



Osaka City's Efforts to Promote the "Osaka Blue Ocean Vision"

Environment Bureau, Osaka City Government

“Osaka Blue Ocean Vision” Implementation Plan

Goals

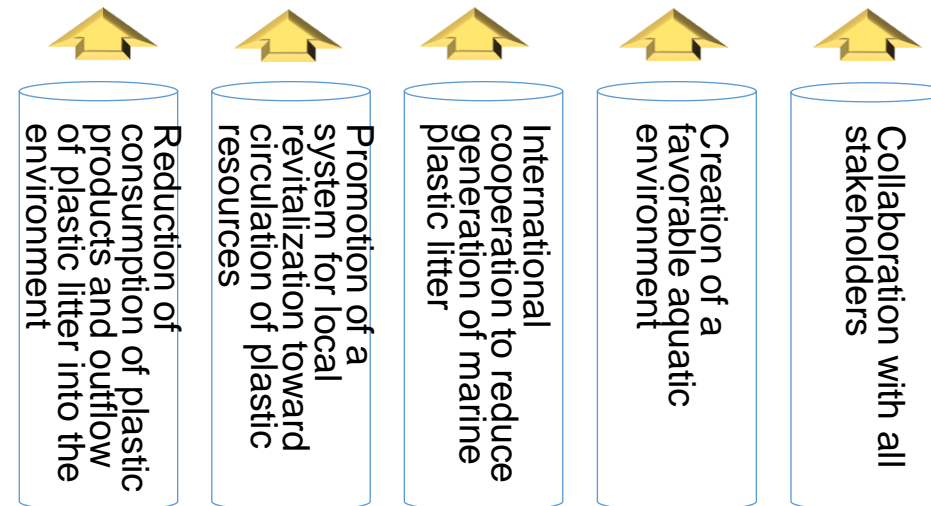
Formulated in March 2021

- 1) Help realize to reduce additional pollution by marine plastic litter to zero
- 2) Help attain the SDGs as a plan in the field of water as part of the Osaka City Basic Environment Plan

Target of the plan

- 1) Halve the volume of plastic litter that flows into Osaka Bay by FY2030.
- 2) Fully attain and maintain the national environmental standard on water quality for rivers and seas and improve citizens' satisfaction with the water environment by up to 40%.

Five pillars



Jointly formulated by the Osaka Prefectural Government and Osaka City Government

Challenges for the reduction of consumption of plastic products and outflow of plastic litter into the environment (1)

◆ Promoting a campaign to use reusable shopping bags

The **Osaka Campaign to Use Reusable Shopping Bags** encourages citizens always to carry a reusable shopping bag so that they do not need a plastic bag even if they suddenly buy something.

The Osaka City Government concluded an agreement to reduce the use of plastic bags in Osaka City with 16 businesses and a citizens organization (Naniwa Eco Kaigi).



Awareness-raising campaign to spread the use of reusable shopping bags



◆ Installing water supply spots and promoting reusable bottles



Osaka reusable bottle partners logo



“Mizuiro Switch” water supply spot (Osaka Municipal Water Works Memorial Museum)



Awareness-raising event to use reusable bottles

Challenges for the reduction of consumption of plastic products and outflow of plastic litter into the environment (2)

◆ City beautification

Cleanup activities with citizens, businesses, local organizations, NPOs, etc.



Osaka City-wide Clean-up Operation



Osaka Marathon SEASON TRIAL 2019

* Source: City of Osaka website



Cleanup activity along the Yodogawa River

◆ Environmental education

Environmental education at elementary and junior high schools using "Osaka Kankyo-ka" as supplementary readers



For 3rd and 4th graders

For 5th and 6th graders

For junior high school students

Supplementary readers used in classes at elementary and junior high schools



Mayor Award (FY2019)



Garbage trucks displaying a poster

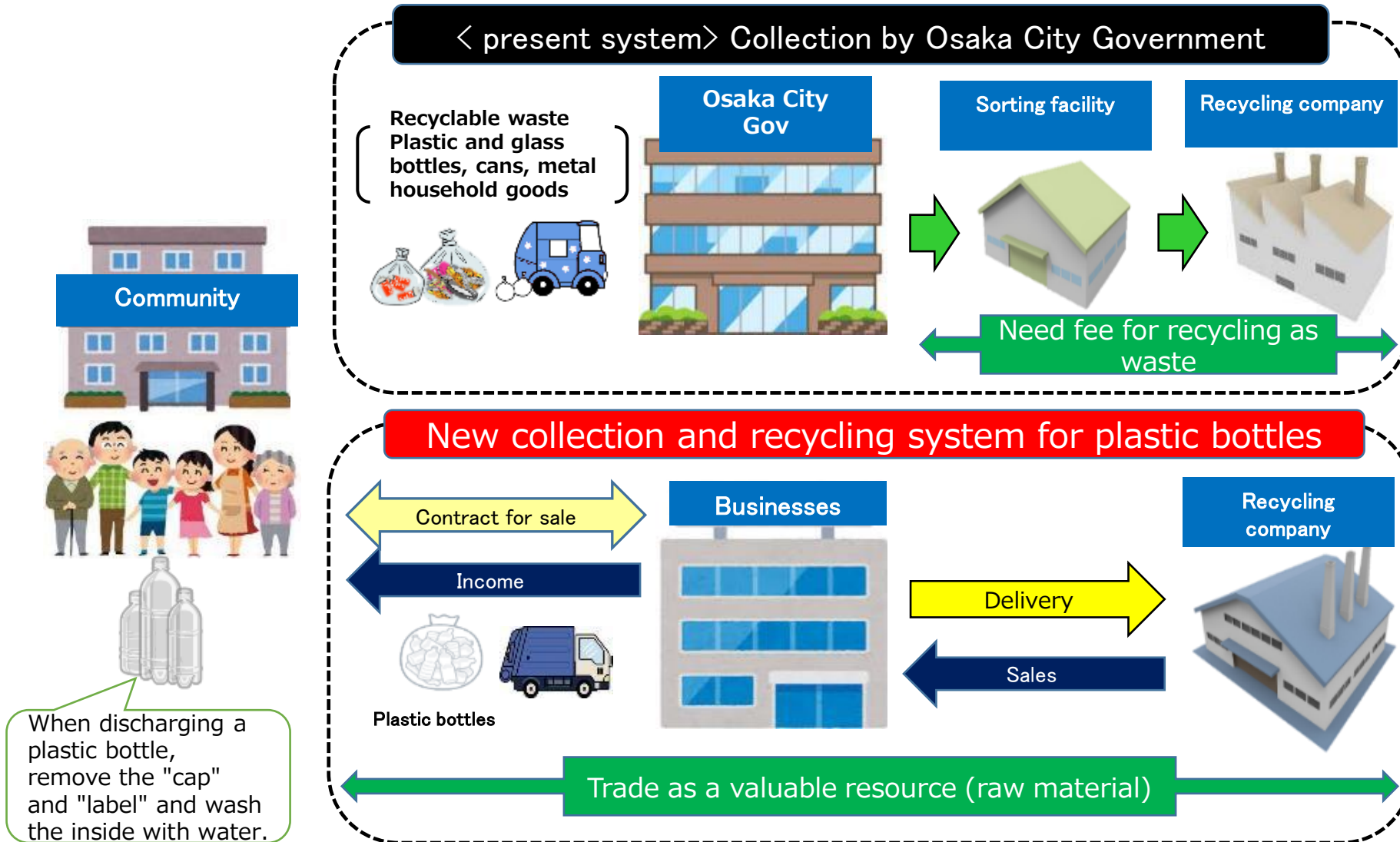
Children's poster contest

Plastic bottles circulation project together with all citizens

- Collection of waste plastic bottles from households, which are currently collected by local governments as recyclable waste, through collaboration between local communities and businesses
- Promotion of waste reduction and recycling by raising awareness on waste segregation
- Contribution to achieving autonomous operation on a local basis and building vibrant local communities by incorporating the essence of Community Business
- Promotion of material recycling (e.g., “bottle-to-bottle”) and resource circulation of plastics in Japan by ensuring segregation and collection of plastic bottles that are suitable for recycling

Challenges for the promotion of a system for local revitalization toward circulation of plastic resources (2)

Cooperation of communities and businesses towards a plastic circular economy



◆ Globally disseminating information about efforts

- Dissemination of information about Osaka's efforts on the SDGs (e.g., reducing plastic litter) in and outside Japan at international conferences, etc. in collaboration with the United Nations Environment Programme International Environmental Technology Centre (UNEP-IETC), etc.
- To deepen citizens' and businesses' awareness of environmental conservation and understanding of global environmental issues, and to promote their efforts on the SDGs by disseminating information.



UNEP-IETC (Tsurumi Ward, Osaka City)



Participation in the UN Environment Assembly (Nairobi)



UNEP Symposium on Plastic Waste Problems (Osaka City)

- Creation of a video that explains efforts to reduce plastic litter

We must protect our beautiful oceans from plastic litter. It is a turning point now. We must take action.

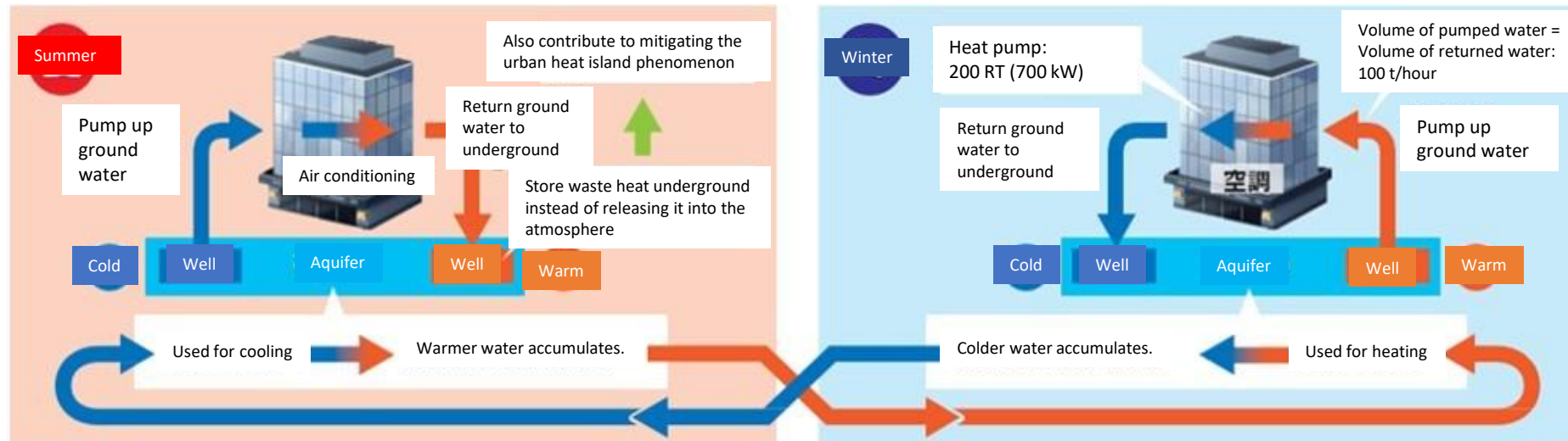
URL of the video: <https://www.youtube.com/channel/UCZgoJptGaPEQnJSaV97qAJQ>

Creation of a favorable aquatic environment

◆ Utilizing water resources, including generating energy

- Promoting aquifer thermal energy storage

Aquifer thermal energy storage (ATES) is a technology to harness the thermal energy of a stratum that is rich in ground water (aquifer) and use it to cool and heat buildings efficiently. It is expected to help conserve energy, reduce CO₂ emissions, and mitigate the urban heat island phenomenon.

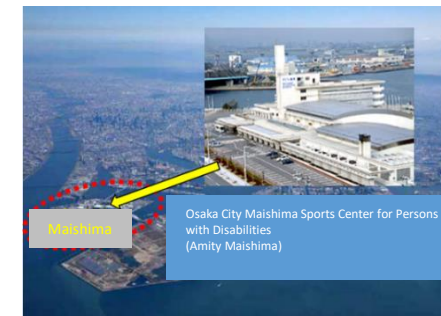


⇒ Energy conservation of air conditioning and reduction in CO₂ emissions (**35% reduction** from conventional systems)

Field operational test through
industry-academia-
government collaboration ⇒



Umekita's Second Phase Development Zone (**tentative name**)



Amity Maishima

Collaboration with all stakeholders

◆ Reducing plastic litter in collaboration with residents, NPOs, businesses, etc.

| | |
|--|---|
| Various organizations (including NPOs, etc.) | <ul style="list-style-type: none"> Naniwa Eco Kaigi Osaka Bay Mimamori Net Zero Waste Net Osaka Regional Activity Councils Osaka City Eco Volunteers Osaka City Local Women’s Organization Council City Beautification Partners River protection organizations Zero waste leaders etc. |
| Businesses/economic organizations | <ul style="list-style-type: none"> Aqua Metropolis Osaka Consortium Businesses that have signed the agreement to promote reusable shopping bags Fishers and related fishery workers etc. |
| Administrative organs/research institutes | <ul style="list-style-type: none"> Various councils that work on water quality conservation Local governments that are located on a bay (including Osaka Bay) Local governments/water supply businesses located on a river basin etc. |

Promoting the plan



Osaka Prefecture and Osaka City will play the role of a hub in connecting the efforts of each stakeholder.

Let's work together to become an environmentally advanced city!



Thank you for your attention.