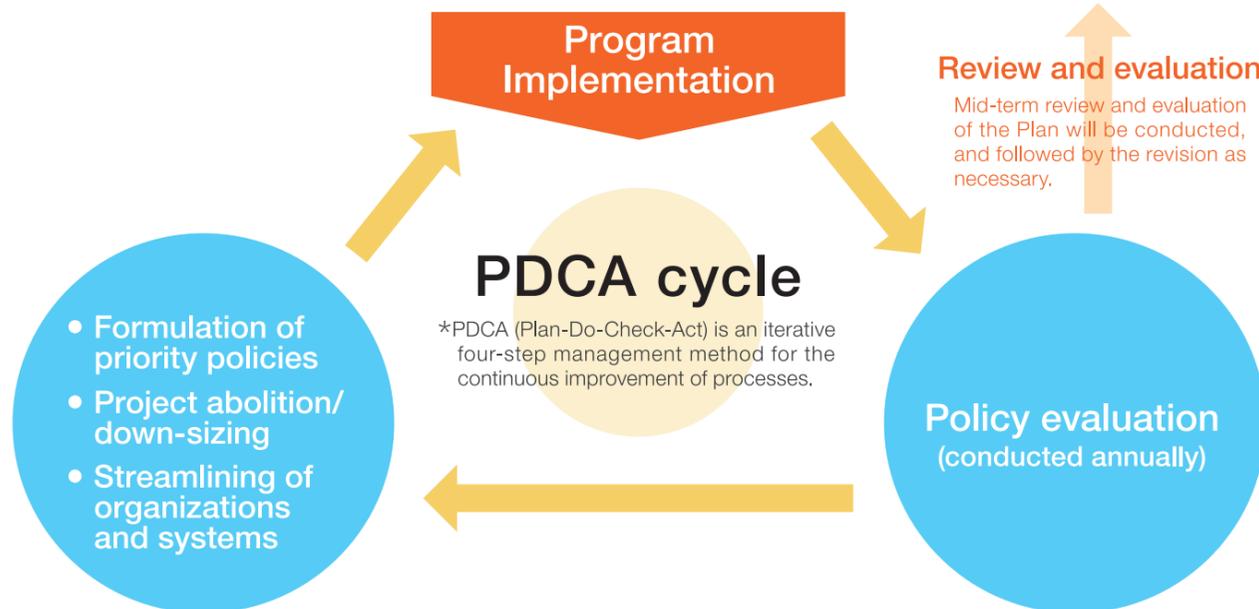
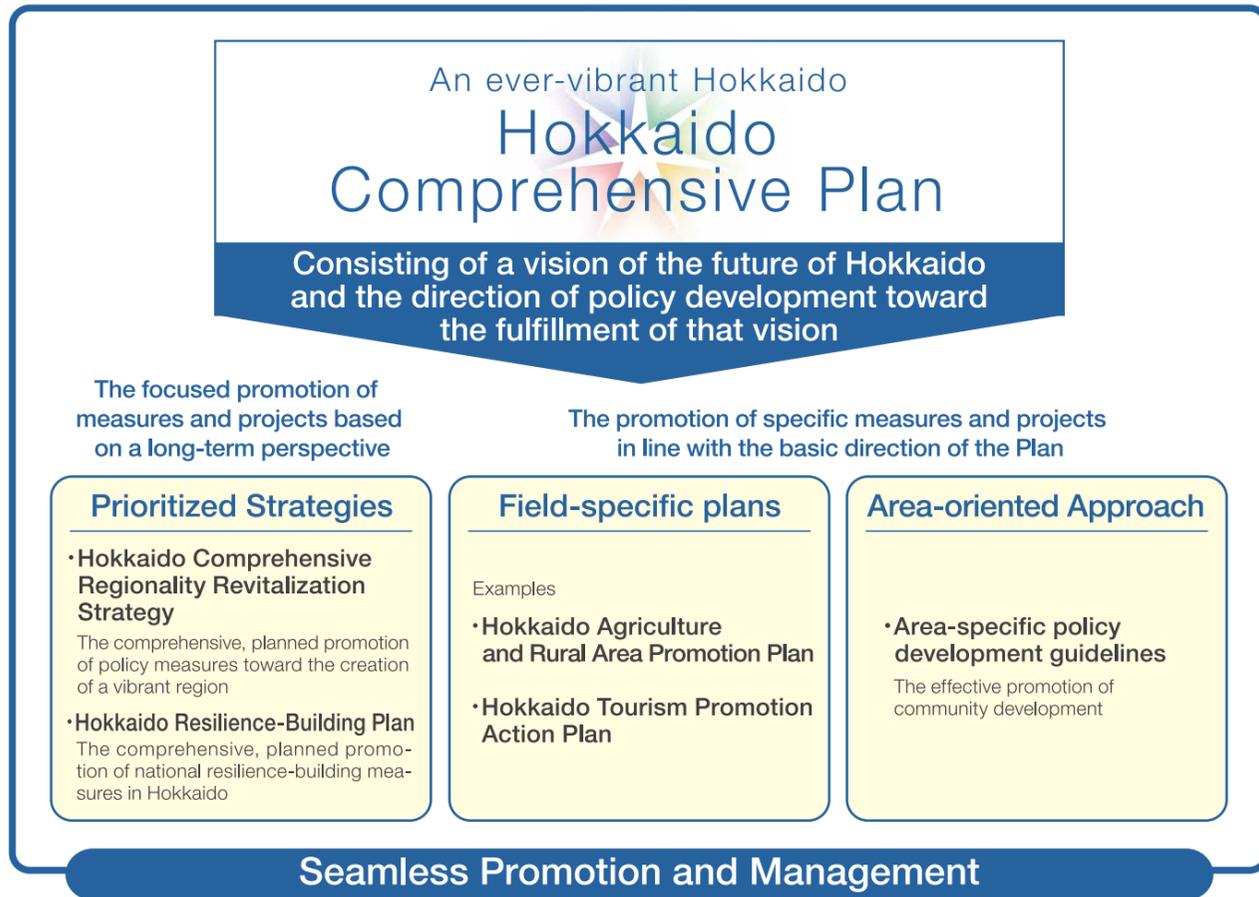


Promotion of the Plan

The Hokkaido Government will promote the plan in close coordination with related programs and will implement measures and projects effectively and efficiently by using the “plan-do-check-act” (PDCA) cycle. Also, the government is going to seek to ensure the effective promotion of the plan by establishing an interdepartmental organization that includes subprefectural bureaus, and to steadily advance the plan toward the fulfillment of the vision for an ever-vibrant Hokkaido.



An ever-vibrant Hokkaido Hokkaido Comprehensive Plan

| FY 2016 – FY 2025 |



The Hokkaido Comprehensive Plan provides all local residents with a vision of the future of Hokkaido and a roadmap to realizing the vision. It also offers guidelines for helping people work closely with each other toward that fulfillment based on a shared understanding. In line with the plan, the Hokkaido Government is committed to addressing the issues it faces (e.g., declining population) and the needs it must meet (resilience-building), as well as to implementing measures and projects to leverage the region’s diverse value and strengths.

*This leaflet is an easy-to-understand summary of the original version of Hokkaido Comprehensive Plan.

Hokkaido Comprehensive Plan

- ▶ A comprehensive long-term plan for the basic direction of prefectural administration
- ▶ Guidelines for collective thinking and action by the people of Hokkaido
- ▶ Based on the Hokkaido Government Basic Administrative Ordinance
- ▶ A 10-year plan for FY 2016 through FY 2025

Hokkaido's value and advantages as seen

Future prospects with the trends of today

- Mitigating population decline and the issues that follow the depopulation, providing appropriate medical and nursing care
- Taking advantage of overseas economic growth, creating products and services with highly added value through industry-wide collaboration
- Increasing the export of Hokkaido foods, improving infrastructure to host foreign tourists, utilizing ICT in a wide range of fields
- Shifting to low-carbon lifestyles, promoting environmental and energy businesses
- Making Hokkaido resilient to large-scale natural disasters, enhancing "back up functions" by which Hokkaido is expected to replace the business/administrative operations of prefectures outside Hokkaido in the event of a major disaster
- Ensuring continuity in administrative services, securing favorable living environments for both residents and those relocating from elsewhere, taking measures to resolve issues caused by the concentration of the population in Sapporo

from the region's current situation

Hokkaido's diverse advantages and value to be leveraged

- Appeal of the cold, snowy winters
- Proximity to other Asian countries and the Russian Far East
- Outstanding technologies fostered amidst harsh natural conditions
- Great natural splendor, abundant water and forest resources
- Great food supply capacity, a gift from the region's vast land and the seas surrounding the island
- A wealth of diverse energy resources
- Areas with different characteristics
- Unique history and culture
- 150 years since the region was renamed Hokkaido
- Economic growth of Asia
- Opening of the Hokkaido Shinkansen railway line
- Japan's hosting of world-renowned sports meets

Structure of the Hokkaido Comprehensive Plan

- Chapter 1. Concepts of the Plan
- Chapter 2. Vision of the future of Hokkaido
- Chapter 3. Basic Direction of Policy Development
- Chapter 4. Basic Direction of Community Development
- Chapter 5. Promotion of the Plan

Seven components of the vision for Hokkaido

The Hokkaido Government is determined to overcome crises that may affect the region, such as the decreasing and rapidly aging population, through its efforts to leverage the region's various strengths and to foster its appealing features that locals can proudly present to the rest of the world. The government is committed to the creation of an ever-vibrant Hokkaido, characterized by vigorous communities where people can continue to live in safety and comfort and with peace of mind. The vision for Hokkaido consists of seven components, a number that reflects the seven-pointed star in the official emblem of the Hokkaido Government.

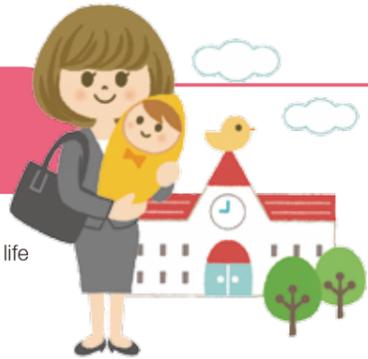
A vision of the future of Hokkaido

An ever-vibrant Hokkaido

1 An optimal child-rearing environment supported by the entire community

Major Features

- Support for parents' balancing between work and family life
- Financial support for families with small children
- Improvement of the environment so that women can give birth near their homes with peace of mind



2 Safe and secure communities for residents to live with peace of mind

Major Features

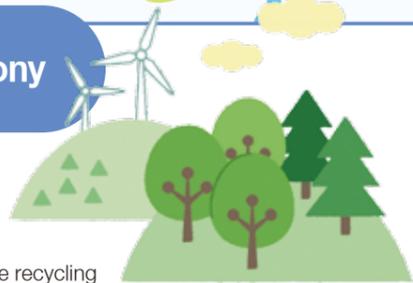
- Elimination of supply-demand mismatching in employment, the employment of workers as regular employees
- Securing of medical professionals who support local medical services, the securing and retention of nursing care workers and other welfare workers
- Establishment of disaster management and crime-prevention systems through the enhancement of regional capabilities



3 An environmentally advanced model based on the society existing in harmony with the rich natural environment

Major Features

- Protection of biological diversity and the sustainable use of resources obtained from the rich nature
- A shift to low-carbon lifestyles
- Establishment of systems for energy self-sufficiency and local resource recycling



4 A destination with a globally admired brand

Major Features

- Taking advantage of overseas economic growth
- Stepped-up promotional campaigns for the enhancement of Hokkaido's image in food, tourism and the like
- Utilization of the region's various resources, the improvement of the tourism infrastructure



5 A vibrant regional economy supported by the region's potential

Major Features

- Greater productivity and competitiveness for agriculture, forestry and fisheries
- Promotion of manufacturing industry through increased collaboration with different sectors
- Demonstration of Hokkaido's appeal and strengths of natural splendor, optimal housing conditions and safe, reliable food production



6 Abundant pool of talented people who help open up paths to new horizons in Hokkaido

Major Features

- The enhancement of school education that features Hokkaido's characteristics
- Development of future leaders for the global society
- Promotion of science and technology by leveraging the region's potential



7 Diverse and unique communities across Hokkaido

Major Features

- Development of communities in which various entities collaborate with each other to leverage the region's characteristics and appeal
- Promotion of relocation to Hokkaido by highlighting the appealing housing environment
- Enhancement of the region's appeal through the promotion of its unique history and culture

