

May 18th, 2003
Citizen Efforts in Japan: About the Kyoto Green Fund

Kyoto Green Fund, Designated NPO
Director: Keiko Ohnishi

● Timeline:

February 1999	Began considering foundation based on a presentation by the Hokkaido Green Fund
March 2000	Creation of a preparatory group
July 2000	Applied for non-profit organization (NPO) status to the Kyoto Prefectural Government
October 2000	Designated a pilot project (Year 2000) of the Miyako Agenda 21 Forum
November 2000	Awarded non-profit organization (NPO) status, finalized registration Began collecting contributions for the first "Mr. Sun Power Plant" at the Hounen-in Forest Center
December 2000	Official establishment of the NPO Kyoto Green Fund
March 2001	Completion of the first "Mr. Sun Power Plant" at the Hounen-in Forest Center
July 2001	Began soliciting contributions for the second "Mr. Sun Power Plant" (July 1 – 31st) Location for second project chosen
October 2001	Designated project of the METI's Grassroots Alternative Energy Promotion Program
November 2001	Began soliciting contributions for project at Akebo Kindergarten in Fushimi-ku, Kyoto
February 2002	Finished second "Mr. Sun Power Plant" at Akebo Kindergarten.
June 2002	With support from the Kyoto Lion's Club, completed a rainwater storage tank at the Danno Youth Center
October 2002	Began soliciting contributions for third and fourth "Mr. Sun Power Plants" at Seishin Preschool in Jouyou City
December 2002	Designated project of the Kyoto Lion's Club 50th Anniversary Memorial Campaign. Began soliciting suggestions for project sites
February 2003	Completed third and fourth "Mr. Sun Power Plants" at Seishin Preschool Locations chosen for two Lions Club projects
April 2003	Began advising the Kyoto Prefectural Government on citizen-based cooperative power generation

● Basic Framework/Approach

- ① As a way to promote energy efficiency, conservation, and renewable energy, we raise money from groups and individuals that have pledged to voluntarily reduce energy use through efficiency and conservation. That money is added to a foundation that funds alternative energy projects. The amount collected is directly proportional to the energy reduction goal set by members.

The following are ways that individuals can participate:

1. As a member: Monthly contribution of 500 yen (about 4 USD)
2. As a project supporter: A one-time 3000 yen (about 25 USD) contribution to a particular project

3. As a friend of "Mr. Sun": Place a collection box at your home or office. When the box becomes full, it is emptied and used as a donation to the foundation.

As a general rule we do not return money to our contributors. Our aim is to provide one possible way by which people who are concerned about the environment can make a difference. We hope that it also acts as a stimulus to have people think about what they can personally do about the energy problem.

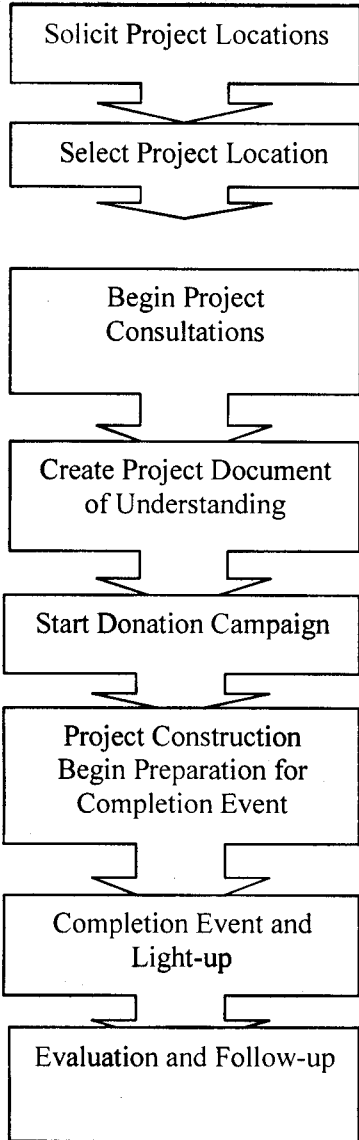
- ② The "Mr. Sun Foundation" makes contributions to projects installing PV panels on public facilities (e.g. preschools, kindergartens, or welfare institutions.) At the moment, it is our policy to provide partials funds to projects.
- ③ The Kyoto Green Fund provides continuing support to those projects so that staff may further develop their knowledge about the environment, as well as that the facilities may serve as centers of environmental education.
- ④ A portion of the funds from generation is returned to KGF to be used on the next project or for activities to promote alternative energy.
- ⑤ We have established an automatic payment support to support our activities. At the moment, we use the Japanese postal system "Toroukin" for automatic (monthly and yearly) payments.

● Future Goals and Challenges:

The main issue we face today is how to get increase our membership. It has been suggested that, rather than focusing exclusively on individual members, we should encourage participation by small businesses by offering them information on energy conservation in return for a contribution to the "Mr. Sun Foundation." We created a study group last year to consider how we might better coordinate our efforts with that of other environmental NPOs in Kyoto as well as with small businesses, but nothing concrete has yet resulted from this effort. We hope that we can slowly but surely increase our membership by continuing on our current course, as people who encounter our activities decide to become members themselves.

Within our organization, two challenges we face are how to stabilize program administration costs and how to find and train staff. It is likely that these are challenges that are common to other NPOs as well.

== "Mr. Sun Power Plant" Project Schedule ==



- ① Project Local Pre-Survey and Technical Assessment
- ② Organization and Social Assessment (Verifying Likelihood of Cooperation)

Verify Person in Charge, Create Cooperative Structure, Hold Explanatory Meetings for Members

- ① Scale and Budget Estimation
- ② Establish Goal and Plan for Contribution Campaign
- ③ Establish Division of Labor
- ④ Create Application for Financial Support

- ① Contact Mass Media
- ② Hold Explanatory Meetings for Related Individuals

Environmental Education Festival

Final Budget
Thanks and Final Report

May, 2003
Kyoto Green Fund