

Priority strategies

“How are we going to achieve our vision?”



“We will start with targeting the following 11 strategies that consist of multiple policies from various fields!”



What is the nature of the 11 “priority strategies”?

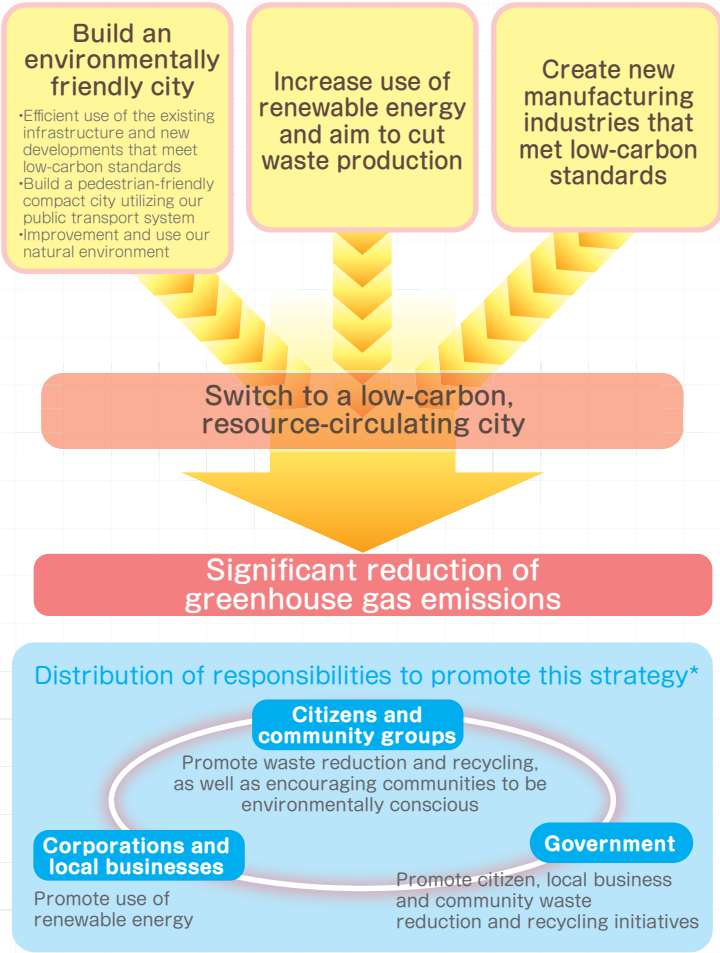
- 1 Policies with greater importance that will be targeted to realize our vision.
- 2 Policies to make the most of Kyoto’s unique advantages, such as our culture and traditions.
- 3 Policies that are jointly implemented by government, citizens, and local business, not by government alone.
- 4 Policies that involve not only one field but also multiple fields.

The citizens together achieving a transformed life and city “Strategy to build a low-carbon, resource-circulating city”

Basic principles

We aim to significantly reduce greenhouse gas emissions by switching from a high resource and energy consuming city to a low-carbon, resource-circulating city. To achieve this we will promote efficient use of existing infrastructure,* require new developments to meet low-carbon standards and build a pedestrian-friendly, compact city efficiently utilizing our public transport system. We will promote conservation and use of our natural environment, increase use of renewable energy and aim to cut waste production by reducing and reusing. We will also create new manufacturing industries that meet low-carbon standards, combining our traditional techniques and leading-edge science technology together with our history and culture. In all these things, we aim to take the initiative and lead the world.

*Infrastructure: Roads, ports, houses, parks, Green Space, and hospitals that are the foundation of citizen life.



* Distribution of responsibilities to promote this strategy: There may be other people groups to consider, but for simplicity, the three broad categories above have been grouped.

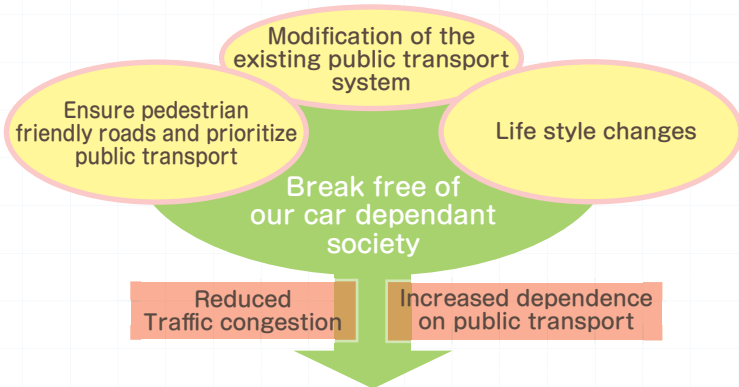
Prioritizing people and public transportation

“Strategy to build pedestrian friendly Kyoto”

Basic principles

We aim to break free of our car dependant society and build a pedestrian friendly, low-carbon city where walkers and public transport have priority. This will be achieved by reducing inner city and tourist-area traffic congestion, as well as increasing citizen and tourist use and dependence on public transport, consequently increasing support for public transport and enabling us to further improve the system. To achieve this we will ensure that the major arterial roads including Shijo-dori and Higashioji-dori are pedestrian and public transport friendly. We will promote lifestyle changes that encourage walking as a means of transportation through the idea of mobility management* and modification of the existing public transport system.

*Mobility management: Helping people to use their cars efficiently by encouraging independent changes to our means of transportation by publication maps detailing CO₂ emissions of different methods of transport, as well as transport method surveys.



Pedestrian friendly Kyoto where walkers and public transport have priority



The refined reputation and charm of historic Kyoto transcending borders

“Strategy to create a historical and culturally rich city”

Basic principles

We aim to enhance the refined reputation and charm of Kyoto and continue to be an appealing city loved by people both within and outside of Japan. To achieve this we will promote the conservation and creative use of Kyoto’s various tangible and intangible assets, including historical buildings and gardens, which display the city’s rich history, culturally significant sites that combine nature and architecture and traditional industries that have strong ties with our culture, art, culture of citizen’s way of life, and refined taste. We want everyone to enjoy everything Kyoto has to offer.



Enhance the refined reputation and charm of the city and become an appealing city loved by people of the world



Making the most of our unique resources and existing infrastructure “Strategy to build a unique and vibrant city”

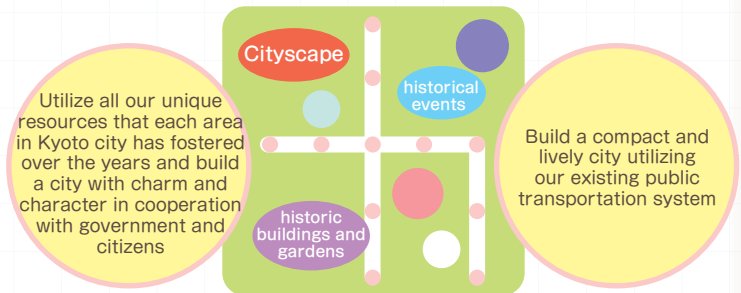
Basic principles

We aim to creatively take advantage of our cultural identity*, which is rich in historical and traditional resources, as well as making the most of our existing infrastructure in order to build a unique and vibrant city.

To put the plan into action, both the government and citizens working together will utilize all our unique resources, including historic buildings, gardens, various traditional events and cityscape that each area in Kyoto city has fostered over the years, to build a city with charm and character.

At the same time, we aim at building a compact and lively city by revitalizing areas that have huge potential, such as the Okazaki area along the subway and the site of the decommissioned Yamanouchi water filtration plant.

*Identity: Something that characterizes the city.



Creatively utilize our local resources
Promoting the idea of building a lively city abundant in character

Distribution of responsibilities to promote this strategy



Globally appealing

“Tourism strategy to pursue the essence of travel*”

Basic principles

We aim to grow as a tourist destination where both local and international tourists can experience and immerse themselves in the essence of travel,* as well as growing as an internationally renowned MICE* city.

To achieve this we will raise tourist satisfaction levels by providing more options for overnight visitors, self-guided tourists, and tourists wishing to experience authentic Kyoto culture, as well as winning new Kyoto fans and ensuring tourist safety.

In addition, the citizens are to be encouraged to learn, understand, and enjoy the unique character and attractions of the city so that they can show a high level of hospitality that will become the new pivotal centre of the development of tourism in Kyoto city. Also, we will vigorously work to attract new MICE events, extend and improve conference facilities and encourage the development of internationally recognized hotels.



A tourist destination where both national and international tourists can experience and immerse themselves in the essence of travel

An internationally renowned MICE city

Distribution of responsibilities to promote this strategy



*the essence of travel: To encounter people, environments, heart-touching experiences and discover “new self.”

Through traveling we discover, learn, are healed, encouraged, grow and our lives are deepened and enriched.

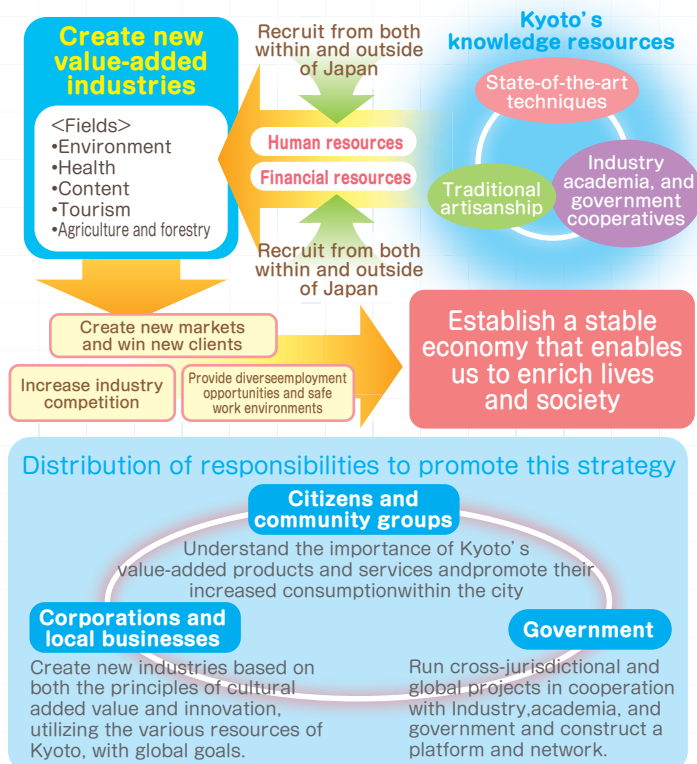
*MICE: Business Meetings, Incentives, International Conference, and Events

Making the most of Kyoto's knowledge resources and values “A strategy to create new industry”

Basic principles

We aim to establish a stable economy that enables us to enrich individual lives and society as a whole by creating new markets, increasing industry competition, providing citizens with diverse employment opportunities and establishing safe and challenging work environments in this rapidly globalizing world.

To achieve this, we will merge Kyoto's knowledge resources, which include both state-of-the-art techniques and traditional artisanship developed by various industries from the cutting-edge to the traditional and SMEs to large corporations, together with resources from the industry, academia, and government cooperative. These merged resources will be used to create new value-added industries in fields, such as environment, health, content, tourism, and agriculture and forestry, recruiting human and financial resources from both within and outside of Japan.



Have hopes and dreams “Strategy to train our future bearers”

Basic principles

We are committed to building a city where the youth can dream, hope, and grow prosperously while fostering a love for Kyoto. We are also committed to nurturing our future bearers, who will contribute to both national and international communities, as well as raising business leaders, innovators and opinion leaders who shape our future and act as our ambassadors to the world.

To achieve this we will use Kyoto's reputation as one of the world's premier university towns, further enhance the learning environment, increase opportunities for the youth to be involved in local self-governing traditions, provide opportunities to experience and learn the authentic culture supported by Kyoto's long history and enable youth to equip themselves with the ability to act with initiative and insightful understanding of international society.



Children, parents and the community brimming with joy “Strategy to raise children together”

Basic principles

We aim to build a city filled with the smiles of children, parents and the community as a whole, where parents can start families with peace of mind and raise children that are happy and healthy. To achieve this we will promote the idea of the whole community raising children using the principles from “Kyoto Citizens’ Charter for Nurturing Children Together.” We will enhance the parenting support programs, increase the numbers of pediatricians making the most of the advantages of community



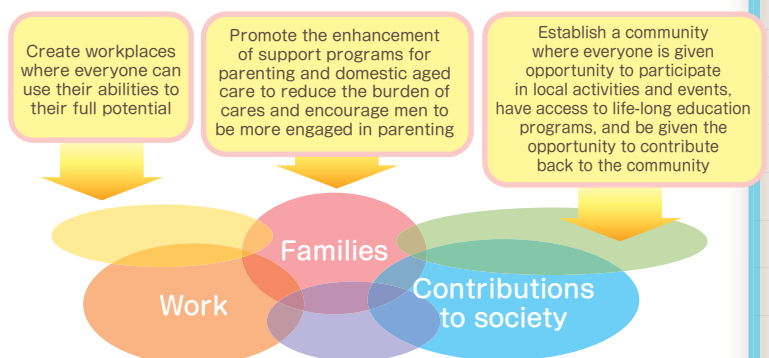
Distribution of responsibilities to promote this strategy



Balanced work, life and contributions to society “Strategy to achieve a true

Basic principles

We aim to establish a culture of true work-life balance where youth and all citizens have passion and can feel a sense of fulfillment for every aspect of their lives, whether it is at work, with their family or involved in community service. To achieve this we will create workplaces where everyone can use their abilities to their full potential, promote the enhancement of support programs for parenting and domestic aged care to reduce the burden of cares and encourage men to be more engaged in parenting. We will establish a community where everyone is given opportunity to participate in local activities and events, have access to life-long education programs and be given the opportunity to contribute back to the community.



Establish a culture of true work-life balance

Distribution of responsibilities to promote this strategy



Everyone wants to participate

“Strategy to vitalize local communities”

Basic principles

We aim to vitalize local community groups and districts, including neighborhood and resident associations, school districts, and local shopping arcades, where the tradition of self-governance fostered over many years is alive. We also aim to strengthen the bond and trust between individuals, as well as individuals and communities while encouraging stronger self-governance.

To achieve this we will create opportunities for all citizens to be more involved in community activities and establish stronger networks between local communities including neighborhood and resident associations, social movement groups and the city government. We will build an inclusive city where all citizens can share their skills and talents and encourage community management by the community groups themselves. The government will promote and encourage independent management by supporting community groups and activities.



Peace, safety, and fulfillment

“Strategy to protect lives and our way of life”

Basic principles

We aim to build a society where children, the elderly, people with disabilities and citizens of foreign nationality are respected, play their part in society, feel a sense of fulfillment and lead active lives irrespective of their place of residence; whether it is the inner city, the suburbs or rural areas.

To achieve this we will create more opportunities for cross-generational interactions in citizens' day-to-day activities, stable employment and encourage engagement in community activities. In order to build a healthy and safe society we will improve support programs, welfare, healthcare and public safety, as well as strengthening measures to reduce child abuse and domestic violence*. We will also promote building a peaceful and safe city, accessible to all with universal design* features and enhance fire, disaster and crime prevention, through cooperation with citizens, local businesses and government.



*Domestic violence: Violence against spouses and partners

*Universal design: Refers to a broad-spectrum of architectural planning ideas meant to produce products and facilities that are inherently accessible to all people.