

# Outline and outcome from the advanced technology verification in Toyota City ～Aiming to be a Residents' High Satisfaction City～

OTA Toshihiko  
Mayor of Toyota City

# 1. Outline of Toyota City

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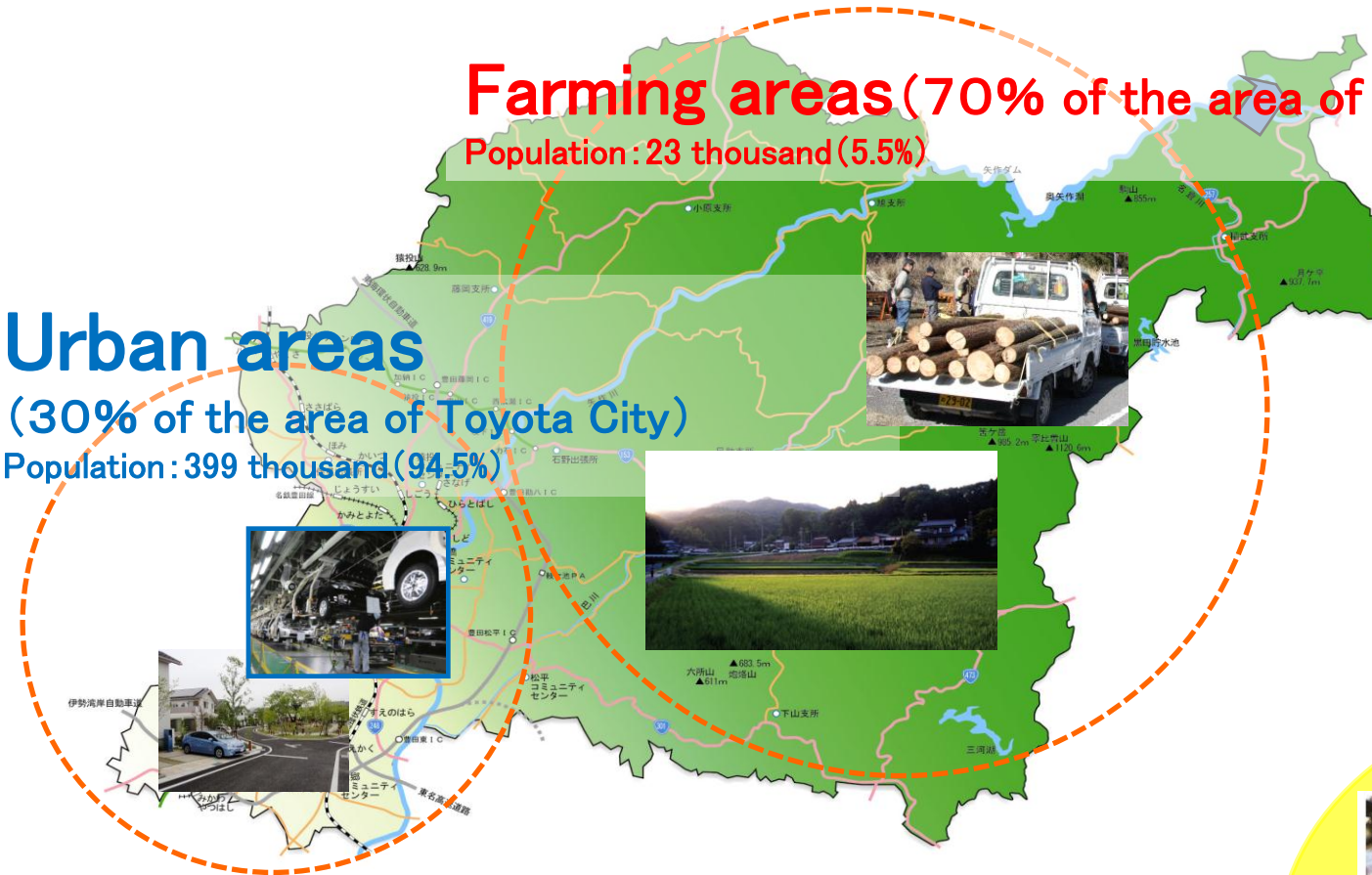
**Farming areas (70% of the area of Toyota City)**

Population: 23 thousand (5.5%)

**Urban areas**

(30% of the area of Toyota City)

Population: 399 thousand (94.5%)



**Specialties**

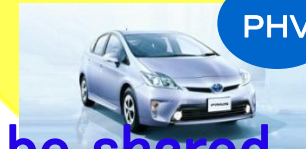
Pears



Peaches



PHV



FCV



**“A Miniature of Japan”**

– a city where both urban and farming wealth can be shared

# Toyota City's Vision

- Vision: A city where both urban and farming wealth can be shared
- Approach: Using local resources (human, materials and technology) effectively
  - : Take “the standards of tomorrow” in advance
- Specific Efforts: Develop a smart community with Public-Private partnership
  - advanced technology × renewable energy = sustainable society



## 2. Advanced Technology Verification in Toyota City

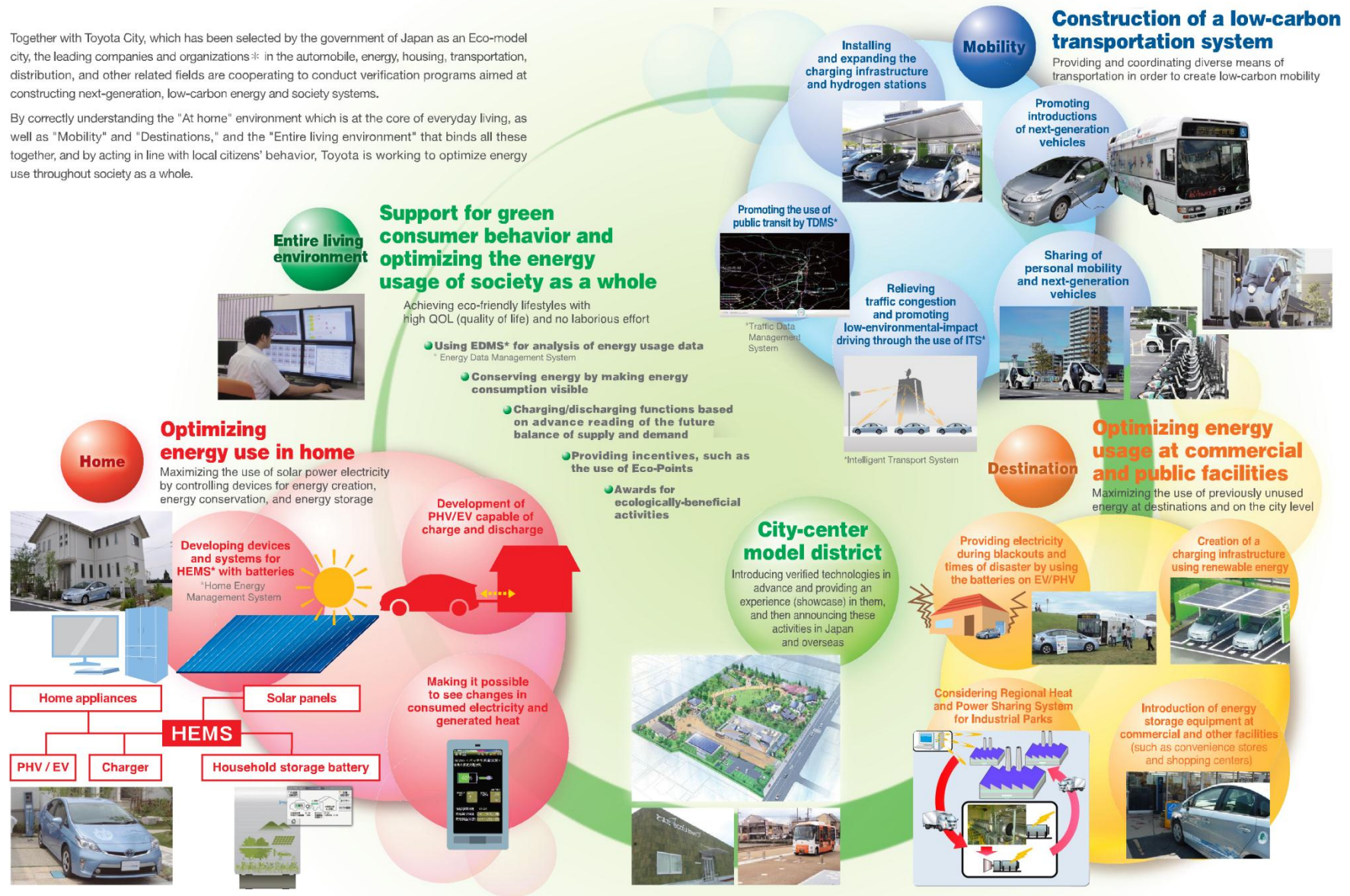
- Towards establishing a ‘Smart City’ –



# Overview of Toyota city low-carbon society verification project

Together with Toyota City, which has been selected by the government of Japan as an Eco-model city, the leading companies and organizations\* in the automobile, energy, housing, transportation, distribution, and other related fields are cooperating to conduct verification programs aimed at constructing next-generation, low-carbon energy and society systems.

By correctly understanding the "At home" environment which is at the core of everyday living, as well as "Mobility" and "Destinations," and the "Entire living environment" that binds all these together, and by acting in line with local citizens' behavior, Toyota is working to optimize energy use throughout society as a whole.



# Advantages and Problems of Toyota City

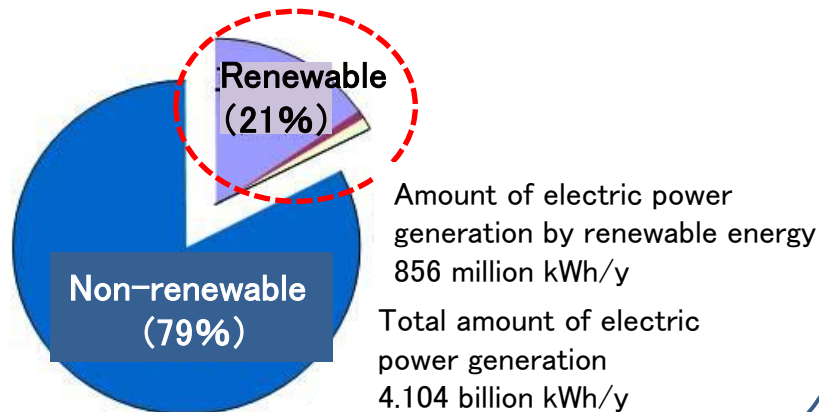
## Advantages

### 1. Achievement as a 'City of Manufacturing'

Rank	Municipalities	Value of Manufactured Goods Shipments (yen)
1	Toyota	9.6907 trillion
2	Yokohama	4.4060 trillion
3	Kurashiki	4.3951 trillion
4	Kawasaki	4.2839 trillion
5	Ichihara	4.0858 trillion

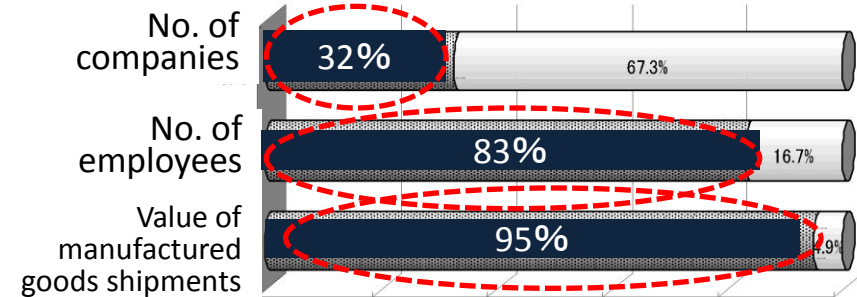
### 2. Rich Renewable Energy Resources

Share of Renewable Energy in Toyota City (FY2011)

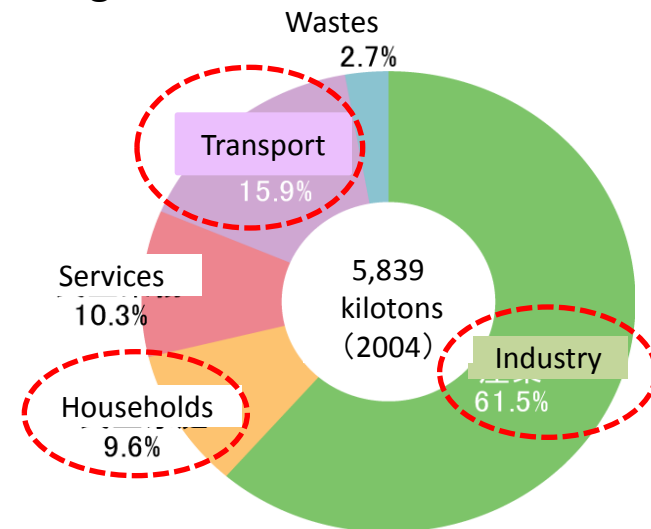


## Problems

### 1. Strengthening Industrial Infrastructure

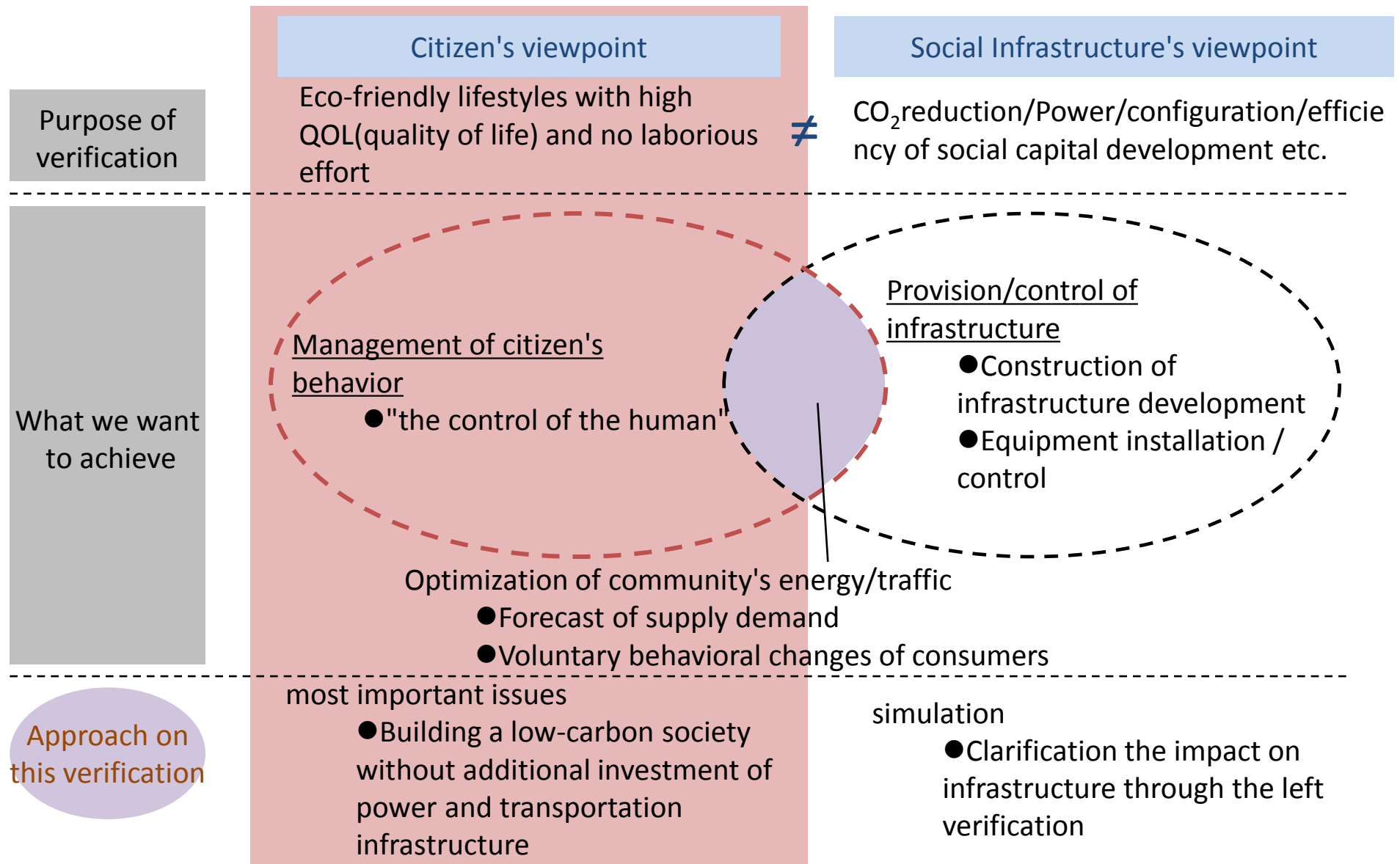


### 2. Reducing CO2 in a 'City of Automobile'



## Problem Solving by Advanced Technology and Renewable Energy

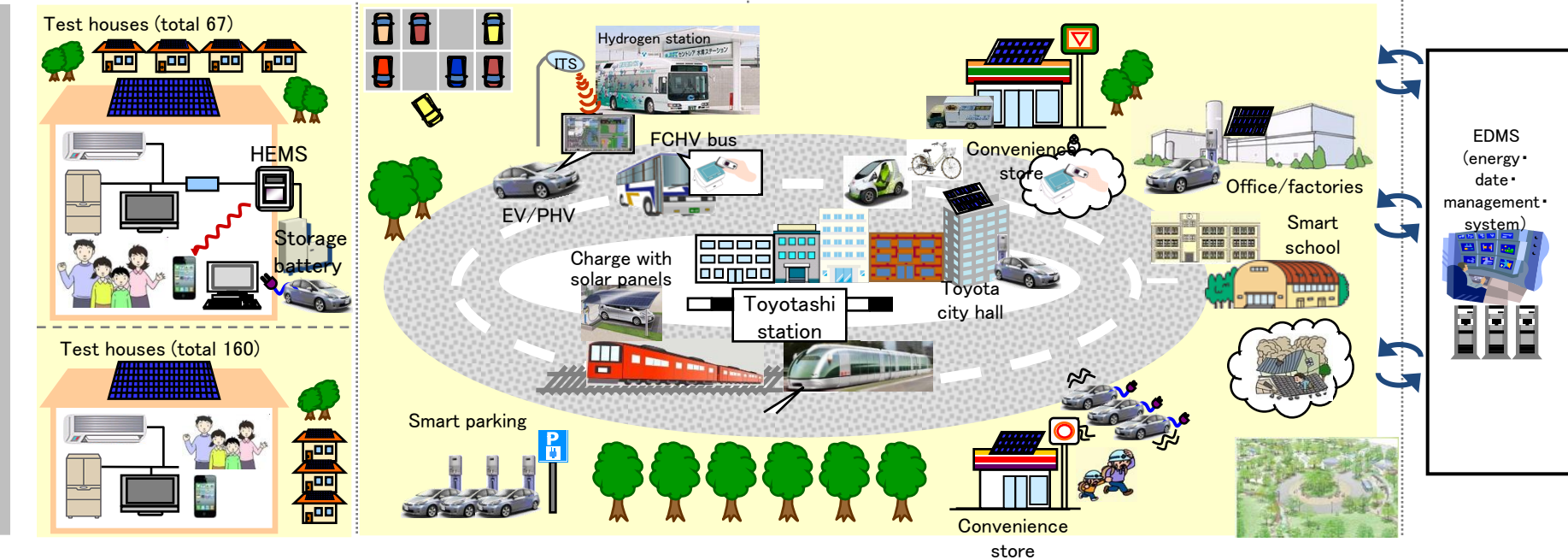
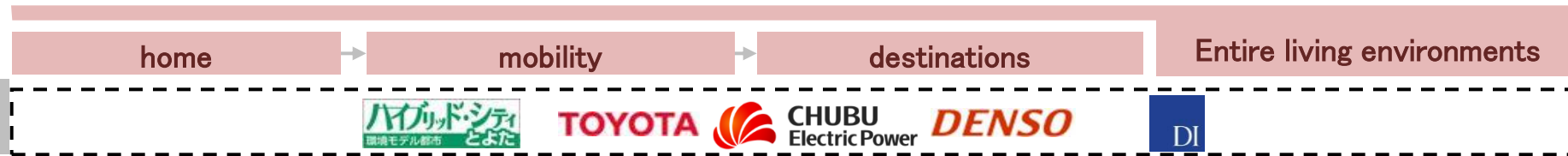
# Basic concept of the verification is "Citizen's Viewpoint"





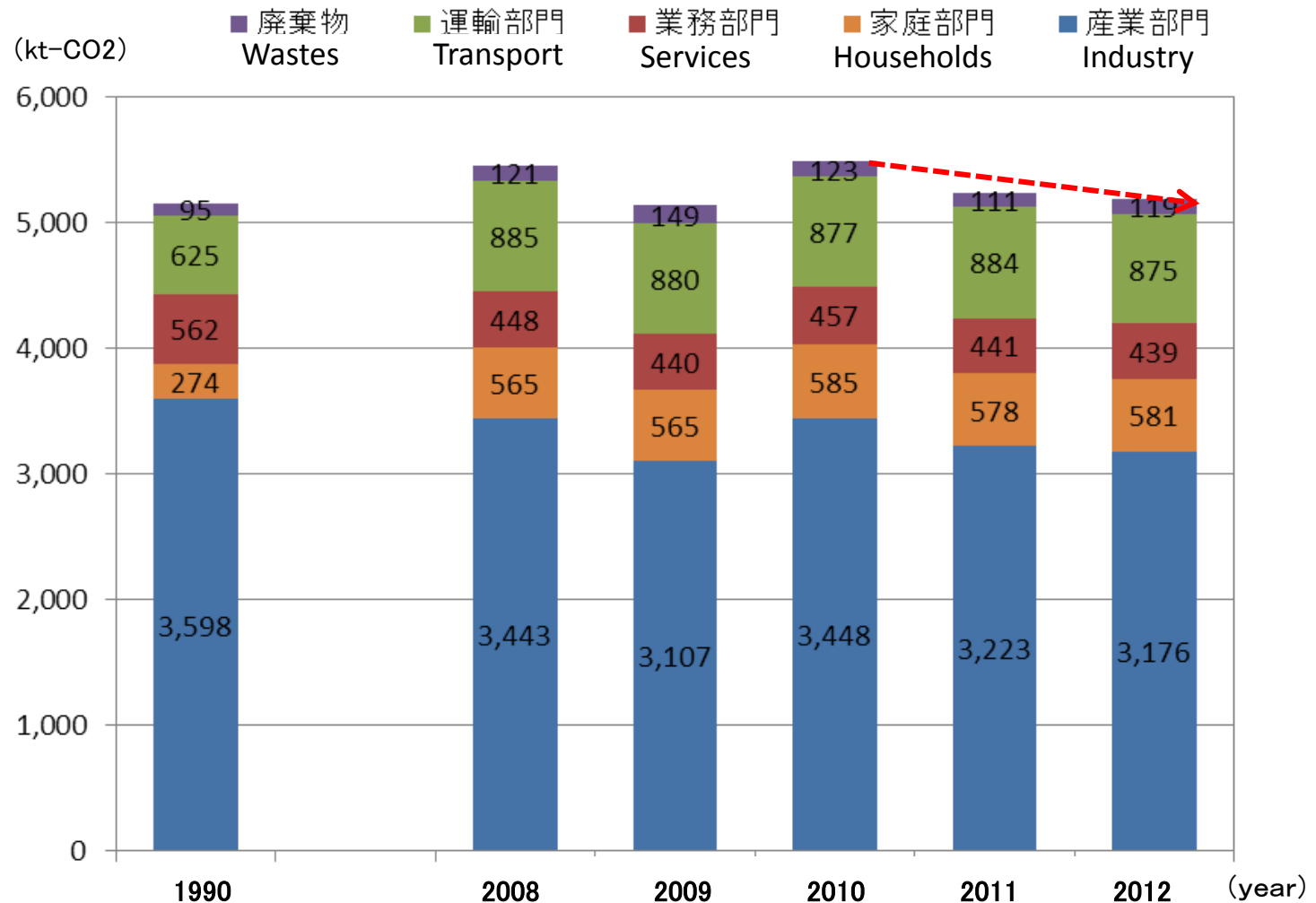
# Toyota city low-carbon society verification project

## Promotion Council



# Changes of Society (Hardware aspect)

## CO2 emissions Reducing Steadily



Verification  
Started

【QE】

# Changes in Living

## Residents getting accustomed to eco-friendly lives

### Opinions of Residents



- I enjoy seeing the energy effects through saving by using HEMS (Home Energy Management System).
- I like HEMS because it can optimize our energy usage so that we can be engaged in eco-activities without difficulty.
- “I try to clean and wash when the EDMS display is blue. Difficult operation is not necessary at all.”
- “I commute by PHV to work every day and there is still gas left without filling it up with gas for three month.”

# Towards a Sustainable Society Following the Verification

Toyota City  
Vigor Project



**‘Local Production for Local Consumption’ for Investment to  
the Future**

**Aiming for a society of circulation of local human  
resources, goods and energy**