

Strategic Green Infrastructure Promotion Project through Public-Private Partnership in Moriya City, Ibaraki Pref.—Moriya ver. Green Infrastructure Initiative

The city of Moriya values nature. This is because we hope to leave our future successors the wonderful environment that our predecessors left us.

We have begun efforts to promote green infrastructure, incorporating the blessings of nature, which is Moriya's most valued asset, into our daily lives to create a sustainable and prosperous city.

Photo: Moriya Wild Birds Path
(Courtesy of Moriya Wild Birds Path Nature Park)



< Basic Philosophy >

The area has good accessibility from central Tokyo, yet the many remaining satoyama nature within the city are utilized as the community capital.



Location of Initiative



- Initiatives throughout Moriya City, Ibaraki Pref.
- Moriya city is 30 km from central Tokyo, about 30 min. by train, an easy commute to Tokyo.

Regional Challenges and Objectives

- The city aims to solve the issues such as “aging residents,” “improving the environment for raising children,” and “strengthening inter-city competitiveness” by utilizing the nature of satoyama as green infrastructure and promoting the development of an attractive community.
- The concepts of “private capital utilization” and “ICT technology utilization” are also included.
- We are strategically introducing green infrastructure on a municipal scale, aiming to solve issues and improve the appeal while positioning green infrastructure in administrative plans and introducing it into projects.



- Signed a comprehensive public-private partnership agreement with Fukuyama Consultants Co., Ltd. for the strategic use of GI in urban development.

Details of Initiative

- The Moriya version of the Green Infrastructure initiative was launched in November 2017 with the signing of the comprehensive cooperation agreement for public-private partnerships by Moriya City and Fukuyama Consultant Co., Ltd.
- The Moriya Green Infrastructure Promotion Council, a public-private consortium comprised of the City of Moriya and private companies, plays a central role in this initiative. We aim to launch a series of projects based on green infrastructure principles in the city through public-private partnerships.
- We are working on several initiatives such as the “Moriya Green Beer Business,” the “MLIT Smart City Model Project (GI x Smart City),” the Toneyawa River Inatou Regulating Pond Upper Utilization Project,” the “Moriya Station East Exit Open Space Development Project,” and others. While devising ways to disseminate information that will attract the interest of all citizens, we are working on projects that will be more exciting and appealing than the conventional infrastructure development.

Enhancing Urban Attraction
Increase resident satisfaction
Increase real estate values
and promotion relocation
Administrative management
cost reduction
Strengthening communities
ESG investment and
attracting businesses

Moriya City's Ultimate Goal
Connecting the richness of
nature to the generations of our
children and grandchildren

SUSTAINABLE DEVELOPMENT GOALS
17 Goals to Transform Our World

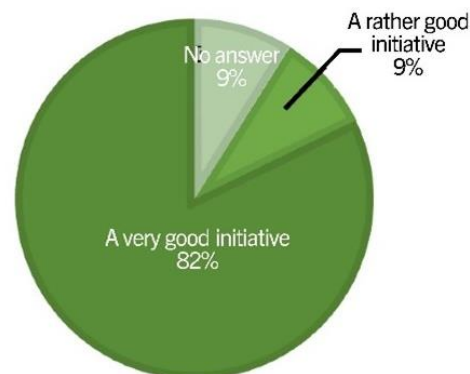
- Short- to medium-term aim
- Long-term aim
- Moriya Version of Green Infrastructure Aims to Resolve Local Issues



- Formed projects around the Council. Aiming for initiatives that lead to economic development without relying on public budgets

Effects of Initiative

- The results of the face-to-face survey showed that the Moriya ver. of Green Infrastructure is supported by more than 90% of its citizens.
- The city is becoming more aware of the importance of green infrastructure and is working to position it in related administrative plans.
- Going forward, we will continue to reflect the concept of green infrastructure in individual projects within the city.



- Face-to-face survey results from the workshop showed that more than 90% of citizens supported the initiative as a good factor.