

Initiatives taken by marine city Yokohama

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Initiatives to become a marine city

Background

National level

In recent years, various ocean problems have arisen, such as pollution of the marine environment and a decline in marine resources, but at the same time **there has been reconsideration of the roles played by the ocean**, such as food, resources, and securing energy.

Comprehensive and planned promotion of measures related to the ocean

- ⇒ Formulation of the Basic Act on Ocean Policy in 2007
- ⇒ Formulation of a new **Basic Plan on Ocean Policy** in 2013

Local governments play roles for implementing measures that match the local areas.

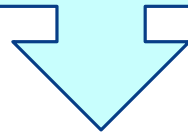


Yokohama

Characteristics of the area

A city that has developed due to its connection to the ocean

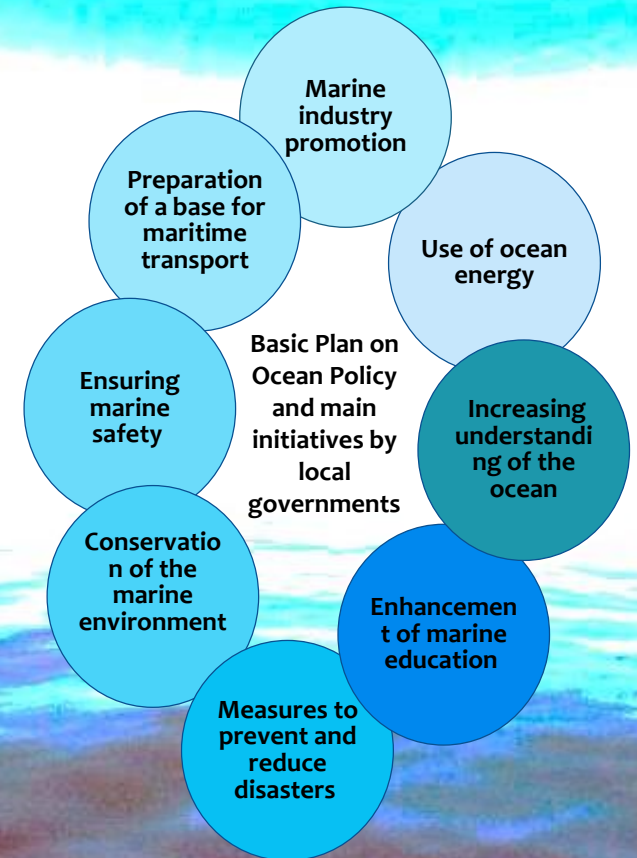
Various marine-related public offices, educational institutions, research institutions, and companies are located in the city.



Active initiatives as “marine city Yokohama”

Principles of the “Basic Act on Ocean Policy”

- ◆ The ocean is essential for maintaining the lives of humans and other living things.
- ◆ Striving for peaceful and active development and use of the ocean
- ◆ Striving to conserve the marine environment
We are aiming to create a new marine nation through things such as these.



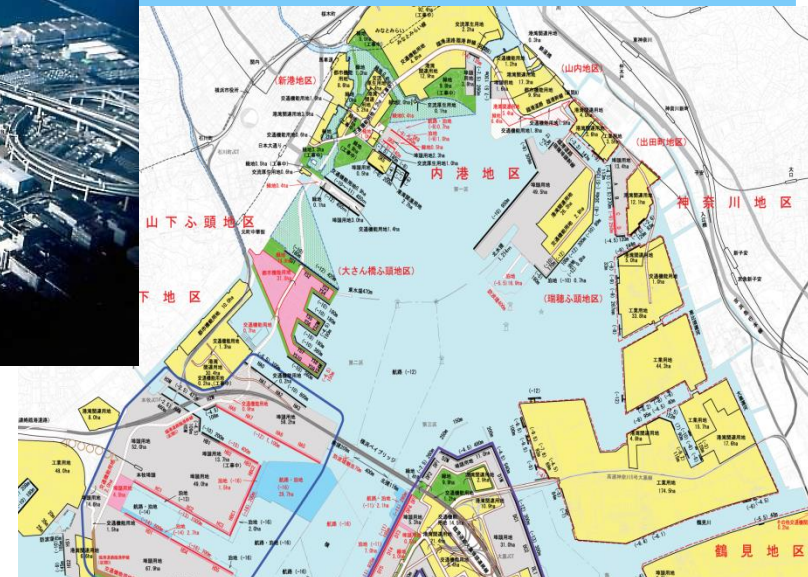
Yokohama's marine-related initiatives

- ★ Strengthening one of Japan's largest ports, harbors, and distribution bases
- ★ Creating appealing seaside spaces near the heart of the city where people will gather
- ★ Conserving the marine environment
- ★ Rejuvenation of the waterfront area in the city core that links the ocean and land
- ★ Collaboration with a wide variety of marine-related companies, etc.

Development of a comprehensive port and harbor that strengthen international competitiveness and enrich citizens' daily lives



Port of Yokohama



One of Japan's largest ports, harbors, and distribution bases

Yamashita Pier



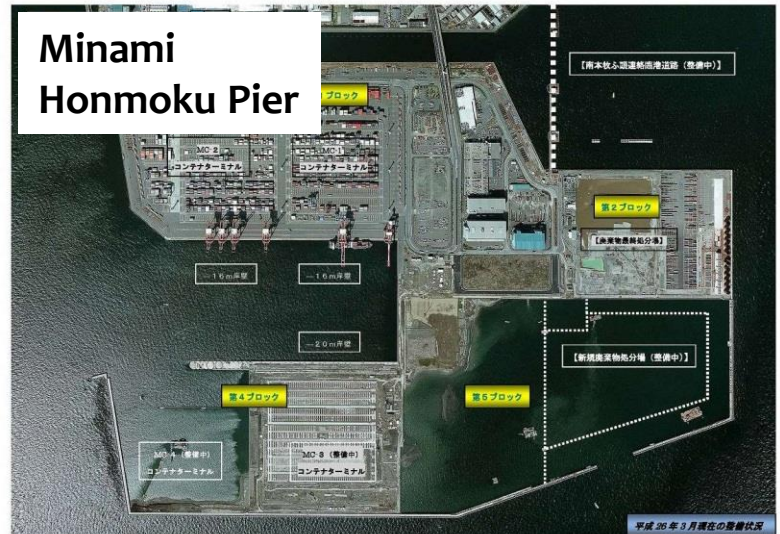
Honmoku Pier



Daikoku Pier



Minami Honmoku Pier



One of Japan's largest ports, harbors, and distribution bases

- ★ Construction of advanced facilities such as Minami Honmoku Pier
- ★ Strengthening the road system of the waterfront area



Appealing seaside spaces

- ★ Strengthening capabilities for receiving passenger ships, as a representative cruise port of Japan
- ★ Improving the port's appeal through use of various water areas

Port visited by passenger ships (Shinko Pier)



Invigoration of port as a recreation area where citizens gather



Yokohama Bayside Marina District



Appealing seaside spaces

**Osanbashi Yokohama
International Passenger Terminal**



**A large passenger ship seen from Yokohama
Red Brick Warehouse**



Appealing seaside spaces

- ★ Enhancement of water transportation and sightseeing ships, and promotion of various activities and events such as canoeing and kayaking
- ★ Active opening of water areas to the citizens, for things such as recreation and events involving pleasure boats and sea kayaks, etc.

Water transportation



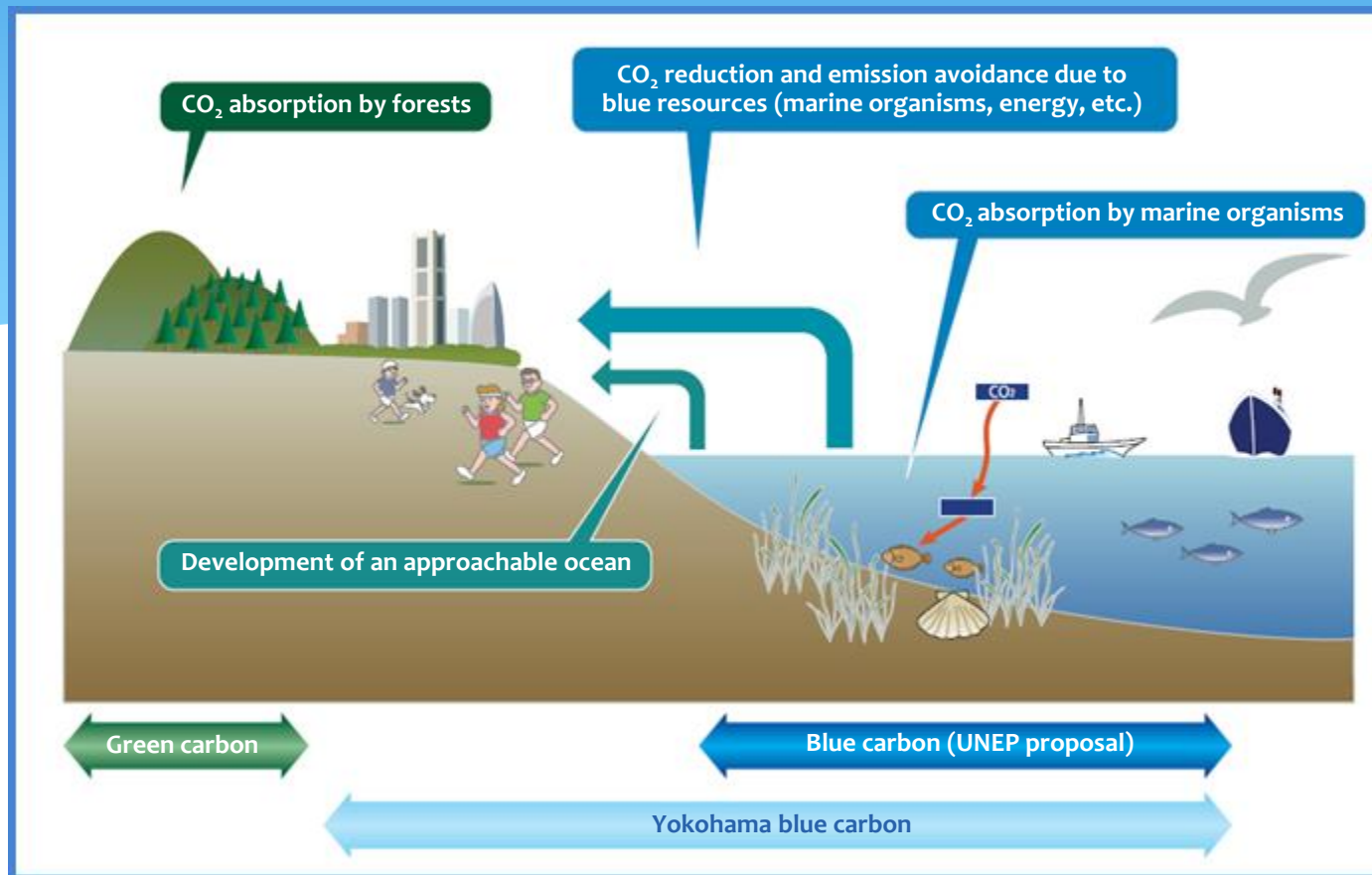
Sea kayak lesson



Conservation of the marine environment

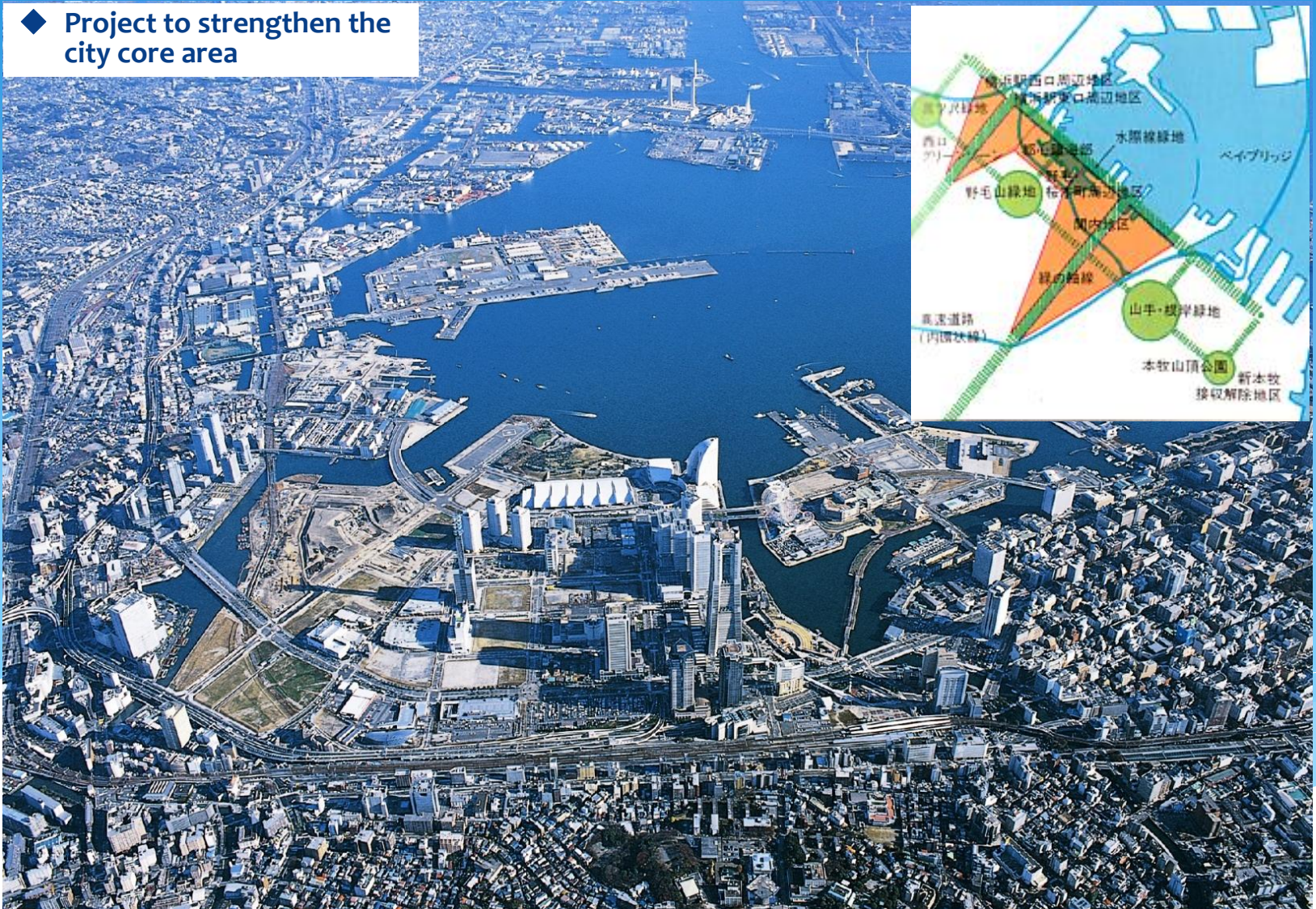
Yokohama blue carbon project

We are aiming to develop an approachable ocean by combining “blue resources” that utilize things such as marine energy, in addition to “blue carbon,” to work to stop warming temperatures, and by improving the appeal of the seaside environment.



Rejuvenation of the waterfront area in the city core that links the ocean and land

◆ Project to strengthen the city core area



Rejuvenation of the waterfront area in the city core that links the ocean and land

Perspectives aimed at strengthening the waterfront area in the city core

The social situation predicted for 2050

- Arrival of a population decrease and a very old society
- Advances in telecommunication technology, and improvement of the convenience of means of transportation The opportunities for people to choose cities will increase, **and competition between cities will increase even more.**



Become a city that people will choose

- If people come together it will become easy to accumulate things, money (investment), and information.
- There are also expectations for synergetic effects and ripple effects such as increased value as a place to work or live and enhancement of lifestyles in surrounding areas and suburban areas as well.

Rejuvenation of the waterfront area in the city core that links the ocean and land

Perspectives aimed at strengthening the waterfront area in the city core

**Companies
(managers)**



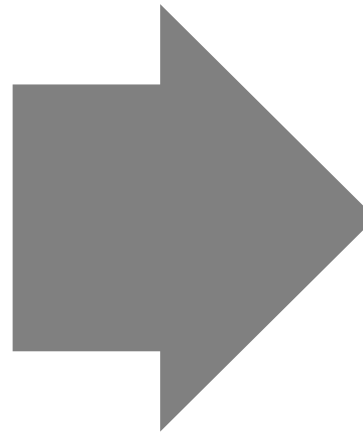
Tourists



**Artists and
creators**



**Citizens (people
who work or live
here)**



Points for choosing a city

Developed

Interaction

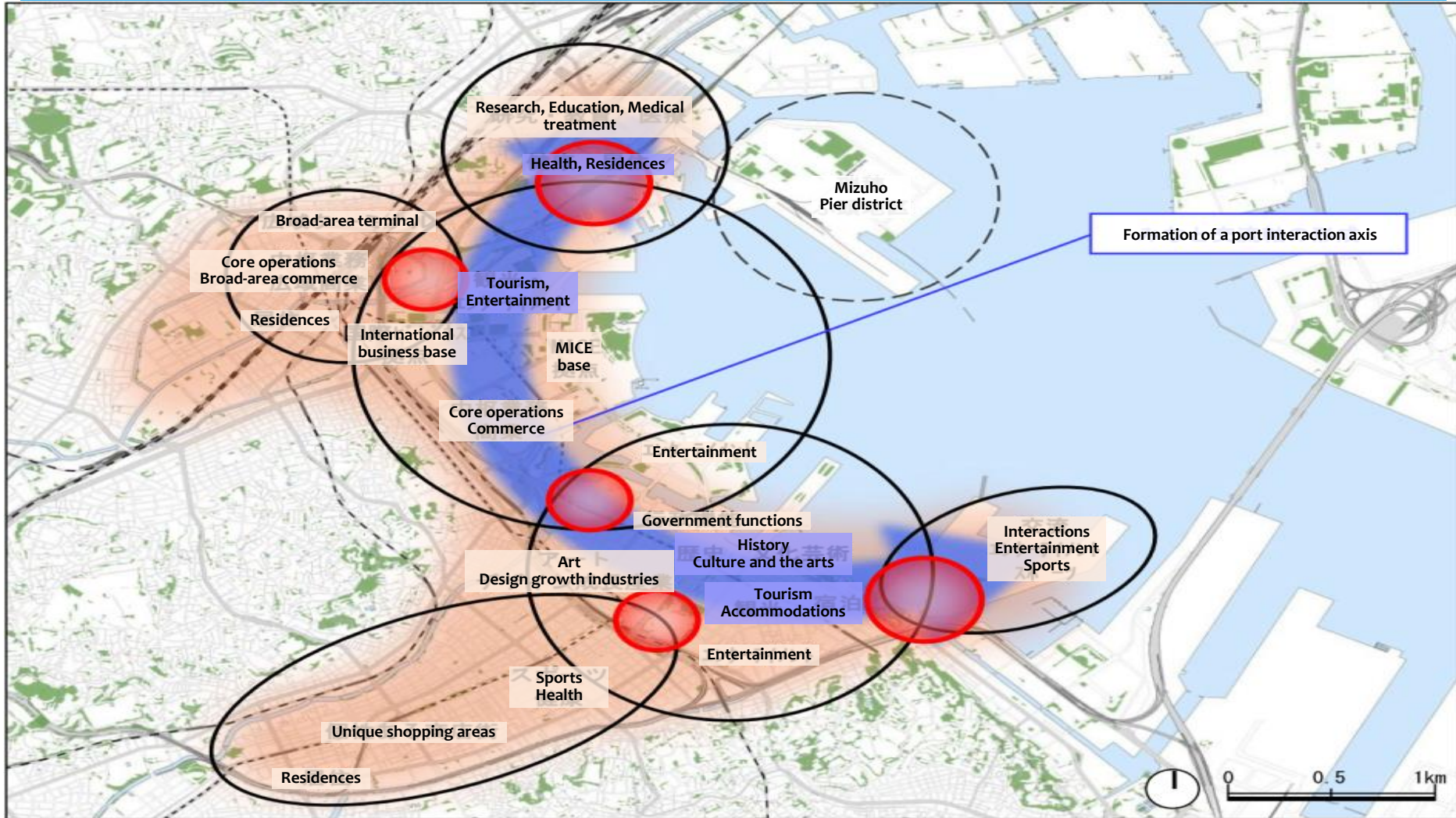
Creation

Emotion

Comfort

Success

Rejuvenation of the waterfront area in the city core that links the ocean and land



Legend (indicates approximate locations)



: Port interaction axis

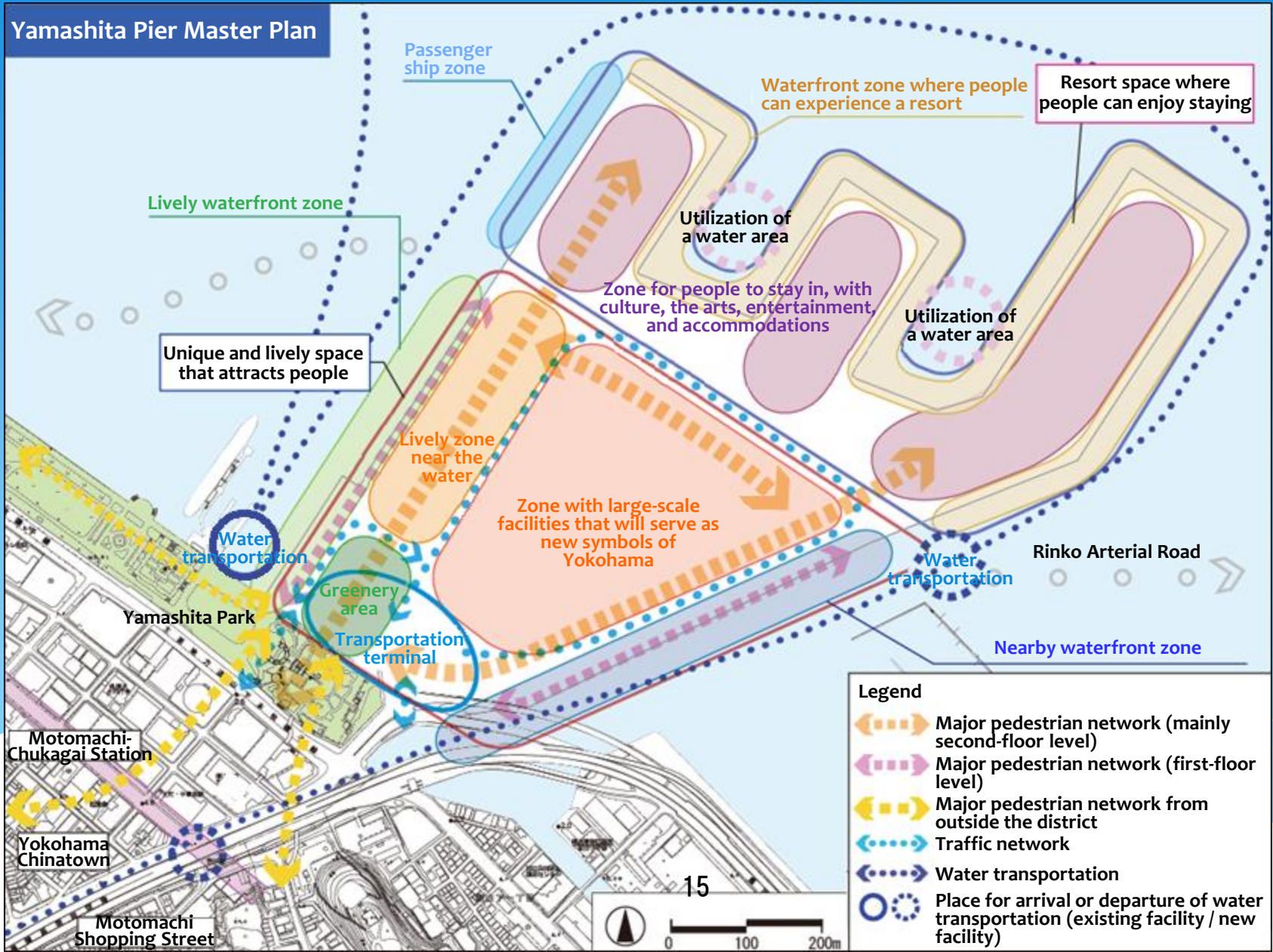


: City center area



: Junction point

Rejuvenation of the waterfront area in the city core that links the ocean and land



Collaboration with a wide variety of marine-related companies, etc.

Strategies

(1) Promotion of collaboration with various parties

Establishment of a council to promote collaboration among industries, the government, and academia

- ⇒ Expansion of activities through collaboration
- ⇒ Consolidation of activity information and strengthening the ability to disseminate it

Educational institutions



Government



Collaboration

Research institutions



Marine-related companies



(2) Creation of opportunities to learn about the ocean

Creating various opportunities for education and activities, and cultivating interest in the ocean (from children to senior citizens)

(3) Creation of places for human resources to gather

- Attracting marine-related international conferences (MICE)
- Yokohama Marine Olympics (tentative name) Etc.

(4) Promotion of industries within the city

- Development of specialized human resources
- Sharing information about needs and seeds
- Creation of new industries Etc.

Initiatives taken by marine city Yokohama

Citizen and NPO sector

Port and harbor and industry sector

City development sector

Education and research sector

Public sector

Sharing a vision for the future and working together

Strengthening the competitiveness of the port and harbor

Promoting tourism and enlivening the city

Making the ocean familiar and developing human resources

Conserving the marine environment

Thank you for your attention.