aluminum is very light, so it has to be pressed with 0.8 to 20 of gravity. It will become material that is easier to recycle.

This is our original magnetic separator. And this one is called DWS, drum wind separator. This is separation using the force of wind. Our company has developed this DWS. This is a separator for aluminum. We spent many years in developing these unique separators.

In October 2005, we set up our operation in Eco-Town, and one year and eight months has already passed. We are entering the second phase of the Eco-Town business operation. Actually, construction for the second phase has started, and the completion is scheduled for January 2009. It is going to deal with nonferrous metals or composites. Annual capacity of nonferrous metals is 2,000 tons with the first phase operation, but from January 2008, we are going to increase to more than 9,200 tons per year as an annual capacity. One single operation, the sales target is 600 million yen, but once we entered the second phase, our sales target is going to increase to 1.5 billion yen a year. The total area is 37,000 square meters, but we only used 14,300 square meters for the first phase. The second phase area is encircled by a blue line which is 12,400 square meters. There is another open space available with the size of 10,000 square meters. So, we are going to work out additional plan for expansion of our business operation.

This is another representative example of the second phase business operation. We are now recycling radiators, copper tubes and IC circuit boards. These are parts of an outdoor unit of air conditioning system, and it contains mixed metals. And as for other home appliances, AC cords are also used and we are also focusing on metal wastes discharged from urban wastes. Of course, there are items from existing incineration plants or metals from the state-of-the-art gasification plants. We are going to collect these metals and treat as recyclable items. I am not going to give you details, but as for mixed metals centering on copper and aluminum, they contain other metals, so heavy liquid separation process is going to be applied for separation by using differencing gravity between the metals. This is the new process we are going to introduce for separation. This is an original technology, and we have gained a patent for this already.

In the Kanda area adjacent to Kitakyushu City, we have started an operation for this AC cords. We have been treating power cables of high voltage. We already have technology for power cables and we are going to apply it to thinner wires or lines. Especially for this second phase, we are focusing these AC cords which are contained in electrical appliances, and we will be recycling these to recover high purity metals. The purity is almost close to 99.99 percent. The highest purity of recycled items is shipped to lead frame manufacturers. Metals recovered from urban wastes, especially iron, we have a problem because metals such as aluminum or ashes are fixed on the surface of the iron. This aluminum ash has made it difficult to recover these items in Japan. Therefore, we introduced a big crushing machine in order to convert these items into cleaner items. Separated nonferrous metals will also be marketed. This is also one of characteristics of our business operations.

Now, a lot of resources have to be shipped to overseas. But we are going to reverse it. This is one example. We are going to import items from Singapore for recycling. However, we have to clear the regulation of the Basel Convention. Particularly, the recycling of IC circuit boards overseas is a very sensitive problem, since they contain lead. So we have to take permission from the Ministry of Environment and the Ministry of International Trade and Industry. After clearing Basel Convention and receiving permission, we unload IC circuits, at the Kitakyushu port. These are then brought to recycling plants in Eco-Town, and crushed, and impurities are removed. And from Nippon Magnetic Dressing Company, they go to Nikko Metal for final refining operation. We are going to start this kind of reverse recycling operation. Ultimately, we would also like to recycle plastic. In Eco-Town, plastic is used as fuel for power generation, but plastic can be used as raw material for products. This is what we are going to discuss or consider. As a goal, we would like to import 100 tons of IC circuit boards from overseas for recycling operation in Kitakyushu.

Next is about overseas business, which we are operating. We have two operations going on in China. One is located in Taiyuan and another is in Shanghai. We have two sites in South Korea, one is in Pohang and the other is in Busan. We have four business sites underway overseas. Briefly speaking, what we are doing in Taiyuan, in September 2004, this company was established. They mainly manufacture and sell magnesium alloy products which are used for chassis of PCs and mobile telephones. A part of the products are exported to Japan and sold. The investment capital is about two million US dollars. Our company invested 77 percent of invested capital and the number of employee is 72. Annual turnover is 600 million Japanese yen as of today. Next is about Shanghai operation. The name of the company is Shanghai Kaituo Magnetic Dressing Metal Company Limited. This company is mainly recycling stainless steel slag generated in stainless steel making operation. The capital is 3.9 million US dollars, our ownership is 20 percent. The number of employee is 90. We commenced operation in January, February this year. So we are working very hard so that we can be successful in this recycling business.

Next is about Korea. In Pohang, the name of the company is Il Sun Material. This company commenced operation in January 2002. The main activity is recycling and sales of welding flux. Welding flux is used as anti-oxidize for welding process. Invested capital is 1.6 billion Won. Our company's ownership is 93.8 percent. The number of employee is 12. Annual revenue is 550 million Japanese yen. This is Busan. The company name is Han Kook Matics Company Limited. This was established in August 1999. The main activity is manufacture and sales of magnetic dressing tools and machinery. Invested capital is 320 million Won. Our company invested 35.5 percent of the total investment. The number of employee is 23. Annual revenue is 400 million Japanese yen. Basically, in Busan they are manufacturing and selling recycled tools, and in Taiyuan they are producing magnesium ingot. From the viewpoint of sustainable recycling, operations in Shanghai and in Pohang are most appropriate.

These are activities we are undertaking in Shanghai. This is basically under-planning stage. Stainless steel output is about 1.5 million tons a year. We have just launched this operation, so, the output hovers around one million tons per year. Our activity is processing slag generated during steel-making process, and 390,000 tons per year is estimated to be generated if 1.5 million tons of steel is made. So as of now we are dealing with 60% of the estimated volume. As of now, 260 kilograms per ton is generated. The final recycled product, metal goes to stainless steel manufacturers, and slag are recycled as raw material for stainless steel.

This is a very simple flow of treatment. This is stainless steel slag. Ferronickel scraps and ferrochromium scraps are melted in an electric furnace and adjusted, and the casting process and cord-rolling will follow. In all processes, 390,000 tons of slag will be generated at the planning stage. Our company is going to crush this slag, break into small pieces, and they are separated by size and converted into pure metals. These metals will go to manufacturers and the remaining amount is going to be recycled as materials for cement. Our role is to provide technical assistance, so, on a regular basis we send three experts from Japan for this business operation for stainless steel slag treatment.

This is an operation in South Korea, welding flux recycling operations. Flux recycling is a recognized business in Japan, so we planned to expand this business in South Korea. As of today, our market share in South Korea is only 6 or 7 percent of this business operation. It is only one-third of the share of Japan. So, we are going to expand this. In total, we collect material from six sites to Pohang plant. This is one of the processes of recycle or recovery. Wires are welded like this, and the surface is oxidized. For preventing oxidization, flux is used, and the flux and surface are melted into, generating slug that contains oxidized metal. Dissolution, melting and crushing; during these processes metal is removed for recycling. This is what we are undertaking for recovery of welding flux.

In Japan, recycling amount is 20,000 tons. Our company is responsible for 20 percent of the total, or 3,600 or 4,000 tons. In South Korea, 10,000 tons are generated, however, out of which only 600 or 700 hundred tons are recycled, so there are very strong potentials for market of slag.

Since the 1980s, we have expanded our business operation into overseas through providing technical assistance, mainly China and POSCO in South Korea. Particularly we have cooperated with steel makers in China and South Korea by providing technical assistance in terms of slag treatment. In 1992, we have provided technical assistance to Makeevka Iron and Steel Works, Ukraine. In Chelyabinsk, Russia, there is a slag business operation going on. We are providing technical assistance to this plant.

I have been able to give a brief overview of our business operation. In the future, we are making the most of our experience and technology so that we can contribute to society through resource or material recycling. Thank you very much.

4. Session 3

Creating a Beautiful City

– Reviving the Downtown Area and the Roles of Government and Citizens –

Chairman: Mr. Masaaki Yokouchi

Director, Planning Section, Chuo Ward Office, City of Fukuoka

I work at the central department of Fukuoka City, and we are responsible for Chuo Ward of Fukuoka City. The Tenjin presentation is going to be given by the second speaker. Tenjin is the most activated area in our Chuo Ward of Fukuoka City.

I myself would like to introduce Japanese urban conditions just briefly. The urban environment has been changing recently. Fewer children, more elderly situation started to be seen. We started to see the decrease of population in Japan. Also, the distribution system has been changed and shopping malls started to be constructed in suburban areas, not the central part. That started to be seen in Japan. As a result of that, hollowing of downtown started to be seen. We call it a donut phenomenon. So, the downtown is less activated and less energetic. At the time of rapid economic growth, the city was developed. Now we started to see the issue of needs for renewal. In order to meet the demand, the downtown area, we call it CBD, and activation of the CBD is one of the most important issues for the municipality. The function of cities has to be reviewed, and various functions have to be assembled or concentrated in the city center so that we can appeal more people to the center part of the city. That is the current issue seen in various Japanese cities. But, that is not only Japanese situation, but also the case for many cities participating in this conference. Those cities are quite big, and the CBD activation is a common issue for us. We have to prepare the site or city where the people can live. So amenity, we have to provide the city which is friendly to the people. That is one of the challenges we have to face for redevelopment of downtown area.

The second issue is as follows. We have to consider sustainable development of the city, so the management of the city has to be properly done. That should be conducted not only by the municipality, or to a certain limit by the private sector. The collaboration of the public sector, the private sector, developers and also citizens is needed. So, stakeholders in that region or area have to work together for maintenance and control of the city. That is a condition or a must for sustainable development of the city. We are going to have two presentations for this session. One presentation is from Busan, “Dongcheon Master Plan”, and from Fukuoka City, “a case report of area management of the Tenjin area”.

(1) Master Plan for the Dongcheon Stream

Mr. Yoon Sam Seok

**Section Chief, River and Environment Div., Construction and
Disaster Prevention Bureau, Busan Metropolitan City**

In the City of Busan, in relation to the theme of this conference, we are working to create a space for citizens so that they can relax and enjoy their time. And that is the Dongcheon area, along the Dongcheon River. That is the Dongcheon River waterfront improvement project we are working on.

As far as the content of my presentation is concerned, it follows like this. First, I would like to tell you the background of this project. Second, plans to improve water quality. Third, plans to enhance surrounding environment. The forth is the area of investment and funding source.

First I would like to tell you about the background: how we decided to promote this project. In the past, we had development in the urban area, and that caused environmental pollution. So, it became a major social issue that we had to find a solution for the problem. The Dongcheon River runs through the center of the city, and we have to improve the water quality of the river. Also, that is densely populated area. The landscape of this area was not really pleasant. So we wanted to improve the landscape where the citizens can enjoy touring and walking. Creating comfortable space is the need for many citizens. At the same time, we believe that that will give us a very important momentum or driving force to provide sustainable development in the city. And we secured the budget April 2006 and we consigned a specialist company to have a feasibility study. We investigated what was the current situation and what were the problems of this area. We also contacted members of a citizen's group, environmental group and also public servants and we found out their opinions. We formed a committee called the Dongcheon Committee of 15 members from six civic groups, four experts and five public officials and reflected the public opinion. In July 2007, we established this plan.

This shows the plans to improve water quality. Concerning current status and characteristics, Dongcheon River runs from the upstream to the lower stream like this. Centered in the Dongcheon River, there are four tributary streams. These are colored blue, here. Most of them are covered. For instance, concerning this tributary stream, it is 100 percent covered. Gayacheon and Jeonpocheon are also mostly covered because of the development of urban area. In order to secure more space on the ground, to construct more parking lots and buildings, they covered the surface of the river and utilized the space over it. As for the population of the center of Busan City, it has 350,000 people, and with the surrounding area, there are 415,000 people in total.

Mobilization of the citizens is quite high. As far as the characteristic of the river is concerned, it has a tidal stream. Seawater flows into the mouth of river, and it also collects sewage and rainwater. The saline percentage varies depending on the situation. So it is much polluted when it is ebb tide. It is very difficult for living creatures to survive in the water.

From 1997 to 2006, we investigated the water quality of this river, and found out the pollution was quite damaging, but it is now improving. The mouth of the river is connected to the sea. So, in the north part, we have the sewage treatment system, and also other areas we improved infrastructure in order to treat household wastewater. We tried to prevent wastewater from households to flow into the river. If the water quality of the north port is improved, it can contribute to improvement of the water quality of the Dongcheon River.

In July, we have a rainy season in our area, and the rainwater volume increases. Generally, salinity is about 35 mm. In July, salinity is reduced and the water of the river becomes cleaner, so that sometimes you can find some fishes swimming in the river. However, after July, it returns to the previous situation with much polluted water. Therefore, it is desirable to manage the Dongcheon as a waterfront stream by improving water quality and removing foul odors, not as an ecological stream because fresh water can be flowed in only during the rainy season.

We found out number one, Dongcheon is quite affected by the seawater salinity, so we have to prevent the inflow of the pollutant. Secondly, we need continued dredging of the bottom of the river. Thirdly, the shortage of dissolved oxygen caused by the lack of minimum flow makes it difficult for organisms to live. So, it is necessary to secure water volume to maintain an appropriate level of oxygen.

After investigation or survey of the river, we found out that 98 percent of household wastewater came into this river and in addition to the industrial wastewater just because it is located in the center of the city. It was very important for us to shut up household wastewater flowing into the river. There is dense population, so concentration of BOD and organic material is quite high in this river. We found out that it is very important for us to develop a separated sewage system.

In the upstream of Dongcheon estuary, most of the area is covered. As I mentioned earlier, over ground spaces are used as parking lots or roads and streets. These are pictures of inside the undercover waterworks. When it rains about 3 mm, because of the lack of pipe capacity, it overflows and river water goes back to the mainstream along with wastes from households. There are also industrial facilities or business buildings that discharged polluted water. There was sometimes bulkhead leakage. There are open areas which are not covered at the end of that stream and the confluence with the mainstream. Sewage and household wastewater join together, and when it rains, it overflows. When the tidal wave is low, there is a lack of water volume and damage of pollution will be further accelerated. When we look at walls of waterworks, they are much damaged. There are a lot of problems. So, we had to solve them.

For instance, first of all, there is an open area and we have to intercept household sewage. Second, we had to remove the underwater pollutant by dredging. Third, the most important point is to supply minimum flow so that we can drain the pollutants and dissolved oxygen can be supplied sufficiently. These are the solutions that we found after we examined the problems of the water quality of the Dongcheon River.

As for the interception of the inflow of the polluted water, there is one way to separate the inflow. Currently, 88.1 percent of the household sewage is discharged into the Dongcheon River and a part of the river is connected to the seawater. So, it is not really treated. However, because of the separation of the inflows, we can construct separated sewage system. So, we will be able to achieve 25 percent of separated sewer waterworks. The problem is inefficiency of combined sewer system because rainwater and sewer are treated at the same time although the rainwater is not necessarily treated. We have that project until 2020. By 2013, we want to install separated sewer 50 percent and by 2020, we want to achieve 100 percent. We are going to invest 300 billion won and the total length will be about 170 km. We are concerning about the interception of inflowing pollutants. We have to manage various sewer systems. By separating the inflow, we are able to utilize rainwater. We also have to remove pollutants directly before they come into the river.

There is 2.5 kilometer length of the river that is directly connected to the seawater. We are dredged the stream bed of that section. It took 2 years (from 2004 to 2006) and we spent 6.5 billion won. We know that we have to continuously dredge the bottom of the river in this area, having a large investment. There is a system of removing the pollutants. Basically, we have to have sufficient water, inflowing water. However, because of urbanization, groundwater is not sufficiently supplied into the river. Rainwater is not sufficiently permeated into the ground because it is covered with concrete on the ground. So, we have to depend on the river water, and it is important for us to secure the water volume.

Currently, we are taking groundwater from subway stations and gray water from Lotte Hotel. We can collect about 3,000 to 4,000 tons of water, but that amount is not sufficient. In 2011, we are planning to take groundwater from the KTX construction site. The KTX is a railway, which is also related to the Busan Station, and 39,000 tons of water would be coming out. We wondered how much we can obtain as groundwater, but we analyzed and found out that is not sufficient yet. So, by summing up all of them, for the improvement of the quality of the Dongcheon River, the amount of groundwater is not sufficient as we estimated. As for the long term, in order to have the stable condition for the Dongcheon River, we should utilize Nakdong River source water. And we also need to utilize discharged water from Suyeong Sewage Treatment Plant.

We also considered the measure to transport the north port seawater for 2.5 kilometers so that we can utilize that water as well. So, these are the three methods or three sources that we can get as a supply of the water. We analyzed how much water is necessary, what kind of water is necessary and what are the construction expenses, and we also analyzed advantages and disadvantages of these methods of supply.

As a result of this analysis, as for the short term, the most efficient way to secure the water is the seawater conveyance. However, in Korea, if we procure water from the sea, we don't have any previous examples. So we utilize and get information through the Internet, and found some Japanese case reports. There is a similar case of the Doi River, Sakai City of Japan. We visited the area to see the situation. The Doi River and the Dongcheon River in Busan were compared: the water quality, their targets, to what extent they should be managed, the length of the rivers, and the duration of the projects. Many of them were quite similar between these two cases.

The water quality of the north port has been improved. In order to get that seawater it is necessary to have a pipe of 2.5 kilometers and also outlets. We decided to separate the intake and outlet into two places. For the outlet, we have to prepare a machine which supply dissolved oxygen (DO). Dredging and water supply would be done. We analyzed what kind of effects or impacts would be given in a short term. We could achieve the result of the grade three water qualities. That was the result of our simulation. Now, what kind of effect we can get from the long-term measures? If the measures of conveyance of 30,000 tons of seawater per day, abstracting the KTX groundwater, and introducing separated sewage system are taken, we can expect quite high improvement.

Now, let me talk about the urban environmental improvement plan along the Dongcheon River. What kind of expectation the citizens have, and how we can achieve the present environment and how we can implement other projects. These are also related to the theme of this conference. We would like to introduce our case. There is an area which is covered, and there is another area which is uncovered. So, let me separate these two areas for consideration.

First, let me talk about the covered section. There is a major river and also streams are also covered. Out of that covered area, we identified the most heavy traffic area with 1.4 kilometers of length. At this moment, it is covered. Lotte Hotel is located nearby, so quite a few people get together in that area. In case that the cover is removed, what will happen? Is it a realistic method? That was what we studied and as a result of that, we thought that it was too expensive, and also if we remove the cover, the role of the river would be reduced. What should we do with this area then? At this moment, at the both sides of the road, there is a parking area along the roadside and this should be eliminated. This road has to be improved for a more pleasant and beautiful area with a pedestrian site. So, a walking path has to be considered to develop. We decided to divide the area into two. Upper stream, we decided to make it a waterfront area, and downstream, we decided to make it an event area where various events can take place. In the upper stream, which is the waterfront area, currently, restaurants and many facilities are located. On the both side of the road, many cars are parked along. We decided to turn this area into a co-existence area for people and cars in a safe manner. Deck pavements and gardens are to be placed along this road.

Next, the Waterfront Area (2), we are planning to create fountains, greenery and forest. In the cultural event area, we are planning to create the cultural space along this river. In this area, currently 18 regular bus routes are set, and so the road should be straightened. The significance of this area is the cultural area, so we can prepare some plaza for events and also an outside stage that is for the youngsters so that many cultural events can take place in this area. And in this area, we are planning to build an outside gallery and also an exhibition center. We are going to illuminate the lights during the nighttime and prepare exhibition walls or panels.

Now let me talk about uncovered river area. Upper stream is for the waterfront, and downstream, we would emphasize the aesthetics or landscape. That is the main concept. In this area, there are both one-way and two-way transportation areas. The significance of the river has to be heightened and the one-way area should be

further extended as what we planned. The waterfront area is designated to be a one-way road. We are planning to set walking track and walking path where people can assemble. Also maybe we can prepare a footbridge, and also tree planting would be done so that we can provide greenery. At this moment, we have a plan to plant about 5,000 trees.

For the both sides of the river, those are the banks, and they are not clean, not beautiful at all. The sewage outlet is located there and there is odor. Therefore it is not beautiful or aesthetic at all. So, we would like to improve beautification for this area as it is shown here. Maybe we can prepare mosaic walls, synthetic walls, and stones to be prepared for the pavement. We have a plan to establish a big park and along the Dongcheon River we have the project for redevelopment. Also walk tracks are to be included and water quality to be improved, and the north port water quality has to be improved, and also the north port has to be developed. So, by linking those projects, we would pursue the plan.

Now I will show you a yearly investment and funding sources. There are two plans: the water quality improvement plan and land utilization plan. For instance, the seawater and rainwater have to be separated for treatment, and it is costly, but special budget is prepared. It is quite a large investment. By the year of 2020, we will invest two trillion won. It will cost two trillion won for the treatment of the river for 2,764 kilometers. The water quality improvement is also considered by the year of 2020. Forty seven billion won is prepared as a budget, but it is a plan, so it might cost more. We are trying to improve the quality of the river and also the space or landscape in the urban area. In order to make this plan successful, it is necessary to get support from citizens. With this, I would like to conclude my presentation, the plan about the waterfront redevelopment where people can enjoy the area. Thank you.

Chairman:

We would like to proceed to the Case Study 2. The next presenter is Mr. Tetsuya Nagasao. He will talk about area management in Tenjin, Fukuoka City. The presenter, Mr. Tetsuya Nagasao, is not a city employee, but he is an employee of the Kyushu's largest transportation operator which is called Nishinippon Railway Company. Nishinippon Railway Company, or Nishitetsu, covers the entire Kyushu region, which is very strong in particular at bus transportation services. We Love Tenjin Association is a TMO which was established to revitalize the Tenjin district. The We Love Tenjin Association has been led by the initiative of the private sector even though this is a joint organization between the public and private sectors. I myself am from the city, so the Secretary General Mr. Nagasao and I have been involved in the town management. I think that the role of town management has been shifted from the public sector to the private sector. So, his presentation is a kind of symbol of this shift in terms of town management player.

(2) Area Management in Tenjin of Fukuoka City

Mr. Tetsuya Nagasao

Secretary General of “We Love Tenjin Association”

I am very happy to give the overview of our activities as We Love Tenjin Association.

First of all, I would like to give a brief introduction of Tenjin where we are undertaking town management. This is a geographical location of Tenjin but also it indicates Tenjin is the center of commerce, business, and governmental agencies. If you expand the area, Tenjin is one of the liveliest downtown areas in Kyushu or the western Japan region. This is the size of Tenjin for introduction purpose. Tenjin is located within 500 or 600 meters radius. Major facilities are concentrated in this area. So, Tenjin basically can be enjoyed on foot because major facilities are located in this region. In particular, there are 3,500 offices. In particular, business offices are located along the main street called the Meiji Avenue that runs from the east to west of Fukuoka City, and Fukuoka City Hall is located in Tenjin as well. As for transportation, in the Tenjin area, there are two subway stations run by the City, and the station of Nishitetsu Omuta Line and terminal for expressway bus center. By railway 130,000, by bus 80,000 and by other transportation, in total, 300,000 people flow into Tenjin every day.

As a matter of fact, Tenjin is a commercial town. I just try to give the image of Tenjin as a commerce center. We have three department stores, ten major commercial facilities including specialty shopping malls underground. And the floor space was about 200,000 square meters in 1989. Then, Mitsukoshi Department Store opened, and Iwataya Department Store expanded its space. As of today, the floor space in Tenjin, in total, is about 300,000 square meters. The sales turnover amounts to 320 billion yen. In terms of the consumer sphere for Tenjin, the population of Greater Fukuoka area is 2.5 million, and the population has been rising little by little. In a sense, Tenjin is one of the most successfully developed areas in Kyushu. However, Tenjin has problems in recent years. As a result of overpopulation, we have traffic jams and illegal parking of bicycles in Tenjin. Buildings and urban infrastructure that have supported Tenjin's growth have also become aged and have to be renewed. In the Tenjin area or Fukuoka, the population is rising, however, the population of the entire Kyushu is on the decline. Now, new large-scale shopping centers are opened up in the suburbs of Tenjin. In order for Tenjin to continue to grow and maintain its strength, we have to have a new framework or new concept.

In this context, on April 13, 2006, We Love Tenjin Association was established. This Association is an alliance of businesses, residents and organizations located in Tenjin. Setting aside the different interests, we cooperate to build a network in order to acquire a greater power which one entity alone cannot possess. In order to implement area management, as of today, we have 31 Area Members from department stores, large-scale commercial buildings, office buildings and their owners and landowners of these buildings and large-scale retailers, and business organizations located in Tenjin. In addition, we have 53 General Members who are affiliated with Tenjin, such as businesses and organizations. We also have 6 Special Members such as Fukuoka City, Kyushu University, Kyushu Industrial University and Daimyo Primary School. And, our activities have

been financed by membership fees.

This is the organization of the Tenjin Association. As a decision making body, we have General Assembly, board of directors. As an executive organization, we have the board of executives. There is Guideline Working Group which is responsible for compiling a Tenjin town development guideline. We also have Community Partnership Working Group. Under these umbrella working groups, there are subgroups responsible for specific projects.

Next, I would like to talk about Tenjin Town Development Guideline. When we produced the Tenjin Town Development Guideline, we solicited opinions from citizens related with Tenjin. The solicited ideas, specifically we organize a competition for Tenjin Cultural Prize. We have received 250 applications or entries. We have made most of phrases and wishes from the prizewinners of the Tenjin Cultural Prize. We have repeated discussions within the organization, resulting in the Tenjin Town Management Chapter. This is our guide for our action or serves as a constitution. In the Preamble, we stated that we are going to work together so that Tenjin continues to be lively and attractive. These are various targets we have set for future Tenjin. Our desire or aspirations are reflected in these six chapters.

1. “Tenjin is a stage, everyone is a star.”
2. “Unique encounters in Tenjin.”
3. “Streets where smiles never fade.”
4. “Beautiful streets and lively neighborhood.”
5. “Safe streets—peace of mind for all.”
6. “Tenjin where skies are always clear.”

These are the targets of future Tenjin.

Next, let me talk about Tenjin Town Management Guideline. Tenjin Town Management Guideline is based on the Tenjin Town Management Charter. It provides the vision of future Tenjin and plans for town management, which will be shared and realized jointly by the community. Actually, our Association comprises of various stakeholders, public sector, governments, citizens and businesses. So, we have to share the targets. To this end, we have to provide the direction. That is why we have created this Tenjin Town Management Guideline. The Tenjin Town Management Guideline is now under development. Two years have been allocated. Last year, an interim report was compiled and within this year a final report will be produced. We are going to get permission or approval from the local government or City for this Town Management Guideline.

Next is about the structure of the Tenjin Town Management Guideline. Basically, this is based upon the Tenjin Town Management Charter. So, this guideline discusses charm and issues of Tenjin and social changes are also discussed. We set 3 major goals: “A town that can be enjoyed on foot”, “A pleasant and comfortable town”, and “Town which sustainable development takes place”. As indicated here, in addition, the Guideline laid out ten strategies in order to achieve these goals. This is the result of the interim report and the final report will be compiled within this year.

Let me give a little bit more details about the Guideline. With regard to the present situation and issues of Tenjin, it is urbanized downtown and is a compact area, and it is equipped with train and bus terminals. These are attractiveness of Tenjin. Urban hospitality, morality, manner, transportation or traffic problems, these are regarded as issues of Tenjin for improvement. And social changes include demographic change and competition against shopping centers established in suburbs. With regard to goals, I already introduced three major goals under the Guideline. The first goal is to enhance the existing attractiveness. For this, we have to make a town that can be enjoyed on foot with lively events. And the goal two is to address existing issues so that Tenjin can be friendly to environment, safe and secure, and also a place pleasant and comfortable to stay. The goal three is to introduce new activities so that Tenjin can properly respond to the changes and continue to grow within the context of Asia. In order to achieve these three goals, we have also set out ten strategies that must be undertaken by the Tenjin community. Directions and rules are now under development.

Strategy 1: “Everyday is a festival” strategy. This sounds very cheerful and enjoyable. We would like to continue liveliness throughout a year in Tenjin. For this, we are going to schedule and coordinate events in a successful manner and to provide convenient services to visitors. Specifically, we are going to make event calendars and also increase the availability of information and advices about places to go and so on.

Strategy 2: “Visual delights”. We would like to make the most of attractive places such as riverside, historical buildings and neighborhoods such as Daimyo with unique atmosphere. And also we will create picturesque places, townscape, and stylish urban space. For example, when people visit Tenjin, people are tempted to take a picture if there are such picturesque places available.

Strategy 3: “Tenjin Street Entertainment”. We have a Tenjin walking entertainment strategy where they can enjoy walking in the area. Pedestrians are given the first priority and they are regarded as protagonists of downtown. So, we secure their walking space (above the ground, under the ground and in the air). We also promote universal design, and we have a café and entertainment area so that everyone who visits the Tenjin area can enjoy.

Strategy 4: “Efficient Transportation”. About the transportation strategy, in order to collect as many visitors as possible, we provide them with comfortable and cheap access and a good traffic environment. For instance, we promote more public access priority strategy. We will have fringe parking lot. We also promote more usage of a bicycle which is environmentally friendly. That is a kind of activity we promote.

Strategy 5: “Town under watchful eyes”. We also provide more moral improvement among citizens. For instance, we tackle against increasing crimes on the street and lowered moral and manner. But anyone who is young or old or man or woman can enjoy this area safely, because there is a watchful environment by many people. This is supported and assisted by volunteers. Anyone, including disabled people, can enjoy strolling in this area.

Strategy 6: “Town that is comfortable and cool”. In order to solve urban environment problems, we have to

increase comfort in this area throughout the year so that anyone can spend time pleasantly in this area. In other words, for the urban development, we have to tackle against the issue of global warming as well.

Strategy 7: “Tenjin is the stage, Tenjin is the hometown”. Tenjin district is not only concentrated for business transactions, it also has various buildings. For activities such as art, culture and education are also promoted in order to improve the functions of Tenjin district in the future. For instance, the same space in a building can be shared by many different groups. People from art fields or creative people can get together in Tenjin and exercise their works in this area.

Strategy 8: “Landscape metabolism of Tenjin”. Highly sophisticated urban facilities are concentrated in the area and many people get together, but we have to realize sustainable development for the area as well. So, we need to renovate buildings smoothly, and improvement of various facilities is also upon request. We have to cleverly allocate various different facilities in the same district. Our Association wants to serve as a coordinator for the district improvement so that we can improve the metabolism and enhance the facility of this district.

Strategy 9: “Tourism promotion to the rest of Asia”. In Tenjin, we intend to develop along with people in Asia. So, we want to improve signboards for foreign visitors and we want to establish an information center to disseminate information to entertain visitors from Asia and other parts of the world. So, in a way, we want to internationalize the district to welcome many visitors from outside of Japan.

Strategy 10: “Making – ‘We Love Tenjin’”. In addition to individually carrying out commercial activities or culture and other business activities, we want to coordinate the community which is very heartwarming place. We want to improve the image of the Tenjin district and also at the same time to differentiate the function of this district from other district. We want to increase the number of people who love Tenjin. We want to improve the awareness with the catchphrase of “We Love Tenjin.” So, in a way, we want to establish Tenjin as a brand. The Tenjin community should establish itself as a well-known brand in order to realize sustainable development.

I have explained what we have discussed at our Association until last year. The year 2007, we also carry out an analysis of public comments and district data, and we are going to compile the final report in writing on the Chapters 5 and 6.

I would also like to introduce you the activities of Community Partnership Working Group. That is a formation of urban space that can be enjoyed on foot. Of course, you have to be able to enjoy walking in this area. So, a part of our efforts include establishment of open cafés as you can see on this photo. We will provide them with resting space. We will also improve landscape at the same time. As a part of experiment on the pedestrian-first type district, we expanded the pedestrian road, and the picture shows the street called Southern Street as a kind of vehicle-free area. So, people can enjoy walking without any disturbance of automobiles. There is a street performer who entertains visitors. It is quite a lively area along with open cafés. If we have this kind of space, it will increase the attractiveness of the district. We found out the possibility of utilizing both vehicle roads and

pedestrian roads.

This picture shows our activities to increase flowers and greens on the street side so that people feel seasonal changes, comfortableness and peacefulness because the landscape is harmonized with nature. This is a flowerpot. These people are taking care of flowers and greens. They are people in the business group, and actually they have an establishment just in front of this space. So, they are responsible for taking care of those pots of flowers and greens located just in front of their stores and buildings because they are determined to clean up their environment by themselves. They have a specific day designated as a cleaning day that is 14th of every month. Those who have a business establishment in the Tenjin district continuously clean up their environment, and at the same time, they have a coordinated action along with the members of the Green Bird. They participate in the cleaning activity covering the entire district of Tenjin.

Crime prevention activities are also carried out. We have discussed whether we should install cameras for prevention of crime on the street, but we've just started what we can do first. Members of the community organization take up the role of patrolling on the street every forth Friday of the month along with policemen.

Next, we have certain promotion of traffic management. We have a fringe parking system in order to reduce traffic congestion. For instance, this is an outer area of Tenjin where there are parking lots. With the collaboration with three department stores in the central Tenjin district, we had a campaign that if consumers spent more than 5,000 yen for one shopping, they were given a free parking space for five hours. And we had a shuttle bus operation. However, it was difficult for us to promote this idea for many people, but as long as citizens used this shuttle bus service free of charge, they said that this was a good and popular idea.

In Tenjin area, illegal parking of bicycles is seen quite rampantly and that causes traffic accidents of bicycles as well. There are a lot of challenges we have to tackle in relation to the bicycle usage. Of course, the bicycle is a vehicle which is environmentally friendly, so we have no intention to deny bicycle riders or usage of bicycles, but we promote a proper way of using bicycles. One of the ideas is to increase the operation rate of bicycle parking lots. We have cooperation of official parking lots for bicycles and commercial institutions, and riders of bicycle are given a discount coupon if they correctly park their bicycles at a designated area in Tenjin.

We also want to protect visitors to Tenjin from the risk and danger of bicycle accidents. So, we have a specific movement in the center of Tenjin by designating an area or zone called "oshichari" road, literally meaning "Please push the bicycle in the area." This is a yellow colored sign. This is a kind of monument that people can recognize that they are within the zone. We talked to bicycle riders and asked them to get off the bicycle and push it in this area, and many people cooperated with us.

This photograph shows the coupon presented to consumers who spend more than 10,000 yen in a commercial institutions in the Tenjin district. Whenever they come to Tenjin next time, they can use this as a ticket for riding a bus or a train. In the commercial facilities in the Tenjin district, they have a very good service for providing the visitors with a parking service. But we thought that, at the same time, those who use public

transportation should be given some benefit as well. Because traffic condition is a very important issue we have, we want to encourage visitors to Tenjin to more utilize the public transportation system so that we can have a smooth flow of pedestrians. For instance, in 15 days, about 60,000 people utilized this service we provided.

These are the project we are engaged in: the expansion of pedestrian streets, establishment of open cafes to make the district livelier, promotion of the public transportation system and promotion and encouragement of proper parking of bicycles. These are the projects carried out, especially concentrated in one month period in autumn, systematically because it is a very good season with fine weather. We called this event “Tenjin Picnic”, and this was carried out along with the other project called Music City Tenjin. We had the third Tenjin Picnic last year. This year, we are going to carry out this project in October again.

We also have a big project, putting illumination in Tenjin in Christmas season. This is Kego Park which is located in the center of Tenjin. We are responsible for putting a lot of lights for the Christmas season as you can see in these photographs. One of the biggest streets in Tenjin that runs from north to south is called Watanabe Street, and the trees along side of the street are decorated with Christmas lights. In Kego Park, we have this kind of blue lights and blue illuminations that can be reflected over the water with blue colors. Many people visited this park, and last year we attracted more than one million visitors to see the illumination. In addition to these, every year, in the Christmas season, various commercial facilities have their own Christmas decorations and they just encourage consumers to enjoy Christmas shopping.

Also, that photograph shows one of the projects we were consigned by the national government. Last year, we had a social experiment to disseminate information for guiding the district for the first visitors. We named the streets of Tenjin specifically, made the maps and put nameplates to the individual streets so that any visitors could identify their location very easily as long as they looked at the streets and maps. As for the names of the streets, we just selected after discussion with residents and also members of the business sector as part of the social experiment. But, from now on, we would like to make a final decision in terms of the names of the streets after thorough discussion and analysis of the experiment results.

At our Association, we have various activities. And the slide shows when we visited Curitiba City in Brazil. The members of our Association had a learning opportunity by visiting the city. As members varied as far as the background is concerned, it was very good for us to organize a tour together and learn about urban development and improvement of the traffic system. So, we can make a step further by working together and taking a trip together after this learning opportunity. We also participated in various meetings and conferences and symposiums in Japan. We made presentations and introduced our case studies and projects at those meetings as well. We promote our district and exchange views and collect information. We also improve mutual communication among the member of the Association and also disseminate information through newsletters. We also print brochures for various different events and we also have a website through which we provide visitors with our Association’s information.

We Love Tenjin Association was established about one year ago, so our history is quite short. However, we are

determined, as stipulated in our mission statement, we want to work hard by overcoming the barriers of different social backgrounds among the members to make the Tenjin district a better place to live and visit. Thank you very much.

5. General Assembly

Summary by the Chairman

Mr. Hirotoshi Kakisako

Chief Executive, Planning & Coordination Office, City of Kitakyushu

Ladies and gentlemen, I would like to just examine what had happened today. In the first session, we took up “3R Promotion through Environmental Education” and Mr. Ota from Kitakyushu City Hall had a thorough examination of what policies Kitakyushu City took. The division of the commission has actually increased the price of plastic bags from 15 yen to 50 yen, which is triple price. He also introduced the improvement of sorting of wastes from households. In Japan, the waste management issue is not really related to technological difficulty. More like, there are difficulty in establishing incineration plants and dumping sites, and also cutting cost of waste management. Although the presenter didn’t mention, we have one million citizens, and it takes about ten billion yen per year to manage wastes. The 50 yen plastic bags actually cost 200 yen to manufacture. So, it is cost that gives us heavy burden. Also, global warming and reduction of carbon dioxide and reduction of wastes are all related to this kind of issue.

Household waste management is also a kind of issue that we have to promote fairness by charging the collection cost. Especially, we have various examples including the City of Fukuoka. Two years ago, Fukuoka City started to charge 45 yen per plastic bag. So, local governments have serious issues of who should bear the burden of waste management in the local community. For about 70 percent of bulky wastes and 50 percent of household wastes, most of the local governments in Japan charge collection fees. Of course, this is one of methods that are taken in many Japanese local governments to promote the awareness on the part of local citizens about the environmental issue.

There was a question addressed by a member from Shanghai about the waste management. Sewage sludge treatment related question was addressed. For instance, we have a dump site managed by the local government and we can also, for instance, send the sludge to an incineration plant. As far as I understand, in case of Fukuoka City, they treat sludge and produce fertilizer. Sometimes those raw materials will be used as a part of ingredient of cement. Recently, many people are also paying attention to the collection of methane gas from such sludge or collection of hydrogen to produce fuel cells. These are various methods we have.

The representative from Ipoh also asked questions about various issues, like subsidies or incentives to promote environmentally friendly policies. I would like to introduce you one example to stop illegal dumping of wastes. The Kitakyushu City Hall employs retired policemen as part-time workers who can patrol a kind of illegal dumping sites. It is showing high efficiency. Also, a member from Bangkok explained that citizens sort out wastes but collection vehicles put everything altogether.

Ms. Morofuji from Kitakyushu City Environment Museum made a presentation about activities as a base for promotion of environmental education. Ms. Morofuji used to be a teacher at an elementary school. I believe that distance between Ms. Morofuji and yourselves is quite short because she is very good at making presentations based on her experience as a teacher.

A member from Busan City emphasized the importance of education that can touch the heart of participants. And Ms. Morofuji effectively showed a successful example of such education. It is often said that we have three methods of improving the environment. Number one: legal method, second: incentives or subsidies like economic supports, and third is education. An environmental policy is something that keeps good balance of these three methods. Each one of the three methods is very important. As Ms. Morofuji emphasized, education to children or younger generation is very important. City Hall staff members have a difficulty in giving this kind of training or education to children. So we have to ask assistance or support of citizens including former teachers or volunteers or so-called environmental supporters so that they can share their first-hand experience in their daily life to the children. The important point is to have first-hand experience, the second is to have fun, and the third is to make it easy to understand.

The second session was about “Structure of a Sustainable 3R programs and Environmental Business”. Mr. Yamashita from Kitakyushu City Hall presented the project of Eco-Town, and you are going to visit there tomorrow. In his presentation, he mentioned the history of overcoming environmental pollutions and promotion of the business-related environmentally friendly technology. The Eco-Town project, which we have been doing for 10 years, is related to environmental preservation and industrial development and economic development as well. So, using tax money to improve environmental technology used in manufacturing sites is somewhat easy because as long as the administrative sector is responsible. However, in case of Kitakyushu City, the private sector is given more responsibility to improve their manufacturing facilities. But it is very difficult for them to realize this method because they are so cost-conscious in a profit-oriented manner in doing business, and also competition, the market is very tough to make good decisions. Still, manufacturing sectors are more and more engaged in and incorporating so-called environmental technologies so that other businesses or companies can follow after the example of the pioneers to get easier access to those technologies. And we have a project called eco-premium to reduce wastes and also human resource development through the activities in Eco-Town. That was a part of the presentation as well.

There was also a question addressed to water quality improvement of Dokai Bay. Dokai Bay’s water quality was improved, and part of the reason is because we improved the discharge from households and also we dredged the sludge in the bottom of the Dokai Bay. Now, citizens are enjoying swimming in Dokai Bay. So, the water quality was improved to this extent.

Mr. Matsumoto from Nippon Magnetic Dressing Company Limited made a presentation. He took up the issue of sorting and separation of various metals, non-ferrous metals as well. That is making profit as a business. This is a kind of making circulation of various materials in the domestic market. Now, today we have seen the situation that much of the materials are exported to overseas countries including Asia. But, the members of

Nippon Magnetic Dressing Company Limited want to improve efficiency of circulating precious materials as a resource of the manufacturing sector. They are utilizing very precious technologies. Also, I was surprised to know that reversed export, or import I should say, is being carried out. From Singapore, circuit boards are imported to Japan. It is an international circulation of the materials.

We should circulate the material as much as possible in the domestic market. However, those we can't, we have to depend on neighboring communities. Members participated in this summit are from neighboring countries. So, we can be included altogether in this circulation of materials. As far as the Japanese ministry is concerned, their policy is to improve more circulation of materials within Japan, but those of the volume we can't, we want to cooperate with the neighboring countries. So, we have to have a kind of standard or rules to work on this network of circulation. A member from Bangkok asked a question about the treatment process and keeping good balance between environmental preservation and economic development. A member from Ipoh also asked about intention of the business sector: how they can make profits out of having this kind of burdens, and what policy or support the government can provide to the business sector in Japan for improving the environment. So, I would like to explain you about this issue.

Companies or the private sector usually take this kind of response. Based on the experience as a member of City Hall, usually they are very reactive or denial to environmental improvement policies. But, later on, they just reluctantly accept our policy. But then, they become very active to incorporate the policy and in the end they realize that they can be more competitive as long as they incorporate environmentally friendly technologies. This is a course of reaction or change of attitude on the part of the private sector. So, those companies who are very active in environmentally friendly technologies will be more competitive than others. This is a report of the Department of Commerce of the United States. How we can respond to both the environment and the market? This is an example of the US in the 1980s, 1990s and 2000. Once a restrictions or law is coming out, the responsibility will be increased, and gradually, in order to capture the market, they have to work or react spontaneously. So, this is the trend. Along with the development of economy, depending on what they are, the responsibility would be different between companies. What is the definition of sustainable companies? They have to pursue profit? They have to be independent economically. They also have to be good for environment and also have to contribute to society. So, these three elements are the factors to be analyzed or to be assessed for the companies.

The theme of the third session was "Creating a Beautiful City — Reviving the Downtown Area and the Roles of Government and Citizens". Mr. Yoon from Busan City introduced their example, the Dongcheon River water quality improvement and also environmental improvement of that area, which was a very challenging project. Listening to his presentation, I was thinking of the Murasaki River in Kitakyushu City. The river is located very close from here, it is about five-minute walk, and it runs along our office. Tomorrow, if your time allows, please look at that river as well. The width is about 60 or 70 meters, so, it is quite the same scale to the Dongcheon River. The sewage water was coming in, because we had a combined sewage system and the sludge was accumulated. The seawater was also coming in. That was the situation before. Now the people are swimming in the same river. In Kitakyushu City, the dredging and bank arrangement were done for this river.

In the same manner with Busan, many departments of municipality such as rivers, parks and roads are to be involved for the improvement of Murasaki River. We called this project “My Town, My River Project” and we organized the team by collecting people from various departments, water, city planning or other departments got together to plan or pursue this project.

The water environment is very important. The person from Shanghai and the person from Kumamoto were introducing the importance of the river in the city area. In the redeveloped area, for air conditioning of a building, we are utilizing the river water by utilizing a heat pump and a temperature difference. The energy consumption was reduced by 13 percent. Not only for environmental improvement, but also we consider the efficiency of energy usage or consumption.

In the morning session, we were talking about pollution. And also in the afternoon session, we were dealing with amenity from environmental aspects. That means that we have to deal with a very wide range. The last presentation was “We Love Tenjin”. Mr. Nagasao was introducing the project. If you compare to Kitakyushu, Tenjin is livelier. Not only municipal people, but also various people are to be involved in area management. The day after tomorrow, you are going to Tenjin. Please enjoy that area as well. But, there were questions about illegal bicycle parking, residents in the area, and uniqueness of Tenjin culture.

I would like to emphasize five points in summarizing the session. In order to solve the environment-related issues, it is necessary to respond at the frontline. For instance, environmental education, reduction of wastes and also environmental improvement are urban level issues rather than national level. Municipality and citizen partnership is very important. So, those who are living in that area have to cooperate, consider the problem and implement solution. That approach is very important for environmental issues. In the case of Kitakyushu, pollution improvement activity was started by women and it started from hearts of people living there. It is the common theme for all the presentations made today. This is the example of Kitakyushu City. This is a former Mayor who retired this February. We were discussing how we can improve our city environment together with citizens. Every year, we have a certain event in autumn. More than 50 small stores are set up in the festival, so people are enjoying this festival. That is another aspect of having partnership with citizens.

The second point is education and human resource. This is very important as well. As we learnt in the session and presentations today, human resource is very important. Let me share with you an example called “the school eco renovation”. For instance, a solar system was introduced in a primary school or heat insulating system was installed. In school education, it is sometimes necessary to refurbish the buildings and this project is handled by the ministry of education and ministry of environment. Those are engineers who have retired from private companies or construction companies or technical companies. Together with the students, they are considering how they can refurbish the school. This is good for school kids and we can also utilize retired personnel.

The third point is international circulation of resources. Air pollution and sea pollutants reaching to the other

end of the sea become a common problem in Asia. Cathode-ray tubes we utilized for TVs cannot be recycled in Japan because there is no factory manufacturing CRT-based TVs in Japan. Those TVs are produced in other countries such as China, Thailand, and Indonesia. So, recycling cannot be completed only in Japan or only in one country. Of course, we have to consider recycling and to stop pollution within the country. However, this is a common issue for all of us.

The fourth point, various examples were introduced today. Best practice has to be learned and has to be shared among each other. Japanese experience would be used for your country, or on the other hand your experiences would be very useful for us. For instance, in Kitakyushu City we are trying to make a very beautiful city, and we are also saying that we have to go to Singapore to learn their city planning. I think it is important to share information among each other.

The fifth point, what I am always thinking is as follows. Even among the Japanese cities, we should not work separately but we have to consider possible collaboration. Many examples of Kitakyushu City were introduced today, and Fukuoka also has very good technology for reclamation and is trying to introduce to other countries. Kumamoto City is also incorporating international activities. Not only international cooperation, but also we can cooperate with each other within Kyushu Island.

Those are the five important points from my perspective. In today's meeting, people who are living in the Asian-Pacific region get together to share information so that we can solve the problems we are facing with. Participants, depending on the size of their city and depending on the location, the situation would be different, but there are many common points. I would like to introduce this one thing. In Japanese, we use, "rashisa" that maybe we can translate into "amenity," the right thing in the right place. We should not produce which is not appropriate for us. We should build our city based on our history and our culture. And that would be the point for a sustainable city. For the Asian-Pacific cities, we have to incorporate the environment, economy and culture to promote our cities. With this wish, I would like to conclude my wrap-up session. Thank you.

6. Closing Ceremony

(1) Address by the Representative of the Next Summit Host City

Mr. Wang Hongjun

Director General, Foreign Affairs Office, Dalian People's Government

Good afternoon, ladies and gentlemen. Today, I have been able to attend this 7th Asian-Pacific Summit Working Level Conference. It is indeed a great honor and pleasure for me to attend this conference. On behalf of the government of Dalian City, I would like to congratulate on the successful organization of this Working Level Conference. I would also like to express my heartfelt appreciation for kind cooperation extended by participants.

Now, economy has become globalized, regional economy has been increasingly integrated, so economies around the world have become interdependent. Therefore, economic cooperation has become increasingly important as a result of economic growth. Urban cities are confronted with various challenges. In this context, the Asian-Pacific City Summit was established in order to provide opportunities for leaders of Asian-Pacific cities to share their experience through discussion. This Asian-Pacific City Summit is a tool for regional cooperation and also provides opportunity to share their experience and introduce ourselves and also enhance cooperation. Last year, the 7th Asian-Pacific City Summit was held in Urumqi, and the theme was the balanced growth of cities, particularly focusing on social welfare, urban infrastructure and enhancement of new industries. Under the global theme, there were three sub-sessions, and we have witnessed a wide range of discussions last year in Urumqi. Today, we discussed management, recycling, and we have been able to listen to various informative presentations. Through these presentations, many cities have been able to learn a lot.

Nest year, the 8th Asian-Pacific City Summit will be held in our city, Dalian. Dalian belongs to the northeast economic region of Asia, and it belongs to Bo Hai economic bloc. It is a nexus of the Eurasia Land Bridge route. Dalian City is strategically located, so I believe the 8th Summit will be very meaningful. Dalian is experiencing economic growth and urbanization. In the past, we had a high-level official meeting of APEC and 6th Asia-Europe Economic Ministers Meeting, WTO unofficial small-scale ministers meetings. So, those important meetings have been held in Dalian City. In coming September, a Davos summer conference will be held in our city. So, we have a lot of experience in organizing international conferences. We are confident that we will be able to provide excellent environment for the Asian-Pacific City Summit.

So, we attach an importance to the 8th Summit and preparation for it is underway. I am sure the Summit will be very successful and wonderful. In the Asian-Pacific City Summit, we will cooperate for the better future of this region, taking this opportunity. I would like to invite all of you to participate in the 8th Asian-Pacific City Summit to be held in Dalian City next year. Dalian is a very beautiful city, and people are very hospitable. I am sure the participation in the Dalian conference will be very memorable one. Thank you very much.

(2) Closing Address by Asian-Pacific City Summit Secretariat

Mr. Toshiharu Fujii

Deputy Director General, Fukuoka Asian Urban Research Center

Starting from last year, we are serving as the secretariat of the Asian-Pacific City Summit. At the Urumqi Summit, Fukuoka Mayor suggested making the betterment of this Summit and it was agreed upon by participants. Therefore, we were working on to implement the proposal. We conducted interviews or survey to find out the needs and also seeds of each member city. We wanted to identify requests and urban problems of these cities. It is reflected onto the planning of this meeting. By conducting this hearing survey, we recognized that awareness difference among each other and also, there were various sensitive issues related to other urban network and international network organizations. Sometimes we recognized that the budget is quite tight in pursuing these activities. By understanding these problems, we are trying to make the conference attractive and effective, and also we are suggesting a plan for the cooperative project which is implementable. In the latter half of this fiscal year, we are trying to collect organizers of urban network and have a symposium to discuss collaboration among urban cities.

I hope that you are satisfied with this meeting. The environmental issues that many of you suggested to discuss have been discussed in Kitakyushu City, which is known as a leading city of environment. We learned the importance of the environment. It is also possible to pursue industrial development along with maintenance of environment. From the presentation of Busan City, we learned that a river is a very essential factor for landscape of a city, and also we asked the private sector to participate in the presentation. One of the examples is TMO. I believe that in the future citizens should be in the center in promoting these activities. We are going to conduct collaborative studies with some member cities by the Dalian Summit. I would like to ask your further cooperation and support in the future.

Last but not least, we would like to extend my gratitude for your coming and also your great contribution. My thanks also go to the people of Kitakyushu City for their contribution. I hope that we can see each other next year in Dalian. Thank you very much.

III List of Participants

■ Member Cities

Total number of participants : 8 7

都市（国）/ City (Nation)	役 職 / Title	名 前 / Name	30th	31st	1st
釜山広域市 (大韓民国) Busan Metropolitan City (Republic of Korea)	建設防災局河川管理課河川環境担当 Section Chief, River and Environment Division, Construction and Disaster prevention Bureau	尹三碩 Mr. <u>Yoon</u> Sam Seok	○	○	
	文化観光局国際協力課 International Relations Division, Culture and Tourism Bureau	金美英 Ms. <u>Kim</u> Mi Young	○	○	
	文化観光局国際協力課 International Relations Division, Culture and Tourism Bureau	夏永煥 Mr. <u>Ha</u> Yeonghwan	○	○	
大連市 (中華人民共和国) Dalian People's Government (People's Republic of China)	外事弁公室主任 Director-General, Foreign Affairs Office	王 洪俊 Mr. <u>Wang</u> Hongjun	○	○	
	大連駐西日本経済貿易事務所長 Representative, Dalian Economic and Trade Office in West Japan	李述喆 Mr. <u>Li</u> Shuzhe	○	○	
福岡市 (日本国) Fukuoka City (Japan)	総務企画局国際部長 Executive Director, International Affairs Department, General Affairs and Planning Bureau	山口 吉則 Mr. Yoshinori <u>Yamaguchi</u>	○		○
	総務企画局国際部国際課長 Director, International Affairs Department, General Affairs and Planning Bureau	池田 澄男 Mr. Sumio <u>Ikeda</u>	○	○	
	総務企画局国際部国際課国際係長 Chief, International Affairs Department, General Affairs and Planning Bureau	古賀 有子 Ms. Yuko <u>Koga</u>	○		
	総務企画局国際部国際課 Staff, International Affairs Department, General Affairs and Planning Bureau	小林 信宏 Mr. Nobuhiro <u>Kobayashi</u>	○	○	○
	総務企画局国際部国際課 Staff, International Affairs Department, General Affairs and Planning Bureau	彭 程 Ms. <u>Peng</u> Cheng			○
	環境局総務部課長（アジア太平洋環境会議開催支援 担当） Director, The Environment Congress for Asia and the Pacific, Environmental Bureau	光安 利治 Mr. Toshiharu <u>Mitsuyasu</u>	○	○	○
	環境局環境対策推進部環境調整課企画係長 Chief, Environmental Coordination Section, Environmental Protection Department, Environmental Bureau	岸川 直親 Mr. Naochika <u>Kishikawa</u>	○		○
	中央区総務部企画課長 Director (Planning) , Chuo Ward Office, Planning Section	横内 正明 Mr. Masaaki <u>Yokouchi</u>	○		○
	中央区総務部企画課主査 Chief, Chuo Ward Office, Planning Section	鹿毛 尚美 Ms. Naomi <u>Kage</u>	○		○
	総務企画局企画調整部企画係長 Chief, Planning Section, Planning and Coordination Department	橋本 佳明 Mr. Yoshiaki <u>Hashimoto</u>	○		○
	総務企画局企画調整部 Staff, Planning Section, Planning and Coordination Department	吉武 寛志 Mr. Hiroshi <u>Yoshitake</u>	○		○

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福岡市 (日本国) Fukuoka City (Japan)	経済振興局集客企画課 係長 Chief, Tourism Policy Section, Economic Promotion Bureau	吉田 宏幸 Mr. Hiroyuki Yoshida			○
	経済振興局集客企画課 Tourism Policy Section, Economic Promotion Bureau	金丸 勝也 Mr. Katsuya Kanamaru			○
	We Love 天神協議会 事務局長 Secretary General, We Love Tenjin Association	永竿 哲哉 Mr. Tetsuya Nagasao	○		
	We Love 天神協議会 事務局次長 Deputy Secretary General, We Love Tenjin Association	阿部 裕之 Mr. Hiroyuki Abe	○		○
	We Love 天神協議会 事務局次長 Deputy Secretary General, We Love Tenjin Association	定村 慎太郎 Mr. Shintaro Sadamura	○		○
	VI 都市塾 / 天神経済新聞 副編集長 Volunteer for Visitors Industry / Vice Editor-in-Chief, Tenjin Keizai Shinbun	森田 美代子 Ms. Miyoko Morita			○
	VI 都市塾 / スピンアウト(株) 代表取締役 Volunteer for Visitors Industry / President, Spinout corp.	高橋 康德 Mr. Yasunori Takahashi			○
	VI 都市塾 / 西日本鉄道(株) Volunteer for Visitors Industry / Nishi-Nippon Railroad Co., Ltd.	洲脇 祐子 Ms. Yuko Suwaki			○
	VI 都市塾 / (株)ブリックハウス 代表取締役 Volunteer for Visitors Industry / President, BRICK HOUSE corp.	焼山 慈康 Mr. Yoshiyasu Yakiyama			○
広州市 (中華人民共和国) Guangzhou People's Government (People's Republic of China)	外事弁公室副科長 Chief, Deputy Section, Foreign Affairs Office	楊 勇 Mr. Yang Yong	○	○	○
イポー市 (マレーシア) Ipoh City (Malaysia)	都市計画局長 Director, Town Planning Department	Mr. Azizuddin Alias	○	○	○
鹿児島市 (日本国) City of Kagoshima (Japan)	環境局清掃部清掃部参事 (リサイクル推進課長) Director (Chief of Recycle Division), Sanitation Department, Environmental Bureau	田中 一郎 Mr. Ichiro Tanaka	○	○	○
	環境局環境部環境政策課長 Chief, Environmental Policy Division, Environmental Department, Environmental Bureau	中園 豊明 Mr. Toyoaki Nakazono	○	○	○
北九州市 (日本国) City of Kitakyushu (Japan)	企画政策室長 Chief Executive, Planning and Coordination Office	垣迫 裕俊 Mr. Hirotohi Kakisako	○	○	
	企画政策室国際政策課長 Director, International Policy Section, Planning and Coordination Office	岩田 和晶 Mr. Kazuaki Iwata	○	○	
	環境局環境政策部環境首都推進室長 Director, Office for World Capital of Sustainable Development, Environment Policy Department, Environment Bureau	櫃本 礼二 Mr. Reiji Hitsumoto	○		

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北九州市 （日本国） City of Kitakyushu （Japan）	環境局環境政策部計画課主査 Manager, Planning Section, Environment Policy Department, Environment Bureau	太田 敦 Mr. Atsushi <u>Ota</u>	○		
	環境局環境経済部環境産業政策室主査 Manager, Environmental Industries Promotion Office, Environment and Economy Department, Environment Bureau	山下 耕太郎 Mr. Kotaro <u>Yamashita</u>	○		
	企画政策室にぎわいづくり企画課 Manager, Visitors Promotion Section, Planning and Coordination Office	中島 尚 Mr. Takashi <u>Nakashima</u>	○		
	日本磁力選鉱株式会社営業本部第三営業部長 General manager, Nippon Magnetic Dressing	松本 寛 Mr. Hiroshi <u>Matsumoto</u>	○		
	北九州市環境ミュージアム Kitakyushu Environment Museum	諸藤 見代子 Ms. Miyoko <u>Morofuji</u>	○		
熊本市 （日本国） Kumamoto City （Japan）	都市建設局都市政策部都心活性推進課長 Director, City Center Development Section, Urban Policy Department, Urban Development and Construction Bureau	吉野 勇 Mr. Isamu <u>Yoshino</u>	○	○	○
	環境保全局環境事業部廃棄物計画課環境審議員 Senior Advisor, Sanitation and Waste Management Planning Section, Public Sanitation Department, Environmental Conservation Bureau	川口 宏治 Mr. Koji <u>Kawaguchi</u>	○	○	○
	経済振興局商業振興部商業労政課長 Director, Commerce and Labor Administration Section, Commerce and Industry Promotion Department, Economic Promotion Bureau	本田 正弘 Mr. Masahiro <u>Honda</u>	○	○	○
宮崎市 （日本国） Miyazaki City （Japan）	企画部中心市街地活性化推進室主任主事 Senior Staff, Central City Promotion Office, Project Development Department	小八重 貴敏 Mr. Takatoshi <u>Kobae</u>	○		
	環境部 環境保全課主任主事 Senior Staff, Environmental Protection Division, Environmental Department	井上 光朗 Mr. Mituro <u>Inoue</u>	○	○	○
長崎市 （日本国） Nagasaki City （Japan）	観光部国際課係長 Deputy Director, International Affairs Section, Tourism Department	松永 泰和 Mr. Yasukazu <u>Matsunaga</u>	○	○	
	観光部国際課主事 Senior Staff, International Affairs Section, Tourism Department	貞包 教雄 Mr. Michio <u>Sadakane</u>	○	○	
大分市 （日本国） Oita City （Japan）	都市計画部都市計画課専門員 Professional Official, City Planning Division, City Planning Department	篠田 哲彦 Mr. Tetsuhiko <u>Shinoda</u>	○		
	環境部環境対策課主任 Senior Staff, Environmental Protection Division, Environment Department	佐藤 満 Mr. Mitsuru <u>Sato</u>	○	○	
	環境部清掃管理課主事 Staff, Waste Disposal Management Division, Environment Department	矢野 孝徳 Mr. Takanori <u>Yano</u>	○	○	
佐賀市 （日本国） Saga City （Japan）	経済部街づくり推進課主任 Senior Staff Member, Urban Development Promotion Section, Economic Affairs Division	田代 健二 Mr. Kenji <u>Tashiro</u>	○		

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都市（国）/ City (Nation)	役 職 / Title	名前 / Name	30th	31st	1st
上海市 (中華人民共和国) Shanghai People's Government (People's Republic of China)	外事弁公室副処長 Deputy Director, Foreign Affairs Office	孫儉清 Mr. <u>Sun</u> Jianqing	○	○	○
	環境保護局副処長 Deputy Director, Environment Protection Bureau	徐高田 Mr. <u>Xu</u> Gaotian	○	○	○
	城市規劃局副総工程師 Deputy General Engineer, Urban Planning and Administrative Bureau	俞斯佳 Mr. <u>Yu</u> Sijia	○	○	○
シンガポール共和国 Singapore	建設公社技術開発部次長 Deputy Director, Technology Development Division, Building & Construction Authority	Mr. Kian Seng <u>ANG</u>	○	○	○
	建設公社技術開発部開発担当主席 Senior Development Officer, Technology Development Division, Building & Construction Authority	Ms. Mei Ling <u>TAN</u>	○	○	○
	都市再開発公社配置計画部企画官 Senior Planner, Physical Planning Division, Urban Redevelopment Authority	Ms. Stephanie <u>Koh</u>	○	○	○
烏魯木齊（ウルムチ）市 (中華人民共和国) Urumqi Municipal Government (People's Republic of China)	弁公庁副主任 Deputy Director, General office	李 新華 Mr. <u>Li</u> Xinhua	○	○	○
	応急弁公室副主任 Deputy Director, Office of Emergency services	常 江華 Mr. <u>Chang</u> Jianghua	○	○	○
	公務員処処長 Chief, Personnel Division	楊振麗 Ms. <u>Yang</u> ZhenLi	○	○	○
	人民対外友好協会通訳 Interpreter, The Urumqi Peoples Association for friendship with foreign countries	艾力卡木 Mr. <u>Aili</u> Kamu	○	○	○
アジア太平洋 都市サミット事務局 (福岡アジア都市研究所) (日本国) Asian Pacific City Summit Secretariat (Fukuoka Asian Urban Research Center) (Japan)	副理事長 Deputy Director General	藤井利治 Mr. Toshiharu <u>Fujii</u>	○		
	常務理事 Managing Director	村上廣志 Mr. Hiroshi <u>Murakami</u>	○	○	○
	事務局長 Secretary General	陶山靖 Mr. Yasushi <u>Suyama</u>	○	○	○
	主任研究員 Senior Researcher	唐寅 Mr. <u>Tang</u> Yin	○	○	○
	交流推進係長 Section Chief	山本公平 Mr. Kohei <u>Yamamoto</u>	○	○	○
	研究主査 Chief Researcher	山下永子 Ms. Eiko <u>Yamashita</u>	○	○	○
	研究主査 Chief Researcher	今川浩 Mr. Hiroshi <u>Imagawa</u>	○	○	○
	係員 Staff	大関麻里子 Ms. Mariko <u>Ozeki</u>	○	○	○
	特別客員研究員（釜山発展研究院 主席研究員） Special visiting researcher (Busan Development Institute Senior Research Fellow)	琴 性 根 Mr. <u>Keum</u> , Sung Keun	○	○	○

■Member Cities

Total number of participants : 8 7

都市（国）/ City (Nation)	役 職 / Title	名前 / Name	30th	31st	1st
アジア太平洋 都市サミット事務局 (福岡アジア都市研究所) (日本国) Asian Pacific City Summit Secretariat (Fukuoka Asian Urban Research Center) (Japan)	主任研究員 Senior Researcher	野口 誠 Mr. Makoto <u>Noguchi</u>			○
	総務係長 Section Chief	石牟礼 孝行 Mr. Takayuki <u>Ishimure</u>			○
	研究主査 Chief Researcher	梶返 恭彦 Mr. Takahiko <u>Kajigaeshi</u>			○
	研究主査 Chief Researcher	寺本 義宏 Mr. Yoshihiro <u>Teramoto</u>			○
	係員 Staff	弥富 愛 Ms. Ai <u>Iyadomi</u>			○
	係員 Staff	瀧山 直子 Ms. Naoko <u>Takiyama</u>			○
subtotal			60	40	49

■Journalists

City	Organization	Name	30th	31st	1st
Bangkok	MATICHON PUBLIC COMPANY	Mr.Assajita Awale	○	○	○
Busan	The Busan Ilbo	Ms.Song Ji-yeon	○	○	○
Dalian	Dalian Daily	Mr.Zhou Chang	○	○	○
Guangzhou	Guangzhou Daily	Mr.Zhou Zhiwei	○	○	○
Ho Chi Minh City	Saigon Giai Phong Newspaper	Ms.Nguyen Ham Bao Truc	○	○	○
Ipoh	New Strait Times News Press	Mr.Shahrul Hafeez Seman	○	○	○
Jakarta	KOMPAS	Mr. Robert Adi Kesuma	○	○	○
Manila	Philippine Daily Iquirer	Mr.Dewey Joseph Gida Yap	○	○	○
Shanghai	Shanghai Daily	Mr.Wang Yong	○	○	○
Singapore	Lianhe Zaobao	Mr.Ng Hon Kuan	○	○	○
Secretariat of Asian City Journalist Conference	UN-HABITAT Regional Office for Asia and the Pacific(FUKUOKA)	薄 俊也 Mr. Shunya <u>Susuki</u>	○	○	○
	UN-HABITAT Regional Office for Asia and the Pacific(FUKUOKA)	後藤 昭一 Mr. Shoichi <u>Goto</u>	○	○	○
	UN-HABITAT Regional Office for Asia and the Pacific(FUKUOKA)	小野山 利治 Mr. Toshiharu <u>Onoyama</u>	○	○	○
	International Affairs Editor, The Nishinippon Shinbun(West Japan Daily)	国分 健史 Mr. Takeshi <u>Kokubu</u>		○	○
subtotal			13	14	14
total			73	54	63

IV Covenant

Covenant of the Asian-Pacific City Summit

Chapter 1 General Provisions

Article 1. (Appellation)

The name of the organization shall be the “Asian-Pacific City Summit” (hereinafter referred to as the “City Summit”).

Article 2. (Objective)

The objective of the City Summit is to provide an opportunity for leaders of major cities in the Asian Pacific region to promote inter-city cooperation and networking in solving urban issues, thus contributing to further development of the region and enduring world peace.

Article 3. (Activities)

In order to achieve the objectives stated in Article 2, the City Summit shall:

- (1) convene the Mayors Conference.
- (2) convene the Working-Level Conference.
- (3) organize other necessary activities.

Chapter II Member Cities

Article 4. (Member Cities)

Member cities of the City Summit are as listed on the appendix.

Article 5. (Representation)

Each member city shall, in principle, be represented by its mayor or by a person who holds the position equivalent to mayoralty.

Article 6. (Admission)

1. Any city that intends to become a member city of the City Summit, shall submit a written application to the Secretariat.
2. The Secretariat shall put the submitted application on the agenda of the first Mayors Conference, to be held following its submission.
3. Membership shall take effect on the day of approval by the Mayors Conference.

Article 7. (Withdrawal)

1. A member city may withdraw from the City Summit by transmitting a written application for withdrawal to the Secretariat.

2. Withdrawal by a member city shall take effect 30 days after the receipt of application by the Secretariat as stated under the previous clause.
3. Even after withdrawal, a member city shall faithfully perform its obligations born before the withdrawal under this Covenant.

Chapter III Mayors Conferences

Article 8. (Mayors Conferences)

1. A Mayors Conference shall, in principle, be held every two years.
2. A Mayors Conference shall be convened by the representatives of the city where the conference is to be held(hereinafter referred to as a “host city”).

Article 9. (Composition)

1. A Mayors Conference shall consist of representatives of member cities.
2. A Mayors Conference shall be attended by the representative of a member city. However, if the representative is unable to attend the conference in person, the representative may delegate authority to another person who shall attend the conference.
3. A non-member city may send a representative to the Mayors Conference as an observer, with recommendation of a member city.

Article 10. (Functions)

A Mayors Conference shall perform the following functions.

- (1) to amend and revoke the Covenant of the City Summit
- (2) to approve new membership
- (3) to determine host cities of the next Mayors Conference and the Working-Level Conference.
- (4) to decide other important matters relating to the administration of the City Summit.

Article 11. (Chairperson)

A Mayors Conference shall, in principle, be chaired by the representative of the host city.

Article 12. (Quorum and Voting)

1. The quorum at a Mayors Conference shall be one half of the member cities.
2. All the matters shall, in principle, be decided by a majority of the member cities which are present.

Article 13. (Defrayal of costs)

1. The host city shall defray the costs incurred in hosting the conference.
2. The participating member cities shall bear the costs relating to their participation including travel costs and accommodation costs. However the host city may defray the part of the costs within its discretion.

Article 14. (Determination of the host city)

1. A member city which wishes to host a Mayors Conference shall submit an application to the Secretariat.
2. The Secretariat shall put the application on the agenda of the first Mayors Conference, to be held following its submission.

Chapter IV Working-Level Conferences

Article 15. (Working-Level Conferences)

1. A Working-Level Conference shall, in principle, be held every two years.
2. A Working-Level Conference shall be convened by the representative of the host city.

Article 16. (Composition)

1. A Working-Level Conference shall consist of Working-Level officers of member cities.
2. A non-member city may send a representative to the Working-Level Conference as an observer, with recommendation of a member city.

Article 17. (Functions)

1. A Working-Level Conference shall hold consultations to realize the matters approved in the Mayors Conference.
2. The results of a Working-Level Conference shall, in principle, be reported to the Mayors Conference by the host city of the Working-Level Conference.

Article 18. (Chairperson)

A Working-Level Conference shall, in principle, be chaired by a person appointed by the host city.

Article 19. (Defrayal of costs)

To the costs related to a Working-Level Conference, Article 13 shall apply *multatis mutandis*.

Article 20. (Determination of the host city)

To the determination of a host city of a Working-Level Conference, Article 14 shall apply *multatis mutandis*.

Chapter V Secretariat

Article 21.(Secretariat)

1. The Secretariat of the City Summit shall be located in Fukuoka City, Japan.
2. The necessary costs for the administration of the Secretariat shall be defrayed by Fukuoka City.
3. The Secretariat shall have the following duties.
 - (1) Liaison and coordination among member cities
 - (2) Liaison, coordination and support in connection with administrative work related to the Mayors Conference, Working-Level Conference and City Summit.
 - (3) Keeping custody and submitting minutes of meetings and other information relating to the administration

of the City Summit.

(4) Research and study relating to the administration of the City Summit in general

(5) Other items in connection with the administration of the City Summit.

4. Other necessary items related to the administration of the Secretariat shall be provided separately by Fukuoka City.

Chapter VI Supplementary provisions

Article 22. (Entry into force)

The present Covenant shall enter into force on August 31, 2002.

(Appendix)

List of Member Cities

Auckland, New Zealand
Bangkok, Kingdom of Thailand
Brisbane, Australia
Busan Metropolitan City, Republic of Korea
Dalian, People's Republic of China
Fukuoka, Japan
Guangzhou, People's Republic of China
Ho Chi Minh City, Socialist Republic of Viet Nam
Hong Kong Special Administrative Region, People's Republic of China
Honolulu, United States of America
Ipoh, Malaysia
Jakarta, Republic of Indonesia
Kagoshima, Japan
Kitakyushu, Japan
Kuala Lumpur, Malaysia
Kumamoto, Japan
Manila, Republic of the Philippines
Miyazaki, Japan
Nagasaki, Japan
Naha, Japan
Oita, Japan
Saga, Japan
Shanghai, People's Republic of China
Singapore
Urumqi, People's Republic of China
Vladivostok, Russian Federation

V References

(1) Past Results

■ Mayors Conference

Host City	Dates	Theme of Plenary Session	Themes of Sub-sessions	Participants
1st Fukuoka	1994. 9.22~ 9.25	“Harmony between urban Development and Human Living Environment in the Asian-Pacific Era”	“City and Transportation” “City and Housing” “City and Environment/Public Health”	21 cities from 11 countries and regions
2nd Guangzhou	1996. 9.27~ 10. 1	“Urban Development In the 21 st Century”	“Future Urban Planning and Construction” “Modern Urban Environmental Protection” “Urban Modernization and Traditional Culture”	11 cities from 11 countries and regions
3rd Fukuoka	1998. 7.11~ 7.13	“Future Prospects of Networking between Cities”	“Future Direction of Education for the Next Generation” “Establishment of Health and Medical Systems” “Waterworks and Sewer Systems in the City”	23 cities from 12 countries and regions
4th Busan Metropolitan City	2000. 5.13~ 5.15	“Asian-Pacific Cities in the New Millennium”	“Enhancing Inter-City Exchanges and Trade” “Measures to Grow Tourism Industry”	22 cities from 11 countries
5th Fukuoka	2002. 8.30~ 9. 1	“New Approach to City Planning for the 21 st Century -from ‘Governing’ to ‘Good Governance’-”	“City Planning with Citizen Involvement” “Customer-Based & Result-Oriented Governmental Reform” “e-Governance ^IT & City Planning” “Collaboration among Industry, Academia and Local Government”	24 cities from 12 countries
6th Bangkok Metropolitan Administration	2004. 11.30~ 12. 2	“Sustainable City Redevelopment: The New Approaches”	“New Urbanism: Values, City Governance, and People Participation” “New Public Management: Public Private Partnerships and Creating Opportunities for All”	14 cities from 10 countries
7th Urumqi	2006. 8. 8~ 8.10	“Development of Harmonious City”	“Welfare services of the Future” “Development of Urban Infrastructures” “Promotion of New Industries”	13 cities from 5 countries

The 8th Mayors Conference will be held in Dalian during the period of Friday, September 26 – Monday, September 29, 2008.

■ Working-Level Conference

Host City	Dates	Theme	Participants
1st Fukuoka	1995. 10.26～10.27	“Management of Transportation in Cities of the Asia-Pacific Regions” -Transportation Operation Policy and Traffic Control-	20 cities from 10 countries and regions
2 nd Fukuoka	1997. 11.26～11.28	“Waste Treatment and Disposal” -Striving for a Sustainable Growth Environment-	18 cities from 9 countries
3 rd Fukuoka	1999. 11.30～12. 2	“The Supply of Safe, Clean Water to the City”	18 cities from 10 countries
4 th Busan Metropolitan city	2001. 9. 6～9. 8	“Measures to Enhance Inter-City Exchanges in Tourism in the Asia-Pacific Region	17 cities from 7 countries
5th Kumamoto	2003. 11. 9～11.10	“City Planning with Citizen Involvement”	18 cities from 9 countries
6 th Urumqi	2005. 9.10～9.12	“To Promote City Development through Multi-layered Culture”	9 cities from 3 countries
7 ^h Kitakyushu	2007. 7.30～8. 1	“Urban Charm – Building a Beautiful City by Residents”	15 cities from 5 countries (19 cities from 9 countries*)

* The figure includes the number of journalists.

■August 2 The Nishinippon Shimbun (morning edition)

■August 1 The Nishinippon Shimbun (morning edition)

■August 1 Tenjin Keizai Shimbun

天神を体感。都市観光向上へAPCS共同研究スタディーズアー

アジア太平洋地域都市の首長が一堂に会し、都市問題解決への相互協力や発展のため、1994年から隔年開催されており、北九州市で開催された「第10回アジア太平洋都市サミット」(以下、APCS)実務者会議の場で18日、福岡・天神で「APCS共同研究スタディーズアー」が実施された。

写真を拡大

「美しいまちづくり中心市街地の活性化と官民の発展」をテーマに「We Love天神協議会」の活動の発表、エリアマネジメントの活動現場などに紹介し、天神地区の魅力を伝えることで都市観光、素客交流力の向上と情報発信力の強化を図るのが狙い。

ツアーには、広州、大連、上海、バンコク、シンガポール、釜山など海外からジャーナリスト約20人が参加。国内からは鹿児島県、熊本など計4人が参加した。参加者は4組に分かれ、グループごとに福岡市役所を出発し、1日4〜5kmを走り、1855年築きの老舗「鶴子醤油蔵油」・大倉組屋町商店街「豊園公園」・天神地下街などを回り、NPO法人グリーンカードが中心となって行っている漢博活祭や「明日は日語課プロジェクト」などの説明も受けた。

広州市から参加した楊勇(ヤンヨン)さんは「印象に残ったところは『ジョーキウ醤油』。グローバル化が進む一方、伝統文化を守り、現代に残っている姿勢に感銘された」と感想を語っていた。「缶が清潔できれい。広州と比べるとゆったりして住みやすそう」とも。

We Love天神協議会
(2007-08-01)

■ July 24 The Nishinippon Shimbun (morning edition)(part)

**アジア都市ジャーナリスト会議
に参加する新聞社・記者**

釜山日報 (釜山日報) 釜山 福岡

Shanghai Daily (上海日報) 上海

廣州日報 (廣州日報) 広州

フィリピン・ディリー・インクワイヤー (フィリピン・ディリー・インクワイヤー) フィリピン

NSTP (ニュー・ストレーツ・タイムズ) シンガポール

KOMPAS (コンパス) インドネシア

Singapore Press Holdings (連合早報) シンガポール

マティヨン (マティヨン) アジア

サイゴン解放 (サイゴン解放) ベトナム

シンガポール (シンガポール) シンガポール

イボ (イボ) イボ

バンコク (バンコク) バンコク

ホーチミン (ホーチミン) ホーチミン

ジャカルタ (ジャカルタ) ジャカルタ

ソウ・チャンさん (ソウ・チャンさん) 釜山日報

ワン・ヨンさん (ワン・ヨンさん) 上海日報

アサヒカワリさん (アサヒカワリさん) マティヨン

シャル・ハフーズ・セマンさん (シャル・ハフーズ・セマンさん) NSTP

ロバート・アディネスさん (ロバート・アディネスさん) KOMPAS

フレイバー・ジョセフ・キム・ヤンさん (フレイバー・ジョセフ・キム・ヤンさん) フィリピン・ディリー・インクワイヤー

デヴィッド・バナー・チャックさん (デヴィッド・バナー・チャックさん) サイゴン解放

サシモン・クワンさん (サシモン・クワンさん) Singapore Press Holdings

●アジア太平洋都市サミット アジア太平洋地域の都市連携とネットワーク構築を目指し、城内都市の代表者が一堂に集まる国際会議。1994年、福岡市の呼び掛けで始まり、現在海外17都市と国内9都市をメンバーとして隔年で開催。今年は北九州

市で7月30日、各都市の実務者が「住民による美しいまちづくりと都市の魅力」をテーマに話し合う。同市、福岡市、釜山市のまちづくりの事例を基に、域内の活性化のため、都市間で実施する共同事業や連携の仕組みなど、新たな交流促進策を探る。

A6 OPINION

Wisdom of moderation lost in modern cities



Wan Lixin

wanlixin@shanghaidaily.com

MODERATION was the well-accepted wisdom of the ancient Chinese. But the fervor for modernization is giving full play to people's primitive, instinctive yearning for the bigger, the taller, the faster, and the grander.

More than 20 years ago when I first set my foot in a capital city, I felt very excited by the tall buildings and the streets dominated by motor vehicles.

It seems the same excitement is still inspiring most of our urban designers.

Beijing and Shanghai already rank as global mega cities, which are defined as cities with 10 million-plus population.

The even more exciting thing is they are still growing. Beijing is redefining its enormity by girding itself with the sixth ring. There are already predictions that the xxth ring would fold Tianjin in.

In Shanghai, the cross-Yangtze River tunnel under construction would extend the city's tentacles to Chongming Island, that haven for birds and humans. I am reminded of the sublime quietness of the island in the evening, when there were virtually no motor vehicles in motion.

As mainstream opinion regards urbanization as an unmistakable sign of modernization and progress, such big cities are models for diligent emulation.

According to a statistics in 2003, 182 Chinese cities had articulated their aspiration to become "international metropolises." The number accounted for about 27 percent of the total of 667 cities.

Some modest cities or towns whose current scale makes them hesitate to stake such a claim are busy upgrading their administrative levels. A county becomes a county-level city, and a county-level city can grow to be a district-level city.

To be fair, some big cities have been celebrated by some well-known writers.

Samuel Johnson was unstinting in showering his praises on London.

"Why, Sir, you find no man, at all intellectual, who is willing to leave London. No, Sir, when a man is tired of London, he is tired of life; for there is in London all that life can afford," Johnson reportedly said.

But he was drawn to London because it was the magnet for artists and the hub of ideas.

B. B. White once compared New York to poetry, saying that "it compresses all life, all races and breeds, into a small island and adds music and the accompaniment of internal engines."

But even White's eulogies betrayed some of the problems con-

fronting the city.

"It is a miracle that New York works at all. The whole thing is implausible. Every time the residents brush their teeth, millions of gallons of water must be drawn from the Catskills and the hills of Westchester."

This suggests the pollution such a city is capable of producing. While people are doing documentaries on the most unlikely subjects, why is no one yet doing something tracing the course of human waste in the labyrinth of subterranean sewage pipes?

It can be very educational as well as intriguing.

Considering also the amount of time and energy consumed, and pollution generated, in moving millions of commuters to and from their workplaces.

When roads become six or eight-lane boulevards, invariably at the expense of the space due to pedestrians and bicycles, motor vehicles becomes the only plausible mode of transport.

No more leisure

Gone are the days when you could saunter through the lanes in a leisurely and harassment-free mood.

When even robust youths have to manage a trot when crossing the road, a neatly chiseled "special lane for the handicapped" becomes ornamental, a mockery of human vanity.

Though experts are still arguing whether developed countries should be responsible for inflating the size of cities in developing countries by a globalized trade model, they did achieve one consensus: when it comes to the size of cities, small is beautiful.

Just as there are limits to the size of any living species, there is an optimum size for the cities.

Overstepping this would exponentially strain urban infrastructure, resulting in chronic traffic snarls, worsening pollutions, and widening the income gap.

Only when cities are reduced to manageable size can humans hope to regain their dignity.

Neighboring goodwill might be cultivated. Pedestrians, cyclists, even the handicapped would feel less threatened on the streets.

As the authorities become persuaded of the tragic consequences of hyper-urbanization, some cities in developed countries are trying to get smaller.

China's mega-cities also face problems unique to them.

For instance, the practice of *quzhu* (mass rent), ie cramming dozens of migrants into a single flat, affords us a glimpse of the plight of an impoverished underclass.

These migrants — former peasants uprooted from their fields — are drawn to cities not so much by the promise of prosperity than by the hope of survival.

Their wretched conditions are euphemistically known as urbanization.

It is high time our policy makers exploded the myth of urbanization and hyper-urbanization.



Illustration by Zhou Bao Shanghai Daily

Pedestrians are king in Fukuoka



Wang Yong

wangyong@shanghaidaily.com

HAVING been scared by roaring cars and mopeds in Shanghai for three years, I wonder why pedestrians are so marginalized in a modern city.

Not a single day passed without a car or a moped honking and threatening to run me over although I had a green light. Were those drivers racing to catch a funeral? I often wonder.

I hate to say that Chinese are always rude to others, but the rudeness is evident at least on the streets of Shanghai, where taxi drivers are notoriously fast and reckless, and moped drivers are like hooligans ignoring red lights as much as possible. Drivers of other cars and vehicles are often no better, acting as if they are the king of the jungle.

The danger of being run over by a careless driver or moped rider is not the only peril to pedestrians in Shanghai, he or she has little walking space.

In many streets — though not all of them — a slim girl with a fashionable umbrella ahead of you will block the entire passage.

A city or town cannot be attractive if its pedestrians are so pressed — both physically and psychologically. Pedes-

trians deserve better treatment for at least two reasons.

First, they are the weaker, compared with those steel contraptions. A city is cruel if it allows the weaker to be crushed by machines.

Second, people are in the majority. In no way can all residents of a city own and drive a car — either in terms of their financial ability or the city's space.

As such, it's weird that a city should be so structured as to blatantly ignore the interests of the many and the weak.

Fukuoka, Japan, offers a striking example that is quite the opposite of this pedestrian-unfriendly city of ours.

This Japanese city is about one and a half hour's flight from Shanghai. I went there on July 29 at the invitation of the Asia-Pacific headquarters of the United Nations HABITAT and to attend the Asian City Journalists Conference.

A town enjoyed on foot

Home to the Asia-Pacific headquarters of the UN-HABITAT, Fukuoka City is clean and dynamic yet quiet.

Here pedestrians are absolutely the king of the road. In Tenjin, the administrative and commercial center of Fukuoka City, there are many pedestrian lanes that are wider than motor lanes. You seldom see this in Shanghai, or many other Chinese cities.

At a time when most Chinese cities — big or small — rush to expand motor lanes to promote automobile sales and to look "modern," Fukuoka, especially its Tenjin district, is building a town that can be enjoyed on foot.

Tenjin does not have a purely pedestrian area as the one on Nanjing East Road in Shanghai or Wangfujing Street in Beijing, but almost everywhere in Tenjin pedestrians have the bigger space compared with cars.

Making pedestrians the king of the road has many advantages: easing traffic, reducing car emissions, promoting commercial sales, and fundamentally, making most of a city's population happy.

Some would argue that Shanghai is much bigger than Fukuoka City, so it cannot afford its pedestrians that luxury space.

Well, Shanghai has a population of 17 million, plus about three million migrant workers. It has an area of about 6,300 square kilometers. Fukuoka City has a population of 1.4 million, about one-tenth of Shanghai's. It has an area of 341 square kilometers, about one-20th of Shanghai's. Do the math.

Fukuoka City is not the only city I have seen that treats pedestrians as king. Singapore, Palo Alto (California) — and there are many others. But Fukuoka is surely one of the very best places for pedestrians.

Shanghai may not be the worst place in China for pedestrians. And it has come a long way to make life easier for its pedestrians — though it has a long way to go.

What worries me most is not that Shanghai will never change for the better, but that many smaller Chinese cities are changing for the worse. They all want cars first in their false belief that the more cars, the more modern.

กรุงเทพฯ ได้อะไร

จากบทสัมภาษณ์ของนักเขียนชาวญี่ปุ่น

กรุงเทพฯ ได้อะไรจากการเป็นเมืองที่สะอาดและน่าอยู่? สำหรับนักเขียนชาวญี่ปุ่นที่เพิ่งมาเยือนกรุงเทพฯ เป็นครั้งแรก คำตอบที่ได้คือ 'ความสะอาด' และ 'ความปลอดภัย'

นักเขียนชาวญี่ปุ่นกล่าวว่า กรุงเทพฯ เป็นเมืองที่น่าอยู่และปลอดภัยมากที่สุดในเอเชียตะวันออกเฉียงใต้ โดยเฉพาะอย่างยิ่งในแง่ของความปลอดภัยในชีวิตและทรัพย์สิน

นอกจากนี้ กรุงเทพฯ ยังเป็นเมืองที่มีความสะอาดมากที่สุดในภูมิภาคนี้ ซึ่งนักเขียนชาวญี่ปุ่นได้สังเกตเห็นและประทับใจเป็นอย่างยิ่ง

นักเขียนชาวญี่ปุ่นยังได้กล่าวถึงบรรยากาศของกรุงเทพฯ ที่น่าประทับใจ โดยเฉพาะอย่างยิ่งในแง่ของความปลอดภัยและความสะอาด

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建设环境优美舒适宜居的城市

——日本北九州市和福岡市城市环境建设和管理经验

高尾 真 著

北九州市和福岡市是日本著名的工业城市，同时也是环境优美的宜居城市。本书介绍了两市在城市环境建设和管理经验方面的做法，为其他城市提供了借鉴。

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探讨环保国际合作中的媒体作用

亚洲十座城市记者聚会福岡

本报讯（记者周翔）旨在探讨亚洲城市间的环保国际合作和媒体作用发挥的亚洲城市间环保国际合作、建设安全的城市环境发展媒体作用等课题，进行了媒体记者和媒体论坛。

日本新闻社编辑局长池田惠美主持会议。与会记者就亚洲城市间环保国际合作、建设安全的城市环境发展媒体作用等课题，进行了媒体记者和媒体论坛。

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Kolom Blog Aditi Rini Berternu dengan Sahabat di Jepang Berkas Blog

Aditi Rini, a popular blogger, shares her experiences and insights from her travels and interactions with friends in Japan. She discusses various aspects of Japanese culture, lifestyle, and the challenges of living abroad.

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Pohusi di Kota-kota di Asia Makin Parah, Pemahaman Lingkungan Sejak Dini

This article discusses the importance of environmental education from an early age in Asian cities. It highlights the role of parents, schools, and communities in fostering a sense of environmental awareness and responsibility among children.

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Belajar dari Kota Kikayushu, dari "Gray City" ke "Green City"

This article explores the transformation of Kikayushu from a "Gray City" to a "Green City". It discusses the various initiatives and policies implemented by the city government to improve its environment, including urban planning, green spaces, and sustainable development.

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Kikayushu, dari Istana Kikayushu hingga Kikayushu

This article provides a detailed look at Kikayushu, from its historical significance to its modern-day status. It covers the city's rich cultural heritage, its architectural landmarks, and its role in the region's development.

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Kepercayaan, Kota Baru dengan "Hikayat Baru"

This article discusses the concept of "Hikayat Baru" (New Story) in the context of urban development and community building. It explores how trust and shared values can lead to the creation of vibrant, sustainable communities.

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(4) The Research Report APCS Study Tour in TENJIN

Secretariat of Asian Pacific City Summit

Fukuoka Asian Urban Research Center

Dr. Eiko YAMASHITA

I Questionnaire Survey

1. Survey Outline

1.1 Research objective

- We carry out questionnaire surveys to obtain the evaluation of the management and the attractiveness of TENJIN.

1.2 Respondent to a survey

- Participants of the fellowship banquet which held after APCS Study Tour:14 persons.

(Number of all participants:28 persons)

1.3 Numbers of samples

- 14 Samples

1.4 Method of research

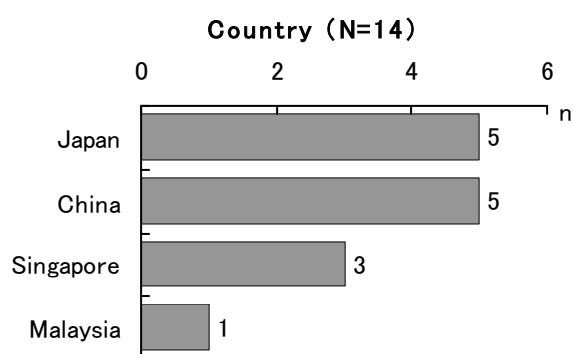
- Self-administered questionnaire

1.5 Date

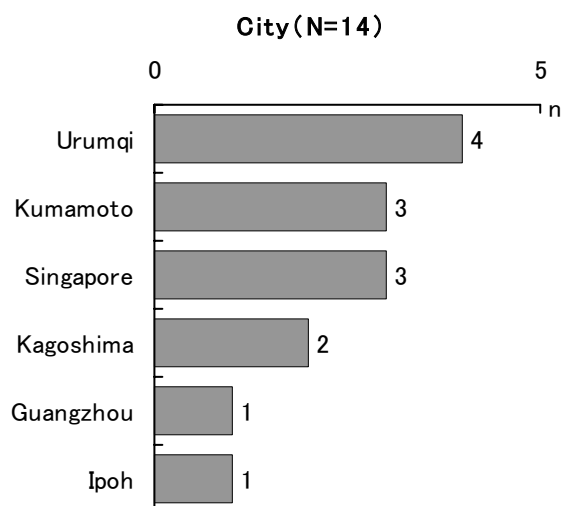
- August 1st,2007

2. Profile of Respondent

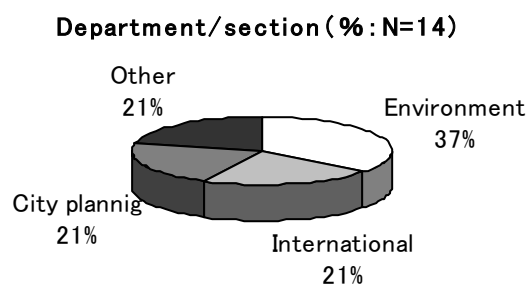
2.1 Country



2.2 City



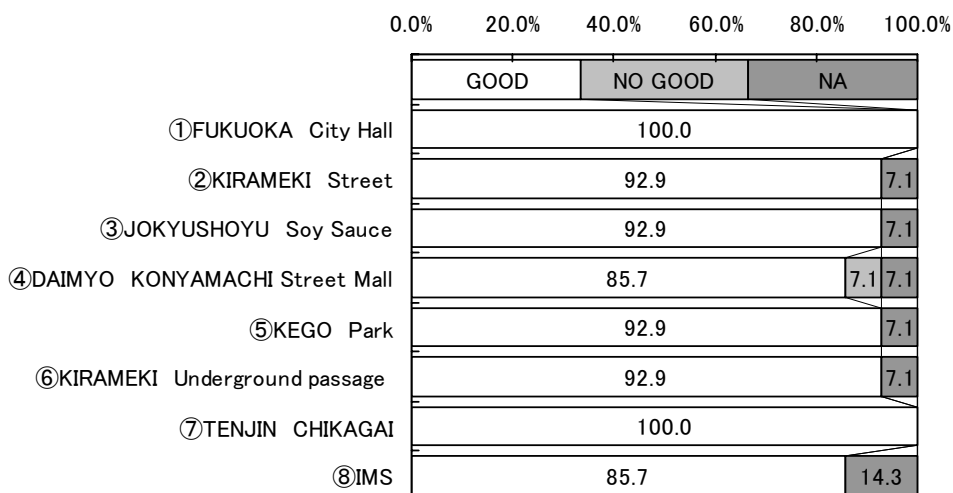
2.3 Department / Section



3. Survey Results

3.1 Impression for each spots/streets in TENJIN

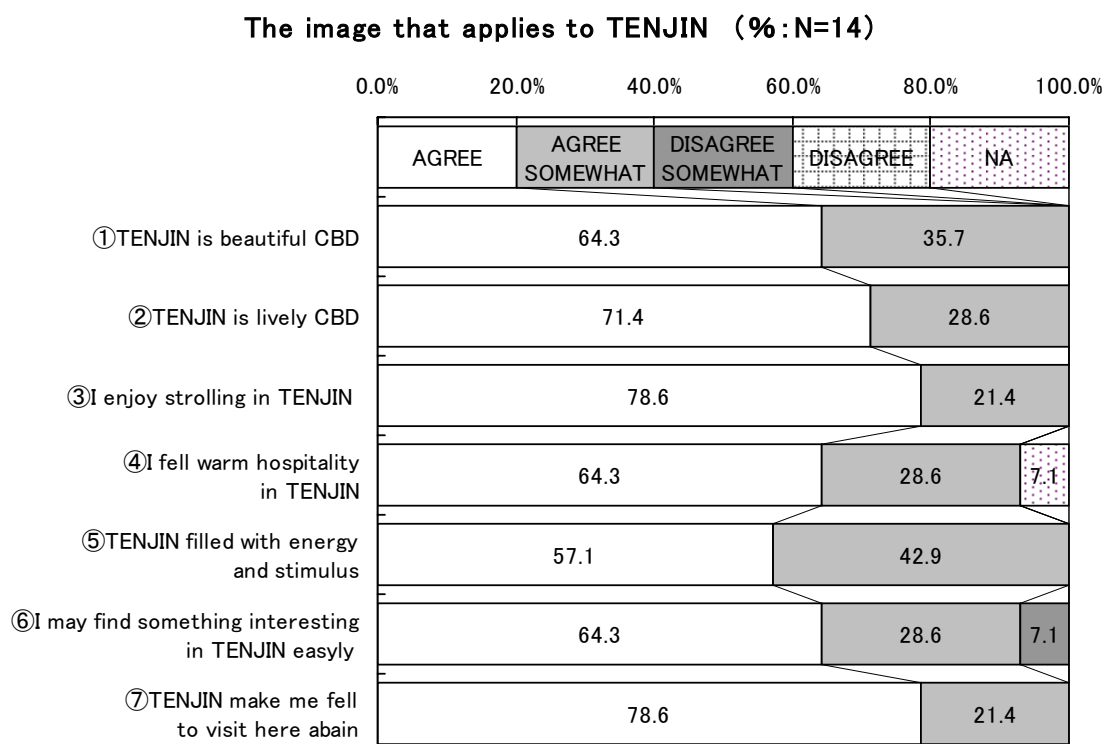
Impression for each spots /streets (%:N=14)



Country	City	Comments	Department /Section
①FUKUOKA City Hall			
Japan	kagoshima	Greened building	Environment
	Kumamoto	Width of the street	City planning
②KIRAMEKI Street			
Japan	Kumamoto	There is no illegal parking bicycle	City planning
③JOKYUSHOYU Soy Sauce			
Japan	Kumamoto	Coexisting old and new things.	City planning
China	Guangzhou	Good to mix traditional culture, building, and environment	International
Singapore	Singapore	Very traditional homes and good to have a mixture of heritage & modern architecture	Environment
Malaysia	Ipoh	Interested in the ambience with historical background different from the surrounding area	City planning
④DAIMYO KONYAMACHI Street Mall			
Japan	kagoshima	Being able to feel Hakata way for the remain of old stores	Environment
	Kumamoto	Not a little characteristic	City planning
Malaysia	Ipoh	Having very good concept. Walkable.	City planning
⑤KEGO Park			
Singapore	Singapore	Nice fountain and nice flowers	Environment
	Singapore	Small urban park	City planning
Malaysia	Ipoh	Interesting, especially with the present of green bird.	City planning
⑥KIRAMEKI Underground passage			
Japan	Kumamoto	Maintenance of parking area for bicycles	Environment
	Kumamoto	Better if there are shops in the undergoround passage or both sides.	City planning
Singapore	Singapore	Very convenient and comfortable	Environment
	Singapore	Very bustling and lively. Well used pedestrian underpass. Nice ambience.	Other
Malaysia	Ipoh	Very continuance and cooly, good plannning.	City planning
⑦TENJIN CHIKAGAI			
Japan	Kumamoto	Smooth juncture between buildings	Environment
China	Urumqi	Greatly characteristic	International
⑧IMS			
Singapore	Singapore	Nice greenery and morning glory at the entrance	Environment
⑨General			
Singapore	Singapore	We can see that city has done an excellent job to tackle the bicycle nuisance problem. Cycling is a health activity that is also friendly to the environment. It should still be encouraged.	Other

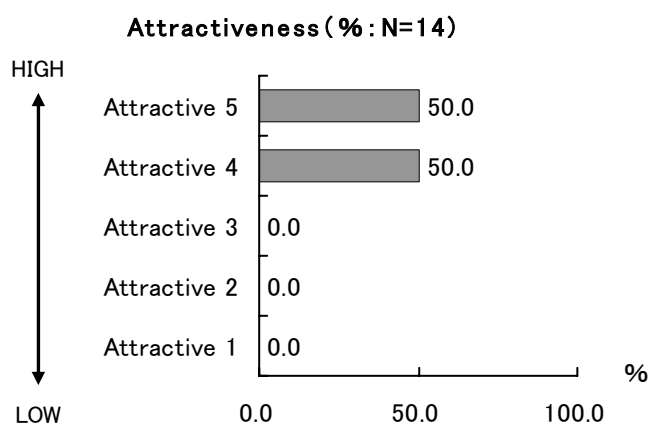
3.2 The image that applies to TENJIN

■ You enjoy strolling in TENJIN and you will visit TENJIN repeatedly.



3.3 Attractiveness

(to visitors from your countries)



3.4 Satisfactions



3.5 Advice

Country	City	Advice to Organiser and Secretariat	Department /Section
Singapore	Singapore	A little more time for participants to enjoy the stall at a more storoll at a more confortable pace.	Other
Malaysia	Ipoh	Well done	City planning

Feedback sheet (2007/8/1) Please hand this sheet to the secretariat staff when you leave				
City Name	TEAM-CD			
Department/Section	<input type="checkbox"/> International <input type="checkbox"/> Environment <input type="checkbox"/> City Planning <input type="checkbox"/> Others			
Name	[Last]		[First]	
[Q1] What kind of impression did you have for each spots /streets? Was it [GOOD] impression? Please select [GOOD]or[No GOOD] . Then please comments the reasons or things make you think so.				
Spots/Street	GOOD	NO GOOD	Please leave any comments about your[GOOD]or[NO GOOD] impressions.	
①FUKUOKA City Hall	<input type="checkbox"/>	<input type="checkbox"/>		
②TENJIN CHIKAGAI	<input type="checkbox"/>	<input type="checkbox"/>		
③KIRAMEKI Underground passage	<input type="checkbox"/>	<input type="checkbox"/>		
④KEGO Park	<input type="checkbox"/>	<input type="checkbox"/>		
⑤DAIMYO KONYAMACHI Street Mall	<input type="checkbox"/>	<input type="checkbox"/>		
⑥JOKYU SHOYU Soy Sauce	<input type="checkbox"/>	<input type="checkbox"/>		
⑦KIRAMEKI Street	<input type="checkbox"/>	<input type="checkbox"/>		
⑧IMS	<input type="checkbox"/>	<input type="checkbox"/>		
Other				
[Q2] How do you response to the following statements (①~⑦)? Please select one.				
statement	AGREE	AGREE SOMEWHAT	DISAGREE SOMEWHAT	DISAGREE
①TENJIN is beautiful CBD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
②TENJIN is lively CBD	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
③I enjoy strolling in TENJIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
④I felt warm hospitality in TENJIN	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑤TENJIN filled with energy and stimulus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑥I may find something interesting in TENJIN easily	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
⑦TENJIN make me feel to visit here again	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
[Q3] Do you think TENJIN is attractive CBD for visitors from your country?				
Attractive	5	4	3	2
<div style="display: flex; align-items: center; justify-content: center;"> ← → </div>				
Not Attractive				
[Q4] Are you satisfied with Today's Program?				
Satisfied	5	4	3	2
<div style="display: flex; align-items: center; justify-content: center;"> ← → </div>				
Not Satisfied				
[Q5] If you have any advice for Organizer and Secretariat, please leave it freely.				

II Interview Surveys and Participants' Observations

1. Survey Outline

1.1 Research objective

- We conduct interview surveys and participant observations to obtain the impressions, opinions, and questions of the participants of Study Tour in TENJIN.

1.2 Respondent to a survey

- Participants of APCS Study Tour: 28 persons.

1.3 Method of research

- Interview surveys and participant observations

1.4 Date

- August 1st, 2007

2. Comments and Questionnaire Result of Observation and Interaction

Cities in brackets are the places where the speaker came from.

2.1 About urban development

A. buildings, roads and aboveground public spaces

- We also conduct setback in Singapore. Setback is the happy-happy (win-win) measure. To create public spaces, private sector can increase its rate of building volume to lot, and local government will be able to increase its public spaces. People can easily walk and we can make buildings higher. (Singapore)
- Building height restriction (14 floors and 70 meters) makes architect design difficult. (Singapore)
- Compared to Singapore, broad roads are few and it is easy to walk. (Singapore)
- In Singapore, roads are designed for cars and it is not accessible for bicycles, however quite a few people use bicycles in Fukuoka. (Singapore)
- There are many spaces which use water, but have not you ever had problems? (Ipoh)

B. Tenjin underground shopping arcade

- It seems comfortable in summer. Singapore wants to establish underground shopping malls, however there are some challenges. I think for money issues, semi-public sector system and the cooperation between the public and private sectors which Fukuoka is implementing is the one of the solutions.
- It looks very long. Being connected with subway is good. (Guangzhou)
- I have been to Fukuoka 10 years ago, and I was surprised to see its change. Especially image of underground shopping mall has changed. It is more bustling and its scale has become bigger than before. (Jakarta)
- Underground shopping mall is broad. (Urumqi)
- It is cool and comfortable in summer. People will flow to underground. (Ipoh)
- There is another layer under the underground shopping mall and to my surprise, used for car parking space. (Ipoh, Jakarta)
- When it rains and the aboveground water level rise, does the water flow into underground? Why not?

(Jakarta)

C. Kirameki underpass

- Why not the water overflow? (Ipoh)
- Why the private sectors develop the underground passage? (Singapore)

D. Jokyu Shoyu Co.

- They preserve traditional culture such as recipe of soy source and buildings and inherit them.
In increasingly-globalized world, they value the cultural heritage. That inspired me a lot. In Guangzhou, we have intangible cultural heritages such as tea which prevent summer lethargy. I think we should value such culture. (Guangzhou)
- Ramen is nice. I bought soy source flavor Ramen. (After checking pork-free) (Urumqi)

E. Daimyo-konya-machi Shopping Arcade

- Electric wires should be buried underground. (Singapore)
- 95% of the buildings are made from concrete in Singapore. Buildings in Daimyo are so various in color, height and shape, and they are unique. (Singapore)
- (Comment on monitoring camera in Konya-machi) I don't like cameras being all over the place. I feel like being peeped In Singapore, we place cameras at main streets and where people crowd. (Singapore)
- I was surprised the fact that narrow alley in Daimyo is not restricted as one-way, however the alley makes easier for pedestrians to walk around and I was impressed by that. (Singapore)
- It seems that there are not so many people today. About what time people gather? (Singapore, Manila)
- There are many old houses and it is impressive. (Urumqi)
- There are many cars driving through narrow road and it is dangerous. Don't you have any measure for that? (Bangkok)

F. Kego Park

- It is spacious and beautiful. (Guangzhou)
- I found many universal designs. (Singapore)
- Kego Park is small for city park. (Singapore)
- Green space in urban area makes me feel relax. It is important to have green in urban area. (Manila)
- There are many people even in weekday. (Urumqi)

G. IMS

- It is beautiful facility and it does not seem nearly 20 years old.

2.2 Management

A. Asagao (Morning glory) project

- It is not government-led project (suggested by an artist) and it is very interesting. (Singapore)
- (When he was told that primary school pupils in Japan plant morning glories and take it home during the summer vacation to observe its growth as their assignments) Are these morning glories were planted by primary school pupils? (Singapore)
- Asagao project is interesting. Surely it will be effective for prevention of graffiti and illegally parked bicycles. (Ipoh)
- Asagao project is good. Ivies look cool. (Urumqi)

B. Measures against illegal bicycle parking

- I would like to know charging system on illegal bicycle parking. In Singapore we do not have bicycle trouble, however we have heavy automobile congestion. We charge on automobiles which drive urban area. Illegal bicycle parking is also one type of pollution. (Singapore)
- Penalty for illegal bicycle parking is 2000 yen, which is reasonable. (Singapore)
- Why do you still have illegal bicycle parking while there are still parking space. Do you have any measures for that? (Bangkok)
- Illegal bicycle parking is not that much. You have large parking space. (Urumqi)

C. Public-private collaboration

- It is very impressive to see little planters all over the town. In Singapore, mainly government plants trees and flowers, and it is rare for private residents to plant them. (Singapore)
- In Guangzhou, the national government leads public space management. It is interesting to see private sector involved in town planning. (However it will be difficult for private sector to be involved in town planning in China.)

D. Volunteer work

- The most impressive thing is the activity of NPO-Green Bird. It is wonderful that they work for environment. (Singapore)
- I was surprised to know that not only students but also working people working as volunteers in Green Bird.
- There are few people doing volunteer work in Manila. Are volunteer works active in Fukuoka? (Manila)

E. Others

- (At Kego park, people from Green Bird was distributing portable ashtrays. One of the tour guides explained that smoking and littering of tobacco are prohibited in downtown of Fukuoka by the ordinance.) Why then are these people distributing portable ashtrays? (Singapore)
- I have seen a movie about a guide dog and I had an favorable impression on toilet for guide dogs. (Urumqi)

2.3 Tourism & Hospitality

A. Signs

- There are several signs but they did not leave much impression to me. Most of the signs are

written in Japanese, and it is easy for Chinese people to understand. However (I am not quite sure how many people are visiting Fukuoka from Europe and the United States,) it is not friendly to people from Europe and the United States. (Guangzhou)

B. Map

- There are many department stores and I have no idea where to go. (When he was informed about the brochure) It is only written in Japanese and there is no brochure written in foreign languages. Are you planning to make foreign language version? If so, in how many languages? And what is the reason for that?

2.4 Overall impression and comment

A. Walkability

- Narrow streets stretch out like mesh and the city is good size to walk around. (Singapore)
- There are many people in Guangzhou, however Fukuoka has fewer population and it is not stressful. (Guangzhou)
- It is more wonderful than Kitakyushu and Guangzhou. The city is very beautiful and clean. It is neither messy nor stressful. (Guangzhou)

B. Shopping

- The city made me feel like shopping. There are many products for ladies (accessories and beauty products). Everywhere I went I found them. (Urumqi)

C. Beauty

- Buildings are well-developed and beautiful. They reminded me that “I came to Japan”. (Urumqi)
- The city is beautiful. It is fashionable. There are many beautiful women. (Urumqi)

D. About the tour

- It was a good experience. The course was well-selected. (Urumqi)
- It would be better if there was explanation about not only finished model but also about how it was 5 and 10 years ago. Those explanations would be helpful for developing areas. (Guangzhou)

2.5 From observer

- When we explained about underground bicycle parking space, quite a few people were taking pictures.
- When they found out people from Green Bird were distributing portable ashtrays, quite a few people received them.
- People were interested in the activity of Green Bird and they were asking many questions.
- People were interested in the stickers (which were put on illegally parked bicycles) which says “Free for 3 hours”. They are especially interested in the word “Free”.

- People were impressed by the fact that there are still old Japanese houses in downtown.
- I asked 5 journalists about the color they imagine when they think about Fukuoka. 4 of them answered me as green, and the other one answered as cream.
- At Jokyu Shoyu Co., people were taking pictures without listening explanation. They liked traditional Japanese culture.
- Some people were impressed by the fact that town is compact and well-connected with underpass. At the end of the tour when we took underpass to IMS, and informed that it was the basement of IMS where we started our tour, people were surprised.

III E-mail Open-ended Questionnaire Survey

1. Survey Outline

1.1 Research objective

- We conduct open-ended questionnaire surveys by e-mail to obtain the impressions, opinions, and questions of the journalists, participants of Study Tour in TENJIN.

1.2 Respondent to a survey

- Journalists, participants of APCS Study Tour: 10 persons.

1.3 Numbers of samples

- 2 Samples

1.4 Method of research

- Questionnaire surveys by e-mail

1.5 Date

- August 12th, 2007 ~

1.6 Questions

- Q1 What is the most interesting thing or event in Tenjin? And most uninteresting thing also?
- Q2 Do you think what kind of character of Tenjin attract your visitors from your country?
- Q3 Do you want to visit Tenjin again?

2. Results

2.1 Journalist from Singapore (Mr. Ng Hon Kuan)

Q1 You asked me about what is the most interesting and uninteresting thing or event in Tenjin. I would say, I was quite surprised by the effort of We Love Tenjin. The group is a self-initiated, a bottom-up effort trying to improve the environment shared by the residents, the commercial operators and the building owners. Their selfless spirit has produced impressive results, which can be shown from the underground linking path, the effort of beautifying the plain walls of the neighbourhood, the clean environment and etc. As for the most uninteresting thing, that would be too little trees in Tenjin area, especially along the streets and road. The environment would be more attractive if more trees can be planted.

Q2 Singaporeans like shopping. Tenjin underground shopping mall is definitely one major attraction to Singaporeans. Ginza and Shibuya are not strangers to Singaporeans. But many Singaporeans may not have heard about Tenjin. The cultural and historic element of Hakata makes Hakata another attraction to

Singaporeans. Some Singaporeans like to visit museums and historic areas of cities abroad. Hakata can definitely attract such Singaporeans.

Q3 Yes, definitely I want to visit Tenjin again. Although I have been to Tenjin twice, I did not have chance to explore Tenjin thoroughly. I like to explore the cities I visit to by foot, to immerse myself into the daily lives of the locals. To be accurate, I will definitely visit to Japan again. To me, Japan is an interesting country, full of modernity and historic. But too bad it is difficult for Malaysian (as you may know, I am Malaysian) to apply visa to visit to Japan.

2.2 Journalist from Bangkok (Mr.Assajita Awale)

Q1 Of course the Tenjin Tour is one of the most interesting things for me since wherever I travel I like walking in the local area and try to avoid the big vehicle road. The most interesting things in Tenjin is Japanese style small houses and morning glory project for prohibiting cycle parking. It will be good if vehicle also prohibited to enter the area.

Q2 Walking street in Japanese style of concept will be more interesting for foreigner including tourist from Thailand.

Q3 And of course want visit Tenjin again if there is some things I can write in my newspaper to make Tenjin well known for Thai wishing to travel Fukuoka and pushing Thai officer to have walking street like Tenjin in Bangkok.

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