



Aichi Vision 2030

Bright Aichi with the best balance of lifestyles,
the economy and the environment

—To overcome the crisis and energize Japan with the vitality of Aichi

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Introduction

Japan experienced such crises as the simultaneous global recession that started in 2008 and the 2011 Great East Japan Earthquake. During those times, Aichi served as an engine for Japan to achieve growth and overcome those crises. From an economic standpoint, Aichi has marked No. 1 for 42 consecutive years in terms of the value of manufactured goods shipment (as of 2019), and the prefectural GDP is the second largest in the country, surpassing Osaka in 2015.

Looking to the future, people's awareness of safety and security will further increase in anticipation of such risks as infectious diseases, which may occur again in the future, and windstorms and floods, which are becoming more intense. The trend of population decline in Japan will continue. Arrival of an era of longevity, the 100-year life, is also expected. Meanwhile, the progress of globalization and the Fourth Industrial Revolution (4IR) will significantly change the industrial structure as well as people's work styles. Furthermore, when the entire route of the Chuo Shinkansen (SCMaglev) opens, Aichi will be located in the center of the Super Mega Region, which encompasses three major metropolitan areas.

Based on the above outlook for the future, this Vision provides the foundation of regional development of Aichi, presenting the course of action for policies to be focused on by FY2030. Toward the target year FY2030, we need to work steadily to drive a number of major projects, such as Ghibli Park, the Asian Games and the Chuo Shinkansen (SCMaglev), thereby achieving further development of the region. At the same time, we must make the best use of these and create a virtuous cycle for innovation so that we will be able to continue leading the growth of Japan in the future. Moreover, in order to achieve the SDGs sharing the target year with the Vision, we need to find the best balance of the three aspects of lifestyles, the economy and the environment to realize a sustainable society. To that end, we will make an all-out effort to overcome the COVID-19 crisis, which is severely affecting the lives and economic activities of Aichi citizens. We must overcome this third unprecedented national crisis, following the global recession and the Great East Japan Earthquake. In consideration of the above, we have defined the ideal Aichi as "Aichi, a region prepared for crisis," "Aichi, where all people can play an active role," "Aichi, a cradle of innovation," and "Aichi, a globally focused, attractive region." Based thereon, we have decided the basic goal for FY2030 of "Bright Aichi with the best balance of lifestyles, the economy and the environment—To overcome the crisis and energize Japan with the vitality of Aichi."

We are determined to work toward this goal and promote regional development in cooperation with Aichi citizens and the many related parties, including the national and municipal governments, businesses, and a wide range of other organizations. We would appreciate your continued understanding and cooperation.

November 2020

Hideaki Ohmura

Hideaki Ohmura
Governor of Aichi Prefecture



Objective

To present the course of action for policies to be focused on by FY2030 based on the outlook for around 2040, when the entire route of the Chuo Shinkansen (SCMaglev) will open and a Super Mega Region will be formed

Target year

FY2030 (Plan period: FY2021 to FY2030)

I. Outlook for Society and Economy around 2040

Increased risk of infectious diseases, disasters and crimes

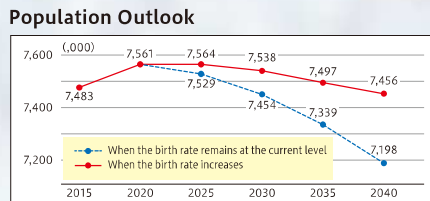
- Growing awareness of infectious diseases as a major risk that drastically changes the world economy and society
- The probability of a Nankai Trough earthquake occurring within the next 30 years is 70-80%.



1

Population decline in the era of the 100-year life

- One in three will be an elderly person.
- Healthy life expectancy will be extended by three or more years.



Source: "Aichi Prefecture Population Vision, second term" by the Aichi prefectural Government (March 2020)

2

Diversity in lifestyles, work styles and learning

- More diversity in society, especially an increase in foreign population
- Transformation of the concept of time and place with the acceleration of ICT introduction



3

Increased need for a mutual aid society

- Worsening social isolation due to an increase in single-person households
- Shortage of people supporting local communities



4

Multipolar world economy with the economic center of gravity shifted to Asia

5

- A huge market will be formed in Asia.
- Formation of multiple supply chains



Intensifying global competition for human resources

6

- Intensifying competition for highly skilled human resources
- Highly skilled foreign professionals will select a country to work in.



Progress of the Fourth Industrial Revolution (4IR)

7

- Technological innovation, such as AI and IoT, will inspire changes in industrial structure and society.



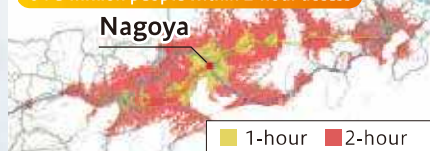
Formation of a Super Mega Region

8

- The population in the two-hour transportation area will be the largest in Japan when the entire route of the Chuo Shinkansen (SCMaglev) opens.
- Growing awareness of the overcrowding risk

Accessibility with the planned Chuo Shinkansen (SCMaglev) (from Nagoya Station, rail + road)

64.3 million people within 2-hour access



Source: Mitsubishi UFJ Research and Consulting

Land-use perforation and aging infrastructure

9

- Increase in vacant lots and houses
- Aging of social infrastructure



Progress of decarbonization and transition to a recycling-oriented society

10

- Renewable energy will be the main power source.
- The concept of the SDGs will take root across the globe.



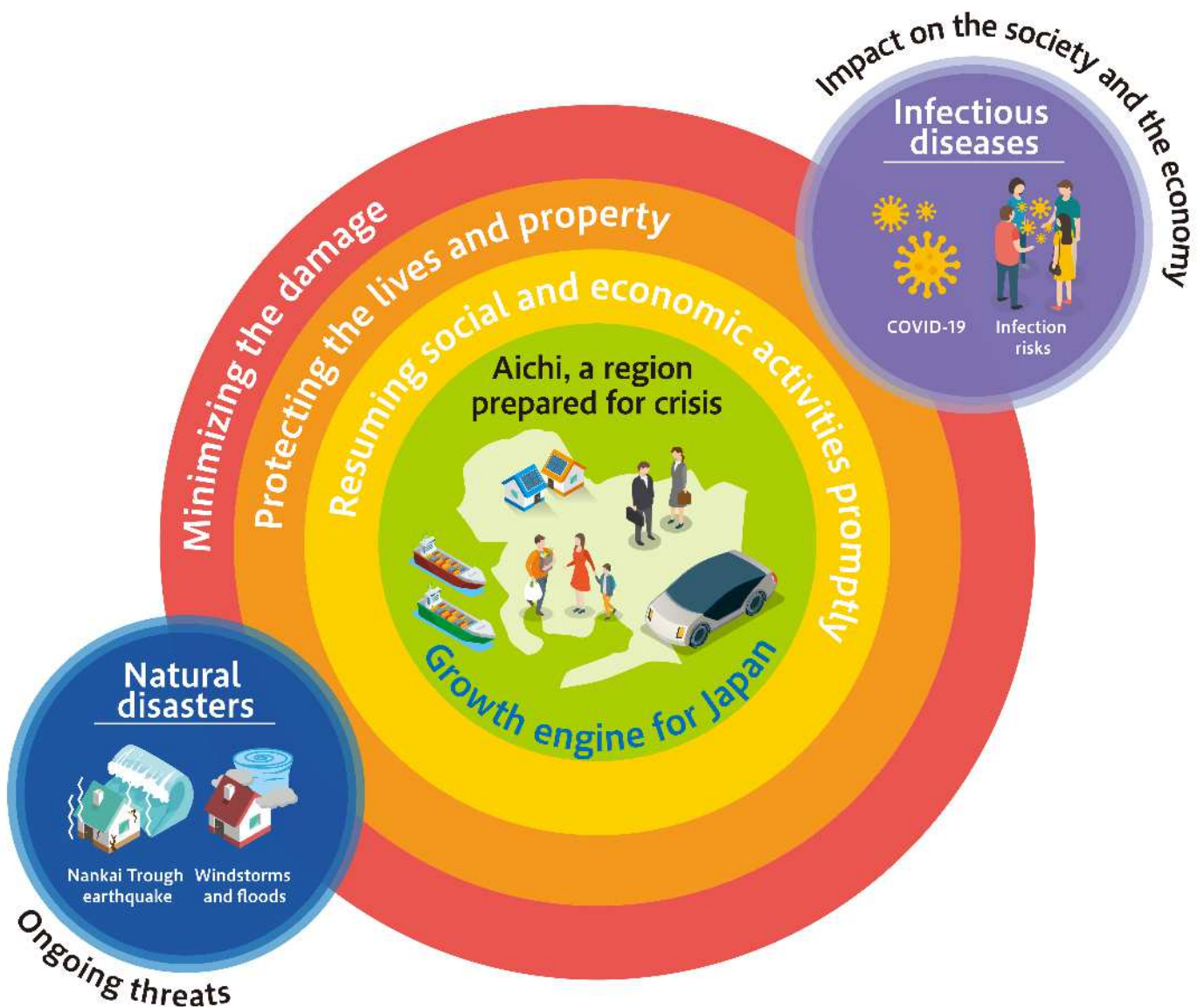
II. Aiming for an Ideal Aichi

1. Aichi, a region prepared for crisis

—To be a resilient region with reduced risk of infectious diseases and natural disasters

COVID-19 has risen awareness of people with the risk of infectious diseases, such as serious impact on the world economy and society. We also suffer the threat of natural disasters, such as earthquakes and tsunami, especially the Nankai Trough earthquake, as well as windstorms and floods, which are becoming more frequent and intense due to the impact of climate change.

Therefore, in the face of any crisis, we need to minimize the damage and continue to lead the development of Japan strongly as an engine for the growth of the country. For this purpose, we will develop “a region prepared for crisis” that protects the lives and property of citizens and supports prompt resumption of social and economic activities.



2. Aichi, where all people can play an active role

—To create a society where all people can play an active role while respecting diversity and enjoying enriched lifestyles

Major economic and social changes are expected in the future due to the rapid progress of technological innovation, such as AI, IoT and robotics. With the spread of diverse lifestyles supported by ICT and continued increase in foreign population, the necessity to accept diversity in society will further increase. To support local communities even when population decline and aging are in progress, each person is expected to play multiple roles.

Therefore, we will develop human resources that are equipped with the tolerance to accept diverse values and open up a new era by developing their own potential. At the same time, we will create a society where all people can play their roles as they wish while enjoying enriched lifestyles. We will create a society where we can live with peace of mind in the community under mutual support and play an active role throughout our brilliant lives in the era of the 100-year life.



3. Aichi, a cradle of innovation

—To create a society where we can connect with the world, take on new challenges and open up the future while working in a flexible manner

Domestic demand will decrease in Japan. On the other hand, in Asia, the wealthy population will rapidly increase and a huge market will be formed. Under such circumstances, we may not be able to retain highly skilled or required human resources due to intensifying global competition for human resources. In addition, with the progress of the Fourth Industrial Revolution (4IR), it is expected that advanced technology, such as AI, IoT and robotics, will be utilized in a wide range of fields, including economic activities, and will significantly change the industrial structure, people's work styles and lifestyles.

Therefore, we will promote utilization of new technologies in all industries and form a global base for innovation as "Aichi, the industrial capital of Japan." At the same time, we will develop and retain human resources that will generate innovation to open up the future. In addition, in order to capture the markets of Asia and the world, we will attract new investment, overseas students and highly skilled human resources. Moreover, we will build a society that encourages diverse and flexible work styles, such as telecommuting, dual employment and side businesses.



4. Aichi, a globally focused, attractive region

—To utilize the land resources in a smart manner and become a metropolitan area that can serve as the center of the Super Mega Region and substitute for social and economic functions of the Tokyo Metropolitan Area

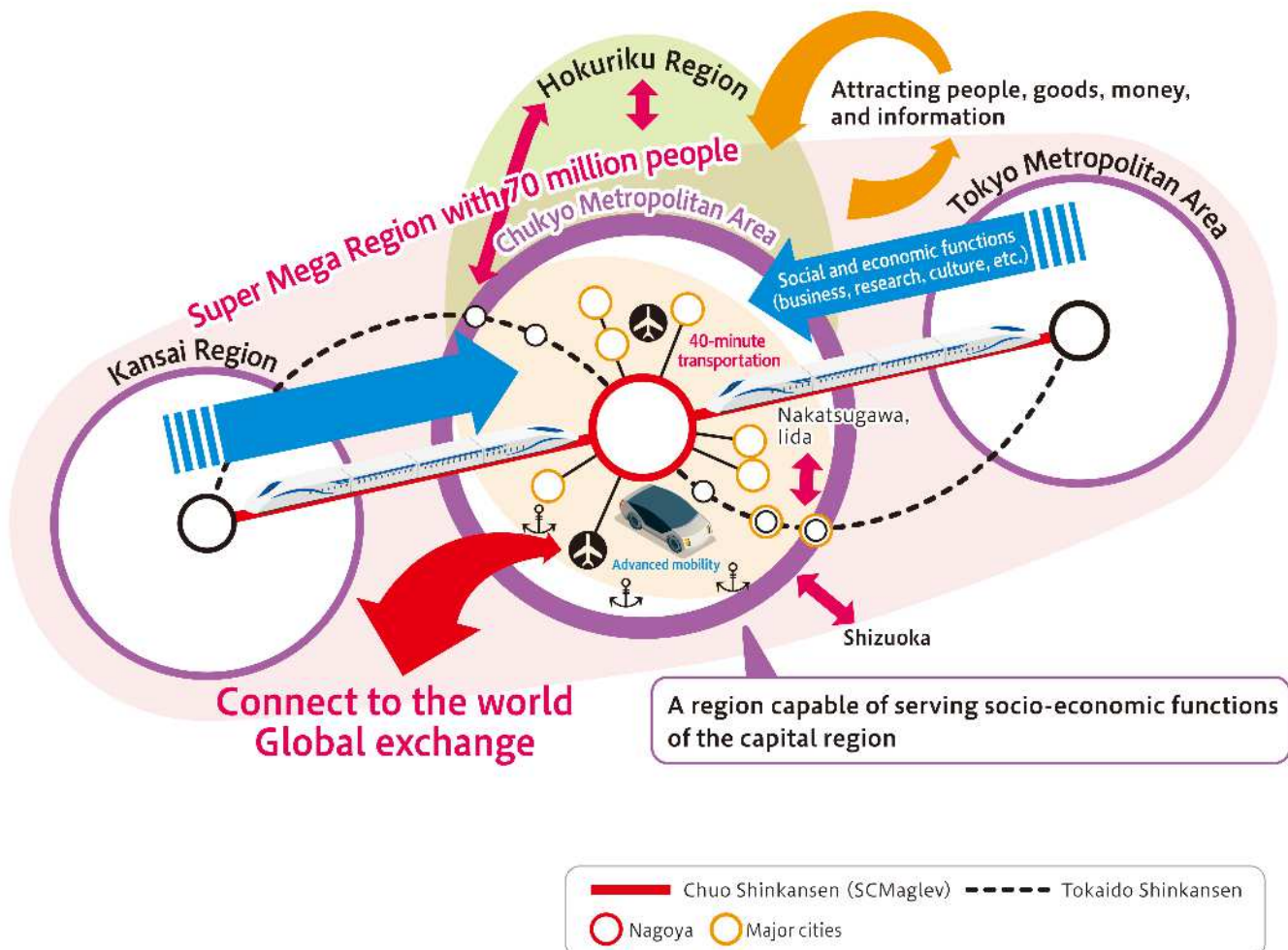
With the opening of the entire route of the Chuo Shinkansen (SCMaglev), formation of a Super Mega Region with a population of 70 million is expected. On the other hand, depending on the region, land-use perforation is anticipated due to the progress of population decline and increase in vacant lots and houses. In addition, global issues such as global warming may become more serious.

Therefore, as the center of the Super Mega Region, we will strive to form the Chukyo Metropolitan Area, which attracts people, goods, money and information from all over the world and can substitute for social and economic functions of the Tokyo Metropolitan Area. At the same time, we will enhance the strengths unique to Aichi and develop a globally focused, attractive region while making efforts to maintain and increase population.

In addition, we will promote sustainable and smart regional development while maintaining the strength of having formed a comfortable living environment. Moreover, we will promote wider use of renewable energy and coexistence with nature, thereby becoming “Aichi, the frontrunner in the environment.”

Chukyo Metropolitan Area

After the opening of the entire route (Tokyo-Osaka) of the Chuo Shinkansen (SCMaglev)



III. Basic Goal for FY2030

1. Basic goal

We need to make steady efforts for regional development for the next 10 years, looking ahead to the ideal form of Aichi.

Toward the target year FY2030, we will work steadily to drive a number of major projects, such as Ghibli Park, planned to open in late 2022, the Asian Games in 2026, and the Chuo Shinkansen (SCMaglev), planned to open in FY2027, thereby achieving further development of the region. At the same time, we will make the best use of these and create a virtuous cycle for innovation so that we will be able to continue to lead the growth of Japan in the future.

In order to achieve the SDGs sharing the target year with the Vision, we will find the best balance of the three aspects of lifestyles, the economy and the environment to realize a sustainable society.

At the same time, we will make an all-out effort to overcome the COVID-19 crisis, which is severely affecting the lives and economic activities of Aichi citizens.

In light of the above, the basic goal for regional development toward FY2030 is set as follows:

**Bright Aichi with the best balance of lifestyles,
the economy and the environment**

—To overcome the crisis and energize Japan with the vitality of Aichi

2. Progress management indices

Indices and numerical goals for evaluating progress toward the achievement of the basic goal are set as follows:

Lifestyle	Maintaining an average of over 6.5 points in the “happiness level” of citizens (until FY2030)
Economy	Approximately 7.7% share of the prefectural GDP to the national GDP (as of FY2030)
Environment	Of the total greenhouse gas emissions 26% reduction compared to FY2013 (as of FY2030)

IV. Cross-sectional Perspective in Promoting Regional Development

- Overcoming the current crisis and developing the region with a mid- to long-term vision
- Making the most of the effects of major projects
- Contribution to the achievement of the SDGs
- Cooperation and collaboration with various actors
- Establishment of an independent and sustainable metropolitan area and a decentralized society

V. Course of Action for Key Policies

1 Developing a safe and secure region prepared for crisis



Background / challenges

Increased risk is expected in the future regarding COVID-19 and other infectious diseases, the Nankai Trough earthquake, and windstorms and floods, which are becoming more intense due to climate change. We will protect the lives and property of Aichi citizens by preventing and minimizing damage in the face of any crisis. At the same time, we need to develop a “region prepared for crisis” that can promptly resume social and economic activities and strongly lead the development of Japan. It is also important to develop a region where everyone can live with peace of mind by properly managing risks in daily life, such as traffic accidents, crimes and consumer troubles.

[Example of progress management indices] Percentage of SMEs that have formulated BCP
Number of traffic accident fatalities

Overcoming COVID-19

- Preventing the spread of COVID-19 while maintaining social and economic activities
- Promoting measures in cooperation with the national government, neighboring prefectures, municipalities and medical personnel, among other parties



PCR test

Preparing for risks such as pandemics of new infectious diseases

- Enhancing the crisis management system to be prepared for risks, such as infectious diseases, large-scale terrorism and armed attacks
- Developing a region prepared for pandemic risk by utilizing the experience of COVID-19 infections



Joint exercise with national government

Tangible and intangible measures for disaster risk prevention and mitigation

- Promoting seismic capacity of houses and buildings
- Promoting measures against the Nankai Trough earthquake, such as introduction of more quake-resistant social infrastructure and tsunami countermeasures
- Implementing tangible and intangible measures against windstorms and floods, which are becoming more frequent and intense
- Reinforcing the response system for large-scale disasters, such as the inter-regional disaster risk reduction activity base, and implementing measures that encourage prompt recovery and reconstruction
- Enhancing education and drills for disaster risk reduction based on the situation of each area, such as an increase in elderly people, foreign residents and others who need special assistance

Developing a region where everyone can live with peace of mind

- Enhancing traffic safety measures for vulnerable road users, such as elderly people and children
- Enhancing crime prevention capabilities of communities by encouraging establishment of voluntary crime prevention groups and supporting their activities



Seminar on safe bicycle use

2

Developing human resources for the next generation



Background / challenges

Major changes in the economy and society as well as in industrial structure are expected due to the rapid progress of technological innovation, such as AI, IoT and robotics. In addition, demand for society to involve people of diverse backgrounds will rise in line with the expansion of social engagement by people with disabilities and further increase in the foreign population. Therefore, children as leaders of the next generation are required to have the ability to open up a new era by respecting diverse values, exchanging opinions and maximizing their potential.

[Example of progress management indices] Percentage of public school teachers who can use the ICT resources in class
Percentage of third-year students at prefectural high schools who have passed EIKEN Grade 2 or higher or have acquired equivalent English proficiency

Promoting education to increase students' creativity

- Fostering students' ability to survive in the future by improving classes from the perspective of "independent, interactive and deep learning"
- Promoting STEAM education in cooperation with universities and other institutions and through teaching material development and class support by staff with specialized knowledge
- Developing students' qualities and abilities other than academic ability, such as morality and sociality, through moral and career education

Developing global human resources

- Supporting the development of English communication skills through quality English education and events for enhancing interest
- Promoting cross-cultural understanding through overseas internships, short-term study abroad programs, volunteer activities and other opportunities for high school students



English camp

Promoting respect for diversity through education

- Promoting understanding of diversity through school education and other opportunities
- Strengthening support for children with disabilities by improving the environment of special needs education schools
- Seamlessly supporting foreign students with linguistically diverse backgrounds by placing relevant teachers, improving training for teachers and enhancing career education

Making schools more attractive

- Enhancing educational environment and programs in line with the progress of ICT
- Providing quality education through training for teachers based on the outcomes of lesson study and work style reforms at schools
- Enhancing each school's characteristics through reorganization of departments and improvement of courses based on the needs of society and students and through collaboration and cooperation with local communities



ICT in classrooms

3

Developing a society where all people can play an active role throughout their lives



Background / challenges

Life expectancy is increasing, and it is not uncommon for us to reach the age of 100. In addition, due to the declining birthrate and population aging, the working-age population is expected to decrease, resulting in a severe labor shortage. In order to realize a sustainable society and enrich the 100-year life, we need to develop a society where all members can get involved and play an active role throughout their lives, regardless of gender, age, nationality and disability, based on the tolerance to accept each other's personalities, values, and diverse cultures.

[Example of progress management indices] Labor force participation rate
Percentage of women among managerial workers

Promoting women's empowerment

- Expanding places of activity and supporting continued employment
- Supporting incubation and re-employment



Female entrepreneur/manager support program

Supporting young people and those who experienced the "ice age" of job hunting

- Supporting smooth and continued employment of young people and other job seekers
- Supporting active involvement of those who experienced the "ice age" of job hunting as a concerted government and private sector effort

Promoting active involvement of foreign residents

- Enhancing Japanese language education and supporting early adaptation to the community
- Improving the working environment for foreign residents through measures such as employment support for permanent foreign residents

Health and longevity

- Supporting health promotion and good lifestyle habit development for people in each stage of life
- Promoting health and productivity management of companies

Promoting social engagement of the elderly

- Promoting social engagement through employment, volunteer activities and community business



Re-employment support seminar

Supporting active involvement of people with disabilities

- Promoting employment through comprehensive support, from finding jobs through to continued employment
- Supporting cultural, artistic and sports activities

Re-learning in the era of the 100-year life

- Recurrent education on ICT and other topics in collaboration with various actors
- Promoting vocational training at advanced technical colleges
- Promoting lifelong learning programs that provide diverse and practical education leading to community activities, such as general-purpose courses provided jointly by universities and communities as well as seminars for elderly people



4

Developing a society where everyone can live with peace of mind under mutual support



Background / challenges

As the shortage of local community supporters becomes more serious, it is expected that the mechanisms that support the local community, such as neighborhood associations, will be weakened. Meanwhile, the number of single-parent households is still large, and non-regular employment is on the rise. In addition, the risk of widening gaps is increasing in various aspects, especially the information gap caused along with the progress of ICT. In addition, there are concerns about the declining birthrate in progress due to the tendency of staying unmarried or marrying late and the increasing social isolation of elderly single-person households. Therefore, it is important to create a society where anyone who has anxiety or needs support can continue to live with peace of mind in a familiar place while connected with the community.

[Example of progress management indices] Difference between average ideal number of children and average planned number of children
Healthy life expectancy

Providing seamless support, from matchmaking to marriage to pregnancy to childbirth to child-rearing

- Providing marriage support, such as creating opportunities for finding partners
- Providing pregnancy and childbirth support, such as subsidies for infertility treatment and enhancement of the perinatal medical care system
- Improving child-rearing support capabilities of communities by enhancing support for child-rearing families and increasing home visits

Providing people with disabilities with support for community life, medical care and therapeutic education

- Support for community life
- Enhancing medical care and therapeutic education support systems through measures such as promoting the establishment of private facilities for children with severe physical and mental disabilities

Supporting the establishment of the Community-based Integrated Care System

- Supporting the establishment of the Community-based Integrated Care System and other measures for building communities where people can live with peace of mind in familiar places as they grow older
- Promoting dementia care policies based on the Aichi Orange Town Plan
- Retaining and developing human resources engaged in nursing care services by sharing the attraction of nursing care professions and supporting training

Providing foreign residents with daily life support

- Enhancing consultation support and other forms of daily life support covering each stage of life, from infancy to old age



Aichi Multicultural Center

Establishing a reliable medical system

- Establishing a well-balanced medical care provision system based on the Aichi Regional Medical Plan
- Enhancing regional medical care by retaining doctors and supporting their career development with the Aichi Regional Medical Support Center playing a central role

Supporting women, children, young people who have difficulties

- Enhancing measures to prevent child abuse, such as reinforcing the operation of child consultation centers
- Promoting measures to address child poverty, such as support for single-parent families and enhancement of children's cafeterias
- Supporting children and young people who have difficulty connecting with society



Orange Ribbon
Child abuse prevention symbol

5

Promoting work styles that ensure enriched lifestyles



Background / challenges

Due to the declining birthrate and population aging, the working-age population is expected to continue decreasing, resulting in a severe labor shortage. In addition, due to the increase in dual-income households and the extension of retirement age, the shortage of people who support local communities and social contribution activities will become more evident. In addition, while requirement for work styles will become more diverse, work styles will change significantly as people utilize new technology. Under such circumstances, we need to realize a society where each person can play multiple roles in the workplace, the home, the community and other places while enjoying enriched lifestyles. Therefore, it is important to improve productivity while utilizing new technology and address the issue of long working hours, thereby promoting work styles that allow individuals to fully enhance their motivation and demonstrate their abilities.

[Example of progress management indices] Percentage of SMEs that have introduced telecommuting
Total net working hours of general workers per year

Promoting efficient work styles supported by new technology

- Promoting introduction of telecommuting supported by ICT and other measures
- Promoting labor saving and unmanned operation supported by new technology
- Improving mobility efficiency by promoting MaaS and social implementation of autonomous driving
- Promoting digitization of administrative procedures supported by ICT



Promoting diverse and flexible work styles

- Creating an environment where employees can flexibly choose work styles, such as telecommuting, dual employment and side businesses
- Promoting “work near home” by publicizing the use of shared offices and coworking spaces
- Creating an environment that allows employees to work in their desired areas

Further promotion of the concept of “work-life balance”

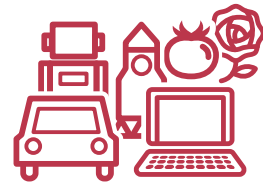
- Fostering a mindset for better work-life balance in cooperation with labor and economic organizations and other related parties
- Providing support for balancing child-rearing or nursing care with work



Work-life balance campaign

6

Promoting strong industries that boost innovation



Background / challenges

In the future, with the progress of the Fourth Industrial Revolution (4IR), significant changes in the industrial structure are expected. Under such circumstances, it is important for Aichi to utilize its strengths and further enhance industrial vitality, thereby leading the growth of Japan. Therefore, we need to promote development of automobile, agricultural, commercial and all other industries so that they can boost innovation and achieve strong growth.

[Example of progress management indices] Domestic share of R&D expenses
Agricultural output

Establishing a global hub for innovation with Station Ai playing a central role

- Strategically boosting the establishment and development of startups with Station Ai, one of the largest startup support centers in Japan, playing a central role
- Promoting cooperation with startup support organizations and universities overseas



Pre-Station Ai

Promoting next-generation industries

- Promoting the automobile industry by accurately capturing the trends of CASE and MaaS
- Promoting the aerospace industry with the AICHI-NAGOYA AEROSPACE CONSORTIUM playing a central role
- Creating new technologies and products with the Aichi Robot Industrial Cluster Promotion Council playing a central role
- Developing human resources through robot competitions
- Strengthening R&D functions by utilizing “Knowledge Hub Aichi” and the “Aichi Research and Development Subsidy”

Sustainable development and productivity improvement of SMEs and micro enterprises

- Providing support for introduction of digital technology, business expansion into new fields, sales channel expansion, corporate capability enhancement (e.g., development of skilled human resources), corporate attraction sharing, and smooth business succession
- Sustainable development of local industries, such as textiles, ceramics and traditional crafts

Fostering and retaining industrial human resources

- Fostering and retaining innovation-inspiring human resources, including IT professionals who can deal with digital transformation and globalization
- Developing human resources with the skills to keep up with technological innovation at technical high schools

Improving productivity through “smart agriculture, forestry and fisheries”

- Developing and promoting new technologies and new varieties produced by smart agriculture, forestry and fisheries supported by advanced technology
- Retaining and developing human resources through comprehensive support, from the preparation stage to the operational stage
- Developing infrastructure for production through measures such as enlarging farmland, creating general-purpose farmland, and developing tidal flats, shoals and fish reefs

Expanding demand for agricultural, forestry and fishery products from Aichi

- Promoting branding of agricultural, forestry and fishery products from Aichi
- Promoting export and expanding domestic demand by encouraging participation in trade shows and business meetings



Aichi Flower Marche 2020

7

Establishing a global network to connect with the world



Background / challenges

The domestic market will shrink due to population decline. On the other hand, the world economy will shift its center of gravity to Asia while becoming multipolar. The wealthy population will rapidly increase, and a huge market will be formed there. Under such circumstances, the industries of Aichi must continue to develop strongly and lead the growth of Japan. To that end, we need to attract businesses, human resources, capital and information from Asia and the rest of the world and work to inspire new investment and expand trading opportunities.

[Example of progress management indices] Number of international conferences held
Number of foreign companies attracted

Attracting and hosting MICE at Aichi Sky Expo and other venues and creating an international tourist city

- Strategically attracting international trade fairs, international conferences and similar events
- Creating an international tourist city with a focus on MICE



Aichi Sky Expo

Strategic networking utilizing the Asian Games

- Strengthening the presence of Aichi-based industries in Asia through the creation of new networks

Further capturing the global market and promoting investment from overseas

- Supporting Aichi-based companies for their overseas business expansion and sales channel expansion through Aichi Prefectural Government Overseas Offices, support desks and other organizations
- Attracting foreign companies and investment from overseas in cooperation with the Greater Nagoya Initiative Center (GNIC), JETRO and other organizations

Retaining human resources from overseas

- Attracting more international students and providing them with more opportunities by supporting them in finding employment in Aichi
- Supporting employment of human resources from overseas with high skills and specialized knowledge
- Supporting foreigners to start a business by utilizing preferential measures for National Strategic Special Zones

Building partnerships with overseas counterparts

- Increasing the number of and deepening engagement with countries and regions in friendly and cooperative relationships
- Establishing frameworks for cooperation and collaboration with overseas universities and institutions



Company tours for international students



Aichi-Victoria-Jiangsu 40th Anniversary Festival

8

Developing a metropolitan area that will serve as the center of the Super Mega Region



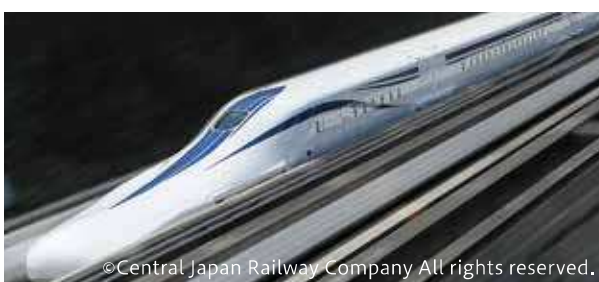
Background / challenges

With the opening of the entire route of the Chuo Shinkansen (SCMaglev), a Super Mega Region will be formed, where the three major metropolitan areas will be integrated and connected in approximately one hour. Aichi needs to lead the growth of Japan by fully utilizing the locational advantage of being in the center of the three major metropolitan areas and by expanding its strength of having clusters of quality manufacturing industry. At the same time, it is necessary for Aichi to work on the formation of the Chukyo Metropolitan Area, which can substitute for the social and economic functions of the Tokyo Metropolitan Area. Meanwhile, the population decline and aging as well as social infrastructure aging will get into full swing. Under such circumstances, each region in the prefecture that composes the metropolitan area needs to promote development of a sustainable, highly convenient and smart region by utilizing advanced technology and taking advantage of the characteristics of each region.

[Example of progress management indices] Domestic share of the number of corporate headquarters (head offices/main offices)
Domestic share of labor force population

Enhancing the function of the Chukyo Metropolitan Area as a base

- Promoting the development of the Chuo Shinkansen (SCMaglev) and widely spreading the effect of its opening
- Development of inter-regional highway network
- Becoming a “mobility advanced prefecture” by promoting social implementation of mobility services supported by autonomous driving technology and MaaS
- Promoting the construction of the second runway at Chubu Centrair International Airport and expanding the service area
- Promoting the use of the Nagoya Airport as a base for commuter airlines and business aircraft
- Strengthening the functions of ports, including the Port of Nagoya
- Promoting accumulation of higher-level urban functions that can substitute for the social and economic functions of the Tokyo Metropolitan Area
- Maintaining and developing the regional structure based on multi-district cooperation
- Forming a “Super City” on the Chubu Centrair International Airport Island and in the surrounding area



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Chuo Shinkansen (SCMaglev)

Promoting strategic inter-regional cooperation to expand areas of close exchange

- Enhancing cooperation with the Hokuriku region in consideration of improvement in railway access by the Hokuriku Chukyo Shinkansen being planned
- Enhancing east-west cooperation utilizing the Tokaido Shinkansen
- Promoting cooperation across prefectural borders in the San-En-Nanshin Area

Developing sustainable and smart communities

- Promoting development of smart towns utilizing next-generation communication networks and advanced technology in accordance with local characteristics
- Revitalizing shopping streets and central urban areas
- Maintaining, managing, renewing and operating prefectural facilities and social infrastructure efficiently by utilizing ICT and other measures



Photo: Central Japan International Airport Company

Chubu Centrair International Airport

9

Developing an attractive region of choice



Background / challenges

In the future, Aichi will carry out a number of major projects that are attracting worldwide attention, such as Ghibli Park, the Asian Games and the Chuo Shinkansen (SCMaglev). Taking this opportunity, we need to promote tourism by making the most of the attractions unique to Aichi and further attracting domestic tourists as well as tourists from overseas, such as those from Asian countries, thereby revitalizing the region. In addition, through the COVID-19 pandemic, people will seek a more comfortable living environment. Under such circumstances, we need to make Aichi an area that will be selected as a place of residence.

[Example of progress management indices] Tourism consumption
 Number of people moving in and out of Aichi Prefecture (migration changes)

Promoting the entire region using Ghibli Park

- Fostering momentum toward the development and opening of Ghibli Park, and utilizing the park for regional attraction enhancement and revitalization



©Studio Ghibli
 Ghibli Park image

Supporting creation and dissemination of cultural arts to the world

- Fostering and promoting cultural arts originating from Aichi through the Aichi Triennale and other opportunities
- Supporting succession and development of traditional performing arts and cultural properties



Aichi Triennale 2019
 Ugo Rondinone, *Vocabulary of Solitude*, 2016 Photo: Tetsuo Ito

Hosting sports competitions that attract attention from home and abroad, including the Asian Games

- Hosting the Asian Games and utilizing its legacy
- Constructing the Aichi Prefectural Gymnasium, and inviting and developing international sports competitions

Promoting tourism unique to Aichi

- Improving the attractions unique to Aichi, such as historical and cultural heritage, industry, nature, food culture and pop culture, and promoting such attractions effectively

Strengthening functions as a base for tourism and exchange and developing human resources

- Attracting more tourists from Asia and the rest of the world, improving the environment for receiving them, and promoting inter-regional tourism
- Developing core human resources to lead tourism-related industries and creating tourism innovation
- Responding to changes in traveling styles and adding value to tourism content

Creating and sharing the attraction of the region as a place of residence

- Improving the quality of “Livable Aichi” and promoting it effectively
- Improving the attraction of prefectural parks and promoting their utilization in partnership with the private sector
- Revitalizing and sharing attraction of universities in Aichi
- Increasing the number of people who continuously visit and become involved in mountainous areas and remote islands, and promoting their migration and settlement

10 Developing a sustainable region



Background / challenges

Inspired by the Paris Agreement adopted in 2015, it is expected that efforts to address global warming will further accelerate around the world. In addition, there are concerns about the impact of development and climate change on the ecosystem. There are also concerns about the global increase in waste due to mass production and mass consumption resulting from rapid urbanization and population growth in developing countries, as well as the occurrence of competition for food and resources. Under such circumstances, we need to utilize our proactive efforts for the environment as a driving force to improve the economy and society in an integrated manner and realize “Aichi, the frontrunner in the environment,” which will contribute significantly to the achievement of the SDGs, thereby creating a sustainable region.

[Example of progress management indices] Reduction rate of total greenhouse gas emissions
Level of understanding of the SDGs

Developing global warming countermeasures with an eye on a carbon-free society

- Making thorough energy-saving efforts, such as widely promoting environment-friendly buildings
- Expanding introduction of renewable energy and promoting local production for local consumption
- Promoting environmental and new energy industries and attracting ESG investment
- Promoting climate change adaptation measures effectively and in a planned manner, and sharing information mainly from the Center for Climate Change Adaptation Aichi



かしこく選んで、地球よろこぶ



かしこく選んで、地球よろこぶ

Eco-friendly symbols

Creating a recycling-oriented society

- Promoting creation of the regional circular sphere based on the concept of circular economy, using methods such as a resource recycling model that utilizes the potential of the region
- Promoting sustainable use of resources through measures such as reduction of food loss and the 3R approach
- Promoting efforts for proper waste disposal through the “polluter pays principle”

Realization of coexistence between people and nature

- Promoting efforts for biodiversity conservation through “acceleration of mainstreaming of biodiversity” and “formation of ecosystem networks”
- Promoting forest maintenance and urban greening by utilizing Aichi forest and greenbelt taxes
- Promoting efforts for conservation and regeneration of the marine environment



Prefectural project of greening private property

Developing human resources that will support a sustainable society

- Realizing “Aichi, the frontrunner in the environment” by enhancing environmental learning designed for each generation
- Promoting development of human resources that can act toward the achievement of the SDGs
- Fostering consumers who contribute to the formation of a sustainable society by widely sharing the concept of ethical consumption



Environmental education

VI. Course of Action by Region

As Aichi features a regional structure based on multi-district cooperation, local features, such as the population structure, industrial structure and exchange base, differ in each region. For this reason, the “Outlook for Society and Economy around 2040” presented herein is also considered to show different features according to regional characteristics.

Aichi Prefecture is divided into the three regions of Owari, Nishi Mikawa, and Higashi Mikawa, formed around the Kiso River, the Yahagi River and the Toyogawa River, respectively. The three regions are strongly connected with one another in various aspects, such as history, culture, lifestyle, industry and the economy. Therefore, the “Course of Action by Region” will present the ideal state for each of the three regions, taking into consideration the characteristics and the social and economic outlook of each region.

In Mikawa’s mountainous areas and on remote islands in Mikawa Bay, population decline and aging are rapidly advancing. On the other hand, those areas have attractive tourism resources, including a rich natural environment, and also have various functions, such as conservation of prefectural land, recharging watersheds and conservation of the natural environment. This chapter also presents initiatives to support and revitalize these areas.



Owari Region

Regional characteristics and future prospects

Approximately 70% of the prefectural population lives in this region. It is expected that population decline and aging will gradually advance in the future. Since this is a region where residents with various nationalities and backgrounds live, it is necessary to create an environment where diverse human resources can play an active role.

The region features primary, secondary and tertiary industries. It is necessary to demonstrate the potential to create innovation by taking advantage of the vitality of various industries and interaction of diverse human resources that will become more active after the opening of the Chuo Shinkansen (SCMaglev).

The region is an important hub for inter-regional transportation by land, sea, and air. There are plans for the opening of facilities and events that are expected to attract a large number of visitors from home and abroad. Furthermore, with the opening of the Chuo Shinkansen (SCMaglev), the population in the two-hour transportation area from Nagoya Station is expected to be the largest in Japan. It is necessary to spread the effect not only within the region but also throughout the metropolitan area.

The area at zero meters above sea level in this region is the largest in Japan. In light of this regional characteristic, it is necessary to implement measures against windstorms and floods, which are becoming more intense, as well as the Nankai Trough earthquake. In addition, although being a metropolitan area, the region also features a rich natural environment. It is necessary to promote its conservation and restoration.

Ideal state of the region

A core region of the metropolitan area that will serve as the center of the Super Mega Region, featuring the active interaction of diverse industries and human resources

Nishi Mikawa Region

Regional characteristics and future prospects

Approximately 20% of the prefectural population lives in this region. It is expected to maintain its population size and population structure with a relatively large portion of young people until around 2040. The female population is smaller than the male population, and it is necessary to create an environment where all people can play an active role regardless of gender.

This region leads Aichi as a prefecture for quality manufacturing, accounting for over 50% of the value of manufactured goods shipment in Aichi. The automobile industry, which is a key industry, is undergoing a major transformation. In order to maintain and develop the vitality of the industry, it is necessary to promote R&D of cutting-edge technology and foster next-generation industries.

The inter-regional highway network is being developed, and the region has Mikawa-Anjo Station on the Tokaido Shinkansen and the Port of Kinuura, an industrial port that supports logistics and production activities. As a region housing industrial clusters, it is necessary to support active industrial activities and enhance the inter-regional transportation infrastructure in order to spread the effects of the opening of the Chuo Shinkansen (SCMaglev) throughout the region.

It is necessary to implement disaster risk reduction measures in consideration of the regional characteristics, featuring both mountainous and coastal areas, in preparation for windstorms and floods, which are becoming more intense, as well as the Nankai Trough earthquake. The region also features a rich natural environment that extends north and south around the Yahagi River. It is necessary to promote its conservation and restoration.

Ideal state of the region

A region that drives the development of Aichi while spreading the vitality of the automobile industry, among other industries, to the local economy and enriched lifestyles

Higashi Mikawa Region

Regional characteristics and future prospects

Approximately 10% of the prefectural population lives in this region. It is expected that population decline and aging will advance in the entire region in the future. In order to maintain and enhance the vitality of the region in the future, it is necessary to work on creating comfortable communities and expanding the number of people traveling to the region as well as those continuously visiting and becoming involved in the region.

The region boasts an industrial structure with a good balance of agriculture, commerce and industry. In addition, the value of manufactured goods shipment and agricultural output are among the largest in Japan. For the development of local industries, it is necessary to work on improving productivity by introducing new technologies, creating innovation, and developing and retaining human resources leading the region in the future.

The inter-regional highway network is being developed, and the region has bases for domestic and international exchange, such as Toyohashi Station on the Tokaido Shinkansen and the Port of Mikawa, an important trade hub. It is the eastern base of the Chukyo Metropolitan Area, serving as a gateway for exchange with the Enshu (western Shizuoka) region and the Minami Shinshu (southern Nagano) region. It is necessary to boost exchange with people outside the region while taking advantage of these locational characteristics.

It is necessary to implement disaster risk reduction measures in consideration of the regional characteristics, featuring both mountainous and peninsular areas, in preparation for windstorms and floods, which are becoming more intense, as well as the Nankai Trough earthquake. In addition, there are high hopes that the rich natural environment of the region can be utilized as a tourism resource. It is necessary to promote its conservation and restoration.

Ideal state of the region

**A region everyone wants to visit and live in,
featuring comfortable lifestyles and creative industries
in a rich natural and cultural environment**

