

# Sustainable, Recycling-Based Community Development as Envisioned by Tokushima City, SDG Future City



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Sawako Naito, Mayor,  
Tokushima City





## Mayor, Tokushima City Sawako Naito



- March 2003 Graduated from Tokushima Bunri Senior High School
- January 2009 Became head of the community development group Tokushima Revitalization Committee
- March 2010 Graduated from the Political Science Course, Faculty of Law, University of Tokyo
- February 2011 Received the Tokushima City Kirameku Josei Grand Prize
- April 2013 Became a regular Monday commentator on the Shikoku region informational program “Goji-cal!”
- April 2020 Became mayor of Tokushima City
- March 2021 Received the Courageous Woman Award from the U.S. Embassy in Japan and the Consulate-General of the U.S. in Osaka-Kobe
- April 2021 Became a member of the Gender Equality Bureau in the Cabinet Office





# About Tokushima City



Surface Area	191.52 km <sup>2</sup>
Size	Horizontal: 16.4 km Vertical: 19.45 km
Location	Longitude: 134.33 E Latitude: 34.4 N

## ● “Water City Tokushima”

- The development of Tokushima City has been based in water, with 134 rivers running through the city. The area’s abundant water allowed the indigo industry to flourish in the Edo Period (1603-1867), with Tokushima City becoming one of the top commercial cities in the country.
- In the Hyotanjima area, which is surrounded by rivers, the public and private sectors are working together to promote unique projects such as the operation of sightseeing boats, the development of a waterfront park, Awa dance events, etc.

## ● Revitalization of central city

- In order to combat the loss of vitality in the city due to the closing of department stores and other establishments, the city established the Basic Plan to Vitalize Tokushima City Central City (2022-2026), and is utilizing government support measures to advance community development that generates new challenges, investments, etc., in a continuous manner.

## ● Promotion of diversity

- Tokushima City is engaged in community development to realize a symbiotic society that anyone can feel safe living in, through measures to expand the partnership system, eliminate menstrual poverty, encourage the efforts of working women, etc.

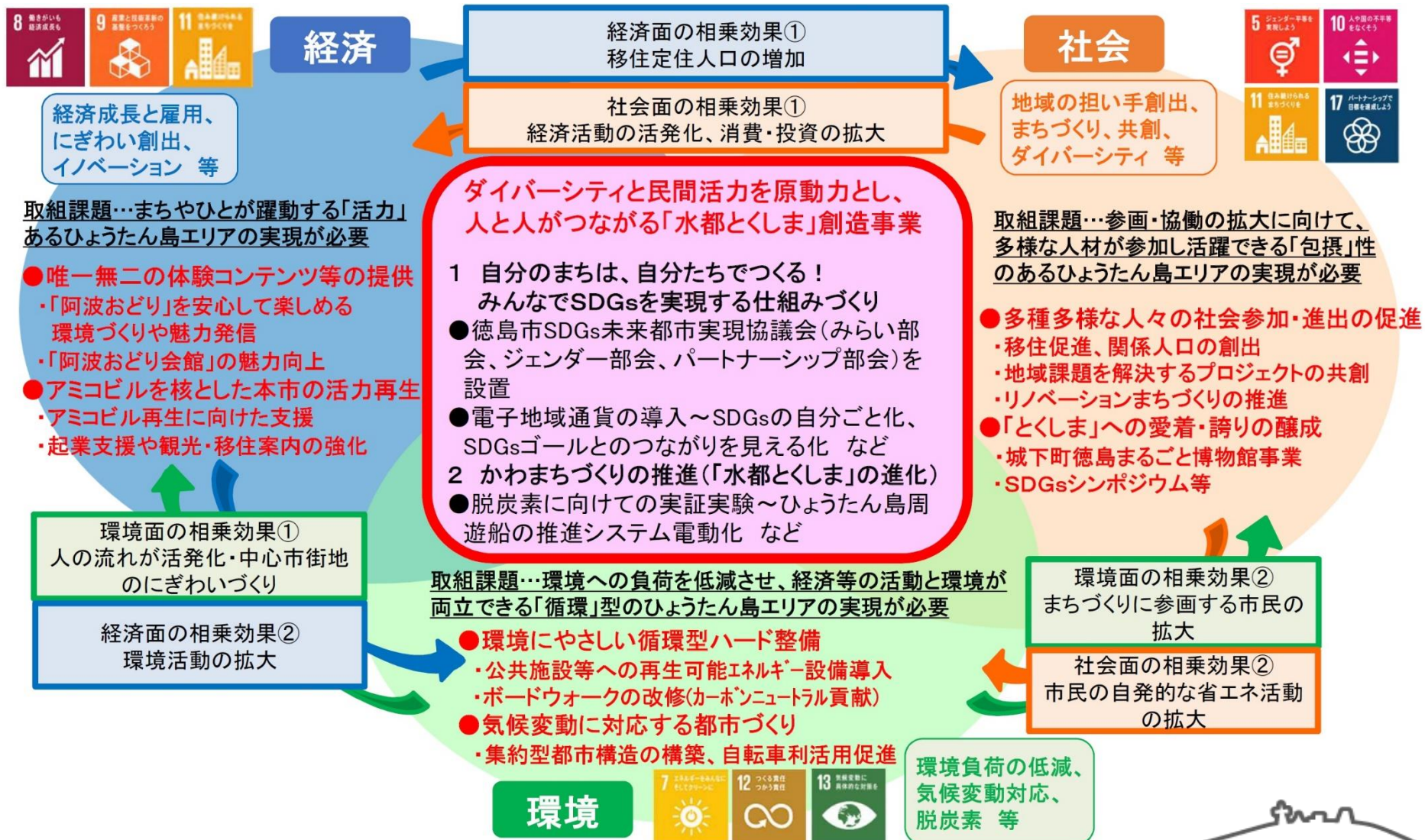
 Designated a **SDGs Future City** (May 2022)

Realizing a “Water City, Tokushima” that connects people together through the power of diversity and private sector vitality



# Initiatives as an SDGs Future City

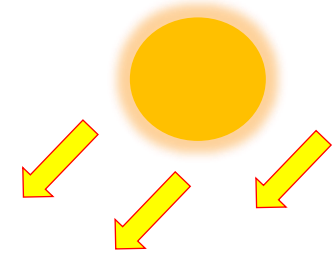
## ● SDGs model district development project, centered around the Hyotanajima area





# Policy Towards Decarbonization

<Sunlight hours> The city is suited for solar power generation, with the **sixth most sunlight hours of all cities with prefectural offices in Japan**



Take advantage of this regional characteristic to promote the widespread use of solar power generation

**Local production/consumption of renewable energy**

SDGs model district  
“Hyotanjima area”

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Implementation of renewable energy



Integrated approach to solving Tokushima City’s various challenges

- Making the city a livelier place
- Offering opportunities for diverse interactions
- Driving new private-sector investments, etc.

\* Hyotanjima

•Area surrounded by rivers in the central city that serves as a symbol of “Water City Tokushima”

•Model district under the Tokushima City SDGs Future City Plan





# About Hyotanjima Sightseeing Boats

- Tours Hyotanjima, an area surrounded by rivers located in the central city
- Operations began under the **Association to Protect Shinmachi River** in 1996
- **Over 50,000 passengers** per year



Tourism resource that serves as a symbol of “Water City Tokushima”

Resource that allows residents to enjoy the river on an everyday basis



# Electrification of Sightseeing Boats

<Current circumstances in the ship field>

Systems powered by fossil fuels are still the norm in the ship field, compared to the automobile field, which is seeing more and more electrification

➔ Electrifying Hyotanjima sightseeing boats through **public-private collaboration** with Yamaha Motor Co., Ltd.

◆ Implemented the **next-generation electric shiphandling system HARMO**, developed by Yamaha Motor, in sightseeing ships

◆ **Sightseeing ships x Green energy** (Supplying electricity through renewable energy)



★ Conducting **verification tests towards implementation.**

★ **The next stage** is working towards carbon-neutral operations by **establishing a power supply system with solar power generated in-house**





# Future Outlook Towards Carbon Neutrality in the Region

From instances to systems

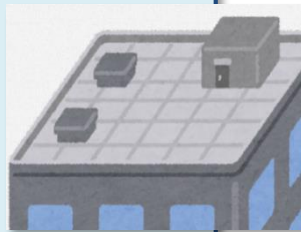
Electrification of sightseeing boats that are popular with tourists and residents



Carbon neutrality in the park (arrival/departure point for the boats) and the city center overall

For example...

- Waterfront park (arrival/departure point for the sightseeing boats)
  - ⇒ Considering the use of an energy supply system that utilizes solar power for the LED lights, etc.
- Public facilities, sites where people gather/interact, etc., in the central city
  - ⇒ Considering the installation of solar panels and equipment for solar power systems (green power supply hub)



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Initiatives to reduce environmental burden and realize an area that balances economic activities with the environment

- Reusing wooden deck instead of incinerating/destroying it, in the renovation of the park boardwalk
- Promote the use of bicycle, including the establishment of bicycle paths





Thank you for your attention.

“So-odori” Awa dance event in 2022