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## City of Yokohama Newsletter

### APEC JAPAN 2010 in YOKOHAMA

#### Special Edition - 2

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#### <Summary of TOPICS >

##### **1. Welcome with Smile Project ~WELCOME APEC~ has been started!**

Community events have started in Yokohama City to provide warm welcome with smile to the APEC members coming from different countries and regions all over the world.

##### **2. Yokohama Smart City Project (YSCP), facilitated by the smart grid technology, will be introduced at APEC Japan 2010!**

“Yokohama Smart City Project (YSCP),” proposed by Yokohama City and the other five companies for the METI’s public offered project, “Next-Generation Energy and Social Systems Demonstration Areas,” was selected over the national selection. There will be various demonstrations on smart grid related technologies at the Minato Mirai 21 district during the APEC.

##### **3. Yokohama City will carbon offset the CO<sub>2</sub> emitted by the APEC Japan 2010!**

Yokohama City will carbon offset the CO<sub>2</sub> emitted by the use of electricity, gas, and water in the convention center and the neighboring hotels during the APEC. Roughly 710 ton CO<sub>2</sub> is estimated to be carbon offset by purchasing the Kyoto Mechanism Credit. “Hamakko-Doshi The Water” purchased by the Yokohama City citizens and “Picture Diary of Environment” submitted by the children will be the resources for the carbon offset.

##### **4. Initiatives in progress to provide a better environment for APEC Japan 2010**

As the APEC host city, Yokohama City has been working to secure the environment in order to provide a safer and better environment for the APEC.

##### **---Yokohama Footnotes vol.20---**

Statement Slogan Logo representing the future Yokohama has been decided!

#### TOPICS

##### **1. “Welcome with Smile Project ~WELCOME APEC~” Workshop Started!**

For the APEC starting in November, Yokohama City, cooperating with its citizens, is making preparations to welcome approximately 8,000 people in conjunction with hospitality, so that they will leave Yokohama saying, “We were warmly welcomed by the Yokohama City citizens,” and “We would love to visit Yokohama again.”

##### **[Welcome with Smile Project ~WELCOME APEC~]**

Through the hospitality product creation workshops held throughout the Yokohama city, “smiles” of Yokohama citizens will be photographed and those pictures will be used for creating a “Photo Mosaic,” which illustrates the famous scenic areas of the 21 countries and regions participating in APEC. In case of Japan; for instance, the photo mosaic based on the pictures of Yokohama City and Mt. Fuji, that also appear on the APEC poster, will be created. Further, citizens who cannot participate in the workshops are able to join the project by submitting the “smile” picture via mobile phones. Such pictures will be part of the globe-shaped photo mosaic, which will be as high as about 1.5 meters.

## Workshop Schedule

Workshop will be held till early September.

Date & Time		Location
Saturday, August 14	11:00 ~ 16:00	Nippon Maru Memorial Park (Nishi Ward, Yokohama City)
Saturday, August 21	12:00 ~ 17:00	Totsuka Station East Exit Pedestrian Deck (Totsuka Ward, Yokohama City)
Sunday, August 22	12:00 ~ 17:00	Aobadai Tokyu Square South-1 Main Atrium (Aoba Ward, Yokohama City)
Saturday, August 28	10:00 ~ 15:00	Yokohama Hakkeijima Sea Paradise Aqua Museum Square (Kanazawa Ward, Yokohama City)
Saturday, September 11	12:00 ~ 17:00	Koganecho Area Bazaar (Naka Ward, Yokohama City)

## Photo Mosaic Demonstration

A completed photo mosaic will be demonstrated at “Commemorative event of APEC Japan 2010 in Yokohama” held in the Red Brick Warehouse No. 1 from Tuesday, the 28<sup>th</sup> of September to Sunday, the 3<sup>rd</sup> of October. In addition, other programs to better understanding of the APEC member economies countries and regions will also be scheduled.

## [ Professional Sport Teams based in Yokohama have been appointed as the APEC Japan 2010 in Yokohama PR Ambassadors]

Yokohama-based professional sport teams of Yokohama Bay Stars (Baseball), Yokohama F·Marinos (Football), and Yokohama FC (Football), have been appointed as the APEC Japan 2010 in Yokohama PR Ambassadors with the cooperation of Yokohama Nettou Club.

APEC Japan 2010 in Yokohama will be promoted by video messages by each of the team players which are displayed in big screen in front of JR Sakuragi-cho station and on each team's stadium screens. Further, they will promote via radio usage of public transportations around the venue during APEC Japan in 2010.



YOKOHAMA FC



## [Exchange Program between 20 Elementary School students in Yokohama City and people from the APEC member economies]

From June to July, people from the APEC member economies visited elementary schools in Yokohama city to interact with the students. The purpose of the program was to encourage the next generation to become interested in the history and culture of the APEC member economies, thereby providing them an opportunity to see the world with the global vision. People from 14 APEC member economies have visited 20 elementary schools and introduced their history, language, music, food, theatrical plays, and martial arts to the students.



Thai National Sport Muay Thai Demonstration  
(at Hakkei Elementary School)



Introduction of the Vietnam Culture  
(at Kanazawa Elementary School)

## 2. Yokohama Smart City Project (YSCP), facilitated by the smart grid technology, will be introduced at APEC Japan 2010!

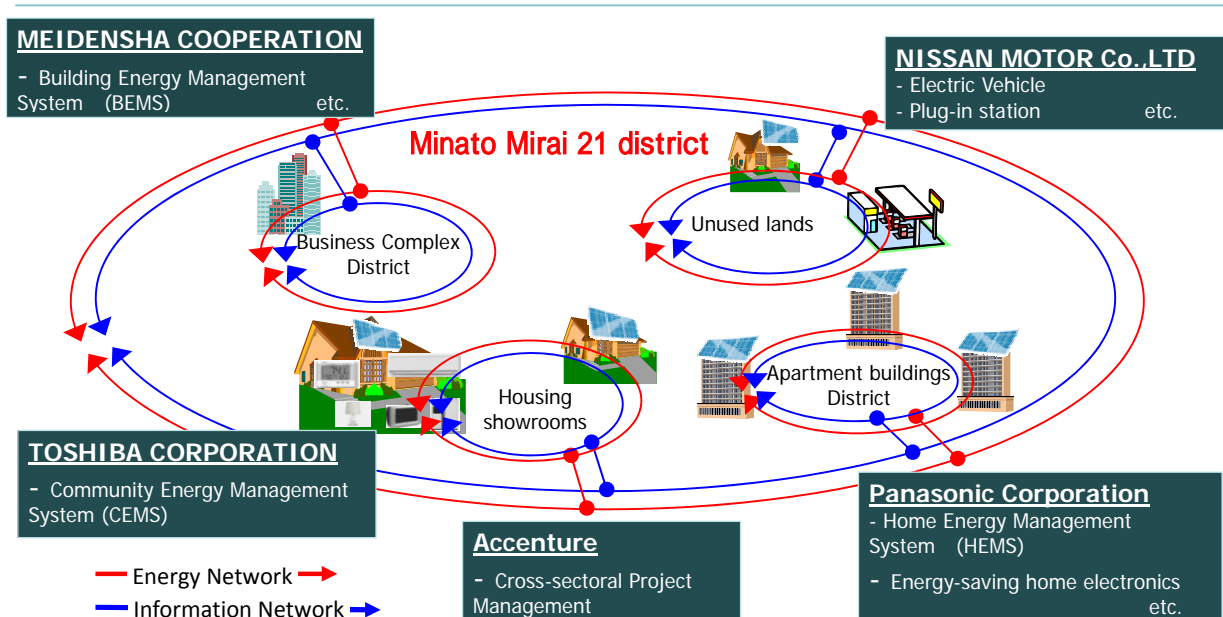
Yokohama City was selected as an “Environmental Model City” by the government in July, 2008. Therefore, the City has been expected to become a role model for the international society by transforming itself to the “Low Carbon Society” based on drastic reduction of greenhouse gas emissions.

In April, 2010, the “Yokohama Smart City Project (YSCP),” proposed by Yokohama City and the other five companies (Accenture, Toshiba, Nissan, Panasonic, and Meidensha) for the METI’s public offered project, “Next-Generation Energy and Social Systems Demonstration Areas,” was selected over the national <sup>1</sup> selection. Aiming to develop the Energy Management System (EMS) which optimizes energy demand and supply by leveraging IT, Yokohama City will introduce YSCP by demonstrating the Community Energy Management System (CEMS) and the Home Energy Management System (HEMS) at Minato Mirai 21 district during the APEC 2010.

- <sup>1</sup> Yokohama City, Toyota City, Kyoto-Fu (Keihanna-Gakken City), and Kita-Kyushu City have been selected over the national selection.

### [Mission of the Yokohama Smart City Project (YSCP)]

Mission of the YSCP is to develop a new social system leveraging the smart grid related technology, to realize sustainable low carbon city (smart city), focusing on the existing city of 3.7 million citizens. In parallel, to export highly versatile Yokohama model solutions to the foreign cities is another mission.



## 3. Yokohama City will carbon offset <sup>2</sup> the CO<sub>2</sub> emitted by the APEC with cooperation of Yokohama citizens and children!

During the APEC Japan 2010 in Yokohama, Yokohama City will take eco-friendly initiatives as an “Environmental Model City.”

From the 7<sup>th</sup> to the 14<sup>th</sup> of November (8 days), Yokohama City will carbon offset the CO<sub>2</sub> emitted by the use of electricity, gas, and water in the convention center and the neighboring hotels during the APEC. Roughly 710 ton-CO<sub>2</sub> is estimated to be carbon offset by purchasing the Kyoto Mechanism Credit (Certified Emission Reductions <sup>3</sup>) which was initiated by the Clean Development Mechanism (CDM) <sup>4</sup> project. The official water, “Hamakko-Doshi The Water” purchased by the Yokohama City citizens and “Picture Diary of Environment” submitted by the children will be the resources for the carbon offset.

## 2 Carbon Offset

Carbon offset primarily encourages individuals/businesses to become aware of the greenhouse gas (GHG) emissions they emit, and to initiate efforts to reduce them. Offsetting is a way of compensating the unavoidable GHG emissions by purchasing “credits” equivalent to the total or part of the GHG emissions or investing directly to a reduction/sink project.

## 3 Certified Emission Reductions

Certified Emission Reductions (CERs) are a type of emissions unit (or carbon credits) issued by the Clean Development Mechanism (CDM) under the rules of the Kyoto Protocol. Kyoto Mechanism is initially adopted in the COP3 held in Kyoto in 1997. It is the economical mechanism to flexibly reduce the greenhouse gases emissions, established in the Kyoto Protocol.

## 4 Clean Development Mechanism (CDM)

Clean Development Mechanism allows a country with an emission-reduction or emission-limitation commitment under the Kyoto Protocol to implement an emission-reduction project in developing countries. Such projects can earn saleable Certified Emission Reduction (CER) credits, each equivalent to one ton of CO<sub>2</sub>, which can be counted towards meeting Kyoto targets.

### **[How Carbon Offset Works]**

Yokohama City will purchase 1 kg-CO<sub>2</sub> per water credit according to the unit sales of the Yokohama City official water “Hamakko-Doshi The Water” from July to November, and then it will donate to the Japanese Government Retirement Account by indicating that it was used for the carbon offset of APEC Japan 2010 in Yokohama. The sales performance of July to November last year was 700,000 bottles; therefore, if it applies to this year, Yokohama City can expect to carbon offset 700 ton-CO<sub>2</sub>.

Also, Planning committee for Picture Diary of Environment<sup>5</sup> is widely collecting “Picture Diary of Environment” from the Yokohama City elementary and international school students every year as their summer home work, with eco activities as a main theme. The committee purchases 1 kg-CO<sub>2</sub> credit per picture and then it will donate to the Japanese Government Retirement Account by indicating that it was used for the carbon offset of APEC Japan 2010 in Yokohama. Planning committee for Picture Diary of Environment will pay for the expenses to purchase the credit. The number of the collected pictures last year was 10,316, so if similar numbers apply to this year, Yokohama City can expect to carbon offset 10 ton- CO<sub>2</sub>.

With those two carbon offset initiatives, about 710,000 people, or one-fifth of the 3.68 million Yokohama citizens, are supposed to participate in the carbon offset of the APEC Japan 2010 in Yokohama. A carbon offset initiative of this scale initiated by the citizens and children for the major international conferences is the first attempt in Japan.

## 5 Planning Committee for Picture Diary of Environment

Planning committee for Picture Diary of Environment is the committee composed by Yokohama Resources Recycling Cooperative Business Association, Fuji Xerox Co., Ltd., Fuji Xerox Kanagawa Co., Ltd. and Nippon Foundation CANPAN Project, operating “Picture Diary of Environment” project.

### **[Measurement of the Amount of Greenhouse Gas Emissions and Reduction Efforts for APEC Japan 2010 in Yokohama]**

Yokohama City will measure the amount of greenhouse gas emissions in APEC Japan 2010 in Yokohama with cooperation of the Associate Professor, Norihiro Itsubo, who works for the Faculty of Environmental and Information Studies in Tokyo City University, located at Tsuzuki-Ward in Yokohama City.

In addition, as part of reduction efforts of the greenhouse gas emissions, prelude to carbon offset, PACIFICO Yokohama implemented about 1,400 LED lights and human sensor in the toilets, stairs as well as escalators, at the time of its renewal construction back in March. With this effort, 137 ton- CO<sub>2</sub> reduction yearly will be realized. Also, Yokohama City will strive to reduce usage of electricity, gas and water during the APEC.

#### 4. Initiatives in progress to provide a better environment for APEC Japan 2010 in Yokohama

As the APEC host city, Yokohama City has been working to secure the environment in order to provide a safer and better environment for the APEC, with cooperation and understanding of Yokohama citizens.

##### **[Actions to Ensure the Safety]**

As the APEC host city, Yokohama City has established “Security headquarter for APEC Japan 2010 in Yokohama” to prepare for any expected issues and crisis and to prevent them. The Superintendent for Emergency Management will serve as chief of the headquarter who is promoting the security measures in related facilities. Also, disaster trainings for terrorism as well as facility inspections are jointly conducted with the police

##### **[Enhance Understanding among Citizens and Companies of the Minato Mirai 21 District]**

Nearing the APEC meetings in Minato Mirai 21 district, the stop-and-search will be conducted for security and traffic control. To enhance understanding and gaining cooperation of the local citizens and companies in the Minato Mirai 21 district, Yokohama City is working to reduce any negative impact on their daily life and economical activities due to the security control.

While promoting the APEC, Yokohama City will provide the “Local Resident Identification Card” for local citizens and “Local Vehicle Identification Card” for both local citizens and companies by the end of August, to help simplify the stop-and-search procedure by police officers.

#### Yokohama Footnotes vol.20

##### **[OPEN YOKOHAMA ~ Keyword of the Future Yokohama ~ ]**



Started with the common, “Let’s imagine future of Yokohama!” Yokohama brand statement and slogan which illustrate the future of Yokohama were created in brand creation project “Imagine Yokohama,” participated by the citizens of Yokohama.

Logo mark illustrated the “Future of Yokohama” is shaped in “Y” of YOKOHAMA, with the wings of a windmill motif. Imagining the free and open wind blew in Yokohama, three different shaped squares illustrate diversity of Yokohama.

Yokohama City would like local citizens to utilize the logo mark, and it will be used for external PR as well.

Slogan is “OPEN YOKOHAMA.” The slogan was created based on the local citizens hopes that Yokohama City will always be “OPEN” city and that Yokohama City is “the open city which accept others with kindness” and “the city which is capable of creating new things continuously.”

##### **[APEC Japan 2010 in YOKOHAMA]**

Duration : Sunday, November 7 – Sunday, November 14, 2010

The APEC member economies (21 countries and regions):

Australia; Brunei Darussalam; Canada; Chile; People's Republic of China; Hong Kong, China; Indonesia; Japan; Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; Republic of the Philippines; The Russia Federation; Singapore; Chinese Taipei; Thailand; The United States; Viet Nam

APEC Japan 2010 in YOKOHAMA	11/7 ~ 8	APEC Japan 2010 Concluding Senior Officials’ Meeting
	11/10 ~ 11	APEC Japan 2010 Ministerial Meeting
	11/13 ~ 14	APEC Japan 2010 Economic Leaders’ Meeting



### **[About Yokohama]**

Yokohama lies on the peninsula around Tokyo Bay, approximately 30 kilometers (18 miles) southwest of the capital of Japan. Home to over 3.68 million people, Yokohama is Japan's second largest city. The GDP of Yokohama is about 12.9 trillion yen (roughly 150 billion US dollars). In the early period of Japan's modernization, the port of Yokohama developed as the gateway to the world. The port of Yokohama is top-class in Japan in terms of trade volume even today.

The City sincerely welcomes foreign enterprises, international conferences and a wide variety of international events and also promoting the citizen level exchanges. Today, the city has 8 Sister-Friendship Cities (Constantza, Lyon, Manila, Mumbai, Odessa, San Diego, Shanghai, Vancouver) and 6 Sister-Friendship Trade Cooperation Ports (Dalian, Hamburg, Melbourne, Oakland, Shanghai, Vancouver).

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