Overview of the 6th Owariasahi City General Plan

Fiscal Year 2024 to 2033
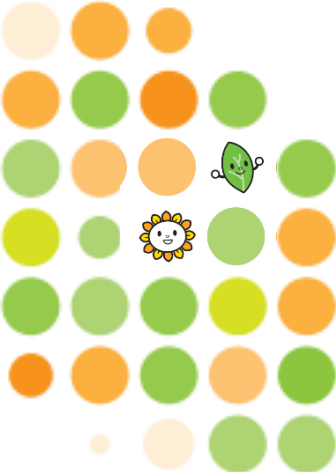
Shiawase Tsumugu
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Egao Afureru
笑顔あふれる
Owariasahi
尾張旭

Owariasahi City: Building Smiles, Growing Happiness

Contents

Purpose of the Plan

December 2020 marked Owariasahi City's 50th anniversary as a municipal organization. The city's development up to the present is a testament to the diverse entities, including citizens, organizations, local communities, businesses, and government, that have come together, pooled their wisdom, and worked together to develop our city.

In recent years, there have been major changes in the lives of citizens and business activities triggered by the new coronavirus infection, as well as the need to respond to new administrative issues such as the declining birthrate, super-aging population, declining population, and increasing social security-related expenses.

The 6th Owariasahi City General Plan is formulated to clarify the future vision of our city and the direction of municipal administration, and to set as a guideline for promoting planned municipal administration, so that all people living and working in the city can enhance their sense of well-being without being left behind.

Structure and Duration of the Plan

The General Plan consists of a Basic Concept, Policy-specific Plans, and Implementation Plans.
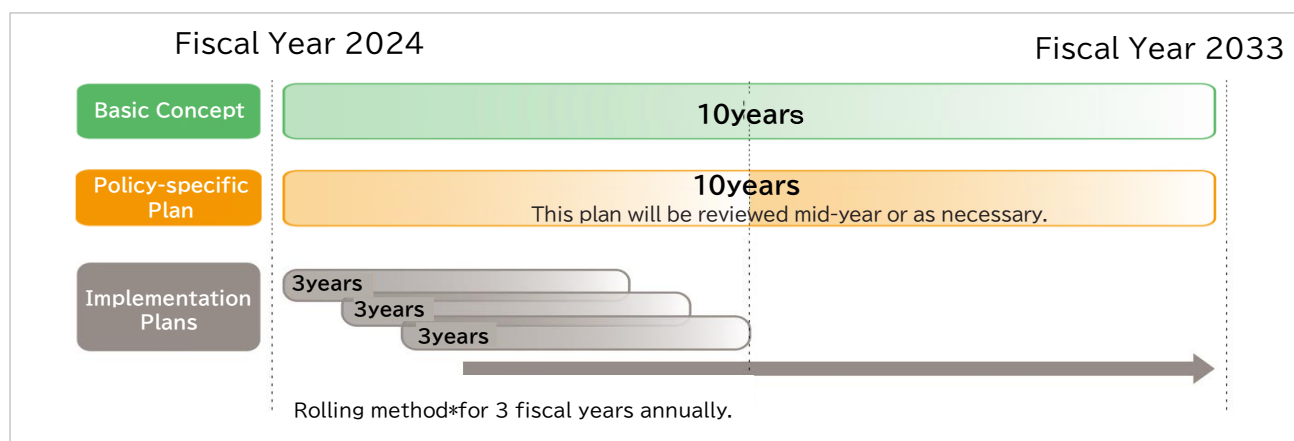
（1）Basic Concept

The Basic Concept defines the direction of the municipal administration shared by citizens and the administration, and also serves as the guideline for city development. It consists of the Ideal Future Vision of the City, Basic Policies for City Development, and Basic Goals.

（2）Policy-specific Plan

In order to effectively promote policies to achieve the Basic Concept, the basic direction and system of policies are shown, consisting of Priority Packages and Policy-specific Guidelines.

（3）Implementation Plans

Implementation Plans provide specifics on how the initiatives set forth in the plans for each policy will be implemented.

Fiscal Year 2024 — Fiscal Year 2033

Basic Concept	10years
Policy-specific Plan	10years — This plan will be reviewed mid-year or as necessary.
Implementation Plans	3years / 3years / 3years

Rolling method*for 3 fiscal years annually.

Glossary

Rolling method...A method in which plans and actual results are checked annually in the process of implementing a long-term business plan, such as a general plan, in order to systematically achieve goals

■Regional Characteristics of Owariasahi City

Owariasahi City has developed into a city where people can enjoy their daily lives, thanks to its geographically advantageous location adjacent to Nagoya City. The steady increase in population has created a virtuous cycle providing a convenient living environment, with stores and other facilities necessary for daily life located throughout the city. The city is also home to forest parks, farmlands, and reservoirs, which offer daily opportunities to experience the abounding nature and a calm living environment.

●Land Use

Source: Created based on urban planning maps

■Characteristics of the Citizens

Many of our citizens live in owner-occupied houses and work outside the city. Many people have moved from outside the city to purchase their own homes in Owariasahi,indicating that they have chosen this city as their permanent home.

The city has developed into a residential city home to people with diverse residential histories, including people who have lived here for two or three generations and those who have recently moved to the city.

Type of Residence and Home Ownership

Publicly rented, Urban Renaissance Agency, public housing 0.8%
Employee housing 1.2%
Privately rented 22.9%
Other and unspecified 2.3%
Owner-occupied 72.8%

Source:2020 Population Census, Ministry of Internal Affairs and Communications

Background of residence in Owariasahi City

Child's admission to kindergarten/school 0.9%
Establishing a company or opening a store 0.8%
Other 3.4%
Taking over the family business, living with (or caring for) parents 3.6%
No response 1.0%
Employment/transfer 10.0%
Born in Owariasahi City 18.3%
Marriage and childbirth 19.5%
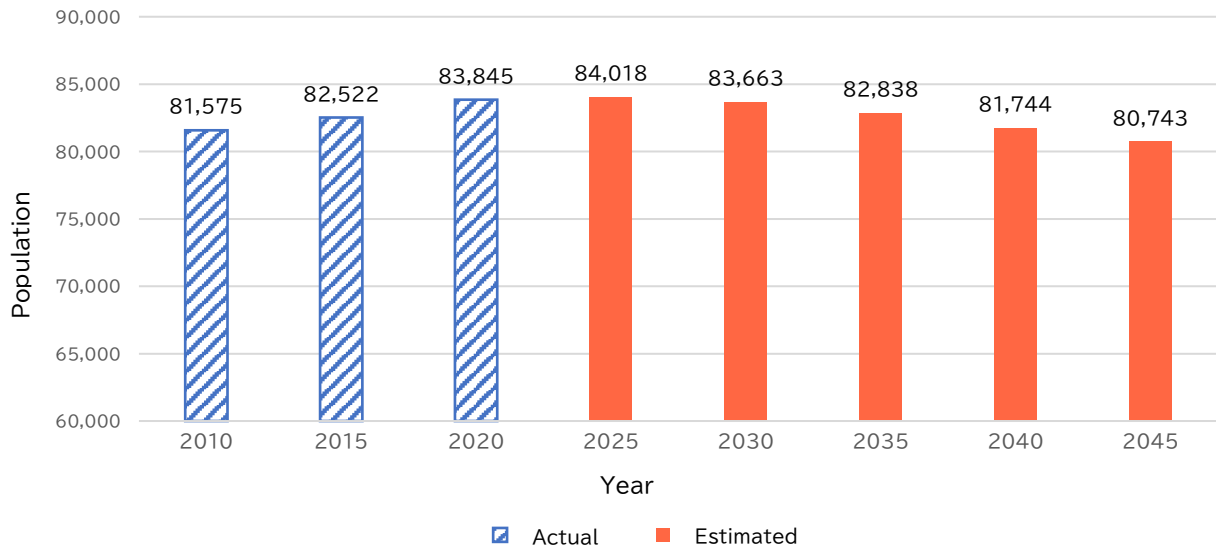Building or purchasing a home 42.5%

Source: 2022 Citizen Survey

■Population Projection

According to the results of the population projections based on the 2020 population, our city's population is expected to peak between 2020 and 2025 and then gradually decline but limited to about 1,000 people by 2035. As for the outlook of four age groups, the increase in the population aged 65 and over and the decrease in the population aged 14 and under are gradual, and the rapid decline in birthrates and aging of society occurring in many parts of Japan, is expected not to actualize.
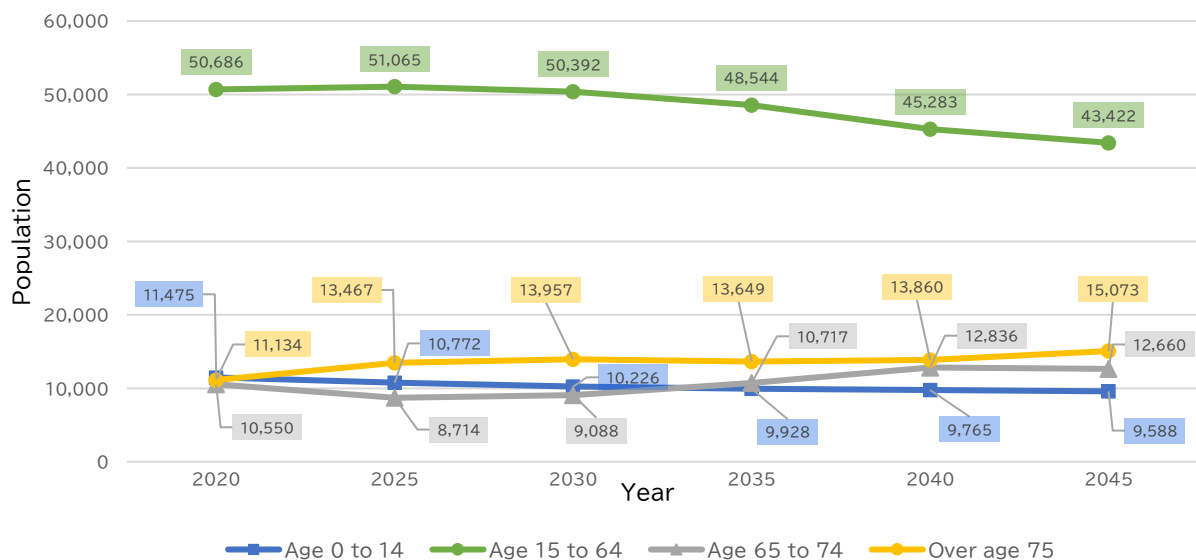
The reason for this trend is that although the city's total fertility rate was not high at 1.39 (April 2015 to March 2020), there are many households that move into the city after childbirth.

Population Projection Results

Source: Basic Resident Register data and
estimates based on the same data

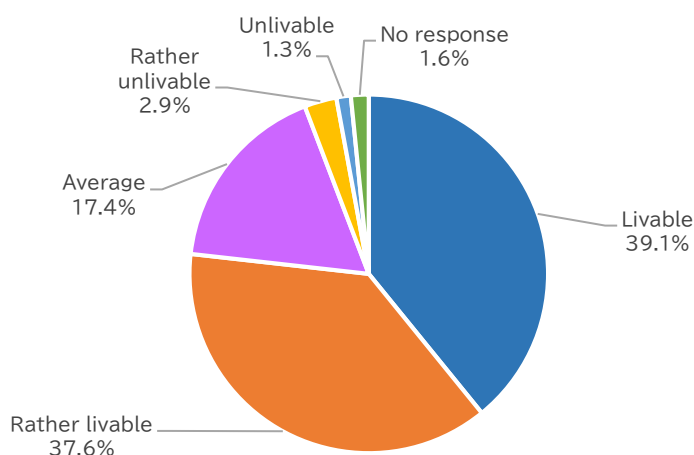## Population Projections based on Four Age Groups (2025 and after)

Source: Basic Resident Register data and
estimates based on the same data

3

■Living in Owariasahi City

Many of our citizens feel comfortable living in our city. Daily life extends beyond the city limits to a wide area that includes neighboring municipalities such as Nagoya and Nagakute, but only a few people are dissatisfied with this.
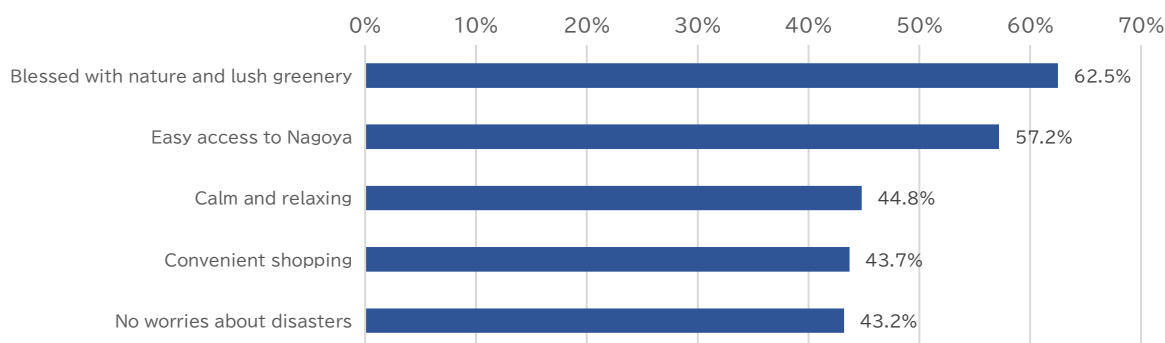
In addition to the abundance of greenery, the tranquility of the city, and the high level of convenience, the city's easy access to Nagoya, which allows residents to enjoy the attractions of a large city without living in it, are thought to be factors that make the city easy to live in.
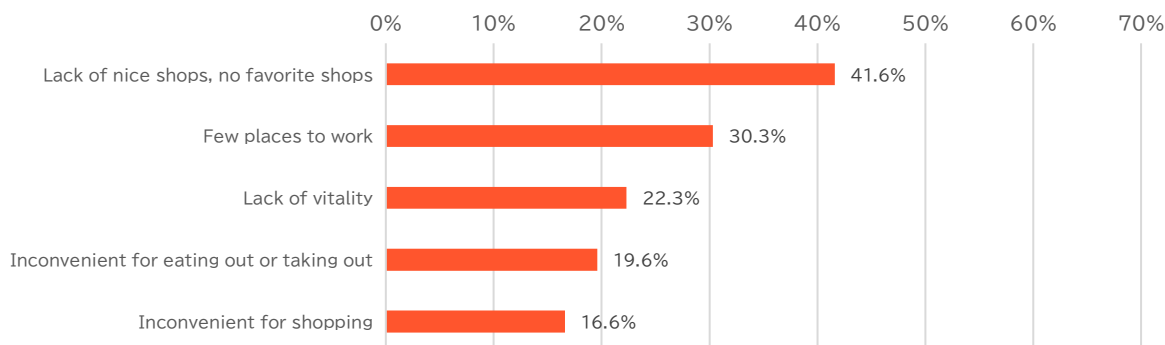
Is Owariasahi City livable?

- Unlivable 1.3%
- No response 1.6%
- Rather unlivable 2.9%
- Average 17.4%
- Livable 39.1%
- Rather livable 37.6%

Source: 2022 Citizen Survey

Good things about living here (Top 5, multiple responses)

- Blessed with nature and lush greenery: 62.5%
- Easy access to Nagoya: 57.2%
- Calm and relaxing: 44.8%
- Convenient shopping: 43.7%
- No worries about disasters: 43.2%

Bad things about living here (Top 5, multiple responses)

- Lack of nice shops, no favorite shops: 41.6%
- Few places to work: 30.3%
- Lack of vitality: 22.3%
- Inconvenient for eating out or taking out: 19.6%
- Inconvenient for shopping: 16.6%

Source: 2022 Citizen Survey

Vision for the Future of the City

Making use of the good living environment that we have inherited from our predecessors, such as our lush topography and convenient access to Nagoya, our city has cooperated with citizens, various organizations, and businesses to develop into a "city to live in".

As we proceed with city development for the next 10 years, together with everyone who lives, studies, and works in our city, we have set forth the following "Vision for the Future of the City" (Future City Vision).

This vision for the future of the city is shared by all people involved with our city and is a common philosophy of city development that each person will work proactively to achieve.

Shiawase　Tsumugu*

幸せつむぐ

Egao　Afureru

笑顔あふれる

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尾張旭

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What is "Tsumugu"?

Originally, it meant extracting fibers from cotton or cocoons, and spinning them into thread. Today, it means weaving warp and weft threads together in planes and layers to form cloth, or "weaving history" or "weaving a story" over a long period of time, or two or more people working together hand in hand to make a connection.

Aspirations behind the Vision for the Future of the City

"Growing happiness" is a phrase that expresses the way in which each citizen, who plays a key role in city development, lives a secure and vibrant life in a comfortable and peaceful urban environment with a history and culture that have been handed down from generation to generation, how the various entities work hand in hand to achieve happiness of each individual, such as health, growth, and achievement of dreams, and how these efforts are accumulated and connected across generations.

"Building smiles" represents the way in which everyone in the city, at home, in the community, in parks, nurseries, kindergartens, schools, shops, businesses, and everywhere else lives a safe, comfortable, enjoyable, and fulfilling life while caring for each other and helping one another. This is how smiles are created all over the city and spread throughout.

"Growing happiness" achieves a city "Building smiles".
Furthermore, being "Building smiles" leads to "Growing happiness" even more.
The local administration will continue to promote city development with the cooperation of citizens, various organizations, and businesses so that as much "happiness" and "smiles" as possible will be created in our city.

■Basic Policies and Priority Packages for City Development

The declining birthrate, super-aging population, and population decline are environmental changes that will have a significant impact on city development. To appropriately respond to these environmental changes and achieve our "Vision for the Future of the City", we have established four "Basic Policies for City Development".

In addition, "Main Measures" to be focused on for each Basic Policy of City Development will be extracted and organized as Priority Packages, and related efforts will be coordinated across sectors and comprehensively advanced to improve results.

Basic Policy for City Development (1)

Adding "enjoyment" to "ease of living".

> We will promote the creation of a safe and secure living environment, which is the foundation of "ease of living". We will also enhance and carry on the characteristics of a "livable city" where people can live in convenience and peace. Furthermore, by adding charm, vitality, health, and other joys that add color to life, we will enhance the quality of life and promote city development that will make current residents think, "It is easy to live here, and I want to continue living here" and for people outside the city to think, "I want to live in Owariasahi."

"Main Measures" for Priority Implementation

●Creating a safe and secure living environment
- 5-2-1 Enhancing disaster prevention systems
- 6-1-1 Promoting energy conservation and the use of renewable energy

●Enhancing and passing on the characteristics as a livable city
- 4-1-1 Forming a good urban area
- 4-3-2 Creating places where people can come into contact with greenery, farmland, and waterside areas

●Improving the quality of life
- 1-1-1 Improving health promotion projects
- 8-2-2 Promoting digitization

●Creating a fun-filled city
- 3-4-2 Promoting arts and culture
- 3-4-3 Promoting sports
- 4-1-2 Rebuilding a vibrant central base
- 7-3-1 Holding of the Owariasahi Festival
- 7-3-2 Creating and refining local resources

Indicators

● Percentage of citizens satisfied with life in the community where they live

Baseline value (FY 2023)	Target value (FY 2033)
87.0%	90.0%

● Percentage of citizens who feel "enjoyment" in their daily lives

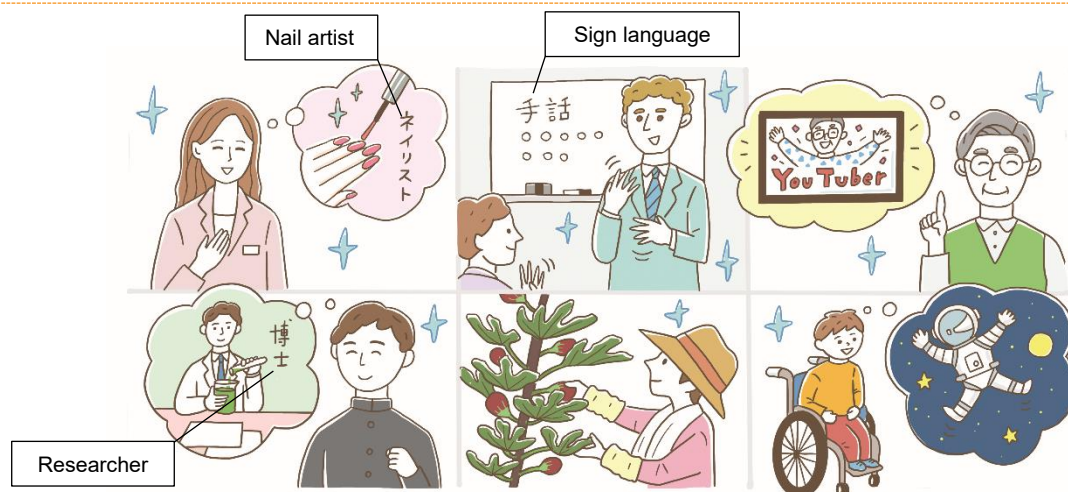| Baseline value (FY 2023)	Target value (FY 2033)
75.6%	85.0%

Basic Policy for City Development (2)

We support "being yourself".

> We strive to create a society that recognizes diversity and allows each individual to demonstrate his or her individuality and abilities. We will also create an atmosphere in which everyone can challenge themselves to live and work in a way that allows them to be themselves while living in our city. Furthermore, by supporting each other's activities, we will promote city development where each person can have dreams and feel happy.

Nail artist

Sign language

Researcher

"Main Measures" for Priority Implementation

- Creating a society that recognizes diversity
  - 7-4-1 Promoting a gender-equal society
  - 7-4-2 Promoting a multicultural society
- Forming a society in which each individual can demonstrate his or her individuality and abilities
  - 1-3-1 Creating a sense of purpose in life and promoting social participation among older people
  - 1-4-2 Promoting independence and social participation of people with disabilities
  - 3-1-3 Responding to diverse educational needs
  - 4-2-1 Securing public transportation
- Supporting a way of living and working that allows people to be themselves
  - 3-3-1 Promoting lifelong learning activities
  - 5-1-2 Supporting volunteer and citizens activity groups
  - 7-1-3 Supporting founders

Indicators

- Percentage of citizens who think that they are able to live their lives while valuing their individuality

Baseline value (FY 2023)	Target value (FY 2033)
79.5%	85.0%

Basic Policy for City Development (3)

We enhance the attractiveness of "a city where childrearing is easy".

> We will work to address the declining birthrate by, for example, creating an environment where people can have children with peace of mind and raise them while working. In addition to supporting child-rearing, we will expand opportunities for education and experiences that will expand children's potential. Furthermore, by spreading these efforts far and wide within and outside of the city, we will promote the development of a city that is attractive as a city where it is easy to raise children.

"Main Measures" for Priority Implementation

- Creating a safe and secure environment
  for childbirth
  - 1-1-4　Improving maternal and child health
  - 2-2-1　Relieving childrearing anxiety
  - 2-2-2　Supporting pregnant women and
    families raising children
  - 2-3-4　Addressing the declining birthrate
- Creating an environment where people can
  raise children while working
  - 2-1-1　Enhancing childcare services
  - 2-3-1　Creating a place for after-school activities
- Creating an environment conducive to childrearing
  - 4-1-3　Creating and using parks and other lush
    facilities
- Creating opportunities to expand children's potential
  - 3-1-1　Nurturing rich minds and healthy bodies
  - 3-1-2　Cultivating solid academic skills

Indicators

● Percentage of citizens who think that Owariasahi
  is "a city where childrearing is easy"

Baseline value (FY 2023)	Target value (FY 2033)
73.5%	**80.0%**

Basic Policy for City Development (4)

We value "human connections".

> By increasing opportunities for people to interact with each other, we foster attachment to and pride in the city. In addition, we promote the development of an attractive city where people will want to continue living in and return to in the future by valuing "connections with people" such as "ties with loved ones" and "relationships between citizens, businesses, and the community", and further creating "possibilities born from new encounters".

"Main Measures" for Priority Implementation

- The formation of attachment and pride toward the town

  1-1-5　Promoting health promotion through citizen collaboration

  3-4-1　Protecting, preserving, and passing on cultural assets to the next generation

  8-1-2　Fostering attachment and pride

- Strengthening ties with loved ones

  1-3-5　Promoting a comprehensive community care system

  1-5-2　Promoting community welfare activities

  1-5-3　Establishing a multilayered support system

  3-2-1　Cooperation between school, home, and community

- Strengthening relationships between citizens, businesses, and the community

  5-1-1　Supporting revitalization of local community activities

  7-1-1　Vitalizing local commerce and industry

Indicators

- Percentage of citizens who feel "human connections" with the local community and people

Baseline value (FY 2023)		Target value (FY 2033)
48.6%	⇒	60.0%

■Basic Goals and Policies

To achieve the "Vision for the Future of the City", "Basic Goals" are set for each of the eight areas, and "Policies" are defined for each of the Basic Goals, which serve as the measures to achieve the goals.

Basic Goal 1 **A city where people can live healthy and vibrant lives　(health, medical care, and welfare)**

Good health is the basis for enjoying a life that is true to oneself throughout one's life. Regardless of the need for nursing or medical care or the presence or absence of a disability, creating a society in which each individual has a life and purpose for living and supporting each other will lead to the happiness of all citizens.

To encourage citizens to take an interest in their health and actively engage in health promotion in their daily lives, we will enhance our health promotion programs and improve our counseling system during pregnancy, childbirth, and childrearing to respond to the declining birthrate. In addition, we will work to ensure a medical care system that is familiar and reliable, and to enable older people and people with disabilities to continue to live in their familiar neighborhoods with a sense of purpose and hope.

We aim to create "a city where people can live healthy and vibrant lives" by connecting all people across generations and fields and enabling them to support each other in the community.

Policy 1-1　Promoting health development

Vision Citizens live healthy lives by practicing and continuing their own health promotion.

Main Measures

- **Improving health promotion projects** `PP1`
- **Improving health counseling and guidance**
- **Promoting early detection and prevention**
- **Improving maternal and child health** `PP3`
- **Promoting health promotion through citizen collaboration** `PP4`

Policy 1-2　Promoting local and welfare medical care

Vision We live in a safe and comfortable environment, with access to medical care and health counseling close at hand when needed.

Main Measures

- **Ensuring a daily medical care system**
- **Ensuring an advanced medical care system**
- **Subsidizing welfare medical expenses**
- **Soundly managing national health insurance**

`PP1` Priority Package1　Adding "enjoyment" to "ease of living".

`PP2` Priority Package2　We support "being yourself".

`PP3` Priority Package3　We enhance the attractiveness of "a city where childrearing is easy".

`PP4` Priority Package4　We value "human connections".

Policy 1-3   Promoting welfare for older people

Vision Older people live fulfilling lives in the neighborhood they are familiar with.

Main Measures

- **Creating a sense of purpose in life and promoting social participation among older people** `PP2`
- **Promoting nursing care prevention**
- **Training leaders in old-age welfare**
- **Enhancing old-age welfare and care services**
- **Promoting a comprehensive community care system** `PP4`

Policy 1-4   Promoting welfare for disabled people

Vision People with disabilities live the lives they desire.

Main Measures

- **Eliminating discrimination against people with disabilities, preventing abuse, and promoting rights protection**
- **Promoting independence and social participation of people with disabilities** `PP2`
- **Supporting human resource development at disability welfare service providers**
- **Establishing a comprehensive support system for people with disabilities**

Policy 1-5   Promoting a community-based society*

Vision By interacting with and supporting each other in the community, everyone leads a secure life.

Main Measures

- **Enhancing the safety net***
- **Promoting community welfare activities** `PP4`
- **Establishing a multilayered support system** `PP4`

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- In our daily lives, we strive to walk, eat healthy, and take care of our physical and mental health.
- Building face-to-face relationships with neighbors by greeting and talking to them on a daily basis leads to community-wide watchdog activities.
- We provide opportunities and places where anyone can feel free to participate in the local community.

Glossary
Community-based society...A society in which local residents and diverse local entities participate, going beyond "vertical" divisions of systems and relationships between "supporters" and "recipients", and where people and local resources connect across generations and fields to create the lives and purpose of each individual, and the community together
Safety net... A general term for support for people in poverty, consisting of primary support (social insurance systems, etc.), secondary support (self-reliance support system for people in poverty), and tertiary support (public assistance system)

Basic Goal 2 **A city where children grow up healthy (children and childrearing)**

Children are the hope for the future, and the entire society needs to support the growth of each and every child. Creating a community where people can give birth with peace of mind and where children can grow up healthy and happy will also lead to measures against the declining birthrate.

We will improve our childcare services to ensure the healthy growth of children. In addition, we will enhance our consultation system to address diversifying needs and concerns about childcare support, and provide consistent support from the time of pregnancy through childbirth and the childrearing period. Furthermore, we will take a child-oriented perspective to guarantee children's rights, and create a safe and secure place for children to spend time.

We aim to create "a city where children grow up healthy" by creating an environment where children can be raised with peace of mind and promoting measures to expand children's potential.

Policy 2-1   Improving support for children's growth

Vision Children are growing up healthy.

Main Measures

- **Enhancing childcare services** PP3
- **Supporting kindergartens and private daycare facilities**

Policy 2-2   Enhancing childbirth and childrearing support

Vision Everyone can give birth and raise children with peace of mind.

Main Measures

- **Relieving childrearing anxiety** PP3
- **Supporting pregnant women and families raising children** PP3
- **Supporting children with developmental concerns**

Policy 2-3　Improving the environment for children to grow

Vision Children's rights are guaranteed, and an environment for children to grow is in place.

Main Measures

- **Creating a place for after-school activities** `PP3`
- **Financially supporting households raising children**
- **Protecting children's human rights**
- **Addressing the declining birthrate** `PP3`

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We will be considerate to pregnant women and people with infants.
- We will talk to and watch over children as a community.
- We will use our experience and knowledge of childrearing for the benefit of local children and families raising children.
- We will support childrearing by encouraging employees to take childcare leave.
- We will raise our children with the best interests of the child in mind.
- We will build families and communities where children's cheerful voices can be heard and where they can grow up healthy.

Basic Goal 3 A city that nurtures rich minds and intellect (education and lifelong learning)

Learning independently and on one's own initiative enriches the hearts and minds of citizens and provides them with the opportunity to enjoy life and live in their own way. It is important to create an environment in which citizens can learn from each other and share the fruits of such learning with joy.

School education, which plays a major role in the growth process of children, while valuing diverse personalities and abilities, fosters solid academic skills by improving the quality of education. In addition, schools, families, and communities will support children's growth through cooperation and collaboration. Furthermore, we will create learning opportunities for everyone to continue learning throughout their lives and participate in cultural and sporting activities according to their own desires.

We aim to create "a city that nurtures rich minds and intellect" by creating an enjoyable learning environment while valuing each individual's personality and aspirations.

Policy 3-1 Promoting proactive learning

Vision Students nurture a rich mind and healthy body, and develop solid academic skills in a comfortable educational environment.

Main Measures

- **Nurturing rich minds and healthy bodies** PP3
- **Cultivating solid academic skills** PP3
- **Responding to diverse educational needs** PP2
- **Improving the school's teaching system**
- **Maintaining safe, secure and high-quality school facilities**

Policy 3-2 Promoting comprehensive educational cooperation and Collaboration

Vision The community, schools, and government cooperate and collaborate to support education in the community and at home.

Main Measures

- **Cooperation between school, home, and community** PP4
- **Supporting improvement of home education**
- **Collaborating with diverse educational institutions**
- **Supporting school attendance**

Policy 3-3　Promoting lifelong education

Vision Through lifelong learning, people are connected to society and lead fulfilling lives with a sense of purpose.

Main Measures

- **Promoting lifelong learning activities** `PP2`
- **Improving the environment for lifelong learning facilities and promoting use**
- **Enhancing library services**

Policy 3-4　Promoting culture and sports

Vision Traditional culture is preserved and passed on.

The environment is conducive to cultural and sporting activities.

Main Measures

- **Protecting, preserving, and passing on cultural assets to the next generation** `PP4`
- **Promoting arts and culture** `PP1`
- **Promoting sports** `PP1`
- **Improving the environment for sports activities and promoting use**

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We will cooperate with career education provided by schools through work experience, etc.
- We will watch over children in the community by working as school guards; greening, safety and library volunteers; and patrolling and other school support volunteers.
- We are committed to lifelong learning for a joyful and fulfilling life.
- We will pass on the culture that has continued from long ago to the children who will be responsible for the next generation, and pass on the charm of the culture to future generations.

Basic Goal 4 **A city that supports a high quality of life (urban infrastructure)**

Urban infrastructure is the foundation that supports the high quality of life for citizens. It is necessary to improve the quality of citizens' lives by further enhancing a comfortable and relaxing living environment and creating an environment in which it is easy to raise children, thereby creating an attractive and vibrant city where the younger generation will want to settle in.

We will create good urban areas, make the compact city*, and reconstruct a vibrant central hub. We will create pleasant spaces with parks and other facilities, and build relaxing urban spaces with highly convenient and hygienic living environments. In addition, we will improve public transportation services and improve the road environment to ensure safe and smooth daily transportation.

We aim to create "a city that supports a high quality of life" by adding fun and attractive features while maintaining the rich living environment that has been systematically built up to now.

Policy 4-1   Developing an attractive urban environment

Vision Blessed with abundant nature, the area offers an attractive living environment with high living convenience and a relaxing urban space.

Main Measures

- **Forming a good urban area** `PP1`
- **Rebuilding a vibrant central base** `PP1`
- **Creating and using parks and other lush facilities** `PP3`
- **Building disaster-resistant urban infrastructure**

Policy 4-2   Developing comfortable transportation infrastructure

Vision We ensure safe and smooth daily travel.

Main Measures

- **Securing public transportation** `PP2`
- **Developing transportation hubs* at train stations and facilities around stations**
- **Improving the road environment to support the transportation infrastructure**

Policy 4-3　Preserving nearby greenery, farmland, and waterside environments

Vision We will preserve greenery, farmland, rivers, and reservoirs, and create spaces for recreation and relaxation.

Main Measures

- **Preserving greenery, farmland, and waterside areas**
- **Creating places where people can come into contact with greenery, farmland, and waterside areas** PP1
- **Promoting urban agriculture**
- **Carrying on the philosophy of the National Tree Planting Festival***

Policy 4-4　Developing safe and hygienic water supply and sewage systems

Vision We have access to safe and stable tap water.

Sewage systems are well maintained, and people live in a sanitary and comfortable environment.

Main Measures

- **Promoting earthquake resistance of water pipes**
- **Promoting the maintenance of sewage pipes and widespread use of flush sewage***
- **Promoting good sewage treatment**
- **Promoting sustainable water supply and sewage services**

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We will engage in landscape development and cleanup activities in accordance with the characteristics of the region.
- Businesses will work together to strengthen the transportation network.
- We will actively incorporate wood into our daily lives by replacing everyday objects with wooden products.
- We will understand the importance of water resources and use water efficiently.

Glossary

Compact city...An urban structure in which housing and other facilities necessary for daily life are densely packed and close together, and well-developed administrative services are available

Transportation hub...A place where multiple or various modes of transportation are connected, such as a station square

National Tree Planting Festival...A central event of the National Land Afforestation Promotion held annually to deepen understanding of forests and greenery, which are the foundation of our rich national land

Flush sewage...People living in areas where public sewage is available have actual connection to the sewage system

Basic Goal 5 A city where people can interact with each other and live with peace of mind (safety, security, civic life)

Interactions between people bring vitality and connections in our lives and give us a sense of security through mutual aid. Ensuring a safe and secure environment is also the most fundamental and important element of life.

In order to address various social issues in the community, we will proactively implement measures to revitalize the local community so that diverse and proactive activities by citizens, such as neighborhood associations and volunteers, will be carried out. In addition, to respond to various risks that threaten the safety and security of citizens' lives, such as large-scale disasters, fires, sudden illnesses, traffic accidents, and crimes, we will strengthen disaster prevention and mitigation measures, firefighting and emergency response systems, and promote traffic safety and crime prevention measures.

We aim to create "a city where people can interact with each other and live with peace of mind" by connecting various people living in the city while respecting each other's intentions.

Policy 5-1　Support for city development activities by citizens

Vision Citizens are actively engaged in initiatives, and we promote interaction between citizens.

Main Measures

- **Supporting revitalization of local community activities** `PP4`
- **Supporting volunteer and citizens activity groups** `PP2`
- **Operating and managing community facilities and promoting their use**

Policy 5-2　Promoting disaster prevention and mitigation measures

Vision We live with peace of mind through the cooperation of various entities to improve community disaster preparedness.

Main Measures

- **Enhancing disaster prevention systems** `PP1`
- **Enhancing disaster information systems**
- **Improving evacuation living environments**
- **Raising awareness of disaster prevention and mitigation**

Policy 5-3　Improving firefighting and emergency response systems

Vision Firefighting and emergency response activities are carried out quickly and accurately, reducing public anxiety.

Main Measures

- **Improving the fire prevention system**
- **Reinforcing firefighting and emergency response systems**
- **Reinforcing firefighting organizational structure**

Policy 5-4　Ensuring the security of citizens' lives

Vision Citizens can live their lives in peace, free from trouble.

Main Measures

- **Promoting traffic safety measures**
- **Promoting crime prevention measures**
- **Ensuring the security of consumers and residents**

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- Participating in community events such as neighborhood associations to communicate with people in the community.
- Participating in local disaster drills.
- Participating in activities to promote the use of AEDs in lifesaving activities.
- Working on crime and accident prevention that people can do by themselves.

Basic Goal 6 A city where people lead eco-friendly lifestyles (environment)

It is our mission to address global environmental issues and pass on a better living environment to future generations. To achieve carbon neutrality, we must accelerate our efforts to reduce greenhouse gases and effectively use resources.

We will provide education and learning opportunities so that citizens and businesses can promote initiatives toward decarbonization with correct knowledge and understanding, and promote energy conservation and the use of renewable energy. In addition, we will promote the preservation of a comfortable living and sanitary environment, and promote a resource-recycling society* by curbing waste emissions, thoroughly sorting waste, and recycling and reusing resources.

By incorporating an earth-friendly perspective in the daily lives and business activities of all citizens and businesses, we aim to be "a city where people lead eco-friendly lifestyles".

Policy 6-1   Promoting global warming countermeasures

Vision The government, citizens, and businesses are working together to promote decarbonization and care for the environment.

Main Measures

- **Promoting energy conservation and the use of renewable energy** PP1
- **Promoting energy conservation in public facilities**
- **Raising awareness of environmental conservation**

Policy 6-2   Promoting environmental health measures

Vision Citizens live in a comfortable and hygienic environment.

Main Measures

- **Preserving a hygienic living environment**
- **Promoting proper keeping of pets and other animals**
- **Promoting proper urine disposal**

Vision We are making progress in waste reduction and forming a resource-recycling society.

Main Measures

- **Promoting waste control**
- **Promoting waste recycling**
- **Establishing a waste collection and processing system**

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We will actively incorporate earth-friendly modes of transportation such as public transportation, next-generation automobiles, bicycles, and walking.

- We will promote good manners by not littering, taking pet feces home, and properly managing our land and properties.

- We will take the local environment into consideration in our business activities and actively participate in community cleanups and other activities.

- We will promote proper disposal, reuse, and recycling of waste.

Glossary
Resource-recycling society…A society that makes efficient use of limited resources, recycles them, and continues to use them sustainably into the future.

Basic Goal 7 **A city full of smiles and vitality (industry, liveliness, diversity)**

In order for citizens to lead happy, vibrant lives with smiles on their faces, it is essential to promote industry and create a lively atmosphere. It is also essential to create an environment where all workers have a sense of fulfillment and can continue to work with peace of mind, and to achieve a society that respects the human rights of each and every individual and allows them to shine in their own way.

Through active collaboration between related organizations, businesses, and the government, we will revitalize local commerce and industry, support the establishment of new businesses, and help workers work in ways that meet their wishes. In addition, by creating and refining local resources and actively communicating their attractiveness, we will attract many people from inside and outside the city and create a lively city. Furthermore, we will promote a diverse society where everyone recognizes each other and can maximize their individuality and abilities.

We aim to create "a city full of smiles and vitality" by promoting the creation of attractions so that people can feel enjoyment and a society where people can live as they wish, and by raising awareness of being a member of the local community.
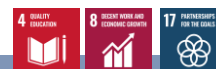
Policy 7-1　Promoting commerce and industry

Vision The city's commerce and industry are sustained and revitalized by the community's united support.

Main Measures

- **Vitalizing local commerce and industry** PP4
- **Supporting Businesses**
- **Supporting founders** PP2

Policy 7-2　Supporting employment and worker support

Vision Job seekers and workers can fully demonstrate their abilities and work with a sense of fulfillment and peace of mind.

Main Measures

- **Providing employment opportunities**
- **Providing employment counseling**
- **Providing support for workers**

Policy 7-3   Creating a lively town

Vision The Owariasahi Festival* and local resources are used to create a lively city.

Main Measures

- **Holding of the Owariasahi Festival** `PP1`
- **Creating and refining local resources** `PP1`

Policy 7-4 Promoting a diverse society

Vision We are creating a society where the human rights of each individual are respected and everyone can shine in their own way.

Main Measures

- **Promoting a gender-equal society** `PP2`
- **Promoting a multicultural society*** `PP2`

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We understand that local commercial and industrial businesses support the livelihood of our citizens and local employment, and we actively use local commercial and industrial businesses.
- We accept diverse work styles and strive to improve the work environment.
- We actively engage in experiencing, participating in and promoting local resources.
- We work to promote a diverse society in the home, community, school, workplace, and all other places in society.

Glossary
Owariasahi Festival...Cherry Blossom Festival, Summer Festa, Civic Festival, and Agricultural Festival held in Owariasahi City
Multicultural society...A society where people of different nationalities and ethnicities can live together while recognizing each other's differences and striving to build equal relationships

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Basic Goal 8 Administrative management that leads to the future (administrative management)

Citizens' lives and business activities have a significant impact on the revitalization and attraction of our city. Not only the government, but also various organizations, businesses, and other organizations are involved in all activities that contribute to the local community, by lead to community development, and it is very important for the sustainable development of our city that each of them take the initiative and work together while sharing the roles of each other.

In addition to providing information to the media, we will actively share administrative information to citizens, various organizations, and businesses through PR magazines, websites, SNS, etc., to promote understanding of our city's development and to foster attachment and pride in our city. In addition, we will promote efficient and high-quality administrative management by effectively reviewing projects, using digital technology and public-private partnerships, as well as accurately allocating limited resources such as human and financial resources.

We aim to achieve "administrative management that leads to the future" by creating mechanisms for diverse entities to carry out various activities in our city.

Policy 8-1　Promoting information dissemination and use

Vision By proactively disseminating administrative information and the city's attractions, the city has fostered a sense of attachment to the hometown of Owariasahi.

Main Measures

- **Actively disseminating administrative information**
- **Fostering attachment and pride** PP4
- **Enhancing public hearing activities**

Policy 8-2　Promoting administrative and financial management

Vision Through the use of digital technology and private sector expertise, we provide efficient and high-quality administrative services.

Main Measures

- **Managing administration effectively and efficiently**
- **Promoting digitization** PP1
- **Managing finances soundly**
- **Properly managing public facilities**
- **Improving organizational and personnel management**

Measures by citizens, communities, etc. toward the achievement of Basic Goals (excerpts)

- We will work to discover and promote the charms of the city that we feel on a daily basis.
- We will implement collaborative projects that use the expertise of businesses.

Measures for Citizen Participation in Planning

In addition to the Asahi City Development Conference to which citizens and business operators were invited, we received citizens' opinions in various forms, including citizen surveys, business interviews, and opinions from students. Their feedback is reflected in the 6th Owariasahi City General Plan.