

Joint project with Starbucks Coffee Japan, Ltd.  
**YES, WE DO KYOTO! Project Kick off workshop**



(Photo: Natsumi Igasa)

Kyoto City is a modern metropolis with a population of 1.47 million and at the same time a city that has been nurtured by 1200 years of history. It has beautiful natural scenery and a peaceful urban landscape, and is a traditional city where inherited and polished traditional cultures still exist, which is rare worldwide. The city is also an international cultural and tourist city that was chosen as the most attractive city by Travel + Leisure magazine for two successive years. Over 50 million tourists visit annually.

Furthermore, it is also the City that Creates the Future with its progressive spirit and creative mind to constantly challenging new things while maintaining its tradition.

By taking advantage of its characteristics and the 3rd Conference of the Parties to the United Nations Framework Convention on Climate Change (COP3), which was held in December, 1997, Kyoto City, as the birthplace of Kyoto Protocol, has promoted advanced countermeasures for global warming with the cooperation of the citizens, business operators, and government.

## The "Kyoto, a Fun City to Walk Strategy" Which Prioritizes People and Public Transportation

The city aspires to become a "fun city to walk" that achieves the low-carbon society with a priority on people and public transportation by creating a virtuous cycle of increased use of public transportation by residents and tourists, enhanced convenience and reduced traffic jams in tourist spots and urban areas, moving away from being a society that excessively depends on cars.

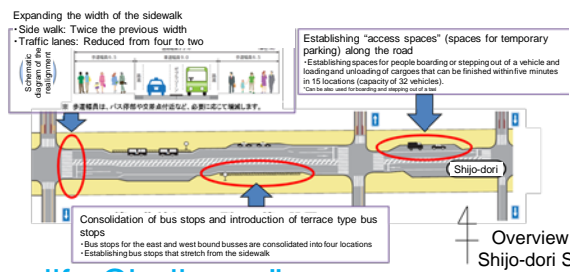
To this end, the city will promote the securing of pedestrian spaces and the prioritization of public transportation in such streets as Shijo-dori and Higashioji-dori, shift to a lifestyle that values a fun lifestyle through mobility management and realignment, and enhancement of existing public transportation means.



Shijo-dori (before realignment)



Shijo-dori (after realignment)



Overview of the Shijo-dori Sidewalk Expansion Project

## Environmental Education Program "Children Eco-life Challenge"

The city started the "Children Eco-life Challenge Promotion Project," in which children who bear the future review a lifestyle by utilizing the "Children version household environmental accounting booklet" with family members to learn about and practice eco-life in cooperation with the Board of Education, volunteers, and NPOs in fiscal 2005. It has run the project at all municipal elementary schools since fiscal 2010.

The initiative is spreading to other regions in Japan and abroad. For example, since 2013, the Iskandar Regional Development Authority in Malaysia has been implementing an educational program modeled on "Eco-Challe" in cooperation with Kyoto City. This model were expanded to a total of 233 schools in the region in 2015. In the Malaysian program, a competition to select excellent schools is held every year. The program will be implemented and expanded to all 198 schools in the region in 2015.



Pre-learning that explains global warming in an easy-to-understand manner

## Measures based on the Kyoto City Ordinance on Global Warming Countermeasures

### Obligations of the large buildings\* \*2000 m<sup>2</sup> or more

- Use of wood materials produced in the region
- Installation of facilities that use renewable energy
- Assessment based on the CASBEE Kyoto (Comprehensive Assessment System for Built Environment Efficiency), publication of the results, and indication of the results at the construction site, etc.
- Greening of buildings and premises

### Obligations for entities with a great amount of emissions

- Submission and evaluation of the Facilities Emissions Reduction Plan and Report
- Introduction of an environmental management system
- Securing a certain percentage of eco-friendly cars among newly purchased cars

\*Entities with a large amount of greenhouse gas emissions, for example, energy use of more than 1,500 kL in crude oil equivalent

A building given an award by the **Miyako Environmental Care Award System**, which gives a prize to environmentally friendly buildings that match the city of Kyoto



NHK Shinkyoto Housou Kaikan



Kyoto Yaoichi Honkan