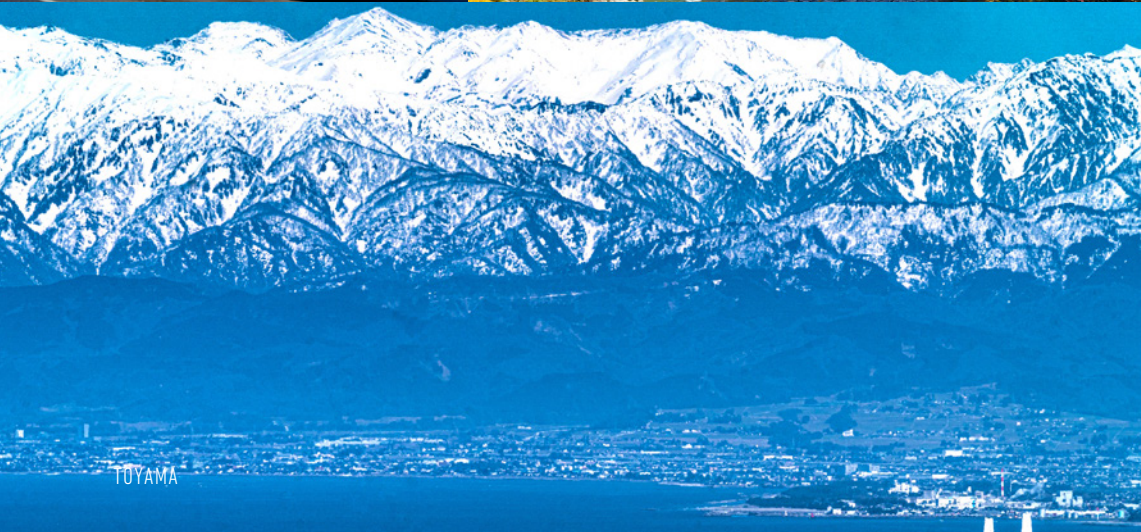




TOYAMA

With clear rivers flowing down from the Tateyama Mountains and the ocean bounties of deep Toyama Bay, Toyama Prefecture lives up to its billing as the “Kingdom of Water.” Contemporary initiatives focus on using local water resources effectively in renewable energy, building a resource circulation system, and promoting a compact city strategy so as to transform Toyama into an advanced prefecture for the environment and energy.



Toyama Pref.
1.03 million people

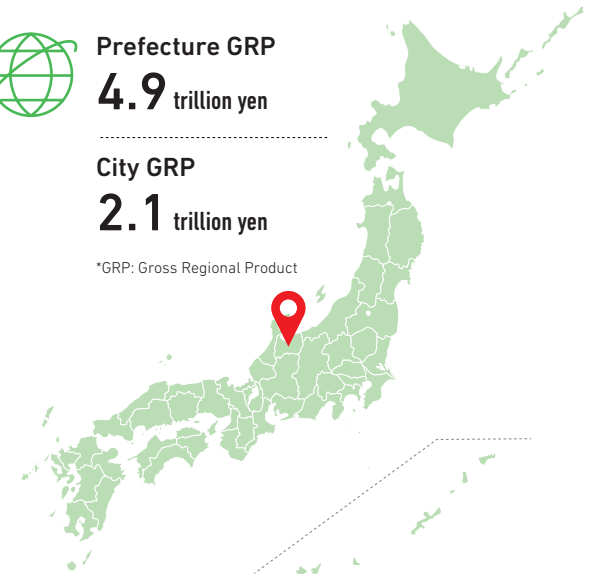
Toyama City
0.41 million people



Prefecture GRP
4.9 trillion yen

City GRP
2.1 trillion yen

*GRP: Gross Regional Product



STRENGTHS

Advantages and Characteristics



Using water resources for renewable energy

- Toyama Prefecture is a major global tourism destination with inspiring and diverse scenery. The 40-50 km Toyama Plain connects the Tateyama Mountain Range, which has 3,000-meter peaks, to Toyama Bay, which in places is over 1,000 meters deep. From top to bottom that's 4,000 meters. A key objective is to achieve sustainable economic development using the abundant water resources with which Toyama is blessed.
- Hydropower accounts for about 60% of the electricity generated in the prefecture. Toyama is one of Japan's leading prefectures for renewable energy.



A circular society through public-private partnerships

- Administrators, companies, and consumers are working together to realize the Toyama Framework on Material Cycles adopted at the G7 Toyama Environment Ministers' Meeting. This involves promoting resource efficiency, following the 3Rs (reduce, reuse, recycle), reducing food loss and food waste, and realizing the vision of a recycling-oriented society.



Cruise along the canal that flows through the city, or stroll around the park next to the canal.

©Toyama Tourism Organization

Major Events



- World's Most Beautiful Bays Club World Congress, 2019 (130 participants)
- Progress in Electromagnetics Research Symposium (PIERS-Toyama), 2018 (1,400 participants)
- The 10th World Congress of International Federation of Esthetic Dentistry, 2017 (2,100 participants)
- G7 Toyama Environment Ministers' Meeting, 2016

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy

SDGs Future City Plan (Phase 2)

- Toyama is building a sustainable society and striving to be a leader in terms of energy and the environment.
- The prefecture is advancing toward carbon neutrality through the use of local resources to generate renewable energy. Toyama's abundant hydropower potential will be tapped by opening more small-scale facilities. Other measures will target reduced carbon and saved energy. Hydrogen will be generated and used at production bases and stations.
- Toyama is promoting eco-friendly lifestyles and business activities. By reducing waste, recycling local resources, and encouraging ethical consumption, Toyama is on the path to a circular economy. The development of recycling-related industries will lead to economic growth and job creation.

Toyama Zero Carbon Promotion Declaration

- In 2020, Toyama Prefecture was among the bodies that jointly issued the Toyama Zero Carbon Promotion Declaration, which aims for net zero greenhouse gas emissions by 2050.

Toyama's Vision: A regional leader in energy and the environment

Economy

Economic development using water resources

- Extract value from the Tateyama Kurobe environment
- Leverage inclusion in "The World's Most Beautiful Bays Club"
- Promote the fisheries industry and improve the branding of seafood from Toyama Bay
- Introduce renewable energy and develop ways to use new energy sources

Society

The Toyama Model for the Toyama Framework on Material Cycles

- Create a decarbonized, recycling-oriented society
- Establish the Toyama Model for implementing the Toyama Framework on Material Cycles that was adopted at the G7 Toyama Environment Ministers' Meeting

Environment

Conservation of the natural and aquatic environment

- Conserve Toyama's rich natural environment, including Tateyama Kurobe
- Contribute to environmental conservation around the Sea of Japan
- Conserve and use clean water resources
- Create new bodies of water and forests

The Toyama Model for the Toyama Framework on Material Cycles

The Toyama Framework on Material Cycles was adopted at the G7 Environment Ministers' Meeting held in Toyama Prefecture in May 2016. It specifies a common vision and goals for the G7 in relation to resource efficiency and the 3Rs.

To bring the Framework to life, Toyama Prefecture is devising a Toyama Model that will include provisions for reducing emissions from waste, the proper disposal of waste, and addressing food loss and food waste. The intention is for these activities to spread throughout the Sea of Japan region and across Asia.

The Toyama Eco Store System

Toyama is conducting various activities that will improve resource efficiency and promote the 3Rs. One example is the Toyama Eco Store System. This is a register of retail stores that actively engage in pro-environmental activities such as eliminating the free distribution of plastic bags. Other examples of store activities include collaborating with consumers to collect recyclable materials and setting eco-friendly air-conditioning temperatures.



The Toyama Food Loss Zero Campaign

In April 2020, Toyama Prefecture launched a campaign to accelerate food loss reduction. Consumers, businesses, and administrators are working together to determine the facts of food loss, develop effective countermeasures, and circulate information.

One specific initiative is the reduction of food loss in the food chain. Leftovers are minimized at banquets and meals. Unused food is distributed to food banks, food drives, and children's cafeterias. Where appropriate, food waste is converted into animal feed, fertilizer, and energy.

A compact city

Toyama will increase sustainability and generate value by promoting compact urban development centered on public transportation. In 2018, Toyama joined the ranks of Japan's SDGs Future Cities.

The hub of the city's rail and tram (LRT) network is Toyama Station, where the shinkansen bullet train arrives and departs. To the south, the network loops around the city center. To the north, it links with the old townscape of Iwase. Visitors can use the LRT to reach Toyama International Conference Center, hotels, and major tourist spots. This allows for "compact" business events with a reduced environmental impact.



©Toyama Tourism Organization

A city tram

Nanto: The Eco-Village Initiative

Nanto City, in the southwest of the prefecture, features abundant natural and cultural resources. This area is home to the World Heritage villages of Ainokura and Suganuma, which successfully blend the worlds of tourism and daily life.

The Nanto Eco-Village concept, established in 2013, envisions the city as an independent region with a focus on local resources, a circular economy, and mutual support. The concept promotes the local consumption of energy and the spread of organic agriculture. In 2019, Nanto, too, became an SDGs Future City. The aim is to build on the eco-village concept so that Nanto offers residents and visitors alike a first-class countryside experience.

The city's facilities include Sakura Crea, also known as the Nanto City Creator Plaza. The hall can accommodate up to 120 people.



©Nanto City

Sakura Crea

ANA Crowne Plaza Toyama

The ANA Crowne Plaza Toyama hotel is popular with business event participants. Situated in the center of Toyama City, it is right next to Toyama International Conference Center, which was used as the venue for the G7 Toyama Environment Ministers' Meeting in 2016. The hotel is undertaking various sustainability initiatives.

- Takeout lunchboxes featuring leftover breakfast buffet ingredients
- An automated food waste-tracking tool
- Opt-in eco-cleaning for guests staying consecutive nights
- The reduction of single-use amenities and disposable bottles
- The discontinuation of plastic straws
- Eco-friendly organic food items produced without harmful substances such as pesticides
- The donation of 15% of the accommodation charge to charitable organizations
- Renewable energy from local hydroelectric power plants, etc.
- A program to establish sustainable fisheries by collaborating with local high school students to develop and sell new products.

The takeout boxes are an original initiative by ANA Crowne Plaza Toyama. They are sold twice each month as part of the Toyama Food Loss Zero Campaign.

The hotel has previously catered for a vehicle manufacturer with a menu focused on food loss reduction, and the aim is to respond flexibly to the requirements of event organizers.



© ANA Crowne Plaza Hotel Toyama

ANA Crowne Plaza Toyama (left)
Toyama International Conference Center (right)



A takeout box

Eco-friendly programs across the prefecture

Toyama runs various programs that allow event participants to experience nature, culture, and traditional crafts. Many event stakeholders are conscious of sustainability, and it is possible to hold fully sustainable business events.

Toyama Bay sushi

Toyama Bay has been described as a natural fish tank. It's a treasure trove of marine resources featuring around 500 types of fish. Many shops and restaurants sell sushi made using only fresh and seasonal local fish. Not simply delicious, these meals reduce transport-related CO₂ emissions.



©Nature's Fish Tank Toyama Bay Sushi

Nousaku: A metal-casting manufacturer

Nousaku is a metal-casting product manufacturer that upholds the 400-year-old craft traditions of Takaoka Copperware. Popular factory tours and casting experiences enable visitors to get a close look at the artisans' handiwork.

Nousaku practices environmentally and socially friendly manufacturing. Metal pieces generated in the manufacturing process are reused, Nousaku tin products that are no longer used in homes are collected, and solar panels have been installed at its main factory.



©Nousaku Co., Ltd.

Traditional houses at Gokayama Gassho-no-sato

While it is now easily accessible, the Gokayama area is deep in the mountains, and its traditional buildings, culture, and scenery are all protected. Photogenic highlights include "gassho-zukuri" houses with roofs that resemble hands held in prayer.

Gokayama Gassho-no-sato is an accommodation facility adjacent to the World Heritage site of Suganuma Village. Here, visitors can sample the old ways of life, enjoy folk music, and try traditional food.



©Toyama Tourism Organization

Traditional performance outside a gassho-zukuri house