"Expo Money" and "2R": Advancing the Green Consumer with Two Green Maps

NAGOYA

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Background: Creative Collaboration between the Municipality and Green Consumer Groups

Following Japan's Aichi EXPO 2005, the Osu Green Map project was collaboratively created. There are two major ongoing eco-movements throughout Aichi prefecture related to the World Fair's theme of "Nature's Wisdom", one being "Green Map", and the other "Expo Eco Money". Eco Money is a point-based reward system for green activities such as bringing your own shopping bags. The Nagoya Municipal Office adopted the idea of creating a Green Map in the Osu shopping

district. This lively area has a wide variety of stores, cafes and public spaces, including two new reward redemption counters for Eco Money points, which can be traded in for useful eco-products or trees planted in a CO2 reduction program.

Mapmaking started by strolling the Osu area looking for natural materials, repair shops and stores that sell items that are reused or recycled or in bulk, by weight. The team indicated these stores on the map using Green Map's universal



Osu's lively shopping district

iconography and newly created "Nagoya brand" icons. They also designed a program that rewarded shoppers frequenting these green stores with stamps that could be exchanged for Expo Eco Money.

Osu Eco Map (2007)



Nagoya brand's original icons are paired with Green Map Icons





Impacts: Inspire College Students to Create **Award-winning 2R Green Map and New Model**

Oshar-eco Sakae 2R Map (2007) Stylish ("oshare") and "eco" combined

Osu Eco Map's success is largely due to the concept brought together by the municipality, non-profit organization, and the local business association. The project also gained attention by the media as a ecoactivity collaboration model for local business associations.

Moreover, the map's success and workshops provided local college students with inspiration to create the award winning "2R map" for the city's main shopping district,

'Bring your own bottle' is filled wih tea at

Sakae. The students selected businesses based on the 2R concept such as a tea house where Japanese tea is served to bottles brought in by customers instead of disposable plastic bottles. The map was designed to attract young generation and named as "Oshar-eco Sakae 2R Map." (Oshare refers to being stylish in Japanese) The map won an award at ECOCON 2007, the national eco-activity contest among college students.

Field research presentation





