

Everyone's considering the Environment

Eco-Town Edogawa

Dangerous situations and the movement of residents

Edogawa city is located between two large rivers and is also located close to Tokyo bay. There are many small rivers running in several directions linking water and greenery in Edogawa city. This network of rivers and greenery makes Edogawa city cooler than other cities in the summer. Edogawa city is protected from the heat of summer (the Urban Heat Island) by its location near to water. On the other hand, this situation results in residents possibly being in a dangerous situation due to the impact of global warming. So we are going to start to introduce a variety of activities to keep residents safe in the future. It is time for all the residents of Edogawa city to start an ecologically aware life style.



The spirits of residents

We have a history of fighting bad environment situations. In 1970, we started big movement to make a better environmental situation under the slogan “We can make and keep Edogawa city beautiful by ourselves”. When we initially started each and every environmental movement, we considered a wide range of environmental initiatives to make our city beautiful. And changing the environmental awareness of residents for the better is also one of our aims too. We are doing many things to fight global warming these days.

Be the NO.1 with “Mottainai”

Do you know a Japanese word “Mottainai”? In 2006, we started a big movement named “Mottainai Undou”. “Mottainai” means not to waste anything. So when we do something to decrease the carbon dioxide emissions, “Mottainai” is very important keyword. Recently, “Mottainai” was made famous by Wangari Muta Maathai from Kenya. All residents and companies in Edogawa city have started ecological activities now. Edogawa city will be the NO.1 Eco-Town in Japan someday.