Basic Direction of Policy Development

1 Safe and Secure Living

The “Safe and Secure Living” field covers child rearing, medical and welfare services, environmental conservation, everyday life, disaster management and other matters of public administration for providing healthy, comfortable living and the peace of mind to the residents.

(1) Creation of environments that allow parents to raise their children without concern

Major Courses of Action

- Improvement of consultation system for women during pregnancy and child-rearing
- Improvement of child-rearing support system
- Promotion of measures to combat child poverty

(2) Enhancement of high-quality, trustworthy medical and welfare services

Major Courses of Action

- Securing of medical professionals equally among districts
- Promotion of systematic improvements in infrastructure for nursing care services
- Promotion of actions to extend healthy life expectancy

(3) Conservation of the rich natural environment and biological diversity for future generations

Major Courses of Action

- Conservation and appropriate use of the rich natural environment
- Appropriate use of the lands near sources of water supply
- Appropriate management of wildlife and alien species

(4) Establishment of a sustainable society with minimum environmental impacts

Major Courses of Action

- Promotion of global warming countermeasures
- Promotion of the introduction of renewable energies
- Promotion of businesses that help to realize a recycling-oriented society

(5) Securing of safety and comfort in everyday life

Major Courses of Action

- Focused promotion of traffic safety measures
- Securing of food safety and trustworthiness
- Promotion of human rights education and awareness

(6) Establishment of the disaster management system that lays the foundations for safe, secure living

Major Courses of Action

- Promotion of disaster management education
- Development of local disaster management leaders
- Development and reinforcement of an alert and evacuation system according to the nature of disasters

(7) Demonstration of resilience and “backup functionality” for business and administrative operation

Major Courses of Action

- Promotion of work to enhance the earthquake-resistance of houses and public buildings
- Promotion of Hokkaido as an ideal location for corporate headquarters, production centers and other business facilities
- Emergency stockpiling of food and energy, and their supply in the event of a disaster

2 Economy and Industry

The “Economy and Industry” field covers the promotion of agriculture, forestry, fisheries, tourism and other local industries, support for small and medium-sized enterprises, job creation and other matters of public administration for sustainable economic growth leveraged by the region’s strengths.

(1) Sustainable growth of agriculture, forestry and fisheries

Major Courses of Action

- Establishment of profitable farm management practices
- Enhancement of competitiveness of fisheries, increased exports of fishery products
- Forest development and conservation, including the production of fine saplings, afforestation and thinning

(2) Creation of thriving local industries by leveraging the region’s advantages

Major Courses of Action

- Expansion of business-to-business transactions, the promotion of new product and technology development
- Development of local agricultural and fishery products with high added value
- Promotion of Hokkaido as an ideal new office location by leveraging the region’s advantages

(3) Promotion of small and medium-sized enterprises and the revitalization of local commerce

Major Courses of Action

- Establishment and promotion of a support system for smooth business succession and for the launch of small enterprises
- Promotion and revitalization of shopping districts
- Strengthening of business management and technical capabilities in construction businesses

(4) Creation of new growth industries and the promotion of research and development

Major Courses of Action

- Support for local businesses looking to enter the health and medical fields, the promotion of Hokkaido as an ideal new office location
- Promotion of next-generation energy resource development and application
- Promotion of research and development in aerospace and other fields toward the creation of new value

(5) Sustainable economic development by taking advantage of overseas economic growth

Major Courses of Action

- Expansion of the export of Hokkaido foods through public-private collaboration
- Promotion of the “Cool Hokkaido” project to publicize the region’s appeals and strengths overseas
- Promotion of business launches overseas

(6) Promotion of Hokkaido as a world-class travel destination

Major Courses of Action

- Promotion of various tourist programs and events through the collaboration of different districts in Hokkaido
- Improvement of infrastructure to host foreign tourists
- Strategic promotion of the region’s appeal using various media

(7) Creation of good, stable jobs, the development and securing of capable industrial manpower

Major Courses of Action

- Development and securing of industrial manpower that meet the needs of the times and of the region
- Promotion of efforts to eliminate demand-supply mismatching in employment
- Promotion of work style changes, including the encouragement to take child-care and family-care leave

To fulfill the vision for Hokkaido, the Hokkaido Government systematically implements policies based on seven approaches in each of the three fields of “Safe and Secure Living,” “Economy and Industry” and “People and Communities.”

3 People and Communities

The “People and Communities” field covers community development, personnel training, preservation and promotion of local history and culture, sports engagement, infrastructure development and other matters of public administration for producing capable future leaders and building physical infrastructure for communities.

(1) Collaborative community development and revitalization

Major Courses of Action
- Livelihood support for secure living
- Establishment of one-stop contacts for consultation on relocation
- Promotion of ICT in a wide range of fields

(2) Development of future leaders capable of pioneering the future of Hokkaido

Major Courses of Action
- Improvement of education in consideration of local characteristics
- Development of leaders who will act in the global society
- Prevention of school bullying and truancy

(3) Creation of a society in which all residents can be actively engaged in activities regardless of age, gender and disability

Major Courses of Action
- Creation of a society where senior citizens are able to participate in activities
- Securing of job opportunities for people with disabilities
- Establishment of a centralized structure for giving consultation to women about starting business and pursuing their careers

(4) Preservation and promotion of local history and culture

Major Courses of Action
- Promotion of efforts to preserve and hand down Ainu culture
- Utilization of the Former Hokkaido Government Office Building (a.k.a. Akarenga)
- Promotion of Hokkaido as a paradise for manga and anime lovers

(5) Development of institutions for sports lovers and world-class athletes

Major Courses of Action
- Promotion of sports activities appropriate for each resident’s life stages
- Attracting international sports events and sports teams for training camps
- Strategic programs to strengthen the abilities of athletes, capacity building of instructors

(6) Future-oriented community development through partnership, collaboration and exchanges

Major Courses of Action
- Community development through partnership and collaboration among various parties, including local residents, private enterprises, universities and NPOs
- Promotion of wide-ranging programs for international cooperation and exchange
- Promotion of activities toward the resolution of the Northern Territories issues

(7) Improvement of infrastructure to support a sustainable society and economy

Major Courses of Action
- Strategic and effective improvement of infrastructure to support industry and individual livelihoods
- Enhancement of major transportation networks (e.g., railways, air routes, sea routes)
- Establishment of a sustainable local public transport network

Basic Direction of Community Development

To fulfill the vision for Hokkaido, the Hokkaido Government will proceed with community development initiatives from two perspectives: (1) leveraging the region’s characteristics and appeal, and (2) demonstrating the uniqueness of the region, which is supported by the partnership of various bodies. Efforts will also be made to revitalize all of Hokkaido by establishing six areas, each centered on a hub city, and promoting individual plans for 14 subprefectures/districts under the control of respective Subprefectural bureaus, so that distinctive features of each area will be leveraged in community development initiatives.

The Direction of Community Development Initiatives to Be Undertaken in Six Areas

Northern Hokkaido Area
Kamikawa, Rumoi and Soya Subprefectures

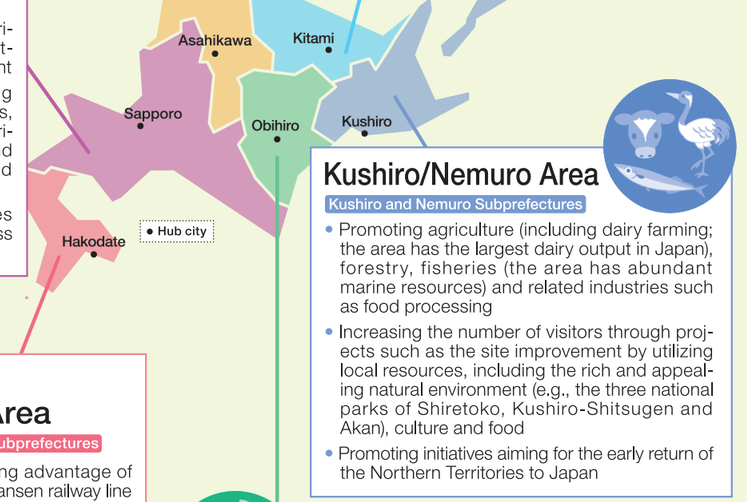
- Revitalizing industries of paddy rice cultivation, dry field farming, dairy farming, forestry and fisheries; industrial promotion utilizing agricultural, forestry and fishery resources
- Publicizing the area as a tourist destination with various sightseeing resources
- Pursuing community development in harmony with nature, such as the utilization of new energy resources (e.g., wind, wood biomass) and the development of remote islands
- Promoting economic exchanges with Sakhalin, Russia

Central Hokkaido Area
Sorachi, Ishikari, Shiribeshi, Iburi and Hidaka Subprefectures

- Revitalizing industries that lead Hokkaido’s economy, creating jobs, employing and retaining human resources in individual industries
- Promoting agriculture, forestry and fisheries by leveraging local characteristics in (sectors such as) paddy rice cultivation, dry field farming, stock farming and fisheries
- Realizing a low-carbon, recycling-oriented society that is well-integrated with the rich natural environment
- Promoting tourism by leveraging local resources, such as hot springs, Ainu culture, geoparks and industrial heritage sites, and utilizing and handing down local culture and history
- Improving local medical services and promoting measures to address the declining birth rate

Okhotsk Area
Okhotsk Subprefecture

- Developing local industries by leveraging abundant agricultural, forestry and fishery resources
- Promoting tourism by leveraging resources such as drift ice and the Shiretoko World Natural Heritage Site
- Handing down the unique history and culture of the area, such as those involving the Moyoro Shell Mound
- Increasing the number of visitors by hosting sports training camps and other events



Kushiro/Nemuro Area
Kushiro and Nemuro Subprefectures

- Promoting agriculture (including dairy farming; the area has the largest dairy output in Japan), forestry, fisheries (the area has abundant marine resources) and related industries such as food processing
- Increasing the number of visitors through projects such as the site improvement by utilizing local resources, including the rich and appealing natural environment (e.g., the three national parks of Shiretoko, Kushiro-Shitsugen and Akan), culture and food
- Promoting initiatives aiming for the early return of the Northern Territories to Japan

Southern Hokkaido Area
Oshima and Hiyama Subprefectures

- Community development by taking advantage of the opening of the Hokkaido Shinkansen railway line
- Promoting tourism by leveraging local appeals, such as historical and cultural heritages as well as various types of food, and increasing the number of visitors through sports and other events
- Promoting industries of agriculture, forestry and fisheries by leveraging local characteristics, and fostering future workers in these industries
- Revitalizing local economies and creating jobs through industrial promotion in collaboration with experimental/research institutions and other organizations

Tokachi Area
Tokachi Subprefecture

- Realizing robust agriculture, forestry and fisheries with particular emphasis on the region’s abundant agricultural resources
- Promoting tourism by leveraging local resources, such as foods, natural abundance and beautiful landscapes
- Utilizing renewable energy sources, and promoting initiatives using advanced technologies in agriculture, aerospace and other fields