

*Yokohama Waterworks:
Promotion of Tap Water Drinking
and
Public Relation Practices*

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*Masakazu Yoshikawa
Manager of Yokohama Water Promotion
Yokohama Waterworks Bureau*



Why is promotion of tap water necessary ?

① water supply = water rate revenue

down

② accelerating pipeline replacement and anti-quake improvement

up

③ customer's recognition of the tap water

Not only
PR

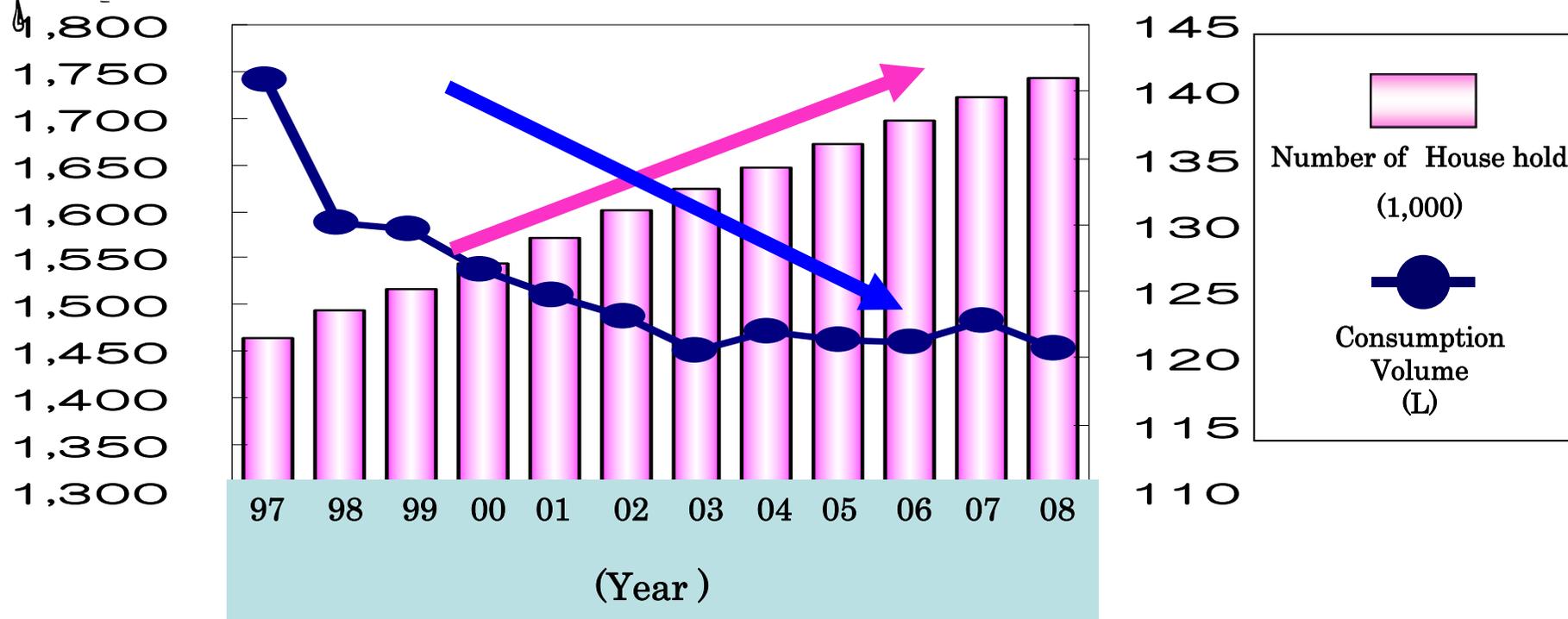


Water sales (Use)
increase

Why is promotion of tap water necessary?

Consumption volume **down** → Income **decrease**

- **domestic use**; Decreasing the number of the household member
Movement of water saving action and spread of water saving equipment
- **business use**; Reduction of the number of the customers because of industrial structure change

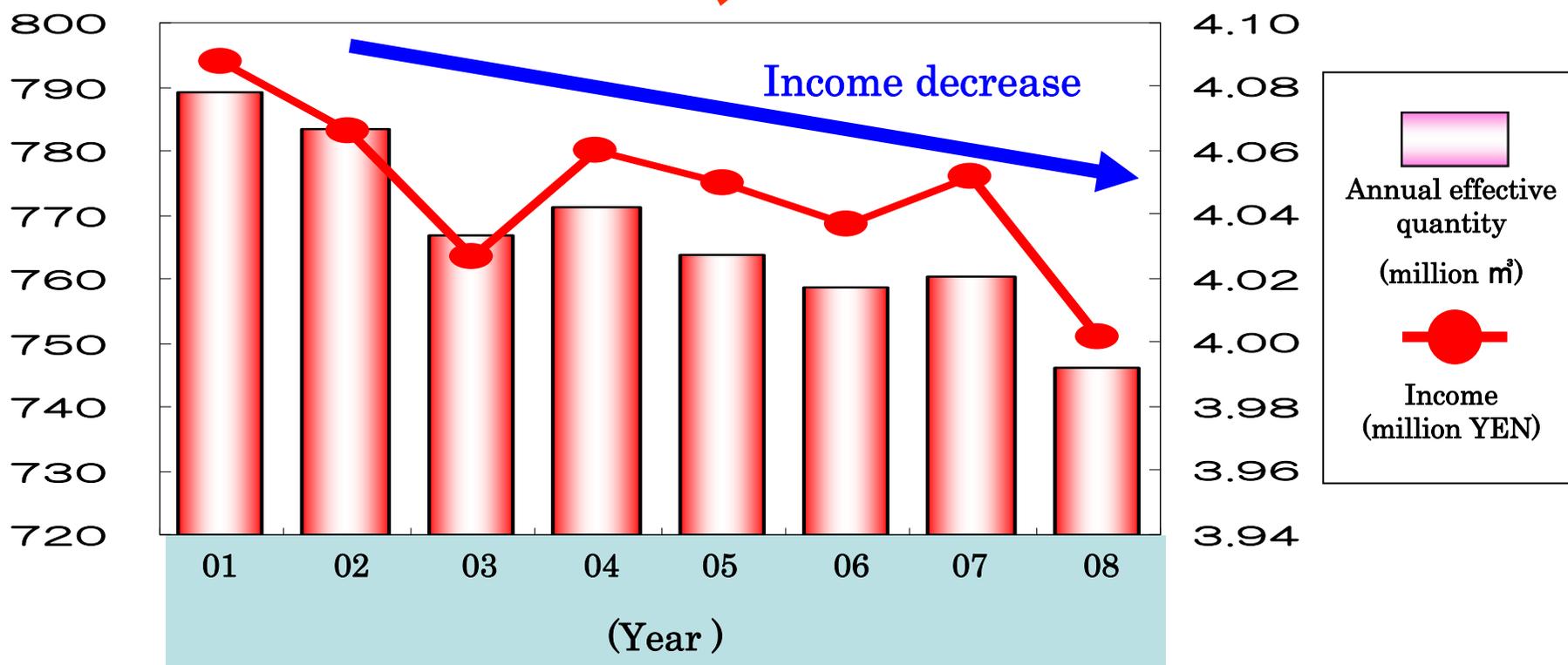


Why is promotion of tap water necessary?

Consumption volume **down** → Income **decrease**



From F.Y.2001, 4.3 billion JPY decrease



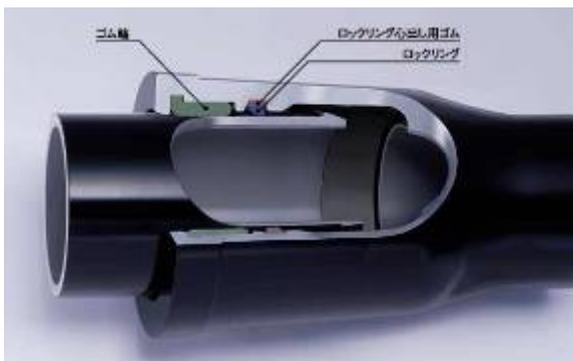
The improvement of the aged pipe

A lot of aged pipes exists.

Earthquake resistance is necessary.

Construction cost

UP

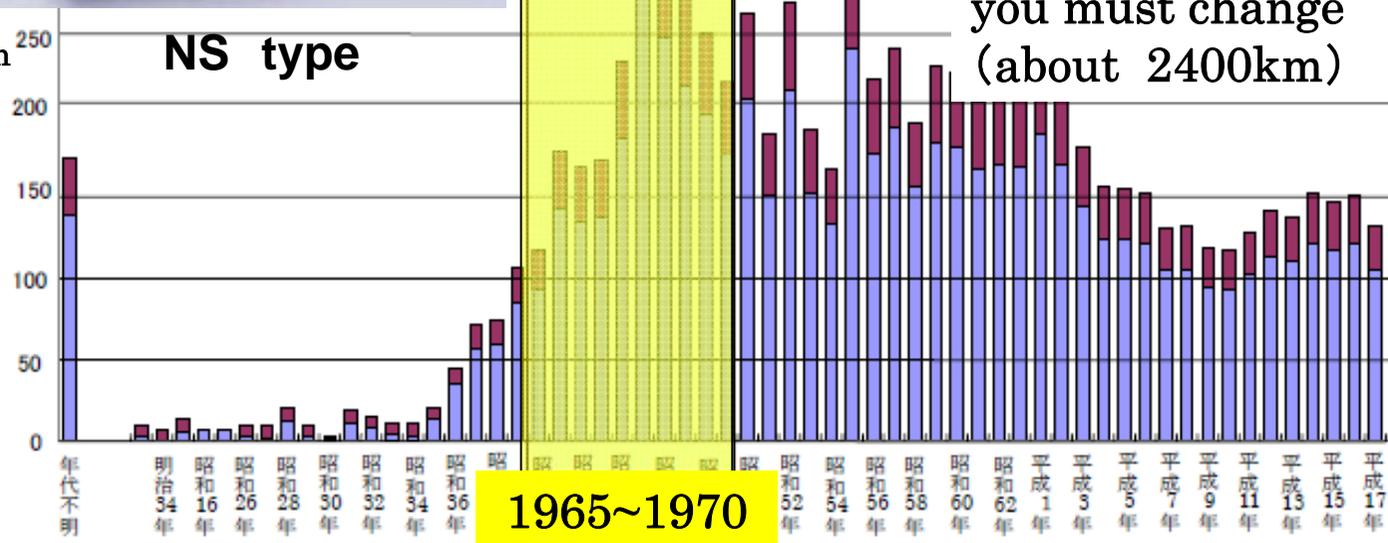


Y2010 update install plan about 103km

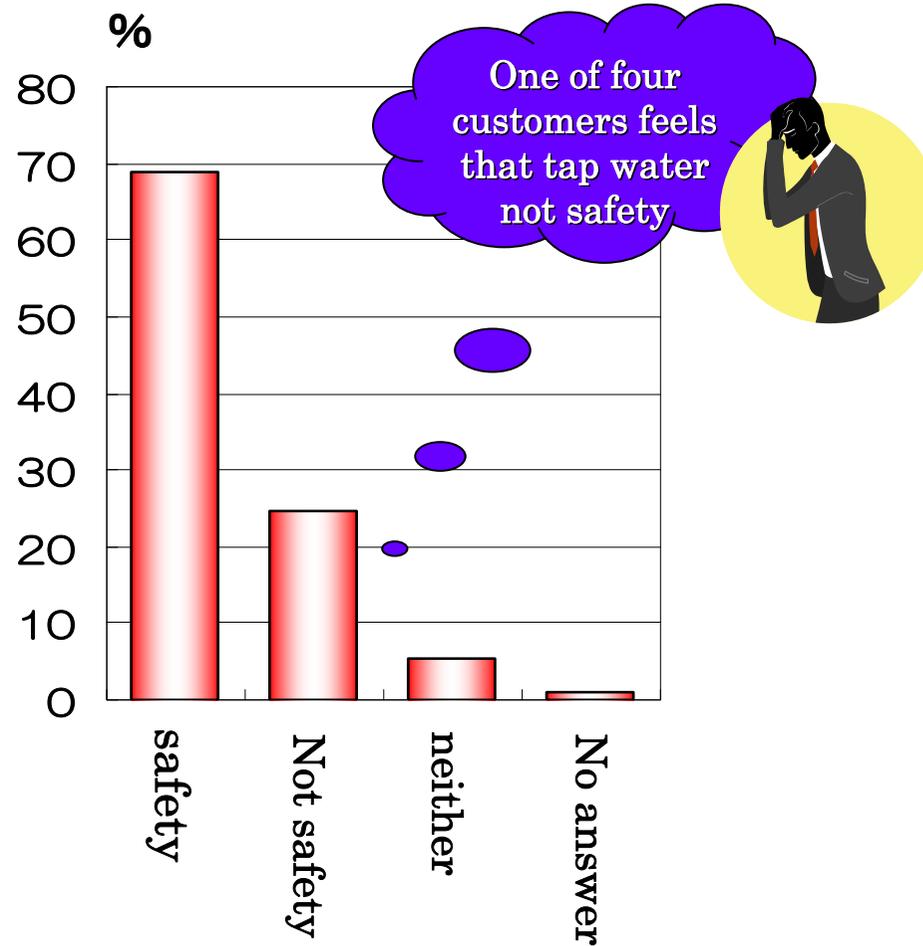
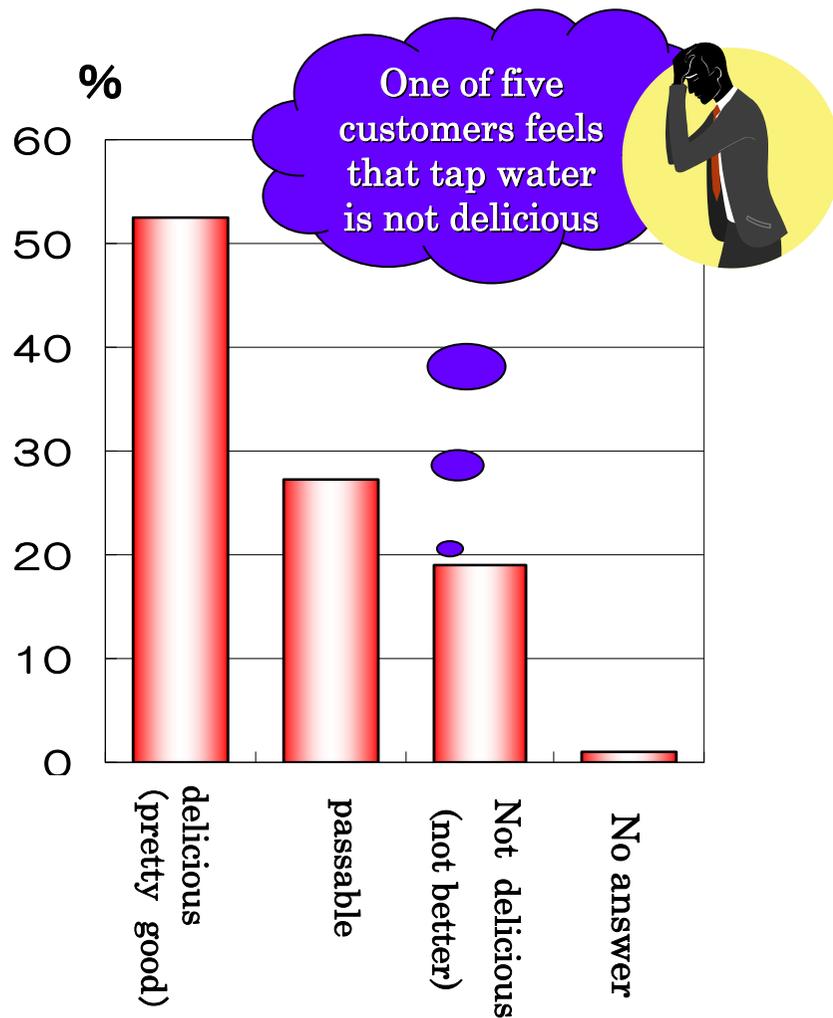
Pipe line Length (km)

NS type

1960's The old pipe which you must change (about 2400km)



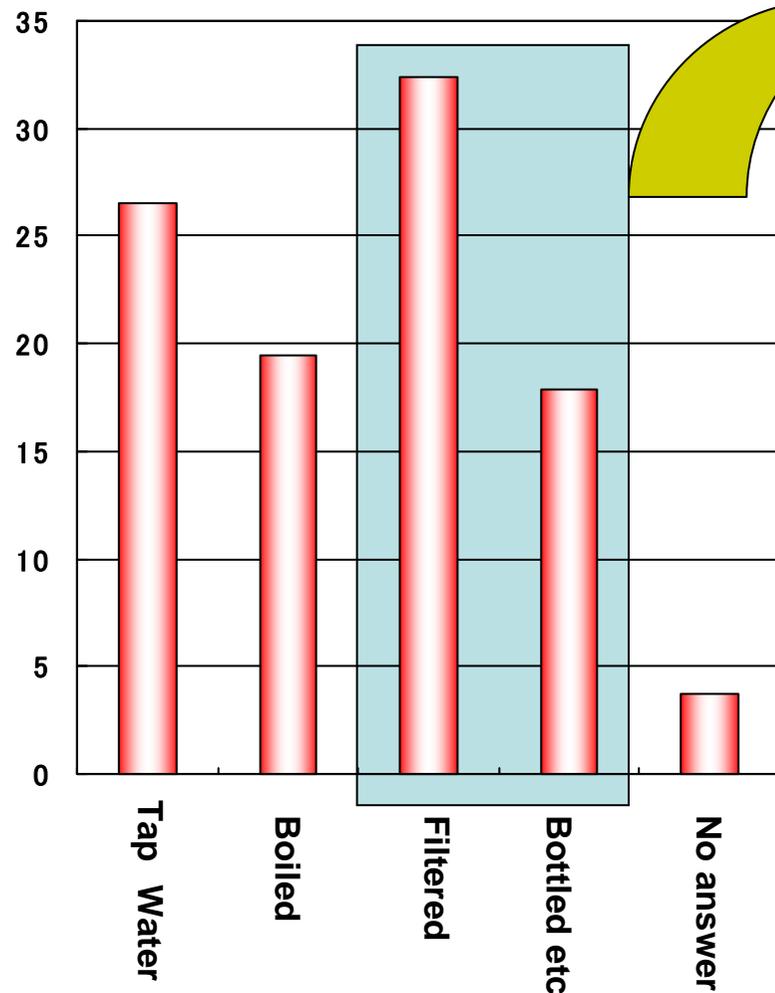
Customer's recognition of the tap water



2008 survey

Customer's recognition of the tap water

“Water” mainly drunk  More than 50% = ~~“tap water”~~



50 percent of the customers drink water other than tap water. That shows customers want to see the evidence of safety of the tap water.

Water promotion from a impending crisis

Water promotion of Yokohama

Three directionalities

I

Promotion to enrich
customers' heart and life

II

Promotion to implement
“The Delicious Yokohama Water
Plan”

The collaboration with
private enterprise,
government, University etc

III

Public relation clearly understandable
to our customers



Water promotion from a impending crisis

Water promotion of Yokohama

Three directionalities

I

II

III

Three policies

Measures that maintain safe and delicious water

Public relations through event and campaign
-sending our message and information through mass media
to appeal to the customers-

Announcing to public

Action plan

In F.Y. 2009, our
activities was
reported 120 times
on the newspapers
etc

Directionality I / Action plan

Target

Promotion to enrich
customers' heart and life

Cool down

Enrich green

Key Word

Relaxation

Friendliness to family budget
and environment

Directionality I / Action plan

Action PLAN

- PR by the event
- "A Yokohama UCHIMIZU" challenge
- Green curtain / Roof planting / Dry mist
- Active implementation of the "water" education
- "My bottle & My cup" campaign
(the cooperation with
Ministry of the Environment / the university) etc



Directionality I / Action plan

“A Yokohama UCHIMIZU “ challenge



“ UCHIMIZU”is Japanese traditional event in the summer to cool down the temperature (the pictures were taken at “China Town”).



Stocked canned- water for natural disaster of cutting at best- before date is used for “Uchimizu”.

Directionality I / Action plan

“My bottle & My cup” campaign



Two university in the city carried out “My bottle & My cup” campaign.

The waterer was set up in the campus and the water was put into the bottles of the students.

Directionality II / Action plan

Target

Promotion to implement
“The Delicious Yokohama Water Plan”

Appeal good
taste of the water

Keep and maintain of
water resources

Support for
international
activities

The collaboration
with private company

Key Word

Directionality II / Action plan

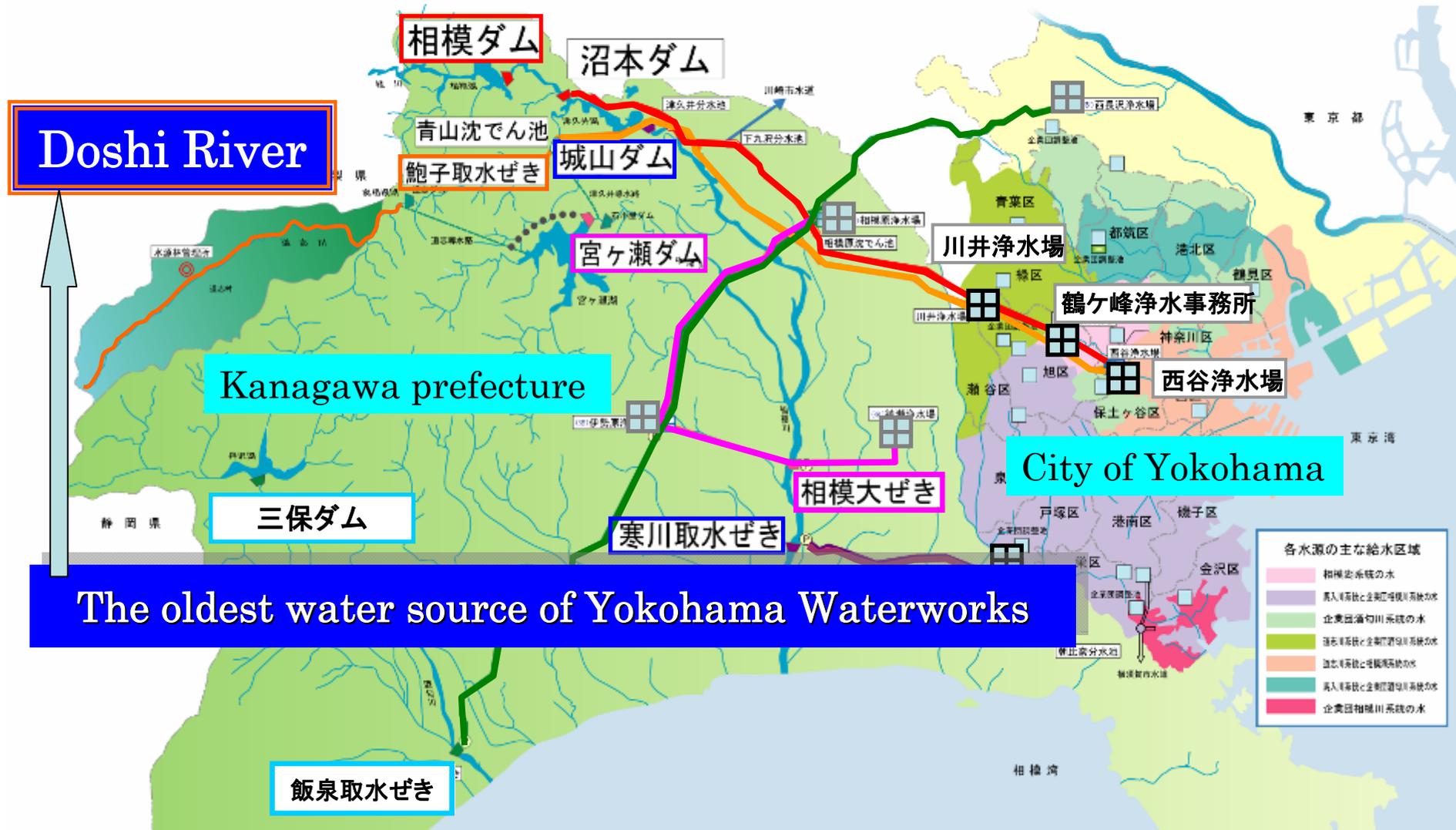
Action PLAN

- Water source forest Eco project
- TAP YOKOHAMA
- Water service system for the buildings without receiving tank by direct connecting
- "Delicious water official approval of Yokohama"
- Support to "Water Aid" (an international NGO)
- Sales promotion of "the official bottled water" of Yokohama
- Public Water supply spot "MIZUNOMIBA"
- "My bottle & My cup" campaign (update) etc



Directionality II / Action plan

Water source forest Eco project (W-eco'P)



The oldest water source of Yokohama Waterworks

Doshi Water Conservation Forest

【面積・種類】

横浜市が保有する道志水源かん養林の面積は、2,873ha(横浜スタジアム約1,097個分
 $2,873\text{ha}=28,730,000\text{m}^2$ 横浜スタジアム=26,200 m^2 $28,730,000/26,200=1096.56$ 個)。これは
 道志村の総面積の36%にあたり、都筑区の面積とほぼ同じです。

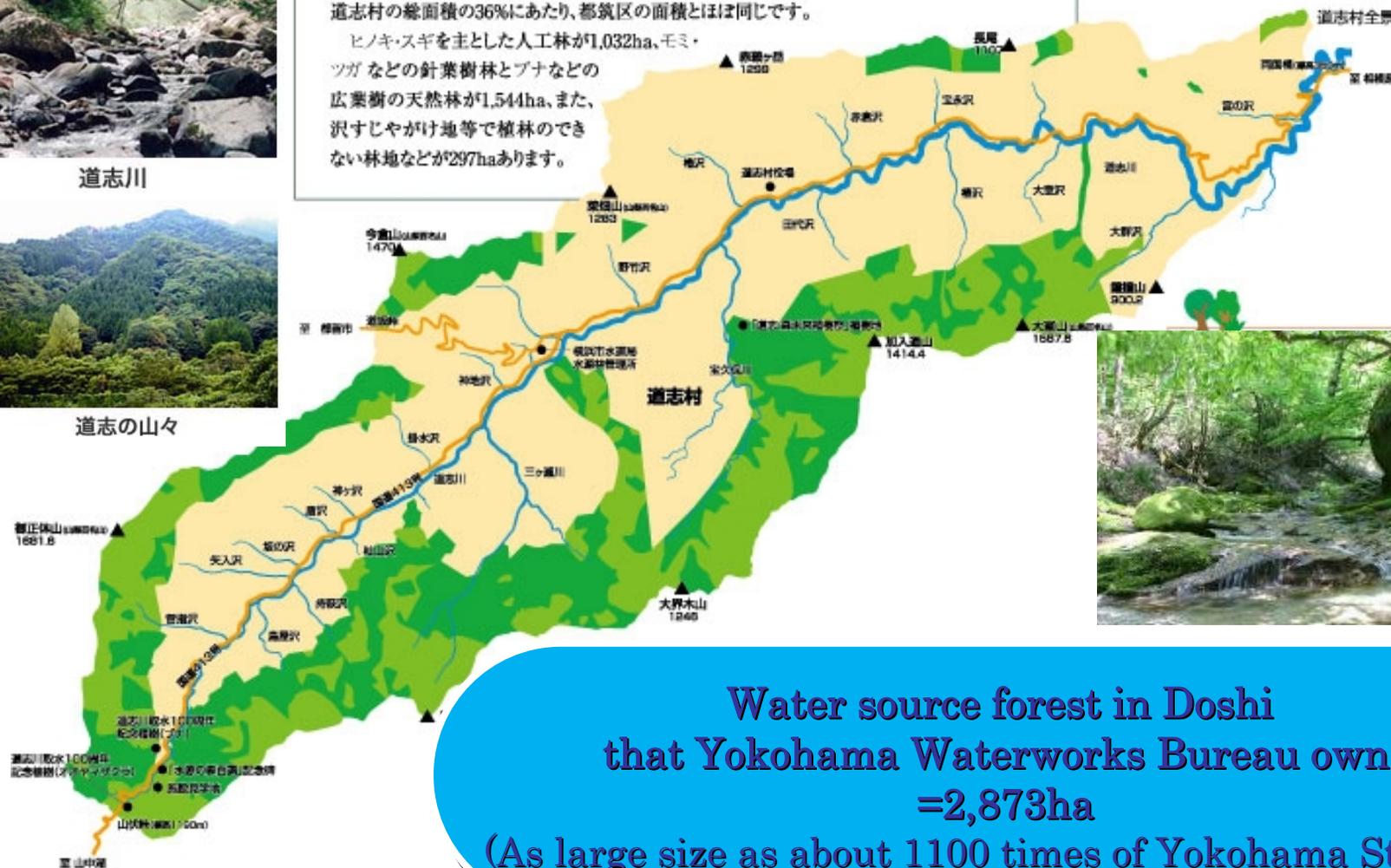
ヒノキ・スギを主とした人工林が1,032ha、モミ・
 ツガなどの針葉樹林とブナなどの
 広葉樹の天然林が1,544ha、また、
 沢すじやがけ地等で植林のでき
 ない林地などが297haあります。



道志川



道志の山々



Water source forest in Doshi
 that Yokohama Waterworks Bureau owns
 =2,873ha
 (As large size as about 1100 times of Yokohama Stadium)

Directionality II / Action plan



We maintain our forest in the collaboration with the private companies.

Directionality II / Action plan

TAP YOKOHAMA

○Yokohama Waterworks Bureau has implemented the "TAP YOKOHAMA" activity in collaboration with Japan Committee for UNICEF and Junior Chamber International Japan.

○The purpose of the campaign

- 1.To appeal the importance of water to our customer
- 2.To support activities of countries struggling with water problem

○The fundraising through this campaign is donated to Republic of Madagascar in Africa.

<Total amount of the fundraising>

2009: 4,504,817 JPY (54,060USD)

2010: 1,094,430 JPY (13,130USD)

(1JPY = 0.012USD / December 2010)



Water circumstances of the world



- 125million children of less than five- year- old cannot access safe water around the world.
- About 88% of those who died of diarrhea is caused by non-safe water.
- Everyday more than 3,800 children of less than five-year-old die of diarrhea.

Participation to “TAP YOKOHAMA”

Reading the card on the table at the restaurant.
Understanding the purpose of “TAP YOKOHAMA”.



If you agree it, you will raise a fund for the restaurant's water service.

You put donation on the table card or into the fundraising box.



A child can drink clean water for forty days by 100 JPY(1.2 USD).

Directionality II / Action plan

Water service system for the buildings without receiving tank by direct connecting



We connected distribution pipe directly to the water service installation of the building up to the less than fifth floors.

We gave priority to junior high schools and elementary schools for improvement like this. Students can enjoy cool and delicious tap water from tap.

These activities make our water become more trustworthy for our customers.

Directionality II / Action plan

Public water supply spot “MIZUNOMIBA”



Water supply spot“MIZUNOMIBA”Image

It is scheduled to set public water supply spot “MIZUNOMIBA” around the city.

This policy is proposed by young YWWB staffs.

“MIZUNOMIBA” is the symbol of delicious Yokohama water.

The citizens and visitor can enjoy Yokohama water.

Directionality III/ Action plan

Target

**Public relation clearly understandable
to our customers**

Appropriate
information

An efficient usage
introduction

Key Word

The PR through
All type of mass media is utilized

DirectionalityⅢ / Action plan

Action PLAN

- Making / usage of a PR / the promotional video
- Introducing high quality ,safety and deliciousness of the tap water,a management problem on the web service etc
- Active implementation of the "water" education (update)
- Sales promotion of "the official bottled water"of Yokohama (update)
- Holding of KONKATSU tour
- "Eco DE KONKATSU"

DirectionalityⅢ / Action plan

Making / usage of a PR / the promotional video



Digital signage at Keikyu line's Haneda Airport international terminal station

DirectionalityⅢ / Action plan

Introduce high quality ,safety,deliciousness of the tap water by WEB,"water"education etc



“Water quality paper” has been issued every year since 2004



“kikimizu”, drinking both tap water and bottled water and comparing taste of both water ,is implemented in the“water”education etc. The customers of more than 70% say that tap water is more delicious than bottled water.

<http://www.city.yokohama.jp/me/suidou/os/suidou-suishitsu/suidousui.html>

DirectionalityⅢ / Action plan

“Hamakko-Doshi The Water” The official bottled water of Yokohama

【A symbol of the public information】

PR of taste and the forest protecting water source maintenance of the water of Yokohama

【Environmental contribution】

Supporting civic volunteer activity of the forest protecting water source maintenance activity

【International action support】

Support of the water environment maintenance of Africa

【The consciousness reform of the staff】

Breeding of the business mind



Directionality III / Action plan

“Hamakko-Doshi The Water”

The official bottled water of Yokohama

**Environmental
contribution**

+

**International
action support**



A part of sales → **fundrasing**

Total: About 19,000,000 JPY



Maintaining the water source forest in Doshi



Supporting the water environment in Africa

DirectionalityⅢ / Action plan

Holding of KONKATSU tour

- "Eco DE KONKATSU"



Men and women in the thirties who are a little concern in the water service business visit water source in doshi.

They become interested in water service business, and the importance of water resource.

In addition, they are provided the opportunity of wonderful meeting.



One of the important problems to make our management sustainable is how to deepen our customer's understanding concerning water and promote tap water utilization by public relation about high quality, safety and low price of our water.

Masakazu Yoshikawa
Manager of Yokohama Water Promotion
Yokohama Waterworks Bureau

E-mail: ma00-yoshikawa@city.yokohama.jp

上手に使おう 横浜の水

～健康と豊かな暮らしは蛇口から～