

栃木県重点戦略

# とちぎ 元気 発信 プラン

Tochigi Prefecture Primary Strategies  
Tochigi *Genki Hasshin* Plan

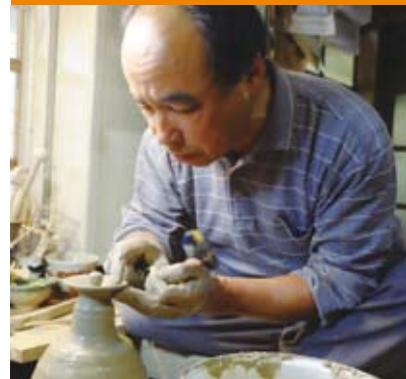
Digest Version

人も地域も真に輝く  
魅力あふれる元気な  
“とちぎ”

Tochigi: a prefecture full of vibrant,  
dynamic residents and communities.

2016-2020

栃木県  
Tochigi Prefecture



# Tochigi Prefecture Primary Strategies: **Tochigi Genki Hasshin Plan**

## Role

Tochigi Prefecture Primary Strategies: Tochigi Genki Hasshin Plan, aims to demonstrate a future vision guided by our mid- to long-term goals. In addition to clarifying the basic approaches of our aims, which we need to share with all of our residents, this plan also serves as the basic guidelines for the prefectural government's policies, outlining the work we intend to administer over the next five years.

## Period

The program is set to start in 2016 and last until 2020.

### I Trends of the Times

- 1 Population decline and a rapidly aging society
- 2 Economic globalization and industries
- 3 Lifestyles and awareness among prefectural residents
- 4 Awareness of the Great East Japan Earthquake, energy and safety
- 5 The attractions of the local region
- 6 Holding the Tokyo Olympic and Paralympic Games
- 7 Administrative and financial foundations

### II The potential of Tochigi Prefecture

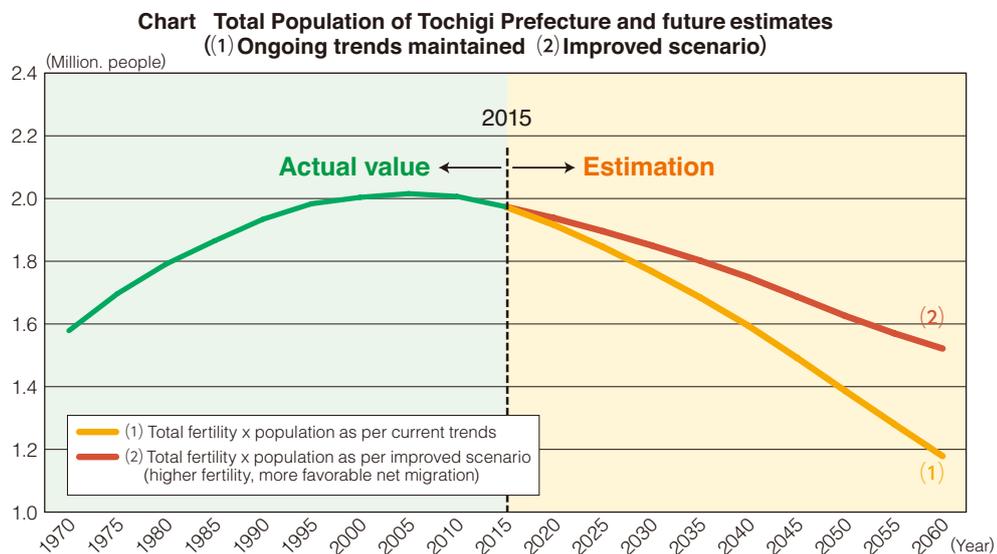
- 1 Advantageous location and extensive land area
- 2 Tochigi's rich natural heritage and proud regional cultural history
- 3 Energetic industries
- 4 Future population prospects

### Population decline and a rapidly aging society

- The population of our prefecture increased consistently from the end of 1960. After peaking at about 2.018 million in 2005, the population gradually began to fall.
- If the current falling birthrate, increasing elderly population and other population trends continue, the decline in population will accelerate, with a total population of the prefecture projected to fall below 1.2 million people by 2060. **(1) Extrapolation based on current trends**

### Future population projections

- If stable economic foundations can be maintained leading to higher rates of marriage and larger families among young people, in addition to increasing the number of people wishing to move to and live in Tochigi Prefecture, it is believed that it will be possible to sustain the 2060 population at levels of over 1.5 million. **(2) Extrapolation based on improved scenarios**



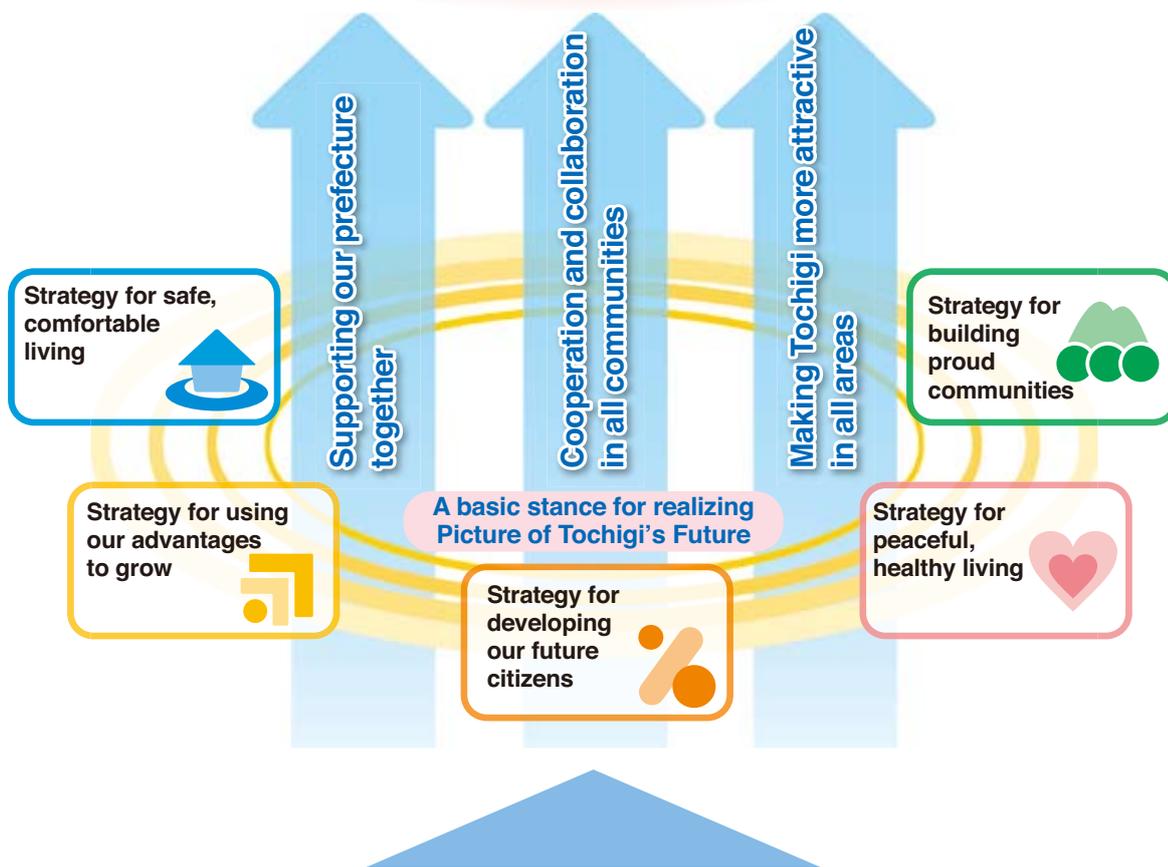
Material: Ministry of Internal Affairs and Communications "National Census"  
 Tochigi Prefecture "2015 Tochigi Prefecture Population"  
 Estimation by Tochigi Prefecture Department of Policy, Planning and Municipal Coordination

### III A Targeted Picture of Tochigi's Future

#### Picture of Tochigi's Future

Tochigi: a prefecture full of vibrant, dynamic residents and communities

- ◆ Tochigi: fostering the next generation and people who can support regional communities
- ◆ Tochigi: a prefecture where a diverse range of industries creates employment, bringing growth and affluence
- ◆ Tochigi: a prefecture where residents can enjoy peaceful, healthy lives
- ◆ Tochigi: a prefecture with the infrastructure to support comfortable, secure lifestyles and local industry
- ◆ Tochigi: a prefecture that maintains its rich natural environment and traditional culture, attracting new residents



#### Design of Tochigi Brand Identity

Tochigi brand promotion catchphrase

ベリー グッド ローカル とちぎ  
**VERY GOOD LOCAL** とちぎ

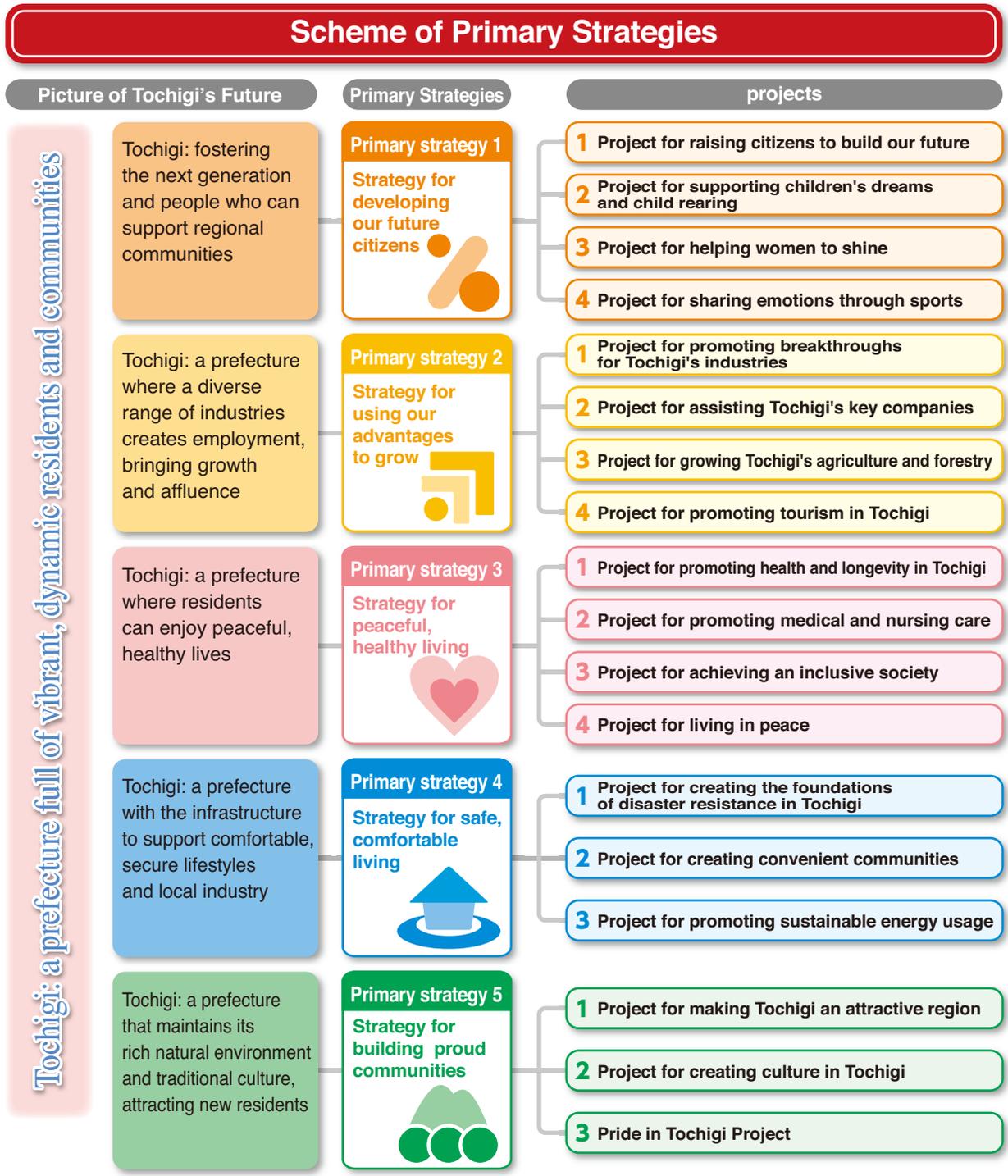
Tochigi, the home of 'berry good' local produce

#### Tochigi Community Development Vision

- ☆ Basic course of community development
- ☆ Targeted community image (looking toward the mid- 21<sup>st</sup> century)

## IV Primary Strategies

The primary strategic program is designed to leverage Tochigi's strengths and show the directions in which we need to move in order to address the various issues we face, as a result of socioeconomic changes and other factors. This is also to thoroughly and effectively achieve our targeted picture of Tochigi's future as a prefecture full of vibrant, dynamic residents and communities. In five core strategic areas, we aim to position 'Strategy for developing our future citizens' as the driver of various projects including economic, lifestyle and community-building projects. Local people and authorities will work together to make solid progress that crosses departmental boundaries.



## V Efforts to Promote Primary Strategies

- 1 Promoting Prefectural Administration through Cooperation
- 2 Establishment of an Administrative and Financial Foundation
- 3 Promoting Self-government in Tochigi through Cooperation with each Municipality

# Primary Strategy

## 1



Three generations enjoying life under one roof

## Strategy for developing our future citizens

Aiming to foster the next generation and people who can support the regional communities

The following four projects will be implemented to raise the next generation and develop people who can support the regional communities.

### 1 Project for raising citizens to build our future

This project aims to help support the development of healthy children with sound scholastic ability and a rich, strong spirit.

#### Primary Approaches

- Development of sound scholastic abilities and preparation of superior educational environments
- Nurturing a rich spirit and sound body
- Enhancing education suitable for each child/student with disabilities
- Enhancing high school education
- Development of global human resources



Experiencing old pastimes

### 2 Project for supporting children's dreams and child rearing

This project will help to provide opportunities for young people to meet, will improve economic support systems and will also provide consultations, advice and support to help young people realize their dreams of getting married and having children.

#### Primary Approaches

- Enhanced support for marriage, pregnancy/childbirth and child rearing
- Preparing systems for protecting and raising children



Parents looking out for their children

### 3 Project for helping women to shine

This project aims to create a society in which both men and women can "shine" together, where women are able to harness their individuality and talents in accordance with their wishes, to feel motivated, and to participate fully in society.

#### Primary Approaches

- Promotion of active participation by women in all aspects of life
- Promoting work-life balance



Women making active contributions

### 4 Project for sharing emotions through sports

In addition to preparing for the National Sports Festival and Special Athletes Sports Competition which will be held in Tochigi, this project also hopes to harness the holding of the Olympics and Paralympics in Tokyo. This will serve as an opportunity to raise interest in sports among the local people and improve opportunities for everybody to engage in the community through sports.

#### Primary Approaches

- People development through sports
- Improving athletic ability looking towards the National Sports Festival



Tochigi Sports Festival

# Primary Strategy

## 2



Assembly plant for structural aircraft body components

## Strategy for using our advantages to grow

Aiming to create a prefecture where a diverse range of industries creates employment, bringing growth and affluence

The following four projects will be implemented to create a prefecture where a diverse range of industries creates employment, bringing growth and affluence.

### 1 Project for promoting breakthroughs for Tochigi's industries

The prefectural government is planning to stimulate Tochigi's economy by leveraging the current manufacturing base in five fields where there is a local advantage (motor, aerospace, medical devices, optical instruments, environmental industries), while also creating new industries that meet the demands of the times and attracting new companies.

#### Primary Approaches

- Further expanding the manufacturing industry
- Promoting 'Food Valley Tochigi'
- Creating and developing new growth industries
- Encouraging companies to relocate and take advantage of the local environment



Automobile assembly plant

### 2 Project for assisting Tochigi's key companies

Tochigi will create stable employment that supports the local people's lifestyles through providing support for the sustainable development of small and medium-sized companies. In addition, we will also work to secure and train personnel who can support local industry.

#### Primary Approaches

- Promoting sustainable development of small and medium sized enterprises
- Giving support to the activities of enterprises taking on challenges
- Enhancing and reinforcing support for employment
- Securing and developing human resources in diverse industries



Attending overseas exhibitions and business meetings (Oishii Japan)

### 3 Project for growing Tochigi's agriculture and forestry

We will work to expand the range of uses of materials from Tochigi through the promotion of agricultural practices that make use of local advantages, such as geographical advantages and farmers' high levels of skill. At the same time, we will also promote tie-ups with different industries to harness our rich forestry resources. As a result, this project will promote the growth and commercialization of the agriculture and forestry sectors.

#### Primary Approaches

- Securing and developing human resources to support agriculture and forestry
- Evolving agriculture into a growth industry
- Promoting the forestry & lumber industry as a growth industry



Advanced strawberry greenhouse using latest technology (left)  
Logging with high performance forestry machinery (right)

### 4 Project for promoting tourism in Tochigi

Tochigi Prefecture will implement initiatives to improve the appeal of the prefecture as a tourist destination and boost demand from both overseas and domestic tourists, promoting the further development of the tourist industry. We will do this by leveraging the opportunity provided by the Tokyo Olympic and Paralympic Games and making maximum use of the region's advantages, such as our range of tourist assets and proximity to Tokyo.

#### Primary Approaches

- Creating attractive, vibrant tourist sites
- Promoting strategies to draw tourists
- Reinforcing strategies to draw foreign tourists



Hyotan-Ike Pond and Mt. Chausudake showing fall colors (Mt. Nasudake)

# Primary Strategy

## 3

### Strategy for peaceful, healthy living



Silver College campus festival

Aiming to make Tochigi a prefecture where residents can enjoy peaceful, healthy lives

The following four projects will be implemented to realize the future vision of Tochigi as a prefecture where residents can enjoy peaceful, healthy lives.

#### 1 Project for promoting health and longevity in Tochigi

Tochigi Prefecture will build an environment where all residents can grow older with good physical and mental health no matter where they live.

##### Primary Approaches

- Enhancing residents' health
- Promoting early detection and treatment of illnesses
- Building a community where elderly people can remain active



Improving health through exercise

#### 2 Project for promoting medical and nursing care

In accordance with local circumstances, Tochigi Prefecture will create an environment that provides comprehensive support for daily living, including medical and caregiving services, allowing local residents to continue living in the communities they have grown accustomed to.

##### Primary Approaches

- Promoting the establishment of integrated community care systems
- Preparing and promoting the secure provision of medicine in the community



Visiting homes to provide medical care

#### 3 Project for achieving an inclusive society

This project will create an environment in which people respect each other and can serve as active members of the community irrespective of whether they have a disability. This allows people to support each other and continue living in the communities they have grown accustomed to.

##### Primary Approaches

- Promoting of environments where disabled people can live in peace
- Promoting normalization



Persons with disabilities working at a farm

#### 4 Project for living in peace

This project will not only protect residents from traffic accidents, crime and other sources of danger, but will also work to ensure safety and security for consumers so that everyone can live peaceful.

##### Primary Approaches

- Promoting traffic accident prevention measures
- Developing a safe community without crime
- Securing safety and security for consumers



Protecting children in the community

# Primary Strategy 4



## Strategy for safe, comfortable living



National Route 408 connecting Utsunomiya Kiyohara Industrial Park with the Kita-Kanto Expressway

**Aiming to create a prefecture with the infrastructure to support comfortable, secure lifestyles and local industry**

The following three projects will be implemented in order to realize the future vision of a prefecture with the infrastructure to support comfortable, secure lifestyles and local industry.

### 1 Project for creating the foundations of disaster resistance in Tochigi

Following the Great East Japan Earthquake and the Kanto-Tohoku torrential rains of September 2015, Tochigi Prefecture is working to improve local disaster resistance through measures to address aging social infrastructure and other countermeasures that target both the infrastructure and human aspects of disaster prevention. These measures aim to support the comfortable, safe lives of local residents and industrial activity.

#### Primary Approaches

- Developing robust communities to protect prefectural residents from disaster
- Taking measures against the deterioration of aging infrastructure



Post-disaster reconstruction following the Great East Japan Earthquake (Kuragasaki Ward in Sakura City)

### 2 Project for creating convenient communities

This project will promote sustainable, compact town living as the general population falls and the elderly population increases, while also promoting wide-ranging cooperation between different municipalities in order to energize communities in both urban and mountain areas.

#### Primary Approaches

- Compact town development
- Maintaining public transportation



Re-developed townscape

### 3 Project for promoting sustainable energy usage

This project will attempt to raise the energy self-sufficiency rate by using renewable energy from regional resources, as well as by introducing decentralized energy in a shift towards the use of safe, sustainable energy.

#### Primary Approaches

- Building an environment-friendly low-carbon society
- Developing a new energy-demand supply system



Solar power generation system on top of a school building

# Primary Strategy

## 5



## Strategy for building proud communities



Nikko Cedar Avenue clean-up plan

Aiming to create a prefecture that maintains its rich natural environment and traditional culture, attracting new residents

The following three projects will be implemented in order to create a prefecture that maintains its rich natural environment and traditional culture, attracting new residents.

### 1 Project for making Tochigi an attractive region

We will work together with residents of the prefecture to build a community in which a diverse range of parties can participate, which will in turn create a vibrant, re-generated local community. In addition, this project will also strive to achieve an environment in which people who move to Tochigi as well as young people will love and wish to remain in.

#### Primary Approaches

- Developing communities through cooperation and exchange with a variety of organizations
- Developing communities that people love living in



Experience life in Tochigi at the weekend

### 2 Project for creating culture in Tochigi

This project will preserve and continue the unique traditional culture and cultural activities that have been fostered in Tochigi over the years by the rich local natural environment and history. In addition, it will harness the Tokyo Olympic and Paralympic Games as an opportunity to encourage active engagement and participation and to promote the prefecture inside and outside Japan. As a result, local communities will be energized.

#### Primary Approaches

- Promoting exchange among each generation and each community through traditional culture
- Creating an environment for enjoying culture and art



Yamaage-Matsuri Festival in Nasu-Karasuyama City

### 3 Pride in Tochigi Project

This project will encourage pride in and a sense of attachment to the prefecture by encouraging a deeper understanding of the prefecture's appeal, which stems from its rich natural, historical and cultural heritage, and will furthermore promote the prefecture both within and outside its own borders, strengthening the prefecture's brand.

#### Primary Approaches

- Fostering attachment to and pride in Tochigi
- Strengthening our message and the power of our brand
- Protecting Tochigi's rich natural heritage



Watarase-Yusuichi, a wetland registered under the Ramsar Convention

## Efforts to Promote Primary Strategies

In order to promote our primary programs together with our residents and achieve our future vision, Tochigi Prefecture is working to create an environment that facilitates cooperation, establishes solid financial foundations, and also actively works with local municipalities.

### 1 Promoting Prefectural Administration through Cooperation

Tochigi Prefecture is committed to an open government and cooperation with local people and organizations. This will help our goals of supporting the community, building the next generation, and therefore encouraging a diverse range of parties to actively engage in our communities to build a vibrant regional society.

### 2 Establishment of an Administrative and Financial Foundation

In order to make effective use of limited financial resources and provide residents of the prefecture with highly satisfactory local government services, a policy of selection and focus will be used to promote effective, efficient local administration. This will lead to sound fiscal management and vibrant systems for implementing policy.

### 3 Promoting Self-government in Tochigi through Cooperation with each Municipality

In the current era of decentralization, Tochigi Prefecture must promote an administration that prioritizes each municipality. We must deal appropriately with decentralization reforms in order for these municipalities to adequately fulfill their roles as the fundamental units of local government and to achieve the future development of Tochigi.

## Relation with “Tochigi Creation 15 (Ichigo) Strategy”

The national government formulated the Comprehensive strategy for overcoming population decline and revitalizing local economies in December 2014, and is tackling regional revitalization. In October 2015, Tochigi also formulated the “Tochigi Creation 15 (Ichigo) Strategy,” a five-year plan set 2015-2019, which consists of 4 basic targets and 15 strategies. The strategy aims to properly deal with the accelerating birthrate decline and aging population so as to maintain a vigorous society into the future.

As overcoming concerns over population decline is the most important challenge in achieving our future vision for Tochigi, the 15 strategies listed under the “Tochigi Creation 15 (Ichigo) Strategy” will be included and implemented as an integral part of “Tochigi *Genki Hassin Plan*”.



# Performance indicators list

Primary Strategies		Performance indicators		Current	Target value
Strategy for developing our future citizens	1 Project for raising citizens to build our future	1	Average correct answer rates on the National Assessment of Academic Ability	(Difference from national average correct answer rate) 2015, elementary school, 6th grade, Japanese A▲1.1% Japanese B▲2.3% Arithmetic A▲1.3% Arithmetic B▲2.0% Junior high school, 3rd grade, Japanese A▲0.1% Japanese B▲0.6% Mathematics A▲0.9% Mathematics B▲1.2%	<b>2020 : Exceed the national average correct answer rate in all subjects</b>
		2	Total points in New Physical Fitness Test	2015: Elementary school, 5th grade, male, 53.17 points Female, 55.38 points Junior high school: 2nd grade, male, 41.71 points Female, 49.37 points	<b>2020: Elementary school, 5th grade, male, 53.44 points Female, 55.66 points Junior high school: 2nd grade, male, 41.92 points Female, 49.62 points</b>
	2 Project for supporting children's dreams and child rearing	3	Number of marriages	2014 : 9,770	<b>2020 : 11,250</b>
		4	Percentage of people satisfied with pregnancy & childbirth	2013 : 69.8%	<b>2020 : 76.0%</b>
		5	Number of children waiting for nursery school (as at April 1)	2015 : 250	<b>2021 : 0</b>
	3 Project for helping women to shine	6	Percentage of women employed through job placement	2013 : 29.8% (29th place in Japan)	<b>2019 : 35.8%</b>
		7	Percentage of men taking childcare leave	2014 : 0.8%	<b>2020 : 8.0%</b>
	4 Project for sharing emotions through sports	8	Percentage of people implementing sports activities	2015 : 38.8%	<b>2020 : 50.0%</b>
		9	Rank and score at the National Sports Festival	2015 : 19th place (1,029 points)	<b>2020 : Top 10 (over 1,400 points)</b>
		10	Number of athletes participating in the Special Athletes Sports Competition	2015 : 1,722	<b>2020 : 2,000</b>
Strategy for using our advantages to grow	1 Project for promoting breakthroughs for Tochigi's industries	11	Product shipment value	2013 : 8,179.5 billion yen (12th place in Japan)	<b>2019 : 8,670 billion yen</b>
		12	Number of enterprise site locations	2010-2014 : (Grand total) 170 (7th place in Japan)	<b>2016-2020: (Grand total) 180</b>
	2 Project for assisting Tochigi's key companies	13	Entry rate	2013 : 4.6% (23rd place in Japan)	<b>2019 : 6.0%</b>
		14	Number of business innovation plans approved	2010-2014 : (Grand total) 87 (37th place in Japan)	<b>2016-2020: (Grand total) 250</b>
		15	Number of annually employed people in our prefecture from schools concluding a Tochigi U and I turn* employment promotion agreement	2014 : 637	<b>2020 : 760</b>
	3 Project for growing Tochigi's agriculture and forestry	16	Amount of agricultural output	2013 : 269 billion yen (9th place in Japan)	<b>2020 : 288 billion yen</b>
		17	Amount of forestry output	2013 : 8.76 billion yen (13th place in Japan)	<b>2020 : 10.5 billion yen</b>
		18	Number of new young agricultural workers	2014 : 222	<b>2020 : 300</b>
	4 Project for promoting tourism in Tochigi	19	Number of new forestry workers	2010-2014 : (Grand total)183	<b>2016-2020: (Grand total) 208</b>
		20	Number of visitors	2014 : 87.12 million	<b>2020 : 97 million</b>
		21	Number of tourists staying overnight	2014 : 7.88 million	<b>2020 : 8.8 million</b>
		22	Number of foreigners staying overnight	2014 : 146,000	<b>2020 : 300,000</b>
		23	Tourist expenditures during sightseeing	2014 : 468.4 billion yen	<b>2020 : 524 billion yen</b>
Strategy for peaceful, healthy living	1 Project for promoting health and longevity in Tochigi	24	Percentage of healthy and longevity elderly	2013 : 91.0% (8th place in Japan)	<b>2020 : 91.0%</b>
		25	Number of deaths from major three sicknesses (cancer, heart disease, stroke) per population 100 thousand	2013 : 224.4 (45th place in Japan)	<b>2020 : 208.0</b>
	2 Project for promoting medical and nursing care	26	Number of nurses at home-visit nursing offices per population 100 thousand	2014 : 17.4 (42nd place in Japan)	<b>2020 : 24.6</b>
		27	The capacity of special elderly nursing home (per 10 thousand elderly in need of nursing care)	2014 : 2,701 (38th place in Japan)	<b>2020 : 3,500</b>
	3 Project for achieving an inclusive society	28	Employment rate of persons with disabilities	2014 : 1.76% (40th place in Japan)	<b>2020 : 2.06%</b>
	4 Project for living in peace	29	Number of traffic accident fatalities	2014 : 102	<b>2020 : 90</b>
30		Number of crimes acknowledged	2014 : 16,345	<b>2020 : 14,000</b>	
Strategy for safe, comfortable living	1 Project for creating the foundations of disaster resistance in Tochigi	31	Participation rate in emergency drills	2014 : 22.0%	<b>2020 : 50.0%</b>
		32	Percentage of earthquake resistant large-scale buildings	2014 : 69.7%	<b>2020 : 95.0%</b>
	2 Project for creating convenient communities	33	Number of developing small hubs	—	<b>2020 : 25</b>
3 Project for promoting sustainable energy usage	34	Number of train and bus users	2013 : 230,000 / day	<b>2019 : 230,000 / day</b>	
	35	Electric power self-supply rate	2012 : 18.0%	<b>2020 : 43.0%</b>	
Strategy for building proud communities	1 Project for making Tochigi an attractive region	36	Number of groups community development	2014 : 93 (19th place in Japan)	<b>2020 : 123</b>
		37	Annual number of people moving to Tochigi from other areas	—	<b>2020 : 1,000</b>
	2 Project for creating culture in Tochigi	38	Annual access figures for the "Cultural Assets of Tochigi" and "Inishie no Kairo" websites	2014 : 12,376	<b>2020 : 25,000</b>
		39	Percentage of people participating in culture or art activities	2015 : 52.1%	<b>2020 : 66.7%</b>
3 Pride in Tochigi Project	40	Regional brand power (attraction) nationwide ranking	2015 : 35th place	<b>2020 : Top 25</b>	

\*U-turn: people returning to hometowns I-turn: people moving from urban regions to rural regions

VERY   
GOOD  
LOCAL

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とちぎ

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Tochigi brand promotion catchphrase

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ベリー グッド ローカル とちぎ  
VERY  GOOD LOCAL

**Tochigi, the home of 'berry good' local produce**

Tochigi, moving forward as a model region, showcasing dynamism and great local produce.

We are committed to promoting the excellence that we offer in Tochigi,  
and our wonderful selection of local products.

