

Waste Reduction through Collaboration among the Citizens, Government and Private Sector - Yokohama G30 and 3R Dream Plans -

Education of Garbage Collection to Children

In 2010, waste amount was 43.2% lower than the amount in FY2001.



Source: Resources and Waste Recycling Bureau, City of Yokohama

Background and Objective

Yokohama experienced rapid growth of population from the sixties until the eighties due to urbanization and this brought about an increase in municipal waste as well. To design the economy and the society in such a way to facilitate recycling and restrain waste generations, the city leadership initiated the “Yokohama G30 Plan” in January 2003. Using the fiscal year (FY) 2001’s 1.61 million tons of generated waste as baseline, the Plan aimed to reduce generated waste by 30% by FY2010.

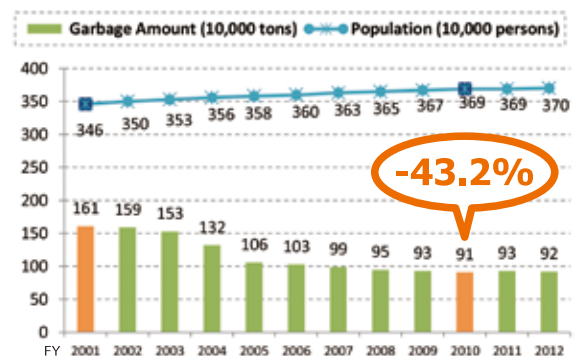
Impact of the Plan

In order to achieve the goal, Yokohama City worked closely with its citizens and the private sector. In the course of implementing the

plan, the city government conducted more than 11,000 lectures and educational programs to raise public awareness on the need to sort garbage to facilitate recycling and reduce the waste going to incineration plants.

As a result of this effort, the 30% waste reduction target was achieved earlier than expected, in FY2005. By 2010, the target year, generated waste was 43.2% lower than the baseline figure. This achievement benefited the city by saving considerable funds intended for waste management. Yokohama now aims to reduce greenhouse gases (GHGs) to support Japan in its national GHG reduction plan and demonstrate that it

is an Environmental “FutureCity”. The new “Yokohama 3R Dream Plan,” created in 2011 after the G30 Plan was completed, aims to further reduce the amount of generated solid waste. Using the FY2009 figure as baseline, the targets are a 10% reduction in the combined amount of waste and resource use, as well as a 50% reduction in GHG emissions by FY2025.



Source: JICA Study Team based on data from Resources and Waste Recycling Bureau, City of Yokohama

Role Sharing in Waste Reduction

The city designed and implemented the G30 Plan jointly with the private sector and the citizenry based on the “polluter pays” principle and the concept of extended producer responsibility. The G30 Plan identified the responsibilities of stakeholders, i.e., the citizens, the private sector, and the government, and developed a strategy for collaboration among them in promoting the 3 Rs (reduce, reuse, recycle).

• Role of Citizenry and Businesses:

Promoted environmentally friendly lifestyles and complied with rules on sorting garbage into 15 categories.

• Role of City Government:

Created the social systems to facilitate the 3 Rs and raised public awareness by disseminating information.

“Yokohama’s 30% waste reduction target was achieved five years ahead of schedule.”

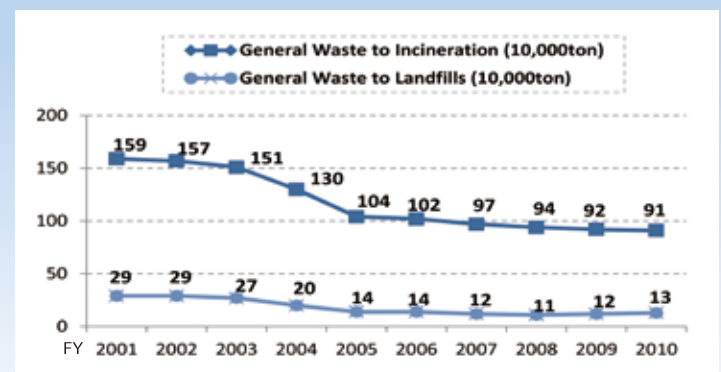
Despite a population growth of approximately 230,000 from FY2001 to FY2010, waste generation in the same period decreased by 43.2%. As a result:

- *Existing Landfills* ⇨ Life span extended.
- *Incinerators* ⇨ Reduced from 7 to 4 plants, saving the city JPY110 billion in capital expenditure and JPY3 billion in annual operational expenditure.
- *CO₂ Emissions* ⇨ Reduced by 370,000 tons in 2010.

Raising Public Awareness

- ✓ More than 11,000 seminars held at neighborhood levels over a two-year period.
- ✓ About 600 campaigns at railway stations.
- ✓ More than 3,300 campaigns at local waste disposal points.
- ✓ Sharing of achievements, successful collaborations, as well as waste reduction and financial information related to the G30 Plan via a variety of events.

General Waste to Incineration and Landfills



Source: JICA Study Team based on data from Resources and Waste Recycling Bureau, City of Yokohama

Achievement through People Power

It was not only the government’s political will and social commitment which were instrumental in achieving the environmental targets. Collaboration with the citizenry and business was a key success factor.

Interview -Voice of the Yokohama City Government

“The rules were strict, but our explanations remained truthful and our motives sincere. Also, the citizens themselves actively shared information about the government’s plan, which largely helped in achieving our goal.”

Upon the enforcement of the G30 Plan, garbage collectors did not pick up residential wastes that were not properly sorted. As for commercial/ industrial wastes, they also returned wastes to firms when inappropriately sorted wastes were discovered at incineration plants. On the other hand, city employees provided all information sought by the people and disseminated information about the plan through various events and activities. Yokohama, which has a large number of small neighborhood associations, appointed waste management leaders in each association, who played a major role in teaching waste sorting, preparing venues for seminars, and other tasks in their respective neighborhoods. Efforts of such dedicated citizens contributed significantly to the program’s success.

