

# Evolution of Financing Mechanism from NGO into Corporate Entity for Solar Energy Promotion

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This paper will present the history and evolution of the organization which promotes sustainable solar energy production and distribution within the municipality. The organization started as an NGO which established solar power generation funded by the municipal citizens among others. Accordingly, the NGO transformed into a corporate entity and started calling for donation from all over the Japan for the sustainable management of the solar power.

As of November 2009, 162 solar power generators which approximately generate 1,300kw are running in the Prefecture. Through this initiative, significant amount of greenhouse gas has been reduced. Furthermore, the power generators are used as an environmental educational tool for the school children. This initiative for solar power generation and distribution is effective in showing how the money of individual has been used. The corporation intends to expand to let people realize how and on what purpose the money of individual is used through this initiative.

The corporation plans to diversify the source of the sustainable energy to be dealt with. In order to realize the plan, more knowledge on solar, micro-hydro and resource of the forest is necessary in promoting sustainable energy. Furthermore, the cooperation among various sectors, such as national government, local government, citizens in the municipality and private bank and financial institution is inevitable.



23-27 November • Manila, Philippines