

DO YOU KYOTO? Project

Kyoto City



Background

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 to deliver a lecture as part of the symposium commemorating the 10th anniversary of the enactment of the Kyoto Protocol.

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?) since FY 2008.

Purpose of Project

Aims to promote the transition to an environmentally-friendly lifestyle and create a sustainable, low-carbon society by implementing initiatives to establish environmental awareness among the citizens and to encourage them to perform environmental activities.

Outline of Project

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.

(1) The “DO YOU KYOTO?” Project

Since FY 2008, the City of Kyoto has designated the 16th of every month as “DO YOU KYOTO? Day” (A day for doing something good for the en-

vironment), commemorating the date when the Kyoto Protocol came into force on 16th February 2005. The city encourages its citizens and businesses to carry out environmentally-friendly activities on this day, including “No My-car Day” which encourages citizens to refrain from using their own private car, and “Lights Down” designed to dim the street lights across the entire Kyoto City area, as part of the “DO YOU KYOTO?” project.

(2) Publicizing “DO YOU KYOTO?” using city buses and privately-owned public transport etc.

- “DO YOU KYOTO?” wrap advertising on one of the city buses
- “DO YOU KYOTO?” wrap advertising on one of the Keifuku Electric Railway cars, which is privately-owned public transport, and operating it as the Eco-train “DO YOU KYOTO?”
- “DO YOU KYOTO?” wrap advertising also on one of the Kyoto buses.



Kyoto City Bus



Keifuku Electric Railway



Kyoto Bus

(3) Publicity and awareness raising activities of “DO YOU KYOTO?” Ambassadors, City of Kyoto

The City of Kyoto appointed “DO YOU KYOTO?” Ambassadors in FY 2009 for the purpose of widely publicizing the city’s initiatives for solving environmental problems including global warming countermeasures both in Japan and abroad, and putting these initiatives into practice themselves, as well as widening the circle of environmentally-friendly initiatives to include more people, with the catchphrase “DO YOU KYOTO?” Currently, three organizations have been appointed as Ambassadors and are promoting “DO YOU KYOTO?” publicity and awareness raising activities through events, etc.

(Appointed Ambassadors)

1) DO YOU KYOTO? Network

An organization established by young successors of the tradition and culture of Kyoto who will lead the next generation, with the aim of conducting activities to prevent global warming.

2) KYOTO SANGA F.C.

A professional football club based in Kyoto

3) Live! Do You Kyoto? Execution Committee
Established mainly by leading performing artists based in Kyoto, together with live music performers, to raise the level of people’s environmental awareness by getting them to think about “What’s good for the environment?”

In FY 2016, the event “Live! Do You KYOTO? Vol. 9 - Connecting Music and Nature” which including performers such as Mayo Okamoto was held on 29th May (Sun.) in the Concert Hall in Maruyama Park.

(4) Publicity and awareness raising activities using the city’s eco-friendly mascot character “Eco-chan”

In FY 2008, a mascot character was decided after canvassing ideas from the citizens, to widely share and establish the “DO YOU KYOTO?” initiatives among the citizens. The Kyoto City eco-friendly mascot character “Eco-chan (Little Eco) actively appears at all the environmental events in which the citizens participate. The city also calls for the use of the Eco-chan logo to raise awareness of environmental issues and for the prevention of global warming.



Kyoto City’s eco-friendly mascot character “Eco-chan”



Are you doing something good for the environment?

Eco-chan logo

Progress and Achievements

In addition to the publicity and awareness raising activities led by the City of Kyoto, those led by the private sector or in partnership with the private sector are also being promoted, including those by the “Kyoto City DO YOU KYOTO?” Ambassadors” who have been commissioned by the city. Individuals and groups who agree with the “DO YOU KYOTO?” initiatives are voluntarily conducting their own environmentally-friendly activities, publicizing them with the catchphrase “DO YOU KYOTO?” and using the city’s eco-friendly mascot character “Eco-chan”.

Effects of Project

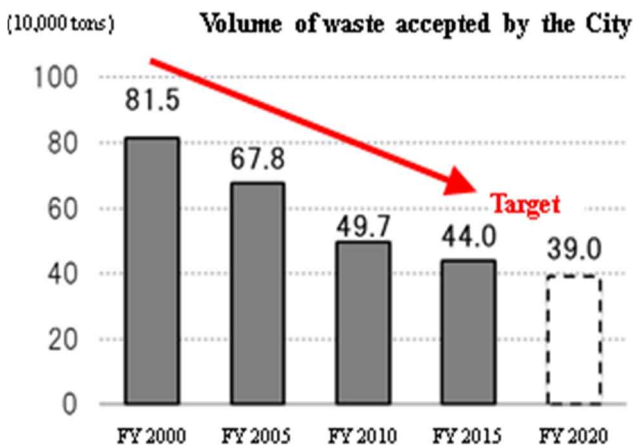
(1) Waste reduction

Volume of waste accepted by the City

FY 2000 FY 2015

815,000 tons → 440,000 tons
(46% reduction)

The volume of waste (general waste) which the city accepted in FY 2015 was less than 440,000 tons. More specifically, it was 439,606 tons, which represents a 46% reduction from the peak in FY 2000.



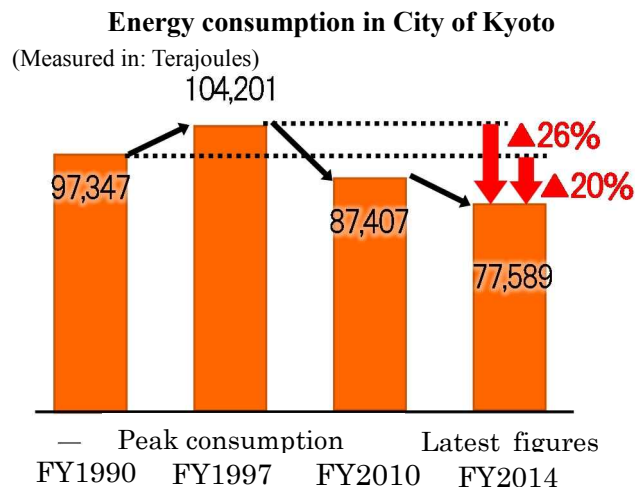
The volume of household waste generated by the citizens of Kyoto City per capita per day was 417 g in FY 2015, marking a further reduction compared to the FY 2014 level (429 g), which was the lowest volume of all major 20 cities* in Japan.

* Average volume in ordinance-designated cities other than Kyoto City: 573 g (FY 2014)

(Source: FY 2014 Fact-finding survey on general waste management by the Ministry of the Environment)

(2) Reduction of energy consumption

Energy consumption in FY2014 has decreased by 26% since its peak in FY1997.



(3) Decrease in the modal share of cars by promoting the use of public transport

Modal share of cars

FY 2000

28.3%^{*1}

→ FY 2015

22.1%^{*2}

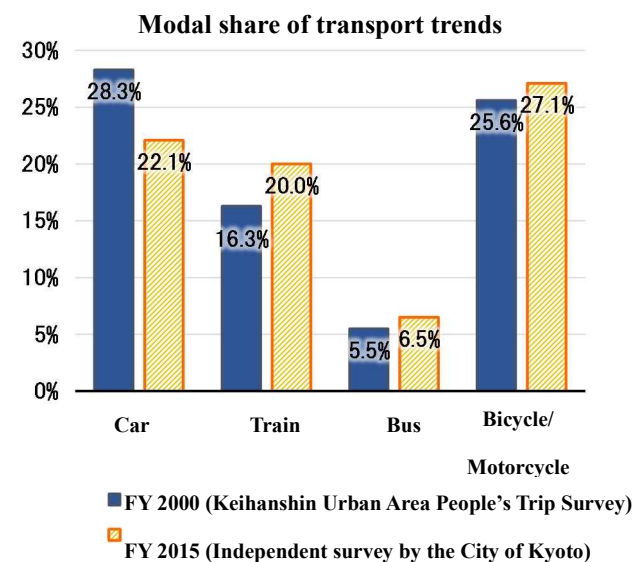
(6.2 points down)

[1 out of 5 car users changed to other means of transport]

From FY 2000 to FY 2015, one out of five car users changed their means of transport to trains or buses.

*1 Based on results of the People’s Trip Survey conducted by Keihanshin Urban Area Traffic Planning Council every 10 years

*2 Based on results of an independent survey conducted by the City of Kyoto



Problems and Responses

Increasing the involvement of all age groups including the youth in the “DO YOU KYOTO?” project is a challenge that needs to be addressed. Promoting publicity and awareness-raising activities by using famous people or in partnership with private companies is one response to this issue.

Outlook

A wider range of citizens and businesses need to know the phrase “DO YOU KYOTO?” and raise their awareness of “doing something good for the environment”. At the same time, specific actions to reduce greenhouse gas emissions need to be taken.

Kyoto City will continue to promote publicity and awareness raising efforts through events open to all citizens and through advertising media including our website.

Reference URL

<http://doyou-kyoto.com/>

Contact

In charge:

Global Environment Policy Office, Environment Policy
Bureau, City of Kyoto

Tel: + 81-75-222-4555

E-mail: ge@city.kyoto.lg.jp