

Project implementation for environmental beautification

An invitation for 530 movement activities

We are encouraging people for 530 environmental beautification movement activities all over the city, a 10 days activity period, including (Zero Garbage Day) on May 30 in spring and (Toyohashi Citizen's Day) on November 11 in autumn.



530 Art Garbage Bags

We are distributing "530 Art Garbage Bags" designed with Toyohashi flowers "azalea" as garbage bags exclusively for 530 movement.



Hosted a major cleanup operation



In front of Toyohashi Station

It is carried out in various places such as in front of Toyohashi Station.

Many people participated, including members of the 530 Movement Environment Council.



Shiokawa Higata



Toyohashi Sports Park

530 Members Recruitment Announcement

The 530 Movement Environment Council is looking for members to participate and cooperate with the activities. The annual fee for corporate body and group membership is 10,000 yen, for individual membership is 500 yen. You can apply from the council office window or thru website.

The beginning of the 530 movement

In 1965, when high economic growth was reached, a nature trail was constructed near Toyohashi City, and while the number of users increased, a large amount of garbage dumped on mountain trail became a problem. Under such circumstances, Mr. Hisao Natsume, chairman of the Toyohashi Mountaineering Club, said, "It is the moral of climbers to bring home their own trash, and it also applies to society in general." With the slogan "Bring home your own trash", we proposed to Toyohashi City to promote the 530 (GomiZero) movement. Toyohashi City accepted the complaint and established the 530 Movement Promotion Liaison Committee (currently: 530 Movement Environment Council), which is a public and private sector partnership, in order to make it a major civic movement throughout the city. And on November 11, 1975, the first 530 movement activity was held all over the city. After that, from the name "GomiZero" it has reach to the suburbs, prefectures, and throughout the country, because anyone, anywhere can work freely on the 530 Movement.



Mr. Hisao Natsume

The 530 movement is an environmental beautification movement that originated in Toyohashi, which is a combination of the number "530" and sound "GomiZero" to eliminate garbage. The purpose is not only to "pick up trash" but also "by picking up trash, we nurture a mind that does not throw away trash".



530 Movement Symbol Mark

It was decided from 287 points collected by national selection in 1975. In order to expand the 530 movement, it is presented with the gesture of picking up and May 30th joint together.



530 Movement Environment Council Office

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GomiZero
Let's aim for 530 town
 You are the lead actor
GomiZero Toyohashi



530 fairy TonTon

530 Movement Environment Council

About 530 Movement Environment Council

In May 2000, the Law for Establishing a Recycling-Oriented Society was enacted, and Toyohashi City also needed to effectively promote measures for the formation of a recycling-oriented society. At that time, there were four environment-related organizations in Toyohashi City with different objectives and initiatives (530 Movement Promotion Liaison Committee・Muro Water Beautification Circle・Toyohashi Energy Conservation Promotion Council・Toyohashi Waste Reduction Promotion Council). Since all the groups agreed that they were aiming to form a recycling-oriented society, they were unified in April 2002 for the purpose of promoting the efforts of each group, and the "530 Movement Environment Council" was launched.



530 Monument

Major projects and goals of the Council

Objectives

- 530 towns that do not put out and do not make garbage
- 530 towns that pick up garbage
- 530 towns that value resources and energy
- 530 towns that perform resource learning

Will work on projects to achieve the goal

Main Projects

- 530 Movement project dissemination and awareness.
- Project related to the development of suppressing the occurrence of garbage.
- Project related to activities for environmental beautification.
- Project related to the development and establishment of energy conservation awareness.
- Project related to environmental education and learning.

530 Movement Project Dissemination and Awareness

Maintenance of 530 signboards



530 Signboards

We maintain and manage 530 signboards installed in various parts of the city.



Short Movie Contest

We recruited video footage that will give an opportunity to think about the environment.

Holding Public Awareness Contest (2014~2018)



Dance Video Contest

We recruited dance videos with the 530 Movement theme song 「Pika Pika ☆ Kirarin」



MANGA Contest

We recruited MANGA (comic book) that will nurture 「A heart that does not throw away garbage」

Project Related to the Development of Suppressing the occurrence of garbage

Hosted 530 Town Environmental Festa



It is held to intensify the understanding of the global environment and waste reduction. Besides Toyohashi City, exhibitions by 530 members and flea markets by Toyohashi citizens will also be held.

Garbage Reduction Promotion Month and Garbage Reduction Campaign

We are appealing for waste reduction by creating and posting posters for awareness.



Awareness Poster

Project related to the development and establishment of energy conservation awareness

In summer and winter, we appeal for conservation of electricity on the street.



Winter power saving awareness

Project related to environmental education and learning

We are conducting environmental education for nursery schools and other facilities so that children who will lead the future can learn about environmental awareness such as "The habit of separating garbage" and "An attitude that doesn't litter".



A play with the participation of kindergarten kids

The content is a play with the participation of the kindergarten kids and an environmental education video for screening.



Environmental education video