

## City Efforts

- Promoting "eco-life"
- Promoting energy conservation
- Adopting new forms of energy
- Implementing eco-planning for buildings
- Developing a low-impact transportation network
- Promoting "eco-drive" principles, using low-emission vehicles
- Promoting tree-planting/greenery campaigns
- Promoting environmental awareness education
- Promoting environmental industries
- Emphasizing international cooperation

## What is "Eco-life"?

- Living a life without **waste**  
**reasonable, frugal, smart**  
(one simple approach)

In Sapporo:



"Eco-life" campaign encouraging citizens to voice their commitment to an eco-friendly lifestyle

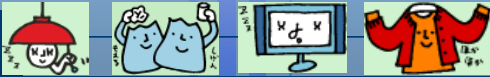
➡ **124,693**  
**people**

(first step towards citizen involvement)

## "Eco-life" for Everyone

What Sapporo's "eco-citizens" are doing:

- Turning off unnecessary lights: 87%
- Properly sorting their garbage: 76%
- Turning off the master switch on TVs: 58%
- Layering clothing to reduce heating use: 55%



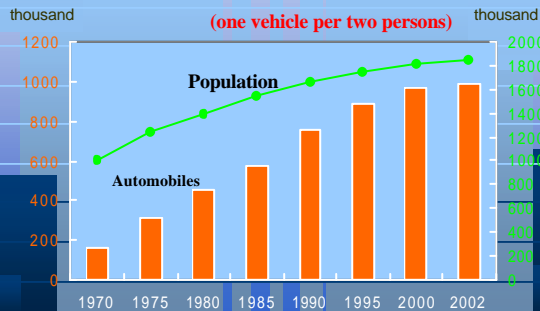
The key is doing what you can, and sticking to it!

## Heat-supplied districts in downtown Sapporo



## Number of vehicles registered

Total; 1,009,604 (2004)  
(one vehicle per two persons)



## Use of vehicles with low CO<sub>2</sub> emission



5% of all the vehicles used by the municipal government are those of low-CO<sub>2</sub> emission. (As of the end of FY2002)

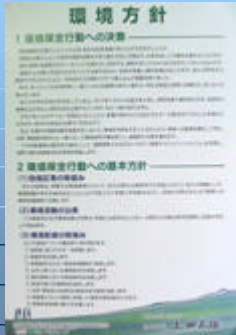
## Acquisition of ISO 14001 certification

### Initiatives by the city government

The city of Sapporo attained ISO 14001 certification in 2001 to commit itself to environmental protection and management.

Cost reduced by approx. US \$ 13 million

CO<sub>2</sub> reduced by approx. 36,000 ton



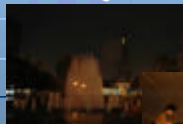
## Promotion of environmental education and citizens' activities

### Environment plaza



## Series of lectures and activities

### Marathon chair



### candle night

## Solar Panels installed

### Shiseikan Elementary School



## White illumination (Odori Park in the city center)

