

## **(4) KITAKYUSHU**

### **Environmental Policies of Kitakyushu City for a Sustainable Society**

**Ms. Chihoko Asada**

**Deputy Mayor of Kitakyushu City**

#### **1. Getting Pollution under Control in Kitakyushu**

- Kitakyushu City, which had enjoyed prosperity as a chemical and heavy industry region, eventually encountered serious public health problems that arose from this status. These problems were originally brought to light by the Women's Institute. Since then, the City of Kitakyushu has adopted a series of measures to combat air pollution. As a result, within twenty years Kitakyushu reached historic achievements in environmental improvements.

#### **2. From the “Sea of Death” to International Environmental Leadership**

- After successfully overcoming its own pollution problems, Kitakyushu actively advanced international cooperation in environmental protection, in order to help other Asian cities that suffer from pollution. Today, this cooperation involves over 5,000 trainees accepted and 130 experts dispatched.
- In addition, “The Construction Project of the Dalian Environmental Demonstration Region” has been implemented between Kitakyushu and Dalian. The environment of Dalian has seen huge improvements through this cooperation. The importance and effectiveness of cooperation between cities received high valuations after implementation of this project. Since then, city-to-city cooperation networks have been established to promote further international cooperation on the environment.

#### **3. Three Threats and Key Challenges**

- The Japanese government faces the same problem as the city of Kitakyushu.
- The three threats faced are wasted resources, global warming, and ecosystem threats. The respective challenges are building a sound material-cycle society, achieving a low-carbon society, and natural coexistence. I will focus on how Kitakyushu has done so far in building a sound material-cycle and a low-carbon society.

##### **①The challenge of building a sound material-cycle society**

- In July 1997, in order to promote the formation of a sound material-cycle society, Kitakyushu started construction of the Eco-Town Project. Eco –Town is the outpost of what we call venous industry, which reuses and recycles waste collected from households and businesses. Eco-Town has an exceptional resource circulation system, with an efficiency that is rarely seen in other parts of the world.

##### **②The challenge of building a low-carbon society**

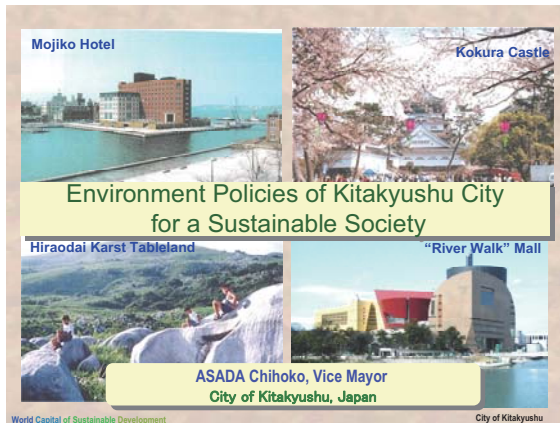
- The Japanese government has approved six municipalities, including the City of Kitakyushu, as

environmental model cities.

- The Kitakyushu City government put forward recommendations that are composed of five pillars. These pillars are: the conversion to a social capital stock oriented city; the construction of industrial clusters that contribute to a low-carbon society; study and action programs equipped with a mechanism to put the acquired knowledge of low-carbon societies into action; the creation of a more affluent society through its development as a low-carbon society; the promotion of low-carbon societies across Asia. Kitakyushu's Environmental Model City plan includes a total of 157 specific measures that are currently being enforced.

#### **4. Aiming to build a world environmental capital**

- In October 2004, the City of Kitakyushu set the target of becoming a world environmental capital, and began work to achieve that goal. As the grand plan, three pillars are set on a base of building affluent cities to pass on to the next generation. These three pillars are the creation of symbiosis, the protection of the environment for economic development, and the enhancement of the city's sustainability. The plan aims to create win-win situations both for the environment and the economy. Comprehensive steps have been taken by integrating social policies ranging from those that cover the environment and the economy, to the promotion of employment.
- The implementation of the city's environmental policies has been highly acclaimed. Kitakyushu won first place in the "Environmental Capital Contest" two years in a row. Aiming to build a world environmental capital, we will continue to work toward the community of mutual prosperity of environment, economy and society.



## 1 Getting Pollution under Control in Kitakyushu

2 From "Sea of Death" to International Environmental Leadership

3 Three Threats and Key Challenges

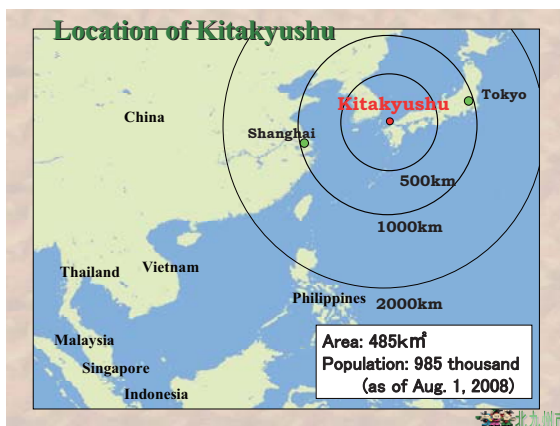
3-1 Challenge① A sound Material-Cycle Society

3-2 Challenge② A Low-Carbon Society

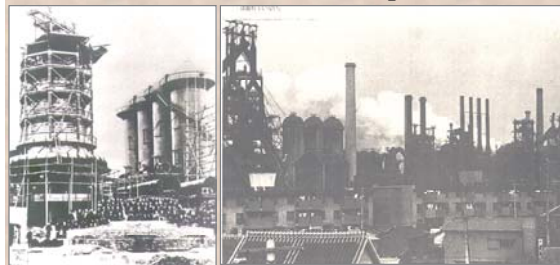
4 Towards the "World Capital of Sustainable Development"

World Capital of Sustainable Development

City of Kitakyushu



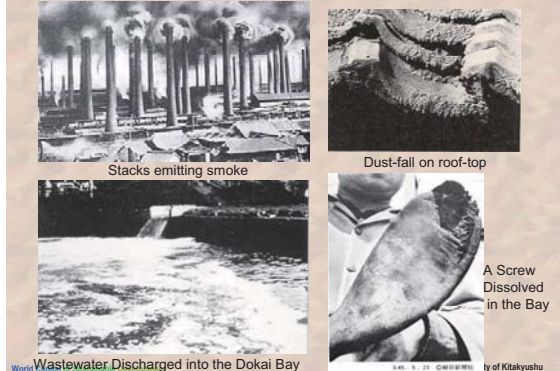
## Kitakyushu's Industries Led to Modernization in Japan



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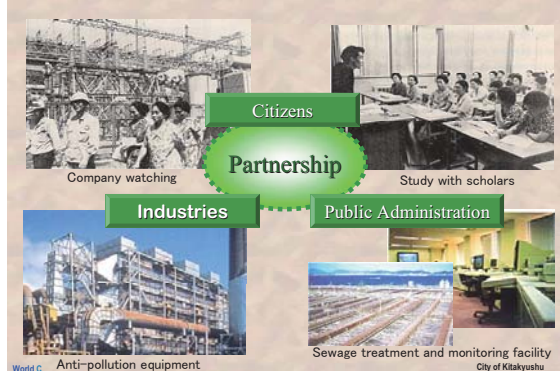
## Air Pollution and Water Contamination



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## Anti-pollution Movements by Stakeholders



World C

## Kitakyushu's Experience in Getting Pollution under Control - A Miracle in the World History -



1 Getting Pollution under Control in Kitakyushu

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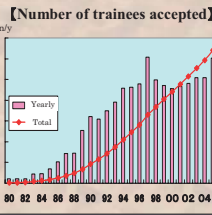
4 Towards the "World Capital of Sustainable Development"

北九州市



## From "Sea of Death" to International Environmental Leadership

Technologies and human resources accumulated through Pollution abatement



**Trainees accepted: 130 countries 4,332 pns (FY1980~2007)**  
**Experts dispatched: 26 countries 128 pns (FY1986~2007)**

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## Environmental Improvement in Dalian, China



1994

2000

### Improvement of Ambient Air Quality

Year	1990	2001		** Dalian was given the Global 500 Award by UNEP in June 2001
SOx	0.090	0.031 mg/m <sup>3</sup>	(1/3)	
TSP	0.245	0.123 mg/m <sup>3</sup>	(1/2)	
CO	1.94	0.59 mg/m <sup>3</sup>	(1/3)	

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## Promotion of Environmental Cooperation Through City-to-City Network



World Capital

## City-to-City Cooperation in South-East Asia

1997	Environmental Cooperation Network of Asian Cities established
1997-2001	Seminar on CP Technologies for Small Enterprises held in Ho Chi Minh, Vietnam
2001-2004	River Environmental Improvement Project conducted in Semarang, Indonesia
2002	Study on appropriate waste management system conducted in Surabaya, Indonesia and Chongqing, China
2003	Cooperation for regional environmental improvement in Cebu, the Philippines, focusing on domestic wastewater treatment
2004	Organization for the East Asia Economic Development was established
2004~2006	Garbage composting project conducted in Surabaya, Indonesia



Guidance on composting at a community in Surabaya, Indonesia



Guidance on monitoring technologies in Cebu, the Philippines

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## Japan-China Recycling City Cooperation Project (Qingdao and Tianjin)

【Purposes】 Practical Application of Experience from the Kitakyushu Eco Town Project

To implement cooperative actions for creating a sound material-cycle society in China through the practical application of know-how related to the construction and operation of Eco-Towns owned by local authorities in Japan under an agreement between the Ministry of Economy, Trade and Industry of Japan and the National Development and Reform Commission of P.R. China.

【Outline of the Cooperation】

① City of Qingdao

- Assisting in making a plan on creating a sound material-cycle society in Qingdao
- Conducting a feasibility study on home appliance recycling project and related technical exchanges
- Inviting administrative and corporate personnel to Japan for training
- Holding a seminar on project achievements for wider dissemination

② City of Tianjin

- Assisting in making a plan on creating a sound material-cycle society in Tianjin
- Introducing policies of Japan and Kitakyushu
- Studying the possibility of exchanges between enterprises
- Inviting Tianjin administrative officers to Japan for training



The Vice Mayors of Kitakyushu and Qingdao signing an agreement at the 2nd Japan-China Joint Forum on Energy Conservation, Environment and Sustainable Development (Sept. 27, 2007, Great Hall of the People in Beijing)



The Mayors of Kitakyushu and Tianjin signing an agreement, accompanied by Chinese President Hu Jintao and Japanese Prime Minister福田 (May 7, 2008, Prime Minister's Official Residence in Tokyo)

## 1 Getting Pollution under Control in Kitakyushu

## 2 From "Sea of Death" to International Environmental Leadership

## 3 Three Threats and Key Challenges

### 3-1 Challenge① A sound Material-Cycle Society

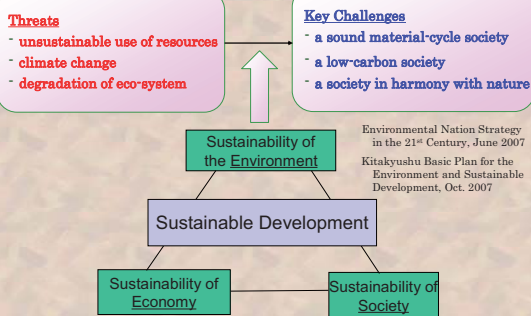
### 3-2 Challenge② A Low-Carbon Society

## 4 Towards the "World Capital of Sustainable Development"

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## State of the Global Environment and Key Challenges



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### Profile of Kitakyushu Eco-Town Project

#### Practical Research Area

#### Comprehensive Environmental Industrial Complex, Hibiki Recycling Area

**Background**

- 1901 Government-run Yawata Steel Mill began operation
- Has grown up to be a material-production base for 100 years
- 1960s Faced serious environmental pollution
- Experience of getting pollution under control by multi-stakeholder engagement ⇒ "Kitakyushu Method"
- 1980s - International environmental cooperation has been conducted

**Industrial infrastructure which combines technology/human resources**

- Creation of network of industrial/business premises
- Advantage of Hibiki area
  - Vast land area
  - Waste landfill site is available
  - Adjacent to industrial base
  - Hub of distribution infrastructure
- "Resource recycling society"
- Local strategies which utilize local resources

**Eco-Town Project (Phase-I: 1997-; Phase-II: 2002-)**

**Progress of Eco-Town Project** (as of Oct. 2007)

- Facilities on practical research: 17
- Industrial plants under operation: 26

**Project results to date**

- Total investment: about 60.4 billion yen (City: 6.1 billion, National: 11.7 billion, Private sector: 42.6 billion)
- Employee: about 1,200 persons including part-time workers
- Visitor: about 580,000 persons (1998-2007.3)

"Win-win policy for environmental, socio-economic co-benefits," playing a leading role toward a sound material-cycle society

City of Kitakyushu

### Home appliance recycling project

(Plant)

(Operations)

According to the "Home Appliance Recycling Law," electrical household appliances (TV sets, refrigerators, washing machines, air-conditioners, and freezers) are dismantled and separated to a high degree, producing quality recycled raw materials.

**Project leader:** Nishimihon Kaden Recycle Corporation (Invested by Toshiba Corp., TERM Corp., Matsushita Electric Industrial Co., Ltd., Hitachi, Ltd., Mitsubishi Electric Corp., Sanyo Electric Co., Ltd., Sharp Corp., Sony Corp., and Fujitsu General Ltd.)

**Operation commenced in April 2000**

**Processing capacity of approx. 750,000 per year**

**Project with the eco-town subsidies of Ministry of International Trade and Industry**

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### Used automobile recycling project

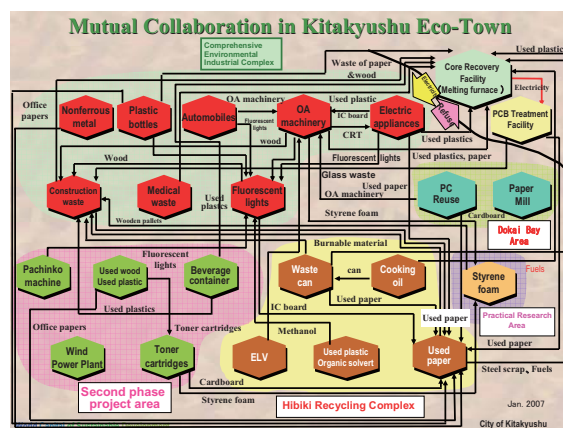
(Plant)

(Operations)

- Used cars are recycled with an improvement in the recycling rate and the promotion of proper treatment of oils and CFCs, producing quality scrap by advanced technology of dismantling and separation.
- Project leader:** West Japan Auto Recycle Co., Ltd. (invested by Yoshikawa Kogyo Co., Ltd., Mitsui & Co., Ltd., Nippon Steel Corp., Nippon Steel Transportation Co., Ltd., Kyushu Metal Industry Company)
- Operation commenced in February 2000**
- Processing capacity of 18,000 cars/year**
- Project with eco-town subsidies of the Ministry of International Trade and Industry**

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### Transforming into a Stock-Oriented City to Realize a Low-Carbon Society

Promoting the construction of a stock-oriented city with a low-carbon environment where citizens can live rich lives. Aiming for a compact city with a long-life span and low energy consumption by facilitating cooperation with enterprises for efficient energy use in the city and the expansion of green areas, a prominent CO2 reduction factor.

**a Formation of Advanced Low Carbon Model 200-Year-Life Town**

Formation of Advanced Model Towns

• Large-scale urban land-use plan

• Prolonging the lifespan of housing units, such as durable 200-year housing

• Initiative model project for exceptionally long-lasting homes (Itami area)

**b Construction of Highly Efficient Traffic System**

Traffic system incorporating IC cards commonly used for public traffic systems and environmental ITS

**c Expansion of Modal Shift Enhancement**

Enhancement of the functionality of ferrystorage terminals and railway cargo terminals in view of commodity distribution in Asia

**d Construction of Energy Conservation System**

Efficiently supplying power generated from a co-generation system and photovoltaic power generation facility

**e Construction of Energy Conservation System through Advanced Utilization of Sewage Sludge**

As a coal substitute fuel

**f Comprehensive Greening Implementation of Woodland Infrastructure**

1 million tree planting project for environmental capital

Accelerating the transformation into a low-carbon model urban structure and system!

### Construction of Industrial Cluster Supporting Low Carbonization

Promoting the transformation to an industrial structure that can undertake the technological development and production required for a low-carbon society.

Promoting energy and material resources that are to be produced and consumed locally by defining the industrial sector as the source of the energy supply for the city.

**Construction of the Next-Generation Heat Industry/Local Energy System**

**Maximizing the Utilization of Heat Emitted from Factories!**

Promotion of Green IT

Construction of domestic highly advanced low-energy model data centers

Construction of Hydrogen Energy Model Area

Hydrogen production utilizing by-product hydrogen from the steelworks

Mega Photovoltaic Power Generation Project

Use of solar power from the steelworks

Resources Produced/Consumed Locally

Advanced utilization of business energy

Rare metal recycling

**Formation of Supply Base of Technology Development/Products/Services that Support a Low-Carbon Society**

**Automobile Electronics Project**

Promoting the construction of an R/D base for next generation environmental mobility to develop technology and implement human resource training

**Formation of Automobile Industry Cluster Focusing on Environmental Issues**

Facilitating the construction of a production base for hybrid automobile parts and environmentally conscious advanced industry

**Support for R/D and Commercialization of New Material and Energy Technologies**

- Integrated coal gasification fuel cell combined
- Production of CO2 from coal gasified gas
- Thin film photovoltaic cells
- Superconductivity
- Next-generation fuel (DMF, bio-ethanol, etc.)

Significant Contribution to a Low-Carbonization Energy Structure in the Asian Region

Promoting the Incorporation of Natural Energy!

### Creation of a Rich Society Through the Construction of a Low Carbon Society

Creating new values and a culture that cannot be achieved in a flow-oriented society, and establishing a new paradigm where people, including seniors and children, can live rich lives

**Construction of Kitakyushu Carbon Offset Eco Point System**

Environment Passport for Kitakyushu Citizens

Eco point system ICT, sequentially expanding items for points and the point-use range

Initiatives for low-carbon awareness

Partnership extending from individuals to society

Verifying actions and gaining heart back

**Kitakyushu Carbon Offset Method**

In conjunction with the Environment Passport, citizens themselves provide the mechanism for participating in global warming prevention activities, local products and services.

Personal record of environmental activities for global warming prevention

Energy Conservation Center for Kitakyushu Citizens

"Visualization" of the energy conservation level of each household via the Internet

**Construction of Comprehensive Support Model for Incorporating Natural Energy**

Establishing a unique highly practical system for diffusing natural energy such as photovoltaic and wind energy, in cooperation with banking institutions.

**Local Collaboration Platform**

Construction of a platform where various local entities including citizens, NGOs, enterprises, universities, and the administration participate and collaborate




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City of Kitakyushu

## Development of Grand Design on "World Capital of Sustainable Development"



Discussions at Kitakyushu Committee on "World Capital of Sustainable Development"

- Members: 33 (industry/academia/gov't)
- Period: March to October 2004
- Plenary Meetings (4 times)
- Workshops (10 times)
- Drafting committee (4 times), other

Multi-stakeholders Forum on the World Capital of Sustainable Development (October & December 2003)

Call for ideas and opinions for creation of "World Capital of Sustainable Development"

- Period: April to December 2003
- Collection of 1000+ submissions

Citizens Private Enterprise Universities Local Government

Kitakyushu Committee on "World Capital of Sustainable Development"

Declaration of the creation of the "World Capital of Sustainable Development" (October 2004)

## Towards Creation of a "World Capital of Sustainable Development"

~ Commitments of Kitakyushu Citizens to Humankind, Earth and Future Generation ~

### 《Basic Philosophy》

"Creation of a city with true wealth and prosperity, inherited by future generation"

### 《Three Pillars》

■ Sharing conception of "symbiosis" among all stakeholders

\*\*\*Social aspect

To view the environmental problems as our own matters, and to be citizens with the highest environmental awareness.

■ Exploring "green growth"

\*\*\*Economic aspect

To further promote eco-industry, and create a sustainable society through mutual stimulation of environment and economy.

■ Enhancing sustainability of the city

\*\*\*Environmental aspect

To convert into environmentally less-burden urban structure, and create an attractive city with plenty of nature.



<http://www.eco-stage.jp/>

## Kitakyushu Eco Life Stage

For the Environmental Capital of the World

~ Protect Our Planet from Global Warming ~



Stage offered by Kitakyushu citizen groups as a place for presenting environmental activities Through information exchange, environmental awareness and activities have been expanding.

No. of Participants: 120,000/2 days 470,000/Year

Sharing conception of symbiosis among all stakeholders (social aspect)

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## Kitakyushu Eco-Products



Recycled fluorescent tube

Toner cartridge for reuse

Aggregates from Styrene foam

Construction materials from Waste wood/plastic

Livestock litter from used paper

Recycled organic solvent

Road bed materials from Demolition wastes

Steel pellet from waste can

Diesel fuel recycled from waste cooking-oil

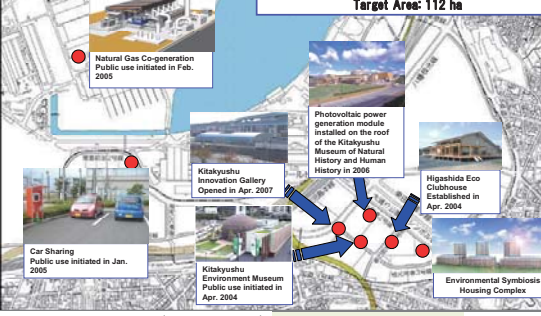
Exploring "green growth" (Economic aspect)

City of Kitakyushu

## Yahata-Higashida Green Village

— Revitalization/Town Management on Unused Corporate Land from an Environmental Point of View

Target Area: 112 ha



Natural Gas Co-generation Public use initiated in Feb. 2005

Photovoltaic power generation modules installed on the roof of the Kitakyushu Museum of Natural History and Human History in 2006

Kitakyushu Innovation Gallery Opened in Apr. 2007

Higashida Eco Clubhouse Established in Apr. 2004

Environmental Symbiosis Housing Complex

Kitakyushu Environment Museum Public use initiated in Apr. 2004

Car Sharing Public use initiated in Jan. 2005

Enhancing sustainability of the city (Environmental aspect)

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## Kitakyushu City Won the 1st Prize in 2006,07 Environment Capital Contest



Organizer:  
All Japan Network of Environment Capital Contest (consisted of 11 NGOs)

"Environment Capital" of Japan: selected from the view of NPOs having initiated environmental movements  
Participated by: 74 ('06), 66('07) municipalities across Japan

World Capital of Sustainable Development

City of Kitakyushu

## World Capital of Sustainable Development



Thanks for your attention

Creation of a city with true wealth and prosperity to be inherited by future generation.

## **(5) KUMAMOTO**

### **Utilization and Management of Modernized Urban City Resources**

#### **Kumamoto Industries Take Full Advantage of their Local Nature, History, Culture and Resources**

**Mr. Hiroaki Morita**

**Deputy Mayor of Kumamoto City**

##### **1. Outline of Kumamoto City**

For centuries, thanks to its mild climate and abundant precipitation, the City of Kumamoto has been renowned for its abundance of green. It has earned Kumamoto the nickname of “Capital of Forests”. Today our city is equipped with an express transportation infrastructure and, as can be imagined, Kumamoto City allows people to taste the pleasures of city living while enjoying a rich natural environment.

##### **2. Rich Natural Resources – Ground Water**

To the east is the volcanic Mount Aso, boasting the world’s largest caldera and attracting tourists throughout the year. The temperature on the plateau is cool even in summer. A number of Japan’s most highly rated hot springs, resorts, and leisure and golf facilities are located in this area. A unique feature of Kumamoto City is its crystal-clear ground water. As the entire population is supplied with pure subterranean drinking water, Kumamoto has never experienced a water shortage, even when other cities have suffered severely from drought. In order for us to maintain the best groundwater levels with consideration given to both quantity and quality, we enacted the Groundwater Preservation Ordinance and are engaged in groundwater recharging projects. As a result of our long-continuing efforts, Kumamoto City won this year’s highest national award for water resource management, the Japan Water Grand Prix.

##### **3. Historical and Cultural Resources – Castle Town –**

Kumamoto City developed and prospered as a castle town and its symbol, Kumamoto Castle, is located in the center of the city. The castle grounds cover 1 million square meters. A river running through the city was effectively utilized as a moat and the castle defenses were designed to take advantage of the natural terrain. This year we celebrated the completion of the beautiful Honmaru-Goten Palace reconstruction, the result of an investment of some 5.4 billion yen. The castle is now an exciting major draw for visitors from both inside and outside Japan.

##### **4. Industrial Development: Advantages of City Resources**

The major industries in Kumamoto are in the commerce and service sectors. At the same time, our city also enjoys the blessings of thriving agriculture and fishing industries. In addition to our major food crop of rice, we produce a variety of horticultural and agricultural products such as eggplants, mandarin oranges, and melons and

watermelons. In the nearby Ariake Sea, seaweed and clam production are always active. With these primary industries, the food processing business is well developed in Kumamoto City, and includes miso, soy sauce, and sake production facilities.

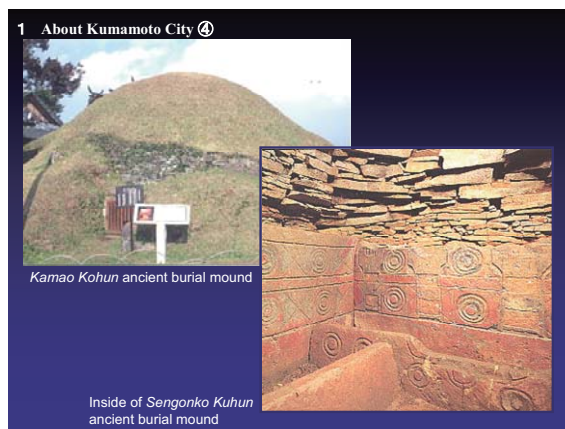
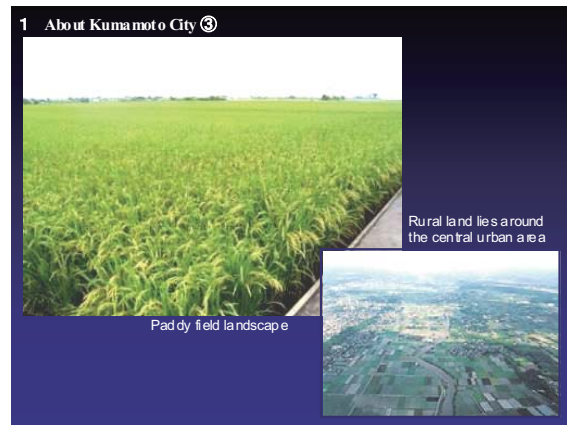
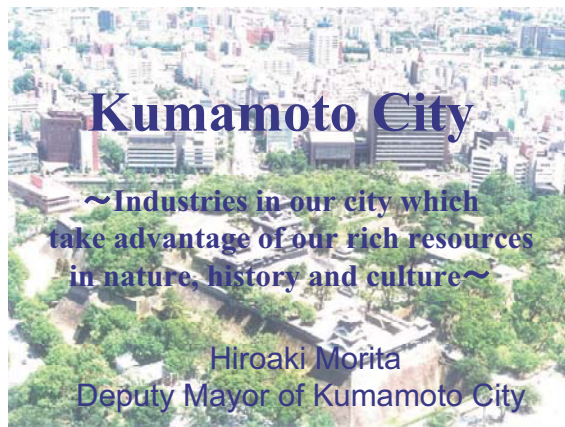
Taking advantage of food-processing technologies, the biotechnology field has also been growing. Through joint research projects with universities, some companies develop healthful food products.

Kumamoto City established a foodstuffs industry park named Food Pal Kumamoto, where consumers and producers can communicate with each other. Food Pal Kumamoto receives approximately 900,000 visitors annually. Kumamoto City will continue to play a major role on ‘Food Island Kyushu,’ renowned as a safe and reliable food supplier. The city has been attracting a growing number of companies with advanced technologies as well.

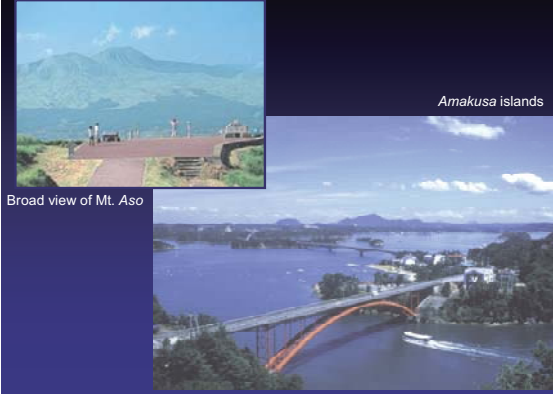
## **5. City Development and Future Visions**

Kumamoto City has developed as a central crossroads for Kyushu by utilizing its rich regional resources. Based on already existing city resources and our extensive transportation networks, including the Kyushu Shinkansen bullet train and highways, and knowing that information and communication networks will be further developed, we see a future in which Kumamoto grows into a city so attractive that people are drawn to it, not only from the Asia-Pacific region, but from all corners of the world.





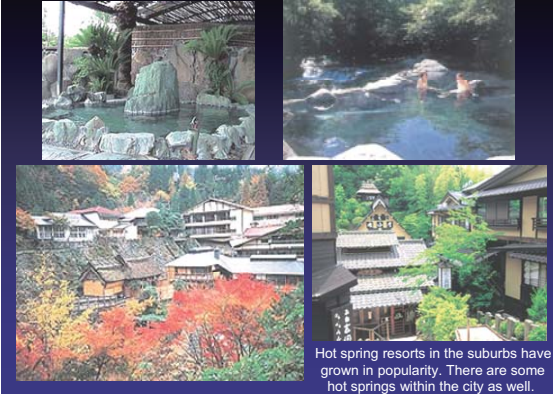
## 2 Abundant natural resources ①



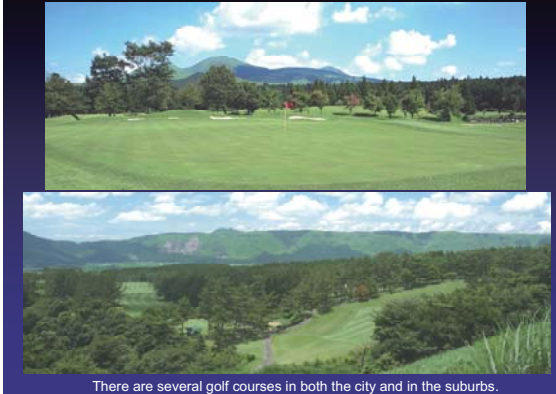
## 2 Abundant natural resources ②



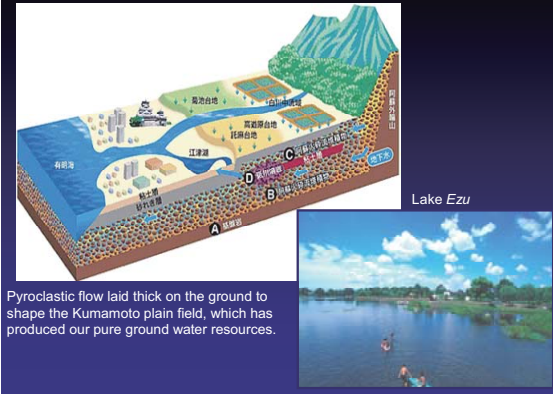
## 2 Abundant natural resources ③



## 2 Abundant natural resources ④



## 2 Abundant natural resources ⑤



## 2 Abundant natural water ⑥



## 2 Abundant natural resources ⑦

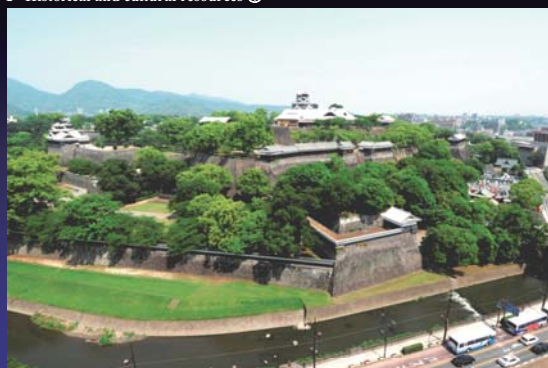


## 2 Abundant natural resources ⑧



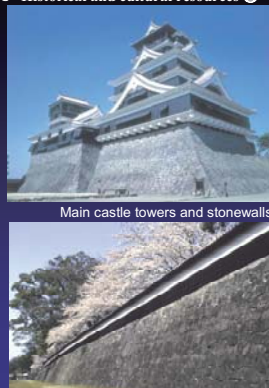


### 3 Historical and cultural resources ①

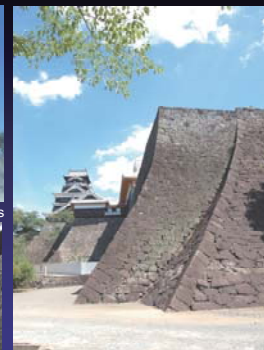


Kumamoto Castle as seen from the City Hall

### 3 Historical and cultural resources ②



Main castle towers and stone walls



The longest stonewall in Japan which surrounds the castle site.

### 3 Historical and cultural resources ③



Panoramic view of the Honmaru Goten Palace



Great guest rooms



Kurageri entranceway (underground passage)



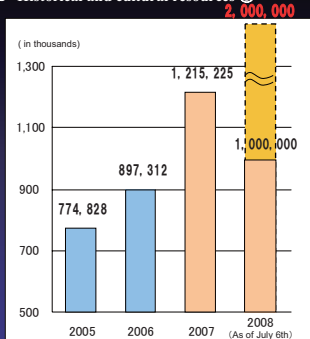
Veranda

### 3 Historical and cultural resources ④



Shokun hall, the highest ranked room

### 3 Historical and cultural resources ⑤



Number of visitors to Kumamoto Castle



The inside of the castle is always filled with tourists.

### 3 Historical and cultural resources ⑥

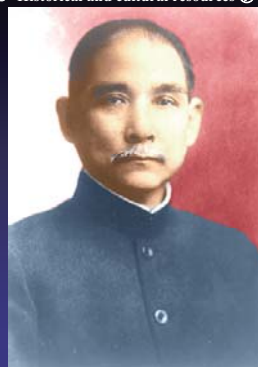


Suizenji Park



Koshō-ken tea house

### 3 Historical and cultural resources ⑦



Sun Wen



Tōten Miyazaki and his birthplace (below)

These two men had a talk in this house regarding the revolutionary movement, which is recreated today.

### 3 Historical and cultural resources ⑧

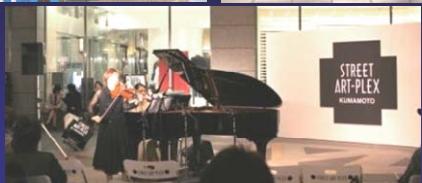
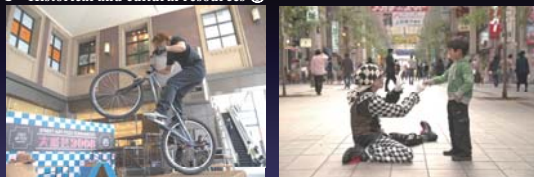


Celebration of the 25th year anniversary of the sister city relationship with Guilin, China

Li Jiang, Guilin City



### 3 Historical and cultural resources ⑨



Various performances are demonstrated at the 'Street Art-plex' event so that citizens can enjoy a wide variety of arts.

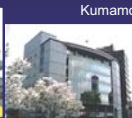
### 3 Historical and cultural resources ⑩



Kumamoto City Auditorium



Children's Cultural Center



Kumamoto City International Center



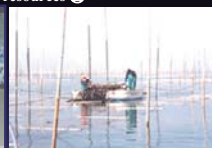
Kumamoto Municipal Craft Hall

### 4 Industries which take advantage of urban resources ①



Plenty of agricultural products

### 4 Industries which take advantage of urban resources ②



Seaweed harvest

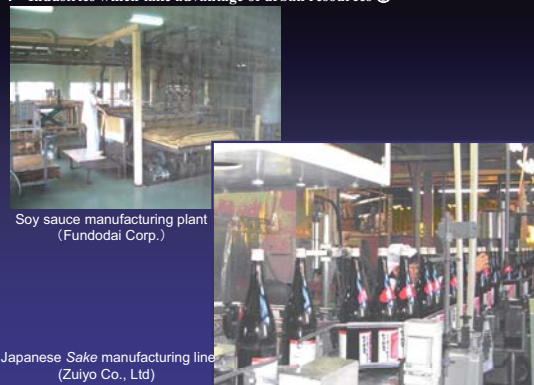


Clam harvest



Plenty of marine products

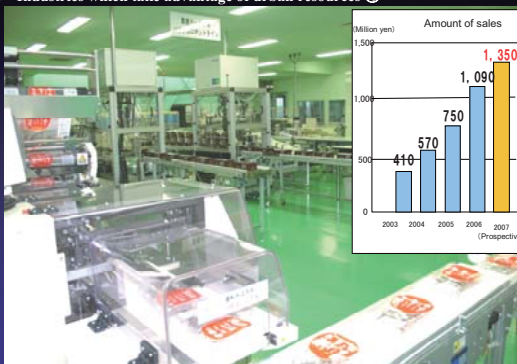
### 4 Industries which take advantage of urban resources ③



Soy sauce manufacturing plant (Fundodai Corp.)

Japanese Sake manufacturing line (Zuiyo Co., Ltd)

### 4 Industries which take advantage of urban resources ④



Food factory (Manufacturing line at Fujibambi Co., Ltd )

### 4 Industries which take advantage of urban resources ⑤



University-based Technology Incubation Center in Kumamoto

### 4 Industries which take advantage of urban resources ⑥



Foodpal, the food manufacturer industry park

Food Industry Promotion Center



4 Industries which take advantage of urban resources ⑦



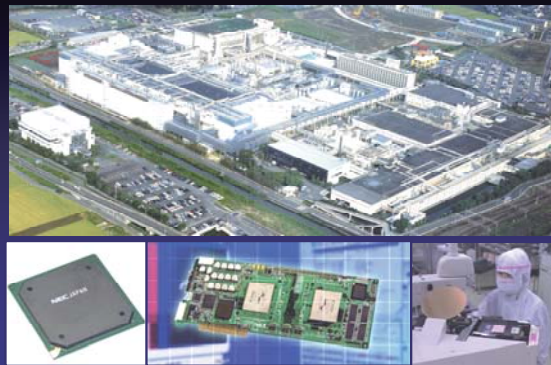
Kumamoto City booth in the Food Expo in Hong Kong

4 Industries which take advantage of urban resources ⑧



The restaurant industry which includes worldwide chains like Shigemitsu Sangyo, a ramen noodle company

4 Industries which take advantage of urban resources ⑨



IC plant at NEC Semiconductors Kyushu

4 Industries which take advantage of urban resources ⑩



Semiconductor factory at Sony Semiconductor Kyushu Corporation

Motorcycle factory at Honda Motor Co., Ltd

4 Industries which take advantage of urban resources ⑪



Universities in Kumamoto City

Entrepreneur cultivation seminar jointly hosted by universities and Kumamoto City

4 Industries which take advantage of urban resources ⑫



Life Science Companies

Solar battery produced by Fuji Electric. It's thin, light and easy to bend.

Kaketsuken, a chemo-therapeutic research institute  
Saishunkan, a pharmaceutical company



Thank you for your kind attention!

## **(6) POHANG**

### **Ways to Facilitate Sustainable Economic and Social Development and Protect the Environment**

**Mr. Park Seung-ho**  
**Mayor of Pohang City**

Not too long ago, Pohang was a small fishing village dotted with reed fields. But after POSCO, a major global steel company, was introduced at the end of 1960, Pohang became the center of Korea's steel industry, and now plays an essential role in the modernization of Korea. Pohang City has a population of 510,000, and its land area is 1,127 km<sup>2</sup>, 1.8 times that of Seoul City. Currently, Pohang City is the largest city in Gyeongsangbuk-do Province, with two ward offices and 33 administrative districts, called eup, myeons and dong.

Although Pohang is well known as a steel city, it also has a beautiful coast line. We are making efforts to revitalize the decrepit urban center and create a new image for the city by redeveloping the waterside areas. The redevelopment projects will be implemented to emphasize the city's history and environmental friendliness.

Success in establishing a green city and a sustainable earth depends on our success in persuading each and every country to achieve common objectives and take appropriate actions. Toward this end, it is vital that all of us recognize the importance of environmental protection, sustainable development and mutual cooperation. Against this backdrop, our politicians, administrators, experts and related institutions in member cities need to establish networks with one another, with an aim to share opinions and exchange information to further cooperation.

It also needs to be noted that the environmental industry can play an essential role in directly resolving various environmental problems. The environmental industry covers areas ranging from water quality and waste treatment to soil purification. It is vital that they share and disseminate required technologies and know-how.

The 21st century has been characterized by globalization and informatisation, and the world has been divided by interests that are unrelated to national boundaries. In particular, for the topic, "Ways to Facilitate Sustainable Economic and Social Development and Protect the Environment", it appears difficult to achieve cooperation at a local government level.

I would like to suggest setting an agenda on how to enlist cooperation and realize development at the local government level through discussions. This should help us facilitate exchanges and cooperation, crystallize the Asia-Pacific economic bloc and emerge as an economic hub in the Asia-Pacific era of the future.



Ways to Facilitate Sustainable Economic and Social Development and Protect Environment

# Global POHANG

"Everybody's dream city, Pohang"

No. 1 City in Gyeongsangbuk-do Province with the Population of 510,000

- Logistics-based Global City
- Business City with Overflowing Creativity and Vitality
- Environment-friendly City with a pleasant & good-to-live-in Condition
- Education & Information City leading the Nation's Knowledge
- Culture & Art City with Beauty and Dignity



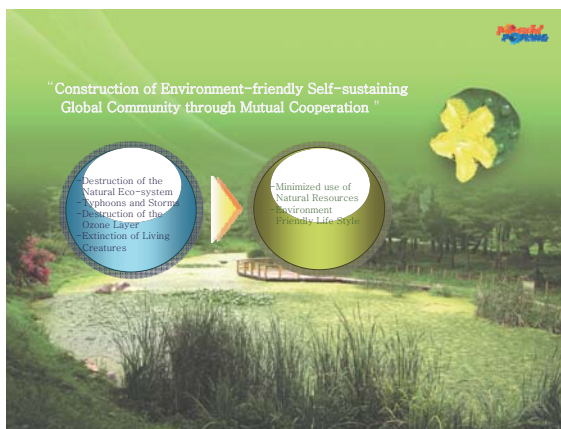
**"Steel Industry & High-tech Science Industries Complex"**

- Industrial complexes of 5,506 acres 726 companies in one operation
- Asia's Best Research and Development University - POSTECH
- Tech Valley
- New Steel Industry Complex
- Development of National Industrial Complex for Earth and Materials



**"Pohang, the Strategic Point of International Trade, which leads the Pan-East Sea Rim"**

- Opening of the Youngilman Port with its Container Port
- Development of Industrial Complexes of 6,535 acres
- Designation of Free Trade Zone
- Hosting the 2009 Conference of Major Cities in the East-sea Rim Region




**"Construction of Environment-friendly Self-sustaining Global Community through Mutual Cooperation"**

- Destruction of the Natural Eco-system
- Typhoons and Storms
- Destruction of the Ozone Layer
- Extinction of Living Creatures
- Minimized use of Natural Resources
- Environment Friendly Life Style



**"Environment-friendly City that Co-survives with the Nature"**

- Gyeongsangbuk-do Province Arboretum
- Doem Forest Culture Center
- Sabang (Erosion Control) Memorial Park
- Deokdong Eco Park



**"Pleasant and Good-to-live-in City of Environment, Pohang"**

- PPT (Pohang Project)
- High-class City Design
- Proceeds the Pohang Ocean Reclamation with deep project
- Take the Restoration of Donggha Island Harbor
- Land Cleanup and Urban Purification Utilizing the Water from Hyeon-gang River
- Development of Eco-park Development



Thank you

POHANG CITY