

GLOBAL VISION FUJISAWA

Guidelines to promote the internationalization of
Fujisawa



The City of Fujisawa

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I Purpose of Formulating the Vision

By the progress of globalization, we have entered the age that sees more frequent cross-border transfers of people, goods and information. The city of Fujisawa which has around 6,000 non-Japanese citizens¹ including foreign national citizens², receiving 100,000 foreign visitors annually along with students and researchers from overseas, is required to intensify coproduction activities of the administration and citizens that becomes a need of the present time for realizing a multicultural society where everyone can lead secure and safe lives.

Given above situation, the city laid out “Promotion of international exchange through coproduction of various leaders” as one of the policies in the basic plan “Fujisawa New Comprehensive Program³” that was developed in April 2011. As a part of the promotion, we would like to present “Global Vision Fujisawa” which will become further guideline of policy performance.

In order to judge the rapid changing external environment precisely and realize truly warm-hearted multicultural society, we will expand and embed the concept of “new public commons⁴” which is a cooperative activity of citizens, NPOs, universities, firms, other organizations and the administration; aim local communities to work together for connecting with the world and to build warm-hearted town Fujisawa that allowing anyone to reside and visit in peace.

II Basic Principles and Position of the Vision

1 Basic Principles of the Vision

- (1) To establish a foundation for peaceful society built on a spirit of caring each other’s country
- (2) To realize a secure and safe multicultural society truly warm-hearted for everyone
- (3) To create productive civic lives through new interactions
- (4) To expand and embed the conception of new public commons through promotion of voluntary activities that connect Fujisawa (and its citizens) and overseas communities (and non-Japanese people)

2 Position of the Vision

The city positions it as a guideline for implementing the policy of “Promotion of international exchange through coproduction of various leaders” that aims to achieve the strategic target of “The city with people’s interaction, peace and warmth” in the concept of “The society must have people’s interaction, peace and warmth” which is stated in “Fujisawa’s Future Agenda” of the basic plan “Fujisawa New Comprehensive Program”. However, if there is significant change in the social conditions and/or international situation, we will flexibly readjust the position of the Vision.

¹ non-Japanese citizen: A citizen whose cultural and/or ethnical background is other than Japanese ones. Not only foreign national citizens, but also including Japanese national citizens whose cultural and ethnical backgrounds are from foreign countries such as those who are returnees from overseas and/or born to an international marriage couple.

² foreign national citizen: A citizen whose nationality is other than Japanese one and has registered him/her with a municipal office under the foreign registration law (is scheduled to be repealed in July 2012).

³ Fujisawa New Comprehensive Program: Currently the name is changed to “Guidelines for Fujisawa Municipality Management”.

⁴ new public commons: It is the concept of acts in which various actors work in their familiar fields in the spirit of mutual assistance under the cooperation of citizens, citizen volunteers, NPOs, universities, firms, other organizations with the administration.

III Determining Issues in the City's International Policy Based on Existing Projects Verification

1 Expanding and Embedding Concepts of Multicultural Coexistence and New Public Commons

- (1) This city is required to enhance functions in the wide range of areas for every residents and visitors including not only Japanese national citizens, but also foreign national citizens, foreign business travelers and tourists to live and stay safely and securely. Providing more multilingual information displays and signs; improving administrative services that directly linked with citizens' lives, like crime and disaster prevention and medical care in multiple languages; fulfilling housing and visit facilities which allow users to share various cultures and lifestyles, are the concrete examples.
- (2) In order to develop the spirit of helping one another that goes beyond nationalities and let citizens share meaning and significance of multicultural coexistence in this city, it is important to improve administrative functions as well as expand and embed new public commons. Citizens have high level of their dynamics in this city, so that various people and groups have already been working positively in the global field. There is growing demand to establish a center for information and human resources so as to enhance problem solving capability through these kinds of works and create synergy of the works. And also, it is required to form a flexible system that allows leaders of the new public commons to work cooperatively.

2 International Exchanges and Cooperation that Can Be Given Back to Entire Citizens

- (1) This city has made sister, twin and friendship relations with four cities that are Miami Beach (USA), Kunming (China), Windsor (Canada) and Boryeong (South Korea), and been receiving and sending official delegations and having youth and young adult exchange programs with these cities. From now on, it is becoming a task that these interactions should not be kept as merely goodwill missions, but must lead to a result that citizens come to realize cultures of each country and diversity of the global community. And also, it is required to promote interactions with cities in the world and transmit characteristics of the city to the world.
- (2) Each of four universities in this city (Nihon University, Shonan Institute of Technology, Keio University, and Tama University) receives many international students from their overseas partner universities. It is needed to encourage exchanges among the international students and between them and citizens, and at the same time, promote knowledge exchange by setting the "Shonan-Fujisawa Consortium"¹ as a core that results in boosting traffic of people and stimulating local industry and economy for the future.

3 Local Revitalization through Transmission of the City's Unique Information and Promotion of Economic Exchange

- (1) Revitalization activities are required for local communities through wide transmission of tourism resources information about such as Enoshima and Shonan Shore that are the city's pride both at home and overseas to the world while promoting to familiarize the city's warm hospitality and so on.
- (2) It is important to achieve industrial revitalization of the city through such as business partnership establishment between local firms and overseas firms, promotion of products export and import and local firm's international business expansion by improving and enhancing the international business environment that pertains to a major city in the Tokyo metropolitan area.

¹ Shonan-Fujisawa Consortium: It was established by the city of Fujisawa and four universities in October, 2011. Under the concept of "Knowledge City Shonan-Fujisawa' where creation, intellect and vitality overflows" which is consisted by the collection of characters, charms and educated manpower from each university; the consortium pushes forward cooperation and coproduction among universities with the administration that is founded on intellectual integration from the local contribution perspective.

4 Prevailing the Spirit of Activities for World Peace and International Contribution

It is important to tell the citizens about activities that the city has been working on for world peace and international contribution, and to pass the spirit of such activities to “Fujisawa’s children” who will bear Fujisawa’s tomorrow.

IV Further Approaches Based on Current Issues

Basic Idea

Global financial unrest resulted serious global recession which has caused corporate failure followed by many social problems such as employment instability, increased unemployment and reduced income in Japan too, and similar problems have cast a large shadow on the civic life in this city. Furthermore, there is an impact caused by Great East Japan Earthquake that occurred in March 2011, recovery from this situation would not be made anytime soon.

On the other hand, as it is observed, there are growing interest toward volunteer activities and increasing number of NPOs, civic dynamics heightens year by year, and the motivated activities by various citizens work as force to support and enrich the communities in the city.

In order to realize a truly warm-hearted multicultural society under these circumstances, it is essential to have activities led by the concept of new public commons in which citizens, NPOs, universities, firms, other organizations and the administration cooperate to work for problem resolution. In what follows, in keeping with the environment and issues of the city, the city of Fujisawa presents required policies and efforts in future based on basic principles that are categorized into five themes, namely “Multicultural Coexistence”, “International Exchange”, “Information Gathering and Transmission”, “City Planning and Human Resource Creation”, and “International Contribution”.

1

Multicultural Coexistence

The city will promote warm-hearted city planning that enables people live in the city, with transcending nationalities, to respect others and mutually understand their cultural, historical, religious background and lifestyle differences, and support among themselves as community members. To achieve above-mentioned objective, from the viewpoint of new public commons, the city will prepare information service and consultation system that will support non-Japanese citizens to participate in local community.

Moreover, the city has an eye on a city planning which protects safety of every citizen and enables them to lead secured lives at everyday life situations, as well as at an emergency situation.

(1) Promoting Community Participation and Mutual Understanding

- ① The city will attempt to improve processes relating welfare and taxation which directly link to livelihoods of non-Japanese citizens and consultation services regarding their daily lives while responding to users’ opinions.
- ② The city will attempt to make good use of conferences and opinion exchange meetings held by citizens including non-Japanese citizens that to be reflected to establish a multicultural society.
- ③ The city will attempt following enhancement such as, to improve a place where citizens who live in the same community to interact with each other, increase opportunities for non-Japanese citizens to learn Japanese and contact with Japanese arts and traditional culture while giving careful consideration to multicultural exchange that corresponding to characteristics and demands of the community.

(2) Learning Support for Young Generation

- ① Regardless of whether or not entitled the right to receive compulsory education, in order to provide circumstance that young non-Japanese citizens can live vividly and study hard, the city will support activities that increase opportunities to learn correct Japanese.

- ② With the improvement of school enrollment information, mutual links among non-Japanese citizens and other relevant matters, the city will promote to establish a support system that helps to share, understand and solve troubles about children's education with parents and let children to study in hope.
- (3) Health and Welfare Related Supports
- ① In order to establish user friendly interpretation service for both patients who are non-Japanese citizens and medical staffs who treat the patients, the city will improve the language support environment that relates to life and health of non-Japanese citizens, and promote the cooperation of citizens, NPOs, universities, firms, other organizations and the administration. Also, the city will positively support information provision that relates to the health care system and medical institutions. Furthermore, there are health and welfare activities that are already using multilingual correspondence tools in the services such as first-aid, health checkup and maternal and child health care; the city will attempt to apply these services to everyone who lives in or visits this city in accordance with their language, culture, religion and lifestyle.
 - ② The city will promote to provide easy to understand information about welfare systems for elderly, disabled and children in multiple languages. And also, in order to properly treat cultural backgrounds of users, the city will maintain personnel training and environmental improvement.
- (4) Daily Life Support
- ① The city will aim to improve contents of various multilingual information that have been already published, through reflecting feedbacks from users and others.
 - ② For finding a house, the city will attempt to promote activities that provide information about Japanese unique customs in housing, and develop a system by which tenants can compare more available living places simultaneously.
- (5) Disaster Preparedness and Disaster Correspondence Supports
- ① When non-Japanese citizens are moving in, the city will endeavor to explain earthquakes and tsunamis in detail especially for those who are from countries that are unaccustomed to these events, besides giving instructions about disaster preparedness and evacuation sites.
 - ② The city will promote to create an atmosphere for non-Japanese citizens to participate in emergency drills that are held by their neighborhood council or association without hesitation. Also, the city will attempt to have communities, universities that accept international students, and firms that employ non-Japanese workers to cooperate and make opportunities for non-Japanese citizens to learn about preparedness for a disaster.
 - ③ For disaster response, the city will attempt to develop a system that can implement prompt and accurate information provision, and make people who would work at shelters and other places to be able to consider language, culture, religion and lifestyle of a non-Japanese citizen who would be accepted at these sites. The city will conduct research and study to develop a framework to promote support activities provided by non-Japanese citizens who can communicate in Japanese; a structure to mutually accommodate interpreters with cities that have concluded mutual assistance agreement in disasters; a multilingual information provision service in cooperation with broadcasting stations.

International Exchange

The city will pursue the work not only for conventional exchanges with sister, twin and friendship cities, but also expanding networks with cities in the world in cooperation with citizens, NPOs, universities, firms and other organizations and the administration while actively transmitting characteristics of the city, and passing outcomes from the efforts onto entire citizens involving the industrial and economic promotions.

(1) Exchanges with Sister, Twin, Friendship Cities and New Exchanges

Besides promoting to establish new sister city relationships and exchanges, in continuing to implement exchanges with sister, twin and friendship cities that maintain long lasting mutual trust relationships, the city will aim to develop structure that actualizes international exchanges which can be passed onto entire citizens rather than keep them as mere friendly relations.

The city will attempt to start new exchanges with cities in the world, regardless of whether they are sister, twin and friendship cities, in accordance with the intended purpose. For example, the city will promote activities such as overseas expansion of firms, industry and economy development through promoting export and import of local products between two cities that mutually exchange.

(2) Enhancing Exchange Programs and Systems with Sufficient Announcement

The city will improve and make efforts to thoroughly announce about the “Homestay & Home Visit in Fujisawa” program and “International Festival” that has begun with the purpose to let fellow citizens to cooperate and help livelihood of non-Japanese citizens in this city.

Information Gathering and Transmission

This city was once a temple town of Yūgyō-ji and also flourished as a post station of the Fifty-three stages of the Tokaido. The city is rich in tourist attractions such as Enoshima and Shonan Shore. The city will transmit this kind of characteristics to the world, and develop cooperation among citizens, NPOs, universities, firms, other organizations and the administration to diffuse ideas of “feel like visiting and “feel like living” across borders, languages, cultures and religions.

(1) Information Transmission

The city will attempt to transmit information introducing other characteristics and charms of the city, including and not limited to tourist attractions like Enoshima and Shonan Shore, from new angles locally and globally; strive to increase the number of people who want to live and visit the city and promote the economy.

Furthermore, the city will make utmost use of its advanced IT infrastructure and other facilities for an attempt to prepare the environment that anyone, who are living in or visiting the city, can easily access information when they are in need.

(2) Transmitting Safety and Security Information

The city will attempt to collect information about a crime and accident in this city, and use its IT and other related facilities to spread its message that this city is secure and safe to the world. And also, the city will conduct a study about approaches to transmit information through the foreign media.

City Planning and Human Resource Creation

The city will attempt to promote city planning that can make anyone, who lives in and visits the city, stay safe and comfortable, and at the same time, enhance people exchanges with other regions in the world for boosting the vitality of the city.

(1) People Friendly City Planning

The city will promote to use information boards and signs that are created based on world standard marks and universal designs, so that everyone can safely live and stay without troubles regardless of their language and culture.

(2) Developing Atmosphere to Accept Non-Japanese Tourists

In cooperation with the administration and firms, the city will promote to provide easy-to-understand multilingual guides and information in public facilities, accommodations and premises, and also conduct research and study on staying environments and interpreter guide training.

(3) Human Resource Creation with Active Participation of International Students

In order that everyone in the younger generations to capture opportunities to look at the world across the seas, the city will promote activities that establish places for them to meet citizens with abundant global experience and non-Japanese citizens. The city will make an effort for younger generations to experience cultures, languages and lifestyles from abroad by enhancing the chance to talk and exchange with international students who are studying in four universities in the city, and for the international students to make unforgettable wonderful memories while they are in Fujisawa.

5

International Contribution

(1) World Peace Contribution in Cooperation with Domestic and Foreign Administrations

As a member of Mayors for peace and National Council of Japan Nuclear Free Local Authorities, the city will strengthen cooperation with affiliated and member municipalities, and strive to contribute to world peace. The city will also try to make these efforts known to the public.

(2) Developing Atmosphere to Grow Spirits of International Contribution and Volunteering

The city will develop atmosphere for younger generations to grow the stance to learn another culture and respect its difference and the spirit of volunteer activities that care about others over time.

V Establishing the Framework to promote Activities

In order to promote the international policy of the city, it is essential to have activities in cooperation with citizens, NPOs, universities, firms, other organizations and the administration for attempting to solve problems. To realize the activities, it becomes necessary to consider establishing a long-term framework that supports cooperative works of citizens and related people who are working on to solve international problems.

“Fujisawa City Friendship Committee” was established as a private organization in 1982 and has been worked as the city’s friendship bearer with its objective that “to promote exchanges in the fields of education, culture, autonomy and industry, through friendship activities between citizens in this city and citizens from cities inside and outside Japan, and eventually the activities lead to the mutual friendship between citizens and contribution for world peace” in the city.

Taking the formulation of “Global Vision Fujisawa” that promotes globalization of the city as an opportunity, hereafter, in order to make the Vision viable, it is required to further improve and enhance the globalization policy of the city including the promotion of multicultural society by setting the “Fujisawa City Friendship Committee” as a leader.

Reference Material

Material 1

Progress in Study to Formulate Global Vision Fujisawa

Date	Name of Conferences and Activities
June 30, 2011	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 1 st Session)
July 15	Meeting of the Managers from Related City Office Divisions (The 1 st Session): Discussion Meeting on Formulating International Strategy Vision (tentative name)
July 25	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 2 nd Session)
August 26	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 3 rd Session)
September 9	Regular Fujisawa City Council Meeting, September 2011 Session Reported in the General Standing Committee
September 30	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 4 th Session)
October 24	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 5 th Session)
November 18	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 6 th Session)
November 24	Meeting of the Managers from Related City Office Divisions (The 2 nd Session): Discussion Meeting on Formulating International Strategy Vision (tentative name)
December 6	Regular Fujisawa City Council Meeting, December 2011 Session Reported in the General Standing Committee
December 19 ~ January 18, 2012	Public comment implementation
February 20	Formulating International Strategy Vision Fujisawa (tentative name) and Preparatory Committee for the Establishment of Fujisawa Internationalization Association (tentative name) (The 7 th Session)
March	Regular Fujisawa City Council Meeting, February 2012 Session Reported in the General Standing Committee