



Niseko Town is a small resort town with a population of 4,890 that attracts about 1.6 million visitors from all over the world every year. The town is blessed with nature, and 25% of the town is designated as national or quasi-national parks covering Niseko mountain ranges and Mt. Youtei, and there are hot spring resorts with hotels and unique resort inns offering excellent accommodations.

The town's basic industries are agriculture and tourism and it has been taking positive measures for the environment and scenic reservations based on the concept that preserving beautiful views and abundant nature will form foundations for the key industries.

The town administration has established the principle ordinance for town-building before the rest of the country and has been promoting it with the two main principles, "information-sharing" and "resident participation," having a basic philosophy of "build a town you can feel proud of living here."

Energy Saving and Renewable Energy in the Tourism Sector

About half of the CO₂ emissions from Niseko Town is attributed to the tourism industry. In order to reduce CO₂ emissions from the tourism sector, the town is promoting energy saving measures for tourism facilities, such as hotels and ski resorts, and the introduction of hot spring energy using waste water from hot springs in the facilities. In fiscal 2015, the town conducted a survey on the introduction of energy saving facilities of 11 major tourism companies. The town plans to introduce energy saving facilities, such as systems to utilize waste water from hot springs and LED lights.

In order to communicate the town's environmental initiatives to domestic and international tourists, the town is also preparing for a joint environmental program with the Niseko Resort Tourist Association Co., Ltd. In addition, the town is considering introducing a new special-purpose tax as a means for tourists who enjoy the nature of Niseko to support the town's environmental conservation activities.



A hot spring facility that has applied for the subsidy for hot spring waste water utilization system in fiscal 2016

Grass-roots Efforts at Households

Personal efforts and regional efforts are the key to CO₂ reduction. The town will promote educational activities that are fun and intriguing, such as study sessions on energy-saving houses and educational activities on upgrading refrigerators so that each resident in the town can reflect on their everyday lives and actively think and take actions.

As educational approaches are also very important and effective in promoting such energy saving efforts, the town will also address environmental education and human resources development by upgrading all elementary, junior high and high schools and international schools into eco-friendly schools.

The high volume of CO₂ emissions from the transportation sector is another feature of Niseko Town. The town intends to address carbon reduction from transportation by such means as increasing the number of the on demand busses from the two busses that started operation in October 2012, streamlining them and shifting to clean vehicles.



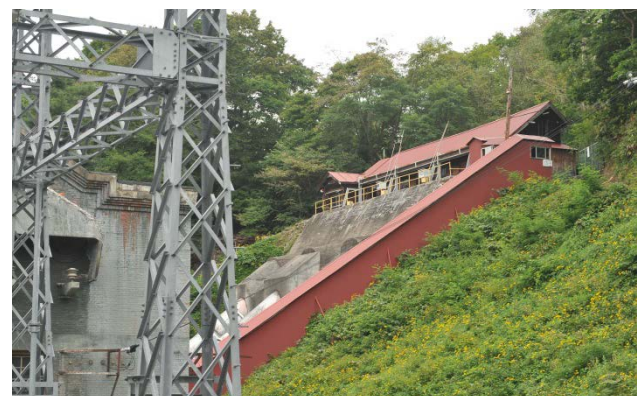
"NIKOTTO BUS," an on demand bus that operates in the city

Energy Conversion

Niseko Town has three hydroelectric power stations with a total electricity production exceeding the total power consumption of the town by using the water from Shiribetsu River. From April 2016, 10 public facilities that use a high volume of electricity have been purchasing power from a PPS whose energy base is hydroelectric power stations, etc. in the town.

As for geothermal power, the national government conducted a survey on geothermal resources in fiscal 2015 using helicopters. From fiscal 2016, private companies plan to start research on geothermal resources with a view to starting geothermal power generation businesses.

The town will encourage private companies to circulate capital within the region by converting fossil fuels purchased from outside of the region into renewable energy that can be used as regional resources, while also preparing for the establishment of a regional energy supply organization.



Hydroelectric power station operated by a private company in the town (started in 1921)