

Promoting the 3Rs with residents

～ the City of Yokohama's awareness raising for the 3Rs ～



“Poster contest
award-winning work”

Takanori Kimura
Policy Coordination Department,
Resources and Waste Recycling Bureau, City of Yokohama



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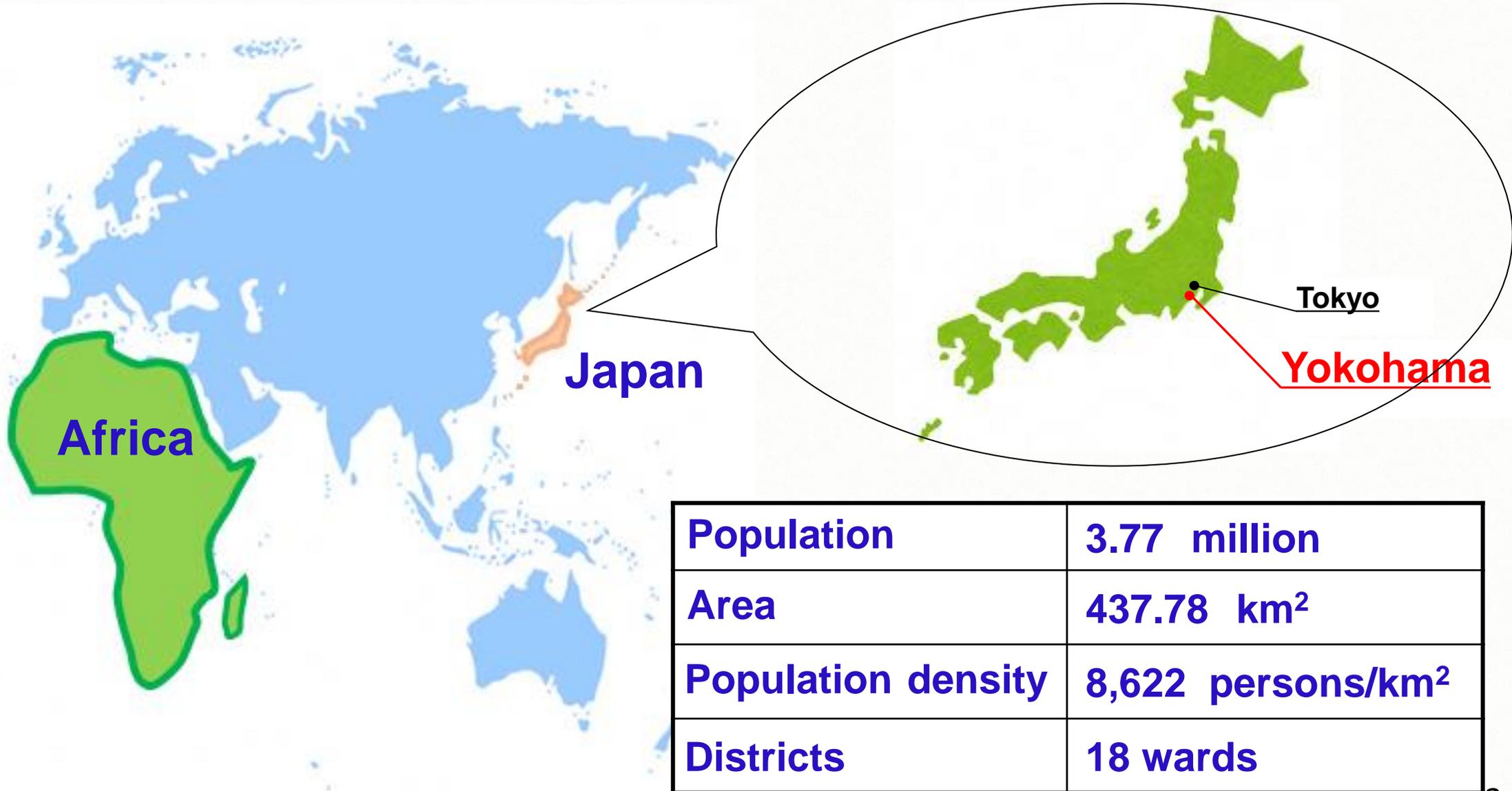
Environmental education

Cooperation

Volunteer system for resource collection



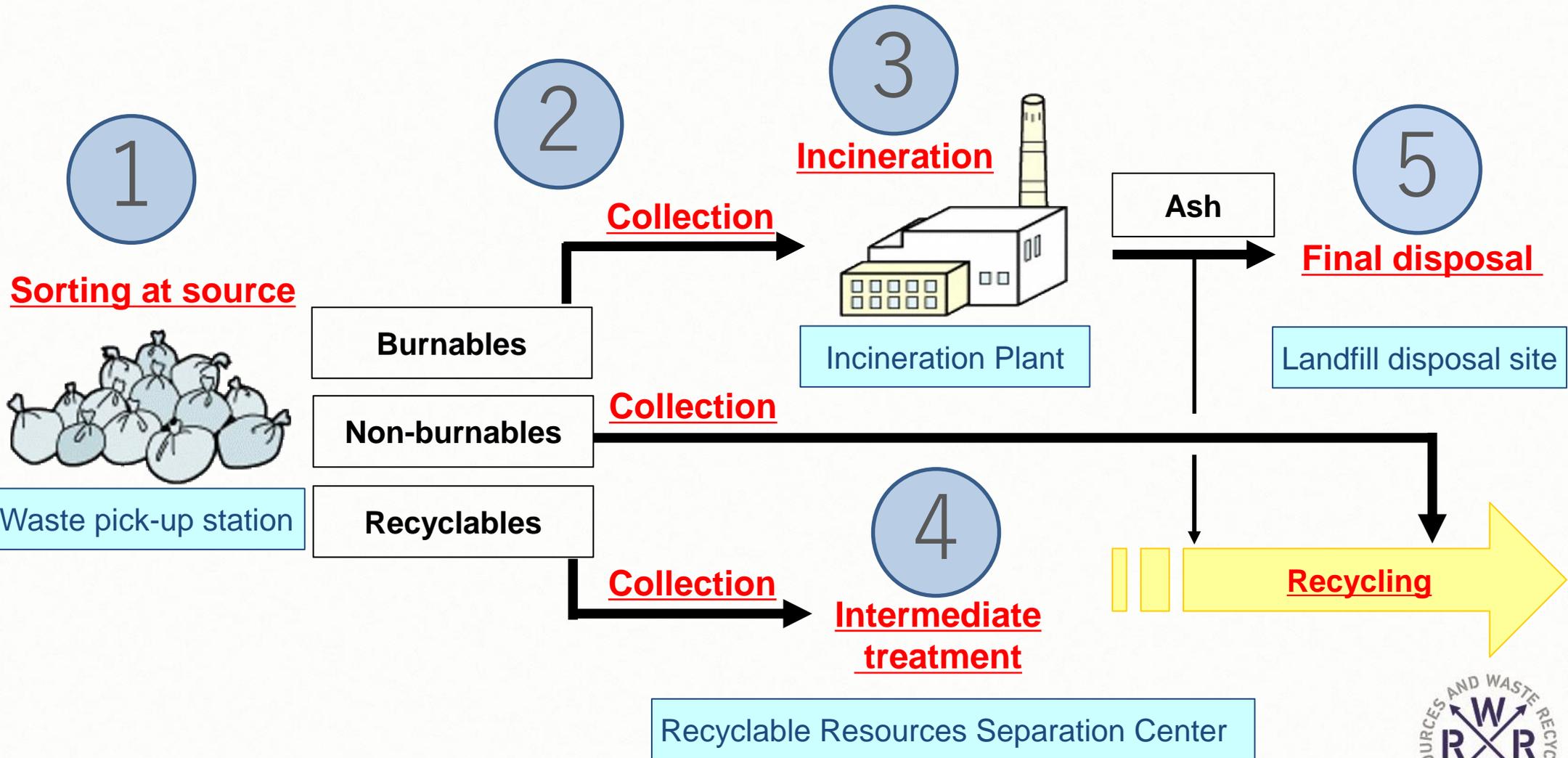
Overview of Yokohama



Population	3.77 million
Area	437.78 km²
Population density	8,622 persons/km²
Districts	18 wards

(as of June 1, 2022)³

Waste Management Framework in Yokohama



Neighborhood Associations

Local residents organize volunteer groups known as “neighborhood associations,” in order to solve local issues together.

Examples of activities: festivals, cleanup activities, traffic safety, disaster preparedness, anti-crime patrols

- Promotion of local cleanups
- Activities and awareness related to separating waste at waste pick-up stations
- Activities and awareness related to the 3Rs



Issues and Goals

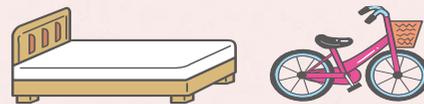
Issue: Lack of waste disposal sites due to increase in waste.

Goal: Reduce the amount of waste by 30% by increasing waste separation articles and promoting recycling

Burnable garbage



Oversized waste



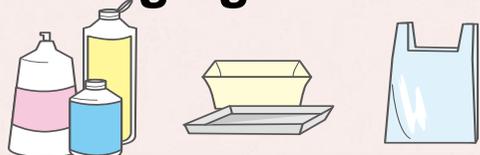
Cans, glass bottles, PET bottles



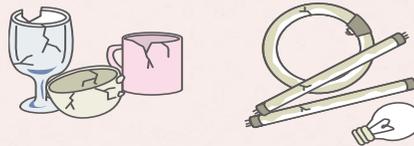
Small metal items



Plastic containers/ packaging



Non-burnables



Aerosol cans



Used batteries

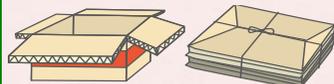


Paper

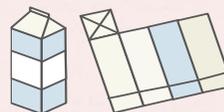
Newspapers



Cardboard



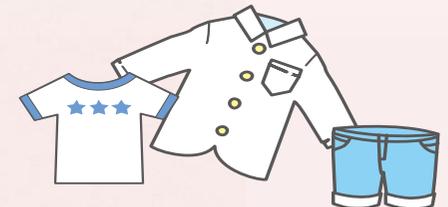
Cartons



Magazines/ other paper



Clothes/Fabrics



Measures

- We conducted thorough awareness activities to get cooperation from residents.
- Staff from waste collection offices met and discussed with residents to get understanding.



Explanatory meetings held by staff: 11,000 times in 2 years

Results

- Reduction in the amount of waste
- Increase in resident satisfaction with waste management led by the administration



■ Amount of waste

— Satisfaction

(Ratio of the people who responded that they are satisfied with recycling waste led by the administration)

- Form a habit of separating waste at an young age
- Good influence on adult family members



**Environmental education
for fourth graders**

There is a limit to how much the government can promote the 3Rs alone. It's important to find partners who can work with us. We work together with businesses to promote waste separation in places where large numbers of people gather.



Awareness raising activities for waste separation at a supermarket



Calling on people at a soccer stadium to separate waste.

Cleanup campaigns with local residents

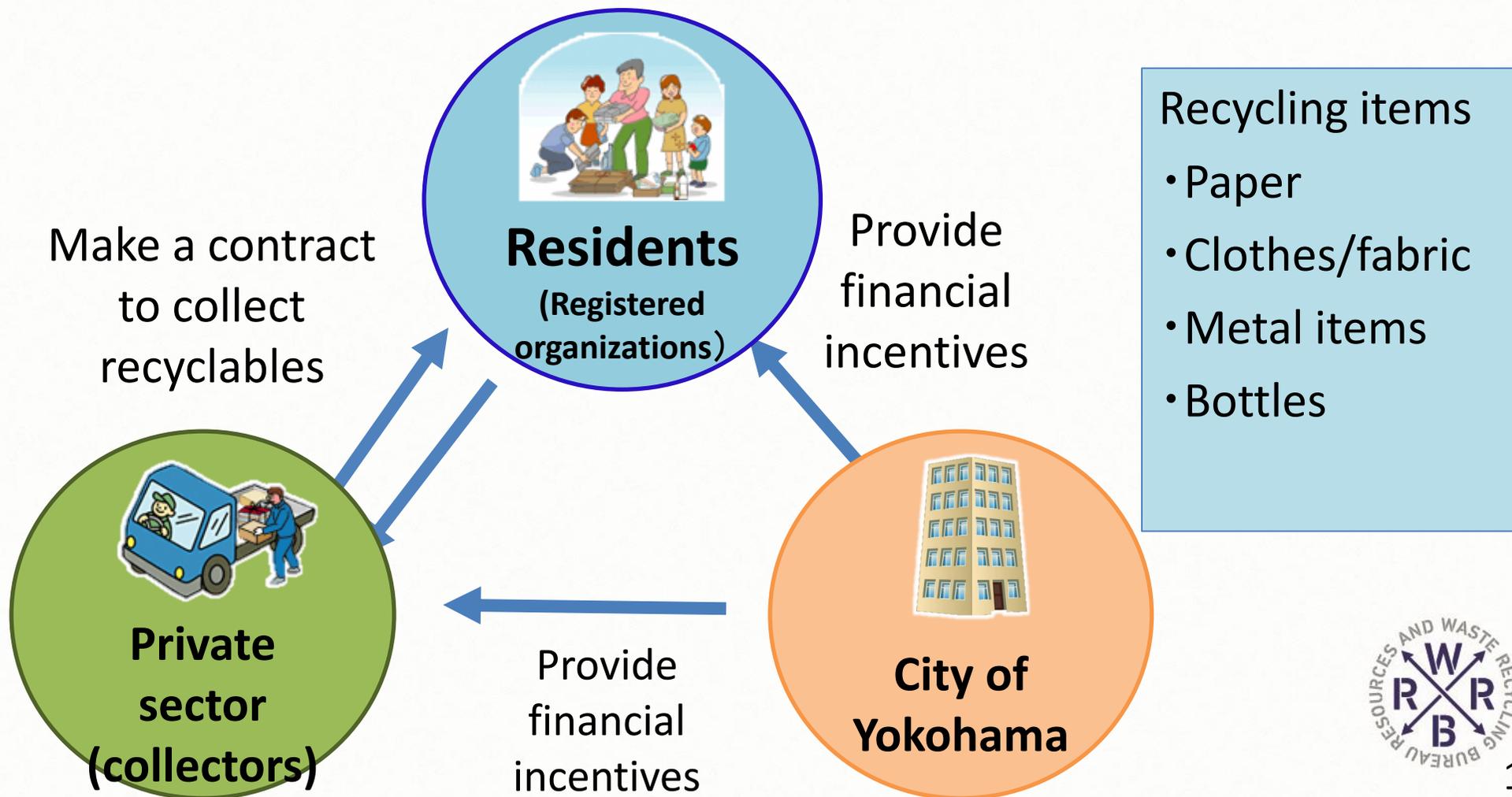
Various organizations participate cleanup events in the waterfront area.



Volunteer system for resource collection

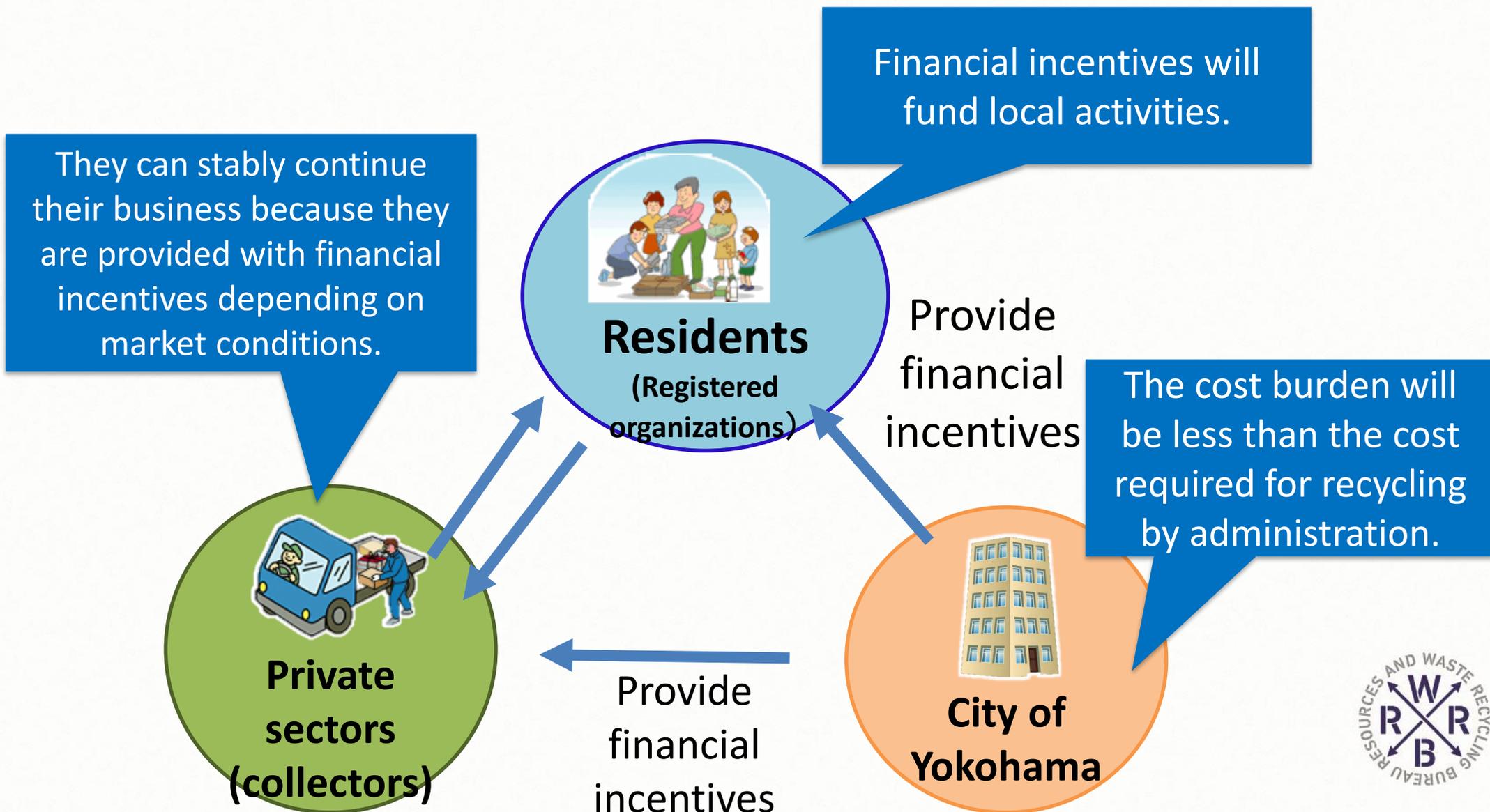
Volunteer system for resource collection

Cooperative project in which residents, the private sector, and the government work together to play their role in reducing waste and recycling.



Volunteer system for resource collection

Advantages of resource collection by volunteer groups



History of the system

Before introducing the system:
Local organizations were dealing
with businesses independently.

1983: We started providing local
organizations with tools such
as handcarts.

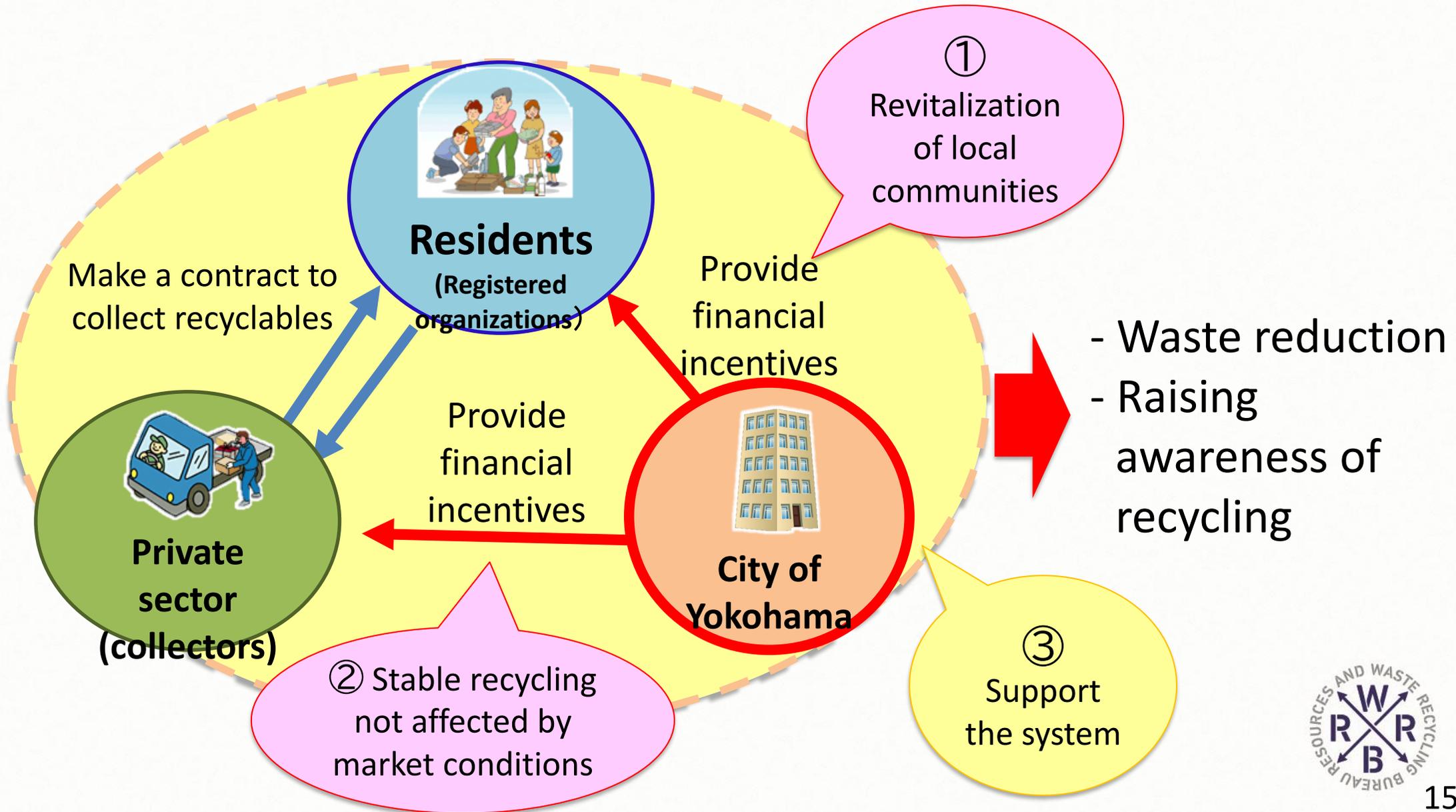
1989: We started providing local organizations with financial incentives.

1993: The price of used paper dropped. We started providing financial
incentives to businesses collecting used paper.



Volunteer System for Resource Collection

City of Yokohama's role and purpose





JICA Knowledge Co-Creation Program in Yokohama



Thank you for your attention!