

Aim of Public Green Procurement in the Environment Advanced City of Sendai



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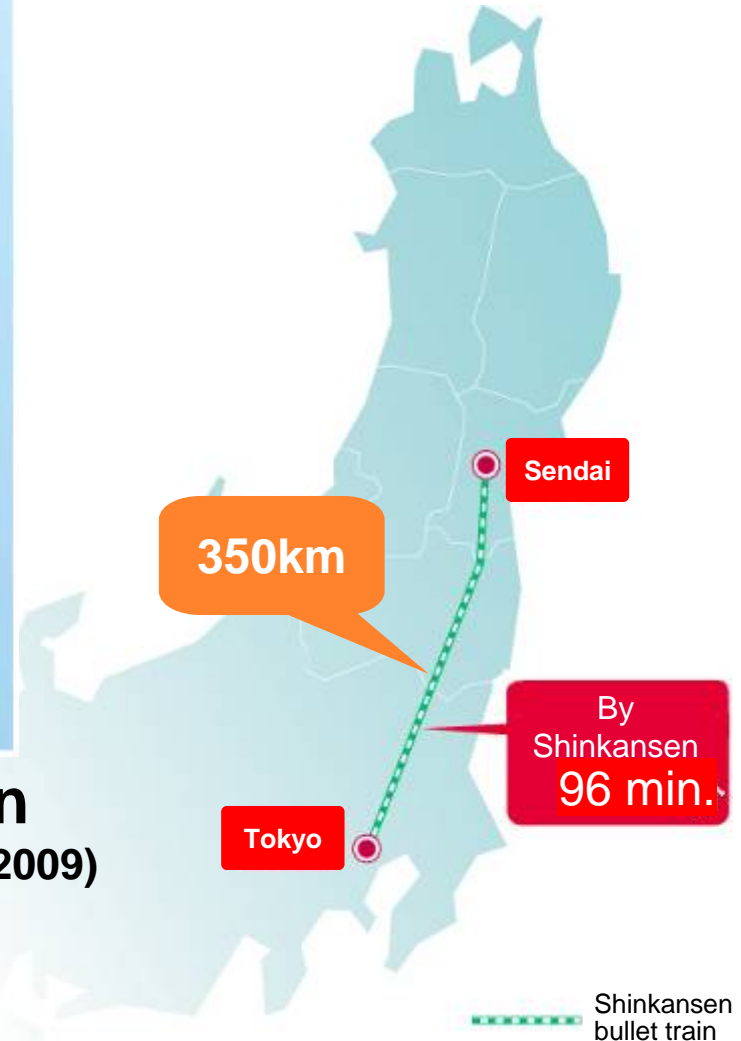
Introducing the City of Sendai



■ Climate (2008)

Average temperature: 12.7°C
 Maximum temperature: 33.6°C
 Minimum temperature: -4.9°C

■ Population (As of May 1, 2009) 1,031,964



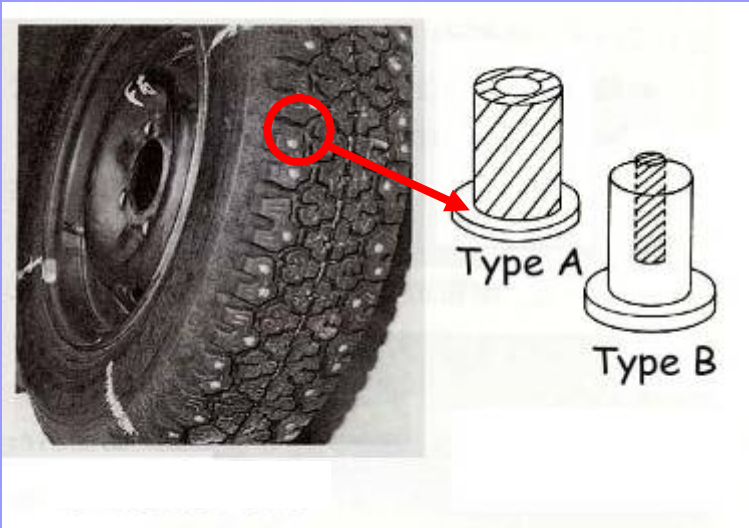


City of Sendai





Dust Pollution and the Movement to Ban Studded Tires



Studded tire



Damaged road surface showing the curvy shadows of power poles

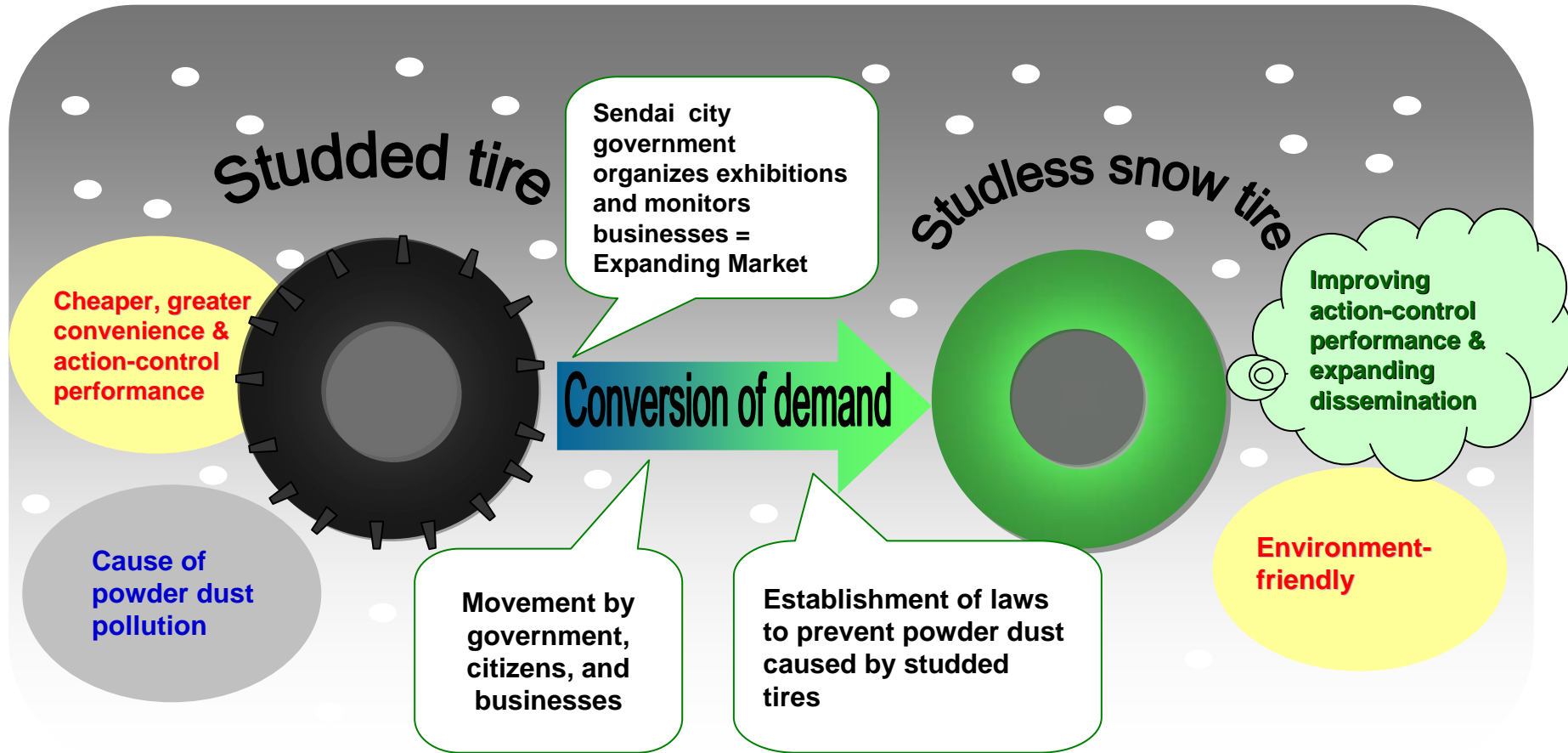


Roadside bush covered with dust from the road





Shift to Green Purchasing of Winter Tires





History of Green Purchasing in Sendai

1990

Full-scale introduction of recycled paper for PPC across the entire city government

1996

Establishment of Sendai City Basic Environmental Ordinance

Joins the Green Purchasing Network (GPN)

Publicizes “Promotion of green purchasing” across the city government

1997

Formulation of the “City of Trees Environment Plan”, basic environmental plan of Sendai City

1998

Formulation of the “Sendai Environmental Initiative Action Plan”

1999

Acquisition of an ISO 14001 certificate

2001

Establishment of the “Guidelines for the Promotion of Green Purchasing in Sendai City”

2003

Sendai Green Stationery Program

2004

The 1st International Conference on Green Purchasing in Sendai & “Sendai Declaration on Green Purchasing”

2006

Formulation of the Sendai City New Environmental Action Plan

Sendai Green Paper Program



City of Trees Environment Plan

Target image for the city
**A city that learns
from trees and lives with trees**

Recycling-
oriented city with
a low environ-
mental load

City that places
emphasis on
the natural eco
system

City that makes
the most of local
diversity and
uniqueness

City that ensures
a sound and
comfortable living
environment for
its citizens

Creating new lifestyles
(promotion of green
purchasing)

Assists and promotes
creation of new lifestyles



Relationship between the City of Trees Environment Plan and the Environmental Management System (EMS)

City of Trees Environment Plan (Basic Environment Plan of Sendai City)

**Target : Activities and environment across the entire city
and one million citizens**

Environmental Management System

Sendai City New Environmental Action Plan

**Target: Efforts made by the entire city
government and approx. ten
thousand municipal officers**

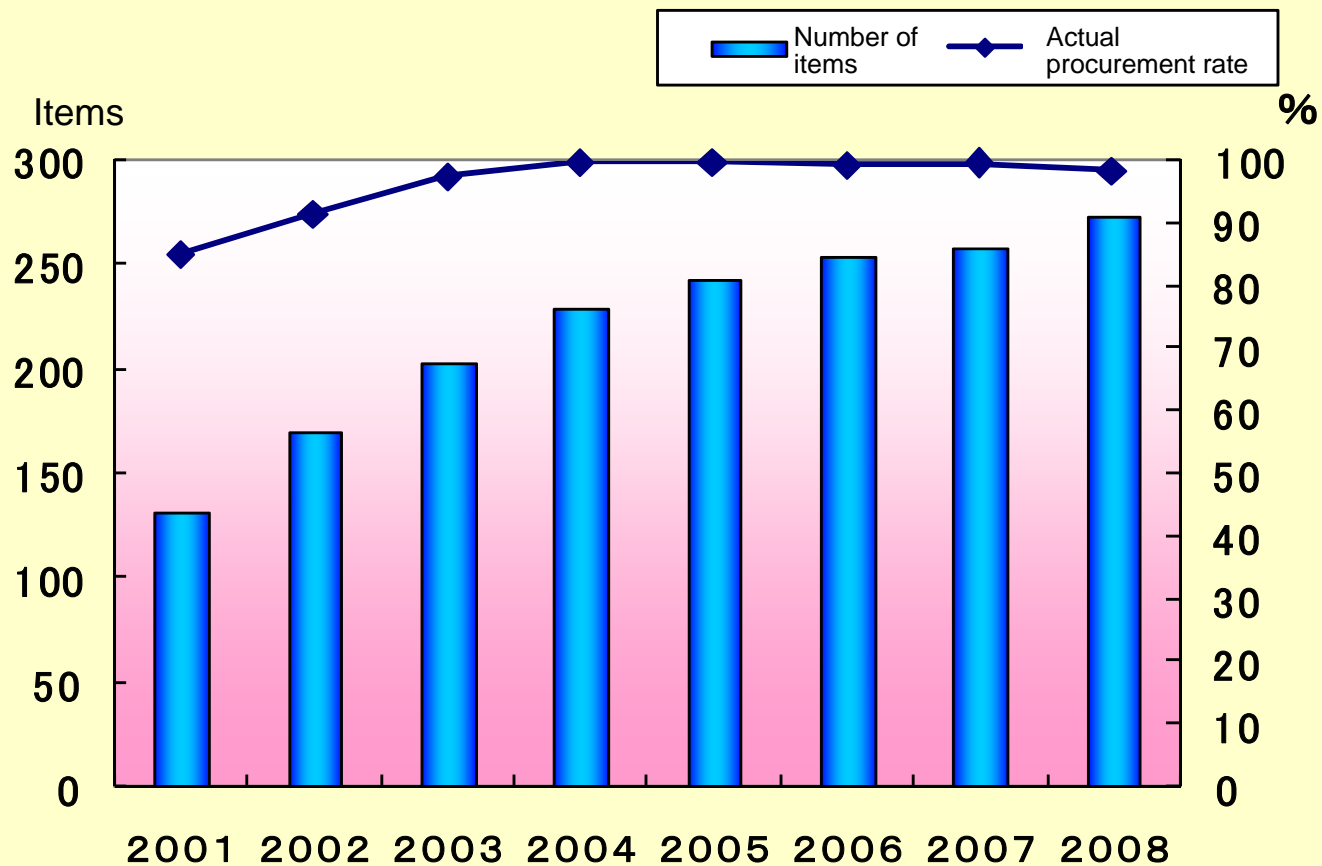
**Green
purchasing
efforts by
citizens**

**Green purchasing
efforts by municipal
officers**



Trend in Number of Items for Green Purchasing and Procurement Rate of the Sendai City Government

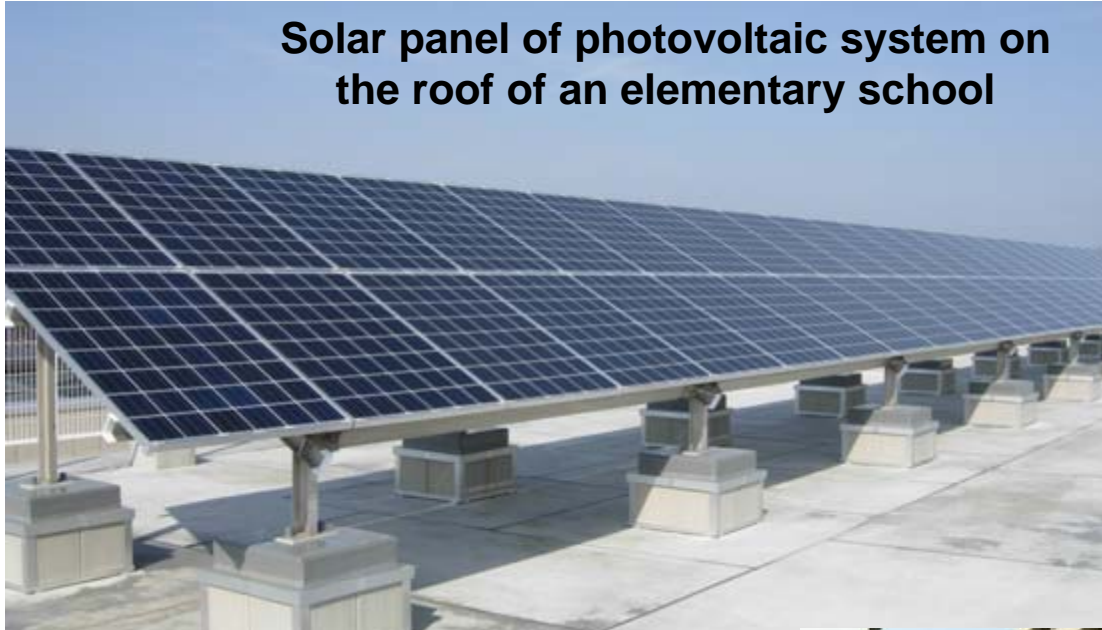
Trend in number of items and procurement rate





Efforts Based on the Environmental Management System

Solar panel of photovoltaic system on the roof of an elementary school



Official car (hybrid vehicle)



CNG (Compressed Natural Gas)-based buses



Future Introduction of Energy-Saving Equipment and Other Items



Light emitting diode (LED) lighting introduced at the general information counter of a word office

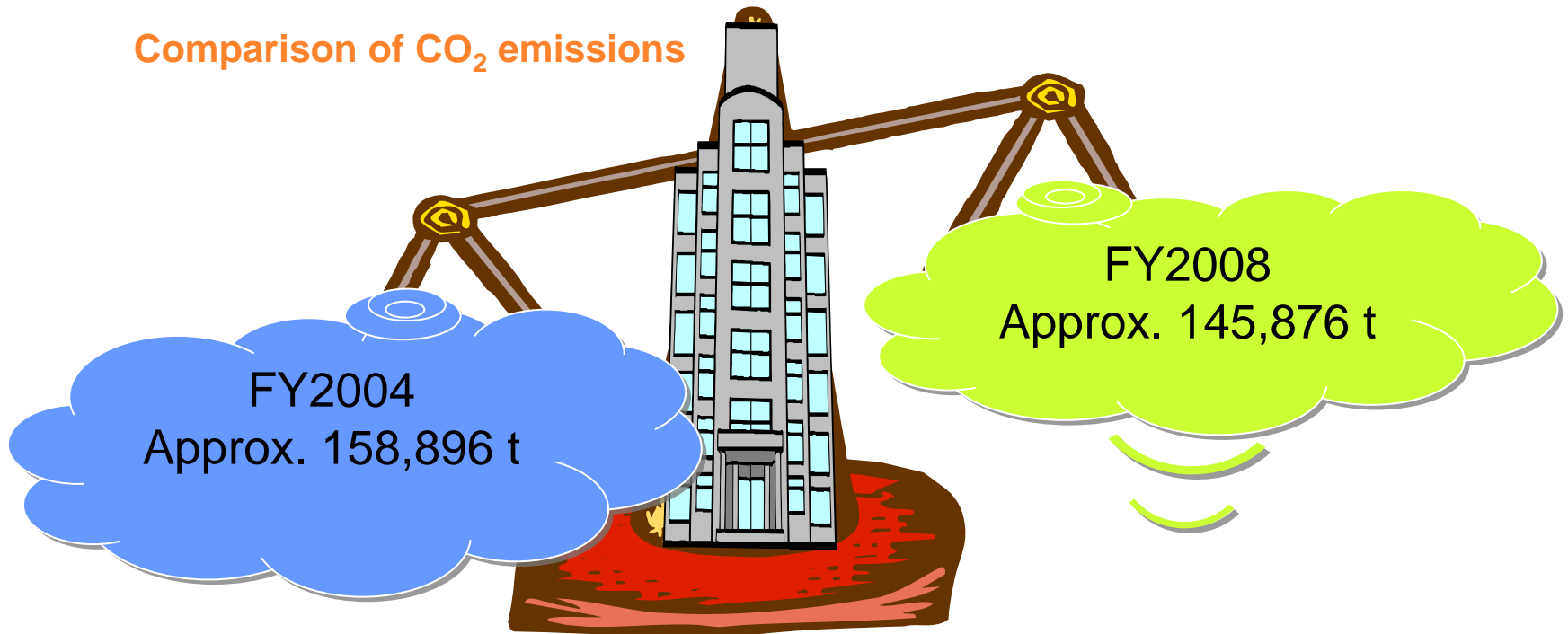


Light emitting diode (LED) lighting introduced for street lamps (image picture)



CO₂ Reduction Achievements for the Entire Sendai City Government

Comparison of CO₂ emissions



Approximately 13,000 t reduction for the entire city government (down 8.2%)

***Approximately 600 million yen reduction in costs**

(Note) Achieved by reducing consumption of purchased electricity, urban gas, propane gas, kerosene, heavy oil, gasoline, light oil, and CNG



Green Purchasing Exhibition





Sendai's Green Stationery Program and Green Paper Program

◆ Target stationery (16 items)

Pencils, marking pens, felt-tip pens, erasers, notebooks, glue, scissors, cutter knives, mechanical pencils, refill leads for mechanical pencils, ballpoint pens, manuscript paper, paint, Indian ink, staplers, colored pencils, and rulers.





The 1st International Conference on Green Purchasing in Sendai in 2004



- Announcement of “Sendai Declaration on Green Purchasing”
- Establishment of an international network



Towards the Construction of a Sustainable Society and Solution of Global Environmental Issues

Domestic and international societies

Promotion of exchanges and cooperation

Local communities

Consumption

(Citizens, business operators, and government)

Expansion

Green Purchasing action

Compatibility of Environment and Economy

Green production and sales activities

Production (Products & Services)

(Producers and distributors)

Promotion

Construction of local communities that engage in green purchasing and sales

Government (City of Sendai)

Efforts led by the city

Contribution to environmental load reduction and green market expansion

Constructing a foundation for local residents and business operators

Green purchasing: promotion and education

Creating a framework that encourages green purchasing



Thank you.

City of Sendai, Japan