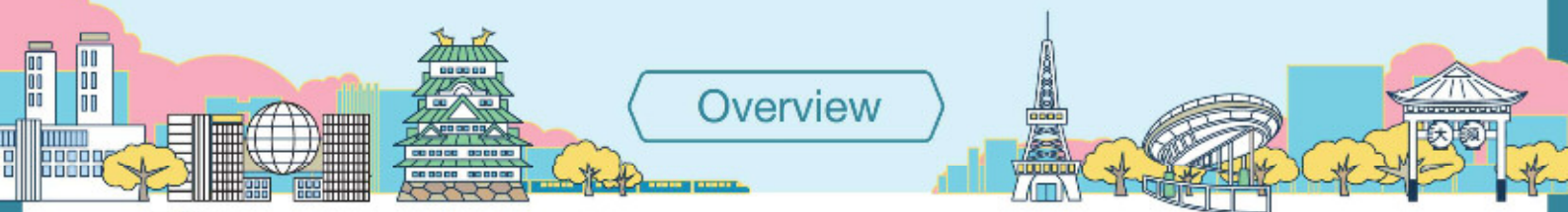


Nagoya City Master Plan 2023

—A proposal for Nagoya's future as a leading global city—



Overview

Public input submission period

MON

1 JULY

—

WED

31 JULY

2019

Do you live in
Nagoya City?
Tell us about
your vision for our
city's future!



Contribute your ideas

Write your name, address, and your ideas on the enclosed postcard or a regular piece of paper, then send it by post, fax, e-mail, or submit it in person. If you are using your own stationery, please clearly indicate that the submission is for the Nagoya City Master Plan 2023 (Proposal).

- * Submissions cannot be accepted by telephone or verbally in person.
- * The City of Nagoya will not respond individually to submissions.
- * Personal information will be handled in accordance with the Nagoya City Ordinance on the Protection of Personal Information. Information provided by individual residents will not be used for any other purpose.



View the proposal (full version)

The proposal can be viewed in full at the Nagoya City Information Center (1st floor, City Hall West Annex) and at information corners located in each Ward Office and Branch Office. The proposal is also available on the official City of Nagoya website (<http://www.city.nagoya.jp/>) Please inquire at the address overleaf if you require a Japanese braille version or a text-only version for text-to-speech.



Send your submission to:

Planning Division, Planning Department, General Affairs Bureau,
City of Nagoya

1-1 Sannomaru 3-chome, Naka-ku, Nagoya City 460-8508

Fax: 052-972-4418

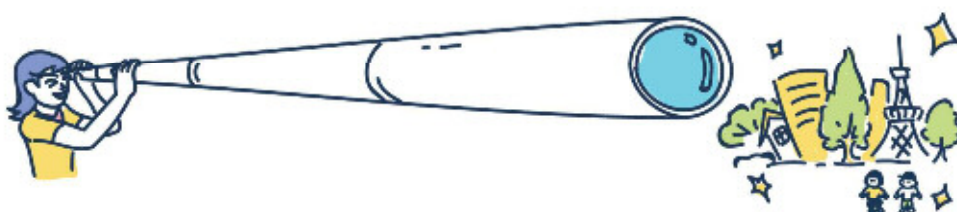
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About the City of Nagoya Master Plan 2023

Nagoya City's Master Plan is a long-term vision for our city that will ensure the comprehensive and systematic management of the city government. The Master Plan is a blueprint outlining the actions that need to be implemented to achieve our vision of Nagoya's future.

The Nagoya City Master Plan 2023 imagines our city in 2030 – after our city has hosted the 20th Asian Games and after the commencement of Chuo Shinkansen (maglev) line services between Shinagawa (Tokyo) and Nagoya. The Master Plan includes a list of actions that need to be implemented over the next five years from 2019 to 2023.



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Current Issues for the City of Nagoya

1	Demographic changes due to a falling birth rate and aging society	- Population forecasts predict that Nagoya City's population will begin to fall in 2023 when the number of deaths begins to exceed the number of births. - The working population responsible for supporting all members of society is expected to decrease and the number of elderly people is expected to increase.
2	Diversification of values and lifestyles	- The structure of families and households is changing, as well as the way people interact with each other. - The number of foreign residents* has increased significantly in recent years.
3	Concerns about natural disasters	- The possibility of an earthquake is on the rise with a 70-80% probability of a massive earthquake occurring in the Nankai Trough in the next 30 years. - The frequency of torrential rain has increased in recent years.
4	Concerns about environmental sustainability	- Average temperatures in Nagoya City are rising in the long-term. - Green areas and natural spaces are becoming less common.
5	Changes due to the opening of the Chuo Shinkansen maglev line	- The opening of the Chuo Shinkansen maglev line is expected to boost interactions between a wide variety of people. - There are concerns that the opening of the new line could result a drain of people and business opportunities from Nagoya to Tokyo.
6	Increasing visitor numbers	- Nagoya City has seen a significant increase in the number of foreign visitors in recent years. - The 20th Asian Games will be hosted by Aichi Prefecture and Nagoya City in 2026.
7	Changes in the industrial sector	- The development of technologies such as IoT* and AI* has triggered rapid changes in the environment surrounding the industrial sector. - There are also concerns about future worker shortages due to the declining birth rate.
8	Deterioration of older public buildings and infrastructure	Public buildings such as schools and municipal apartment buildings, as well as public infrastructure including roads, rivers, parks, and water/sewage pipes are getting older, meaning that they require repairs and maintenance.
9	Adoption of the Sustainable Development Goals (SDGs)	The SDGs aim to create a society where no-one is left behind, providing a comprehensive plan of action to deal with a wide range of economic, social, and environmental issues.

About the Sustainable Development Goals (SDGs)

Sustainable Development Goals (SDGs) are universal goals for countries all over the world, adopted as part of the Sustainable Development Agenda at the UN Sustainable Development Summit in September 2015. The 17 SDGs and 169 targets, established as goals to be achieved by 2030, cover a wide range of fields including health, education, economic growth, and climate change.



* **Foreign residents:** Foreign nationals with a registered address in Nagoya City.

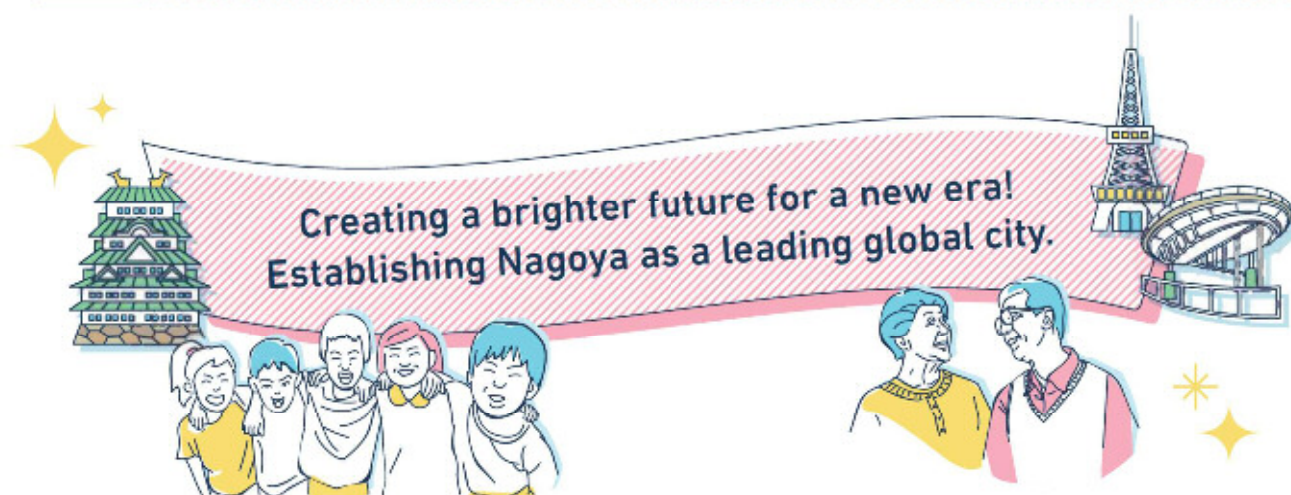
* **IoT:** (Internet of Things) IoT refers to the extension of internet connectivity to everyday objects in addition to information and telecommunications devices such as computers. IoT allows these everyday objects to connect to the internet and communicate with other devices, enabling automatic identification, automatic controls, and remote monitoring.

* **AI:** (Artificial Intelligence) Technologies allowing computers to become intelligent machines that can understand language, reason, and solve problems on behalf of human beings.

Our Long-Term Vision for City Planning

1

Urban Planning Approach



Maximizing Nagoya's strengths

The completion of the Chuo Shinkansen maglev line extension from Nagoya to Osaka will spark the formation of the most densely populated super mega-region* in the world with a population of 70 million people. The City of Nagoya will be located at the heart of this new mega-region, so our city needs to maximize its strengths including its reputation as a pleasant place to live, its economic strengths, and its unique, rich history and culture.

Boosting growth by establishing core functions in the Greater Nagoya area

Nagoya City is located at the heart of the Greater Nagoya area. In addition to providing everyday support to residents, the City of Nagoya has added a range of advanced core functions to fulfil its role and help it develop as a regional hub and better assist the growth and development of people and businesses located in the area. The City of Nagoya is keenly aware of the importance of its role, always considering benefits for the wider region and boosting the growth of the Greater Nagoya area through comprehensive coordination with local governments in the area.

Making Nagoya the best city in Japan for growing families!

Achieving a reliable, user-friendly welfare system for elderly people as well

To ensure sustainable development in the future, the City of Nagoya needs to ensure that it is a city that attracts many people from far and wide. We aim to create a city where everyone can live in safety and security, a city where each and every resident can live their lives and utilize their potential to the fullest, a city that is truly welcoming for growing families, and a city where preventable child deaths do not occur. The main focus of our city's actions as a local government will be to ensure the enhancement of welfare services for residents, respect for human rights, and the promotion of a diverse society where individual values and lifestyles are accepted. Our urban planning will focus on boosting the dynamic nature of our regional community, creating a harmonious society where residents support each other, and everyone can live a rewarding, fulfilling life.

Protecting lives and industry from the threat of major natural disasters for safe and secure everyday living

Our city has a fundamental obligation to protect residents' lives and industry from the threat of earthquakes and heavy rains. We also have a duty to ensure that everyone can enjoy safe and secure lifestyles by protecting residents from the threat of fire, traffic accidents, and crime in their everyday lives. A diverse range of organizations, including community groups, companies, and NPOs*, are joining forces with local government authorities to comprehensively prepare for the possibility of a major disaster, including boosting regional disaster preparedness and enhancing urban disaster prevention functions, as well as actively enhancing and strengthening firefighting services, ensuring traffic safety, and preventing crime.

* **Super mega-region:** Tokyo, Nagoya, and Osaka currently form a massive urban region called a mega-region. The completion of the entire Chuo Shinkansen maglev line will bring these three metropolises even closer together, forming the most densely populated super mega-region in the world while allowing each city to maintain its unique characteristics.

* **Greater Nagoya:** A region with a radius of approximately 30-50 kilometers centering on the City of Nagoya. The actual size of the area can differ according to specific focuses (e.g. industry, tourism, and disaster preparedness).

* **NPO:** Non-Profit or Not-for-Profit Organization

Attracting people, goods, capital, and information to create new values and achieve sustainable economic growth

Throughout history, economic growth has always been powered by innovation*. Continuous innovation is the key to enhancing the capabilities of our industrial sector and ensuring the sustainable development of the region. The City of Nagoya aims to become an innovation hub that powers global growth by actively promoting the utilization of cutting-edge technologies, promoting growth industries, as well as training and securing the human resources that will support the future of our industrial sector. These efforts will continue to create new values to achieve our goal of sustained, robust economic growth. Our city will also engage in the strategic promotion of tourism and MICE events to secure tourist spending in Nagoya and further invigorate the region.

Restoring the wooden main tower keep of Nagoya Castle to establish a global tourist attraction and create the most authentic modern citadel in Japan on the designated Special National Historic Site of Nagoya Castle

A wide range of historical documents are being used to recreate the wooden main tower keep of Nagoya Castle in the most historically accurate way possible. We aim to create the most authentic example of a historical castle stronghold in Japan, along with the Hommaru Palace, bringing it into the modern era to maximize the historic value and appeal of the Special National Historic Site of Nagoya Castle and ensure that this heritage is passed down to future generations.

Making Nagoya City an appealing global destination, reflecting locals' civic pride in our city

Nagoya City will work to enhance new aspects of its appeal to promote historical and industrial tourism and establish Nagoya as a global brand. This will be achieved by focusing on creating and communicating culture and arts unique to Nagoya such as famous Nagoya dishes, anime, cosplay, and sports. We will also focus on further enhancing areas that are already hold significant appeal for visitors, deepening civic pride (attachment to and pride in our city). Local residents and local governments will come together to communicate the appeal of Nagoya to the world, establishing the city as a place of endless appeal and civic pride, and an exciting global destination.

Deepening ties with countries throughout Asia to establish Nagoya City as a hub for international exchange in Asia and the world

The hosting of the 20th Asian Games by Aichi Prefecture and Nagoya City in 2026 will be an opportunity to promote the appeal of Nagoya to people in other Asian countries, as well as an incredible chance to enhance and expand exchange with people from all over Asia. In preparation for the Asian Games, the entire City of Nagoya is preparing the ideal environment to welcome athletes and visitors, in addition to creating and communicating Nagoya's appeal, and revitalizing our city through sports and the creation of a harmonious society. The City of Nagoya intends to maximize the positive effects of the event wherever possible through solid preparations and by establishing itself as a major Japanese city ideally positioned for exchange with Asia and the rest of the world.

Establishing Nagoya as a leading city in the maglev era

As we move into the maglev era, Nagoya intends to maximize the positive effects of Chuo Shinkansen maglev line. Proactive investment will be made into boosting Nagoya's urban functions to inspire industrial exchange, disaster preparedness and convenience based on the city's strong economic foundations. This will further enhance Nagoya's global competitiveness and allow our city to become a driver of growth in Japan as the center of the new super mega-region in the maglev era.

Creating a sustainable future by achieving the SDGs

Nagoya must take a leading role in achieving the Sustainable Development Goals (SDGs) to ensure a sustainable future where no-one is left behind. Nagoya City has set its sights on working toward the achievement of the 17 SDG targets by analyzing how they are connected to initiatives being implemented by our city and by focusing city-wide efforts on meeting each goal. Through these efforts, we intend to create a city that achieves a harmonious balance between economics, society, and the environment, based on the principles of the SDGs.

Establishing Nagoya as a leading global city!

A diverse range of organizations, including community groups, companies and NPOs has come together to protect the lives and maintain the lifestyles of each and every Nagoya resident. Nagoya intends to create an overwhelming flow of economic activities, tourism, and exchange to ensure that more people all over the world choose Nagoya as their destination and come to acknowledge it as a leading global city.

* **Innovation:** Technological innovation and the creation of new centers of activity. Innovation provides the driving force behind economic growth.

* **MICE:** Short for Meeting, Incentive Travel, Convention and Exhibition/Event. The term refers to any kind of business event that attracts a large number of people and facilitates their interaction. Examples include company meetings, corporate incentive travel, conventions held by international organizations, groups, and academic societies, as well as exhibitions, trade fairs and related events.

2

Our Vision for the City of Nagoya in 2030

The following five elements have been established as our vision for the City of Nagoya in 2030.

Vision 1

A city where human rights are respected, and everyone can enjoy a rewarding lifestyle and actively participate in society

- A city where human rights are respected and everyone can live a fulfilling life
- A city where everyone, including elderly and disabled people, can live independent lives free of worry
- A city where a diverse range of people can live the lifestyles they choose

Fulfilling independent lives for elderly people and disabled people

Vision 2

A city where child-rearing is worry-free, and where children and young people can fulfil their potential

- A city where childbirth and childrearing are worry-free
- A city full of smiles, a place where children can grow up healthy and happy
- A city where young people can be active in creating their own bright future

A place where children and young people can shine!

Vision 3

A city where people support each other, living safe and secure in the knowledge that their city is fully prepared for any natural disaster

- A city that is fully prepared for natural disasters including earthquakes and torrential rain
- A city where fires, crime, and traffic accidents are prevented wherever possible
- A city where residents can enjoy safe and secure lifestyles

Safe, secure, and prepared for natural disasters

3

Future Urban Structure

We envision a city where stations are located at the center of walkable living environments, a place where diverse urban elements including stores, businesses, residential areas, and services are conveniently located and fully integrated. Our vision incorporates history, culture, environmental concerns, and disaster preparedness to ensure that Nagoya is an appealing, safe place to live. The Nagoya city center will be established as the heart of the region, a place that inspires dynamic interactions between people and the creation of new and exciting possibilities. We imagine a new type of urban structure to establish the City of Nagoya as a centralized, integrated metropolis.



Vision 4

A city with a livable urban environment where everyone can live in harmony with nature

- A city with a convenient, livable urban environment
- A city where pleasant natural surroundings are a part of the everyday landscape
- An environmentally-friendly, low-carbon city with a circular economy

**Environmentally-friendly,
comfortable,
and convenient!**

Vision 5

An appealing, vibrant global city that attracts people and businesses from all over the world

- A city with a strong brand and strong civic pride
- An accessible, global city that attracts people and businesses from all over the world
- A city that enhances regional industry to ensure a high level of industrial competitiveness

**Nagoya –
a leading global
city!**



4

Strategic Focuses

The City of Nagoya has analyzed issues currently faced by the city and established the following priorities as part of its mid- to long-term strategy to achieve its vision for Nagoya. Actions designated as vital to key strategies will be given priority when allocating the city's funding and resources to ensure the steady progress of the overall plan.

Strategy

1

Comprehensive support for children and parents to nurture Nagoya's next generation

Full support for children, young people, and growing families!

(1) Nurturing the next generation! Support Strategy for Children and Young People

SUSTAINABLE
DEVELOPMENT
GOALS



The following is a list of the main projects that will play vital roles in the promotion of each strategy.

① Promoting comprehensive support for children and parents

- Lifetime career building support project for children
- A home-based consultation service and support project
- Establishment and administration of an organization to protect the rights of children
- Promoting child-rearing support and advice for parents with young children
- Project to support learning and counselling for high school students
- Promoting career counselling and support
- Managing the Nagoya Children's Support Committee
- Project to respond to school refusal at the Children's Counselling Center
- Improving classes by promoting a shift away from uniform, standardized classes
- Nagoya-style career guidance and support for young people

② Supporting the healthy growth and development of children

- Promoting support for children's growth and development
- Promoting coordination to enhance support for children requiring medical care
- Creating a more effective system for Child Guidance Centers
- Promoting the establishment of an inclusive educational system*
- Support for children requiring instruction in Japanese as a second language



* **Inclusive educational system:** Article 24 of the UN Convention on the Rights of Persons with Disabilities encourages respect for human diversity to enable disabled people to develop their mental and physical abilities to their fullest potential. The Convention also states that people with disabilities should be included in the general education system, thereby allowing them to participate effectively in a free society.

③ Promoting more diverse academic skills and increasing children's physical strength

- Project to promote better verbal communication
- Promoting reading activities for children
- Appointing teachers who can assist children with identifying future pathways
- Promotion of a project to create leaders who will assist with the achievement of the SDGs
- Promotion of club activities (at elementary school)

④ Enhancing education to nurture global human resources, skilled manufacturing personnel, and human resources with ICT* skills

- Operation of a Global Education Center
- Sending municipal high school students overseas
- Promoting education in science and mathematics at elementary and junior high schools
- Review and reform of learning styles at municipal high schools

⑤ Enhancing the educational environment to support more effective learning

- Establishing a special support high school
- Promoting the use of ICT in education

⑥ Creating an environment where young people can participate in learning activities

- Promotion of the Student Town Nagoya (N-chan) project
- Promoting coordination and cooperation between Nagoya City University and the local community to better contribute to society

(2) Creating a better environment to raise children! Child-rearing Support Project



① Seamless support from pre-pregnancy to child-rearing

- Consultations and child-rearing support from the pre-pregnancy stage to the child-rearing stage



② Creating a better child-rearing environment for working parents

- Promoting measures to reduce waiting lists for nurseries, etc.
- Project to support diverse child-rearing styles at nurseries, etc.

③ Creating an environment where the entire community provides support for child-rearing

- Regional projects to support child-rearing
- Subsidies to offset medical costs for children
- System to recognize and award companies that support child-rearing

Strategy

2

Creating a city where welfare benefits everyone and allows them to participate actively in society

Comprehensive support for elderly people and disabled people! Creating a welfare system that benefits everyone!

(1) Longer lifespans and worry-free living! Healthy and Worry-Free Lifestyle Strategy



① Promoting healthier lifestyles and preventive medicine, promoting pioneering research in healthcare

- Promoting projects to achieve healthier lifestyles and prevent passive smoking
- Promotion of measures to improve dental and oral health
- Subsidies for the cost of non-mandatory vaccinations
- Promotion of cancer prevention schemes
- Enhancing pioneering research into dementia, developmental disorders, etc. at Nagoya City University

② Enhancing the emergency medical care system

- Ensuring an effective emergency medical care system
- Boosting the capabilities of the emergency medical center at Nagoya City University Hospital

③ Enhancing and promoting a comprehensive regional care system incorporating more effective responses to dementia

- Early detection and early responses to dementia
- Management of a financial assistance system for accidents caused by people with dementia
- Project to promote further integration of home-based medical and nursing care
- Enhancing the home-based medical care system
- Promotion of measures to prevent dementia and prevent dependence on nursing care
- Support for the establishment and enhancement of small-scale multi-functional home-based nursing care centers
- Enhancement of facilities and residential service providers
- Promoting training and ensuring required numbers of nursing care personnel
- Establishment of a comprehensive consultation and support system



*Small-scale multi-functional home-based nursing care: Services providing mainly day services with additional overnight and home-based care services.

(2) A city where everyone can thrive! Diversity Promotion Strategy



① Respecting human rights and achieving a tolerant, diverse society

- Promoting activities to raise awareness of human rights
- Promoting human rights education at schools
- Promoting human rights education as part of social studies
- Promoting awareness of a gender equal society
- Raising awareness and establishing specialized consultation services, etc. to promote better understanding of diverse lifestyles
- Eliminating discrimination against disabled people
- Providing regional information in multiple languages
- Raising awareness of multicultural coexistence within the regional society

② Promoting the utilization of diverse human resources

- Promoting the further participation of women in society through employment, etc.
- Operating an employment support center for elderly people
- Providing employment assistance consultations for disabled people
- Promoting work-life balance
- Expanding recurrent education* at Nagoya City University
- Providing support for Japanese language study
- Assisting international students



③ Providing lifestyle support for disabled people in the region

- Operating the Central Consultation Center for the Disabled
- Enhancement and management of financial support for businesses providing welfare services to the disabled
- Project to establish regional lifestyle support centers
- Providing support to improve communications with disabled people

④ Creating a more accessible city

- Promoting universal design at privately-run railway stations
- Expanding the use of automatic platform doors at subway stations
- Installation of elevators at subway stations
- PR activities to raise awareness and understanding of issues affecting disabled people

(3) Everyone can participate! Regional Community Revitalization Strategy



① Promoting regional activities to create new active spaces and encourage community participation

- Promoting regional community revitalization
- Enhancing library services
- Providing opportunities to hold sporting events



② Nurturing and supporting a diverse range of community members to support regional society

- Promoting activities involving members of the public
- Operating the Nagoya Urban Institute
- Providing support for regional activities, such as children's groups, to support the growth and development of children and young people
- Nagoya Suku-suku Volunteer project
- Promoting activities for a greener city

*Recurrent education: Opportunities for adults to return to school, reacquire knowledge, and learn in a recurring, repetitive way.

Strategy 3

Protecting lives and industry from the threat of a major natural disaster for safe and secure everyday living

Safe, secure,
and fully prepared
for natural
disasters!

(1) Nagoya is fully prepared! Regional Disaster-Preparedness Strategy



① Promoting better awareness of disaster-preparedness activities

- Activities to raise awareness of disaster preparedness
- Disaster preparedness education at schools
- Disaster preparedness projects for foreign residents



② Promoting disaster preparedness measures to suit the needs of each area

- Promoting disaster-preparedness activities using area-specific disaster-preparedness manuals
- Promoting regional disaster-preparedness management projects
- Support including the creation of evacuation plans for vulnerable people at facilities, etc. who require extra assistance

(2) Capable and resilient! Strategy to Expand Disaster Response Capabilities



① Enhancing firefighting and rescue services, boosting functions of disaster-response facilities, etc.

- Enhancing firefighting and rescue services after an earthquake
- Boosting the functionality of the disaster response HQ
- Boosting the functionality of Nagoya City University Hospital as a designated medical facility in disaster situations

② Diversifying and enhancing information gathering and lines of communication

- Review and creation of disaster hazard maps in line with the amended Flood Defense Law
- Enhancing information gathering and lines of communication in disaster situations



③ Boosting functionality of designated evacuation shelters

- Ensuring a comfortable environment for people staying at designated evacuation shelters
- Boosting functionality of evacuation centers located at schools

⑤ Assisting people who are unable to return home after a disaster

- Creation and implementation of an urban revitalization plan to ensure safety and security
- Promoting measures to assist people who are unable to return home after a disaster

④ Boosting urban disaster preparedness functions through earthquake resistance measures and flood prevention measures, etc.

- Making bridges more earthquake resistant
- Boosting earthquake resistance of river and wastewater infrastructure
- Burying overhead powerlines
- Removal of dangerous concrete block walls, etc. from municipal facilities
- Improving earthquake resistance of private buildings
- Enhancing river infrastructure
- Improving flood control reservoirs
- Projects to reduce flooding due to overflowing wastewater pipes
- Promoting the reduction of rainwater runoff
- Boosting the disaster-preparedness capabilities of Nagoya Port

(3) Safe and secure! Safety and Security for Daily Living Strategy



① Enhancing first aid and emergency services

- Enhancing emergency response capabilities
- Measures to ease increasing demand on emergency services



② Creating a safe, secure city

- Promoting measures to prevent fire deaths
- Promoting activities to ensure safety in everyday life
- Promoting activities to improve traffic safety
- Traffic safety measures for traffic accident black spots
- Assistance for victims of crime, etc.

Strategy 4

Creating a vibrant city and new values based on Nagoya's robust economic foundations, boosting urban functions to coexist in harmony with nature

Utilizing every opportunity to ensure continued growth!

(1) Welcome Asia! Welcome maglev! **Strategy to Enhance Urban Functions**



① **Boosting the appeal of the city center before the opening of the Chuo Shinkansen maglev line**

- Promoting preparations for the opening of the Chuo Shinkansen maglev line
- Boosting the functionality of the Nagoya Station terminal
- Improving the appearance of the area around the maglev station
- Promoting urban planning that utilizes Nagoya's unique regional characteristics in the area around Nagoya Station
- Improving access to the Sasashima Live 24 area and the south side of Nagoya Station
- Promoting the Sakae area urban planning project
- Promoting urban planning in the Kanayama area



② **Developing infrastructure in the lead-up to the 20th Asia Games**

- Development of the athletes' village for the 20th Asian Games and consideration of urban planning options for the site after the end of the tournament
- Promoting urban planning in the Kohoku area
- Improving Mizuho Park

③ **Promoting efforts to establish Nagoya as a city that integrates the latest in urban mobility technologies**

- Promoting the introduction of a new Smart Roadway Transit (SRT)* system
- Boosting the functionality of the Yutorito Line
- Promoting the planning of comprehensive traffic policies

④ **Making public transport more comfortable and convenient**

- Refurbishing subway station interiors and lighting, etc.
- Installing air conditioning on subway station platforms
- Improving the bus terminal environment

⑤ **Boosting the wider transport network**

- Making the Nagoya Expressway easier and more convenient to use
- Promoting upgrades of the Nagoya Ring Road No. 2
- Boosting the functionality of the Chubu Centrair International Airport and increasing passenger numbers
- Promoting upgrades of Nagoya Port

* SRT: (Smart Roadway Transit) A completely new form of transport featuring the latest technologies to ensure a comfortable ride and a design that allows all passengers to get on and off smoothly. The streamlined and stylish vehicles run on roadways to provide better access to key areas, boosting the overall vitality of the city.

(2) For a sustainable future! Eco-city Promotion Strategy



① Shifting to low carbon lifestyles and business styles

- Promoting the use and applications of hydrogen energy
- Promoting housing with lower carbon footprints
- Awareness raising to assist in the adoption of low carbon lifestyles

③ Promoting the 3Rs* to adapt to changes in social and economic conditions

- Promoting reducing and reusing
- Promoting sorting and recycling of waste
- Promoting the reduction of waste from businesses and converting waste into resources

② Creating a greener city environment, reestablishing the natural water cycle, and conserving of biodiversity

- Promoting better management of parks
- Redevelopment of urban parks to boost their appeal
- Creating attractive tree-lined streets
- Creating greener urban areas
- Promotion of the global AIOYAMA project
- Ensuring a more effective water cycle
- Establishing biodiversity as a major focus

④ Promoting comprehensive measures to link the environment, the economy, and our society

- Promotion of the SDGs Future Creation Club at the Nagoya Open University of the Environment



*3Rs: Reduce, reuse and recycle - three methods everyone can use to cut down on waste.

(3) Promoting exchange to create new values! **Innovation Strategy**



① Supporting innovation and new businesses

- Enhancing and promoting the innovation strategy
- Supporting innovation at small- and medium-sized businesses
- Support systems for establishing new businesses, etc.

② Promoting value-added and growth industries, strategic measures to bring businesses to Nagoya

- Promoting the use of IoT, AI, and robots, etc.
- Promotion of the aerospace industry
- Promotion of Nagoya as an ideal location for industry

③ Promoting industrial exchange and MICE-related business

- Promoting exchange between ICT-related businesses and encouraging investment
- Attracting MICE events to Nagoya
- Management and improvement of the Nagoya International Exhibition Hall
- Management and improvement of the Nagoya Congress Center

④ Revitalizing regional commerce

- Revitalizing and improving commercial areas in the region

⑤ Training and securing personnel needed by the industrial sector

- Providing support to allow small- and medium-sized businesses to secure the personnel they need
- Management of the Children's Discovery Club
- Coordination and collaboration between municipal high schools, the industrial sector, universities, and the region



(4) Making the most of our appeal! Strategy to Enhance and Communicate Nagoya's Appeal

SUSTAINABLE
DEVELOPMENT
GOALS



① Creating and sending out information about the appeal of the city, focusing on Nagoya Castle

- Development of the Nagoya Castle site
- Surveys and research about Nagoya Castle
- Projects to boost the appeal of Nagoya Castle
- Promoting the Kinshachi Yokocho development concept
- Boosting the city's appeal, focusing on Nagoya Castle
- Regeneration of the Hori River to add richness and vitality to the area
- Revitalizing water-based transport
- Promoting urban planning to improve the city's appearance while utilizing the unique characteristics of the region

② Boosting and communicating the appeal of Nagoya including the city's cultural/historical assets and tourist attractions

- Support and utilization of activities involving culture and the arts
- Supporting the activities of the Nagoya Philharmonic Orchestra
- Management and improvement of cultural facilities
- Promoting heritage tourism
- Promoting urban planning projects for historic areas
- Preservation and utilization of the Ito Family Historical Residence
- Management of the Village of Ancient History Shidami Kofun-gun
- Promoting urban planning in the station area near Atsuta Jingu
- Promoting the development of the Kinjo Pier
- Upgrading the Higashiyama Zoo
- Managing the Nagoya City Science Museum
- Implementing tourism promotions

③ Promoting international exchange, creating a welcoming environment for visitors, and attracting visitors from overseas

- Promoting exchange with a range of cities in foreign countries
- Enhancing tourist information services
- Promoting the establishment of luxury hotels
- Converting toilets to Western style and improving usability
- Installation of easy-to-understand, easy-to-use subway ticket machines
- Attracting tourists from overseas
- Promoting the night-time economy

④ Creating and communicating Nagoya's appeal through sports and pop culture

- Hosting the 20th Asian Games
- Creating and communicating the city's appeal through sports
- Host town project for the Tokyo Olympic and Paralympic Games
- Promotion of Nagoya as host town for cosplay events, etc.

⑤ Encouraging civic pride

- Promotions to encourage civic pride
- Serving unique Nagoya dishes in school lunches



5 Initiatives for More Effective City Administration

1 Resident- and Region-Focused City Administration

① Administrative services that respect human rights and value each individual

City employees are keenly aware of their responsibilities as public servants and their duty to provide public support in a manner that ensures that the human rights of every person are upheld. Employees are required to make fair and impartial decisions and carry out their duties with integrity. The City of Nagoya is working to provide administrative services that value each individual by providing opportunities for a diverse range of residents to ensure that their views are reflected in the city's policies and services.

② Ensuring a fair and transparent administration

The City of Nagoya provides easy-to-understand information to residents in a diverse range of formats as part of its efforts to communicate and release useful information. The city is working to ensure that the Personal Information Protection System is managed appropriately so that residents' personal information is protected.

③ Region-led urban planning

The city promotes the participation of residents in regional urban planning projects as well as providing support for the independent and self-organized activities of regional residents, regional groups, and NPOs. Each ward office aims to provide easy access to a comprehensive range of administrative services, working in partnership with regional residents and other groups to ensure their independence and self-reliance as part of efforts to improve regional disaster preparedness capabilities, promote regional welfare, and implement urban planning projects that reflect the unique characteristics of each ward.

④ Working in partnership with a diverse range of businesses, NPOs, and universities to enhance city services

The City of Nagoya is working in partnership with a diverse range of organizations to take full advantage of the know-how, ingenuity, and adaptability of businesses. This knowledge will allow the city to enhance administrative services, enabling more efficient and effective issue resolution and value creation.

2 Sustainable Management of City Administration and Finances

① Administrative reform – establishing a stable foundation for management in a society with a declining population

Objective 1

Effective use of administrative resources

- Optimizing administrative resources
- Utilizing ICT

Objective 3

Utilizing the capabilities of the private sector

- Further utilization of private sector capabilities
- Review of public facilities

Objective 2

Optimizing the administrative and executive system

- Optimizing organizational structures and personnel numbers
- Appropriate involvement of external organizations when necessary

② Utilizing statistical data

The city is working to enhance the utilization of statistical data in its policy-making processes. Efforts are being made to improve the statistical literacy of employees (allowing them to better understand the usefulness of statistics and utilize data when necessary) and to enhance the city's policy-making capabilities through the effective use of statistical data.

③ Financial management

Objective 1

Improving budgeting methods

- Utilizing administrative evaluations, etc.
- Utilizing private sector funding and know-how

Objective 3

Securing revenue

- Accumulating tax revenue
- Promoting proper credit management

Objective 2

Maintaining a sound financial position and ensuring transparency

- Maintaining a sound financial position
- Communicating easy-to-understand information about city finances to residents

④ Promoting effective management of city assets

The City of Nagoya is working to ensure the effective use of its assets by refurbishing city-owned buildings and facilities as well as implementing systematic, efficient management and maintenance of public works-related facilities to extend the useful lives of assets, thereby reducing and standardizing costs. The city aims to ensure that the number of city-owned facilities is appropriate and that the facilities maintain an effective balance of three essential elements: providing necessary services, adapting to the changing needs of society, and maintaining a sustainable financial position. A number of initiatives, including the reallocation of facilities and the promotion of more effective facility management, are being implemented to achieve this goal.

3 Recruiting and Training City Employees to Build Nagoya's Future Together with Residents

Objective 1 Recruiting and training personnel

- Recruiting enthusiastic, talented personnel
- Implementation of a personnel evaluation system, etc.
- Utilizing the skills and experience of older city employees
- Skills development for city employees
- Career-building support for employees
- Promoting the active participation of female city employees
- Establishing awareness of disaster-preparedness among city employees

Objective 2 Ensuring compliance*

- Raising awareness of compliance issues
- Enhancement and administration of internal control systems

Objective 3 Encouraging better work styles

- Promoting work-life balance

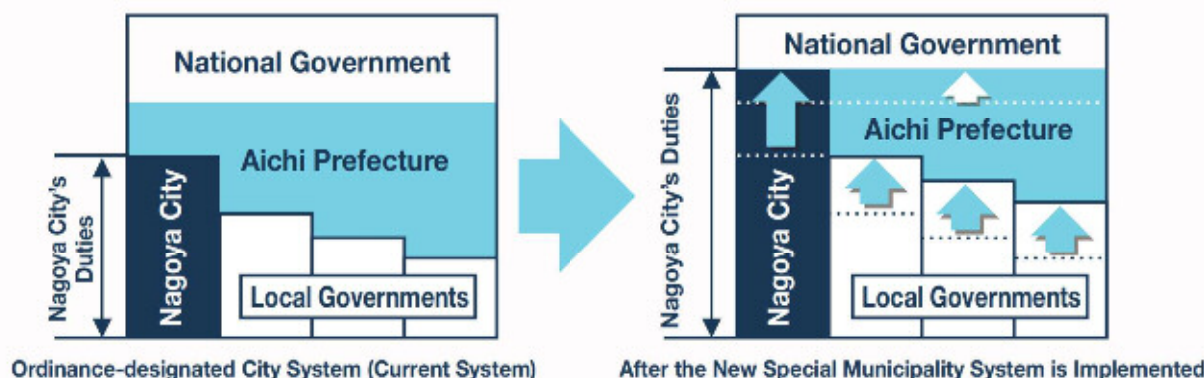
4 Positioning Nagoya as a Central Metropolis

① Promoting coordination between local governments in the Greater Nagoya Area

Nagoya aims to build on the strengths of the Greater Nagoya Area by promoting better coordination between local governments in the area. Nagoya City is leading the enhancement of collaboration and cooperation with neighboring cities, towns, and villages based on the understanding that all local governments in the wider area share a common purpose and a common destiny.

② Establishing a Special Municipality System

The City of Nagoya, along with other ordinance-designated cities, is actively lobbying the national government to create a Special Municipality System that will allocate centralized responsibility for regional administrative duties to major cities. There are also efforts being made to transfer decision-making authority and tax revenues from the national and prefectural governments to cities.



* **Compliance:** Abiding by relevant laws and ordinances, as well as organizational regulations to ensure that employees adhere to public servant ethics and carry out their duties correctly.

The 20th Asian Games and the Opening of the Chuo Shinkansen Maglev Line

It's Nagoya's chance to shine!

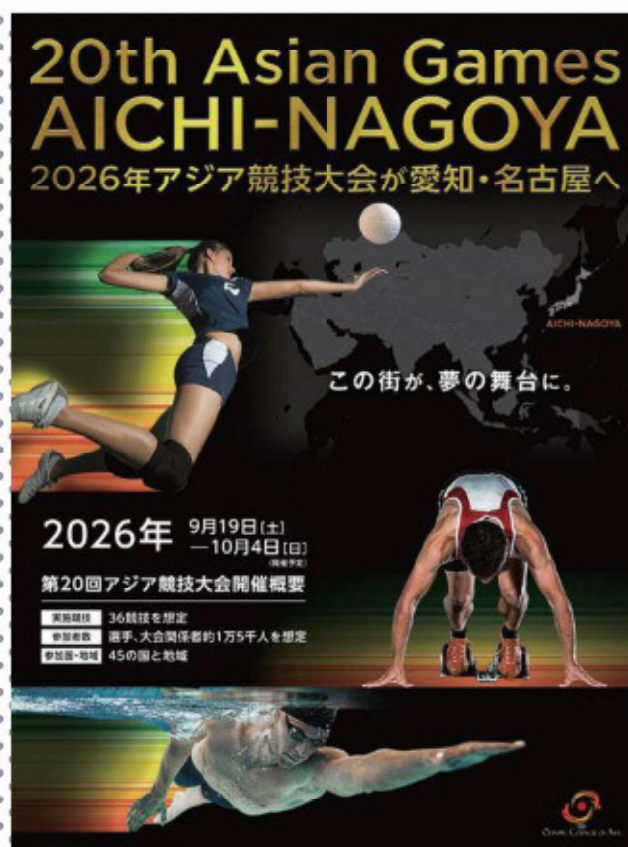
Aichi-Nagoya to Host the 20th Asian Games in 2026!

The 20th Asian Games will be jointly hosted by the City of Nagoya and Aichi Prefecture in 2026. The Asian Games, also known as the Asian Olympics, are Asia's biggest international sporting tournament, held once every four years. Approximately 15,000 athletes, trainers, and coaches are expected to visit the area during the tournament in addition to approximately 1.5 million spectators.

The City of Nagoya intends to ensure that the positive effects of the Asian Games continue on long after the tournament has ended. The momentum created by the Games will be utilized in a wide range of fields to promote sporting activities, expand the non-resident population, promote international exchange, build a harmonious society, and boost international competitiveness.

Promoting Nagoya's **appeal** to Asia!

The **excitement** of the Asian Games returns to Japan after 32 years!



The eyes of the entire Asian region will be on **Nagoya!**

● Basic urban planning objectives to be achieved using the momentum of the Asian Games

Basic Objective 1	Promoting healthier lifestyles among residents through sporting activities and creating a more vibrant city with dynamic activities throughout the region.
Basic Objective 2	Establishing the Nagoya brand through sports and communicating the appeal of Nagoya, both domestically and internationally, to create a vibrant city that is a source of pride for all residents.
Basic Objective 3	Deepening exchange and understanding between a diverse range of people from Asia and the rest of the world during the tournament. These interactions will imbue participants with a richer, more international perspective, increasing residents' understanding of diversity and allowing Nagoya to become an international city that both produces and attracts global citizens.
Basic Objective 4	The urban infrastructure, cutting-edge technologies, and risk management system used for the tournament will continue to be used as a model for future tournaments, allowing Nagoya to become a sustainable city that continues to implement innovative initiatives.

The following section introduces basic objectives shared by residents, businesses, universities, NPOs, and many other organizations that will be used to maximize the positive effects of two major projects.

Chuo Shinkansen Maglev Line Services (Shinagawa – Nagoya) Will Begin in 2027!

The Chuo Shinkansen maglev line is a new type of high-speed transport utilizing magnetic levitation technology to connect the Tokyo metropolitan area and Osaka City (the line will be approximately 438 kilometers in length). The journey from Tokyo to Nagoya will be reduced to approximately 40 minutes, down from the current time of approximately 100 minutes. Once the entire line is in operation, passengers will be able to access all three major cities along the line – Tokyo, Osaka, and Nagoya – within approximately 1 hour.

The opening of the line will create the world's most populous super mega-region with 70 million residents and Nagoya located at its center. This exciting development will allow Nagoya to diversify its economic activities by utilizing its world-class manufacturing technologies and advanced transport network. Using this momentum, Nagoya will develop into an appealing international city that attracts people from all over the world with an interest in industry, tourism, and many other fields.

The **world's fastest** shinkansen
– 500 km/h!



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Boosting Nagoya's economy!

Expanding Nagoya's reach!

●Basic urban planning objectives in the maglev era

Basic Objective 1	Establishing the city as a central hub where people, goods, capital, and information gather from both Japan and the rest of the world
Basic Objective 2	Creating a strong but flexible city that enables the smooth flow of people and goods in Japan

Policies and Actions to Achieve Our Vision for Nagoya

1 Number of Actions and Projects

The City of Nagoya has designated 45 focus areas to work on in the five years between 2019 and 2023 to achieve our vision for Nagoya and enhance services for our residents.

Vision Details		Actions	Projects
Vision 1	A city where human rights are valued and everyone can live rewarding, active lifestyles	10	92
Vision 2	A city where families can raise children with confidence, and where children and young people can grow and develop into well-rounded adults	5	92
Vision 3	A city where people support each other, and everyone can live safe and secure in the knowledge that their city is prepared for any disaster	7	96
Vision 4	A city with a livable urban environment that exists in harmony with nature	10	98
Vision 5	An appealing, vibrant global city that attracts people and businesses from all over the world	9	123
Enhancing services for residents		4	29
Total		45	530

2 Planned Project Costs

The project costs required to implement the projects included in this Master Plan is expected to reach a total of approximately 2.3536 trillion yen over five years.

Vision Details		Planned Project Costs
Vision 1	A city where human rights are valued and everyone can live rewarding, active lifestyles	Approx. 603.3 billion yen
Vision 2	A city where families can raise children with confidence, and where children and young people can grow and develop into well-rounded adults	Approx. 306.1 billion yen
Vision 3	A city where people support each other, and everyone can live safe and secure in the knowledge that their city is prepared for any disaster	Approx. 428.8 billion yen
Vision 4	A city with a livable urban environment that exists in harmony with nature	Approx. 359.9 billion yen
Vision 5	An appealing, vibrant global city that attracts people and businesses from all over the world	Approx. 570 billion yen
Enhancing services for residents		Approx. 85.5 billion yen
Total		Approx. 2.3536 trillion yen

3 Master Plan Project Management

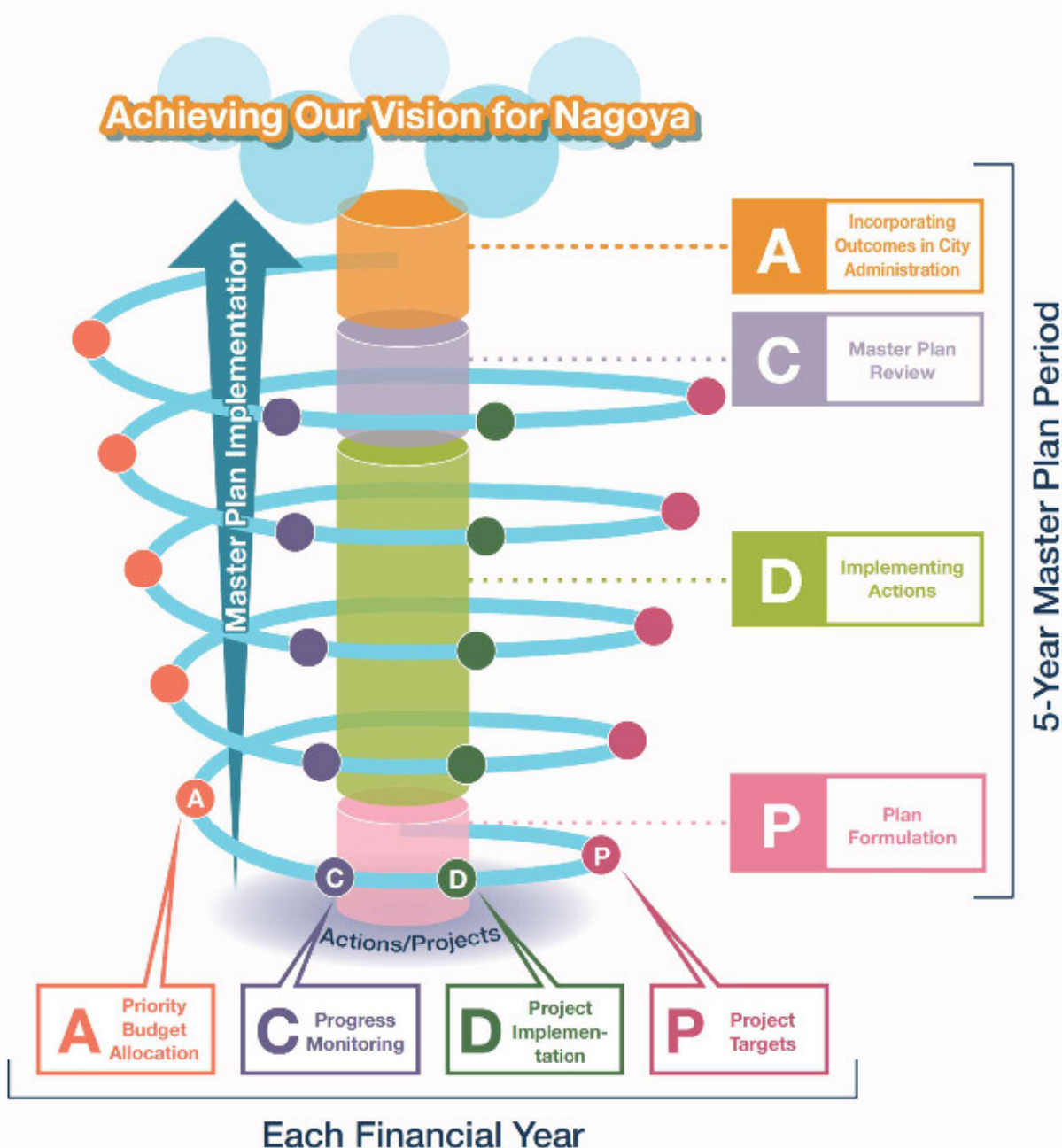
(1) Project Progress Monitoring

Effectiveness indicators and targets will be set for each policy area to monitor progress. Figures showing progress toward achieving each target will be compiled and released to the public every financial year. Details for each of the projects included in this Master Plan will include their current statuses and targets to monitor progress. This information will then be released to the public each year. After this Master Plan has concluded, the City of Nagoya will evaluate and verify the targets and actual outcomes of each of the projects in the Master Plan. All results will then be compiled and utilized to enable more effective administration of the city in the future.

(2) Priority Budget Allocation

Each financial year, the budget will be allocated to each major strategy in keeping with the progress made in each area to ensure that funds are allocated to where they are needed most.

◆Project Progress Management Flow (PDCA Cycle)



4 Actions and Initiatives

The City of Nagoya will implement the following 45 actions to achieve our vision for Nagoya as outlined in the Master Plan. (The 530 projects established to implement these actions are listed in the full Master Plan proposal.)

Vision 1

A city where human rights are valued and everyone can live rewarding, active lifestyles

- 1 Creating a society free of discrimination and prejudice where individual human rights are respected
- 2 Comprehensive promotion of a gender-equal society
- 3 Providing support to achieve life-long mental and physical wellness
- 4 Creating a system where everyone can receive appropriate medical care
- 5 Providing support to ensure that elderly people can lead fulfilling lifestyles
- 6 Providing support so that elderly people can enjoy worry-free living in the region
- 7 Providing support to guarantee that everyone can receive nursing care
- 8 Providing support to enable disabled people to live independent, worry-free lifestyles
- 9 Providing employment support to ensure that everyone can enjoy a fulfilling work life
- 10 Providing support to ensure more rewarding lifestyles through life-long learning and sports



Vision 2

A city where families can raise children with confidence, and where children and young people can grow and develop into well-rounded adults

- 11 Creating an environment where parents can give birth to and raise children with peace of mind
- 12 Providing support to children and households to ensure that children grow up healthy and happy
- 13 Protecting children from abuse and bullying, preventing school refusal
- 14 Valuing the individuality of each child and ensuring that they acquire broad academic skills, a richness of spirit, and healthy bodies
- 15 Creating a city where the younger generation can learn, grow, and be active in society



Vision 3

A city where people support each other, and everyone can live safe and secure in the knowledge that their city is prepared for any disaster

- 16 Promoting urban infrastructure upgrades to make Nagoya more resilient in disaster situations
- 17 Providing support to improve regional disaster-preparedness capabilities in addition to implementing disaster preparedness and disaster reduction measures
- 18 Enhancing and boosting firefighting services to protect the lives of residents
- 19 Creating a safe, secure region without crime and without traffic accidents
- 20 Ensuring a sanitary environment
- 21 Providing a stable supply of clean, safe, pleasant-tasting tap water
- 22 Ensuring stable, better consumer lifestyles in addition to food safety and reliability



Vision 4

A city with a livable urban environment that exists in harmony with nature

- 23 Ensuring comfortable living environments with high standards of air and water quality
- 24 Creating an environment where natural spaces and agriculture are familiar and accessible
- 25 Implementing urban planning to create an enjoyable, comfortable city built around a strong public transport network
- 26 Building livable urban districts with a high standard of urban infrastructure
- 27 Ensuring a safe and easy-to-use road traffic environment for both pedestrians and cyclists
- 28 Integrating universal design into urban planning
- 29 Achieving and sustaining secure, comfortable housing and lifestyles to meet a diverse range of needs
- 30 Encouraging residents and businesses to engage in environmentally-conscious activities
- 31 Promoting the creation of a low-carbon city
- 32 Creating a recycling-focused city based on the three Rs



Vision 5

An appealing, vibrant global city that attracts people and businesses from all over the world

- 33 Boosting city center functionality and enhancing functionality to create interaction between people at a level equivalent to any major global city
- 34 Creating a city that is open to the rest of the world
- 35 Boosting the appeal of port and waterfront areas
- 36 Creating a more attractive urban landscape
- 37 Boosting the appeal of history, culture, and the arts and encouraging residents to share Nagoya's appeal with others
- 38 Promoting tourism and MICE events, and encouraging exchange through the communication of information
- 39 Utilizing sports to boost the appeal and energy of the city
- 40 Assisting with the formation of regional industries and supporting their activities
- 41 Promoting industries that create new values and encouraging industrial exchange



Enhancing services for residents

- 42 Improving city services for residents
- 43 Communicating and releasing information to residents in addition to protecting personal information
- 44 Implementing region-focused urban planning
- 45 Ensuring appropriate maintenance and management of public facilities and the effective utilization of city assets





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