

1 Basic philosophy and stance

The basic philosophy for the promotion of the Strategic Vision and our basic stance for collaborative city development are outlined here.

Basic philosophy

For children who will shape the future of Sapporo

We must promote sustainable city development in our daily lives, local/corporate activities and every situation while keeping in mind the happiness of children who will shape the future of Sapporo

We also have a mission to raise children to be adults who can communicate and further enhance the attractive features of their hometown Sapporo and Hokkaido.

Children will grow into adults who are proud of Sapporo and actively and voluntarily promote city development, and will pass on the city's attractive features to the next generation to realize an optimum intergenerational cycle.

City development led by residents

For the realization of a community-based society, residents need to voluntarily participate in city development as its leading players.

Accordingly, we promote resident autonomous city development; we voluntarily consider our own local communities and solve local issues by ourselves.

- ◆ Voluntary participation of residents
- ◆ Promotion of networks by a variety of entities

Human resource development to boost the vitality of the city

In order for Sapporo to remain an attractive city in the future, it is necessary to regard people as resources for city development and as a driving force to shape a new era, and to develop their individualities and abilities.

Accordingly, we promote human resource development in a variety of ways so that each resident will play an active role in society.

- ◆ Fostering of Sapporo residents who will play an active role in communities as well as the world
- ◆ Creation of an environment in which residents can play an active role in society
- ◆ Support for the development of children who are the future of the city

basic stance

Sapporo develops along with Hokkaido.

Sapporo's development is inextricably associated with that of Hokkaido.

Accordingly, we play an important role as the capital city of Hokkaido while always considering that the attractive features and economic activities of Sapporo are supported by the people, nature and resources of Hokkaido, and that Sapporo develops hand in hand with Hokkaido.

- ◆ Collaboration with resources in Hokkaido
- ◆ Promotion of economic cycles in Hokkaido
- ◆ Promotion of the attractive features of Hokkaido

Effective use and co-creation²⁰⁾ of limited resources

With social costs being expected to increase to fund measures to deal with global environmental problems and the aging of society and for the maintenance/conservation of urban infrastructure, it is important to respond to changes in social and economic conditions and promote effective city development while paying due consideration to role allotment and collaboration between the public and private sectors.

Accordingly, residents, companies and the government act in unison to make the most of limited resources and create a synergy effect based on their own wisdom and innovative ideas.

- ◆ Promotion of co-creation using the power of the public and private sectors
- ◆ Utilization of resources based on consideration of intergenerational equality

For the effective promotion of the Strategic Vision, it is important to strategically advance city development based on the concept of “selection and concentration,” including the intensive use of resources. Thus, we have selected the three themes below that require the largest paradigm (values) shift over the coming 10 years in light of the changes in social and economic conditions to intensively proceed with measures.

Living and community

How to create a local community where people can live without anxiety by fostering a sense of mutual support in the local community and creating a mechanism to complement such mutual support. This theme has been selected in light of concerns about an increasing number of elderly single-person households as a result of the rapidly aging population and social isolation resulting from a variety of reasons.

Industry and vitality

How to establish a robust economic structure by capitalizing on the attractive features and strengths of Sapporo and Hokkaido and creating new added values for the revitalization of the entire Hokkaido economy. This theme has been selected in light of concerns about the serious effects of an anticipated population decline on Sapporo and Hokkaido, which have a local consumption-type²¹⁾ economic structure.

Low carbon society and energy conversion

How to fulfill the city’s responsibility as a major energy-consuming area with a focus on an environmental energy policy as a core part of city development. This theme has been selected in light of the importance of realizing a low carbon society and a society free of nuclear power to pass on Sapporo’s attractive features made by predecessors to the future, and to address global warming and concerns arising in the wake of the accident at the Fukushima Nuclear Power Plant No. 1, which resulted from the Great East Japan Earthquake.

The direction of measures in line with these themes is set forth in the Strategy.

Since the recognition of issues and strategy setting must be reviewed according to the times, an interim examination will be conducted as needed to flexibly respond to such changes through the addition and revision of strategies.

²⁰⁾ **Co-creation:** Efforts for city development in which individual entities are engaged by sharing objectives and making the most of their knowledge, know-how and other resources.

²¹⁾ **Local consumption type:** A form of behavior with which products and services provided in a region are consumed in the same region.