

What kind of place is Kamikatsu Town?



- Situated in central part of Tokushima Prefecture
- Located 100m to 700m above sea level, with total area of 109.68km² and with 88.5% occupied by forests
- Population of 1,853 with total households of 864 (as of June 1, 2013)
Ratio of elderly people reaching 49.54%
⇒ highest in Tokushima Prefecture

Beginning of “Irodori” business



Minus 13- degree cold wave hit the town.

**Mandarin orange orchards,
which served as the town’s primary industry,
were devastated.**

How was the idea of “Irodori” business discovered?

Tomoji Yokoishi, a local JA official, was looking for ways to create employment for women living in Kamikatsu, an aging town.

When he happened to stop at a restaurant in Osaka, he was electrified by what he saw there.

- A woman sitting next to him was deeply touched by a garnish of leaves served along with a meal, not by the food.
- **Yokoishi found that the town should take advantage of its unique environmental characteristics.**
- The episode awakened him to the fact that picking 100 pieces of silver grass is extraordinary difficult in Tokyo while leaves are abundant in his town.



He sensed that there is a business opportunity.

Yokoishi sounded out farmers about business possibility he found in Osaka.

But their responses were:

- I don't like to sell things like leaves.
- I have my pride as a farmer.

Selling things which grow naturally is a shame.

- Things like leaves are not sellable.



**But,
anyway let's make a try.**



**“Irodori” business started
just with four farmers**



Main characteristics of product

- Orders fluctuate when **special events** are held.
- **Short** deadline for product delivery and **same-day** shipment
- **Limited** production of a **wide variety** of products,
Product selection and sale both by individual farmer
- **320** product items available



Maple
(red leaves)

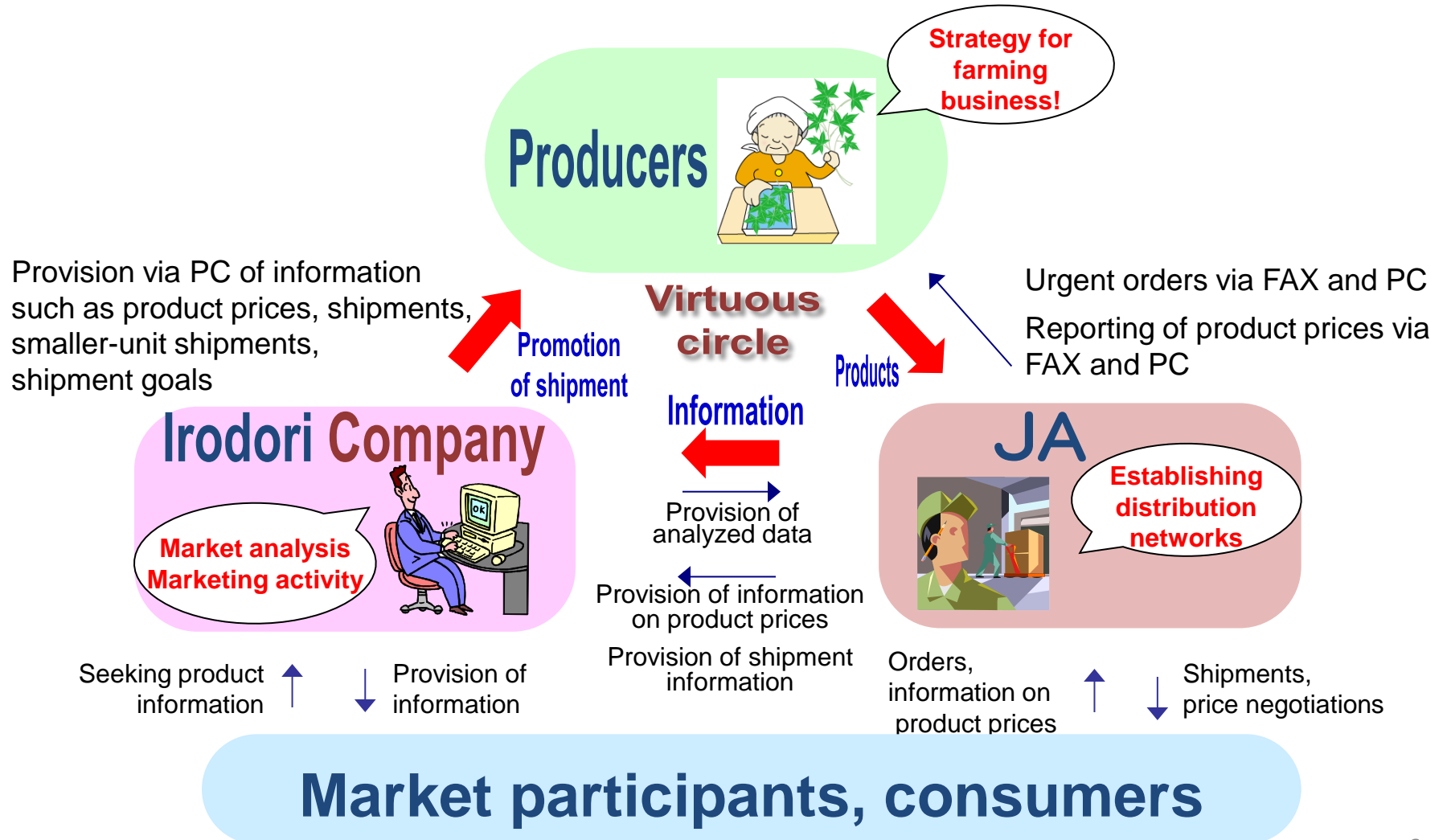


Nandina
(ever-
green
leaves)



Persimmon
(red leaves
Sept.-Nov.)

Three parties united in operating “Irodori” business



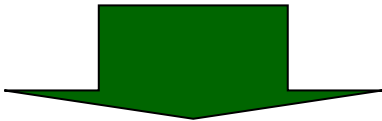
Current “Irodori” producers

- Mainly **women** and **elderly**
- Average age 70, with 200 households participating

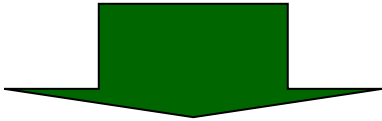


System fitting the region's special needs established

● Multi-destination wireless fax
(1992)



● PC
(1998)



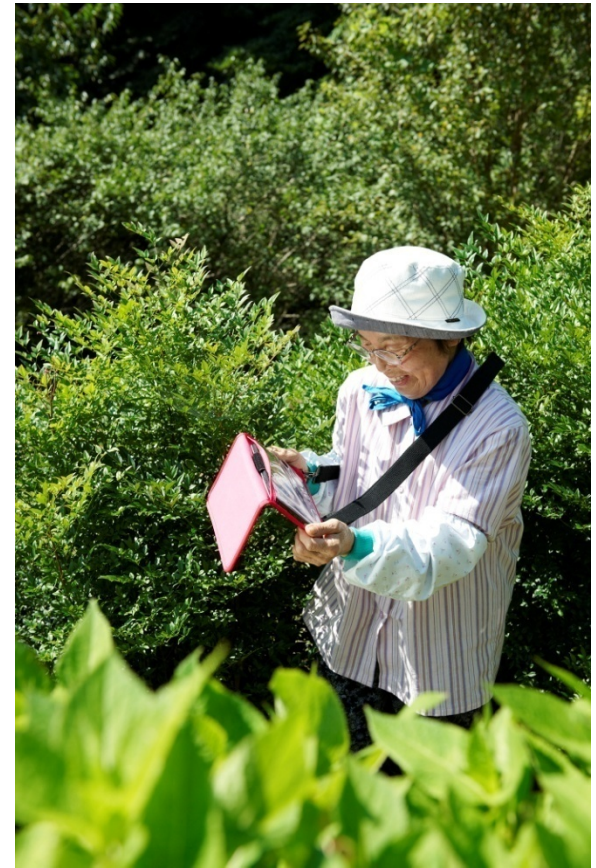
● Tablet terminal
(2011)



Old woman using tablet terminal



It's convenient because taking orders is possible in farm fields and any other places.



Positive effects in Kamikatsu Town from “Irodori” business

- More people becoming energized with increased confidence in their role in the business.
- Town-wide efforts are revitalized through this business.
- With life-time jobs assured for elderly people, their status changed from pensioners to taxpayers.
- Kamikatsu drawing media attention with many people visiting the town to take a first-hand look at the business.
About 3,000 people from about 320 organizations visiting the town annually for inspection.
Many foreigners also visiting the town for inspection.
- An aging town undergoing depopulation transforming itself into a town of “U-turn (coming back)” and “I-turn (coming in).”

Pledge to achieve zero waste by 2020

ZERO WASTE

Japan's first municipality to
make "zero-waste" declaration

"Zero-waste" declaration on Sept. 19, 2003

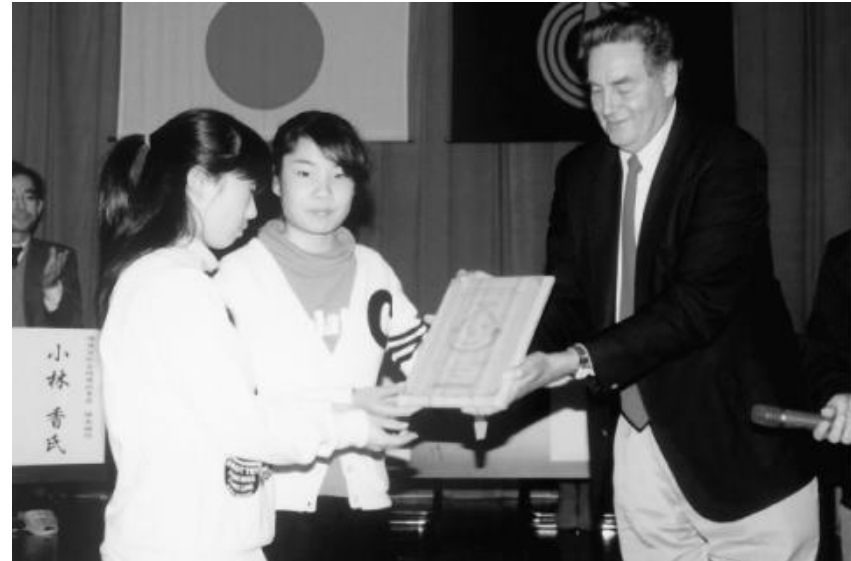
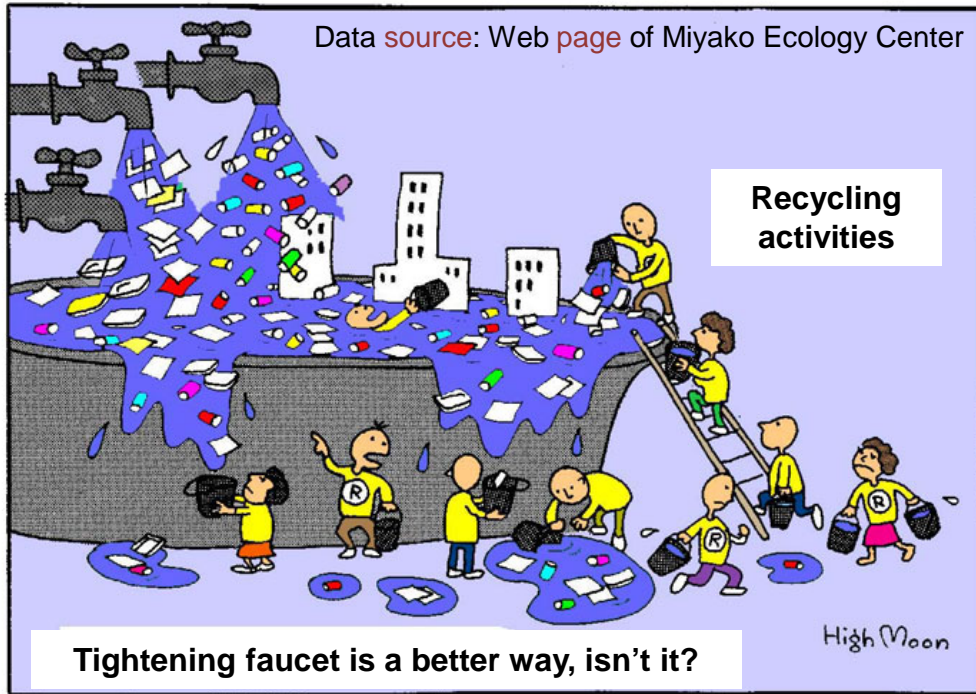
Kamikatsu Town makes "zero-waste" declaration, pledging to become a waste-free town by 2020 in order to preserve clean air, tasty water and fertile land for future children.

- 1 We will try to develop human resources who are environmentally friendly and against conduct that would lead to global pollution.**
- 2 We will make utmost efforts to do away with the practice by 2020 of incinerating and burying waste through our efforts to promote reuse and recycling of waste.**
- 3 We will join hands with people around the world to make earth's environment better.**

“Zero-waste” declaration

Encounter with “zero waste” philosophy

The philosophy of “zero waste” is to decrease new waste instead of focusing on waste disposal



▲ Professor Paul Connett's visit to the town in July 2003

Japanese people have excellent waste-disposal technology but have a tendency to rely too much on it. What they forget is the most basic act of shutting the faucet—decreasing new waste. As long as the current situation remains intact, waste will continue overflowing.

For “3 Rs”, the order of priority is important.

- 1) Reduce
- 2) Reuse
- 3) Recycle

“4Ls” are important in resources-saving “zero waste” campaign.

- | | |
|------------|---|
| Local | region –led |
| Low Cost | less costly |
| Low Impact | low impact on environment |
| Low Tech | Avoiding heavy reliance on cutting-edge waste disposal technology |

Kamikatsu Town's waste disposal policy focuses on the safety of people and cooperation with local people.

Hibigadani waste station Waste separated into 34 types

上勝町資源分別方法

2012年7月発行



毎日の収集

場所・日比ヶ谷ゴミステーション
時間・毎日 午前7時30分～午後2時まで
(年末年始は12月31日～1月2日までお休みします)

- 空きかん**
- ① アルミ缶
空にして洗ってください。つぶさないで。
 - ② ステル缶
空にして洗ってください。
 - ③ スプレー缶
中身を使いきって必ず穴をあけてください。(ステーションでできます)
※キャップ・噴射ボタンははずして②のプラ。
 - ④ 金属製キャップ
洗ってください。
 - ⑤ 透明びん
⑥ 茶色びん
空にして洗ってください。
 - ⑦ その他のびん
⑧ リサイクルびん
(リターナルびん)
緑・黄・黒、その他の色
 - ⑨ その他のガラス類・陶器類・貝類
空にして洗ってください。
 - ⑩ 乾電池
・アルカリ・マンガン
・リチウム・ニカド
・ボタン
 - ⑪ 蛍光管
⑫ 割れた蛍光管
 - ⑬ 鏡・体温計
⑭ 電球
 - ⑮ 白色トレイ
洗って乾かしてから出してください。
※色柄トレイは②のプラ。

- 古紙類**
- ⑬ 紙パルプ
洗って切り開いて乾かしてから。袋にせず出してください。
 - ⑭ 段ボール
大きめにたたみ紙むぞしほってください。
 - ⑮ 新聞・折込チラシ
一箱どまいません。紙むぞしほってください。
 - ⑯ 雑誌・コピー用紙(雑がみ)
束にするが紙袋につめて紙むぞしほってください。
 - ⑰ 割り箸
洗って乾かしてから出してください。
 - ⑱ ペットボトル
空にして洗ってください。
※ふたとラベルははずして③⑧。
 - ⑲ ペットボトルのふた
洗ってください。
 - ⑳ ライター
ガスを使いきってください。
 - ㉑ ふとん・絨毯・カーペット
折りたたんでください。
 - ㉒ 紙おしめ・ナフキン
汚物はトイレに流してステーションの専用容器に入れてください。
 - ㉓ 廃食油
必ずこしてから。食用油以外はダメ。

- ㉔ プラスチック製容器包装類
洗って乾かしてください。紙・金属・なま物は混ざらないように。
- ㉕ どうしても燃やさない物
再利用できないものだけ。
※紙は②雑がみへ。
※雑がみへ。

毎週日曜日の収集物

- 午前7時30分～午後2時まで
- ㉖ 廃タイヤ・廃バッテリー
タイヤ1枚毎に100円。バッテリー無料。
 - ㉗ 粗大ゴミ
干草 家具類 農産物類 金属 家電類
陶磁 大きな箱詰め プラスチック びん類
 - ㉘ 家電製品
・小売店で引き取ってもらおう。
・町の破屋に出る場合は郵送で「粗大ゴミ」を申し込み、お持ち込みしてください。
※その他は、運送の経手料がかかります。2000円必要です。
 - リサイクル家電 指定6品目
① テレビ ② エアコン ③ 洗たく機
④ 冷蔵庫 ⑤ 洗濯機 ⑥ 冷風扇 ⑦ 冷風庫
 - パソコンは販売店にご相談ください。
 - ㉙ 生ゴミ
ご家庭で堆肥化。
 - ㉚ 農業用廃ビニール 農薬のびん等
販売店で引き取ってもらう。必ずこしてください。

* 分別にご協力をお願いいたします。わかりにくいものは作業員におたずねください。

<連絡先> NPO法人ゼロ・ウェストアカデミー
TEL 44-6080 IP=050-3438-9545
上勝町役場 企画環境課
TEL 46-0111 IP=050-3438-8071

(Ex.)
Aluminum can
Wash the can after emptying it.
Don't squash it.

Paper box for beverage
Wash, cut open and dry it. Don't bundle it when it is dumped at the station.
Paper box with its inside being aluminum-coated is categorized as waste that must be incinerated.

Plastic container and package
Wash and dry it.
Don't get mixed with paper, metal goods and kitchen leftover.
Colored and patterned trays belong to this category.

Kitchen garbage
Make compost out of the garbage at each household.

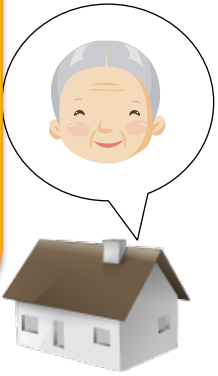
No garbage truck collects waste in Kamikatsu. Each resident brings waste to the waste station.

Information sheet beside each container specifies waste's destination and what it will be recycled into. ▼



Residents are reminded that their garbage will go through various stages of disposal after leaving their hands. They are given opportunities to think about what they can do for their town regarding waste disposal, not what the town can do for them.

Project to support elderly households in waste collection
A waste-collection truck collects waste once every two months from households which are judged to be having difficulty bringing it to the station as they have no vehicles due to old age. A 10-yen fee for every 45-liter plastic bag is charged for the service.



Residents bring their waste, except kitchen garbage, to the waste station anytime it suits them



Hibigadani waste station

Open 7:30 a.m to 2:00 p.m. all days except year-end and New Year



The waste station is also functioning as a place to provide education on environment protection.

Kurukuru Shop & Kurukuru Kobo (workshop)



Kurukuru Kobo

Old cloth is transformed into new products by elderly women. Products are manufactured and sold at the Center of Preventive Health-care for the Elderly.



Kurukuru Shop

Items that have become unnecessary at households can be brought here without any charge for reuse by others, who can take them back free of charge.

Brought here Taken back

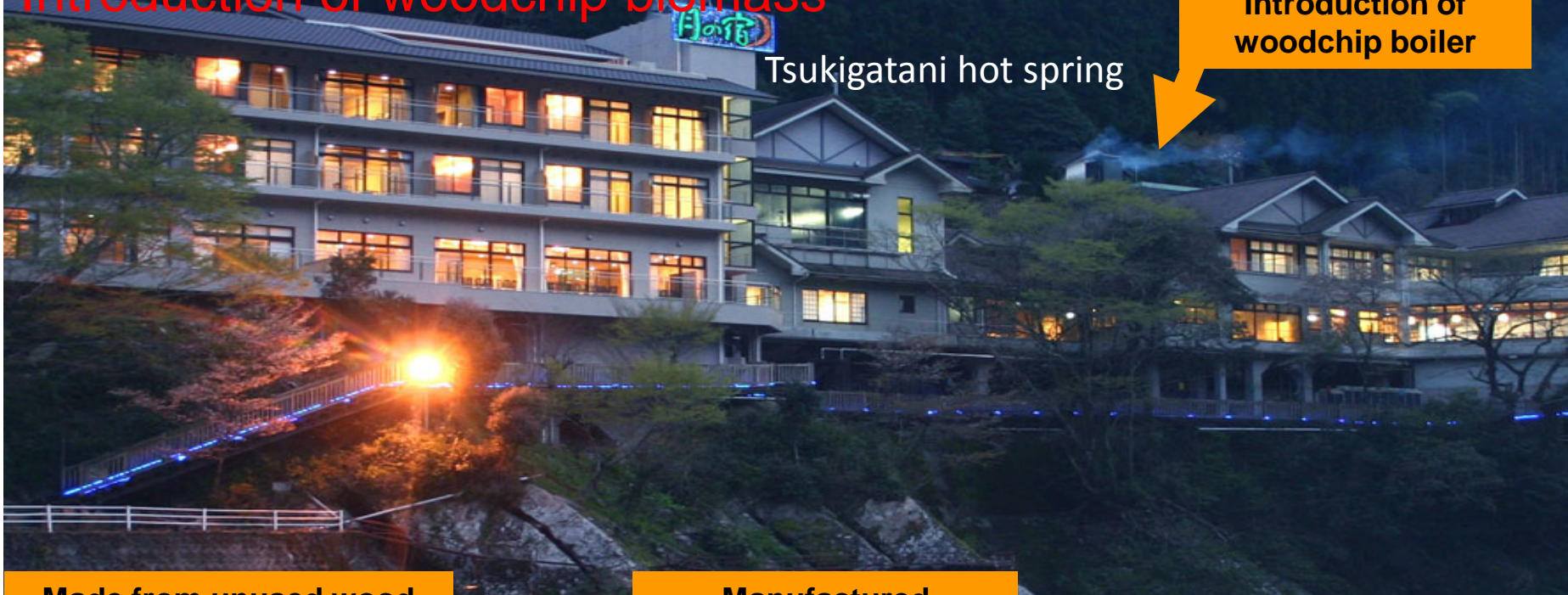
2011	5.5 tons	5.1 tons
2012	4.7 tons	4.6 tons



Building of low-carbon society

Environmentally-friendly (reduction of CO2 emissions)

Introduction of woodchip biomass



Tsukigatani hot spring

Introduction of woodchip boiler

Made from unused wood materials, such as cedar



Manufactured woodchip fuel



Woodchips made by third-sector company Mokusan

250KW × 1

500KW × 1

Spreading of solar power systems



Kamikatsu Junior High School

35.28kw

Profit from
power sale amounting
to 446,000 yen



Kamikatsu Elementary School

23.04kw

Profit from
power sale amounting
to 306,000 yen



Kamikatsu medical clinic

10.49kw

A basic ordinance for creation of a sustainable and beautiful community enacted in Kamikatsu Town

Building a universally beautiful community (revival of beautiful villages)



Logo of
“the Association of the
Most Beautiful Villages
in Japan”

the most beautiful
villages
in japan

“Chuo” village, home of “Irodori” industry



Terraced paddy fields
in Kashiwara



<Goals of community building>

- Ensuring fairness for future generations
- Human beings living together with other creatures
- Stable economy and employment
- Sending out information and direct exchanges
- All activities to serve the development of people



Building a sustainable regional community



Terraced paddy fields
in Fudono

Aiming to become a town whose natural beauties, traditions, and cultural assets are passed on from the elderly to the young



Thank you for listening