

Toward Realization of a “Magnetic Prefecture of Kanagawa that Makes the People’s Lives Sparkle”

“Kanagawa Grand Design” Digest Version



Greetings

The Great East Japan Earthquake, which hit Japan on March 11, 2011 and caused unprecedented damage, and the following accident at Fukushima Daiich Nuclear Power Station brought a huge impact on the lives of the prefectural citizens and economic activities.

Against this background, the Kanagawa Prefectural Government formulated “Kanagawa Grand Design”, a comprehensive plan of the prefecture, in order to address urgent issues, such as strengthening of disaster prevention measures utilizing the lessons from the earthquake and reviewing of energy policy, and also to cope with other issues, such as ensuring of readiness for the super-aging society, which is sure to come in the near future. The Grand Design was made based on a wide range of opinions from the prefectural citizens, NPOs, companies, organizations, municipalities, etc.

This pamphlet is the digest version of the Grand Design, which consists of Basic Concept and Implementation Plan.

Sharing the concept and objectives of the Grand Design with the prefectural citizens, the Kanagawa Prefectural Government creates an attractive prefecture with an all-out effort, which makes people want to visit and live in. We also wish to realize a prefecture that makes the people’s lives sparkle, where anyone can live a long healthy life.

I would greatly appreciate your continued understanding and cooperation.
May 2012



Yuji Kuroiwa
Governor of Kanagawa Prefecture

Basic Concept

We, the Kanagawa Prefectural Government (K.P.G.) set our new message to the prefectural citizens as “Basic Objective”, and show the future visions of Kanagawa toward the target year of 2025.

Basic Objective

Basic Principle

Realize a “Magnetic Prefecture of Kanagawa that Makes the People’s Lives Sparkle”

What is the “magnetic prefecture that makes the people’s lives sparkle”?

It is a prefecture where the citizens can realize the joy of living, and feel glad to have been born and lived a long life. It also means a prefecture that has magnetic power to attract people and things, and to make people want to live in and visit many times.

We aim to realize a prefecture that can make each one of the citizens have a sparkling life, and can attract people and things with its charm.

Future Visions of Kanagawa

Attractive Kanagawa that makes people want to visit and live in

We make Kanagawa a prefecture which people want to visit many times and live in by making the most of its regions’ attractive characters.

Kanagawa, where its citizens can have sparkling lives and live a long healthy life

We promote measures to protect the prefectural citizens’ lives from disasters and crimes and to prevent diseases, and thus create a prefecture where anyone can live a long healthy life.

Kanagawa, an ideal prefecture created with an all-out effort of the prefectural citizens

Sharing information and the objectives with the prefectural citizens, NPOs, companies, organizations, municipalities, etc., we make new policies with a unified effort, and disseminate them as “Kanagawa Model”, the pioneering undertakings in Japan.

Basic Policy Directions

Basic Viewpoints in Policy Development

The following are the basic viewpoints in developing the prefectural policies toward realization of the Basic Objective.

- ① Shifting of energy policy starting with Kanagawa
- ② Promotion of a sustainable society that can coexist with the environment
- ③ Ensuring of safe and secure living
- ④ Generation of regional vitality
- ⑤ Ensuring of readiness for an aging society with fewer children
- ⑥ Support for improvement of quality of life
- ⑦ Strengthening of collaboration and cooperation with the prefectural citizens
- ⑧ Realization of decentralization of power, and fulfilling of responsibility as a local government covering broad areas by strengthening of wide area cooperation, etc.

Implementation Plan

This part introduces the measures to be promoted by K.P.G. for three years between 2012 and 2014 to achieve the Basic Principle and the Future Visions of Kanagawa.

Projects

This part is the cross-sectoral summary of important measures with progressive nature and potential for development to cope with urgent issues. Specific projects, objectives and processes to realize the magnetic prefecture of Kanagawa are also shown.

27 projects are enumerated here under six policy categories. The projects related to energy and disaster issues that K.P.G. plans to urgently address come under Category I and II. The projects shown in Category III and IV are focused on the citizens' issues. Category V and VI are about the regional entire prefecture's projects.

I. Shifting of energy policy starting with Kanagawa

II. Strengthening of community preparedness for disasters to ensure safe and secure living

III. Creation of a society where the prefectural citizens' lives can sparkle and anyone can live their own life

IV. Nurturing of youth with a rich spirit who will be the bearers of the next generation

V. Creation of attractive regions

VI. Generation of vitality making use of Kanagawa's potential

* In this Digest Version, the 27 projects are specified following the outline of the Grand Design.

Main Measures and Promotion of Plans

Main Measures

This part gives a comprehensive picture of the prefectural policies by systematizing the measures and programs to be implemented by K.P.G., including those in the Projects.

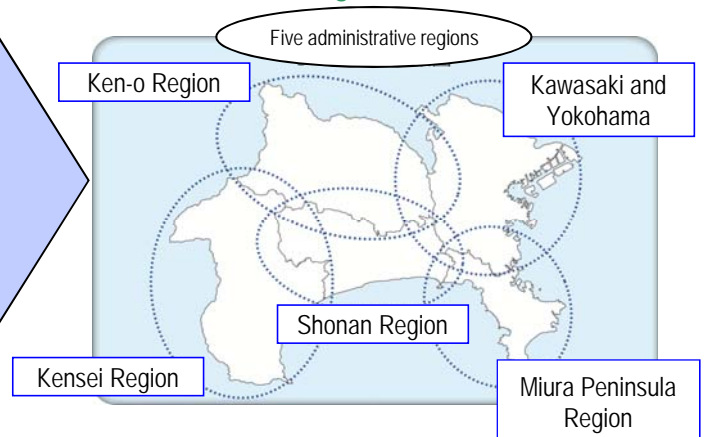
Seven policy areas, which are systematized based on the Basic Policy Directions of the Basic Concept, are shown with the five administrative zones where the regional measures and programs are implemented respectively.

Policy Areas



Measures and programs to be developed in each region

Administrative Regions



Promotion of Plan

This part shows the scheme of Policy Management Cycle to steadily carry out the plans and manage the operation, and numerical targets to assess the progress of the projects. We set multiple numerical targets for each project to evaluate the progress from various perspectives.

Implementation Plan Projects

I. Shifting of energy policy starting with Kanagawa

To ensure stable, safe and secure energy supply in the future, we promote introduction of solar power generation and accumulation of energy-related industries, etc.



● Projects

1. Promotion of Kanagawa Smart Energy Concept

- Promotion of introduction of renewable energy sources, such as solar power
- Reduction of electricity demand by saving energy
- Leveling off of electricity demand by storing energy using EV, etc.
- Promotion of Eco-Town development



Development of distributed energy system

2. Promotion of energy-related industries

- Promotion of investment by energy-related companies
- Promotion of companies' entry into energy-related industries
- Promotion of commercialization of energy-related ventures



Vitalization of Kanagawa's industries making use of the energy policy shift

II. Building of community preparedness for disasters to ensure safe and secure living

To make Kanagawa a safe and secure prefecture, we strengthen the measures to protect the lives of the prefectural citizens from large-scale disasters, tsunami, radioactive contamination, crimes, accidents, etc.



● Projects

3. Strengthening of measures to alleviate damage by tsunami

- Research on tsunami and implementation of countermeasures
- Development and securement of tsunami evacuation facilities
- Enhancement of a system to provide and convey tsunami evacuation information



Protect the prefectural citizens' lives from tsunami

4. Strengthening of readiness for large-scale disasters, etc.

- Building of community preparedness for disasters
- Bolstering of a system of quick disaster response
- Response to issues which came up to the surface following the Great East Japan Earthquake



Protect the prefectural citizens' lives from large-scale disasters, etc.

5. Creation of a safe and secure community free from crimes and accidents

- Building of an environment where crimes are not committed easily
- Deterring of crimes that cause anxieties to the citizens, arresting of criminals, and prevention of traffic accidents
- Support to crime victims



Realization of a safe and secure regional community

III. Creation of a society where the prefectural citizens' lives sparkle and anyone can live their own life

We aim to create a social system to enable the citizens to live their own life together supporting each other regardless of age, sex, nationality, disability, etc. We also develop a health care and medical service system that can give a sense of reassurance to make a prefecture where the citizens' lives sparkle and anyone can live a vigorous life.



●Projects

6. Creation of a society where senior citizens can live a healthy life

- Promotion of community's general support system and dementia patients care system
- Building of a community where senior citizens can live with a sense of security
- Assistance to senior citizens in improving health and living a fulfilling life

➡ Creation of a social system with standard focused on senior citizens

8. Creation of a system to protect mental health and life

- Comprehensive promotion of measures to prevent suicide
- Development and enhancement of psychiatric care system

➡ Realization of a society where the citizens can maintain good mental health, appreciate the value of life, and live a fulfilling life

10. Creation of a society where men and women can respect each other and play active roles

- Promotion of gender equality
- Improvement of working environment for both men and women
- Prevention of domestic violence and support to victims

➡ Realization of a gender-equal society

12. Promotion of sports for enriched, healthy life

- Sports activities suitable for each life stage
- Creation of a support system/opportunities for anyone to enjoy sports

➡ Realization of a society where anyone can enjoy sports

7. Development of a health care and medical service system that gives a sense

- Promotion of community-oriented and opened medical service
- Comprehensive promotion of cancer control measures
- Promotion of activities to prevent diseases based on the idea of "medicine, food and farming have the same origin", etc.

➡ Realization of an advanced prefecture in terms of medical service that can satisfy the prefectural citizens and patients

9. Creation of a social system to support community life of persons with

- Securing of housing and enhancement of welfare and medical services
- Support of social participation and employment to increase motivation in life
- Creation of an environment where the citizens can support each other by promoting barrier-free society, etc.

➡ Realization of a regional society where persons with disabilities can live with a sense of reassurance

11. Creation of a multi-cultural coexistence society

- Improvement of living environment for the prefectural foreign citizens
- Support to international students living/studying in Kanagawa
- Promotion of multi-cultural understanding

➡ Realization of a multi-cultural coexistence society

IV. Nurturing of youth with a rich spirit who will be the bearers of the next generation

We aim to nurture spiritually rich youth who will be the bearers of the future by creating a social system where parents can raise children happily and children can grow up safely, and promoting educational programs to foster zest for living.



●Projects

13. Promotion of society friendly to children and childrearing

- Enhancement of medical system where people can have and raise children without anxiety
- Creation of an environment to support child birth and rearing
- Creation of a favorable environment for raising children while working, and provision of childcare support

➡ Realization of an environment for anxiety-free child rearing

15. Nurturing youth who will bear the future of Kanagawa

- School education to foster zest for living
- Promotion of support education to help growth of children with disabilities
- Creation of a better environment for pupils/students to learn

➡ Fostering of rich humanity and sociality of children

14. Comprehensive support for children's safety

- Establishment of a system to protect lives of all children
- Establishment of a system to ensure growth of children who needs special support
- Establishment of a system to support social independence of children and youth

➡ Protection of children's dignity and lives

V. Creation of attractive regions

We aim to create a lively community in cooperation with various entities, utilizing a wide range of regional resources, such as the nature, history, culture and blessing of water, and aim for attractive Kanagawa which people want to visit many times.



●Projects

16. Creation of the vibrant tourism bases utilizing regional resources

- Creation of core areas for new sightseeing spots
- Creation of appealing Jogashima Island
- Enhancement of Enoshima Island's appeal
- Rediscovery of charm of Mt. Oyama area, a tourist spot with long tradition
- Creation of new charms of Owakudani Valley



Creation of core areas for new tourism spots by promoting efforts of local people for vibrant region

18. Realization of spiritually rich Kanagawa through culture and art

- Creation of a lively society through culture and art
- Support for cultural and artistic activities in the region



Regional vitalization by focusing on culture and art

20. Promotion of "Kanagawa, a prefecture of abundant water"

- Nurture of awareness about the importance of water and promotion of water conservation
- Promotion of use of tourism resources such as lakes, rivers, etc.
- Conservation and revitalization of water source areas



Development of regions taking advantage of their rich water resources

22. Creation of a sustainable and environmentally-friendly society

- Promotion of measures against global warming
- Promotion of resource circulation
- Promotion of appropriate disposal of waste



Realization of a society where everyone acts in an environmentally-friendly way

17. Improvement of tourism resources to give people incentive to visit Kanagawa

- Promotion of tourist attraction
- Human resources development in tourism industry and vitalization of tourism related industry
- Enhancement of regional attraction based on local shopping streets



Regional vitalization by increasing the number of tourists and their expenditures

19. Promotion of NPOs' independent activities and collaboration with K.P.G. and other NPOs

- Support for enhancement of voluntary activities
- Promotion of new form of collaboration by various entities



Realization of collaborative society by various entities

21. Conservation and utilization of natural environment

- Regeneration and utilization of the nature of Tanzawa-Oyama area
- Conservation and utilization of *satochi-satoyama* (traditional rural landscapes near human settlement)
- Conservation and utilization of greenery in urban areas



Conservation and utilization of greenery to give people comfortable peace of mind

VI. Generation of vitality making use of Kanagawa's potential

Utilizing Kanagawa's advantages of industry accumulation and excellent transportation network, we aim to create an even more vibrant society through boosting industry competitiveness, developing human resources, and promoting local consumption of local products.



●Projects

23. Creation and nurture of competitive industries

- Support for technology advancement and internationalization of Kanagawa-based companies
- Promotion of business start-ups in growing fields
- Promotion of R&D facilities' accumulation by attracting businesses
- Promotion of priority researches of science and technology



Vitalization of industry through accumulation of growth industries

24. Human resource development and improvement of employment support

- Human resource development responding to the needs of both companies and job seekers
- Improvement of employment support
- Promotion of better work-life balance



Development of human resources to support industry

25. International strategies to promote Kanagawa to the world

- Promotion of international exchanges featuring Kanagawa's characteristics
- Support for Kanagawa companies starting business overseas and attraction of foreign companies to Kanagawa
- Promotion of foreign tourist attraction
- Formation of bases utilizing the system of international strategy comprehensive special zone



Improvement of international competitiveness making use of global human resources

26. Development of agriculture, forestry and fisheries industry taking advantage of Kanagawa's characteristics

- Promotion of provision of food that prefectural citizens seek for
- Promotion of effective utilization of wood produced in Kanagawa
- Promotion of recovery and effective use of marine resources



Regional vitalization by utilizing agriculture, forestry and fishery resources

27. Creation of a vibrant community and excellent transportation network

- Improvement of road network to support exchange and cooperation
- Improvement of railway network to support exchange and cooperation
- Improvement of airport policy for enhancement of international competitiveness
- Promotion of attractive community building



Creation of vibrant and attractive prefecture



▶▶▶ We disseminate “Kanagawa Model”! ▶▶▶

Sharing information and the objectives with the prefectural citizens, NPOs, companies, various organizations and municipalities, we make Japan’s pioneering policies with a unified effort of the prefecture, and disseminate them as “Kanagawa Model”. The following are the Kanagawa Models highlighted in the Implementation Plan of the Grand Design.

▶ Promotion of Kanagawa Smart Energy Concept

To secure safe and stable energy for the future, we are promoting the Kanagawa Smart Energy Concept, the idea to realize effective energy supply in the regional society.



▶ Big Rescue Kanagawa


To strengthen medical support system in case of large-scale disasters, we continuously conduct comprehensive disaster-preparedness drill jointly with various organizations, such as DMAT (disaster medical assistance team) and the Japan Red Cross, in cooperation with medical care unit of the SDF.



▶ Medical Grand Design

We formulate Japan’s first Grand Design by the prefecture which covers all the fields of medical care to respond to various medical issues, including increasing number of emergency patients along with the graying of society and shortage of medical staff, and to promote satisfactory medical care for patients and their family.

We also launch a model project of sharing medical information among patients, hospitals and other organizations by utilizing information and communication technology (ICT).



▶ Promotion of the idea of “medicine, food, and farming have the same origin”


There is an age-old belief that treating a disease and having daily meals have the same origin, and both are indispensable to sustain life and stay healthy. “Medicine, food and farming have the same origin.” is a new idea to include farming, or growing food.

We will promote this idea, together with improvement of dietary habit, to make a community where every citizen can live in a good health.



▶ Class on Life


We hold “class on life” at local communities, schools, etc. to provide children and youth with occasions to learn the importance of life. Through this program, we aim to nurture their self-esteem and warm feelings to family and friends, and thus prevent bullying and violence.



▶ Creation of vibrant tourism bases


We aim to create core areas for new sightseeing spots which can also attract overseas tourists, in addition to Yokohama, Kamakura and Hakone.

We will also create a model for “development of vibrant tourist bases” in Jogashima Island, Enoshima Island, Mt. Oyama area and Owakudani Valley, where local people are voluntarily engaged in tourism promotional activities utilizing regional resources.



▶ Creation of “Kanagawa, a prefecture of abundant water”

Kanagawa is blessed with abundant water and rich nature, and has constantly supplied the citizens with safe water. Through this program, we will promote Kanagawa as a region with abundant quality water, utilizing its beautiful lakes, rivers and cascades as sightseeing spots.



▶ Kanagawa International Fan Club

We establish Kanagawa International Fan Club for the purpose of improving support system for international students and increase “Kanagawa fans”. The Club also aims for making a network of foreign people who have a link with Kanagawa.



▶ Promotion of the International Strategy Comprehensive Special Zone of Life Innovation in the Keihin Coastal Zone project

Utilizing the international strategy comprehensive special zone system, we attract global companies in life sciences and form a base for international strategy in the Keihin Coastal Zone, which has world’s leading industries, high-tech manufacturing companies and cutting-edge R&D facilities.

Through this project, we promote development and manufacturing of medicinal products/medical devices by global companies, and nurture health-related industries, with an aim to solve the issues of super-aging society, which Japan will face ahead of the rest of the world.

