

# The Newsletter of the 20% Club for Sustainable Cities

---

---



Vol.4  
March 1999

■ With the establishment of Global Warming Measure Promotion Law, the role of the local government in promoting measures to prevent global warming has become increasingly clear. Since all governments including cities, towns and villages are to make action plans, it can be said that it was an epoch-making measure with few similar cases seen globally.

■ It is believed that the importance of measures such as “The 20% Club for Sustainable Cities” that carry detailed numeric targets for the objective evaluation of projects will be increasingly enhanced. Local Agenda 21 is something that local governments are involved in from a similar viewpoint.

■ This newsletter will focus on the environmental plan adopted by Iida City, Nagano Prefecture, a member of the “20% Club” and the Local Agenda adopted by citizens, businesses and the administration of Kanagawa and Yamanashi Prefectures, introducing the “wisdom,” “endeavors” and “enthusiasm” seen in environmental protection measures adopted in local governments.

■ Regarding global warming prevention measures, voices from local governments saying, “There is nothing we can do locally.” or “We don’t know what we ought to do.” are often heard. Coming in contact with active cases such as those introduced here, local governments ought to be able to revive their courage as the fundamental of environmental measures is, after all, to “act locally.”

■ To give an example, the Stop-Idling Campaign has spread nationwide. In 1995, Hyogo Prefecture issued a law after which, according to studies conducted by the Environmental Agency, 28 local governments developed laws; two, outlines; and 85, plans; and 37 governments were considering the adoption of a law by September, 1998. Hyogo Prefecture’s adoption of the law collected much attention.

■ The Kanagawa Prefecture Law Regarding the Protection of the Living Environment, implemented in April, 1998 provides for the “reduction of environmental damage due to automobile use” and requires for businesses which use more than fifty automobiles to develop automobile management plans to submit to the governor. Furthermore, managers of parking lots of five hundred square meters and over are required to promote the strict observance of Stop-Idling.

■ On the contrary, in Tokyo, where the metropolitan government has developed guidelines for observance, 32 percent of buses run by the metropolitan government have equipment to stop idling at red lights and 9 percent of privately run buses have the same equipment, supplied under a subsidiary system for private bus companies.

■ The Stop-Idling Campaign has seen cooperative attitudes in All-Japan Truck Association and Japan Taxi Association and it can be said that active local measures were what moved society.



## A Study of Local Agenda

### What is Local Agenda?

According to an Environmental Agency study, as of June 30, 1998, of the cities designated by ordinance, the number of municipalities that have drawn up Local Agenda 21 are 49; the number of those in the process of drawing it up, 5.

What is Local Agenda? This is a very complicated concept. According to "Local Agenda 21 Development Guide" (issued by Global Environmental Forum) the three basic prerequisites for Local Agenda are that:

- 1) it aim for the realization of a sustainable society
- 2) it be an action plan that identifies concrete ways to act
- 3) it be drawn up with public participation.

To understand Local Agenda more broadly, it is a "process in which local citizens, companies and administration share the same vision of a sustainable future for the community and develop an action plan to realize their goal." "Agenda" means "matters to be discussed." Therefore, Local Agenda 21 aims to identify the diverse issues that communities hold in preparation for the coming of the 21<sup>st</sup> century.

Here, you will be introduced to examples of the recent trend in Local Agenda development that emphasize the importance of process and examples of numerical targets.

### Setting a Numerical Target - "21' Iida Environment Plan"

Iida City, a member of the 20% Club developed "21' Iida Environment Plan" in December, 1996. This was not adopted as Local Agenda, but in the sense that it is a regional action plan for the environment, it can be said that it has the characteristics of Local Agenda.

It is an environmental plan rich in unique measures including a study of the status quo by the "Environmental Watcher System," the making of a detailed environmental map of each of the sixteen areas that the city is composed of, environmental guidelines based on the maps, a questionnaire on "which landscape people want preserved," a school woods system, etc. Here are the numerical targets of the plan. (The entire plan will be introduced in the next "Case Study" Vol.3.)



## The Newsletter of the 20% Club for Sustainable Cities

The major numerical targets of Iida City's "21' Iida Environmental Plan" are as follows:

Area of measure	Items	Target year	Numerical Target
Building a circular city system	Amount of waste disposed per capita (household waste)	Fiscal 2000	253kg (13% down from status quo)
	Amount of waste disposed per business	Fiscal 2000	2,300kg and under (17% down from status quo)
	Ratio of recyclable waste to entire amount of waste disposed	Fiscal 2000	26% and under (status quo 20%)
	Diffusion of solar generation	Fiscal 2000	1% of all households
Building a green city	Amount of tap water used per capita per day	Beyond fiscal 2000	290l or under (control to estimates of fiscal 1990-1994)
	Streets with adequate greenery	Fiscal 2010	30% or more compared to entire length (status quo 20%)
	Area of green park space per capita	Fiscal 2010	20 m <sup>2</sup> (status quo 8m <sup>2</sup> )
Building a safe city	Water quality of Matsukawa River (downstream from Myonkinkyo Bridge)	Fiscal 2000	BOD2mg/l or under (status quo 3-5mg or under)

In addition, in order to monitor the level of achievement of its measures to build up awareness, Iida City utilizes, as numerical targets, the outcome of the attitude survey (random sampling of 1000 citizens) that the city conducts regularly. (Iida City's population is 100,000, one percent of which are interviewed.) The results, in detail, are as follows:

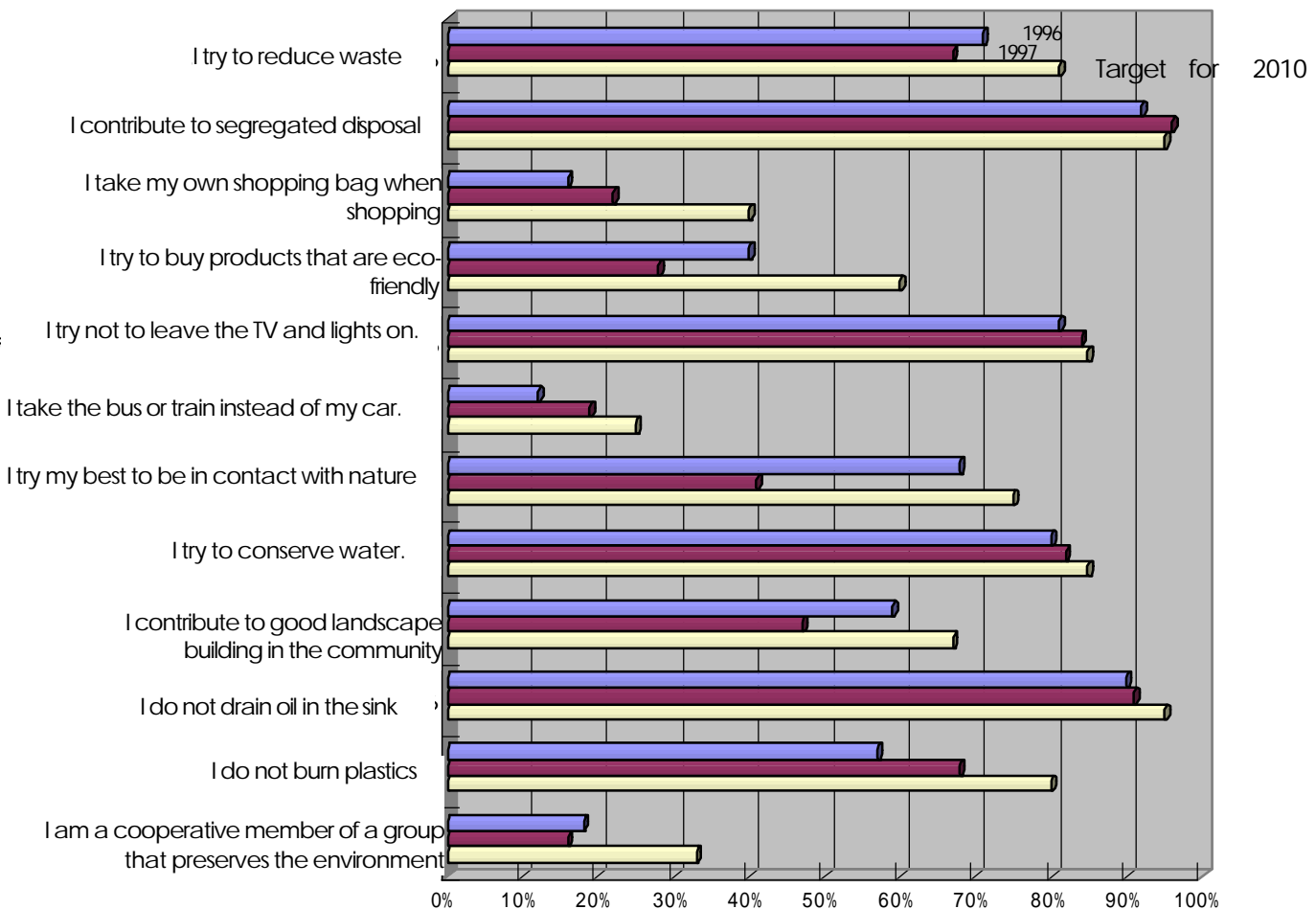
	Target for fiscal 2010
-I try to reduce waste.	81 %
-I contribute to segregated disposal.	95 %
-I take my own shopping bag when shopping.	40 %
-I try to buy products that are eco-friendly.	60 %
-I try not to leave the TV and lights on.	85 %
-I take the bus or train instead of my car.	25 %
-I try my best to be in contact with nature.	75 %
-I try to conserve water.	85 %
-I contribute to good landscape building in the community.	67 %
-I try not to drain oil in the sink.	95 %
-I try not to burn plastics.	80 %
-I am a cooperative member of a group that preserves the environment.	33 %



## The Newsletter of the 20% Club for Sustainable Cities

Comparisons of the targets to the achievements of fiscal 1996 and 1997 are as indicated in the graph below.

As far as the data goes, there are items that are on the rise (seven items) and those that are on the decrease (five items). Hence, not much judgment can be made from them, but it is meaningful that the city should sum up this type of data regularly and release results and furthermore recognize the importance of building awareness and utilize the outcome of questionnaires conducted randomly as a means of measurement.





### **Agenda 21 Katsuragawa and Sagamigawa Rivers** **- Kicking off with confrontation between citizens and the administration**

“Agenda 21 Katsuragawa and Sagamigawa Rivers” (adopted in January, 1998) is another extremely interesting approach.

The features of this Agenda are that the Agenda was adopted through the partnership of local governments upstream and downstream, that public participation as one region – the basin – transcending the local government was thoroughly achieved and that civic groups that are fighting the government in court over the constructions of the Sagamigawa River estuary dam participated in the adoption of the Agenda.

In adopting the Agenda, Kanagawa and Yamanashi Prefectures held symposiums for people living in the basin and summits and implemented the “Clean Campaign” and the “Upstream / Downstream Exchange Project” in order to establish public participation and movements to protect the basin.

Citizens who participated in the adoption of the agenda have debated the issue in the “Katsuragawa/ Sagamigawa Rivers Agenda 21 Citizens’ Council.”

This “Citizens’ Council” was begun by inviting active civic groups and citizens along Katsuragawa and Sagamigawa Rivers to participate in events sponsored by Yamanashi and Kanagawa Prefectures. The Prefectures’ original plan was to incorporate the opinions given by citizens at the events into the Agenda. However, citizens who preferred to act on their own initiatives

changed the main object of the events from promoting “exchange among citizens” to establishing the “Citizens’ Subcommittee for the Development of the Agenda.” Thus, the events were planned and held jointly by civic groups and the two prefectures. (Agenda 21 Katsuragawa and Sagamigawa Rivers – the River Runs Beautifully and Amply)

150 participants attended the conference held for the Agenda from February 22 to 23, 1997 by citizens. They divided into six subcommittees, namely, forest building, coexistence with living creatures, water quality, waste, what public undertakings should be, public participation, to pick up issues of the basin and to discuss the ideal future and goals and measures and plans.

On March 8, 1997, the “Katsuragawa / Sagamigawa Rivers Agenda 21 Civic Council” was established by citizens who organized the subcommittees to reflect the ideas of citizens on the Agenda. The council held 22 meetings before February, 1998.

A member of staff from Kanagawa Prefecture, who was involved in the adoption of the Agenda commented, “We had two meetings a month. At first, the citizens and the administration were on different wavelengths, but we discovered points of agreement through a series of debates.”

An active citizen who was involved in the adoption of the Agenda, Mr. Masahito Ujiie belongs to a civic group that is fiercely opposed to the prefectures’ plans to construct Sagami Dam. According to his recollections, when he first participated in the



## The Newsletter of the 20% Club for Sustainable Cities

---

preparatory committee, he thought, “The prefectural administration is likely to organize events for civic groups to superficially listen to citizens’ views and adopt the actual Agenda between the two governments just as was the case with all other previous administrative processes.” However, after studying the guidelines distributes by both prefectures, he learned that public participation from an early stage in the core process of the adoption of the Agenda was a requirement. He said, “I am participating in the hope of establishing a new relationship with the administration that differs from the discord we have had.” (Working Toward the Adoption of Katsuragawa and Sagami-gawa River Basins Agenda “Global Net” April, 1997; The Global Environmental Forum)

It is hoped that the Katsuragawa and Sagami-gawa River Basins Agenda will become a model for other river basins all over Japan to develop their own Agenda.

Furthermore, “sharing a common perception,” “reaching agreement,” “implementation and review” and “reflection on the plan” by diverse stakeholders that is seen in Local Agenda planning may be a method with the possibility of use in administrative planning other than the adoption of Local Agenda.

### **Toyonaka Agenda 21**

In Toyonaka City, Osaka Prefecture, the “Toyonaka Civic Environmental Council” has been working on the Agenda for two years. Not only administrative groups such as social education organizations, consumers organizations, PTA’s, women organizations and fire-fighting teams, but also businessmen from the manufacturing, distribution, finance, transportation, hotel/hospital industries, the Chamber of Commerce and Industry, Chamber of Youth, NGO’s and volunteer groups such as environmental protection organizations, large supermarkets and consultants have been actors in the council.

The significance of Toyonaka City’s Local Agenda development process is what can be called its “action approach.” Toyonaka City emphasizes the importance of accumulative learning and experience and sharing this through action. It has brought the ideas, professional knowledge and occupations of the various actors together into actual action including the Carry Your Own Garbage Bag Campaign, the Stop-Idling Campaign, the Environmental Budget Campaign, the Composting Trimmed Branches Campaign and the Industrial Sectoral Meeting Eco-Check Campaign. The Composting Trimmed Branches Campaign was begun with a comment made by a former teacher at a subcommittee of the Environment Council. His words were, “After we trim the branches of the trees in our schoolyard, we dispose of them. That seems so wasteful!” A compost manufacturer who heard this, thinking that there was something that he could do about it, provided equipment to make compost, and utilizing the teacher’s connections, invited schools to become model schools for the project.





## The Newsletter of the 20% Club for Sustainable Cities

---

---

Another feature of Toyonaka City's Local Agenda is that it sets the same basic guidelines and goals as those of the city's administrative plan, the "Environmental Basic Plan." Visions of an ideal environment were all drawn up by citizens and expressed in catch phrases composed of five and seven syllable phrases:

"Save energy.

A step at a time from what's possible. –  
For a community where everyone saves."

(Energy conservation)

"A look at the sky.

A breath of fresh air. Shining stars,  
a town of joy".

(Air)

"Awakening with the sound of birds  
chirping –in a town where we can discover  
the blessing of life"

(Co-living with nature)

Furthermore, as an ambitious approach, the city is considering the possibility of using Local Agenda, a social plan and the Environmental Basic Plan, an administrative plan as a "tool for the z

environmental management system of the area as a whole."

At the Forum of Research on Environmental Planning, a private study meeting held recently at the Environmental Agency, Kenji Kawasaki of Toyonaka City, Environment Department, introduced Toyonaka City's case. He explained its concept, referring to it as "building a system where improvements are made continuously as common agendas and goals are set for Local Agenda and the Environmental Basic Plan, for the achievement of which, citizens, businessmen and the administration all fill their respective roles, and at the same time, work in partnership with one another, reciprocally perceive achievements and agendas as outside auditors at informal opportunities of exchange such as forums and reflect outcomes on new measures."

The Toyonaka Agenda 21 is due to be completed in March. It is of great interest, how Toyonaka will continue to pursue this "Agenda Campaign."

\* \* \* \* \*

As mentioned above, Local Agenda 21 attempts to develop an action plan for a sustainable society by sharing among various actors of society a common image of its future. The process of development and implementation of Local Agenda is something new to conventional administrative planning and is hoped that the experiences of trial and error by local government and civic groups and the learnings from them become the foundation for the establishment of real partnership among each actor.



## The Newsletter of the 20% Club for Sustainable Cities

---

---

**Recommended URL's** (from websites that have links to the 20% Club's homepage)

### **Gumma Prefecture Website**

[\(http://www.pref.gumma.jp/\)](http://www.pref.gumma.jp/)

About the Comprehensive Plan: "Green Plan"

Gumma Prefecture has been promoting a five-year comprehensive plan to build a better society for the 21<sup>st</sup> century since fiscal year 1996. The nickname for this plan is "Green Plan." The plan itself is a prefectural comprehensive plan, which covers the industry, welfare and education, but was named "Green Plan" in the hope of creating a "lively, warm and comfortable green land." As the name implies, one of the three principles to be observed for the realization of a truly rich Gumma Prefecture is "the realization of a Gumma Prefecture with a rich environment." This indicates the prefecture's serious attitude towards the environment.

In addition, in the "New from the Prefecture: Life/Environment" page, various information about the prefecture's Environmental Basic Law, Basic Plan, etc can be found. In regard to the state of the environment, there are extracts from the Environmental White Paper on nine items: air pollution, water pollution, noise, land subsidence, waste, protection measures for the natural environment, comfortable environment, pollution complaints and fundamental measures for the environment.

### **Sendai City Website**

<http://www.city.sendai.jp/top.shtml>

About "Environment Corner"

Sendai City's website has an "Environment Corner," the information section of which carries Sendai City's recycling map showing how to segregate and dispose of household waste and plastic bottle collection.

Waste collection and recycling are simply said but are both complicated problems that have diverse ways of approach according to local government. Another side of the issue is how to enforce the measures once they are decided upon.

There are, presumably, few citizens who access the website to learn about ways of waste disposal, but putting this type of information on a website is very effective in clarifying what is often unclear about waste disposal and in enhancing awareness towards recycling activities.

The "Ways to Segregate and Dispose of Household Waste" page, introduces, in detail with the help of illustrations, the collection dates, waste types, and ways of disposal of 1) household waste, 2) cans, bottles, plastic bottles and batteries, 3) large-sized discarded articles.

20% Club for Sustainable Cities  
c/o Global Environmental Forum  
1-9-7 Azabudai, Minato-ku, Tokyo 106-0041  
Japan  
TEL: +813-5561-9735 FAX: +81-3-5561-9737  
E-mail: [gef20@shonan.ne.jp](mailto:gef20@shonan.ne.jp)  
<http://www.shonan.ne.jp/~gef20/>