



Despite the fact that Niigata City is the biggest city on the Japan Sea side of the main island, the city has been successful in achieving local production for local consumption with a food-sufficiency rate of 63% for about 810,000 citizens.

Our agricultural culture based on the paddy rice farming that started from reclamation of lagoons by our predecessors not only has provided abundant food but has also nurtured a rich ecosystem with a wide variety of plants and animals.

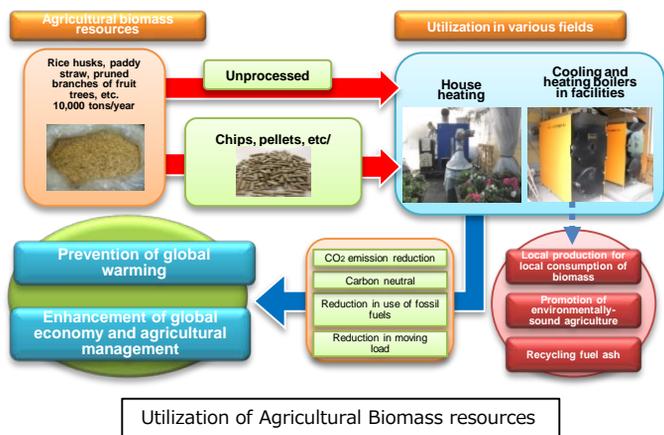
The city will cooperate with surrounding rural areas to evolve into a city where diverse values circulate in relation to people, food culture and energy, and create unique values for the individualization of towns toward a prosperous future. It will also provide the world with an example of a city where urban and rural elements coexist in co-prosperity under the slogan of preservation of the rural environment and low-carbonization of agriculture.

Promotion of Utilization of Agricultural Biomass

For the city, the rural environment is a source for everything, including industry, unified traditions, culture, and regions, places of employment and activity, and energy.

As an effort to preserve and sustainably use this rural environment as well as contribute to low carbonization, the city promotes utilization of abundant biomass in the rural environment.

The city will implement measures including CO₂ reduction, promotion of environmentally-sound agriculture, and local production for local consumption of biomass resources by using branches, leaves and rice husks generated in the city as alternatives to fossil fuels.



Securing, Maintenance and Strengthening of Transportation Means in Daily Life

In order to ensure the shift to low carbon transportation by increasing convenience through improving the coverage and flexibility of buses and reducing the share of automobiles, the city is promoting development and initiatives for improving its public transportation environment with three principles: “to enhance access to the city center,” “to ensure, maintain and enhance transportation for community life,” and “to facilitate travel in the inner-city areas.”

As a means to achieve these principles, the city introduced a new bus system in September 2015, introducing a BRT system and realigning the bus lines across the whole city. Through such initiatives, many of the bus lines in the urban areas that were previously overlapping have been integrated and streamlined. The city aims to build a sustainable public transportation network by allocating the surplus capacity produced through said optimization to the expansion and enhancement of the bus lines in suburban areas.

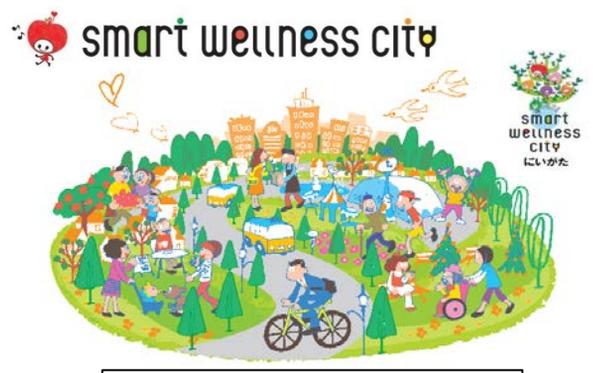


Promotion of Smart Wellness City

While focusing attention on the importance of “walking,” which is a daily physical activity, the city works toward the development of a smart wellness city, in which everybody can live healthy and happy lives in collaboration with health promotion measures and city development measures.

From the standpoint of health promotion, the city promotes the change of behavior of people who are less interested in health by holding symposiums on the importance of walking in everyday life, etc. and walking events, as well as providing the Niigata Future Points to initiatives related to health and the environment.

In addition, from the standpoint of city development, the city promotes measures from both the infrastructure and 'soft' sides including the maintenance and enhancement of public transportation, creation of pedestrian-priority road space in which pedestrians can walk in security and safety through the use of rising bollards, and the development of an environment for bicycle use.



Conceptual diagram of the smart wellness city