

Coexistence with Nature:

**Is symbiosis between
Environment and Economy possible?**



Nothing is impossible!

**Sustainable Strategy
for Environment and Economy**

Environmental Economic Strategy (EES) in Toyooka

●What is EES?

The objective of this strategy is to boost the economy through eco-friendly initiatives and let them become complimentary to one another.

Through this symbiosis, Toyooka city will attempt to tear down the traditional belief that 'environment' and 'economics' are antagonistic and cannot be incorporated together as a viable strategy.

Environmental Economic Strategy

Another meaning

Symbiosis
between
Environment
and
Economy

**'SEE
the Future'
Project**

**Three
aims**

○Sustainability

○Economic independence

○Pride

●Why is EES necessary?



We, humans, did not set out from the start to destroy the environment. For the sake of prosperity and well-being, socioeconomic growth resulted in environmental damage. Our actions cannot be simply categorized as 'good' or 'bad'. In our current business climate which is becoming more and more globalized, further development cannot be brought to an abrupt halt. Thus, it is imperative that sustainable solution for the coexistence of environmental friendliness and the economy is found and acted upon.

●Foundations of EES in Toyooka

Although Toyooka may only be a dot on the map, the city has an ambitious goal for the coexistence of vibrant economy and environment. It is based on **five principles** which are as follows:

1. Support for the consumption of local produce

= fitting lifestyle for local citizens + increased profit for producers

2. Supporting environmentally friendly farming

= spread of natural environment + increased profit for farmers

3. Development of Oriental White Stork tourism

= increased awareness on environmental issues + increased profit for tourist agencies

4. Aggregation of business specializing in eco-friendly solutions

= reduced damage to the environment + increased profit for corporations

5. Use of renewable energy

= local resources + reduction in energy cost

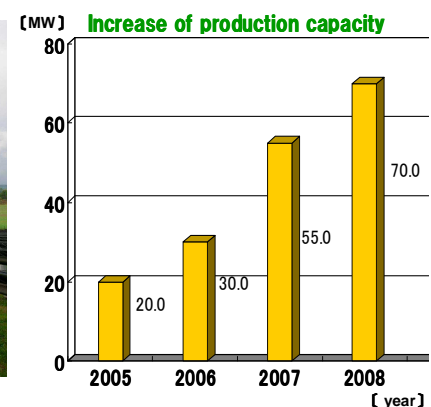
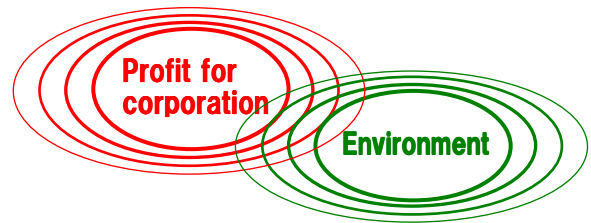


●EES at work in Toyooka — Here are some examples of our efforts so far. —

Example1 Aggregation of business specializing in eco-friendly solutions Solar Panels

In Toyooka, there is a company that specializes in making solar panels which **uses the image of Oriental White Storks as its brand image**. By focusing the importance of tackling environmental issues through the symbol of Toyooka, it has lead to higher brand equity.

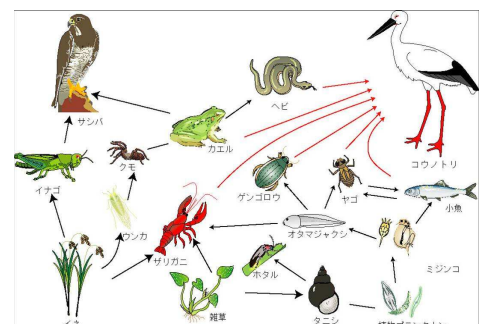
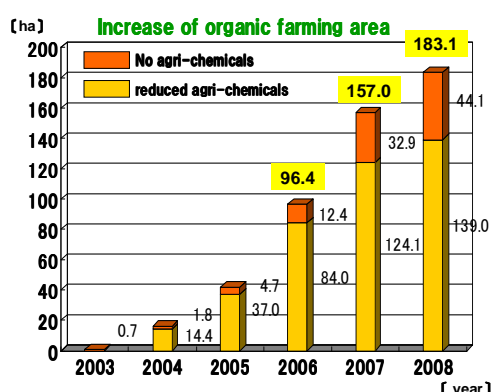
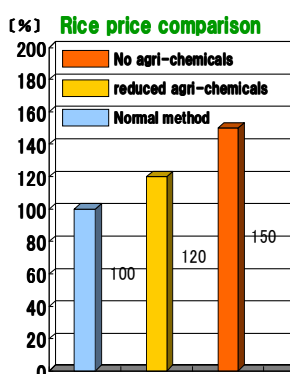
Its products are mainly shipped to Europe with Germany as their major source of consumers. As the momentum for eco-friendly initiatives grow and its products flourish, local citizens of Toyooka will profit from increased tax revenue. Thus, symbiosis of economy and environment is achieved.



Example2 Supporting environmentally friendly farming Agricultural methods that nurtures Oriental White Storks

In order to maximize productivity, pesticides and chemical fertilizers have been used repetitively. For the survival of Oriental White Storks, their feeding sites such as paddy fields must be unpolluted and abundant in life.

Changing to **organic farming** can reduce the amount of harvest, but from the perspective of consumers, their products are **safe and healthy**. Thus, the **selling price will increase**, and with high demand, **organic agricultural methods become economically viable**. This scheme has been spreading at a phenomenal pace, and as a result, both the area of the bird's feeding site and its biodiversity are expanding.



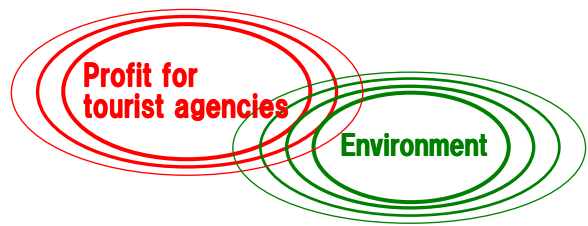
Example3

Development of Oriental White Stork tourism

Tourism in Toyooka

There has been an increase in the number of tourists who seek to find out the story of how Toyooka is reintroducing the birds back to nature. They come from all over the country and support local and related businesses.

Continuous efforts on tackling environmental issues will increase the number of Oriental White Storks and so will the number of tourists to Toyooka which will facilitate businesses further. Environmental initiative can be complementary to the expansion of businesses.



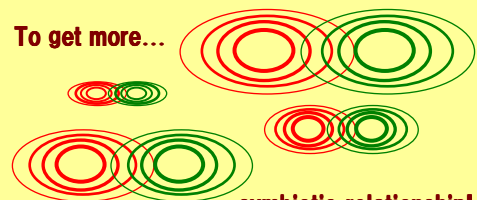
● How EES is supported by the City

To promote EES and develop other ideas, the City has put in place funding and support to let ideas become a reality. Our goal is for these ideas to become a success and be able to stand on its own feet.

1. Subsidy for solar panel installation
2. Funding for eco-friendly business solutions
3. Assist in networking relevant industries
4. Sponsoring scientific research

...and so on

To get more...



symbiotic relationship!

Through the reintroduction of Oriental White Storks, we have come to see how symbiotic relationship between the environment and the economy can be achieved. If similar efforts could take place in many parts of the world in their own unique ways, we think the world could change and make a difference.

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