

Local Government Climate Roadmap

Strong and
Comprehensive
Post-2012 Global
Climate Agreement

Copenhagen 2009
UNFCCC COP 15

Poznan 2008
UNFCCC COP 14

Bali 2007
UNFCCC COP 13

LOCAL ACTION FOR CLIMATE PROTECTION AND ADAPTATION – A SERIES OF LOCAL STORIES

Iida, Japan

A new local green deal: the challenge of Iida

STORY IN SHORT: As a Japanese “Eco-Model City”, Iida was already combatting climate change in 1996 with the slogan “Cultural and Environmental City”. As an Eco-Model City, Iida is pioneering eco-friendly community development collaboration among citizens, businesses, and civic groups. Iida has set ambitious reduction targets for its CO₂ emissions as well as taken advantage of its unique geography to develop its solar power industry.

Unique solar power generation through local investment

Iida City receives a lot of daylight all year round. Its annual hours of daylight are more than 2,000. Taking advantage of this geographical characteristic, Iida City has developed a unique project called “Solar Power Generation with Citizens’ Joint Investment” which was started in 2004.

Although Iida City already had a high usage of solar energy in Japan, the city developed a new financing mechanism to further solar energy usage as part of the project. In this project, solar panels are installed on the roofs of public buildings and businesses with a grant from the Ministry of Environment and investment by citizens. The generated energy is supplied to citizens by a regional electric power company, called Ohisama Shinpo Energy.

The „Solar Power Generation with Citizens’ Joint Investment” project requires no initial cost for installation since it is covered by the grant from the Ministry of Environment and citizens’ investment. The project is the first model of local energy generation for local consumption in Japan, and is highly regarded as such.

Now there are 160 public facilities and businesses with solar panels on their roofs, and solar energy generated is supplied to citizens through a regional electric power company.



Solar panel on the roof of a nursery school
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GHG emission reduction targets

Iida's mission is to establish a successful model that shows how a mountainous city surrounded by nature can tackle global warming and climate change. The city's GHG emission reduction target is to reduce by 40-50% by 2030 for households and to reduce by 70% by 2050 for the whole community compared to 2005 levels. In order to achieve the target, the city is working on many measures with four main pillars:

- 1. aggressive introduction of renewable energy*
- 2. partnership with industries*
- 3. low-carbon transportation*
- 4. awareness-raising in the whole community towards a low-carbon society*



Mayor Makino riding a bicycle
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Cycling more to lower CO₂ emissions

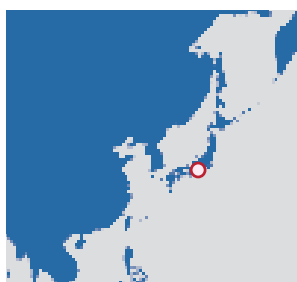
Iida City has started the “Citizens’ Bike Sharing System”. In this project, citizens and tourists can rent 130 bicycles (including 96 electric-assist bicycles and 16 mountain bikes). Although there are many hills in the city, the program seeks to have workers bike rather than drive to work since there are limited other public transportation options. The program will also be a tool aiding environmental learning as well as to reducing citizens’ CO₂ emissions. Mitsuo Makino, Mayor of Iida, states: „By taking a bold initiative to combat global warming and climate change, we seek to become a role model for other small cities.“

Partnership with industries to develop LED security lighting

A consortium of small and medium sized companies in Iida City have succeeded in developing low cost LED security lighting. The city is promoting the use of the security lights by installing 3,000 of the lights as public security lights and encouraging other areas to use the lights. The city utilised the unique environmental technology of their regional companies, with the aim of benefitting both environmental protection and economic development to contribute to a low-carbon society.

Involvement in international initiatives

Although Iida City only joined ICLEI recently it has been well known for its advanced sustainable community development in Japan. It was selected as an “Eco-Model City”. Along with twelve other cities in Japan, Iida is a model for other local governments aiming to create a low-carbon city. The Eco-Model Cities also work towards revitalizing their region. For more information, please see the Eco-Model City Project case story in this series.



Iida is located on the Pacific Coast of Japan

City profile & contacts

Iida City is located in southern Nagano Prefecture in Japan. Iida is known for its streets lined with apple trees, a revitalization project initiated by its citizens after a massive fire destroyed much of the center of the city in 1947. Iida has adopted the apple as its symbol.

Name: Toshiaki Kobayashi or Hiroshi Ogawa

Department: Global Warming Countermeasures Division, Water and Environment Department

Email: sakugen_co2@city.iida.nagano.jp

Website: www.city.iida.lg.jp



www.iclei.org/climate-roadmap
E-mail: climate-roadmap@iclei.org

The local stories are produced by ICLEI – Local Governments for Sustainability in cooperation with the cities described. They shall enrich the knowledge on local action as contribution to the Local Government Climate Roadmap, a joint activity of local government associations and networks towards COP 15.

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