Vitalization

Commerce and industry

Build a city that creates new values

Basic plan

We will make the most of "Kyoto's power" which includes artisanship passed down the generations, skills of local businesses, and universities and their accumulated knowledge, as well as promote Kyoto's unique industry and commerce through "monozukuri", "kotozukuri", and "hitozukuri". In addition, we will enhance the logistics systems in order to maintain citizens' health and rich diet.

Our vision for Kyoto 10 years in the future



- Citizens feel a sense of enriched quality of life due to a commercially and industrially prosperous city
- 2The city creates value added products and services
- **3**The city produces original products and services, effectively utilizing Kyoto's unique sense of "beauty" and "refined taste"
- 4 The city thrives with trade and is full of attractions
- The city offers employment opportunities to all of those wishing to work
- ■Distribution of responsibilities and combined effort of citizens and government
 - OUnderstand that the development of industry and commerce contributes to the improvement of civic life and the vitalization of local communities, thus the citizens should help by increasing the demand for local products and services



We will strive to develop the local economy and improve the quality of citizen life in cooperation with Industry, academia, and government

OEducate and equip people with expertise Re-contribute research and education results and achievements back into the local economy



Operate businesses as the core components of local economic stimulation, strive to create employment opportunities, and improve citizen life

Corporations and

local businesses



Ocomprehensively and structurally promote policies relating to the sharing of Kyoto's attractions with the public, and business environment policies, in order for corporations, local businesses, universities, and local communities to work together.

Promoted policies

- Encourage emergence of and support for diverse and energetic small and medium sized startups
- ②Develop and promote new industries in cooperation with existing Industry, academia, and the government
- Obevelop the business environment, making the most of Kyoto's unique advantages
- OVitalize traditional industries, as well as promote new industries
- 6 Promote trade practices appropriate for each community's characteristics
- 6 Support operations of social business*
- Enhance the logistic systems
- 3 Increase employment stability, help job seekers find work and create new employment opportunities.

^{*} Social business: Businesses that operate with the purpose of addressing and resolving social issues

Tourism

Approaching the essence of travel*, building a globally appealing tourism city

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.

Basic plan

We hit the "50 million tourist mark" and we will now work not only on "quantity" but also "quality" aiming to build a city where tourists can immerse themselves in the essence of travel. To achieve this we will strive to improve "the quality of tourist activities" and "the quality as a tourist destination"

In addition, we will strive to grow as an internationally renowned MICE* city, attracting international conferences, corporate training trips and events, while also becoming an internationally recognized visitor-drawing city.

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

Our vision for Kyoto 10 years in the future

- 181111 4 4 4 6
- 1 The quality of tourist activities is improved
- 2The quality as a tourist destination is improved
- 3 Citizens have become the new pivotal center of tourism in Kyoto City
- OKyoto has won new fans
- **15** The city has become an internationally renowned MICE city
- ■Distribution of responsibilities and combined effort of citizens and government

AND DAY

Citizens

On the frontline of support for tourism in Kyoto, strive to make improvements to services and attempt to resolve tourist discontent

> Tourism industry

Olnherit Kyoto as it is passed down the generations, and with pride give tourists a warm welcome, and enjoy the city.

<Direction of our combined effort>

Understand that each of us is responsible for tourism in Kyoto and act on this awareness

OConserve and augment our unique assets, share them with tourists and citizens, and preserve them for future generations

ODevelop the city based on the policies constituted of multiple policies

OBe the foundation of support for Kvoto's tourism

Tourists

ANT This

Caretakers of Kyoto's

attractions

Observe the rules of etiquette Be advisors, give feedback to tourism officials in Kyoto, and contribute to the improvement of Kyoto's tourist experience

romoted policies

- Improve the quality of tourist activities
- 2 Improve the quality as a tourist destination

Governmen[:]

Grow as an internationally renowned MICE city attracting international conferences, corporate training trips, and events and become an internationally recognized visitor-drawing city

Agriculture and forestry

Build an agricultural and forestry industry that fosters people, lives and the environment

Basic plan

To counter the problems of an aging workforce, lack of young workforce, and loss of farmland and forest, we will reestablish agriculture and forestry as an attractive occupation and market its virtues in order to attract youth who will be our future workers. In addition, by maintaining and utilizing the diverse functions of the agriculture and forestry industry, we will contribute to society and the environment as an effective resource-circulating industry. In order to respond to the expectations of citizens towards agriculture and forestry, we will create opportunities for citizens to participate in the industry and experience the natural environment.

Our vision for Kyoto 10 years in the future



- 1 There is an environment that fosters future agriculture and forestry workers
- 2 Agriculture and forestry is contributing to the environment and society
- Ocitizen participation and understanding of agriculture and forestry is well advanced
- ■Distribution of responsibilities and combined effort of citizens and government
 - OProduce safe, high quality farm produce using environmentally friendly methods
 - OManage farmland and forests in a way that will be beneficial to the public

Related

organizations

and businesses

Workers in the agriculture and forestry industry

17 44

<Direction of our combined effort>

Everyone involved in the processes of the agriculture and forestry industry, from production to consumption, will work in cooperation in order to "reestablish agriculture and forestry as an attractive industry, train youth who will be our future workers" and "develop the industry, including its agricultural communities, in a way that contributes to both the environment and society"

OUnderstand the importance of agriculture and forestry to civic life OParticipate in farmland and forest conservation projects in cooperation with workers from the agriculture and forestry industry



O Develop new products and technologies in cooperation with agriculture, commerce, and manufacturers, as well as Industry.

OPlace greater emphasis on locally produced products and enhance the value of local brands

academia, and government

OCooperate across different types of industries especially forestry management and the building of logging roads etc.



OEstablish an environment where workers in agriculture and forestry, citizens, related organizations, and businesses can work cooperatively

OPromote city development that effectively uses the public benefits of agriculture and forestry, as well as promote the industry of agriculture, forestry, and fisheries, and the development of agricultural communities.

Promoted policies

- •Reestablish agriculture and forestry as an attractive industry and train youth who will be our future workers
- 2 Develop the industry in a way that contributes to the environment and society
- 3 Develop the industry in cooperation with the combined effort of citizens

Universities

Build a city in which multiple universities support and enhance its vitality

Basic plan

Market the city as "university town, Kyoto" as well as market Kyoto's unique attractions of long history, traditional cultural art, and cutting-edge technology. We will accept greater numbers of students both from within and outside Japan to educate and equip them with foresight, creativity, and excellent leadership skills. In addition, we will build an attractive and unique "university town/student town" by utilizing the universities' accumulated knowledge to create new industries and cultural art.

Our vision for Kyoto 10 years in the future



- The city is the "university town" that everyone dreams of, with an excellent, uniquely Kyoto "learning environment"
- 2 The city attracts students from all over the world and provides a world-class education
- **3** The city is renowned for the high-level of academic research that contributes to the global community
- **4** Students nurtured in Kyoto have the city buzzing with vitality
- **5**The network of industry, academia, and government that supports the development of Kyoto is well advanced
- ■Distribution of responsibilities and combined effort of citizens and government
- OStrengthen the ties between communities and industry and develop a unique learning environment attracting students from both within and outside Japan, re-contributing the achievements of research and education back into communities and industry

of Universities

in Kyoto

OStudy in the uniquely Kyoto learning environment and enhance "human quality", and reenergize the city through vitalization of local shopping arcades, inheritance of traditional culture, and by making contributions to society such as welfare volunteer work

Students < Direction of

Universities

Ostrengthen the network between universities, enhance the "learning environment", and market its virtues both within and outside of Japan

Outilize the accumulated knowledge and abilities of students to vitalize communities and open them to students as a practical place for educational research

We will strengthen the relationship between universities, industry, communities and government by utilizing the network established by the Consortium of Universities in Kyoto, building a vitalized city where

our combined effort>

everyone wants to continue to live

Communities

Businesses

Ovitalize industries effectively utilizing universities' accumulated knowledge, as well as create employment opportunities and contribute to the education of students through the provision of internship programs etc.

- OEnhance the attraction of Kyoto as a "university town" and "student town" in cooperation with universities, industry, and communities and all of Kyoto markets its virtues
- $\bigcirc \text{Establish}$ a system that strengthens the network and interaction between universities, students, industries, and communities
- OSupport the expansion of universities and enhancement of aesthetically appealing facilities that encourage recentralization

Promoted policies

- 1 Build a city where everyone wants to study and continue to live
- 2Accept more overseas students and nurture talent in preparation for the globalization of universities
- Build a "university town" full of potential and the energy of students
- Promote a stronger network of industry, academia, and government in order to vitalize industries and enhance university education in Kyoto

Globalization

Build an international city, appealing to both residents and visitors

Basic plan

We will market the wealth of Japanese culture that Kyoto has built through its 1200 year history and develop an international city where culture continues to evolve, welcoming visitors from all over the world and using the opportunity to interact with them. In addition we will encourage citizens to develop a greater interest and understanding of foreign cultures to create a city where multiculturalism thrives.

Our vision for Kyoto 10 years in the future



- 1) The city attracts visitors from all over the world
- 2The city makes a significant contribution to the world community
- 3 Multiculturalism thrives within the city
- Ocross-cultural interaction exchange is a part of citizens' everyday lives
- ■Distribution of responsibilities and combined effort of citizens and government
 - OEach citizen gains a greater interest and understanding of foreign cultures and equips themselves with an insightful understanding of international society
 - OForeign nationals actively participate in the community, utilizing their skills and abilities
 - OBe actively involved in volunteer work and cross-cultural programs



OBe the core promoter of globalization, inform the citizens, establish a network, and provide opportunities for cross-cultual experience

Various organizations and groups

- OBe ready to receive visitors to promote globalization
- OEach body takes the initiative in organizing cross-cultural activities in cooperation with volunteers, NPOs, universities, corporations, economic organizations, public organizations, and related international organizations

<Direction of our combined effort>

With the Kyoto International Community House leading the way, we will strengthen the network of citizens and organizations and build an attractive and brilliant international city



Kyoto International Community House

- OMarket Kyoto's attractions to draw people from all over the world
- OSupport communications and interaction between related international organizations, embassies and cities outside of Japan including sister cities.
- OProvide citizens and organizations with relevant information to enable smooth operation of their activities

Promoted policies

- 1 Enhance and market the attractions of Kyoto that draw people from all over the world
- 2Promote citizen-oriented international interaction and cooperation
- OPPromote the development of a city that is livable for foreign nationals, where those citizens actively participate in society and multiculturalism thrives



Members of the Society and I want to work passionately together with everyone

All of us who shared numerous discussions at the Society for Creation of Future Kycto are pleased that a new master plan for Kyoto City has reached completion. Approximately three years ago we started discussions regarding what purpose the master plan should serve and its various policy categories. I was excited to see the plan grow greater and richer after each thorough discussion. All the members of the society including myself hope that we will be able to work together with passion to develop a city according to this master plan.

