Need for social innovation

Reasonable distribution
Procedural design

+Business model
(e.g. local ownership)
+Cascading effects

Climate change
Sustainable development
Biodiversity
Radio-active waste

Global
↑
National

Local environmental risk
Local autonomy
industrial promotion

Environmental sustainability

Cost

Local
↓

Daily       yearly
←→
Century (ies)
Social innovation of community wind in Japan

- Social responsible invest of residents and citizen
  - 400-4000 $ for one unit of invest
  - 1.5-3% of return

- Additions for investors
  - Certification card
  - Meeting of investors
  - Sign of investor on the tower

- Additions for local society
  - Distribution of benefit
    - Direct return through investment
    - Donation from dividend
  - Visitors
    - 300-750 investors for each project
    - 90% of them visit/ will visit the sight.
  - New social network
    - A chance for various type of people to know each other
    - New business chance
Enhanced Public Sphere

Nation wide society

Enhanced acceptance by creating social network

Electric Power Company
- Environmental contribution
- Participation & Sympathy
- Investment Risk⇔Dividend
- Sense of ownership of wind farm

Developer
- Fixed capital tax
- Construction demand
- Economic benefit
- Environmental Impact

Local society
- Local authority
- Constructor
- Residents
- Economic benefit
- Secondary Economic Benefit

Interest community
- Wind farm tour
- Buying goods
- Social network
- Economic benefit

National government
- Reduction of CO2 Emission
- Subsidy
- CO2 Emission Reduction

Electricity Fee
- Economic benefit

Citizen
- Economic benefit
- Local interaction

Residents
- Social network

Enhanced by creating social network

Reduction of Environmental burden

Enhanced by creating social network