

KOBE 
2025
 **VISION**

Nestled between the mountains and the sea
Kobe: Contributing globally by cultivating locally



What is the Kobe 2025 Vision?

The Kobe 2025 Vision presents and outlines the action plan for achieving our image of the city in 2025.

The theme of the Kobe 2025 Vision

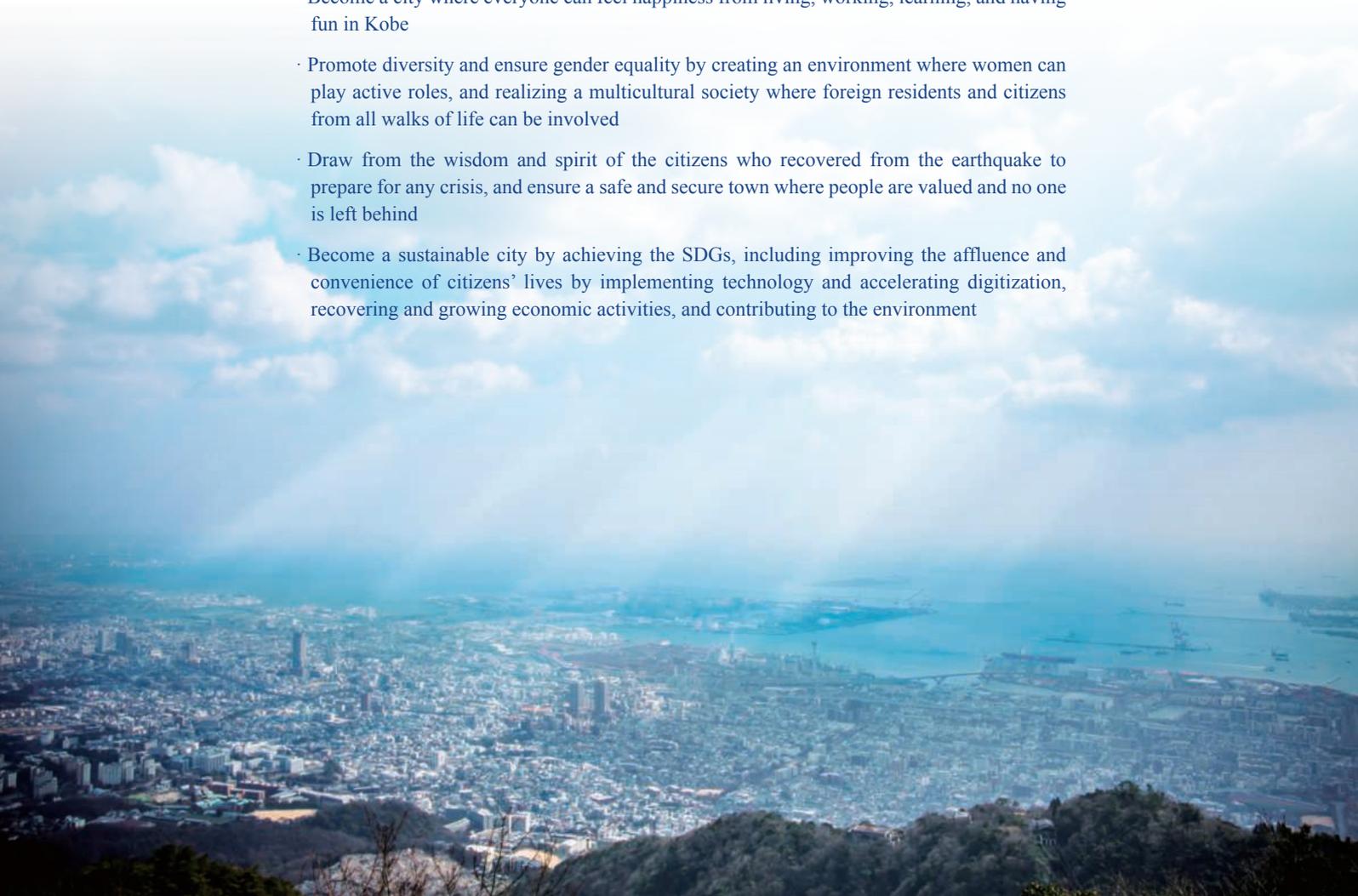
Nestled between the mountains and the sea Kobe: Contributing globally by cultivating locally

Kobe is a city of many strengths – abundant in natural environments, full of internationality and diversity, and steeped in arts and culture. We also lived through and overcame the aftermath of the Great Hanshin-Awaji Earthquake in 1995. By making use of these strengths and experiences, we aim to foster and expand altruistic thinking, as well as promote environmental conservation and other forms of community development that will contribute to the betterment of the world. We will be a city where each citizen can feel safe, secure, and happy.

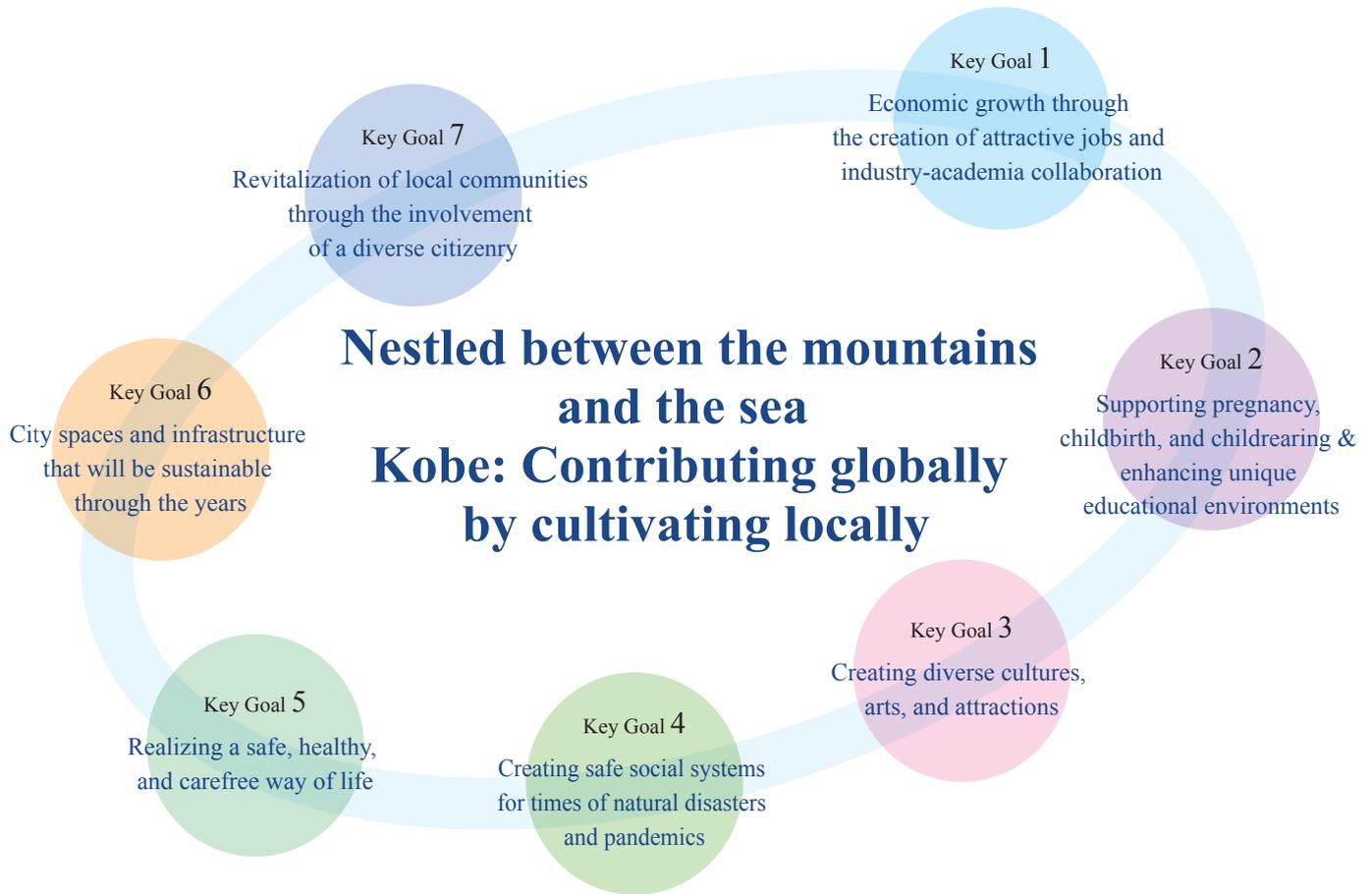
The Key Concepts

We will build our vision on these 6 key concepts.

- Create new values and styles by refining Kobe's strengths: lush nature, culture, and diverse values
- Confront the issue of population decline, improve city features and quality of life, promote the attractiveness of a mature city, and shift to a virtuous cycle
- Become a city where everyone can feel happiness from living, working, learning, and having fun in Kobe
- Promote diversity and ensure gender equality by creating an environment where women can play active roles, and realizing a multicultural society where foreign residents and citizens from all walks of life can be involved
- Draw from the wisdom and spirit of the citizens who recovered from the earthquake to prepare for any crisis, and ensure a safe and secure town where people are valued and no one is left behind
- Become a sustainable city by achieving the SDGs, including improving the affluence and convenience of citizens' lives by implementing technology and accelerating digitization, recovering and growing economic activities, and contributing to the environment



The 2025 Vision System



Reflecting Kobe City's Covid-19 response strategy in the 2025 Vision

The Kobe City Covid-19 Response Strategy is reflected in the 2025 Vision in order to transform the shape of Kobe City's policies, citizens' lifestyles, and economic activities in response to the coronavirus pandemic.

Efforts to build a sustainable society

We will achieve the Sustainable Development Goals (SDGs) in Kobe through the realization of our vision.





Key Goal 1

Economic growth through the creation of attractive jobs and industry-academia collaboration

Startup support & innovation creation

From the start-up stage to growth, we will collaborate with universities and companies in Kobe to provide seamless support, such as fostering entrepreneurs through the ANCHOR KOBE business center, providing field demonstration sites through the implementation of projects like Urban Innovation Kobe, and improving the financing environment.

Promoting the Creative Smart Rokko Mountains Initiative & attracting urban creative industries

By creating three types of working environments on Mt. Rokko – “Harmony with Nature”, “Cutting-Edge Technology”, and “Connections that Foster Creativity” – we will achieve a space where people can live, work, and play amidst the beauty of nature.

Sustainable agriculture & revitalization of rural areas

Making the most of an environment that has remained abundant in nature despite its adjacency to the city center, we will realize sustainable agriculture and enable a comfortable lifestyle in the mountain valleys with these three pillars: promotion of sustainable agriculture, improvement of rural settlements, and conservation of natural and cultural environments.





Key Goal 2

Supporting pregnancy, childbirth, and childrearing & enhancing unique educational environments

Support during pregnancy, childbirth, and childrearing, as well as dissemination of information about childrearing support measures

We will eliminate the burden, anxiety, and isolation experienced by parents regarding childrearing. Taking into account the characteristics of the child and the conditions of their community, we will provide support and disseminate information so that everyone can bear and raise children with peace of mind.

Support for balancing work and raising children

In addition to reducing the number of children waitlisted for childcare and the burden on preschool workers, as well as improving childcare for children who are going to school or sick, we will consider and implement initiatives to support a balance between work and childrearing.



Promotion of education that nurtures dreams and a zest for life

In addition to developing educational activities that make the best use of ICT equipment, we will also involve the people who are at the forefront of implementing those educational activities, and thereby promote school education that nurtures children's dreams and zest for life in mind, body and soul.



Key Goal 3

Creating diverse cultures, arts, and attractions

Creating environments that promote the joy of reading

Through the upcoming renovations and expansions of the New Nishi Library and New Tarumi Library, we aim to create libraries that are easy for everyone to use and feel like relaxing places where one can experience the joy of reading for long periods of time. We are also building the Kobe Reading Forest, a library facility where children will learn about the importance of life, nurture their sense of empathy, and develop their creative abilities.

Gastropolis Kobe

This project takes advantage of Kobe's potential as a city with a unique and diverse food culture. Our action strategy is to foster sustainability-minded new food businesses and food cultures that are connected to local agricultural and fisheries industries. Through the Gastropolis Kobe project, we aim to become a world-class sustainable city.

Redevelopment of the urban center & improved mobility within the city

Sannomiya and the surrounding urban center possesses a beautiful cityscape and a geographically unique proximity to both the mountains and the sea. In order to transform that area into “the gateway to the beautiful port city of Kobe” – an area that will attract visitors the moment they leave the train station – we are building one of the largest bus terminals in western Japan and developing the Sannomiya Cross Square pedestrian priority zone.





Key Goal 4

Creating safe social systems for times of natural disasters and pandemics

Disaster prevention and reduction

By proactively making use of ICT, AI and other new technologies, we will further strengthen crisis management systems such as information collection and analysis. We will also continue to improve the environment of evacuation centers, spread more awareness of disaster prevention among the public, and share the legacy of our experiences from the earthquake with future generations.

Preparing for epidemics with stronger public health center systems and infection prevention measures

We will ensure the stability of the system for providing healthcare for infectious diseases including novel influenza and Covid-19. We will also construct health crisis management systems for other infectious diseases, such as the “Kobe Model” Community Communication System for Early Detection of Infectious Diseases*.

*After the novel coronavirus pandemic, public health nurses will make rounds at local facilities and coordinate with communities. Under this system, if someone presents with the symptoms of an infectious disease, we will receive reports about the situation at an early stage and be able to respond in an expedient manner.

Smartification of government procedures

In order to enable the city’s citizens to conduct government procedures without visiting city offices, we will increase the availability of electronic and mail-in applications. And for procedures that require person-to-person interaction, we aim to provide a number of easy and convenient services online that will allow citizens to fill out their applications online and make appointments.



Key Goal 5

Realizing a safe, healthy, and carefree way of life

The Kobe Model for Dementia & support for the elderly

We will promote citizens' awareness and understanding of dementia through policies such as the Kobe Model for Dementia, and thereby create a dementia-friendly community.

Support for people living in poverty

We have set up Living Support Desks in each ward, where we can provide consultations regarding public assistance and other forms of support for people in poverty. We will also provide children from single-parent and low-income households with study support to help them develop good studying habits and reach their academic potential.

Kobe Biomedical Innovation Cluster (KBIC) projects

Through industry-academia-government collaboration, we will promote the research and development of medical devices that use the latest technology, foster the professional development of medical engineering workers, and establish an ecosystem for developing medical devices. We will also promote research and development in the digital healthcare field by obtaining data based on the needs of companies. From developing strong Covid-19 measures, to utilizing the Fugaku supercomputer to create innovative new medicines, to developing and introducing remote healthcare systems - we will contribute to the medical fields on a global scale.





NEDO project assistance by Kawasaki Heavy Industries, Ltd.



Key Goal 6

City spaces and infrastructure that will be sustainable through the years

Measures to reduce vacant houses and lots

Along with efforts to reduce the number of vacant houses and lots that have been abandoned, we will develop a distribution market for existing dwellings by establishing a one-stop public consultation center for owners and supporting relocation necessary for people transitioning to a later life stage.

Formulation of a fine-tuned and sustainable transportation environment

Along with establishing a transportation environment that encourages easy mobility, we will build a systematic public transportation network that will be sustainable over the years. We will also support pilot experiments to utilize new mobility services such as self-driving vehicles and Mobility-as-a-Service (MaaS)* research.

*Mobility-as-a-Service combines multiple transport services. It allows users to search for transportation options, make reservations, and make payments on a single platform. It is a new type of mobility service that utilizes IoT and AI.

Sustainable community development & energy policy

In order to create a zero-waste society, find solutions to environmental issues such as preventing global warming, and achieving a virtuous cycle in economic growth, we are working to increase citizens' awareness and supporting companies with their efforts in innovation. We will also accelerate our efforts to achieve a hydrogen energy society.



Key Goal 7

Revitalization of local communities through the involvement of a diverse citizenry

Revitalization of local community activities

In a society with a shrinking population, we will create an environment for developing integrated and independent communities. This will be achieved through collaboration with NPOs, companies, and universities that work with community organizations to find solutions for local issues, as well as through local policies that fit the needs of the diverse communities in the city.

Promoting collaboration with universities, industries, and other local governments

We will strengthen the collaboration of universities, junior colleges, technical colleges, and vocational schools with the industrial world and the government in order to find solutions to local issues. We will also develop policies to attract talented international students to Kobe and encourage them to stay in Kobe after graduation or completion of training.

Japanese and foreign residents, living side-by-side

By providing environments for studying Japanese, disseminating information in ways that are easy for foreign nationals to understand, and promoting programs for mutual exchange, we will create a multicultural society where Japanese and foreign residents can live together as active members of their local communities.



KOBE 2025 VISION

Key Goal

1

Economic growth through the creation of attractive jobs and industry-academia collaboration

1. Productivity increase & business succession of SMEs
2. Support for business activities geared toward modern lifestyles
3. Startup support & innovation creation
4. Promoting the Creative Smart Rokko Mountains Initiative & attracting urban creative industries
5. Sustainable agriculture & revitalization of rural areas
6. The Gastropolis Kobe project
7. Kobe Biomedical Innovation Cluster (KBIC) projects
8. Business attraction programs
9. Cargo collection, cargo creation, and strengthened competitiveness of Strategic International Container Ports
10. Attraction of international workers through the creation of an international network
11. Japanese and foreign residents, living side-by-side
12. Promoting collaboration with universities, industries, and other local governments
13. Creating an environment where women can play active roles

Key Goal

2

Supporting pregnancy, childbirth, and childrearing & enhancing unique educational environments

1. Support during pregnancy, childbirth, and childrearing, as well as dissemination of information about childrearing support measures
2. Support for balancing work and raising children
3. Promotion of education that nurtures dreams and a zest for life
4. Promote learning systems unique to Kobe (creative learning, international education, etc.)

Key Goal

3

Creating diverse cultures, arts, and attractions

1. Kobe Vision to Promote Culture and the Arts
2. New conservation efforts and uses for cultural properties
3. Promotion of sporting activities
4. Creating environments that promote the joy of reading
5. The Gastropolis Kobe project
6. Promotion of Kobe as an attractive relocation destination to people in the Greater Tokyo Area
7. Promoting tourism in Kobe
8. Promotion of tourism in Mt. Rokko and Mt. Maya and an art scene that makes use of the plentiful nature in Kobe
9. Redevelopment of the urban center & improved mobility within the city
10. Improving attractiveness of the city's waterfront areas
11. Improving attractiveness of the area around train stations
12. Improving attractiveness of Suma Coast and Suma Beach
13. Revitalization of the Kaigan subway line and urban areas in western Kobe

Key Goal

4

Creating safe social systems for times of natural disasters and pandemics

1. Disaster prevention and reduction
2. Developing ports that are resilient against earthquakes
3. Developing neighborhoods that are resilient against flooding
4. Establishment of firefighting and emergency medical systems during epidemics and other disasters
5. Preparing for epidemics with stronger public health center systems and infection prevention measures
6. Support for business activities geared toward modern lifestyles
7. Promotion of different means of transportation during epidemics and other disasters
8. Continuation and promotion of cultural activities during epidemics and other disasters
9. Smartification of government procedures
10. Increase in digital literacy
11. Ensuring the continued education of schoolchildren

KOBE 2025 VISION

Key Goal 5

Realizing a safe, healthy, and carefree way of life

1. The Kobe Model for Dementia & support for the elderly
2. Support for people with disabilities
3. Support for people living in poverty
4. Kobe Biomedical Innovation Cluster (KBIC) projects
5. Revolutions in medical care
6. The Healthy & Creative City Kobe Initiative
7. Promotion of community welfare platforms

Key Goal 6

City spaces and infrastructure that will be sustainable through the years

1. Measures to reduce vacant houses and lots
2. Formulation of a fine-tuned and sustainable transportation environment
3. Establishment of transportation infrastructure
4. Sustainable community development & energy policy
5. Promotion of environmentally-friendly modes of transportation
6. Renovation of planned development complexes and city parks
7. Redevelopment of the urban center & improved mobility within the city
8. Development of an environment for promoting sustainable agricultural and fishing industries

Key Goal 7

Revitalization of local communities through the involvement of a diverse citizenry

1. Revitalization of local community activities
2. Disaster prevention and reduction
3. Support during pregnancy, childbirth, and childrearing, as well as dissemination of information about childrearing support measures
4. Promotion of community welfare platforms
5. Promoting collaboration with universities, industries, and other local governments
6. Japanese and foreign residents, living side-by-side
7. Measures to reduce vacant houses and lots

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