

Kyoto City Internationalization Promotion Plan



In 1997, Kyoto city drew up “Kyoto City Internationalization Promotion Guideline” and dealt with the problems involved in achieving the goals of this plan. The circumstance pertaining to the issues of internationalization has changed in the last 10 years. Therefore, in 2008, Kyoto city drew a new guideline “Kyoto City Internationalization Promotion Plan” for the coming 10 years aimed at making Kyoto one of the most significant international cities in the world where both the residents and visitors can enjoy its’ charms.

Kyoto City 10 years from now.

The city became more attractive to the world for its traditional culture and the beautiful landscape which give joy to the people.

Tourists from all over the world are coming and enjoying Kyoto.

Nice environment of Kyoto attracts many international students to live here.

I have a many friends from our sister schools abroad.

I feel closer to the people of Kyoto's sister cities because of various activities such as culture and sports programs I joined.

I have learned much about foreign countries through many of my friends who come from different countries of the world and live here.

Increasing number of citizens are getting engaged in activities such as international exchange and supporting residents of various nationalities.

Since many people from abroad live here, Kyoto has become more multicultural and pleasant city.

a thrilling place

a place linked with the world in many ways

a place where various cultures can co-exist

1

Basic concept of internationalization

* **Develop a society where citizens and visitors can lead a good life.**

Because many people from all over the world gather here and interact with each other, it would enable residents and visitors to be exposed to various cultures, and would enrich their lives.

* **Develop Kyoto as a city of the world.**

Kyoto can create new attractions by establishing intimate relations with the world and by accepting diverse cultures.

* **Contribute to the world peace and achieving a sustainable society.**

We can contribute to resolve world issues such as religious and ethnic conflicts, poverty and environmental problems by deepening mutual understanding and sharing knowledge and experience with the people and the cities of the world.



2

Purpose



(1) Kyoto- a thrilling place

Improve and publicize the charms of Kyoto

Kyoto has a historical outlook and possesses traditional culture and arts as well as advanced scientific and high-tech industries. So, Kyoto is a charming city having both old and new faces. Kyoto is also known as an environmentally friendly city. Kyoto would become a city that would attract tourists and international students from all over the world, interact with each other and create a new charm.

(2) Kyoto- a place linked with the world in many ways

Promote international exchange and cooperation initiated by citizens

Kyoto will become a city where international exchange and cooperation with the sister cities and other cities will be actively conducted in the citizens level. Kyoto would keep its leading status among other cities of the world regarding international exchange and cooperation.

(3) Kyoto- a place where various cultures can co-exist

Promote a society where various cultures are respected and foreign residents can play active roles

Kyoto is expected to become a city where all those who have their roots in foreign countries, regardless of having Japanese citizenship or not, can live comfortably. Kyoto is also expected to become a city where citizens can live not only comfortably, but also can lead rich lives by utilizing their knowledge and skills actively in their communities.

(1) Kyoto- a thrilling place
Improve and publicize the charms of Kyoto

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For the revitalization of the city, Kyoto attaches great importance to three measures, the landscape, culture and tourism. As an environmentally advanced and an academic, an international convention city; and as the center of international exchange, Kyoto needs to refine its attractiveness and spread that in the world.

<Major projects>

- Symposiums on the importance of *Kyo-Machiya* are to be held in foreign countries
- Marketing strategies for the attraction of tourists from Asian countries are to be designed
- Measures to increase international students from 4,500 to 10,000 people are to be taken



(2) Boost publicity by various methods

In order to promote Kyoto's publicity, it is necessary to bank on advanced technology, use various media effectively such as the internet as well as printed matters.

Meanwhile, it is also effective to promote by way of people, that is to collaborate with visitors, residents, governments and businesses.

<Major projects>

- Create "Honorary Goodwill Ambassador" project so as to spread the world how attractive Kyoto is
- Hold a symposium on how to internationalize and promote Kyoto
- Hold meetings with international students to discuss how to publicize Kyoto in the world



(3) Boost the awareness of the charms of Kyoto; and train people who can publicize Kyoto in the world

To improve and spread the charms of Kyoto, this subject should be emphasized in school and lifelong education system so that citizens can understand the value and charms of their own beloved city. It is also important to improve the sense of hospitality among the citizens so that the visitors may have good memories and impressions on Kyoto.

<Major projects>

- Hold symposiums to enlighten and educate citizens about the culture of living in Kyoto
- Train volunteers and send them to tourist information centers and tourist events

(4) Develop systems or facilities that could be easily understood by foreign residents and visitors

To be a prominent attractive city in the world, it is needed to make Kyoto safe and comfortable to get around. We would better improve facilities and systems through the use of multilingual signboards and tourist information materials and make use of pictograms so that people from overseas can get around without any difficulty.

<Major projects>

- Develop systems or facilities that are friendly and comprehensible to foreigners by using images and signs
- Encourage multi-lingual menus at restaurants and promote signage in downtown Kyoto



(2) Kyoto- a place linked with the world in many ways
Promote international exchange and cooperation initiated by citizens

(1) Develop sister city activities sustainably as the core of international exchange and global cooperation

Recently various exchange programs related to sister cities are conducted by individuals and private sectors. We have to make continuous efforts to enhance providing information and improve the implementation of measures that would support wider activities.

In order to promote business and technical support in the sister city programs, we need to implement international cooperation and seek the help of international organizations. The same should be carried out with other cities as well.

<Major projects>

- **Promote youth participation exchange programs**
- **Promote technical collaboration with international organizations such as JICA**

(2) Promote international exchange and cooperation with the unique way of Kyoto

Kyoto has actively hosted international exchange programs and has contributed internationally at “The League of Historical Cities” and “World Mayors Council on Climate Change”. Now that the role of local governments has attracted more attention, we have to implement these ways more actively so as to contribute to the world peace and prosperity.

<Major projects>

- **Expand citizens participation in activities of the League of Historical Cities**
- **Promote and initiate international conference on environmental issue in Kyoto**



(3)

Promote youth exchange

Living in a global era, it is very important for young people from the early ages to interact with foreigners and exchange opinions with them.

We will support sister-school programs and hold cross-cultural activities and publicize these activities as well.

<Major projects>

- **Promote sister school partnership by providing the schools the know-how needed for the international youth exchange**
- **Encourage young people to participate in international academic contests or any other international events**

(4)

Train people so that they acquire the sense of internationalization

In order to promote international exchange and cooperation, it is very important to train people having international sense, who understand and respect other cultures. To achieve this, we will provide citizens opportunities to learn other cultures, languages and the importance of international cooperation at life-long and school education.

<Major projects>

- **Promote language education which fits the public school system**
- **Provide opportunities for the citizens to interact with people from abroad through home stays or home visits**



(3) Kyoto- a place where various cultures can co-exist

Promote a society where various cultures are respected and foreign residents can play active roles

(1) Communicational support



a) Enrich multi-lingual information and consultation services

We have to improve the multi-lingual information and consultation services for those who have difficulty in communicating in Japanese, especially those who have just arrived so that they may lead safe and comfortable lives

<Major projects>

- Hold orientation programs for people who newly move to Kyoto
- Start advisory service for foreign citizens

b) Support programs for teaching Japanese language and Japanese society

Some foreign residents need to acquire enough skills to communicate in Japanese so as to live comfortably in Japanese society. It is also important for them to understand Japanese customs, social system, official procedures, and the structure of community.

<Major projects>

- Improve programs supporting language volunteers

(2) Living support



a) Improve education and child rearing support programs

We need to discuss how to educate children of foreign nationalities according to the changing situations. Especially, we have to support the increasing number of those pupils who need Japanese language education and improvement of their academic performance. We also have to support those parents who need assistance in child care and education.

Meanwhile, we have to provide them the opportunities to learn their own culture and language.

<Major projects>

- Consider more support for international schools including ethnic schools
- Give information about education and child rearing in foreign languages

b)

Improve welfare, public health and medical care

Aged and handicapped foreign residents should be treated equally as Japanese nationals when receiving welfare services. The difference of culture and language should be considered when dealing with foreign residents.

We have to appeal to the national government about the problem of people without pension and continue supporting them.

<Major projects>

- **Implement the welfare programs for senior and handicapped foreign residents**
- **make and distribute multilingual medical investigation sheets at hospitals**

c)

Improve disaster prevention measures

Those who have difficulty in communicating in Japanese should be regarded as “people who need attention at the time of disaster”.

It is necessary to prepare special support system for such people.

Also, it is necessary to provide information on disaster prevention on regular basis so that they can act properly at the time of disaster.



<Major projects>

- **Improve the system for volunteer interpreters who work during and after disasters**
- **Improve disaster support system that would cover wide area**

d)

Improve foreign students support programs

Since foreign university students, researchers and other students are considered to contribute greatly to the international friendship and exchange with citizens, we need to improve their living environment so that they could devote themselves to their studies.

In this plan, one of our goals is to double the number of foreign students, that is to increase the number of students from 4500 to 10,000.

Moreover, it is important to provide them the opportunities to interact with the citizens and to use their knowledge and abilities.

<Major projects>

- **Establish a project which aims at increasing the number of houses to 2000 for international students by the collaboration of the city and universities**
- **Promote an international students' network to encourage them serve as bridges between Kyoto and their home countries**

(3)

Promote social participation

a)

Encourage social participation



Among foreign residents, there are many who are eager to participate in the activities of their local communities. It is necessary to establish a system to make the most of their willingness and skills to enhance their participation to the societies.

<Major projects>

- **Appoint “ambassadors” who will introduce their culture and language**
- **Encourage foreign citizens to participate in the city advisory committees**

b)

Enlighten citizens to respect different cultures

It is important for the citizens to become aware of the importance of respecting diverse cultures and is also necessary to provide them opportunities to interact with the people with different nationalities.

Schools should launch programs on diverse cultures.

In addition, it is necessary to educate people so that they can play pivotal roles in implementing multi-cultural society.

<Major projects>

- **Support activities for the promotion of multicultural society organized by private sector**
- **Carry on research on the awareness of citizens about multicultural symbiosis**



4

Implementation of the plan

1 Collaborate with citizens and private groups

City of Kyoto and the Kyoto International Community House help citizens and private groups to enhance their activities by giving them advices. We encourage citizens to be aware of the importance of individual efforts in promoting internationalization. We also make effort to train people who can promote internationalization. We also provide citizens and private groups more opportunities to participate in international projects with the help of volunteers and NPOs.

2 Partnership with international organizations



In order to enhance internationalization effectively, a system is needed for universities, private sectors, enterprises, public entities and international organizations to cooperate with each other and share information. Also a system which enables effective linkage with Kyoto International Community House is to be created. To solve the foreign residents' issues, we request the support of the national government when needed because we might require financial support and the revision of some laws.

3 Improve programs at Kyoto City International Community House

Serving as a core of internationalization of Kyoto, the International Community House should constantly improve its programs. Particularly, consultation service should be held in the areas where need is felt.

4 Improve the city government system, and train its staff



In order to enhance internationalization effectively, we need to develop a system in the city government so as to enhance international exchange and cooperation and the promotion of a multicultural society. We also need to have a scheme to train international specialists among the staff by giving them the opportunities to participate in the special training programs and international conferences.

5 Progress management

In order to address issues in this plan effectively, review and progress of the plan should be reported clearly to the citizens periodically. While managing the progress, we need to have an outside council to review the programs.

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