

LET'S PLAN

Nagoya City Master Plan 2023 Guidebook

NAGOYA

TOGETHER!



Osamu Hayashi Opening Interview

Toward Nagoya's Future
As A Leading Global City!

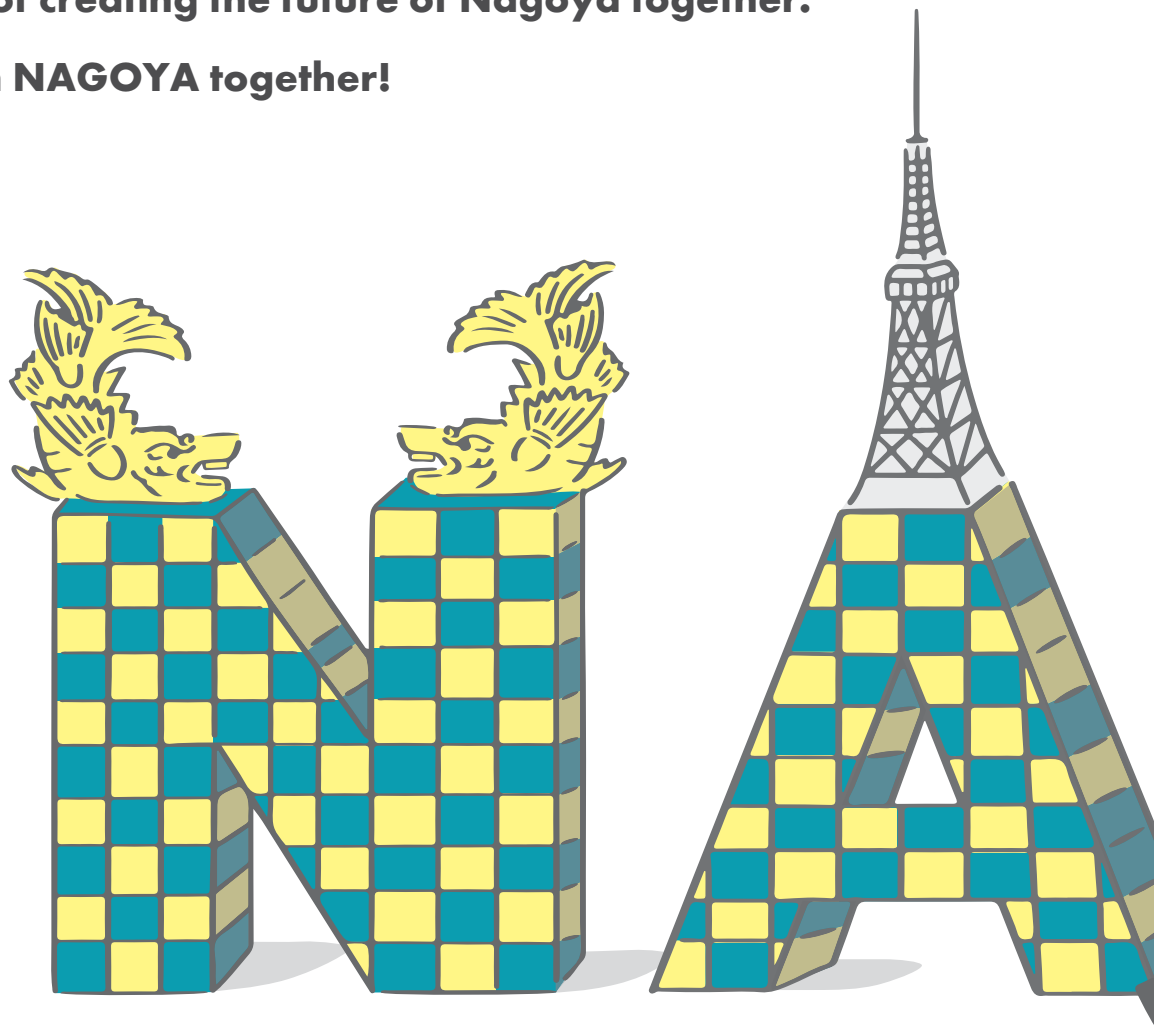


NAGOYA CITY MASTER PLAN 2023 FOR A NEW ERA

**How will Nagoya develop
in Reiwa, Japan's newest Imperial era?
What kind of city will it become?**

**The aim of this guidebook is to share
Nagoya City Master Plan 2023 with everybody
in hopes of creating the future of Nagoya together.**


Let's plan NAGOYA together!



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A Youth Surrounded by Books

- What memories do you have of Nagoya?

After my college years in Tokyo, I returned to Nagoya in my 30s. I am currently based in both Nagoya and Tokyo.

One of my childhood memories was frequenting

libraries. I used to go to the Higashi Library and the Meito Library to borrow and read a considerable number of history and literature books. I would borrow the same books, return them, and borrow them again (laughing). I also loved to run, so I would go to Mizuho Park, Fukiage



Opening Interview

Park, Tsuruma Park, to mention a few, to run 10 to 15 kilometers every day. The other day, I went for a run in Meijo Park for the first time in a long while. It is a really good course, but the level of the runners was very high! It was disappointing to be overtaken by so many runners (laughing).

I also remember very well the area around Tokai High School where I studied. There is an old-fashioned shopping area that seems as if time has stopped. I feel a sense of comfort in Nagoya where old and new are integrated in the city.

Interview/Osamu Hayashi

From Products to Experiences Extending to the World

- What do you expect of Nagoya from now on?

Nagoya, where industries such as automobiles, textiles, ceramics, and aircraft are concentrated, plays a central role in manufacturing in Japan. This is definitely a strength of Nagoya. And what supports such industries must be the Port of Nagoya. It is really amazing that the port boasts the top cargo volume, shipment value, and car export number in Japan! I think Nagoya can take more pride in these achievements. Also, the fact that access to Centrair (Chubu International Airport) is good on a nationwide level might not be widely recognized. Both the Port of Nagoya and Centrair are significant for the logistics infrastructure, which links them to the high productivity and user-friendliness of Nagoya. I think that the people of Nagoya should be more aware of these noteworthy aspects of Nagoya.

Leveraging The Wisdom Of Nagoya To Connect Directly With The World

Nagoya and its surrounding areas are home to many universities, Nobel laureates, and world leading research that is actively conducted. If Nagoya can attract outstanding students from Japan and overseas and introduce them to the manufacturing industries in this area, I think that it will give Nagoya a great advantage for the future.

The opening of the Chuo Shinkansen Maglev Line will indeed be the key for the future. An era is upon us in which Nagoya and Tokyo will be just 40 minutes away from each other. By further connecting to Osaka, new value will be created in a wide range of fields, such as tourism, industry, and regional cooperation in the three major metropolises of Tokyo, Nagoya, and Osaka. My only concern is that the shortened travel time between Tokyo and Osaka will result in those areas absorbing the population and economic activities in the so-called “straw effect”. If you are going to Nagoya, you might as well go

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all the way to Tokyo or Osaka. The convenience may result in visitors passing through Nagoya. It is important to be aware of the positive and negative implications and have a sense of concern so that the Chuo Shinkansen does not become a double-edged sword. I think that we are in an age where the greater the advantages, the more important it is to stay grounded. On the other hand, it is necessary to have a sound mind for thinking about disadvantages.

We are supposedly approaching an era of “consumption of experiences” more than “consumption of products”. Using the industrial technology and wisdom that have built up Nagoya’s advantages as a metropolis, Nagoya will share many attractive experiences with the world. Enhancing experiences only available in Nagoya to connect directly with the world – that is my wish for Nagoya.

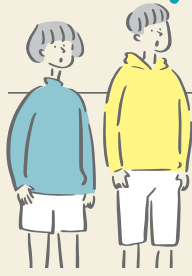
Osamu Hayashi

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Profile

Born and living in Nagoya. Graduated from the University of Tokyo Faculty of Law. Toshin High School and Toshin Satellite Preparatory School modern language lecturer. The famous line "Itsu yaruka? Imadeshō! (When will you do it? Now's the time!)" in the Toshin High School commercial won the 2013 U-CAN New Words and Buzzword Awards. Currently appears in Nagoyadeshō!, a Nagoya City information program broadcast on Chukyo TV Digital 4.

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ABOUT THE MASTER PLAN

A Primary Plan Run by the City Government

The Nagoya City 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.

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

Nagoya City Basic Plan

Guidance Philosophy of
City Government Management

Urban Planning Approach

Our Vision
for the City of Nagoya

Future Urban Structure

Strategic Focuses

City Government Initiatives

45 Measures and
530 Projects

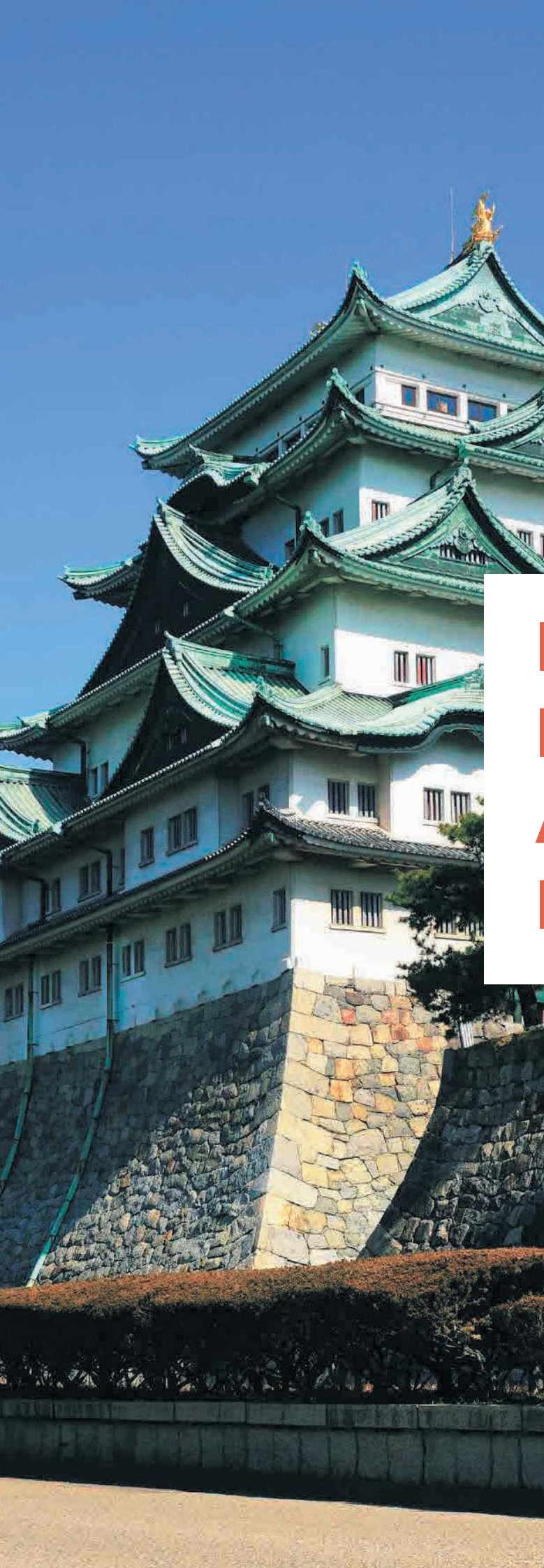
Nagoya City Master Plan 2023

Long-Term Vision for Urban Planning

The Urban Planning Approach for 2030, five Visions for the City of Nagoya, Future Urban Structure, four Strategic Focuses, and City Government Initiatives are explained.

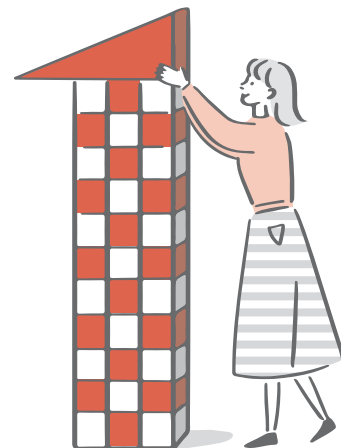
Measures and Projects for Achieving Our Vision for Nagoya

We will work on 45 measures and 530 projects based on the policies to achieve the five Visions for the City of Nagoya indicated in the "Long-Term Vision for Urban Planning".



Upon gauging
Nagoya's current situation,
we outline
the urban planning approach
and vision of Nagoya's future.

NAGOYA'S PRESENT AND FUTURE





Nagoya's Strengths

Convenient, Comfortable, and Livable

Nagoya's metropolitan infrastructure and functions are advanced, and the city has wide roads, parks, and comfortable living environment. A livable city, Nagoya offers living convenience and comfort, including extensive medical services and public transportation.

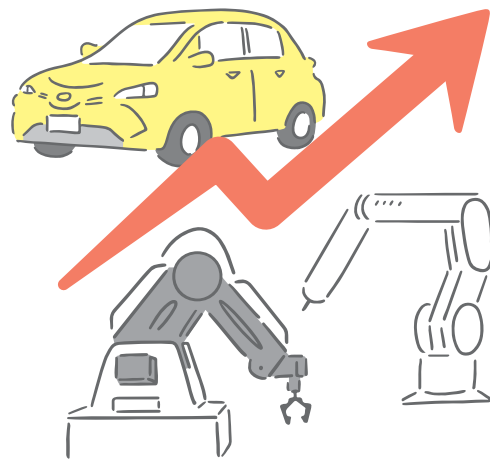


A Center of Exchange in the Middle of Japan

Located near the middle of Japan, Nagoya is the center of a wide-area transportation and distribution network with Shinkansen and other railways, expressways, airports, and ports. The opening of the Chuo Shinkansen Maglev Line is expected to further enrich the city's location.

Economic Strength

The region is home to world-class industrial technologies in the automotive, aircraft, robotic, and machine tool fields. In addition, the area has a heavy concentration of commercial and service industries typical of large cities and stable employment supported by a strong economy.





Social Trends Surrounding Nagoya

Demographic Changes due to a Falling Birth Rate and Aging Society

Population forecasts predict that Nagoya's population will begin to fall in 2023 as 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.



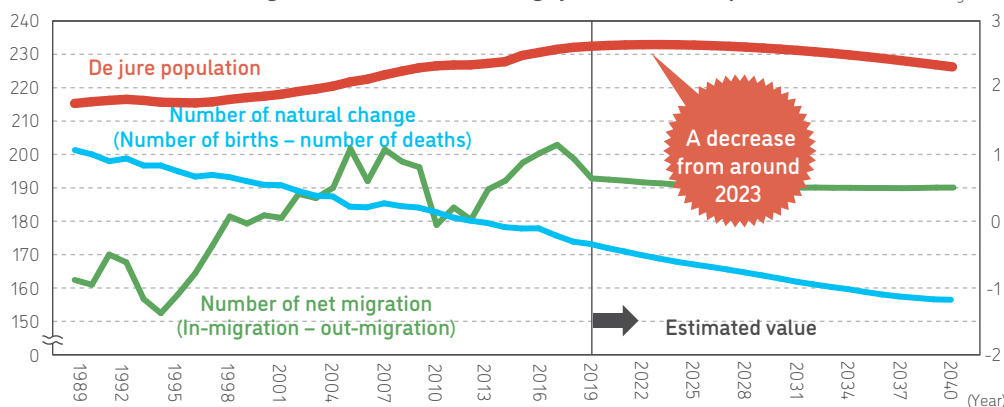
Diversification of Values and Lifestyles

With the diversification of values and lifestyles, the structure of families and households is changing, such as an increasing number of single-person households, as well as the way people interact with each other. Furthermore, the number of foreign residents has increased significantly in recent years.

(De jure population: 10 thousand)

Change and Estimation of Nagoya's De Jure Population

(Number of natural change and net migration: 10 thousand)



Source: Actual values compiled from the Aichi Prefecture Population Trend Survey Results; Nagoya statistics web version
Estimated values from the Nagoya city estimate (as of October 1, 2018)

Concerns about Natural Disasters

The likelihood of a major earthquake is on the rise with a 70% to 80% probability of a massive earthquake occurring in the Nankai Trough in the next 30 years. Furthermore, the frequency of torrential rain has increased in recent years.

Increasing Nonresident Population

The number of domestic and overseas tourists visiting Nagoya is on the rise. In particular, the number of foreign guests has been increasing significantly due to the advancement of globalization.

Changes in the Environment Surrounding the Industrial Sector

The environment surrounding the industrial sector is rapidly changing due to the development of technological innovations, including IoT, AI, robots, and self-driving cars. There are also concerns about future worker shortages due to the declining birth rate.

URBAN PLANNING POLICY

The overall approach for
urban planning envisioning 2030
is compiled in
the Urban Planning Policy.



Establishing Nagoya
as an appealing global destination,
reflecting local pride in the city

Establishing Nagoya
as a leading city
in the maglev era



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

Creating a Brighter

Toward **NAGOYA's** As a Leading

Creating a sustainable future
by achieving SDGs
as an SDGs FutureCity

Protecting lives and industry
from major natural disasters
to secure safety and reassurance
in everyday living

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

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

Boosting growth
by establishing core functions
in the Greater Nagoya area

Future for a New Era!

Future Global City.

Maximizing
Nagoya's strengths



Making Nagoya the best city
in Japan
for growing families!
Achieving a reliable,
user-friendly welfare system
for elderly people as well

OUR 5 VISIONS FOR NAGOYA

Based on the Urban Planning Policy,
the future vision for the City of Nagoya
is expressed in the following five items.



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

Vision

2

A city
where child-rearing is worry-free
and
where children and young people
can fulfill 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

Vision

3

A city
where people support each other,
living safe and secure
with 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



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, recycling-oriented city

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

Process of formulating the Master Plan

The Nagoya City Master Plan 2023 was formulated in collaboration with the citizens of Nagoya.

Fiscal year 2017	Jul. to Aug.	▶ Survey of 20,000 citizens	
	November	▶ Survey of commuters to work and school	
	January	▶ Hearing opinions from foreigners	
	February	▶ Hearing opinions from children 1	
	February	▶ Hearing opinions from employees at companies committed to gender equality and women's empowerment	
	March	▶ Hearing opinions from young people (students)	
	March	▶ Survey of residents of government-designated cities, etc.	
Fiscal year 2018	August	▶ Publication of the interim plan	
	Aug. to Dec.	▶ Seeking public opinions regarding the interim plan	
	Sep. to Oct.	▶ Hearing opinions from families with small children 2	
	Oct. to Nov.	▶ Hearing opinions from young people "U39 Future Session@758" 3	
	Oct. to Dec.	▶ Town meeting 4	
	Nov. to Dec.	▶ Major debate online using "HAMAgree", a large-scale opinion collection system (a social experiment in collaboration with the Nagoya Institute of Technology)	
	December	▶ Hearing opinions from foreigners	
	January	▶ Preparation of the next Nagoya City Master Plan Citizens' workshop 5	
Fiscal year 2019	July	▶ Publication of the Nagoya City Master Plan 2023 (draft)	
	July	▶ Public comment	
	September	▶ "About the Formulation of the Nagoya City Master Plan 2023" decided on (passed with alterations) at the Nagoya City Council meeting in September	
	October	▶ Publication of the Nagoya City Master Plan 2023	



45 measures are implemented to achieve the five visions of Nagoya and to promote citizen services.

Planning for the future of Nagoya is driven by a collaboration between citizens and the city government.

We introduce the activities of the people of Nagoya taking part in various fields related to the vision of Nagoya and more.

ACHIEVING THE VISION OF NAGOYA



*Departments, positions, etc. are those at the time of the interview.

Vision

1

**A City Where Human Rights Are Respected
And Everyone Can Enjoy A Rewarding Lifestyle
And Actively Participate In Society**

An Irreplaceable Purpose in Life

- Please tell us about the City of Nagoya Senior Citizens' Club Association.

Although we are in an age of longevity and the 100-year life, we are always anxious about how long we can stay healthy and about how we will eventually become bedridden or develop dementia even if our lives are long. It is hard to imagine such a situation, and good health is an ardent desire of elderly people. The Senior Citizens' Club is an organization for elderly people with a nationwide

network that strives to create a society in which seniors can live healthy, fulfilling lives as they contribute to society through volunteer activities.

The City of Nagoya Senior Citizens' Club Association has 1,281 clubs with over 56,000 members (as of January 20, 2020). The goal is to promote healthy, fulfilling lives and community development with the slogan "Live long and healthy for the community". It is important for senior citizens' clubs, which are a neighborhood gathering of familiar faces, to be located within walking distance of the members' homes and facilitate easy and frequent involvement. It is fun to walk, exercise, play ground golf, clean the park, and do other activities with fellow members, even traveling at times. Furthermore, elderly people who are experienced and familiar with the local community are able to contribute to local activities. This purpose in life is valuable to seniors. A town with vigorous seniors is indeed a lively town.

**The secret to health and longevity
are the activities of senior citizens' clubs,
which play an important role in society.**



Yoshitaka Samizo

Chairman
City of Nagoya
Senior Citizens' Club Association
(Public Interest Incorporated Association)

The Role of Senior Citizens' Clubs Existing with the Community

- What are some undertakings you want to put effort into or future goals that you have?

As you grow older, you become incapable of doing what you were able to do before, and you will feel inconvenience in your life. That is where we come in because we understand the local conditions and feelings of people in the same generation. It is important to say, "Let's enjoy this together" and to be considerate of each other. What is good about senior citizens' clubs is that they are rooted in the area where members are accustomed to living, unite members through friendship, and solve various local problems. I think that being able to connect with lines rather than dots is a great thing about the senior citizens' club, and I want to continue promoting this. To make its activities and attractions more familiar, the City of Nagoya Senior Citizens' Club Association is nicknamed "Nagoyaka ('Neighborly') Club Nagoya". While listening to the opinions of members as well as non-members, we strive to become a senior citizens' club that sets itself apart from others and attracts attention from around Japan.



Physical fitness test at the Kita Lifelong Learning Center gymnasium

column

Boccia for everyone!

Boccia is an official Paralympic sport in which the object is to get six red and six blue balls as close as possible to a white target ball called the jack by hitting, rolling, and knocking other balls out of the way. Boccia can be enjoyed by anyone from children to seniors, regardless of disabilities, but when it comes to top athletes, spectators may be awed by the players' elaborate strategies and precision throwing skills.



Photo courtesy of the Japan Boccia Association

Measures for achieving our vision for Nagoya

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



Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Percentage of citizens who think that basic human rights are respected in society	69.5% (FY 2018)	72%	75%
Percentage of elderly people who have somebody in the neighborhood or region to turn to when in need of help	63.7% (FY 2018)	70%	75%

Vision

2

A City Where Child-Rearing Is Worry-Free And Where Children And Young People Can Fulfill Their Potential

**Supporting partnerships
between children and adults
Building relationships to grow together
in the present and future**

Tomoko Ono

Director
Kodomo NPO Inc.
(Nonprofit organization)

Each Child is Subject to Rights

Please tell us about Kodomo NPO.

With a foundation that lies in the rights of children to live, grow, be protected, and participate under the Convention on the Rights of the Child (adopted by the United Nations General Assembly in November 1989), Kodomo NPO operates a variety of businesses targeting infants to young adults to create places and opportunities for children to participate in society and for children and adults to build a sustainable society together. We aim to create a society where children can think and act about their present and future through activities that interest them in terms of play, studies, food, and location. In recent years where children's poverty has become a social problem, we have worked as a group partnering children with adults to think with children and support children to exert their strength. The Nagoya City Child and Childcare Support Center (758 Kids Station) where I work is visited by many small children aged 0 to 2 and their parents.



Childcare concierges stationed at 758 Kids Station



What I often regularly convey through lectures is that even babies have human rights. As stated in the Convention on the Rights of the Child and the Nagoya Children Ordinance, it is important for childcare support to not only make it easier for parents to rear children but to make it easier for children to grow up in Nagoya. But while infants are subject to rights, they need special protection. Babies express their feelings and emotions by crying and laughing rather than by speaking words; this is an expression of opinion that

leads to participation. Supporters must have knowledge of children's development and the ability to understand what children want to convey as well as their feelings.

The Right to Create the Future Together

- What are some undertakings you want to put effort into or future goals that you have?

Infancy is an important period for building the foundation for a lifetime. We believe that providing support to parents who are most involved with children at that time is important, and we are working to develop their understanding. Even as the birthrate declines in our society, the establishment of childcare facilities progresses, scattering and decreasing the number of users at each facility and existing gathering spots. In the past, families with children often visited each other, but now they seem to be more worried and anxious about what to do if their children make a mess at the other household. We are in an age of being able to promptly search online for solutions to problems, but we must have the ability to make judgments by ourselves and not be influenced by information. There is still a need to create opportunities and places for parents to talk to each other so that they do not stress out all alone. In these times in which the social situation changes with every moment, we hope to be able to provide decision-making skills and intelligence so that you can raise children feeling safe and reassured and not swayed by information.

Furthermore, children and adults have the right to create the future together. Everyone can play a role. We want to build such relationships by encouraging partnerships between children and adults.

column

Gateway to the world

The Global Education Center was opened within the Nagoya City Education Center in July 2019 to create opportunities for hands-on experiences of what is learned in school to foster young talent capable of playing an active role in the global society. This is a new facility where children in Nagoya can experience a global society, including courses by overseas university lecturers and English camps that include exchanges with native speakers.



Lectures given by professors from overseas universities

Measures for achieving our vision for Nagoya

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



Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Percentage of citizens who think it is easy to raise children in Nagoya	79.8% (FY 2018)	83%	86%
Percentage of children who say they like themselves	81.0% (FY 2018)	83%	86%

Vision

3

A City Where People Support Each Other, Living Safe And Secure With The Knowledge That Their City Is Fully Prepared For Any Natural Disaster

Connecting to Protect the Core of Regional Disaster Prevention

- Please tell us about the activities of the volunteer fire department.

Ms. Maeda: The Kosaka Volunteer Fire Department (Midori Ward) began in April 2006 with 20 members. Currently, there are 19 men, and I am the only woman and also the head of the department. Regular activities include meetings twice a month, training, and publicity around the school district to promote fire prevention.

Mr. Wakazono: The Nagoya City University Student Volunteer Fire Department is currently composed of 8 branches. The goals of the Nanzan University Branch that I belong to are to improve the region's disaster prevention capabilities and to carry out public relations. We interact with the locals by participating in disaster drills and festivals in the school district while

offering guidance on the operation of fire extinguishers and disaster preparedness quizzes for children.

Ms. Maeda: I joined the department through PTA officer connections, and even now, I feel that having ties with people is important. Since becoming the chief of the branch, we have placed value on building relationships with neighboring volunteer fire departments and hold joint training and fellowship events. Such connections foster a spirit of mutual aid in an emergency. At the scene of a fire, a volunteer fire department in one school district alone may not be able to respond fully. In such a case, the support of neighboring volunteer fire departments is very encouraging. I think it is important to have wide-reaching connections.

Mr. Wakazono: What is most rewarding is hearing words of appreciation from the local people. It encourages

Becoming a volunteer fire department
that values daily connections
and makes disaster prevention more accessible

Michiko Maeda

(Left)
Chief

Nagoya City Kosaka Volunteer
Fire Department

Takumi Wakazono

(Right)
Nanzan University Branch
Nagoya City University Student
Volunteer Fire Department



Simultaneous water discharge exercise at the Midori Ward Volunteer Fire Department review



Ms. Maeda: One of our goals is sharing our knowledge and experience. The volunteer fire department is made up of people with a variety of occupational backgrounds and specialties in different fields. By taking advantage of the strengths of each member to share knowledge and experience, we can do things that we could not do alone.

Mr. Wakazono: My goal is to use the knowledge and skills that I gained in the volunteer fire department in a variety of situations, even after I become a member of society. Whether it is at home or the workplace, I want to be able to determine dangers to prevent disasters and fires and take action. I also want to communicate the importance of disaster prevention to my family, friends, and colleagues, and expand the knowledge.

Ms. Maeda: Through local firefighting and disaster prevention activities, what I hope for the future of Nagoya is that it will be a livable city with no fire or accidents. To that end, I hope that the community will become more familiar with our volunteer fire department so that we can protect our hometown.

Mr. Wakazono: My hope for the future of Nagoya is the community coming together as ONE TEAM to work on disaster prevention. And I also want Nagoya to be a city where everyone can live with peace of mind.

me to do my best the next time, and thinking that the community finds use for us also boosts my confidence. I think that another appeal of the volunteer fire department is that we can communicate with people of different generations.

ONE TEAM Familiar to the Community

- What do you want to put a strong effort into doing in the future? What are your goals?



Preparedness at your feet

There are more than 200 emergency water supply facilities in Nagoya in case the water supply is cut off due to an earthquake or other disaster. In addition, all municipal elementary and junior high schools are equipped with underground water hydrants which can be operated by local residents to secure drinking water during a disaster (equipment necessary for operation are stored in the emergency supplies storehouse, etc. of the school). Be prepared for emergencies – check the locations of emergency water supply facilities and underground hydrants near you.



Underground hydrant (open the manhole cover to access the faucet)



Educational training for the Nanzan University Branch and Chukyo University Branch



Measures for achieving our vision for Nagoya

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

SUSTAINABLE DEVELOPMENT GOALS



Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Percentage of citizens who think that Nagoya is disaster-resistant	51.8% (FY 2018)	55%	65%
Average time from reception of a 119 call to hospitalization	31.3 min. (2018)	30 min. or less (2023)	30 min. or less (2030)

Vision

4

A City With A Livable Urban Environment Where Everyone Can Live In Harmony With Nature

Sharing Precious Lives

- Please tell us about the Nagoya Biodiversity Conservation Activities Council.

The Nagoya Biodiversity Conservation Activities Council is an organization established in May 2011 to preserve the natural environment of Nagoya by continuously surveying the organisms that live and grow in Nagoya and their environment and controlling non-native species. Citizens, experts, and the government

Coexisting with nature in the future
Protecting local ecosystems,
the treasures of Nagoya

collaborate on activities based at the Nagoya Biodiversity Center in Tenpaku Ward.

In Nagoya, biodiversity has been lost due to development and invasive species as urbanization progresses. However, there are still nearly 6,000 species inhabiting Nagoya, including rare creatures unique to the area, mainly in the green areas, reservoirs, and rivers in the eastern hills. We are working to share this situation with citizens through the activities of the Nagoya Citizen Organism Investigator, the Nagoya Organism Investigation, the Nagoya Biodiversity Summer School, and more. The summer school which offers interactions with various creatures is very popular with children.

While investigating organisms in various places in the city, I am pleased when we can confirm the inhabitation of a rare species, when we discover something new, or when we can see constant results in our conservation efforts. It is important to convey biodiversity in an attractive and understandable way so that many people can become interested in living things and join us in our endeavors.

Yasuhiro Hasegawa

Chairman
Conservation Activities Council
Nagoya Biodiversity



Council members teaching at the Nagoya Biodiversity Summer School for elementary and junior high schoolers

The Joy of being Connected with the Natural Environment

- What are some undertakings you want to put effort into or future goals that you have?

2020 is the target year for the Aichi Targets, global biodiversity targets adopted by COP10. A nationwide event called the United Nations Decade on Biodiversity Relay for the Future is held.

column

Mt. Fuji in Nagoya!?

Do you know the playground equipment called the Mt. Fuji slide? Designed by a Nagoya City employee about 50 years ago, the equipment originated in Nagoya and is installed throughout the city and the Tokai area. The equipment comes in a variety of colors, shapes, and sizes, but the form that spreads towards the bottom and presence as a symbol of the park overlap with the image of Japan's famous mountain. Why not climb "Mt. Fuji" at a nearby park on your next day off?



The first Mt. Fuji slide installed in 1966 (Fukiage Park in Showa Ward, Nagoya)

Marking this opportunity as a major milestone, the council is now reflecting on the past 10 years and delineating its outlook for the next 10 years. I want Nagoya to continue to lead the world in the field of biodiversity, and that requires more interest by citizens and businesses. To gain the attention and interest of citizens, our council would like to exert effort to preserving the existing ecosystems and providing opportunities to interact with them.

While the natural environment of cities is becoming increasingly artificial, many local ecosystems remain not only in the satoyama (mountainside villages) but also in the forests of shrines and temples. In order for Nagoya to become a city that coexists with nature, we aim to become a council familiar to the people so that citizens can interact with these ecosystems and develop sensibilities and knowledge to enjoy the connection with living things and the natural environment.



Measures for achieving our vision for Nagoya

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



Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Percentage of citizens who think public transportation is convenient and easy to use	81.6% (FY 2018)	83%	85%
Total amount of garbage and recyclables generated	888,000 tons (FY 2018)	880,000 tons	870,000 tons

Vision

5

An Appealing, Vibrant Global City That Attracts People And Businesses From All Over The World


A Place for Casually Connecting People and Culture

- Please tell us about Glocal Nagoya.

As a business aimed at creating a multicultural symbiotic society, we operate an English conversation class called English Conversation for Travelers, an accommodation facility Glocal Nagoya Backpackers Hostel, and restaurants Glocal Café and Kissa Morning. The aim is to create a place where people and culture can be connected and cross-cultural exchanges can take place locally in Nagoya by providing a point of global and local contact.

For example, Backpackers Hostel does not just provide accommodation for foreigners but is both a hostel (second floor) and a glocal café (first floor). Locals who do not

need to stay at a hostel can casually visit the café. Our English-speaking staff mediate and support communication. Travelers might say, "This is where I went today" while locals might reply, "You should also try this place" for a casual and natural exchange. Some people just get along so well that they continue corresponding after returning to their home countries, and for some, the encounter becomes the impetus for studying abroad in Japan.

A photograph of Masayuki Ichino, a man with glasses and a blue checkered shirt under a dark jacket, smiling in a bar or cafe. Behind him is a wooden bar counter with various bottles and glasses, and shelves stocked with more bottles. The lighting is warm and ambient.

Making use of Nagoya's resources
to connect global and local

Masayuki Ichino

Representative
Glocal Nagoya



A City that Respects Differences and Accepts All Kinds of People

- What are some undertakings you want to put effort into or future goals that you have?

I think that opportunities to interact with overseas cultures are recently increasing in Nagoya. This is the case at convenience stores, for instance. There are many foreigners working in the city, but I think there is still little exchange and involvement with them. We would

like our activities to reach the city more. We hope to initiate human resource development and develop places and systems for casual cross-cultural exchange.

Kissa Morning, which opened in May 2019, aims not only to offer a place that respects diversity within one location (Glocal Café & Hostel) but to develop into a shop that expands more into the city in collaboration with others. Kissa Morning is where various values are exchanged in the local and everyday flow of time. We want to be a place where all kinds of people – young and old, men and women, Japanese and foreign, and locals and tourists – can relax according to their needs.

Through all our businesses, we respect the diverse values and backgrounds of people. We believe that it is important to always have an open mind and to give our attention to each person. We hope that Nagoya will become an international city with advanced initiatives for multicultural coexistence and where differences are respected and all kinds of people are accepted. We hope that everyone, including the people who are involved with us, residents, and visitors to Nagoya, will find Nagoya to be a fun and attractive city that they can love.



Stone Wall Engravings

Mainly at the corners of the stone wall base of the Nagoya Castle tower are engraved signatures of the retainers of Kato Kiyomasa, the feudal lord of Higonokuni (currently Kumamoto prefecture) and builder of the stone wall. A prominent signature is located on the stone wall base at the north-eastern corner (immediate left after exiting Hommaru from the Fumeimon Gate) on the fifth corner stone from the bottom, which reads, "Kato, Governor of Higo Province; Retainer, Shodai Shimousa". Enjoy looking for the engravings!



Corner stone engraved with "Kato, Governor of Higo Province; Retainer, Shodai Shimousa"



A farewell party for long-term hostel guests

Measures for achieving our vision for Nagoya

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



Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Tourist satisfaction	78.2% (2017)	90% (2023)	90% and over (2030)
Gross metropolitan product per daytime worker (million yen)	9.087 (FY 2016)	9.70 (FY 2021)	11.00 (FY 2028)

Enhancing Services For Residents

Boasting to Japan the People's Port Town



- Please tell us about the Joint Committee of Port Town.

The Joint Committee of Port Town conducts community development activities in the Nagoya Port area in collaboration with residents and the government. With the concept of "Nagoya port town and its people", we strive for a people's port town that we can boast throughout Nagoya and Japan. We develop various businesses incorporating disaster preparedness, childcare, community garden, city vitalization, art programs, and other creative projects based on the theme of "Live, gather, and create".

It is important to regularly walk around town to meet people and listen to their stories and look closely at sites in question. From 2016, we have been holding an exhibition of a collection of personal accounts by the residents of the port town as the People's Port Town Planning Archive Project, a project for thinking about the future of this town through interviews of the people of the port town. An unseen landscape emerges when we walk around town and make a written record of what we see and hear. We come across daily commodities that reflect the history of the port town, hear invaluable wartime stories, and learn about disaster prevention from firsthand accounts of the Ise Bay typhoon. Roots and stories of the past provide clues for thinking about the future of the city. The nostalgic memories of the people show us an image of the city's future.

I think the key to urban planning is rebuilding the relationship between people and society, reconnecting

people with people and people with society. Dealing and interacting with people can be troublesome, but we must not give up. An irreplaceable wealth lies beyond.

What's Important is Taking the First Step Towards Implementation

- What are some undertakings you want to put effort into or future goals that you have?

It is my aspiration to embody the changes that take place as the relationship between people and society is restored. Working seriously for urban planning leads to my own development. Conversely, people who are serious about their lives play a key role in changing society. I hope to continue meeting many of these people in the future. We hope to become a hub for such people to come together.

I came across urban planning for the first time when I was a graduate student. What got me started was a university project to support areas seeking revitalization, taking advantage of the opportunity provided by the Aichi



At the workshop for revising the "Minatomachi VISION BOOK" which outlines the mid-to-long term vision of the Joint Committee of Port Town

Modern urban planning rebuilds the relationship between people and society



Keiichi Furuhashi

Assistant Director
Joint Committee of
Port Town

column

Those who know the history

The current Nagoya City Hall (main government building) was completed in 1933 and designated as a nationally important cultural property in 2014. A rich atmosphere of the time of completion remains inside with the calm green lighting at the central stairs, ceramic tiles on the central corridor wall with comforting colors, and windows with wavy glass surfaces. The same marble as at the National Diet Building adorns the entrance hall and central staircase where you can find fossils upon closer inspection.



Nagoya City Hall Main Government Building

Expo. The areas took a chance on me even though I was young, immature, and unable to do anything. Oddly, I had a surge of power. Everyone has a role to play. My rich urban planning experience in my youth supports my life. It may be that each person is supposed to find a town in which they will be involved. Urban development is truly fascinating. That feeling remains the same now. If you want to take care of your life, it is only natural to think about and take action for the people and society that support you. I hope to continue urban planning with everyone.

Measures for promoting public services

- 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

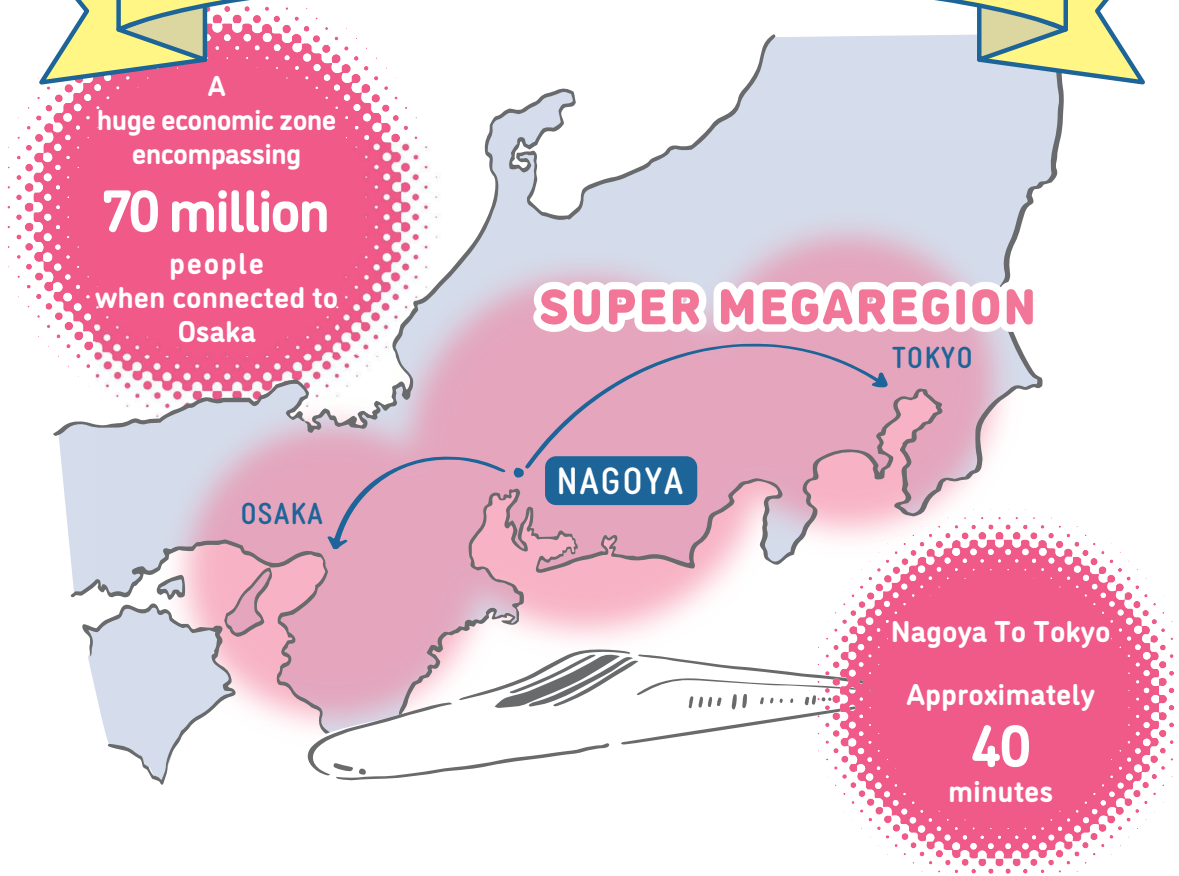


Key Performance Indicators	Latest current value	Target value FY 2023	Target value FY 2030
Percentage of citizens who are satisfied with the service provided at the ward office / branch	97.1% (FY 2018)	100%	100%
Percentage of citizens who think that community development is actively carried out by local residents	30.3% (FY 2018)	40%	60%

It's Nagoya's

We introduce two main projects for

The Opening of the Chuo Shinkansen Maglev Line



The Chuo Shinkansen Maglev Line (between Shinagawa and Nagoya) is scheduled to open in 2027. The super-conducting magnetic levitation technology unique to Japan is expected to connect Nagoya and Tokyo in about 40 minutes and activate exchange with the Tokyo metropolitan area. Furthermore, after the opening of the entire line, Tokyo, Nagoya and Osaka will be connected in about one hour, creating a super megaregion with the world's largest population of 70 million. As a central city, Nagoya will make the most of its strengths including economic strength and geographical advantages and also actively invest in both the software and hardware, including the conversion of Nagoya Station to a super terminal. We aim to become an international city that attracts people from all over the world.



Chance To Shine!

the future of urban planning in Nagoya.



The 20th Asian Games are scheduled to be held in Aichi Prefecture and the City of Nagoya in 2026. Asia's largest sporting festival, these "Asian Olympics" will be held in Japan for the first time in 32 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 sees the Games as a golden opportunity to share the appeal of Nagoya with the world and 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.



Our Lives And The Future Are Connected With The World's Problems

SUSTAINABLE DEVELOPMENT GOALS



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.

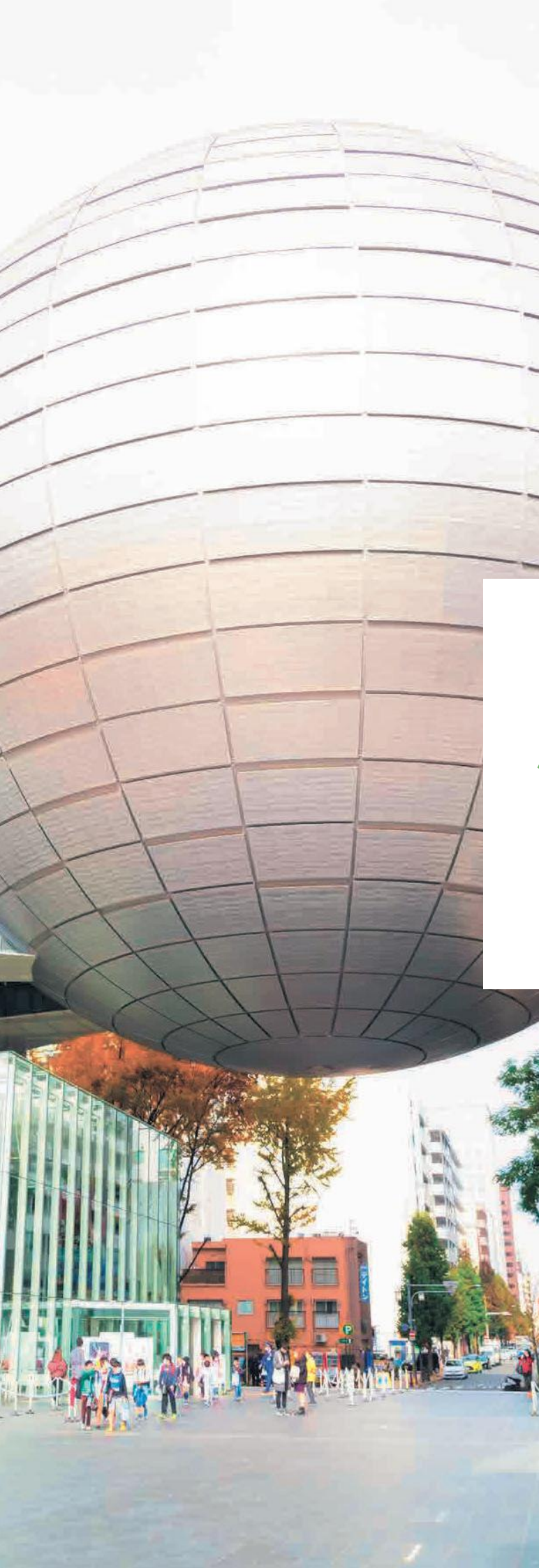
As a **SDGs FutureCity**, Nagoya opens the way to a sustainable future!

In July 2019, Nagoya was selected by the national government as one of the "SDGs Future Cities" (cities that suggest excellent initiatives toward achieving the SDGs).

Through the advancement of the Master Plan, we collaborate with citizens, companies, NPOs, and various other agents to initiate the achievement of SDGs and pursue urban planning for a sustainable city with a harmonious economy, society, and environment where no-one is left behind.



Presentation ceremony for the SDGs FutureCity selection certificate (Nagoya City Deputy Mayor Horiba pictured in the middle; photo taken with Toyohashi City, Aichi Prefecture)



Four prioritized strategies for achieving the vision of Nagoya are compiled as Strategic Focuses.

We introduce the activities of the city officials who exert themselves daily to advance each strategy.

STRATEGIC FOCUSES



*Departments, positions, and other particulars are those at the time of the interview.

Comprehensive Support For Children And Parents To Nurture Nagoya's Next Generation



Intensive Support Provided by a Team of Experts

- Please tell us about the Nagoya Child Advocacy Committee.

Ms. Kawagishi: The Nagoya Child Advocacy Committee started in 2014 is made up of staff including school counselors, school social workers, school advisors, and school police. In addition to 11 junior high schools in which staff of various occupations are assigned, full-time school counselors are assigned to all junior high schools. Staff with specialized knowledge and experience collaborate to establish a support system for children and guardians who are carrying various worries and concerns.

Mr. Sakaguchi: By assigning professionals to schools full-time, we can interact with children on a daily basis to prevent problems in advance, detect them early on, and provide individual support.



Mr. Asai: A major feature and advantage of the Child Advocacy Committee is the multiple experts working together as a team. We work together with teachers to



create the best environment for children and guardians.

Ms. Kawagishi: The day begins at the school gate where we observe the children's expressions when they come to school in the morning. This casual

greeting provides an important opportunity to quickly find troubled children based on their expressions and appearances.

Mr. Asai: At team meetings, we share information and hold discussions about issues that we come across or need to resolve.

Mr. Sakaguchi: In addition to individual interviews with children and guardians in the counseling room, we conduct home visits. There are times when it is difficult for a school counselor to handle situations alone, and there is a limit to what a single school counselor can do. Working as a team lets us provide more intensive support through a finer net of activities.

1

Nurturing the Next Generation! Support Strategy for Children and Young People

- ① Promoting comprehensive support for children and parents
- ② Supporting the healthy growth and development of children
- ③ Promoting more diverse academic skills and increasing children's physical strength
- ④ Enhancing education to nurture global human resources, skilled manufacturing personnel, and human resources with ICT* skills
- ⑤ Enhancing the educational environment to support more effective learning
- ⑥ Creating an environment where young people can participate in learning activities

2

Creating a Better Environment to Raise Children! Child-Rearing Support Project

- ① Seamless support from pre-pregnancy to child-rearing
- ② Creating a better child-rearing environment for working parents
- ③ Creating an environment where the entire community provides support for child-rearing



Supporting children to take the initiative in finding their future courses



Nagoya
Child Advocacy Committee

Hiroki Sakaguchi
(Left) School Counselor

Akiko Kawagishi
(Center) School Counselor

Satoshi Asai
(Right) School Social Worker

For a future full of dreams and aspirations

- What are some undertakings you want to put effort into or future goals that you have?

Ms. Kawagishi: I feel happy when parents tell us that their children are doing fine after graduation or when our thoughts make it through to the teachers and we are able to cooperate with them and provide substantial support. It is greatly rewarding. I want to be a more active member of the Child Advocacy Committee, an unparalleled system nationwide, and I also hope that the children in Nagoya will feel happy every day and be able to say, "I'm looking forward to tomorrow" .

Mr. Sakaguchi: While working with the children on a daily basis, it is very rewarding to see that children understand

that we are here to talk to them if they need anything. I also feel the importance of creating an environment in which children can consult with us easily. Even in an emergency, we can respond immediately because we are there full-time, and we can offer support together with the school from the beginning. I hope to make Nagoya a city where the necessary support is relayed throughout school life and provided to each child without interruption as their environment changes as they progress from elementary school to junior high school to high school.

Mr. Asai: Our job is like helping children pave the way by themselves on unpaved paths. We are like stagehands. Even so, it is encouraging to us when graduates come up to us for a chat in town or when we see how well they are. I hope to work so that when children are asked what they want to be when they grow up, "child advocacy committee staff" would be an answer right alongside "school teachers" .



Creating a City Where Welfare Benefits Everyone and Allows Them to Participate Actively in Society



A Familiar Place for Community Welfare

- Please tell us about your job at the health and welfare center.

Ms. Mori: At the Atsuta Ward Health and Welfare Center, we provide support to and promote the health of children, elderly people, and disabled people. We try to establish ourselves as a familiar place that offers ward residents casual use of our consultation services.

Ms. Ohashi: I am mainly involved in the promotion of a



comprehensive community care system at the Minami Ward Health and Welfare Center. Residents, the government, and related organizations work together to provide support and take measures to resolve local issues.

Ms. Mori: At Atsuta Ward, the focus is on preventing

locomotive syndrome. Ward residents trained as Atsuta Locomo Prevention Ambassadors collaborate with public health nurses to promote activities like the Nagoya Health Exercise (Atsuta Ward Original Version) and inform the public about them. We strive to promote health for the

residents by the residents.

Ms. Ohashi: Minami Ward has the highest aging rate in Nagoya, so we promote the creation of exercise habits together with the locals. These include measures to prevent nursing care working with a group of ward residents called the "Let's Smile Squad" and setting up locations for doing the "Iki-iki Hyakusai Taiso" exercise for seniors. We also aim to build a network to refer elderly people to the necessary institutions when they consult with us about their problems. We also aim to build jobs.

Ms. Mori: Each person has a different problem or concern. Although it is difficult to connect people in trouble with appropriate support by working together with people in other occupations such as local officers at medical institutions, public welfare, and children's committees, it is very rewarding to see the smiles at the end and receive words of appreciation.

Ms. Ohashi: I feel happy and rewarded to meet people who have a positive attitude towards wanting to change the community in a certain way. It is stimulating



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
- ② Enhancing the emergency medical care system
- ③ Enhancing and promoting a comprehensive regional care system incorporating more effective responses to dementia

2

A City Where Everyone Can Thrive! Diversity Promotion Strategy

- ① Respecting human rights and achieving a tolerant, diverse society
- ② Promoting the utilization of diverse human resources
- ③ Providing lifestyle support for disabled people in the region
- ④ Creating a more accessible city

3

Everyone Can Participate! Regional Community Revitalization Strategy

- ① Promoting regional activities to create new active spaces and encourage community participation
- ② Nurturing and supporting a diverse range of community members to support regional society





The Atsuta Locomo Prevention Ambassadors whose activities take place at the Nagoya Gakuin University Nagoya Campus Taiho

when I see people view local issues as their own, think about what they can do about it, and exert efforts to contribute to the community.

For a City Where All Citizens Can Be Healthy and Live Actively

- What are some undertakings you want to put effort into or future goals that you have?

Ms. Mori: In Nagoya, we promote progressive initiatives, such as one-coin cancer screenings and subsidies for vaccination costs. We hope that Nagoya will continue to be a city where everybody can live actively while maintaining long and healthy lives. There are activities that

citizens can casually participate in regularly in cooperation with the community, universities, and businesses. I hope to create an environment where people can connect with each other and consult if they have any problems.

Ms. Ohashi: I think it is important to create a community that does not ignore people in need. I hope to make it a place where anybody can send an SOS and where people come together to help. At the site of the community-based integrative care system, there are people who carry complex issues and struggle in the system without reaching consultations. Currently, Nagoya is developing a system that makes it easier for such people to receive consultations. Instead of top-to-bottom sectioning, I hope to create a system with lateral relationships for resolving issues.

Development of a community where daily connections enable counseling for all people



Toshie Mori

(Right)

Director, Health and Welfare Center
[Public Health Nurse]
Atsuta Ward

Kana Ohashi

(Left)

Chief, Welfare Division, Welfare Department
[Public Health Nurse]
Minami Ward Health and
Welfare Center

Protecting Lives And Industry From The Threat Of A Major Natural Disaster For Safe And Secure Everyday Living



Mission to Protect Life

- Please tell us about your job as a paramedic.

As a paramedic, I work every day on the front line of lifesaving. Specifically, in response to a 119 call relayed by a dispatch order from the Nagoya Disaster Prevention Command Center, we take an ambulance to the site and transport the sick or injured person to the hospital as quickly as possible. At the site, we assess the symptoms and progress and report them to the hospital, and in some cases, we perform procedures such as IVs under the guidance of doctors to prevent the condition from worsening.

Annual emergency dispatch cases number approximately 134,000 (in 2018), which is the highest ever over nine consecutive years. This means that emergency is dispatched once every four minutes.

Since our job deals with protecting the health and lives of citizens, we cannot afford to be distracted during work hours, but I feel a great sense of mission every time. Many people say that the time spent waiting for a rescue team feels very long, so I work hard for prompt dispatch and quick arrival on scene, knowing that patients are waiting anxiously. Recently, there was a case in which a life was saved due to chest compressions performed by a local



resident. The case left quite an impression on me because a life was saved by a chain of survival as the procedure was done before our arrival.

For a City Where One Can Feel Safe and Secure

- What are some undertakings you want to put effort into or future goals that you have?

In Nagoya, the average time from receiving a 119 call to arrival at the hospital is 31.3 minutes (in 2018), which is very short for a city of its size or larger. I feel that this is due to the understanding and cooperation of the

1

Nagoya is Fully Prepared! Regional Disaster- Preparedness Strategy

- ① Promoting better awareness of disaster-preparedness activities
- ② Promoting disaster preparedness measures to suit the needs of each area

2

Capable and Resilient! Strategy to Expand Disaster Response Capabilities

- ① Enhancing firefighting and rescue services, boosting functions of disaster-response facilities, etc.
- ② Diversifying and enhancing information gathering and lines of communication
- ③ Boosting functionality of designated evacuation shelters
- ④ Boosting urban disaster preparedness functions through earthquake resistance measures and flood prevention measures, etc.
- ⑤ Assisting people who are unable to return home after a disaster

3

Safe and Secure! Safety and Security for Daily Living Strategy

- ① Enhancing first aid and emergency services
- ② Creating a safe, secure city





Supporting safe and secure urban development trusted by citizens

Shun Sakabe

Guidance Section
Ambulance Administration Division
Ambulance Services Department
Fire Bureau

Strategic Focuses

emergency services of each medical institution. While we will continue striving to shorten the time through daily training and effort, as the number of emergency dispatches is expected to rise, we need to organize the entire fire bureau to handle the changing situation. For the past six years as a paramedic, I have dedicated myself to emergency rescue while learning specialized procedures such as endotracheal intubation, intravenous drip, and administration of drugs. I hope to work on human resource development in the practical field by widely sharing my knowledge and skills that I have acquired so far with other firefighters and focusing on training young paramedics.

One of the issues that all of us working in the field should address is supporting the local disaster preparedness

activities. We estimate that during the Nankai megathrust earthquake, the number of injuries can be reduced by about half by implementing measures to prevent falling furniture. I think that it is our important mission to support urban planning where citizens can continue to feel safe and secure in the future by promoting disaster preparedness at households and voluntary disaster prevention organizations.



Lifesaving drill performed by the emergency team and rescue team

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

SUSTAINABLE
DEVELOPMENT
GOALS



Bringing Innovation to Nagoya

- Please tell us about your job.

In the past, Japanese companies dominated the world stock market capitalization ranking, but in recent years, overseas companies such as Google, Amazon, Facebook, and Apple have been dominating the rankings, weakening the presence of Japan. Against this backdrop, Nagoya is focusing on creating start-up companies and improving the environment in hopes that they will spark innovation. I am in charge of drafting such measures, operating facilities, and planning programs.

In 2017, we held the NAGOYA HACKATHON in which young engineers competed for ideas using information technology. Since 2018, we have been holding NAGOYA BOOST 10000, an innovator training and business creation program. Then in 2019, I was involved in the opening of NAGOYA INNOVATOR'S GARAGE, a place for exchange and interaction between existing businesses and start-up companies. The HACKATHON and other activities not only gather companies but also provide thorough support that leads to new business development. I feel happy when companies are connected and when new business and

projects are created from there, and it is rewarding to be able to get involved in gathering the needs of businesses and drafting and implementing measures.

A City that Uses its Strengths to Take on Challenges

- What is Nagoya's strength?

I think that Nagoya's strength is the abundance of excellent human resources in the colleges and



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
- ② Developing infrastructure in the lead-up to the 20th Asia Games
- ③ Promoting efforts to establish Nagoya as a city that integrates the latest in urban mobility technologies
- ④ Making public transport more comfortable and convenient
- ⑤ Boosting the wider transport network

2

For a Sustainable Future! Eco-City Promotion Strategy

- ① Shifting to low carbon lifestyles and business styles
- ② Creating a greener city environment, reestablishing the natural water cycle, and conserving of biodiversity
- ③ Promoting the 3Rs to adapt to social and economic changes
- ④ Promoting comprehensive measures to link the environment, the economy, and our society



Enhancing synergy between businesses with an eye on global expansion



Naoki Inagaki

Senior Staff Member
Industry & Labor Division
Industry Department
Civic & Economic Affairs Bureau

universities in the city and manufacturing companies. Among the college and university students are people who choose employment based on what they have learned in business programs. Nagoya also produces start-up companies that hold promise for the future in various fields, including AI, robotics, space, and healthcare.

- What are some undertakings you want to put effort into or future goals that you have?

To create innovation, it is necessary to produce many challengers who will take the leading role. I

think entrepreneur training should be implemented proactively to foster entrepreneurs and human resources who can work on new business within companies.

At the same time, it is essential to cultivate a culture that encourages failure and takes on challenges. We must establish a foundation in which young staff are actively assigned and appraised for learning from their mistakes. With constant innovations and use of advanced technology, Nagoya will become a place where citizens can live with even greater abundance, so I hope to work hard to do what the administration can and should do to make that happen.

3

Promoting Exchange to Create New Values! Innovation Strategy

- ① Supporting innovation and new businesses
- ② Promoting value-added and growth industries, strategic measures to bring businesses to Nagoya
- ③ Promoting industrial exchange and MICE-related business
- ④ Revitalizing regional commerce
- ⑤ Training and securing personnel needed by the industrial sector

4

Making the Most of Our Appeal! Strategy to Enhance and Communicate Nagoya's Appeal

- ① Creating and sending out information about the appeal of the city, focusing on Nagoya Castle
- ② Boosting and communicating the appeal of Nagoya including the city's cultural/historical assets and tourist attractions
- ③ Promoting international exchange, creating a welcoming environment for visitors, and attracting visitors from overseas
- ④ Creating and communicating Nagoya's appeal through sports and pop culture
- ⑤ Encouraging civic pride



NAGOYA BOOST DAY,
a pitch event for creating
new business opportunities

What I Love About Nagoya

If you look carefully, you may discover an attractiveness different from the usual charms.

The high-rise buildings around the Nagoya Station are a sight to see!
You can feel the strength of Nagoya by looking up at the skyscrapers.

I love the intonation of the Nagoya dialect.
I embrace it and do not want to lose it wherever I go.

Nagoya is not too rural and not too urban.
I love the scenery around Nagoya Castle!



Nagoya has the perfect attributes for a city aiming to be the best in the world!

A good balance of convenience and livability!
Higashiyama Zoo, Science Museum, and Nagoya Philharmonic Orchestra have been my favorites since childhood!

I love being able to enjoy the four seasons because there are many parks and greenery despite being a city.

Nagoya has its own culture, such as Nagoya-meshi local food.
This is Nagoya's identity!

Glossary

▼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.

▼Innovation

To bring about dramatic changes to people's lifestyles by thinking outside the box and creating new value.

▼AI

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

▼Emergency medical care system

(Primary system) dealing with patients with slight illnesses such as a cold or sudden fever; (secondary system) dealing with patients who require hospitalization or emergency surgery; (tertiary system) dealing with severely ill patients who require advanced medical care.

▼3Rs

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

The more you learn about Nagoya' s **café culture**, the deeper it becomes. Coffee shops have a mysterious power to connect people.

The scenery from the **Takinomizu Park** is one of the best views in Nagoya. Seeing the cityscape and nature of Nagoya is refreshing.

I think that the people of Nagoya harbor **deep affection for the city** in their hearts. I find that endearing.

The **Japanese sweets** are by far the best in Japan! The taste and appearance are of high quality. I can say that with confidence!



There are many **attractive, wonderful people**. And so much delicious food and sake... It' s hard to choose.

Shrines and ancient shrine groves are very interesting because they are home to unique organisms. Let' s all take part in protecting them!

There are many people who are proud of Nagoya. I love **Nagoya' s citizens** who are involved with the community!

You can live with peace of mind as there are many **medical institutions such as hospitals**. I' m grateful for the Senior Citizens' Pass.

▼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 to 50 kilometers centered on the City of Nagoya. The actual size of the area can differ according to specific focuses (e.g. industry, tourism, and disaster preparedness).

▼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.

▼Locomotive syndrome

A condition in which motor functions such as standing and walking deteriorate due to the weakening of the motor system, including the bones, joints, and muscles.



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