# The New Growth Strategy
# -Blueprint for Revitalizing Japan-
# (June 18, 2010, Cabinet Decision)
# (excerpt)

## <21 NATIONAL STRATEGIC PROJECTS FOR REVIVAL OF JAPAN FOR THE 21ST CENTURY>

***Growth Driven by Japan's Strengths***

### *I. National Strategic Projects Related to "green innovation"*

2. "FutureCity" Initiative

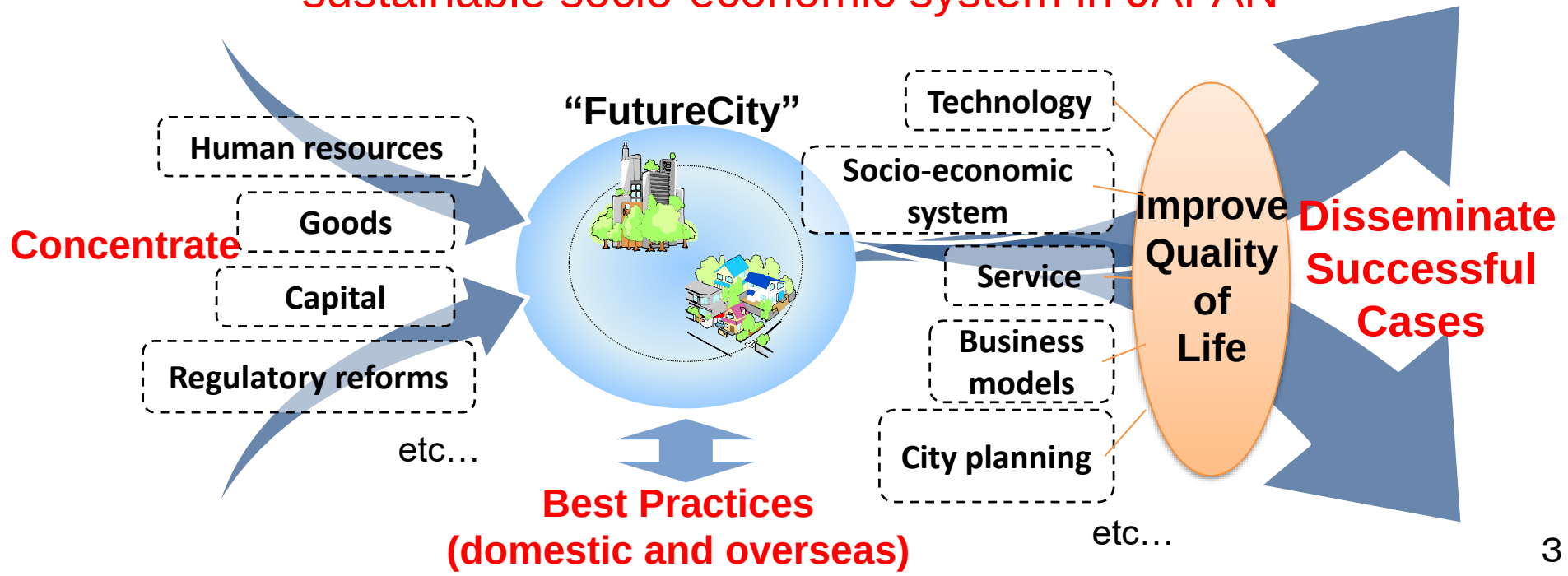
We will work to create a "FutureCity," which will realize world-leading successful cases through future-oriented technologies, schemes and services and diffuse these achievements nationwide as well as overseas. Specifically, in line with the policy of creating "towns endowed with nature and human warmth" that are appealing both at home and aboard, and fully taking into consideration "profitability and ripple effect on other cities," we will implement relevant measures intensively in strategic cities and regions carefully selected from among eco-model cities. Such measures include establishing a city energy management system which consists of a combination of smart grids, renewable energies, and next-generation vehicles, carrying out business restructuring and fostering related industries, and promoting the comprehensive use of renewable energies.

To put these measures into action, a new law will be enacted (tentatively called the Act on FutureCity Promotion). The relevant ministries and agencies will concentrate budget funds related to the next-generation social system and equipment subsidies, and provide thorough support for this initiative, including regulatory reforms as well as tax system reforms (e.g. green tax system). Furthermore, we will proceed with government-level partnerships with Asian countries for exporting the entire city design as a package.

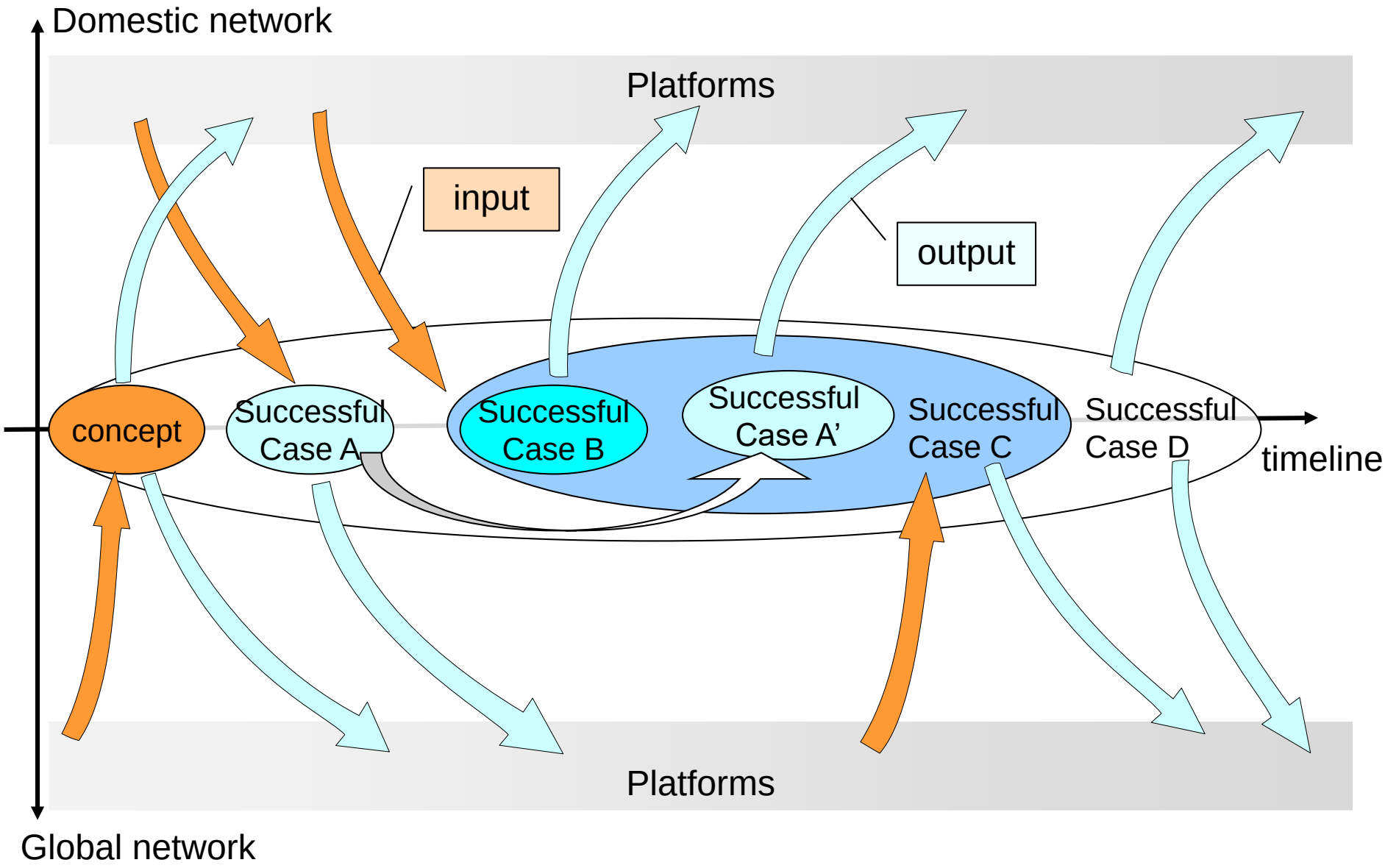
# Purpose of “FutureCity” Initiative

- To create unparalleled successful cases through future-oriented technologies, socio-economic systems, services, business models and city planning in strategically selected cities and regions.
- To disseminate successful cases both within and outside Japan, and enlarge market and employment.
- Relevant ministries and agencies will support its promotion by concentrating their budget funds, implementing regulatory reforms and tax system reforms, etc.

Realize regional revitalization and
sustainable socio-economic system in JAPAN



# Image of the Dissemination of Successful Cases




Collaboration with domestic and global networks

# Present Situation of Cities and Regions in JAPAN

## Challenges

### ① Declining Population and Birthrate

- Reached peak of 130 million in 2004
- Decrease to approx. 95 million by 2050

⇨ Management of cities and regions to tackle declining population.

### ② Super-aging

- Aging rate (over 65) : approx. 23% (2009)
  40% (2050)
- Unprecedented super-aging society

⇨ Management of cities and regions to offer healthy, safe and full life to the residents including elderly.

### ③ Environment and Energy

- Create low-carbon society to achieve the mid- and long-term goal（reduce 25% by 2020, 80% by 2050）
- Create energy cycle to ensure energy security

⇨ Enhancement of the role of cities and regions

## Comparative Advantages of JAPAN

- Environmental and energy technology
- Urban management (security, disaster prevention, etc.)
- Unique history, tradition, culture, etc.

## Overseas Situation

- Sweden exports know-how and technology of city improvement in a package
- China and UAE rapidly developed new type of cities centered on new technologies on environment and energy management
- In Asia, mega-cities are emerging where millions of people live.

⇨ Energy saving technologies are the advantages of JAPAN.

- Super-aging will soon be acute in Asia.

⇨ Aging rate in China will be over 30% by 2050.

⇨ Big market will be emerged.

- International networks of cities such as ICLEI（Local Governments for Sustainability）will be activated.

# Basic Concept of "FutureCity" Initiative

## - Cities which create new values by tackling environmental issues and super-aging -

1. Realize the city where "everybody wants to live " and "everybody has vitality"
2. Create a sustainable socio-economic system which can achieve self-sustained development
3. Restore social solidarity
4. Improve the quality of life of the residents

The cities where "everybody wants to live" and "everybody has vitality" are those that continue creating environmental, social and economic values through projects for the improvement of "the bases of life"

**Creates Environmental Value**

- low carbon - waste management
- water and atmosphere
- biodiversity etc.

Successful cases are the sources for new values

Enhance governance for city management

Promote under strong International collaboration

"Bases of life"

- Education
- Medical care and nursing
- Energy
- ICT
- Mobility etc.
- House, buildings

**Creates Social Value**

-Healthcare
-Local medical services
-Nursing
-Security - Culture
-Social solidarity -Social capital etc.

**Create Economic Value**

- Stable employment and income
- More urbanization
- New business
- Knowledge society
- Tourism etc.

# Project Images on the Improvement of the “bases of life”

Systems to induce private funding

Promote integration to improve the “bases of life”

## Environment

- Build zero-emission houses and buildings through increased use of renewable energy, installation of efficient equipment and improved heat insulation
- Introduce new generation vehicles on a large scale
- Energy management utilizing ICT (smart grid, BEMS, HEMS, etc.)
- Convert into compact city
- Improve public transportation

etc.

## Super-aging

- Build high quality barrier free houses with improved thermal insulation
- Use ICT to improve lifestyle
- Research and improve personal mobility for elderly
- medical and nurse care robot
- Introduce new services such as medical examination and treatment for the visitors from overseas.

etc.

## Others

- Connect research results to regional revitalization by creating venture business or promoting public-private partnership under the international cooperation
- Develop tourist sites and environment conducive to foreign student to attract visitors from overseas
- Undertake regulatory and systems reform

etc.

# Future Vision of Cities and Regions

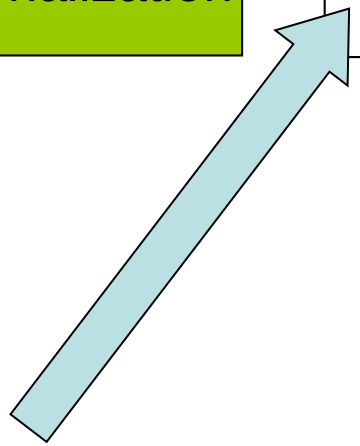
- Cities and regions will identify their own future vision to realize the basic concept of the “FutureCity” Initiative.
- Important points to draw the future vision are;
  - to take advantage of diversity and originality.
  - to maximize synergy of the environmental, social and economic values.
  - to use domestic and overseas networks among cities and regions.

## Integrate Key Elements

Environment × Super aging × Internationalization × …

e.g.
- low-carbon
- waste management
- biodiversity

e.g.
- healthcare
- nursing
- social capital

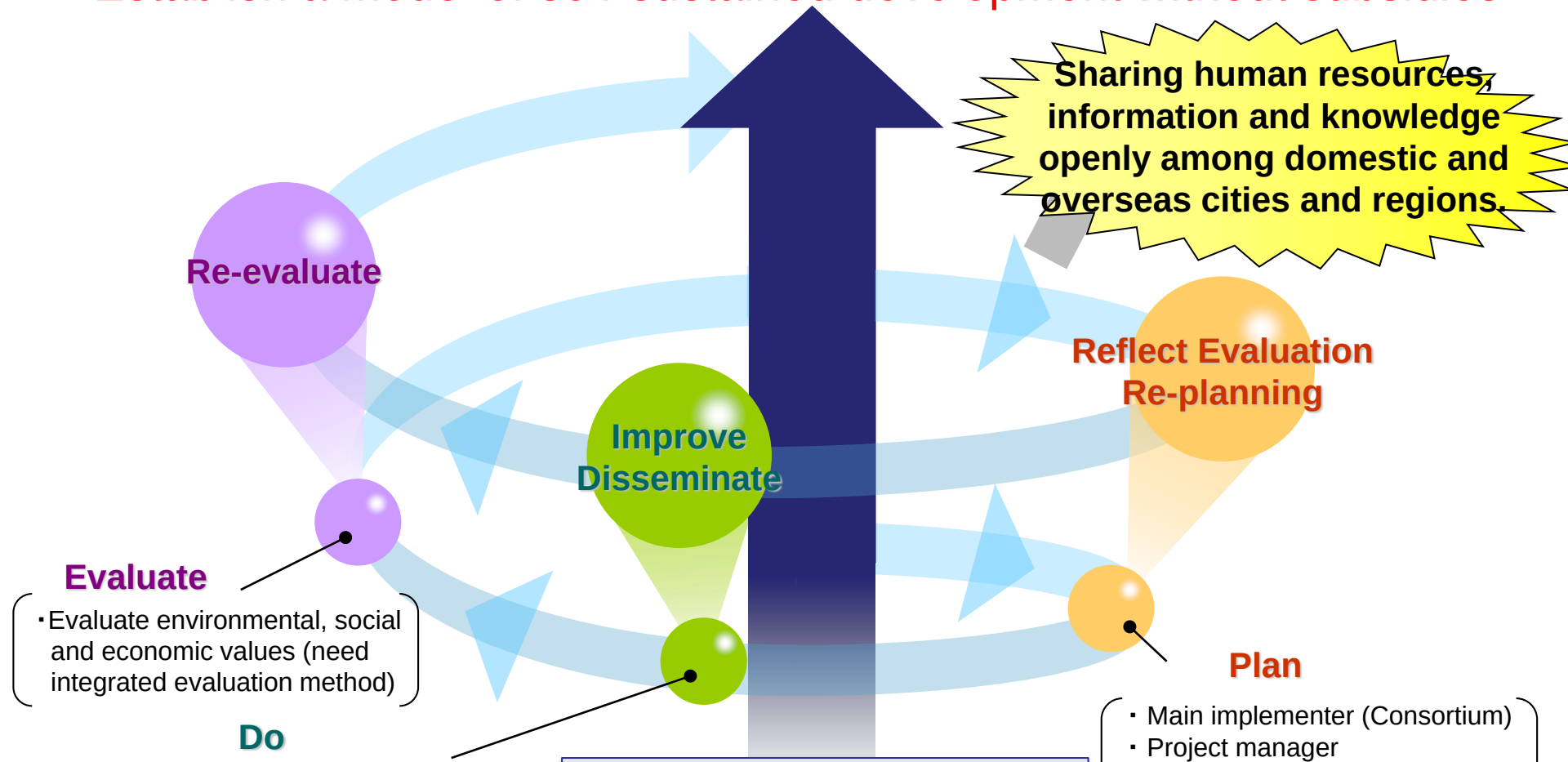


## Original Design

- Geographical characteristics
  e.g. mega-cities, medium-sized cities, rural, snow-covered, coastal, re-developed areas
- Core competence
  e.g. technology, food, forest, children etc.

# Project Management (Flexibility and a Sense of Speed)

Bring in know-how from all over the world
and
Establish a model of self-sustained development without subsidies



# Project Management and Main Implementers

## Selection of FutureCities

- Selection
- Clarification of the vision etc.

## Actions in each city

- Planning (goal, action plan, roadmap, etc.)
- Prepare implementing structure
- Implement action plan to apply to socio-economic system
- Enhance international collaboration
- Diffuse good practices
- Build consensus among residents
- Undertake regulatory and systems reform
- Evaluate progress and review etc.

## 3 Levels of the management

① Overall "FutureCity" Initiative level
Perspective to effectively promote the overall "FutureCity" initiative

② Each City Level
Perspective from the management of whole actions at each "FutureCity"

③ Each Action Level
Perspective from progress management of the project applications to socio-economic system and the enhancement of international collaboration

Use domestic and overseas networks of cities and regions

## Main implementers

＜National Level＞
- **Government** (include advisory board)
- **Promoting bodies**

**Intensive support**

< City/Region Level>

**Consortium**

- **Local Government**
- **Private Sector**
- **residents:** NGOs, NPOs, Individuals
- **Academia:** Universities, Research institutes

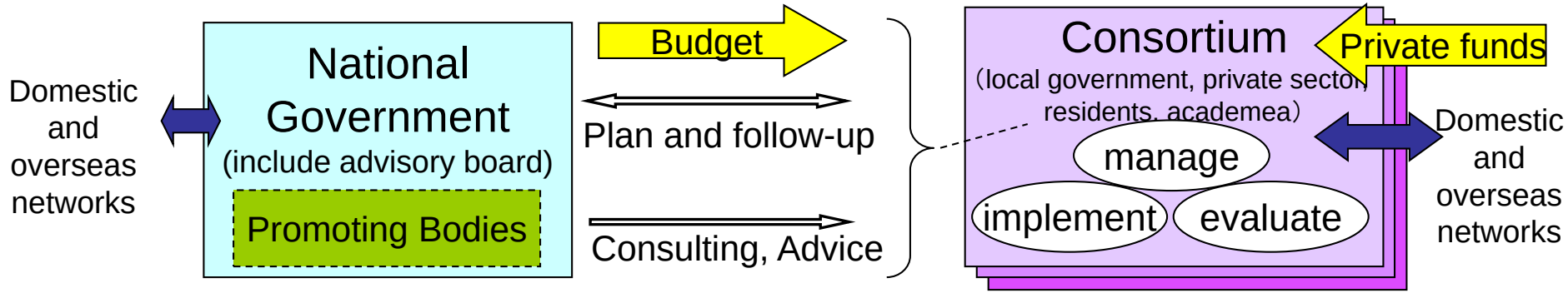
(include domestic and overseas)

Domestic and overseas cities and regions

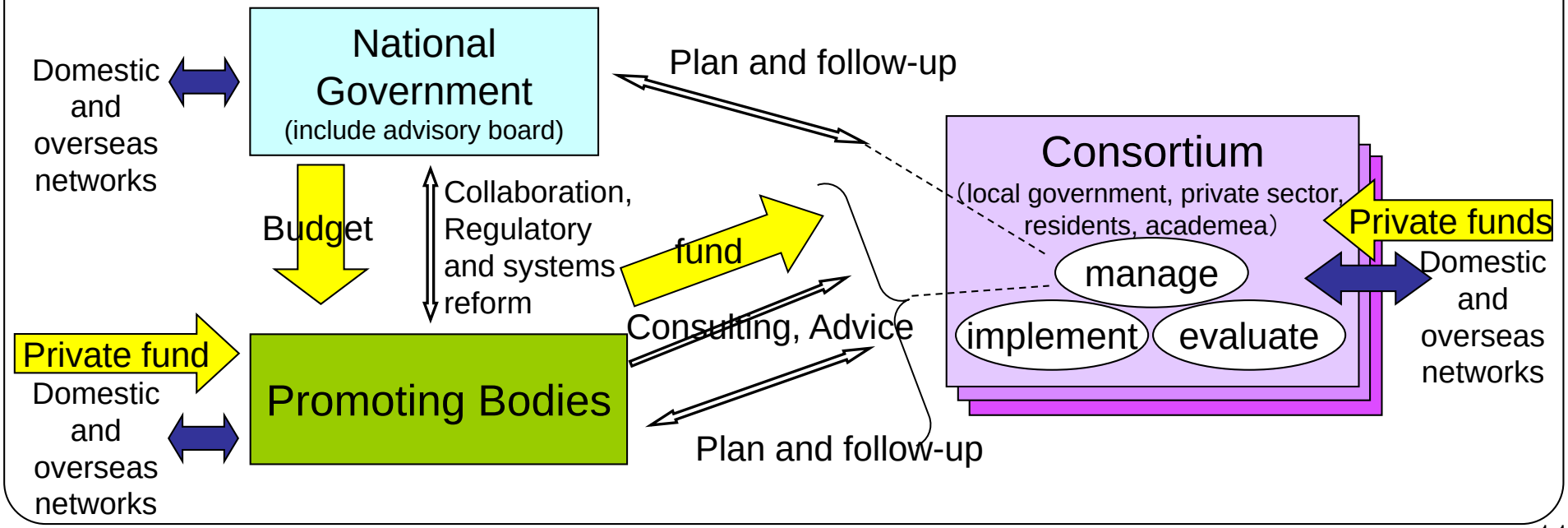
Platform for international knowledge
（Stage for the fusion of domestic and overseas best practice）

# Organizational Framework for Promotion

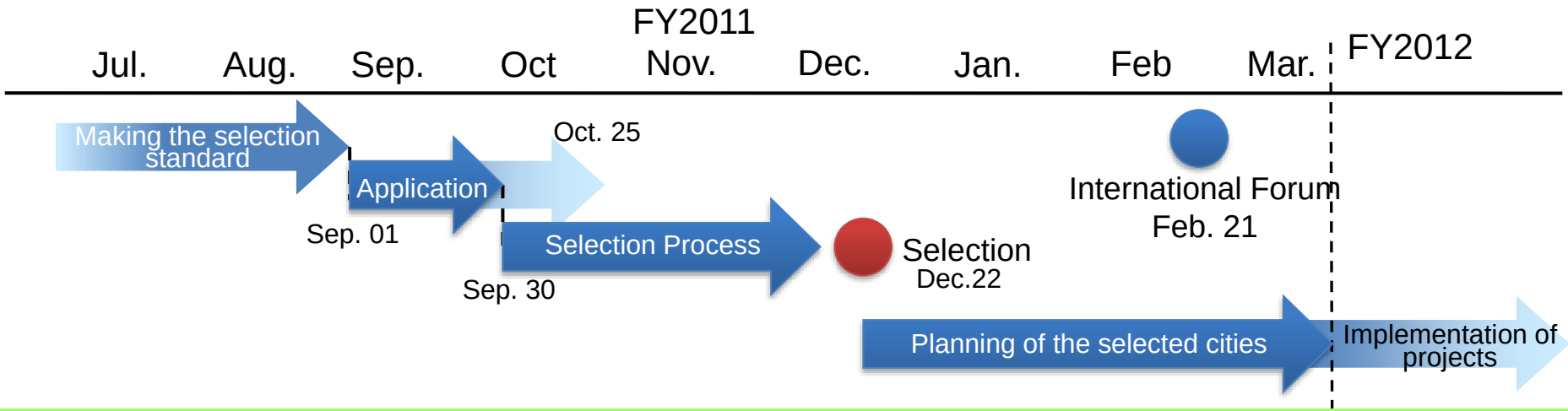
## Tentative Framework




## Full-fledged Framework



# Schedule




# "FtutureCity": Cities selected in 2011

## <not in the disaster area>

| Proposer | Title |
|---|---|
| Shimokawa Town, Hokkaido | Shimokawa, Forest Future City with people shining |
| Kashiwa City, Chiba and Others | Kashiwanoha campus city project "Autonomous urban management with pertnership among public, private and academia" |
| City of Yokohama, Kanagawa | OPEN YOKOHAMA −Creative Port City where People, Things and Events Connect and Develop− |
| City of Toyama, Toyama | Construction of Toyama style urban management with compact city strategy −Towards sustainable and value creating city filled with social capital− |
| City of Kitakyushu, Fukuoka | Kitakyushu Future City |

## <in the disaster area>

| Proposer | Title |
|---|---|
| City of Ofunato, City of Rikuzentakata, Town of Sumita, Iwate and Another | Kesen Regional Future City |
| City of Kamaishi, Iwate | Kamaishi Future City Initiative |
| City of Iwanuma, Miyagi | Reconstruction with Love and Hope |
| City of Higashimatsushima, Miyagi | Reconstruction from the Great East Japan Earthquake − Renewal of Higashimatsushima, Towards the future together without forgetting that day − |
| City of Minamisoma, Fukushima | Recycle City connecting to the next generation, Minamisoma |
| Shinchi Town, Fukushima | "Of cource, Shinchi is the best town" −Town where you can see the future and hope of environment and life− |

# International Forum on the “FutureCity” Initiative

◆Date: Tuesday, February 21, 2012

◆Venue: NIKKEI Hall (Chiyoda-ku, Tokyo)

◆Sponsors: Cabinet Secretariat and Cabinet Office

●Participants from Japan and worldwide: approximately 600

・43 national and municipal officials, professors, and other researchers from approximately 20 nations in Asia and elsewhere (Participants of JICA-sponsored “FutureCity” initiative promotion seminar)

・Approximately 560 people from “FutureCities,” eco-model cities, national and municipal governments, private firms, universities and research institutes, citizens, etc.

●Overseas Invitees: 10

・Minister for Trade and Investment, Denmark: Pia Olsen Dyhr

・C40: Seth Schultz, Director of Research

・ICLEI: Gino Van Begin, Deputy Director General

・WHO: John Beard, Director, Department of Ageing and Life Course

・Surabaya, Indonesia: Tri Rismaharini, Mayor

・Copenhagen, Denmark: Ritt Bjerregaard, Former Lord Mayor

・Shanghai, China: Zuo Xuejin, Vice President, Shanghai Academy of Social Sciences

・SWECO: Ulf Ranhagen, Langerhagen, Senior Advisor

・Setia Haruman: Pipah Mohd Nasir, Head, Business Development Department

・Indonesia: Tjokorda Nirarta Samadi, Acting Director General, Operational Office of the President for Development Oversight and Control

# International Forum on the “FutureCity” Initiative

## ◆Purpose

The purpose is to promote the “FutureCity” initiative by:

① broadening understanding of and support for the “FutureCities” Initiative and related actions taken by the selected cities;

② seeking advice and feedback from knowledgeable people in Japan and worldwide; and

③ taking the first steps in forming an international network for collaboration.


## ◆Details:

[Part 1] Introduction of purpose, keynote speech, panel discussion

[Part 2] International Conference on Promoting Low-Carbon Cities

Aging Societies Session (social value)

Economic Session (economic value)

[Part 3] Special Session (introduction of FutureCity efforts in the disaster areas); wrap-up


## ◆ Achievements (common understandings)

**[Overview] “The importance of environmental, social, and economic values”**

① **Human-centered** (high level of resident participation, cooperation, and support; drawing in multiple players)

② **Establishing the uniqueness and comparative advantages of cities** (history, tradition, geographical characteristics, environmental and energy conservation technology, etc.)

③ **Establishing self-sustaining economic circulatory systems** (long-term perspective, public-private collaboration, development of intellectual clusters)

④ **The need for inter-city network collaboration** (sharing commonality, diversity, self-sustaining mutual collaboration, and wisdom on urban environment problems)

⑤ **Projecting success stories worldwide** (participating in and utilizing global networks, continuing the International Forum)

13th July, 2016
ISAP 2016

# FutureCity Yokohama

## City Development in Harmony with the Environment
## -環境未来都市・横浜　環境と調和した都市戦略-

Norihiko Nomura
Director General for Climate Change Policy Headquarters
City of Yokohama

都市の様々な課題にどのように立ち向かうか？

# How to tackle various urban problems?

"FutureCity"Yokohama

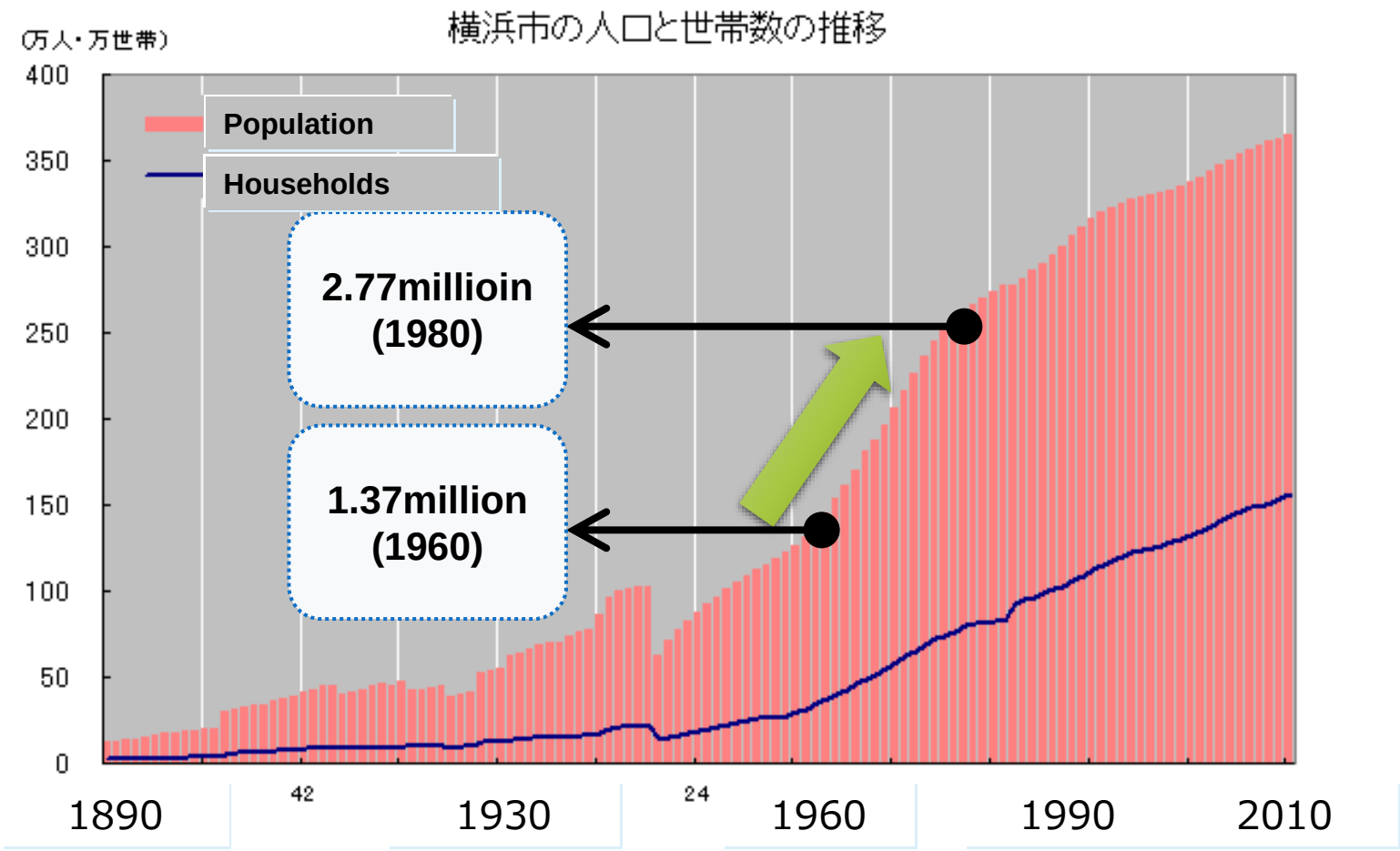
## 2 Main Methods
(２つの解決に向けた手法)

**１．Cooperation with various stakeholders such as businesses, citizens, universities and so on**
(企業・市民・大学など様々なステークホルダーとの連携)

**２．Sharing of clear vision over 20 years with all stakeholders**
（都市が20年以上先を見据えた明確なビジョンを共有すること）

横浜市の人口と世帯数の推移

# Population and Household in Yokohama



高度成長期

# Rapid Growth Period


公民連携の例　～電源開発㈱磯子火力発電所～

# An example of public and private cooperation: J-POWER: Isogo thermal power station

"FutureCity"Yokohama

Growth of advanced environmental efforts through public and private cooperation to achieve strength

公民連携による、環境対応への先進的取り組みの積み重ねが「強み」に

## ○Japan's first pollution control agreement between a municipality and a corporation

（日本で初めて、公害防止協定を自治体と企業で締結）

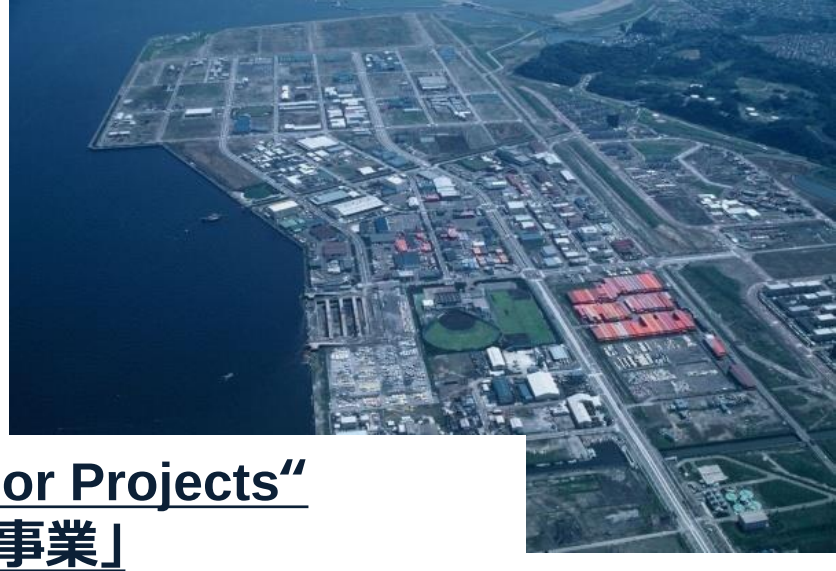
The prevention of pollution is being promoted by the City of Yokohama through its closure of an agreement with a private corporation for stricter pollution control criteria than those set by the national government.

（当時の国の規制水準を超えるレベルで企業と協定を結ぶことにより、公害の防止を推進。）

Currently, as an environmental protection, including measures for greening and those against global warming, the City has agreements with more than 20 businesses in various industries, promoting revitalization of the economy and preservation of the environment.

（現在では、緑化や温暖化対策など地球環境への対策を含む「環境保全協定」として、幅広い分野から、20を超える事業所と協定を締結。経済活性化と環境保全を図っている。）

Photo: J-POWER (Electric Power Development Co., Ltd.)]



## Yokohama’s "6 Major Projects“
## 横浜の「６大事業」

- Reinforcement of central urban area
  （都心部の強化）
- Land reclamation off the Kanazawa ward shore
  （金沢地先埋立）
- Kohoku New Town development
  （港北ニュータウンの建設）
- Installing a high-speed railway
  （高速鉄道の建設）
- Building a highway
  （高速道路の建設）
- Construction of the Yokohama Bay Bridge
  （ベイブリッジの建設）

長期にわたる都市づくり　－　１万人市民集会

# Mayor‘s Meeting with 10,000 citizens

“FutureCity”Yokohama

「次世代郊外まちづくりプロジェクト」

# Next Generation Suburban City Planning Project

Next Generation Suburban City Planning Project (Photos by City of Yokohama and Tokyu Corporation)

長期にわたる都市づくり　–　現在

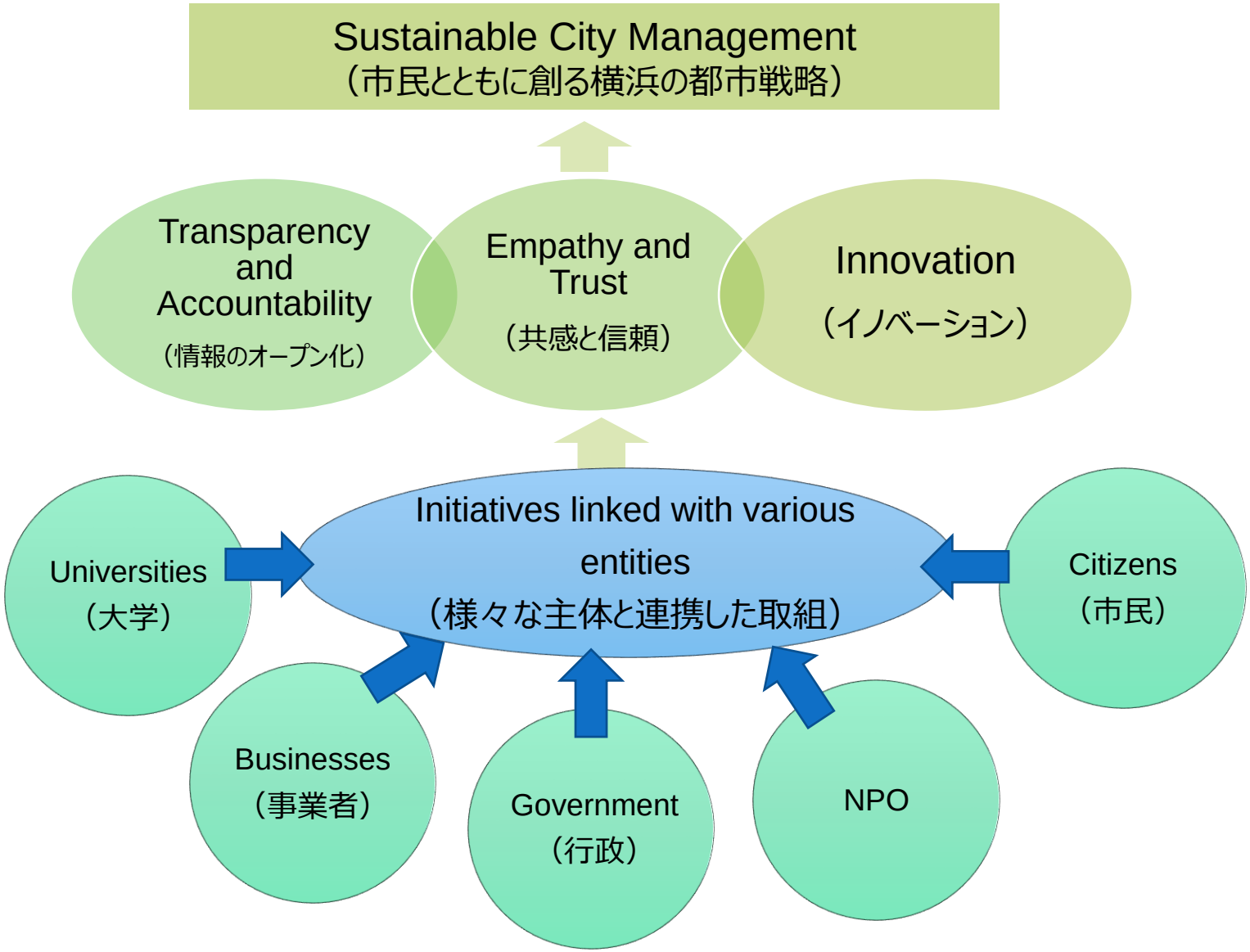
# Long Term Urban Development / Present

"FutureCity"Yokohama

市民とともに創る横浜の都市戦略

# City Strategy to Create Yokohama in a Partnership with Citizens

"FutureCity"Yokohama



企業との新しい連携

# New Collaboration with Private Companies

"FutureCity"Yokohama

## Yokohama Smart Business Association
## 横浜スマートビジネス協議会

＜8 secretary members＞

TAISEI
東京電力 TEPCO
エネルギー・フロンティア TOKYO GAS
MM21 DHC
みなとみらい21熱供給株式会社
MEIDEN
azbil
TOSHIBA Leading Innovation
OPEN YOKOHAMA

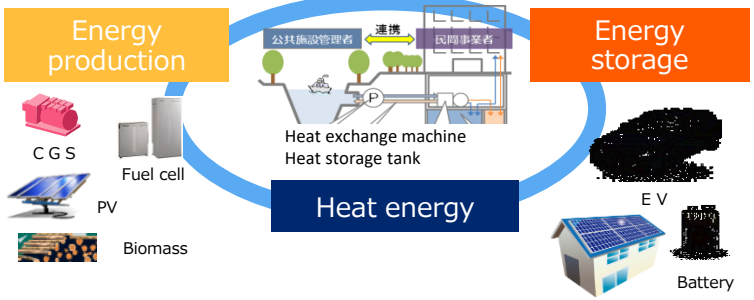
＜7 general members＞

SHIMZ
IHI
MHI
ORIX
Panasonic
NISSAN
PACIFICO YOKOHAMA

## Achievement of an "Energy - recycling City"
## エネルギー循環都市の実現

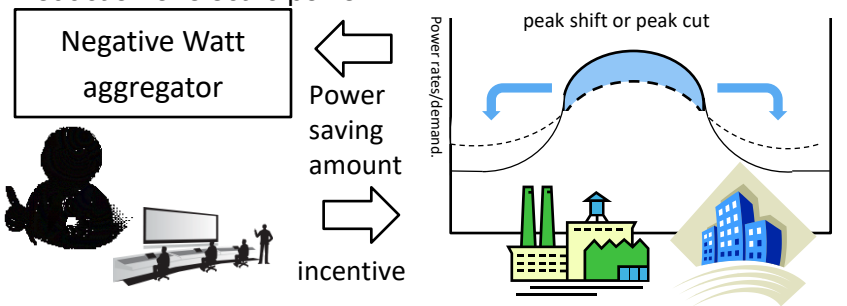
### Promote local energy production for local consumption
### エネルギーの地産地消の推進

We are currently conducting feasibility studies and formulating plans for projects introducing renewable energy and making complete use of electricity, heat and other forms of energy in certain areas.




### Use BEMS to verify public facility demand response
### BEMSの活用による公民施設のデマンドレスポンス実証

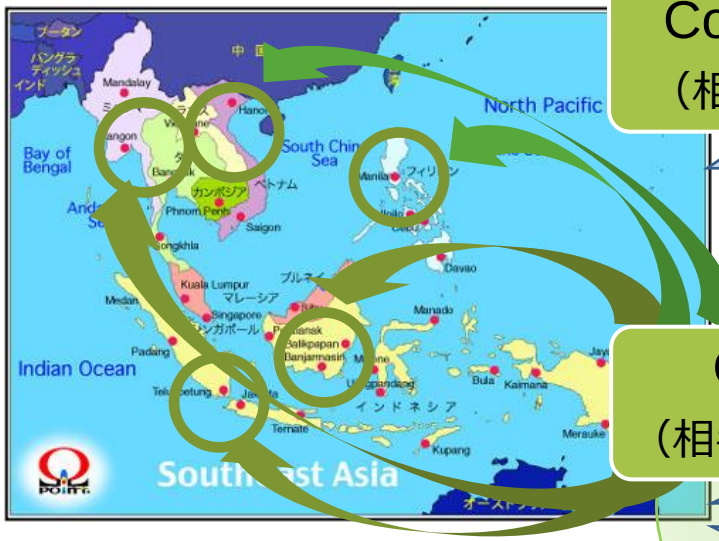
We are currently verifying adjustment of supply and demand of electric power by power plants through demand response-driven reduction of electric power.



# Towards a Sustainable City Management in Asia

"FutureCity"Yokohama

Yokohama's experience can bring a new perspective for city governors and urban planners around the world




Country
（相手国）

Bilateral Cooperation
(国家間の協力関係)

Japan
（日本国）

JICA,JBIC,ADB,WB etc

Collaboration with aid and international agencies
（支援機関、国際機関等との連携）

City
（相手都市）

City to City Collaboration
(都市の協力関係構築)

Yokohama
(横浜市)

Technical Cooperation on Urban Development
(都市づくりに関する技術協力)

Private Sectors and Academics
（相手都市の現地企業など）

B to B Academic Collaboration
(企業・学術機関の関係)

Private Sectors and Academics in Yokohama
（横浜市内を中心とする企業・学術機関等）

**Support on Urban Development through PPP**

(公民連携で相手都市の発展を支援)

PPP dialogue to provide urban solutions

(都市課題解決に向けた公民連携によるコミュニケーションのスタート)

国際社会への貢献 – セブ市との例

# Cooperation with Cebu

タイ王国バンコク都との連携

# Cooperation with Bangkok

国際社会への貢献 － タイ王国バンコク都との連携

# Cooperation with Bangkok

“待ったなし”の気候変動対策

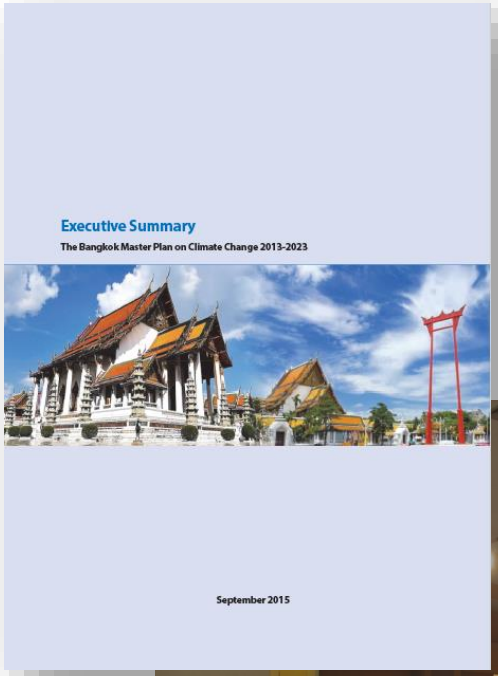
# No Time to Waste for Tackling Climate Change Problems

- Yokohama
  Oct 6, 2014

- Bangkok
  Jun 8, 2015

国際社会への貢献 – タイ王国バンコク都との連携　2

# Cooperation with Bangkok - 2





Chinatown

Minato Mirai

Yokohama Port Opening Memorial Hall

# Thank you for your attention.

Yamate Diplomat's House

Sankeien Garden

Zoorasia Yokohama