

Kyoto City

DO YOU KYOTO? Project



Situation

The German Chancellor, Angela Merkel, introduced the phrase “DO YOU KYOTO?” which is now being used worldwide, meaning “Are you doing something good for the environment?” when she visited Kyoto in August 2007.

In response, the City of Kyoto has been promoting a variety of environmental measures with the catchphrase “DO YOU KYOTO?” (Are you doing something good for the environment?).



Action

Commemorating the date when the Kyoto Protocol came into force on 16th February 2005, the City of Kyoto designated the 16th of every month as “DO YOU KYOTO? Day” (A day for doing something good for the environment) since FY 2008, and has been promoting environmentally-friendly activities including the use of public transport and energy-saving in cooperation with its citizens and businesses.

Impact

We consider it necessary to raise the awareness of a wider range of citizens and businesses to “do something good for the environment” and encourage them to take specific actions to reduce greenhouse gas emissions. We will continue to promote publicity and awareness raising efforts through events open to all citizens and through advertising media including our website.