

B-1 EXAMPLE OF EFFECTIVE USE OF A GOOD WATERSIDE ENVIRONMENT

There is no sea, but there is the river! River-Rich Prefecture of Saitama

From the restoration of river to
“Next-river restoration” & “SAITAMA River Supporters Project”

—Conservation & symbiosis of rivers, and sustainable utilization of river spaces in cooperation with private sectors —

Background

Growing needs for river restoration

A river whose water quality is deteriorating due to rapid urbanization



Rivers where flood control is prioritized and the thrown away garbage are neglected



There are two rivers with water quality that ranks among the top worst 5 in Japan.

FY	Rank	District / name of river (name of river system)	Prefecture	BOD (mg/L)	
				Average	75 %value
2008	1	Kanto / Ayase river (Tone river system)	Saitama, Tokyo	3.9	4.5
	2	Kinki / Yamato river (Yamato river system)	Osaka, Nara	3.7	3.7
	3	Kinki / Ina river (Yodo river system)	Osaka, Hyogo	3.6	4.6
	4	Kanto / Naka river (Tone river system)	Saitama, Tokyo	3.6	4.3
	5	Kanto / Tsurumi river (Tsurumi river system)	Kanagawa	3.2	3.9
2007	1	Kinki / Yamato river (Yamato river system)	Osaka, Nara	4.7	5.5
	2	Kanto / Ayase river (Tone river system)	Saitama, Tokyo	4.2	4.6
	3	Kanto / Naka river (Tone river system)	Saitama, Tokyo	3.8	3.9
	4	Kanto / Tsurumi river (Tsurumi river system)	Kanagawa	3.6	5.5
	5	Kinki / Ina river (Yodo river system)	Osaka, Hyogo	3.3	3.9

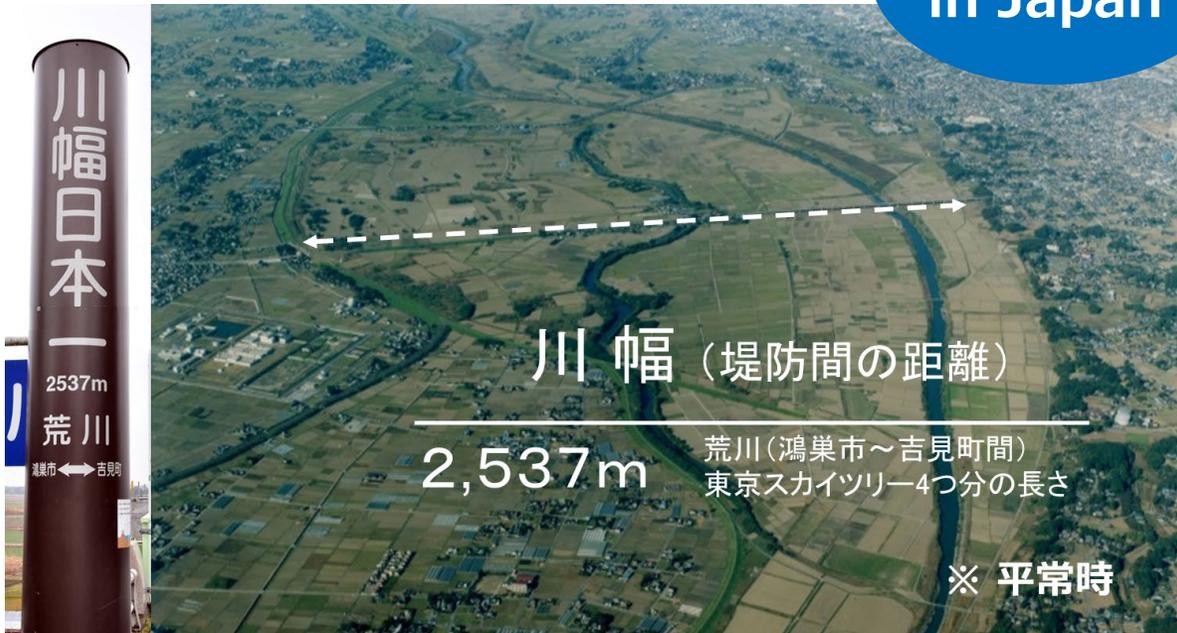
Source : Ministry of Land, Infrastructure, Transport and Tourism

Background

Actually, Saitama Prefecture has high potential of river

The Arakawa River is the widest in Japan

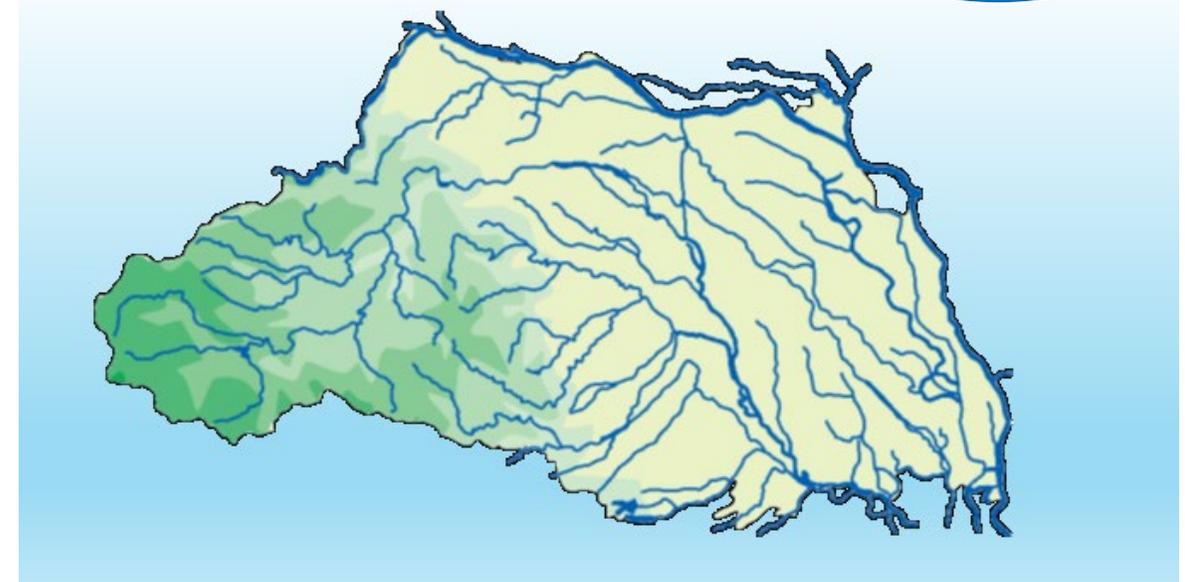
The widest
in Japan



River width (Distance between dikes) of Arakawa river is 2,537 m. *in normal times

The ratio of the river area to the prefectural land is 3.9%

2nd place
nationwide



Former history of "River restoration"

Starting in 2008, "River Restoration" was launched as a Saitama government-wide project.

Hop
① create a mood for public opinion

From FY 2008

Certainly improved
100 waterfront had been improved in 4 years
"Riverside Revitalization 100 Plan"

Became a movement involving the citizen.

Support for the "River Country Cheering Team"

Issuance of "Kawa no Kuni love Prefectural Bonds"

Step
② expansion and dissemination

From FY 2012

Development of 17 rivers from upstream to downstream
"Whole River Restoration Project"

Development of 28 bases in cooperation with tourism
"River-Rich Prefecture of Saitama Lively Project"

The number of riverside used for commercial purposes is the largest in Japan.

Open river space: 16 places
"Waterside Space Thorough Utilization Project"

(continue)

(~ FY 2015)

Jump
③ further development

From FY 2021

Promotion of Saitama version SDGs
Selected as an SDGs Future City (May 2021)



Next-river restoration
"Business venture challenge at the waterside"

SAITAMA River Supporters Project
"River Supporters"

New initiative “Next-river restoration” & “River Supporters”

Custom-made waterfront design

Revitalization of activities of companies, individuals and organizations



A virtuous circle where people love the river, raise awareness of protecting and nurturing it, and people gather in attractive waterfront spaces.

Feature and Benefit of “Next-river restoration” & “River Supporters”

Participation of Diverse Entities ~Companies/Organizations/Citizens~

Public-private partnership/
Business-to-business exchange



Collaborative Activities of
Diverse Entities



Responding to social changes ~COVID-19 pandemic/DX~

Growing interest in outdoor work



Use of SNS for information
dissemination



Portal site / LINE

Creation of regional development and prosperity

Sustainability Guarantee
/Management Perspective

The first Starbucks on the riverbed



Cooperation with private business
operators from the planning stage



Fostering environmental awareness

Valuable open space / familiar
nature in urban areas

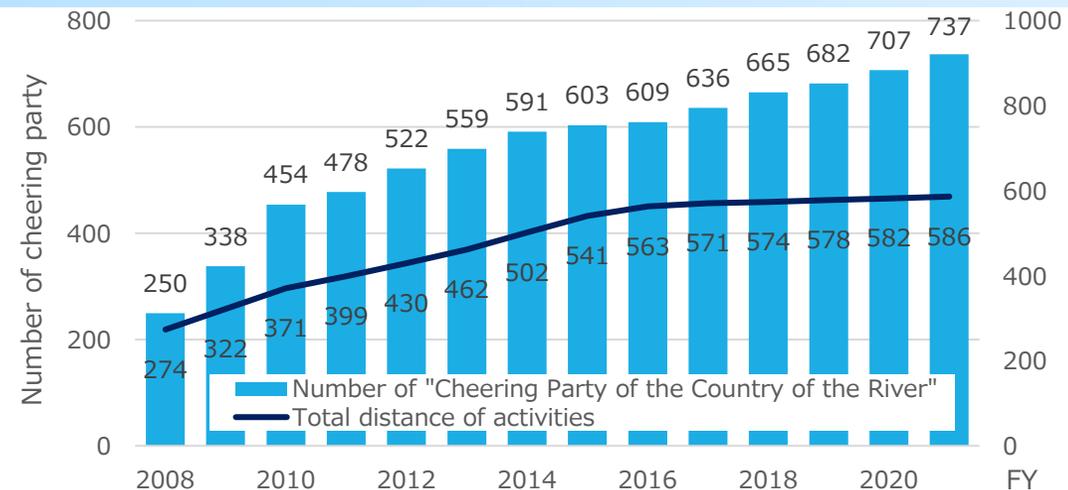
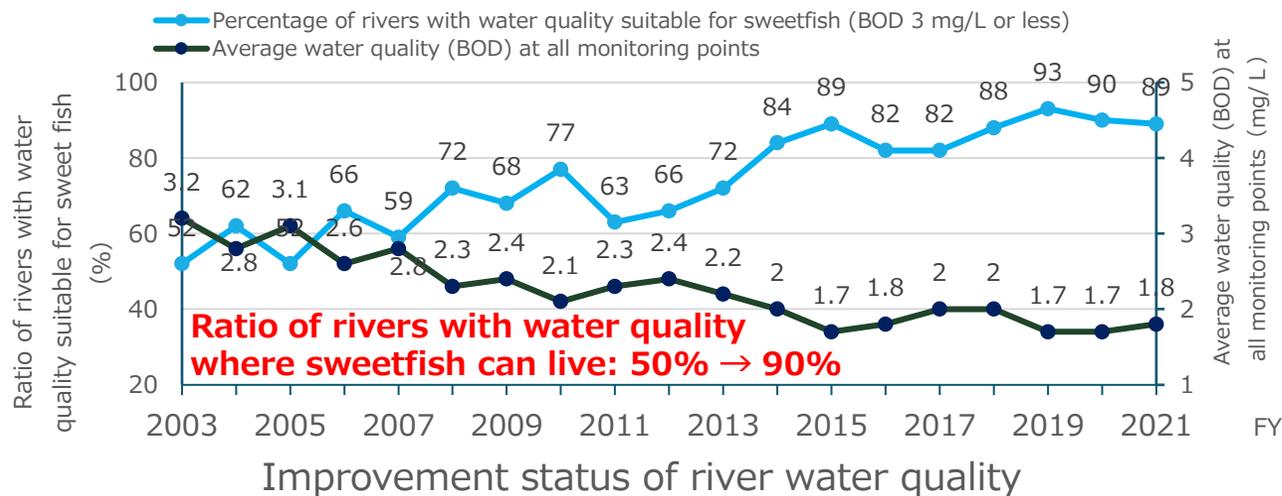


Place for environmental learning



Achievements

Results of water quality improvement and local activities through “river restoration”



Number of “SAITAMA RIVER SUPPORTERS” and Total distance of activities

Achievement of “River Supporters”

Number of supporter (As of August, 2022)	
Individual supporter	5,770 persons
Cooperate supporter	277 companies
Group supporter (SAITAMA RIVER SUPPORTERS)	753 groups

Number of matching achievements between companies (FY 2021) : 51

Good practice of “River Supporters” matching



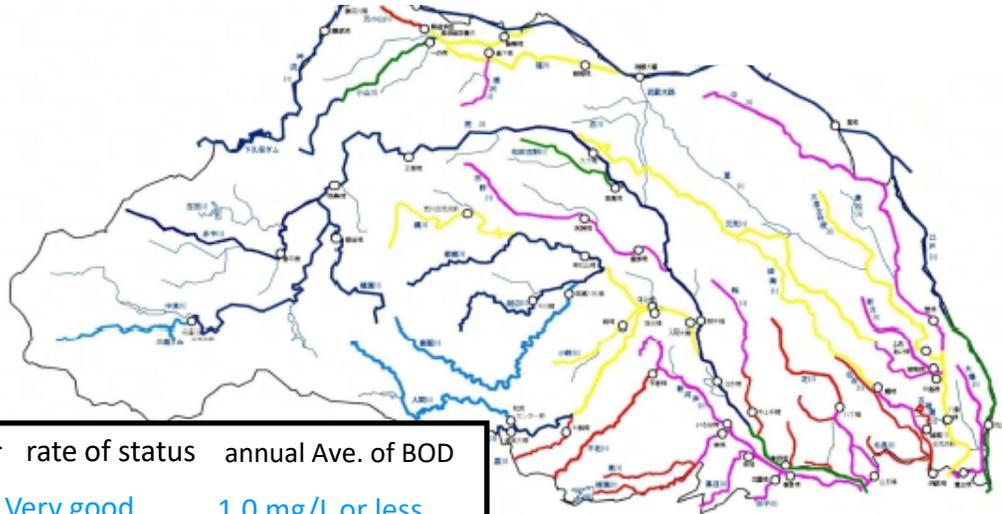
Achievements

Water quality improvement by “River restoration”

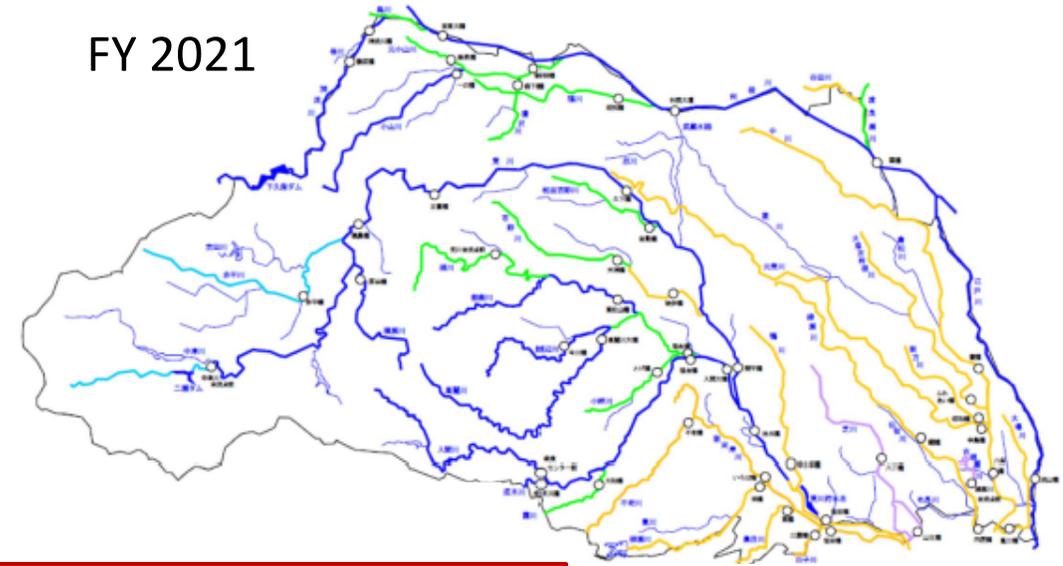
Designation status of river water quality types in Saitama Prefecture

- West part of Saitama Prefecture (Chichibu area) is relatively has good water quality (less than 2 mg-BOD/L).
- Southeast part of Saitama Prefecture (downstream of river) is very polluted (more than 10 mg-BOD/L).

FY 1990



FY 2021



Environmental standard achievement ratio (BOD based)

- Average of Japan : 94 % (FY 2021)
- Saitama Prefecture: 95 % (FY 2021)
(FYI, 100 % at FY 2016)

A long-term improvement trend can be observed, however continuous efforts are important.

color	rate of status	annual Ave. of BOD
Blue	Very good	1.0 mg/L or less
Dark Blue	good	2.0 mg/L or less
Green	moderate	3.0 mg/L or less
Yellow	little polluted	5.0 mg/L or less
Pink	polluted	10 mg/L or less
Red	very polluted	10 mg/L or more

Achievements

Achievement of Open river space (Waterside Space Thorough Utilization Project)

Tourist arrivals increased by 340,000

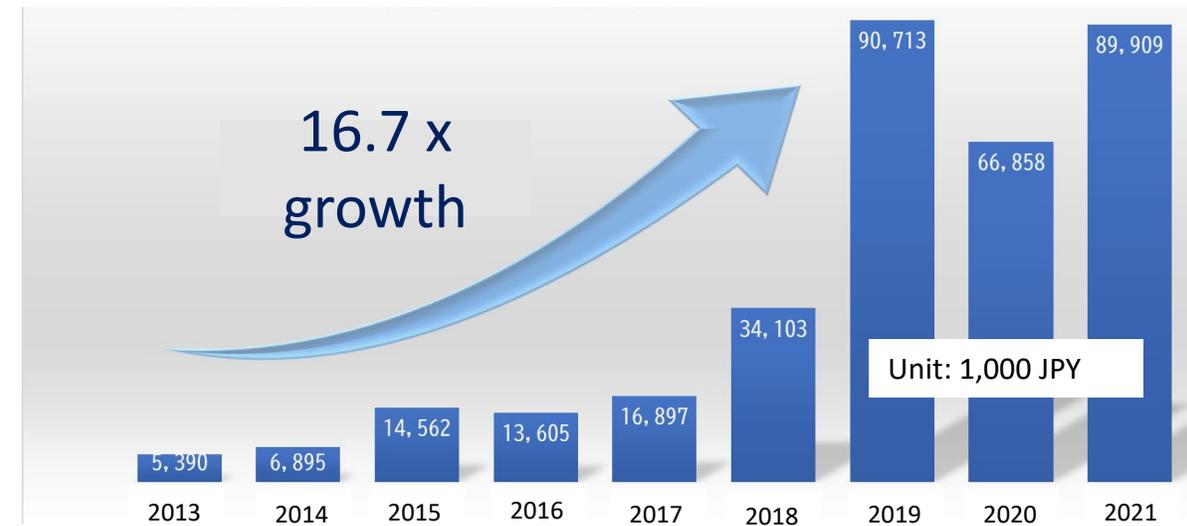
Annual sales: 90 million yen

“Waterside Space Thorough Utilization Project”
Number of facilities and number of tourist arrivals
(April to March of FY)



“Waterside Space Thorough Utilization Project”
Annual facility sales (April to March of FY)

* Total sales of 11 facilities excluding 3 facilities whose operating sales are not disclosed



Achievements

New employment and increasing the profit

Iruma River (Sayama City)

Japan's first Starbucks coffee shop on the riverbed has opened.

Number of visitors: 240,000 people / year

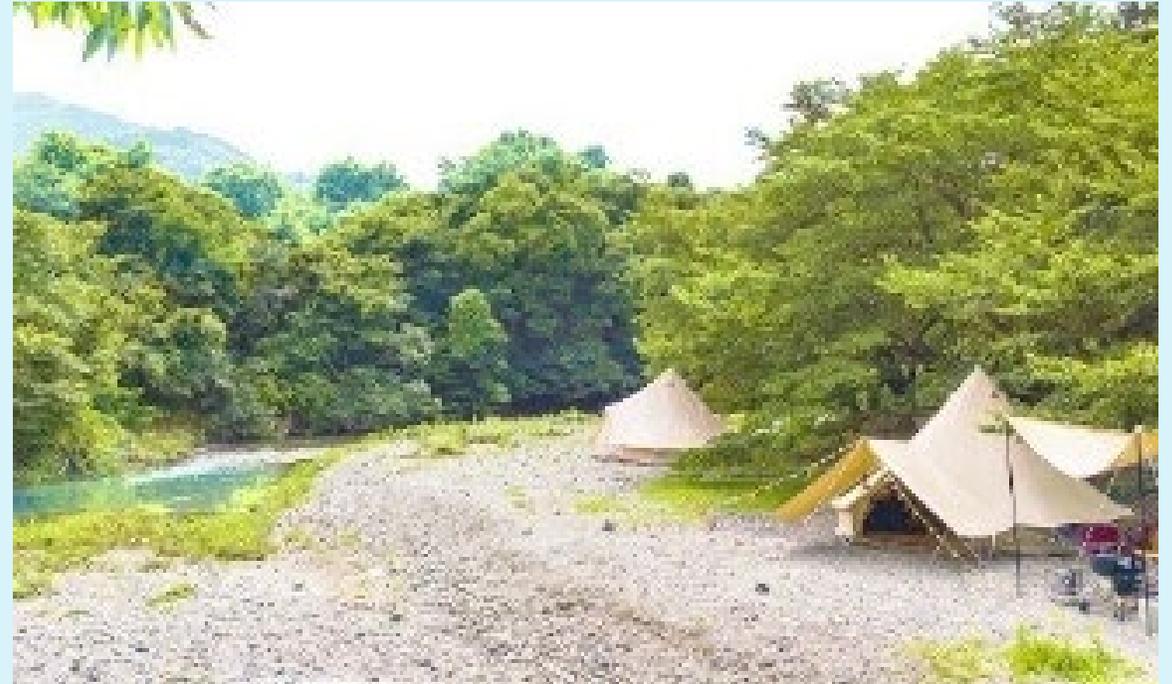
5th sales in Kanto area of Japan (As of May 2021)



Toki River (Tokigawa town)

**A special space like a private riverbed
Popular glamping sites**

Saturdays and Sundays are fully booked,
Celebrities also visit incognito.



Further development: Increase the river lovers

Disseminating the charm of the river to the whole country

Create custom-made attractive waterfronts in various parts of the prefecture and disseminate information about “River-Rich Prefecture of Saitama”, to the whole country

Image of utilization of Koshigaya Lake Town



The city and the private sector conclude an agreement



Raising interest in rivers through various opportunities

Efforts such as “River-cycle” or “River Pup” etc., to get citizens to love the river more.

cleaning/beautification activities in conjunction with riverside activities



“River-cycle”



“River Pup”

Utilization of DX

Create a riverside in virtual space, and hold a live performed by a tourism ambassador. 700 people attended. (Development of new supporters)



Koshigaya Lake Town in virtual space



Further development: Fostering environmental awareness

Marine pollution countermeasures

Preventing marine plastic pollution by picking up garbage from rivers (supporting activity groups)



Contribution to carbon neutrality

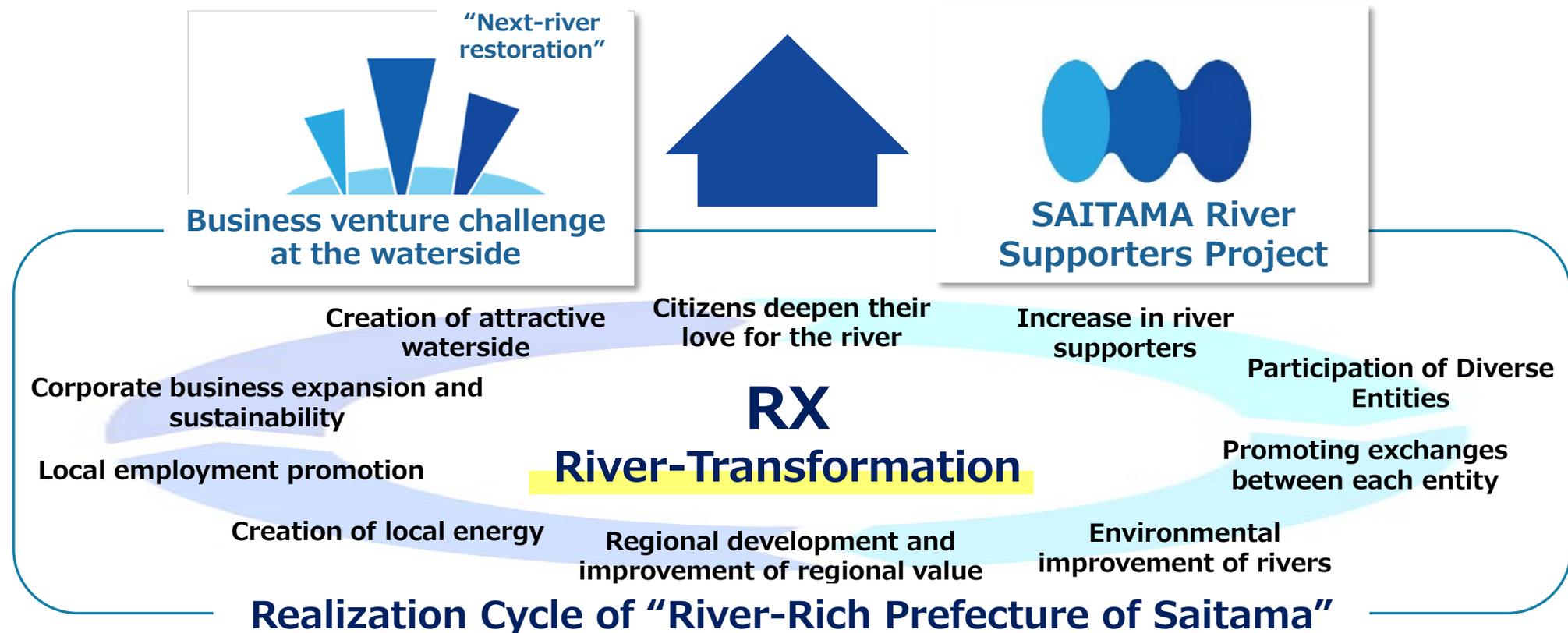
Introduction of small scale hydroelectric power generation utilizing rivers



Realization of a platinum society through symbiosis with rivers

There is no sea, but there **are the best** rivers!

Realizing “River-Rich Prefecture of Saitama” both in name and reality, and passing it on to the next generation



Thank you for listening!



Saitama Prefecture Mascots "Kobaton" and "Saitamatchi"