



Matsuyama City is in the Matsuyama Plain in the central part of Ehime Prefecture to the north of Shikoku. Thanks to the Seto Island Sea's warm climate with little rain, the city has over 2000 daylight hours per year on average—much more than the national average. This is why the city has strived to use solar energy from early on as the best suited energy for the region. In addition, transportation hubs, including an airport, ports, interchanges and stations, are within a 10km radius from the city center, where a tram running in a loop around the urban area, public facilities, tourism resources and other city functions are also concentrated. Furthermore, the amount of waste per person per day has been the smallest for nine consecutive years among cities with a population over 0.5 million. Utilizing these regional characteristic, the city will work to realize a low-carbon society under the slogan of "Proud Eco-Model City Matsuyama."

## Promotion of the Matsuyama Sunshine Project

Since January 2008, the city has been promoting the Matsuyama Sunshine Project aimed at "de-global warming" and "industry creation" using renewable energy with a focus on solar energy. The city has been granting subsidies to photovoltaic generation systems since fiscal 2000. The number of photovoltaic generation systems installed with the city's subsidies reached 11,394 as of the end of fiscal 2015. This is the best record among core cities. In August 2015, the city will start a subsidy program for installation of a home battery system to further spread the use of clean energy.

In March 2015, the city introduced a digestion gas power generator to a purification center for effective utilization of energy in the community.

Matsuyama City Central Purification Center  
Digestion gas power generator



Viewing a photovoltaic system installed on the rooftop of an elementary school

## Promoting Smart Community

The city will work to realize smart communities in Matsuyama by carrying out feasibility studies and verification projects step by step in the covered area. The city will work on the Matsuyama Smart City Promotion Project firstly in the Nakajima area based on the study on supplementation of limited resources of Matsuyama and development of the regional revitalization plan, which was conducted in fiscal 2014. The city will promote the publication of energy consumption and efficient energy use by introducing energy management systems and solar power generation remote monitoring systems to the city-owned facilities and utilize the data and know-how gained from such initiatives in diffusing and expanding the project across the city.

By showcasing the facilities as educational and visitation spots, the city will promote the revitalization of Nakajima by increasing the number of people who interact with the area.

Nakajima area



Nakajima Branch Office which is scheduled to introduce BEMS

## Environmental Education and Industry-academia-private-public Cooperation

The city is carrying out an "eco-leader dispatching program," "experience-based eco bus tour" and other projects using two environmental education facilities in the city so that citizens—including children, who will play active roles in the future—can expand their knowledge of the environment.

In fiscal 2014, the city established the Promotion Council of Eco Model City Matsuyama to promote action plans in industry-academic-public-private cooperation. The council is vigorously carrying out such activities as the preparation of recommendations and research study on particular themes.



Matsuyama Re Sairaikan



Matsuyama City Environmental Education Center

Promotion Council of Eco Model City Matsuyama

