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Challenge! Open Governance 2017 Application Form for Citizens & Students

Title of Regional Issue*	No.	Title		Name of Municipality
	- (for the administrative office)	Fostering Civic Pride		Yokohama city, Kanagawa Prefecture
Name of the Idea (disclosure)	Community Development Beginning with a Cleanup Community			

(*Enter the title of regional issue of the applying municipality as described in the COG2017 website.

1. Applicant Information

Name of the team (disclosure)	Gomintia	
Team attribution (disclosure)	3. Team consisting of both students and local residents	
Number of members	4 members	
Team leader (only the name will be disclosed)		Rei Nakayama

※Conditions for information disclosure

Information provided in "2. Description of Idea" beginning on the next page will be disclosed under the Creative Commons Attribution 4.0 International license (CC BY 4.0) after confirmation of its contents. At the request of the applicant, however, such information will be disclosed under the CC BY-NC (Attribution – Noncommercial) 4.0 International license. Please let us know your preference at the time of application. In both cases, the name of the applying team will be used.

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(Notes)

<Name of the file for application and addressee>

1. Send the file with the filename COG2016_applicationform_teamname_municipalityname to the address below. You can also access this address via the application registration column on the COG2016 website of the Graduate School of Public Policy, The University of Tokyo: admin_padit_cog2016@pp.u-tokyo.ac.jp

<Public or private information>-

2. The name of the idea, name of the team, team attribution, name of the team leader, and "description of idea" will be open to the public.

3. The contents above will be reviewed before disclosure (anything which is harmful to public order, unethical, or making use of a plagiarized idea will not be disclosed).

4. The "self-evaluation" column of the application form will not be disclosed. However, if the content is excellent and deemed useful for other applicants, it may be disclosed after consultation during the advice stage after the open review.

5. If any element associated with an intellectual property right, whose holder is not a member of the applying team, such as texts, photographs, and graphics, is included in the "description of idea," it should be demarcated, stating that it is quoted according to the relevant laws and regulations or that its use has been approved by the right holder. Please do the same for the "self-evaluation" column.

<List of the team members>

Submit the list of the team members in the attached Excel file (Any information about members other than the team leader as specified in 2. above will not be disclosed, except to the COG Secretariat. Please see the attachment for details).

2. Description of the Idea

Fill in three items: (1) content of the idea, (2) rationale for the idea, and (3) how to realize it.

(1) content of the idea

Please show the content of the idea by putting these elements in the idea as to who, what, where, when, and how it is a public service (activity) to do.
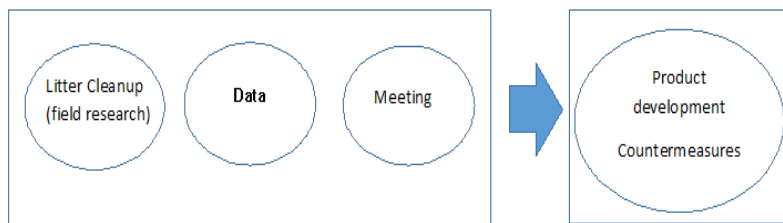
Community Development Beginning with a Cleanup Community

"Gomintia"

Using the opportunity of regular community cleanups, we will form a community aimed for civic cooperation. Activities of community development starting with a litter cleanup community will foster civic pride that will become a driving force promoting voluntary involvement of the participants.

The activities of the litter cleanup community "Gomintia" consist of the following three:

（1）Regularly picking up litter around the town
（2）Recording the amount and types of litter picked up around the town
（3）Keeping track of changes in the town and discussing local issues

Residents of the target area will gather monthly and pick up litter around town. A person responsible for ICT, who visualizes data and keeps a record of the types and the amount of collected litter, will accompany the participants. A meeting will be held after the cleanup. The participants will discuss changes in the city and typical types of litter. They will identify issues and discuss possible countermeasures as well as the development of products aimed at solving the issues.

In this process, the participants will grow more attached to the local community through these cleanup activities and develop activities—aimed at decreasing littering such as installation of ashtrays and posting warning notices—carried out on their own initiative and in cooperation with other participants and companies in the vicinity.

(2) Rationale for the idea

Describe the rationale for the idea (why have you chosen this idea?) with numerical data (achievements, statistics, or questionnaire results) and evidence (materials, plans, or existing measures) that support the idea (collectively, the "data").

In order to foster "civic pride" that will become a driving force promoting participants' voluntary involvement, it is necessary for them to feel useful to the community. However, community activities are diverse, and what each resident can contribute varies from person to person. Knowing that you are useful to the community you live in is thought to be a factor contributing to your attachment to the community.
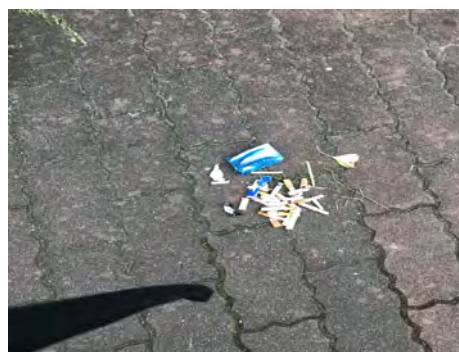
Among various community activities, litter cleanup allows people to see immediate results, and it is an activity that anyone can participate in. Besides keeping the city clean, litter cleanup has the following purposes:

- protecting the nature (rivers, animals, plants, etc.) from pollution
- collecting recyclable resources
- discouraging those who litter by showing them how it is to pick up the litter
- organizing a social gathering for people who are interested in litter cleanup

Particularly, regarding community cleanups, there is a famous theory called the "Theory of Broken Windows." It is a theory based on environmental criminology, and it states that thoroughly cracking down on minor crimes can deter other crimes, including violent ones. Criminologists George Kelling and James Wilson published the theory in the "*Atlantic Monthly*" magazine in 1982. The logic behind the theory is that "if a window in a building is broken and is left unrepaired, it signals that no one cares, and all the rest of the windows will soon be broken." Kelling and Wilson use this logic with regard to crimes, but it may also apply to community development. Tokyo Disneyland and Tokyo DisneySea succeeded in improving the manners of employees as well as visitors by frequently and generously conducting refurbishment works. Based on this idea, litter cleanup activities may become an incentive for local residents to become more conscious and may encourage various initiatives. According to the story of a member (NPO Uminomori – Yamanomori), who has been conducting litter cleanup activities for about two years, although some changes can be observed every month, the amount of collected litter does not change in the long run. When we were picking up litter around town, we were able to see an immediate decrease in litter, and the town became cleaner, but it did not eliminate

littering itself. Therefore, we were able to visualize changes by gathering data on places where litter was picked up, and the types and amount of litter; and regarding litter that is discarded in a specific way, hold discussions about prevention and how to resolve it.

There was a place in Idoigaya where numerous cigarette butts were thrown away at a large intersection. Because the waiting time at the intersection is longer than elsewhere, we assume that people smoked and discarded cigarette butts right at the

intersection. With this in mind, we (with Kokoro Obata in charge) are trying to get an approval for the development and installation of ashtrays that are resistant to wind and rain, which will be placed at the side of an intersection without getting in the way of pedestrians.

Vast amounts of litter, consisting of old batteries, are discarded around Sugita, compared to other areas, which is a unique situation. We surmised that people were having difficulties because they did not know where and when to dispose of old batteries. With this in mind, we (with Rei Nakayama in charge) researched a system for sorting and disposing of waste consisting of small household appliances and created leaflets and a website to provide information regarding proper disposal of this type of waste. We conducted PR activities in cooperation with stores in shopping districts.

Thus, an individual activity will not necessarily yield immediate results, so it is necessary to check the progress continuously; however, conducting a "litter cleanup,"

5 / 9

"collecting data," and holding a "meeting for discussing countermeasures" within a single day will not only make the town cleaner as a result of the cleanups, but it will also increase awareness of the issues facing the town. **By wondering whether there is something useful we can do for the area that we live in, we personally experienced how we grew more attached to it.**

Unable to stay indifferent to seeing large

amounts of cigarette litter

Developed by middle-school students

Resistant to wind and rain

Ashtray made of polymer resin

(3) How to realize it.

Describe the process and milestones, etc.

The project is carried out by middle-school students in cooperation with the Yokohama Minami Team of NPO Greenbird, NPO Uminomori – Yamanomori, Taiyo Jyuken Co., Ltd., and ICT specialists in developing databases and applications.

Necessary Resources (e.g., human resources, materials, funding)

- Tools necessary for litter cleanup (e.g., garbage bags, work gloves, tongs) were borrowed from Yokohama Minami Team of NPO Greenbird.

- NPO Uminomori – Yamanomori helped us with tools and know-how for measuring the weight of collected litter. Measurements are conducted using a standardized method.

- Regarding the visualization of data on collected litter, we are consulting ICT specialists (person in charge: Sekiguchi Daigoro) in developing applications and data.

- Tayo Jyuken Co., Ltd. (headquartered in Ikigaya, Minami-ku, Yokohama-shi) provides places for meetings.

Leading up to the realization of the idea

Process and Milestones

Using regular cleanups as an opportunity to collect data on litter and to create a community with civic cooperation is a simple idea that can be implemented continuously and with relative ease. Cleanups are conducted monthly at three locations, with each lasting for approximately an hour.

It is essential to have an ICT mechanism that will inform new participants and those who joined in the middle of the project about activities that have been carried out so far, thereby making it easy for them to participate. We will store and share records using a free web-based mapping service. (see figure on the right)

Standard Process of Regular Cleanups

・Deciding the area of the cleanup

・Deciding on a meeting place

・Preparation of tools necessary for the cleanup

・Learning how to use IT tools

・Informing the participants about the meeting place

The process of fostering participants' civic pride

Participation in regular cleanups

↓

Data collection and gaining understanding of local issues at the end of the cleanup

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Holding a meeting to discuss countermeasures

It is possible to find out what you can do to help the community

↓

Fostering a sense of civic pride