

# 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

- ① Citizens feel a sense of enriched quality of life due to a commercially and industrially prosperous city
- ② The 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
- ⑤ The city offers employment opportunities to all of those wishing to work

### ■ Distribution of responsibilities and combined effort of citizens and government



### Promoted policies

- ① Encourage emergence of and support for diverse and energetic small and medium sized startups
- ② Develop and promote new industries in cooperation with existing Industry, academia, and the government
- ③ Develop the business environment, making the most of Kyoto’s unique advantages
- ④ Vitalize traditional industries, as well as promote new industries
- ⑤ Promote trade practices appropriate for each community’s characteristics
- ⑥ Support operations of social business\*
- ⑦ Enhance the logistic systems
- ⑧ 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

\*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

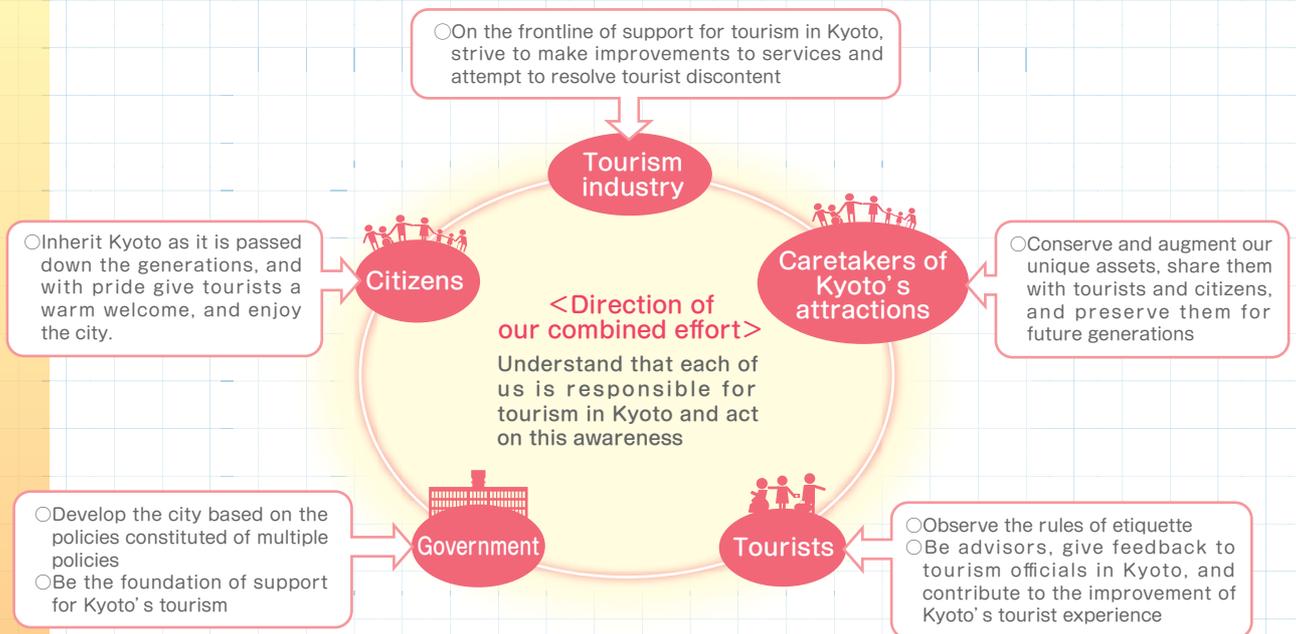
We hit the "50 million tourist mark" and we will now work not only on "quantity" but also "quality" aiming to build a city where tourists can immerse themselves in the essence of travel. To achieve this we will strive to improve "the quality of tourist activities" and "the quality as a tourist destination".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

- ① The quality of tourist activities is improved
- ② The quality as a tourist destination is improved
- ③ Citizens have become the new pivotal center of tourism in Kyoto City
- ④ Kyoto has won new fans
- ⑤ The city has become an internationally renowned MICE city

### ■ Distribution of responsibilities and combined effort of citizens and government



### Promoted policies

- ① Improve the quality of tourist activities
- ② Improve the quality as a tourist destination
- ③ Grow as an internationally renowned MICE city attracting international conferences, corporate training trips, and events and become an internationally recognized visitor-drawing city

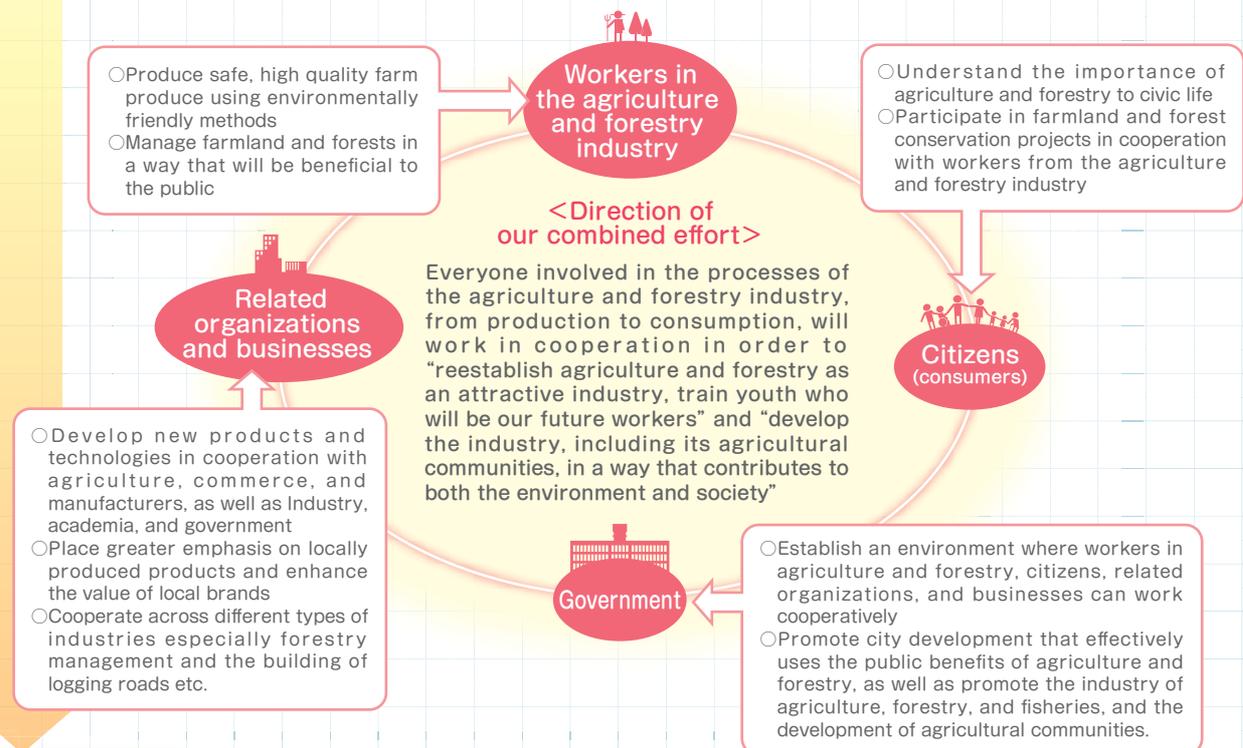
### Basic plan

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
- ③ Citizen participation and understanding of agriculture and forestry is well advanced

#### ■ Distribution of responsibilities and combined effort of citizens and government



### Promoted policies

- ① 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

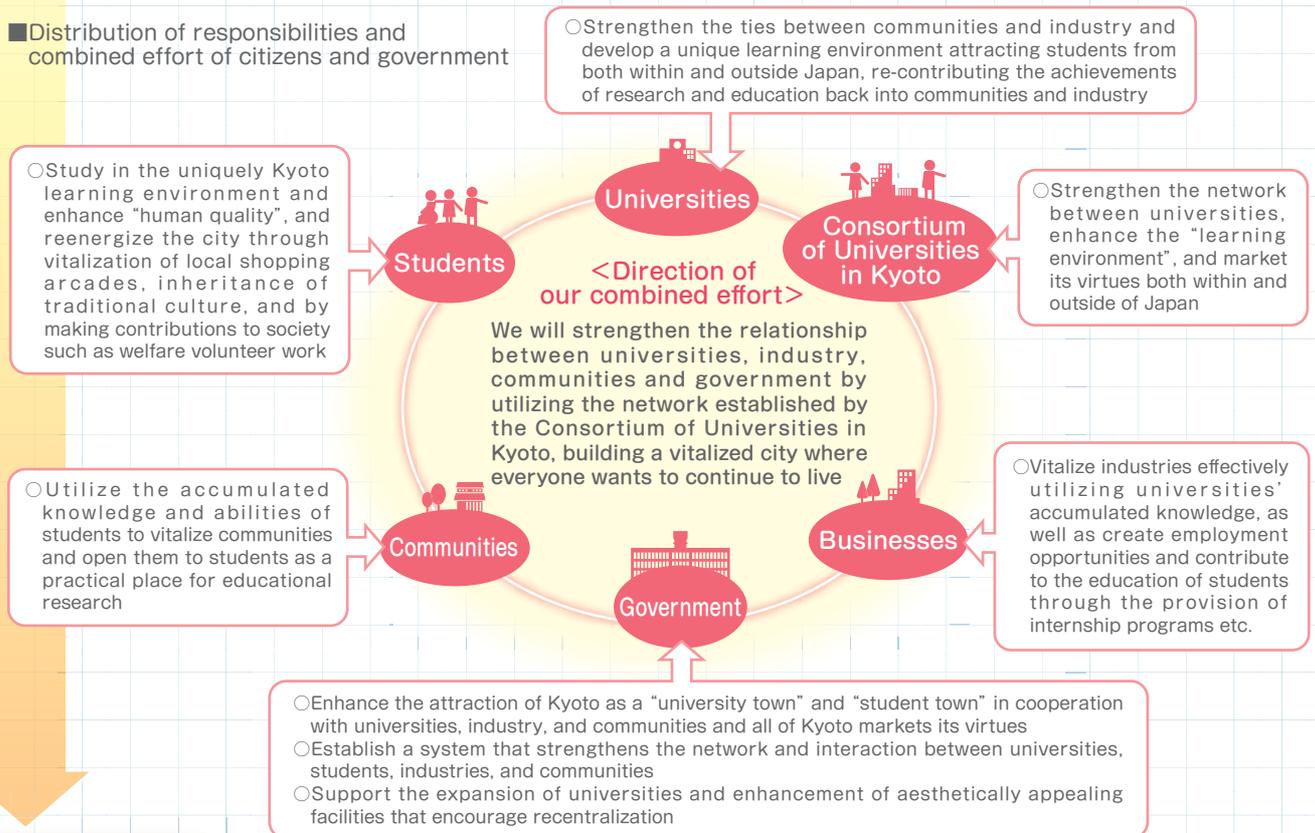
## Basic plan

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

- ① 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



## Promoted policies

- ① Build a city where everyone wants to study and continue to live
- ② Accept more overseas students and nurture talent in preparation for the globalization of universities
- ③ Build a “university town” full of potential and the energy of students
- ④ Promote a stronger network of industry, academia, and government in order to vitalize industries and enhance university education in Kyoto

### 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
- ② The city makes a significant contribution to the world community
- ③ Multiculturalism thrives within the city
- ④ Cross-cultural interaction exchange is a part of citizens' everyday lives

#### ■ Distribution of responsibilities and combined effort of citizens and government

- Each citizen gains a greater interest and understanding of foreign cultures and equips themselves with an insightful understanding of international society
- Foreign nationals actively participate in the community, utilizing their skills and abilities
- Be actively involved in volunteer work and cross-cultural programs

Citizens

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

Kyoto International Community House

<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

Various organizations and groups

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

Government

- Market Kyoto's attractions to draw people from all over the world
- Support communications and interaction between related international organizations, embassies and cities outside of Japan including sister cities.
- Provide 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
- ② Promote citizen-oriented international interaction and cooperation
- ③ Promote 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 Kyoto 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.



President of the Society for Creation of Future Kyoto  
**Tatsuro Niikawa**  
(Professor at the Graduate School of Policy and Management, Doshisha University)