

論 文 要 旨

Thesis Abstract

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主論文題名 (Title) : A Study of Resident-led Micro-Greening Practices and Promotion Strategies in Tokyo			
内容の要旨 (Abstract)			
<p>This study takes “urban residents’ greening behaviors within residential spaces” as a point of entry to systematically examine their potential contributions to improving the urban thermal environment and enhancing residential quality. It clarifies the formation mechanisms of green practices and proposes feasible policy-driven approaches. Tokyo is the primary focus of this study, with cases drawn from Tongzhou in Beijing and Long Island in New York. A mixed-methods strategy was adopted, emphasizing how social attributes, housing conditions, policy awareness, and behavioral psychology collectively influence residents’ participation in greening activities.</p> <p>In Tongzhou, Beijing, greening practices primarily serve functional and aesthetic purposes, with residents tending to grow vegetables and fruits on balconies or in courtyards. On the other hand, residents of Long Island in New York focus more on aesthetic appeal and festive decoration, partially relying on gardening services. Both cases demonstrate that neighborhood relations and cultural customs have a positive impact on greening behaviors.</p> <p>In the three districts of Tokyo—Matsubara, Honjo, and Tsukishima—a total of 320 valid questionnaires were collected. Through statistical analysis, key variables influencing greening behavior were identified. In terms of social attributes, women, older adults, and households with more members exhibited significantly higher levels of greening participation, while education level and income had no significant impact. Regarding housing conditions, residents with property ownership, gardens, larger residential areas, longer residency periods, and those living in detached houses were more likely to participate in greening. In terms of cognition, most residents showed low awareness of relevant policies. Those with prior greening experience were more likely to continue participating. Motivations were largely driven by personal interest, aesthetics, and psychological adjustment, while major obstacles included pest issues, limited space, and lack of time. Each of the three areas displayed distinct influencing factors. Matsubara had the highest participation rate, but further improvements would require a significant reduction in barriers. Honjo had the lowest participation rate, where motivation was the key driving factor, suggesting a need to optimize information strategies and support residents without gardens. Tsukishima exhibited a more balanced set of influencing factors and was therefore suitable for comprehensive interventions.</p> <p>In addition, this study takes Tsukishima as a case to conduct an in-depth analysis of green curtain installation behavior, with a total of 118 valid questionnaires collected. Age and education level were positively correlated with the willingness to install green curtains, while gender, income, and household size showed no significant effects.</p>			

Residents who had gardens or lived in detached houses were more willing to install green curtains, and those living in smaller residences also showed higher willingness. A negative correlation was found between property ownership and willingness to install, suggesting that renters may be more proactive in taking action. Although residents were aware of green curtains, this knowledge did not significantly influence their behavior. Motivations included temperature regulation, aesthetics, and personal interest, while obstacles included pest concerns, reduced lighting, and maintenance difficulties. The study specifically pointed out that removing barriers was the key to enhancing willingness—eliminating each obstacle could significantly increase residents' willingness to install green curtains. At the same time, conventional forms of information dissemination may reinforce residents' concerns.

Based on the above findings, the study puts forward a series of feasible policy recommendations. Drawing on the comparative cases of Beijing and New York, it is recommended that Tokyo promote micro-greening methods such as balcony gardening in high-density areas, emphasizing their practicality and environmental value. In low-density areas, the experience of Long Island can be referenced, combining greening with festive culture to strengthen community identity, and lowering the threshold for participation through outsourced gardening services. At the same time, it is recommended that Tokyo establish a local knowledge-sharing platform to facilitate neighborhood interaction and experience exchange, and to promote the formation of a socially driven urban greening model.

To increase overall greening participation rates, the study proposes six strategies: 1) develop targeted mobilization plans for women, older adults, and households with more members; 2) diversify publicity campaigns to emphasize the environmental, aesthetic, and economic value of greening; 3) offer personalized burden-reduction schemes to address barriers such as time constraints, pest problems, and limited space; 4) optimize information dissemination methods to improve the conversion rate from online awareness to offline action; 5) expand the use of non-traditional greening spaces, encouraging greening in micro-spaces such as balconies, windowsills, and walls, while supporting apartment residents in participating in shared greening; 6) establish a multi-level support system that integrates front-end incentives with back-end services.

Regarding the promotion of green curtains, the study proposes five concrete recommendations: 1) conduct targeted publicity for high-intent groups to create demonstration effects; 2) provide differentiated support policies based on housing type; 3) shift the focus of publicity to the actual effects of green curtains, such as cooling and beautifying the living space; 4) promote plant materials that are easy to manage, pest-resistant, and visually appealing, and enhance practical guidance to eliminate psychological barriers; 5) set phased promotion targets, combined with monitoring mechanisms to make dynamic adjustments, thereby achieving long-term and sustainable promotion.

In conclusion, this study adopts a micro-level perspective to uncover the complex mechanisms and practical challenges of resident-led greening behavior. Based on detailed data analysis, it offers highly operational policy recommendations, aiming to build a more inclusive and participatory system of urban green governance.