

The 5th International Forum on “FutureCity” Initiative

Project Concepts Required for Regional Revitalization

— Sustainable Regional Development through Project Design

October 27, 2015

Mitsuo Makino, Mayor of Iida City



Mitsuo Makino

Mitsuo Makino was born in Iida City, Nagano, in 1961. After graduating from the School of Political Science and Economics, Waseda University, he joined the Japan Development Bank (now the Development Bank of Japan). He left it after serving as the chief resident representative in Frankfurt and then as the manager of the Oita Office. In October 2004, Makino took office as the Mayor of Iida City, and is currently serving his third term. Since 2013, he has held the position of the Chair of the Economic Committee of the Japan Association of City Mayors. As the acting leader of a project team that works on the way that Japan's farmland system should be, he has been committed to achieving reform for decentralization of power, such as by realizing a transfer of authority with regards to the farmland system. Since 2015, Makino has been serving as a specialist committee member of the "Integrated Economy and Finance Reform Promotion Committee," an expert panel of the Council on Economic and Fiscal Policy.

As the Mayor of the Eco-Model City, Makino has helped Iida City to work on the "creation of a low-carbon Environmental and Cultural City powered by energy from the sun and forests," enforce ordinances that stipulate "Regional Environmental Rights" ahead of other cities, and support citizen-led renewable energy projects. Under his leadership, Iida City became the first in the country to remove traffic lights and introduce safe and ecological roundabouts, and has been disseminating its benefits to all over the country.

Beginning with the city's engagement as a national model for the Settlement and Independence Area Plan by the Ministry of Internal Affairs and Communications, Makino has put his efforts into creating dynamism in Iida City through developing "human resource cycles" to make the area a place where the young generation that left the area once can come back and raise children with a sense of security.

Makino has promoted green tourism through partnership with villages and residents of the city. The city has been welcoming about 20,000 visitors annually from all over the country for authentic experiences, such as experience-based educational trips and working holiday programs.

The city has been running the Minami-Shinshu Iida Field Study, a field study course where people can learn these efforts made by the region, since 2008 and has accepted over 950 students from 24 universities in 2014. In 2010 and 2011, Makino taught the course as a credit subject, in his capacity as a part-time instructor at Tokyo University.

Iida City Overview

Diverse nature, climate, and culture

○ Area	658.66 km ²
○ Population (Aug. 31, 2015)	104,261
○ Households (Aug. 31, 2015)	39,587
○ Altitude (City Office)	499.02 m
○ Sunlight hours (2010)	1,946.7
○ Forest area (ratio)	84.6% of the entire city area

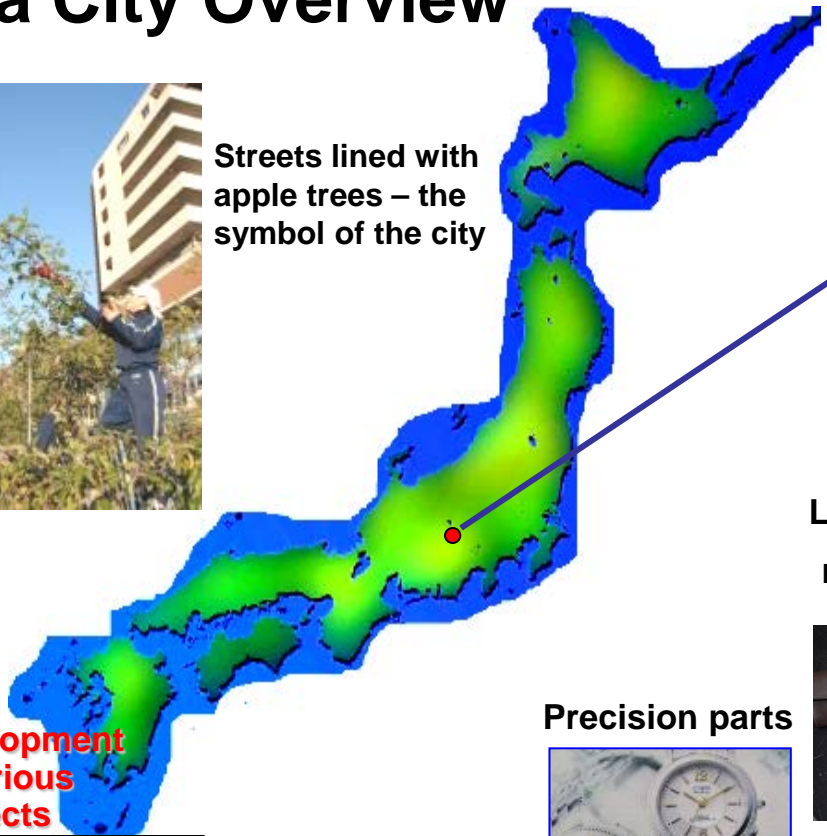


Streets lined with apple trees – the symbol of the city

Town development in various subjects



City of puppet show



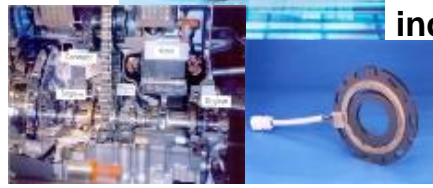
Leather products
(Brand name: Minami Shinshu Iida Kobo)



Precision parts



Environmental industry



Area with a wide variety of manufacturing activities



Traditional industries



Ichidagaki

Iida City's History of Measures Against Global Warming and Energy Policies



Citizens' joint solar power generation

2013 Establishment of Ordinance on Renewable Energy

Regional Environmental Rights

Small hydroelectric generation project in Kamimura

Research on micro hydroelectric generation

Mega Solar Iida

2011 ♦ Top Eco-City Contest "Eco-City of Tomorrow"

Eco-Houses on Apple-Tree-Lined Street

3rd 21' Iida Environmental Plan

Development and installation of LED security lights

2009 ♦ Chosen as Eco-Model City
♦ 3rd place in Top Eco-City Contest

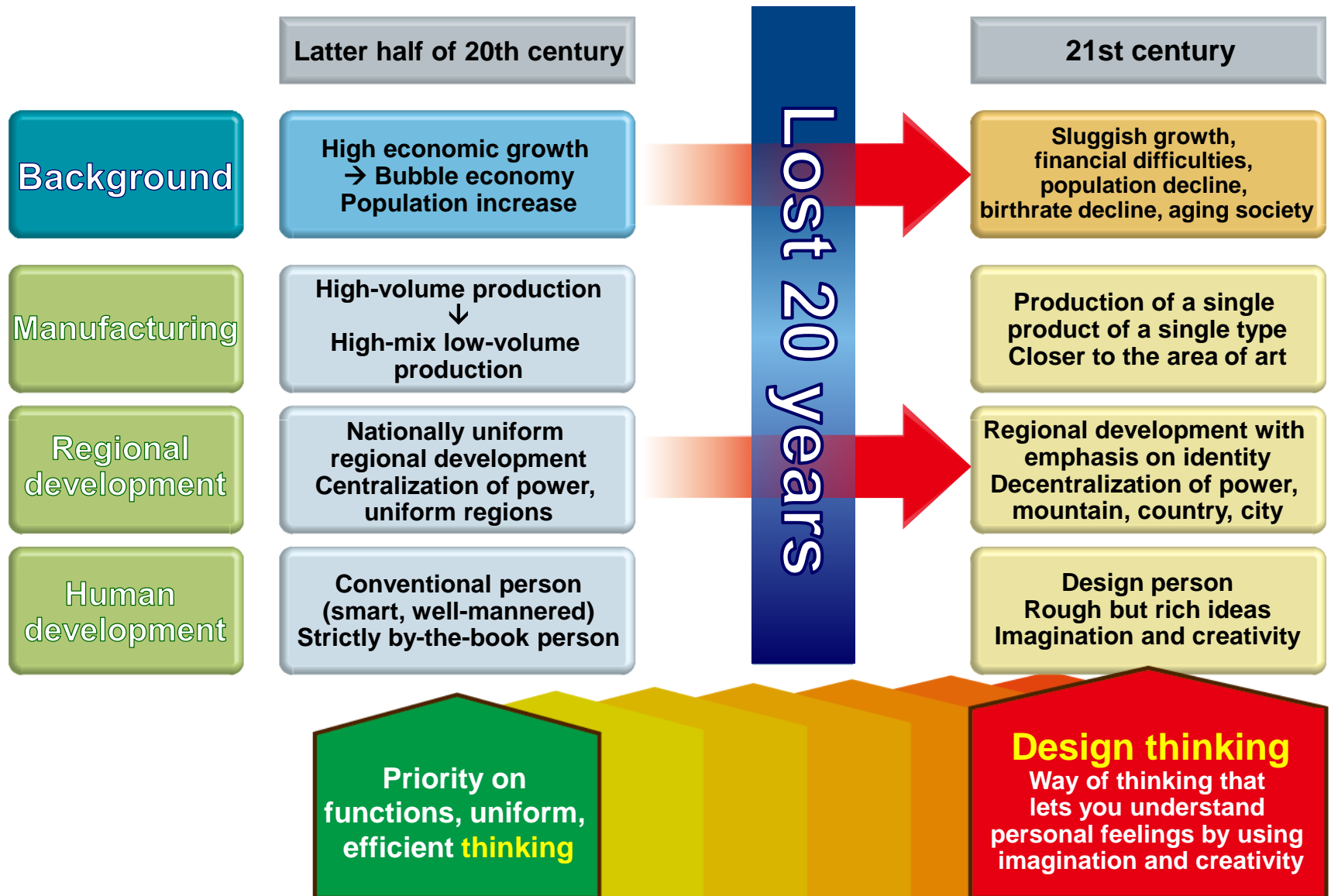


2007

Declaration as Environmental and Cultural City

2016

Regional Development with Design Thinking Approach



New **Project Concept** That Breaks Down Conventional Stereotype

Characteristic concepts of
**conventional
administration**

Improvement

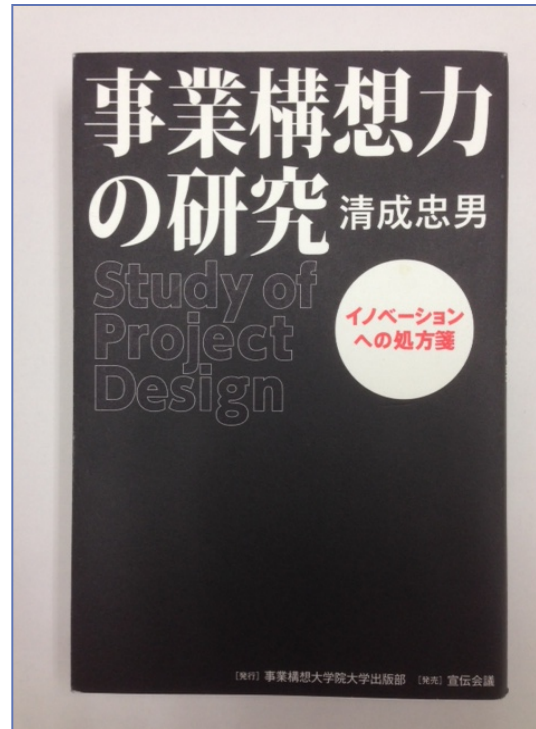


Vertical division

Fairness

Budget distribution

Symptomatic
treatment-like action



Tackling uncertainty

(Creation of a model area with *design* at its core ahead of other places in the country)



Improvement

New project
concept
(=Design thinking)

Kamimura district

As of the end
of March 2015

Population:	462
No. of households:	209
Population aging rate:	51.73%

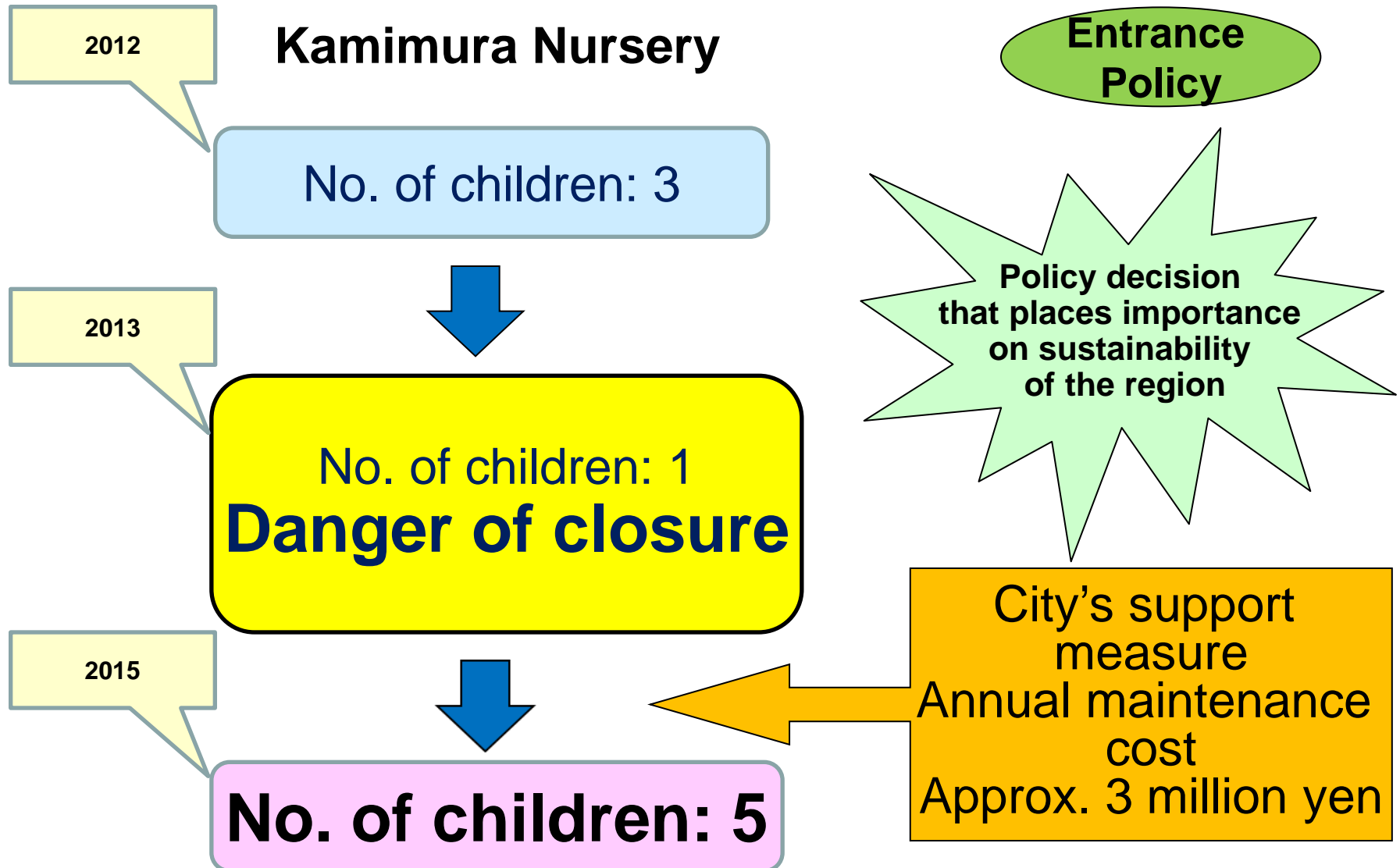
There were three children in Kamimura Nursery in April 2012. This number was one in April 2013, putting the nursery in danger of closure.



霜月祭り

“Shimotsuki Matsuri,” a water-boiling Shinto music and dancing event with an 800-year-old tradition

Kamimura Project “Entrance Policy”



Effort for Realization of Small Hydroelectric Generation

○ Kozawa-gawa River (Class A river managed by the prefecture)

- ◇ Planning a power plant that takes in water of approximately 0.3 m³/s throughout a year.
- ◇ The plant will use a dam-type waterway for water intake and is expected to generate approximately 170 kW.

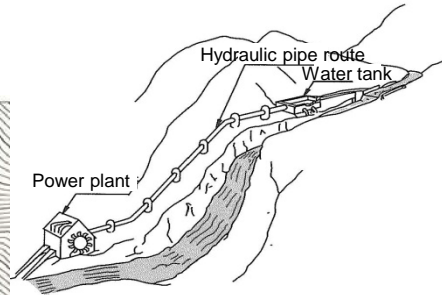
Route 152

Kozawa-gawa River

Water conduit

Water intake

Power plant



出典：NEDO『マイクロ水力発電導入ガイドブック』より



The project may become a model for revitalization in an unpopulated area. Residents voluntarily participate in the power generation project to create a project scheme that returns profits from the project to the region. The city is actively engaged in the project in such areas as the formation of a consensus of the residents (collaborative research), coordination with relevant organizations (coordination of water rights etc.), risk hedging (measure against disaster), and creation of a financing system.

Regional Environmental Rights

Iida City established the “Ordinance on Sustainable Regional Development through Introduction of Renewable Energy.” (April 1, 2013)

Purpose: Realize low-carbon and vibrant regional development utilizing rich renewable energy of the city area and the *unity* of the region.

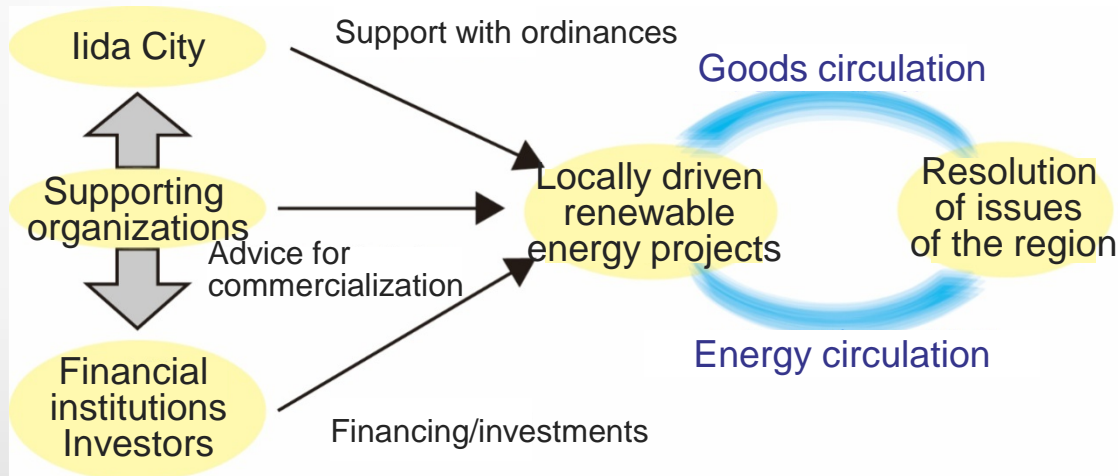
- Develop a system that publicly utilizes the Feed-in Tariff Scheme of electricity from renewable energy.
- Clarify how citizens, public and other organizations, and the administrative body are associated with the use of renewable energy sources.

Regional Environmental Rights

First in the country!

Consider energy created from renewable energy sources as shared property of the citizens and admit the citizens’ right to use the energy preferentially for regional development.

Support regional development projects using renewable energy by various subjects centered on the citizens as public-private collaborative projects.



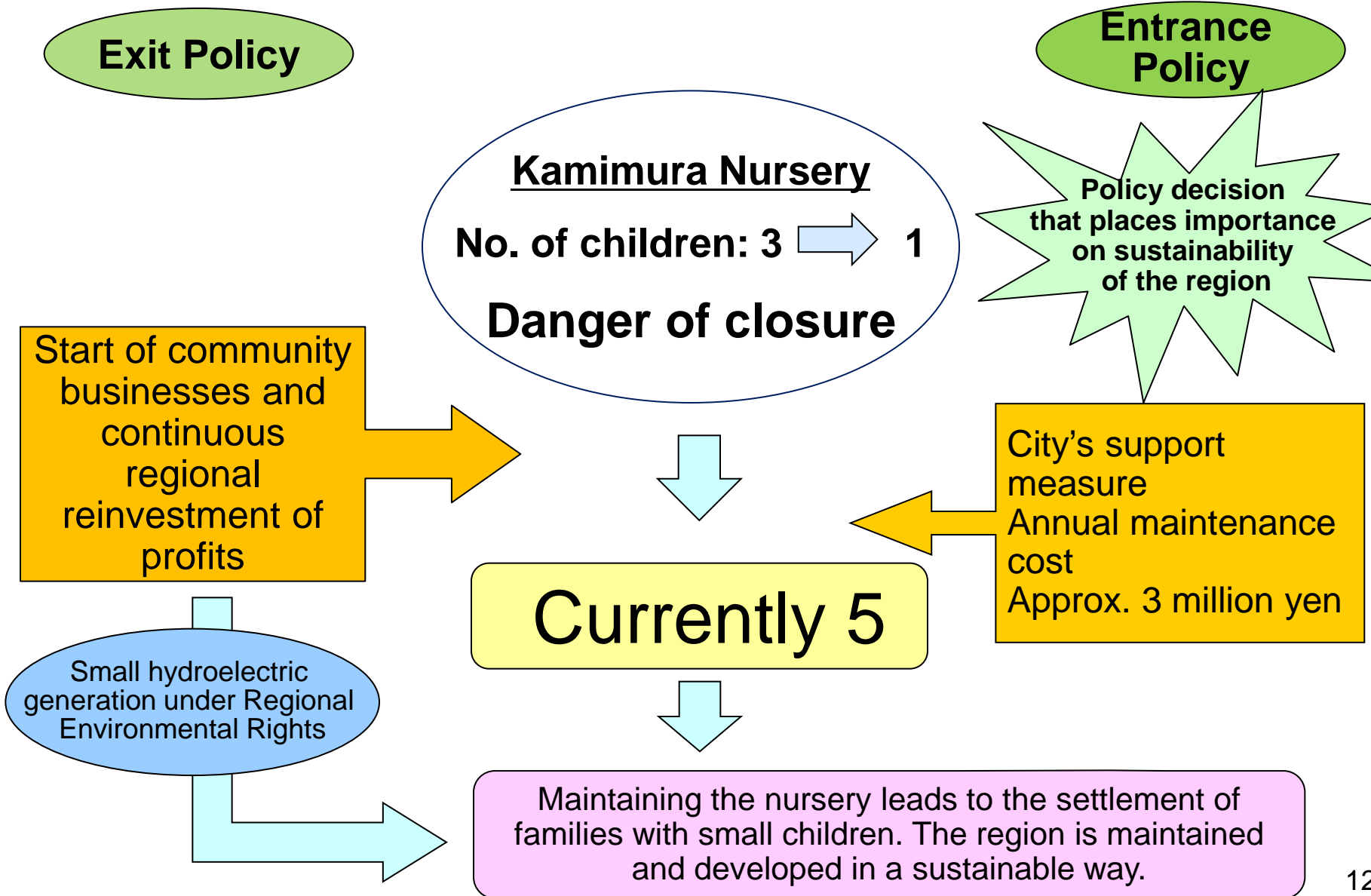
Return profits to the region

For example:

- Operation of after-school care centers
- Increase of the number of buses
- Dispatch of doctors to the region

etc.

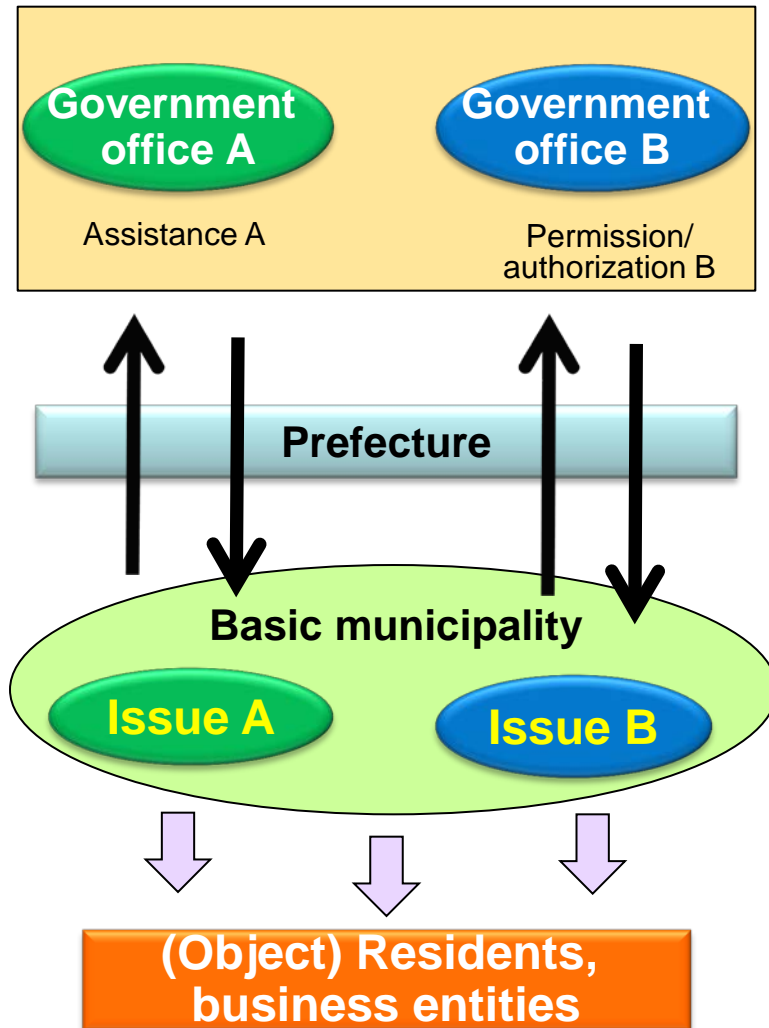
Kamimura Project “Entrance Policy” and



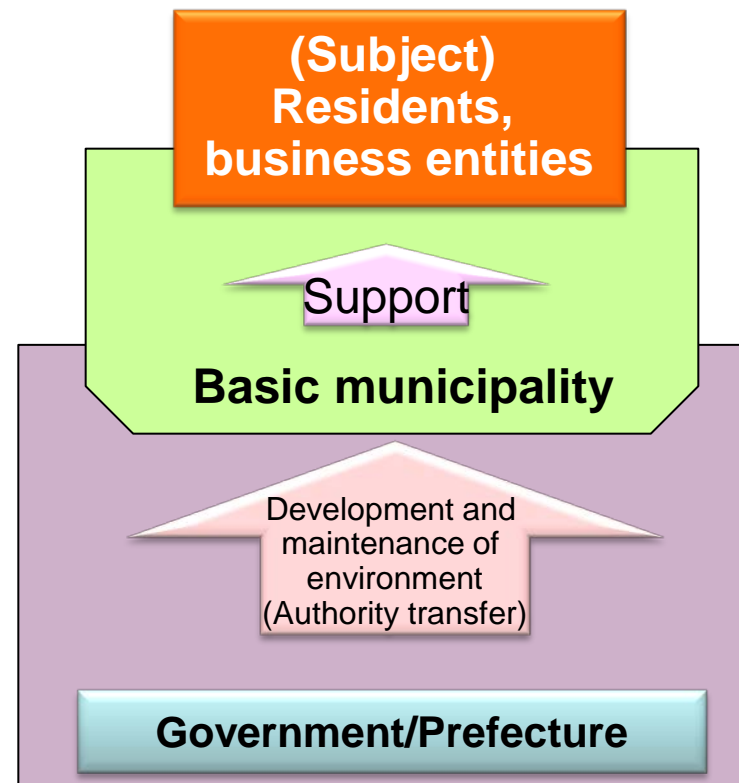
Population increase, high economic growth
(Continuously growing period)

Population decline, birthrate decline, aging society, sluggish growth, financial difficulties
(Continuously declining period)

Control



Collaboration/Co-creation



Autonomous and independent period when you create your own region