

(様式3 公表の表紙)

SYSTEM FOR PUBLIC COMMENTS
ON TSUKUBA CITY BASIC GUIDELINE FOR GLOBALIZATION

JULY 2016

OFFICE FOR INTERNATIONAL AFFAIRS
PLANNING AND GLOBALIZATION DIVISION
PLANNING DEPARTMENT
TSUKUBA CITY

SUBJECT	Proposal for Tsukuba City Basic Guideline for Globalization
PERIOD	July 6, 2016-August 4, 2016
ISSUED BY	Office for International Affairs, Planning and Globalization Division, Planning Department
CONTACT	Phone: 029-883-1111 Extension: 5230

■PURPOSE OF INVITING OPINIONS

Tsukuba City Guideline for Internationalization was formulated in May, 2011 as the guideline for implementing internationalization measures in Tsukuba City. In the past five years since it became effective, the international environment have been drastically changed; development of the Metropolitan Intercity Expressway and transportation infrastructure to Narita Airport; the city's experience of hosting international conferences such as High Level Forum and G7 Science and Technology Ministers' Meeting; increase of foreign residents and visitors, etc. In light of this situation, the city updates the contents of the guideline renaming it as *Tsukuba City Basic Guideline for Globalization* to promote measures from 'global' point of view. The new guideline will be drawn up to be compatible with *Tsukuba City Future Framework* and *Tsukuba Strategic Plan* and be effective for the next five years. In this regard, the city invites citizens' opinions on the proposal of the guideline in Japanese, English and Chinese.

■DOCUMENTS

- Proposal for Tsukuba City Basic Guideline for Globalization [Japanese/English/Chinese]
- Background and Reason to Draw Up Tsukuba City Basic Guideline for Globalization [Japanese/English/Chinese]
- Overview of Proposal for Tsukuba City Basic Guideline for Globalization [Japanese/English/Chinese]

■HOW TO SUBMIT AN OPINION FORM

In person:

- Office for International Affairs (City Hall, 5th floor)
- The branch offices of the City Hall
- The community centers

Via mail:

Office for International Affairs, Planning and Globalization Division, Planning Department, Tsukuba City Hall
1-1-1 Kenkyu-Gakuen, Tsukuba City, 305-8555

FAX: 029-868-7625

E-mail: ctz031@info.tsukuba.ibaraki.jp

Use the form for *Opinions on Tsukuba City's Policy*. Make sure to write the name of the plan/act, your/your organization's name and address on the form. Opinions on a plain paper can also be accepted.

■ HOW TO DEAL WITH OPINIONS

- Opinions will be used as reference for the city's decision making. The city will carefully consider opinions submitted and will make the final decision on *Tsukuba City Basic Guideline for Globalization*.
- Opinions will be exposed to the public after all opinions are collected by the time the city publish the final version. Personal information, contents that can identify a particular person will be carefully protected, and inappropriate contents (contents that is prohibited by *Tsukuba City Disclosure Information Ordinance, Article 5* to disclose) that may hurt interests of an individual or a corporation will not be published.
- The city will not give back comments to each opinion. However, the city will summarize similar opinions and publish the city's comments on them.

■ PERIOD AND PLACE TO PUBLISH THE SUMMARIES OF OPINIONS AND THE CITY'S COMMENTS

Period: September, 2016

Place: City's website, Office for International Affairs, Information Section of the City Hall (1st floor), the branch offices of the City Hall, the Community Centers, Division of Student Exchange at University of Tsukuba, International Student Lounge of Tsukuba Gakuin University, Japan Science and Technology Agency (JST), Ninomiya House, Takezono House



PROPOSAL FOR
TSUKUBA CITY
BASIC GUIDELINE FOR GLOBALIZATION
2016

TSUKUBA CITY

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I Purpose of Founding Basic Guideline for Globalization

Tsukuba City is an international hub for research and development with approximately 300 research and educational institutions including 29 institutions established by the national government, private and related industries. Over 20,000 researchers from inside and outside of Japan are working on leading-edge research. Meanwhile, Tsukuba has Mount Tsukuba, which has been loved by people with a praise expression "Mt. Fuji in the west, Mt. Tsukuba in the east". Tsukuba is benefitted by the natural environment and cutting-edge science.

Roughly 8,000 foreign residents, including researchers and international students, live in the city. And a considerable number of Japanese citizens have experiences of living abroad. It can be said that the city connotes various cultures.

Tsukuba City newly settled *Tsukuba City Future Framework*, which outlines the city planning with the future vision of the city: '*Tsukuba is where people want to live and want to stay forever*'. The framework is to guide the city to attract more people from home and abroad, to make every citizen feel safe and secured to live and to grow sustainably. Globalization is a measure to realize one of the policies in the framework, '*the city in which every citizen grows and supports each other*'. And its goal is to establish a multicultural society which is open to the world and in which every citizen can comfortably live regardless of nationalities and languages. To bring this vision to life, Tsukuba City has been supporting foreigners collaboratively with relevant organizations and associations.

Tsukuba is only 45 minutes away from Tokyo by railway and 50 minutes from Narita Airport by car. Taking advantages of the convenient location, public recognition as a science city and a series of experiences of holding international conferences, Tsukuba City willingly hosted High Level Forum, an international conference of leading-edge scientific organizations, in October, 2015 and G7 Science and Technology Ministers' Meeting in May, 2016.

To be 'International City Tsukuba', further efforts for contribution to global society, as well as for globalization itself, will be required by maximizing scientific and technological research potentials that Tsukuba Science City has developed.

Considering the above situations, we reviewed *Tsukuba City Guideline for Internationalization* and decided to newly formulate *Tsukuba City Basic Guideline for Globalization*. We adopt the new guideline to implement globalization measures, ensuring consistency with *Tsukuba City Strategic Plan*, over the next five years until 2020.

II Present Situation and Issue of Tsukuba's Globalization

1. Demography of Foreign Residents in Tsukuba

Comparison of the population of foreign citizens of October 2012 and October, 2015 based on the Basic Residents' Register

As of October 1, 2012			As of October 1, 2015		
Nationality	Population	Ratio	Nationality	Population	Ratio
Chinese	2,759	39.0%	Chinese	2,893	36.8%
Korean	1,051	14.8%	Korean	910	11.6%
Philippine	304	4.3%	Philippine	327	4.2%
Thai	258	3.6%	Indian	277	3.5%
Indian	231	3.3%	Indonesian	261	3.3%
Brazilian	211	3.0%	Taiwanese	245	3.1%
USA	165	2.3%	Thai	244	3.1%
Indonesian	146	2.1%	Vietnamese	231	2.9%
Peruvian	139	2.0%	Brazilian	208	2.6%
Vietnamese	135	1.9%	USA	199	2.5%
Others	1,682	23.8%	Others	2,058	26.2%
Total	7,081		Total	7,853	

Number of Nationalities: 125

Number of Nationalities: 129

In Tsukuba City, 7,853 foreigners from 129 countries are registered as its residents as of October 1, 2015. After July, 2012, after the Alien Registration Law was abolished, the population of foreign residents increased by 11% in accordance with 3% increase of the entire population of the city. Particularly, the increase of Indonesians, Taiwanese and Vietnamese is salient. The primary factor of the increase in foreign residents' population can be considered that universities, research organizations and companies strived to improve their environments to receive foreigners.

In June, 2015, the Metropolitan Intercity Expressway (Ken-Ō Expressway) and Higashi Kanto Expressway were connected. It improved the transit between Tsukuba and Narita Airport and facilitated people's traveling to and from Japan. Moreover, direct flights to major cities in China, including Tsukuba's friendship city, Shenzhen, were launched. In the future, increase of visitors from overseas can be expected by these transportation developments.

2. Highlights of Past Actions for Globalization

Since *Tsukuba Basic Guideline for Internationalization* became effective in May, 2011, Tsukuba City has promoted various measures mainly to form a multicultural society with relevant organizations and bodies based on the policy of the Basic Guideline, "Creating a local society where people can meet various cultures and understand them". The major measures we have been conducting are as follows:

- We have reinforced multilingual services such as; public information in various languages; interpretation services in at city hall; Japanese classes and consultation services with Tsukuba International Association
- We have organized exchange events for Japanese and foreign citizens to get to know each other with collaborating with relevant organizations such as; *International Exchange Fair* and *Tsukuba World Football*; a series of *Lectures for International Understandings* and *City Chat Café* to enhance citizens' international perspectives.
- We have supported globalization at schools such as; supporting Tsukuba International School, an International Baccalaureate School (a school authorized to offer IB programmes) with Ibaraki prefecture and relevant organizations; and improving care of foreign pupils at public primary schools and students in junior high schools. Supporting foreign children can consequently invite excellent researchers as they often bring their families to Tsukuba and can nurture globalized students as well.
- The city concluded the sister city agreement with Grenoble City in France as both cities are science cities. In addition to this, we have promoted a wide-range of civilian and economic interactions with the other conventional sister and friendship cities.

3. Problems to Tackle for Globalization

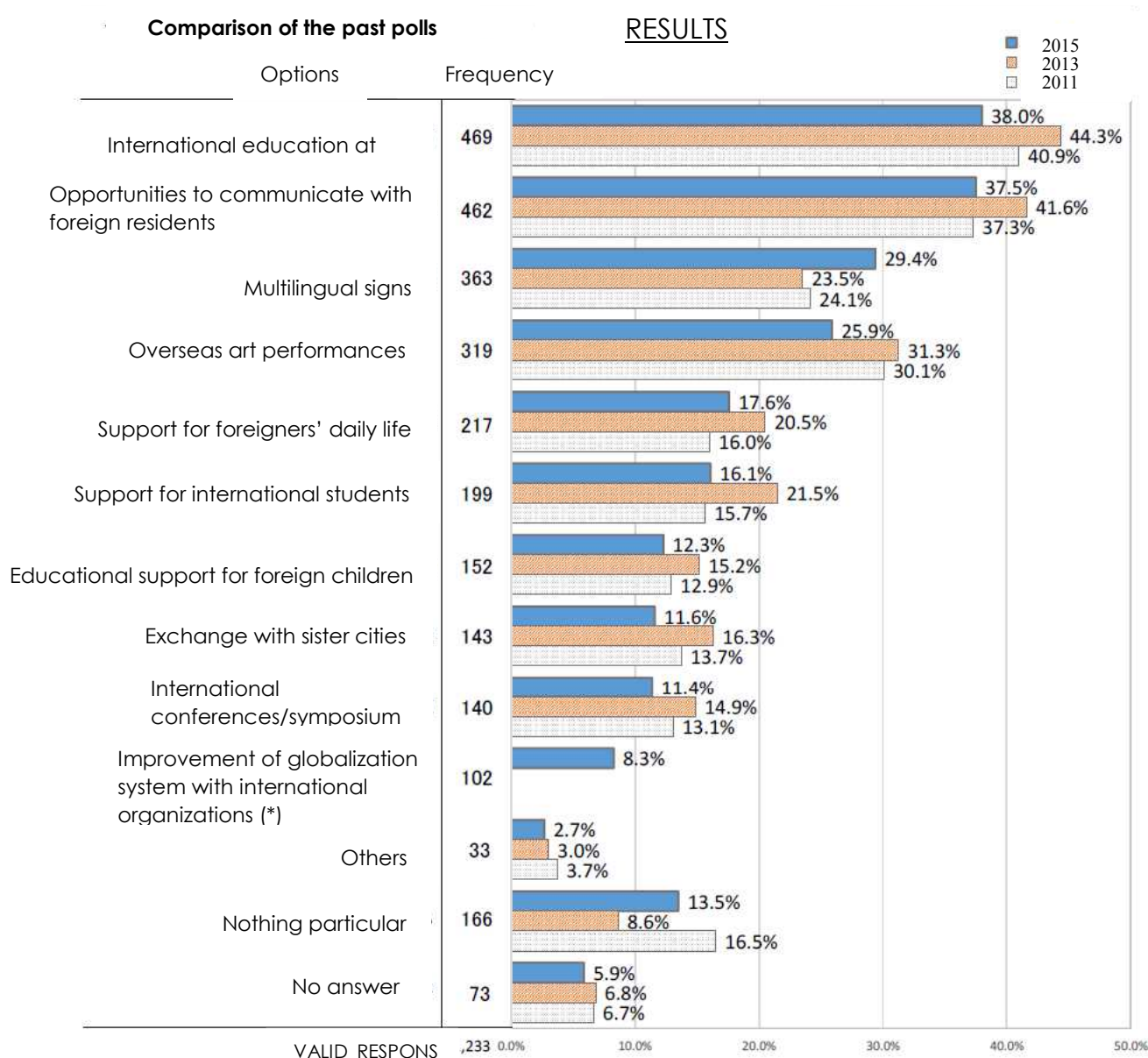
To verify the city's globalization, the following opinions can be helpful reference. The data were gathered with citizens' opinion polls and questionnaire on life in Tsukuba conducted to foreign citizens.

(1) Citizen Opinion Poll Results

The answers to the question "What should Tsukuba City improve as an international city?" in the past three polls (2011, 2013 and 2015) indicate several problems to be improved.

i) The Result of the Opinion Poll

Q. What should Tsukuba City improve as an international city? Choose up to three options.



*This option is added in 2015.

- To the question 'What should Tsukuba City improve as an international city?', 'International education at school' is the most chosen option of all, with 469 respondents (38% of the total answers) followed by the option, 'Offering opportunities to communicate with foreign citizens' with 462 respondents (37.5%), same as the previous opinion poll.
- Compared to the past polls, the ratios of 'multilingual signs' increased, and 'international education at school', 'support for international students' and 'oversea art performance' decreased.

ii) Tendency

Referring to the last three polls, the rank of each option has remained the same, but each ratio declined in the latest poll in 2015 due to the increase of the new option ('improvement of globalization promotion system with relevant international') and increase of the ratio of 'nothing particular'. Moreover, 'multilingual sign' increased compared to the last two polls. This result shows the continuous lack of multilingual signs despite the extra efforts that the city and private sectors have been making.

(2) Outcomes of the Questionnaire to Foreigners on Daily Life

*See p.27 for details.

The followings are the summary of the results of the questionnaire to foreigners on their daily life.

- To the question 'What is inconvenient for you in your daily life?', the overwhelming majority of people chose 'Japanese language' followed by the answer 'transportation'.
- Similar to the opinion polls, 'What should Tsukuba City improve as an international city', outcomes of the questionnaire again showed the lack of multilingual signs in the city. Moreover, needs for translation of official mail from the city hall is also large. Service is not satisfying from foreigners' points of view despite the city's promotion of translation of city news.
- To the question on everyday life in Tsukuba, the degree of satisfaction with the city's newsletter and website is rather low. The increase of updating frequency of the city's website and of the number of newsletter issues is required.

Although the city has been striving to increase multilingual signs and translation of official mail from the city hall, the responses to these questions suggest that these services are still insufficient, and are issues to resolve for the city's globalization.

4. Changes of International Environment in Tsukuba

Along with the measure of II-2, the international environment in Tsukuba has been considerably changing in the past few years as follows:

(1) Sister City Agreement with Grenoble, France

On November 12, 2013, Tsukuba City marked the 50th anniversary since the Cabinet made decision on establishing Tsukuba Science City. As one of the fruitions of the city's history, Tsukuba City concluded the sister city agreement with Grenoble, a science city in France on the same day.



Ceremony for Sister City Agreement with Grenoble City (Cooperation Agreement of University of Tsukuba and University of Grenoble concluded at the same time.)

(2) Inviting and Hosting World-Class Conferences

Taking the opportunity of concluding a sister city agreement with Grenoble City, France, academic and research organizations of Grenoble and Tsukuba played the major roles to hold High Level Forum in Tsukuba City in October, 2015 with participation of worldwide notable science cities. And in May 2016, G7 Science and Technology Ministers' Meeting was held in Tsukuba with the participation of ministers from the major seven countries and one region. The entire city including the local governments, related organizations and citizens endeavoured to host these world-class conferences.



G7 Science and Technology Ministers' Meeting held in Tsukuba in May, 2016

(3) Exchanges with China, Korea and Other Asian Countries

Whereas there was a time we lost contact with China and Korea due to the influence of the nations' territorial issues and the 'comfort women' issue, Tsukuba City resumed exchange with Shenzhen, a friendship city in China in 2014 with signs of gradual relations recovery at the national governmental level. And in 2016, the city plans to gradually resume communication with Daejeon, Korea with which Tsukuba concluded the cooperation agreement. Mainly economic exchanges are expected with these two cities. It is expected that these relations can give venture businesses in Tsukuba City a foothold in the international market along with invitation of investments.

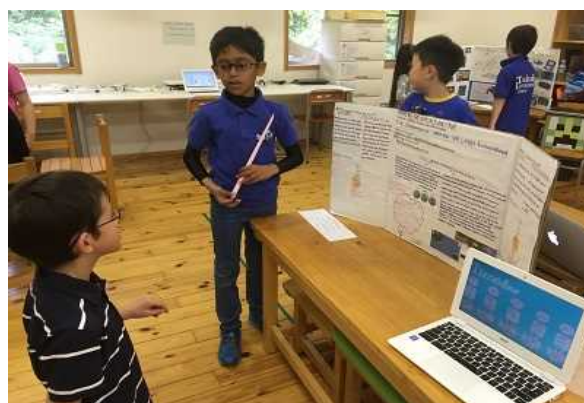


Inauguration of direct flights between Tsukuba and a Friendship City, Shenzhen, China

In addition, inspection tours from other cities of China, Indonesia, Vietnam, Mongol and other Asian cities mainly on Tsukuba Science City are increasing. As a result, business exchanges with such cities are expected to increase.

(4) Improving International Education

Tsukuba City, Ibaraki Prefecture and relevant organizations have been supporting Tsukuba International School and it has been authorized to offer International Baccalaureate School Programme for junior high school level (MYP) since June, 2014.



A class given at Tsukuba International School

In 2017, Tsukuba International School and Meikei High School are expected to be authorized to offer IB DP (Diploma Programme: high school level programme). And all the universities in Tsukuba already started

to accept students who completed IBP-DP. Influenced by these promotions, high level international education from primary school to university can be realized inside Tsukuba City. This, as well as 'the best educational city in Japan' policy in educational field, is an advantage of Tsukuba. The city is required to strengthen supports and appeals to both in and out of Japan with relevant organizations.



A class at a primary school using ICT

5 Future Direction of Tsukuba's Globalization

Considering the future direction of Tsukuba's globalization, we need solid measures that can respond to issues discussed in II-3 and changes in the global environment in II-4. As the lack of international services was pointed out, efforts of entire Tsukuba City to establish a multicultural society is continued to be needed. As the fundamentals of the city's globalization, further promotions of the measures collaborating with relevant organizations are required.

In the meantime, the former *Tsukuba City Basic Guideline for Internationalization* does not clearly propose sufficient measures for attracting investments by promoting invitation of international conferences (MICE: Meetings, Incentives, Conferences/Conventions, Exhibitions/Events) and supporting business expansion overseas. Formulating new plans for these opportunities is urgent.

We will realize '*a city where people want to live and stay forever*', which is the future vision Tsukuba City Future Framework sets as a goal, by further globalizing the city environment, focusing on the world and inviting investments from home and abroad based on these improved or newly settled measures.

Moreover, Tsukuba City drew up *Tsukuba Sports Promotion Plan* in March, 2014 with the basic policy, '*Tsukuba that connects people by sports*'. One of the measures is to promote exchange through sports and one of the goals of it is to have international exchanges through sports. Since it is expected that people's attentions to sports will accumulate by National Athletic Meet 2019 in Ibaraki, Tokyo 2020 Olympics and Paralympics, creating international exchange opportunities through sports is effective to realize a multicultural society.

III Policy on Basic Guideline for Globalization

“Establish a City to Which People from the World Gather and from Which People Go Out to the World”

As we have reviewed in the previous section, Tsukuba City is not only required to be globalized at the level of local society but to be further developed with the globalized point of view to succeed in the world. Therefore, we aim to create ‘*a city where people want to live and stay forever*’, comprehensively and systematically promoting measures for globalization based on the policy, ‘*establish a city to which people from the world gather and from which people go out to the world*’. Our three goals for globalization are:

- Create a multicultural society,
- Connect to the world and play an active role in the world by establishing international collaborative relationships, and
- Invite people and investments by appealing its globalized advantages

There are a number of people from all over the world living in Tsukuba and they are engaged in various activities including science and technology researches. It is desired hereafter to establish a local society where people meet, accept others with different backgrounds, and understand each other more deeply. To create such a society, the city needs to be an attractive and comfortable place for both Japanese and foreigners. It has to have a climate where citizens integrate in spite of difference of nationalities and cultures, and can understand and appreciate the merit of globalization.

The measures that focus on the characteristics of ‘International City Tsukuba’ and on the world can boost formation of a multicultural society, and this leads to calling in more people and investments.

IV Goals to Achieve

1. Create a multicultural society

Today, globalization is promoted in local societies. We must be proud of our culture and history of our home country, as well as we must accept other countries' cultures and history. We aim to form a multicultural society for foreign residents to integrate with local societies by promoting mutual understandings between Japanese and foreigners.

2. Link to the world by international collaborative relationships

We build partnerships with research and educational organizations, businesses, citizens' groups and associations, and further promote exchanges with other countries to form an international strategic hub for science and technology. And making the best use of these partnerships, we promote measures to develop environment to receive visitors from other countries, and measures to support invitation of MICE and business expansion overseas. Achieving this goal can help achieve the third goal.

3. Invite people and investments by appealing its globalized advantages

We invite people and investments both from home and abroad by appealing science and technology research, education and environment that Tsukuba boasts of, to establish '*a city where people want to live and stay forever*'.

V Measures and Actions

To achieve the three goals stated in IV, we promote measures and carry out actions as follows. (See the outline on p.26)

1. Create a Multicultural Society

(1) Create a Mutual Understanding

i) Support Foreign Residents' Livelihood

If a foreigner wishes to live in Japan comfortably, it is necessary to know rules and customs of the Japanese society. To support foreign residents, we carry out the following actions:

-Deploy CIR (Coordinators for International Relations) and OSCIR (Oversea Student Coordinators for International Relations) for interpretation services at the city hall and provides useful information for foreign residents through the website and other SNS, such as Twitter and Facebook.



Tsukuba City Newsletters in six languages are translated by OSCIRs.

-Distribute the life manual, *Living in Tsukuba* (English/Chinese) and the city map (English/Chinese) along with other information materials in foreign languages at the city hall to extend services for foreign residents to live comfortably.

-Improve convenience and publicity of consultation services for foreign residents cooperating with Tsukuba International Association.

-Transmit real-time multi-lingual information on medical/welfare services and disastrous emergencies, and dispatch volunteer medical interpreters coordinating with relevant organizations.

ii) Increase Opportunities for Learning Japanese

Tsukuba International Association and a volunteer group offer Japanese classes for foreigners to live in Japan without difficulties. We try to provide more opportunities of learning Japanese collaborating with the organizations concerned so that more foreign residents can attend classes, despite their ages.



Japanese class at Tsukuba International Association

iii) Eliminate Language Barriers at Public School

We provide Japanese language classes at public school using volunteers for better communications with foreign students and their parents/guardians.

iv) Improve the Urban Environment with Multi-lingual Signs

We increase multi-lingual signs or rōmaji [alphabet] on guide signs of public facilities, transport, streets, etc. to improve the urban environment for foreign residents.

v) Organize International Events

Events that anybody, regardless of nationalities, can freely participate in are important projects to raise awareness of multiculturalism and foreigners' social participation.

The major events we currently hold are; *International Exchange Fair* with which you can enjoy various foreign cultures and *Tsukuba World Footsal*. Sports events, which can be enjoyed with little verbal exchange, are very effective to create opportunities for international exchange, particularly for Tsukuba that aims to be 'a city that connects people through sports'. We do not just plan new events but make better of conventional events including *World Footsal* so that foreigners can participate more easily and that the participation rate of foreigners increases.

We promote international events taking advantage of Tsukuba's characteristics and seek ways to invite more participation of citizens by sharing information among organizers of international events held in Tsukuba, and utilizing the subsidy programme for measures to create a multicultural society, which Council of Local Authorities for International Relations (CLAIR) offers.



Tsukuba World Footsal

vi) Strengthen Collaborative Partnerships with Relevant Organizations and Citizen Groups

Collaborative relationships with relevant organizations and citizen groups are essential to develop comfortable urban environment for every citizen as 'an international city' as well as to develop infrastructure.

There are a number of associations including Tsukuba International Association and nongovernmental

groups for international exchanges which have been activated since the initial period of Tsukuba Science City. We strengthen collaborative partnerships with them to promote various globalization measures, not to mention, measures to support foreign residents.



Support activities for international students by a citizen group

(2) Enhance Citizens' Adaptability to a Global Community

i) Raising citizens' awareness of multiculturalism

Accepting others, in spite of their nationalities, races or cultures, is fundamental for a multicultural society. We enlighten citizens on multiculturalism through publications and events for international exchanges. Particularly, we promote enlightenment for a better understanding of the needs for halal foods (food that are permissible to Muslims) and kosher meal (food produced according to Jewish law), and encourage restaurants to offer them, to respond to diverse religious situations that are consequent by the increase of foreigner population (see p.3).

ii) Activate Local Communities

Globalizing local communities is also necessary. It is important for Japanese residents to have connections and relations with foreign neighbours. We encourage local communities to have a more friendly atmosphere for foreigners to integrate easily in and, at the same time, heighten foreigners' sense of participation in the local communities.

iii) Provide International Education at School

We substantiate international education at school to cultivate children's international perspectives and enhance abilities to independently act and make statements in the global community, by deepening relationships with research and academic organizations and offering lectures on foreign cultures given by foreign researchers and students who come from abroad.



A lecture on international understanding at a primary school

iv) Broaden Citizens' International Perspectives

We encourage citizens to participate in various events and projects to broaden their international perspectives and accept different cultures as a member of the family of nations. For this aim, we;

- offer information on volunteer opportunities at JICA Tsukuba (Japan International Cooperation Agency Tsukuba), which supports developing nations with technical and financial aides, and on donations acceptance through newsletters to draw citizens' interest in international cooperation and increase their participation in it
- as a familiar example, periodically create opportunities for both Japanese and foreign citizens to freely communicate at Bivi Tsukuba and community centers to brush up their foreign language and communication skills



Citizens in various generations freely enjoy communicating in English in City Chat Café

v) Promote Citizens' Exchanges with Sister Cities

Tsukuba City has three sister cities in the US and one in France. In addition, we have a friendship city in China and one in Korea we have been maintaining friendly exchanges. We promote projects that can foster international perspectives and can impress the people the next generation by offering opportunities of sports exchanges with sister/friendship cities and youth exchange with sports players from overseas taking the occasion to host the Tokyo Olympics and Paralympics.



Junior high school students who participated in the E-mail exchange programme with students in Irvine

vi) Globalize the Administration

We effectively train staff of City Hall to enhance their international perspectives and improve the organization, by deploying exclusive staff, etc., to globalize the administration.

2. Link to the world by international collaborative relationships

(1) Develop world-wide networks and human resources

i) Develop World-Wide Networks

Research institutions, universities and business in Tsukuba have developed collaborative relationships with their counterparts overseas, and they actively conduct personal exchanges. Meanwhile, Tsukuba City has boosted its brand recognition as a science city by inviting and hosting an international conference for world's science cities, High Level Forum, in October, 2015. The success of the conference is a fruit of such collaborative relationships.

We share those relationships that research institutes, universities and businesses have built, develop close relationships with Ibaraki prefecture, other municipalities and governmental institutions to develop worldwide network, making the most of Tsukuba's advantages.



High Level Forum in October, 2015

ii) Develop Human Resources in Multicultural Environment of Education

Consecutive education from primary school to university by internationally recognized IB programmes is becoming available in the near future. We support schools that are authorized to offer IB programmes with relevant organizations. Besides, Tsukuba aims to be the best educational city in Japan. We advance cross-cultural understandings and develop human resources for achieving success in the world, by increasing opportunities of interactions for students such as easy online exchanges and face-to-face communication with sister cities (see 1-(2)-v).

(2) Activate Economy in the Global Field

i) Invite Global MICE

Tsukuba's record of inviting international conferences is one of the highest in Japan. We invite more global MICE to support research institutions, universities and business to expand their international collaborative networks by taking advantage of the experience of hosting G7 Science and Technology Ministers' Meeting and accommodations renovated for it.



G7 Science and Technology Ministers' Meeting in Tsukuba
The governments, the relevant organizations and citizens united to host the conference.

ii) Support International Business Expansion

Tsukuba has been highly recognized as an international city by G7 Science and Technology Ministers' Meeting. We revitalize city's economy by supporting venture companies in the city for their participation in international business exhibitions, such as China Hi-Tech Fair, and their international business expansion, making the best use of the city's high reputation.



Exhibition by a venture business at China Hi-Tech Fair

3. Invite people and investments by appealing its globalized advantages

(1) Re-discover and Appeal Tsukuba's Global Advantage

i) Re-discover Tsukuba's Global Advantage and Appeal It Them Home and Abroad

Tsukuba's advantages are not only science and technology. Foreigners find charms of the city not only in Mount Tsukuba, one of the best 100 mountains in Japan, but in many little scenic spots that Japanese people do not notice. We re-discover spots that attract foreigners from various angles to increase domestic and foreign visitors and eventually to increase permanent residents.

ii) Heighten Tsukuba's Acknowledgement in the World

Tsukuba is drawing attentions again from the world by hosting G7 Science and Technology Ministers' Meeting. We develop tools for public relations in the world to enhance competitive TSUKUBA brand actively taking opportunities of public relations to other countries cooperating with Ibaraki prefecture and relevant organizations.

(2) Invite People and Investments to Develop Tsukuba**i) Appeal Tsukuba's High-Level International Education to the World**

Many foreign researchers working in research institutes and universities wish to stay in Tsukuba with their families. We appeal our high-level international education system to the world, such as support for foreign students at public school (1-(1)-iv) and IB programmes (2-(1)-ii), so that more excellent researchers can come and live without concerns about their children's education.

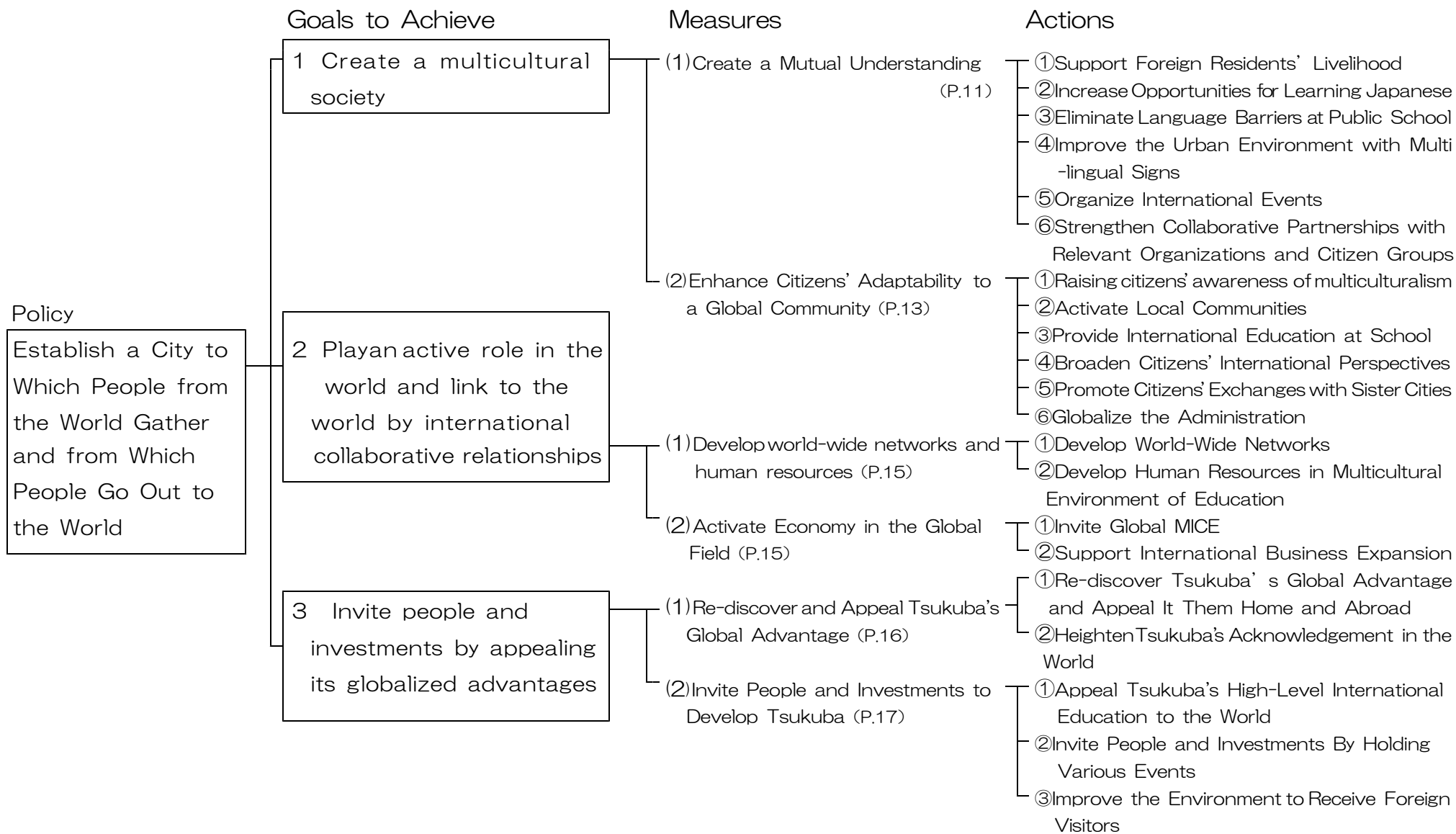
ii) Invite People and Investments By Holding Various Events

There are various events in Tsukuba City; Tsukuba Festival, Matsuri Tsukuba Festival, Tsukuba Science Collaboration, Agriculture Fair, Industrial Fair, etc., where there are business opportunities by exhibiting local specialties and high-tech products. We attract human resources and investments and invite excellent overseas businesses by exhibiting sister-cities' products and encouraging businesses to exhibit their products in these events.

iii) Improve the Environment to Receive Foreign Visitors

Today, visitors from overseas are exceeding almost 20 million. Improvement of transit to and from Narita Airport and the inauguration of direct flights to and from major cities in China boosted the populations of foreign visitors in Tsukuba as well. We improve the environment to receive these visitors not only by increasing multilingual signs in commercial facilities and tourist facilities and multilingual brochures but guiding visitors using translation cards/boards and providing seminars on how to communicate with foreigners.

OUTLINE OF TSUKUBA CITY BASIC GUIDELINE FOR GLOBALIZATION



APPENDIX

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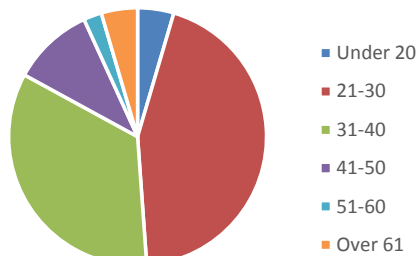
Result of Foreign Citizens Questionnaire

Date: May 9 and 10, 2015
 Location: Tsukuba Center
 Target: Foreign visitors at Tsukuba Festival
 Questionnaire was conducted in English
 Total respondents: **88**

●Result

1 Age

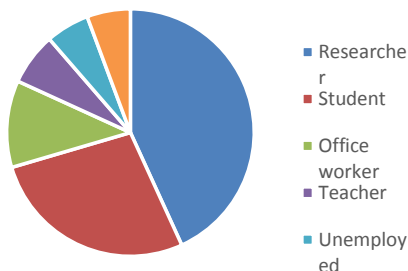
	N*	
Under 20	4	5%
21-30	39	44%
31-40	30	34%
41-50	9	10%
51-60	2	2%
Over 61	4	5%



*N: Number of respondents

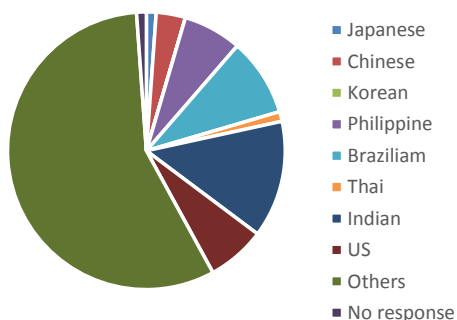
2 Occupation

	N	
Researcher	38	0.43
Student	24	0.27
Office worker	10	0.11
Teacher	6	0.07
Unemployed	5	0.06
Others	5	0.06



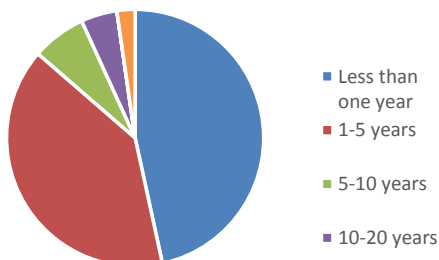
3 Nationality

	N	
Japanese	1	0.01
Chinese	3	0.03
Korean	0	0
Philippine	6	0.07
Brazilian	8	0.09
Thai	1	0.01
Indian	12	0.14
US	6	0.07
Others	50	0.57
No response	1	0.01



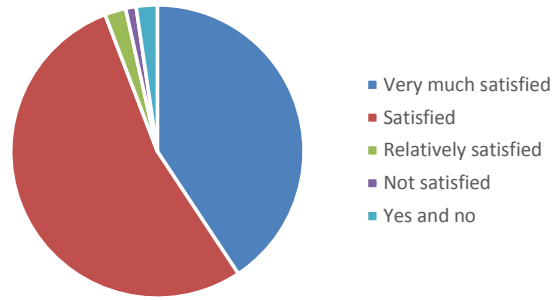
4 Period of stay in Tsukuba up to present

	N	
Less than one	41	0.47
1-5 years	35	0.4
5-10 years	6	0.07
10-20 years	4	0.05
20-30 years	0	0
Over 30 years	2	0.02

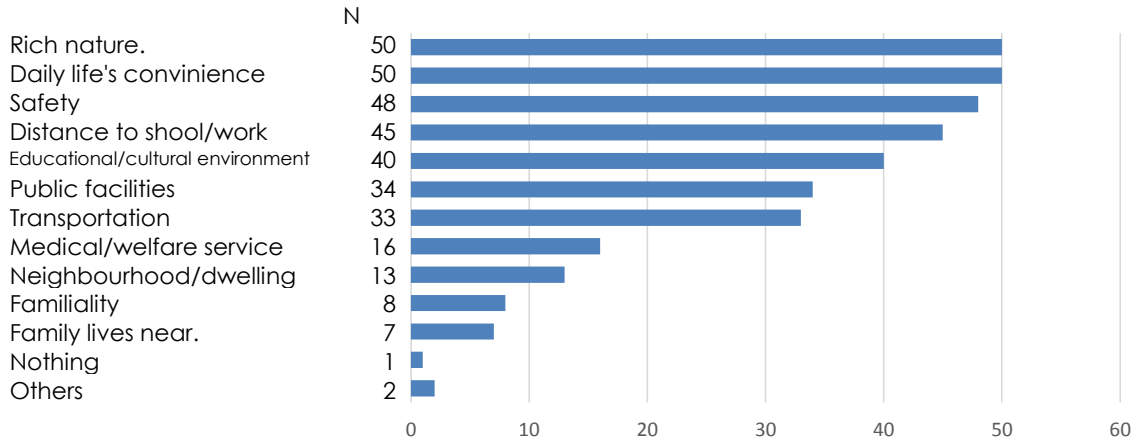


5 Are you satisfied with life in Tsukuba?

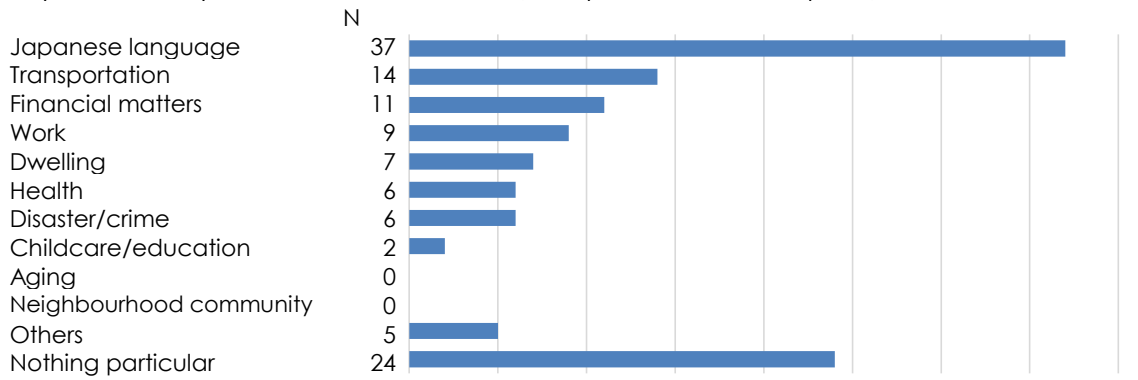
	N	
Very much satisfied	35	0.4
Satisfied	46	0.52
Relatively satisfied	2	0.02
Not satisfied	1	0.01
Yes and no	2	0.02



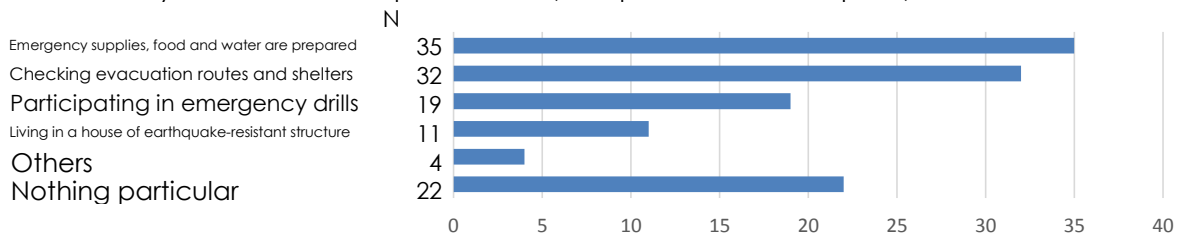
6 What are satisfying with Tsukuba? (multiple answers accepted)



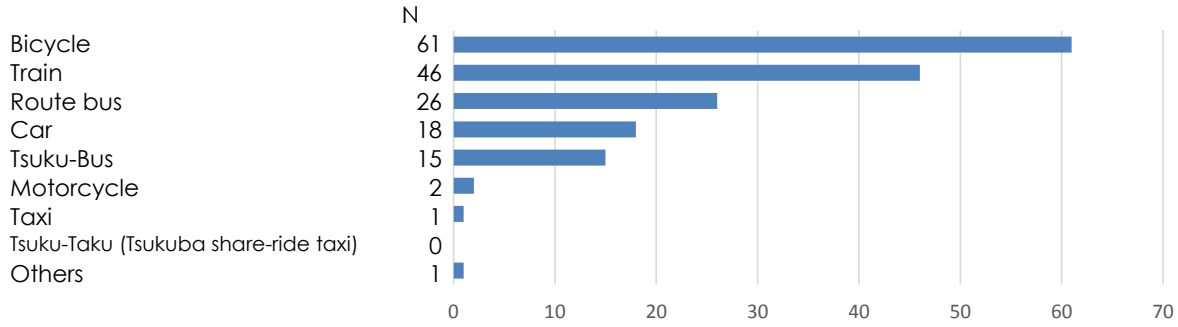
7 Do you have any difficulties or concerns? (Multiple answers accepted)



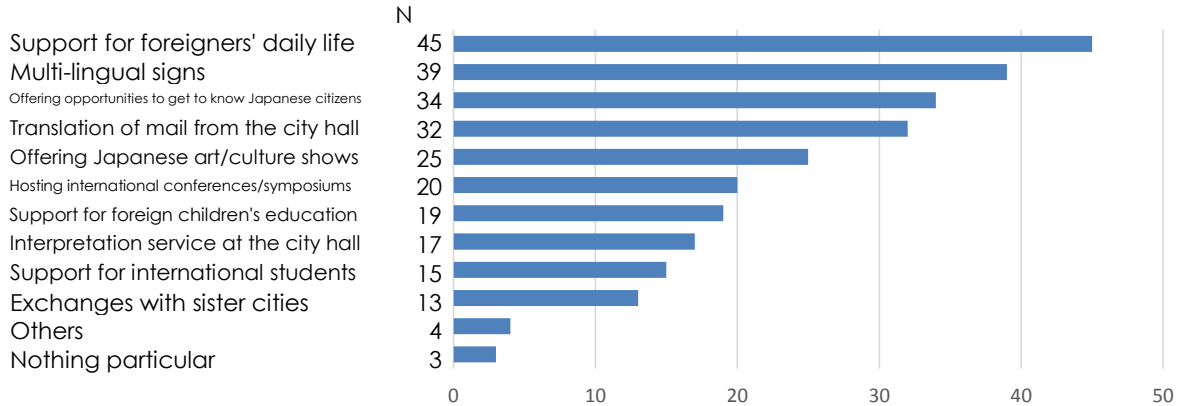
8 What do you do for disaster prevention? (Multiple answers accepted)



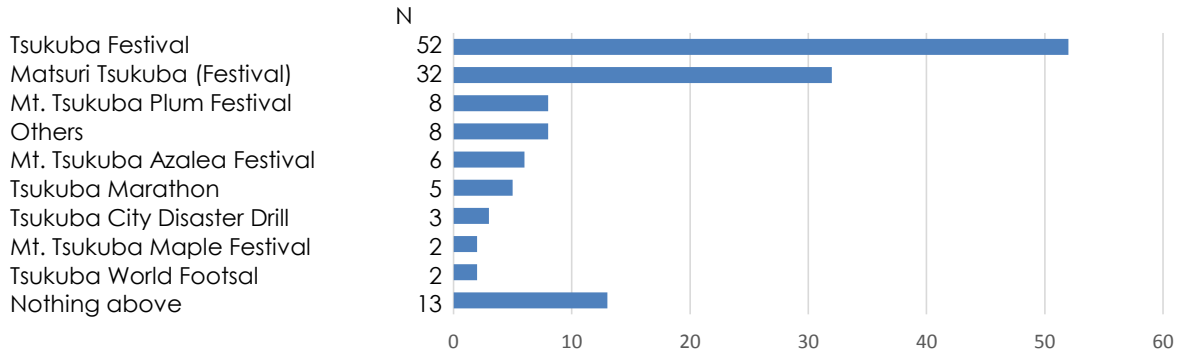
9 What transportation do you often use? (Multiple answers accepted)



10 Do you have any request for Tsukuba City as an 'international city'? (Answers should be chosen up to 3)

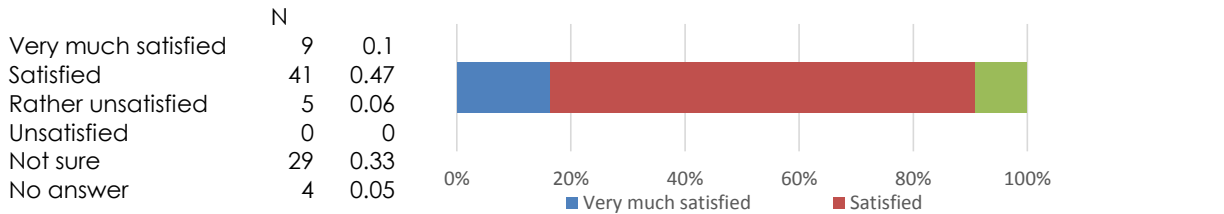


11 Which event have you participated in? (Multiple answers accepted)

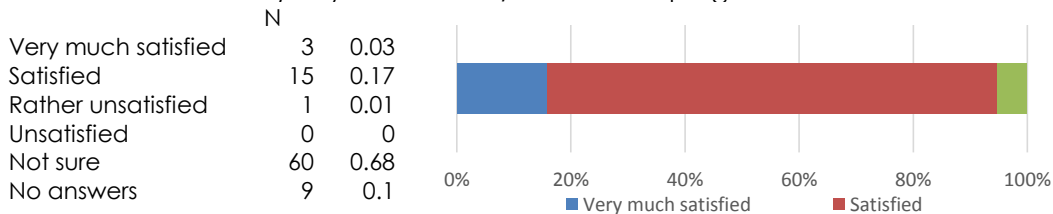


12 Are you satisfied with the following services?

(1) Medical facilities

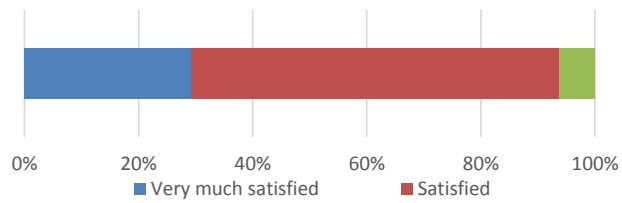


(2) Childcare services: ex) daycare centers/after-school programme



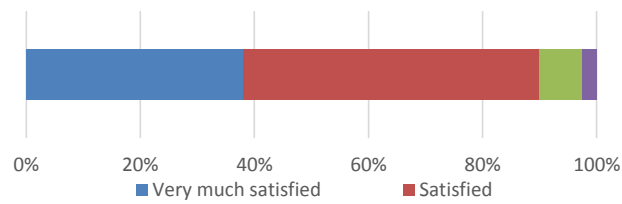
(3) Disaster prevention measures

	N	
Very much satisfied	14	0.16
Satisfied	31	0.35
Rather unsatisfied	3	0.03
Unsatisfied	0	0
Not sure	34	0.39
No answers	6	0.07



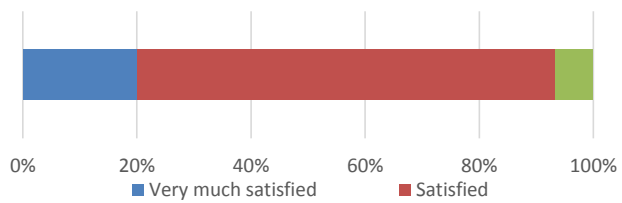
(4) Garbage collection

	N	
Very much satisfied	30	0.34
Satisfied	41	0.47
Rather unsatisfied	6	0.07
Unsatisfied	2	0.02
Not sure	5	0.06
No answers	4	0.05



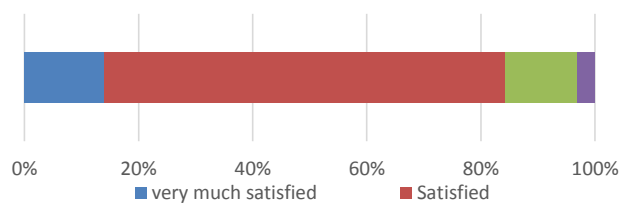
(5) Cultural facilities: ex)cCommunity centers, libraries, etc.

	N	
Very much satisfied	12	0.14
Satisfied	44	0.5
Rather unsatisfied	4	0.05
Unsatisfied	0	0
Not sure	23	0.26
No answer	5	0.06



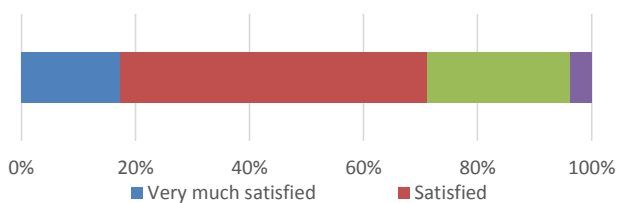
(6) Culture/Arts

	N	
very much satisfied	9	0.1
Satisfied	45	0.51
Rather unsatisfied	8	0.09
Unsatisfied	2	0.02
Not sure	18	0.2
No answer	6	0.07



(7) Newsletter/Website

	N	
Very much satisfied	9	0.1
Satisfied	28	0.32
Rather satisfied	13	0.15
Unsatisfied	2	0.02
Not sure	31	0.35
No answer	5	0.06



TSUKUBA CITY'S SISTER/FRIENDSHIP CITIES

1 SISTER CITIES IN THE U.S.

(1) Cambridge

State of Massachusetts

Since May 8, 1984



Tsukuba City succeeded the sister-city affiliation with Cambridge which was originally made with the former Yatabe Town in 1984.

Cambridge is located in the State of Massachusetts in the United States facing Boston the capital of the state, across the River Charles. The city's history can trace back to 1630 when it was built as a satellite town of Boston and in 1846 the town was reorganized as a municipality. Cambridge is the home to Harvard University, where the world's excellent brains gather and Massachusetts Institute of Technology is located. The city is one of the leading hubs for information of the cutting-edge technologies. It is an intelligent city where universities and business unite, which is very much in common with Tsukuba City. Harvard Square, the city center has an academic atmosphere with many bookstores and cafés.

As a sister city of Cambridge, Tsukuba City exhibits its traditional craftworks, such as brooms and tubs, at the *Reception Celebrating the Birthday of the Emperor of Japan* that Consulate-General of Japan in Boston (the jurisdiction of Cambridge) organizes in December every year.

(2) Irvine

State of California
 Since August 3, 1989

The former Sakura Village had soundings from Irvine in 1987 just before the merger of Tsukuba City. Tsukuba City succeeded the contact in that year and concluded the Sister-City Agreement in 1989.



Irvine is located in the southern part of California and approximately 53 km southeast of Los Angeles. It is a new city which has universities, high-tech companies and research institutes. By the time when University of California, Irvine (UCI) established in 1965, the city's population had rapidly increased and it reached approximately 224,000 in 2012. In the business zone, called Irvine Business Complex or IBC, is animated with a number of high-tech enterprises. Irvine is recognized as the city developed with the most advanced urban planning. Thus, Irvine has characteristics common with Tsukuba that they both aim to be the most advanced information cities giving their priority to education, science and high-tech industries. Influenced by the geographical feature of California, Irvine also focuses on improving living environment including dwelling, shopping centers, hospitals, hotels etc. There is rich nature and the city is entirely clean and safe as to be in the top-five-safest-town ranking in the US. On top of this, it has Disneyland nearby, beaches and art museums. The city has rich tourist resources.

The most recent exchange with the city is 'E-mail Exchange Project for Junior High School Students' in the academic year of 2014 at the opportunity of the 25th Anniversary of Sister-City Affiliation. The opening ceremony was conducted by using internet video. The two cities had 'face-to-face' communication in it.

Participants of E-pal Projects communicated with the students in Irvine through the Internet.



(3)Milpitas

State of California

Sister-city affiliation, made in July 2, 1996

Tsukuba City succeeded the sister-city affiliation with Milpitas which was originally made with the former Kukizaki Town in 1996 at the merger of the city.



Milpitas is located in the south tip of the San Francisco Bay and 70 km south of San Francisco with the population of approximately 71,000. The land area is 35 km². Slightly elevated hills covered with green and picturesque Mount Hamilton lie in the east and Santa Clara Valley in the west of the city. The city borders on Fremont in the north and the third largest city in California, San José in the south. It is also an entrance to Silicon Valley, the center of high-tech industries. The demographic of ethnic groups are diverse and culture and education are developed diversely. The largest shopping center in the San Francisco Bay Area, Great Mall, is located in the city. Milpitas has an altitude of 6 meters. The climate is mild and the average temperature is 15°C. There are almost no rainfalls from spring to autumn. There are 300 millimeters of rainfall per annum in the average.

Tsukuba City and Milpitas started the E-mail Exchange Programme for High School Students in 2012. The outcomes of the project are exhibited in a shopping center in Tsukuba City.



E-mail Exchange Programme with Students in Milpitas

2 FRIENDSHIP CITY IN CHINA

*'Friendship city' means the same as 'sister city'

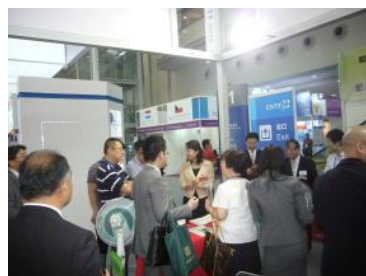
Shen Zhen City

Guang Dong Province

Since 9 June 2004

Shen Zhen City is the first city that Tsukuba has made sister-city affiliation after the merger of the city in June 2004. Shen Zhen is located in the north of Hong Kong. In 1980, it was designated as the first National Special Economic Zone in China and was remarkably

developed in a short period as a born city. The city bristles with many skyscrapers. It is one of the foremost modern cities in China. The resident population as of 2011 is 10.5 million. The total land area is 1952.84 km². Since Tsukuba is designated as the International Strategic Zone, the common point with Shen Zhen is that both of them were planned by the national projects. In recent years, the city has been developed mainly with high tech industries, information, consulting business, financial business, transportation and distribution business. The largest



China Hi-Tech Fair

industrial events such as China International Cultural Industries Fair in May and China Hi-Tech Fair in November are held in Shen Zhen every year. Lately, Tsukuba City has set up a booth in China Hi-Tech Fair with venture businesses of Tsukuba City. We support overseas business expansion and promote various exchanges including cultural/art exchanges.



3 SISTER CITY IN FRANCE

Grenoble

Department of Isère

Since November 12, 2013

The total land area of Grenoble City is 180,000 km². The population is

approximately 160,000. It is located in the southeast of the French Republic and it is the capital city of the Department of Isère. The city is at the foot of the Alps and is known as 'Capital of the Alps'. It is also famous as the host country of the Winter Olympic Games in 1968 and known for the mountain pass of Tour de France. Today, it is the home to European Molecular Biology Laboratory, Laboratory of Technology Electronic Information and



University of Grenoble and many public research institutions and higher education institutions. The city is the major hub of research and development in France and the important hub of leading-edge technology in Europe with MINATEC, the hub of micro-nano-technology. Moreover, Grenoble is internationally recognized to be unique and competitive in the fields of education, culture and sports as well as science and technology. It was ranked the fifth of 'World's 15 Most Inventive Cities' of the Forbes magazine in 2013.

Relationships between Tsukuba and Grenoble started with exchanges among research institutions and universities of the two cities. Tsukuba City concluded the Sister City Agreement at the ceremony of the city's 50th anniversary of the Cabinet approval of the establishment of the science city, on November 12, 2013, as a fruition of the 50-year history of Science City.

Tsukuba City hosted High Level Forum, an international conference for the world's scientific organizations. We start to promote a variety of exchanges such as to enter the Short Film Festival, and to participate in a music festival for young people that the City of Grenoble organizes, etc.

A delegation from Grenoble visited a primary school in Tsukuba.



4 OTHER FRIEND CITY

Daejon Metropolitan City

Republic of Korea

Since October 15, 1999

Daejon Metropolitan City is the fifth largest city in Korea with a population of 1.5 million. In the west part of the city is a famous sacred mountain, Mount Gyeryong. It used to be just a farm village of Gongju City. The Gyeongbu Line and Honam Line were inaugurated at the time of the local governments' merger under Japanese rule. Since then, Daejon has become an important place of transportation and rapidly developed. The city hosted the Taejon International Exposition in 1993. The city is the home to Daedok Science Town, which was designated as a techno-park in 1973. Since Tsukuba City has many common points with Daejon, the two cities started exchange during the latter half of 1990's and concluded Agreement of Intention of Exchange Cooperation in 1999. After the agreement, from the year Japan-Korea World Cup 2002 was held to the year of 2013, there have been held Japan-Korea-China Youth Soccer Meeting, with primary school children, and a homestay programme, Japan-Korea Youth Friendship Project. We are planning to implement a new exchange project next.



Tsukuba is introduced at a section of Daejon City Hall.

GUIDELINE FOR DISCUSSION PANEL FOR GLOBALIZATION OF TSUKUBA CITY

Article 1. ESTABLISHMENT

Tsukuba City Mayor may establish DISCUSSION PANEL FOR GLOBALIZATION OF TSUKUBA CITY (hereinafter referred to as DISCUSSION PANEL) to collect opinions widely on globalization promotion of Tsukuba City.

Article 2. MATTERS FOR REVIEW

DISCUSSION PANEL shall review items of globalization promotion conducted by Tsukuba City and reports the outcomes to Tsukuba City Mayor.

Article 3. PANELISTS

1 DISCUSSION PANEL may consist of no more than 20 panelists.

2 Tsukuba City Mayor may entrust the following individuals with discussion.

- (1) An individual who has experiences of local globalization activities
- (2) An academic
- (3) A member of the municipal assembly
- (4) An executive of a local administration
- (5) An executive of a public body
- (6) An individual Tsukuba City Mayor admits

Article 4. TERM OF OFFICE

1 The panelist's term of office shall be two years. In case of resignation of a panelist, the term of office of a substitute is the remaining term of the former panelist.

2 A panelist may be reappointed.

3 In case a panelist who is applicable to Article 3-2-(1) to (5) resigns from its position, he/she shall resign as a panelist even if it is his/her term of office has not expired.

Article 5. CHAIRPERSON AND DEPUTY CHAIRPERSON

1 DISCUSSION PANEL shall appoint a chairperson and a deputy chairperson within the panel.

2 The chairperson shall lead discussions.

3 The deputy chairperson supports the chairperson. In case of any damage to the chairperson, the deputy chairperson shall execute of duty on behalf of the chairperson.

Article 6. CALL OF DISCUSSION CONFERENCE

Tsukuba City Mayor shall call DISCUSSION PANELS.

Article 7. GENERAL AFFAIRS

Planning and Globalization Division, Planning Department deals with general affairs of DISCUSSION PANEL.

SUPPLEMENTARY PROVISION

This guideline is effective from December 1, 2015.

Discussion Panel for Globalization of Tsukuba City PANELIST LIST (The 2nd Term)

Notice: Names are listed in the order of the Japanese syllabary and the titles are omitted.

No	Position/Organization	Name
1	Secretary General Tsukuba Tourist and Convention Association	Koki Ishihama
2	Division Director Dept. of Residencies for Foreign Researchers/ General Support Center, JISTEC	Ayato Iwama (Deputy Chairperson)
3	President Tsukuba Gakuin University	Chikako Oshima
4	Director General Planning Department, Tsukuba City	Mitsuharu Omine
5	Representative KOREA Cultural Exchange Association	Kim Young Hee
6	Director International Affairs Division, Ibaraki Prefectural Government	Kazuhiro Kiyose
7	Principal Tsukuba International School	Shaney Crawford
8	Executive Director Tsukuba International Association	Kisaburo Kodama (Chairperson)
9	Junior Chamber International Tsukuba	Yusuke Saito
10	Principal Takezono East Primary School	Mieko Tamura
11	Deputy Chairman Tsukuba City Council	Yoji Tsukamoto
12	President Tsukuba Science City Network	Kazuhito Hashimoto
13	Rainbow Club	Mayo Fuura
14	Chairman Tsukuba Japanese-Chinese Association	Masahiro Fuwa
15	Vice President University of Tsukuba	Caroline F. Benton
16	Tsukuba Research Plant General Affairs Section	Daisuke Hoshina
17	Instructor of French language	Benoit Malignac
18	Assistant Professor Faculty of Health and Sport Sciences, University of Tsukuba	Tac. Yamaguchi

GLOSSARY

C

***China Hi-Tech Fair**

The largest business fair held in Shen Zhen in November every year. The total exhibition area is 115,000 m². In 2014, there were 3,016 exhibitors and 546,000 visitors from 83 countries. Tsukuba City has exhibited in a friendship city booth with venture businesses of Tsukuba since 2014 and the products have been highly evaluated.

***City Chat Café**

An event held almost monthly to enjoy chatting in English. It is organized by University of Tsukuba, Tsukuba International Association and Tsukuba Science City Network.

***Council of Local Authorities for International Relations (CLAIR)**

A corporation established aiming to promote globalization in local societies and develop human resources for local public bodies. They are engaged in supporting globalization measures in locals mainly composed of local public bodies and their activities conducted overseas.

G

***Globalization**

The word 'internationalization' gives us an image of 'country to country' and 'race to race' and that there are borders between us. However, the word 'globalization' gives us an image that we live on the same one globe. Tsukuba City thinks the word 'globalization' is appropriate to represent our idea of the direction we aim to.

***Global MICE**

MICE is a coined word; M=Meeting, I=Incentive

tour (tour by invitation), C=(international) Convention/ Conference and E=Exhibition

The Japan Tourism Agency points out three major impact of MICE as follows:

(1)MICE creates business innovation opportunities: It helps networking with the world's leading members of business and academia and these networks invite new business or facilitate innovations.

(2)MICE creates economic impact in local areas: Consumption expenditure and operation expenditure by participants and exhibitors of MICE will create a great economic impact to the host area.

(3)MICE enhances competitiveness of the nation and cities: Human and information exchanges through MICE build up networks, improves business and research environments, enhances cities' competitiveness and consequently it enhances the nation's competitiveness.

***G7 Science and Technology Ministers' Meeting**

One of the ministers' meeting as a part of Ise-Shima Summit 2016, held in Tsukuba International Congress Center as the main venue from May 15-17, 2016. The Promotion Council including Ibaraki Prefecture, Tsukuba City, and research institutions supported the organizer, the Cabinet to host the conference. The joint statement, *Tsukuba Communiqué* was issued.

H

***Halal**

Things religiously acceptable according to Muslim law. Generally, food materials or cuisines that are admitted to eat by Muslim law.

***High Level Forum**

A conference formed by GIANT (Grenoble Innovation for Advanced New Technologies), a research and development hub in a Tsukuba's sister city, Grenoble, France. Executives of research organizations, universities and businesses assemble in annual meetings and discuss how innovation eco-systems(*) should be. Participants verify successful cases in the world and seek resolutions to problems the world shares. The 4th Forum was held in Tsukuba in October, 2015.

*Innovation eco-system: an organization where innovations are facilitated. In an eco-system, new technologies, products, services and industries are produced by its outcomes of research and development.

***ICT**

=Information and Communication Technology. Online communication is added to information technology.

***International Exchange Fair**

A fair held during Tsukuba Festival, one of the major four festivals in Tsukuba. There are more than 20 restaurants of foreign cuisines and shows of performances of foreign cultures. It gives a strong international flavor to the festival. It is organized by Tsukuba International Association.

***International Baccalaureate: IB**

An international educational foundation and their educational programmes. (The headquarters is located in Genève.) IB issues the internationally approved certificate to enter universities (IB diploma).

-Middle Years Programme (MYP): IB programme for children age 11-16. The programmes for children age 3-12 is Primary Years Programme (PYP), which Tsukuba

International School is authorized to offer. MYP is to learn how things they have learned in PYP link to social incidents.

-Diploma Programme (DP)

IB programme for students age 16-19. When having completed the programme and passed the final examination, the diploma which is internationally approved to enter university (International Baccalaureate Diploma) is issued.

***Kosher**

It is food cooked according to rules Jewish laws provides. Ruminantias and even-toed ungulates are allowed to eat. Fish lacking scales, crustaceans, rabbits and camelids are prohibited to eat.

***Lectures on International Understanding**

CIR, OSCIR or foreign citizens introduce their home countries at school to broaden citizens' international perspective.

***Multicultural Society**

In a multicultural society, people with different nationalities and/or racial backgrounds mutually accept their cultures and live together as members of the same society trying to create equal relationships.

***Sister City**

Establishing sister city relationships aims to promote cultural exchanges and goodwill. It is also called 'Friendship City' or 'Goodwill City'. It is different from diplomatic relations between nations.

***SNS**

=Social Networking Services. They are services to build up networks by online exchanges.

(Ex. Twitter, Facebook)

T

***Travels of Foreign Visitors (“Inbound”)**

After the Japan Tourism Agency was established in 2008, various promotion measures have been conducted by the official and the private sectors, such as relaxation of visa requirement, and tax exemptions. Consequently, the population of foreign visitors to Japan, which was 6.7 million in 2005, increased up to 19.73 million in 2015.

Japanese people use the word “inbound” meaning ‘travels of foreigners to Japan’, and the word “outbound” meaning ‘travels of Japanese to go abroad’.

***Tsukuba City Strategic Plan**

The plan formulated to effectively and efficiently realize the future vision aimed in Tsukuba Future Framework by; allocating management resources to particularly important measures of the municipal administration, carrying out actions in a cross-sectional method and systematically managing them.

***Tsukuba Future Framework**

The basic guideline on Tsukuba's city planning newly formulated and effective until the middle of the 21st century for Tsukuba's further development. The city's future vision aimed in the framework is ‘a city where people want to live and stay forever’.

***Tsukuba Science Collaboration**

A united event of Tsukuba Science Festival, Tsukuba Environment Festival and Tsukuba 3E Forum.

***Tsukuba World Footsal**

An annual event held at the end of November or in the beginning of December aimed to offer foreign residents opportunities to participate in the local society and to enlighten citizens on multiculturalism which integrates people with different languages or cultures. The committee is composed of associations and businesses that support foreigners. The event aims to build up networks among them. 84 out of 431 were foreigners, which counts for approximately 19.5% of the total participants/visitors in 2015.

***29 research and academic institutions**

The institutions approved to be included in the Tsukuba Science City when the Japanese Cabinet approved to establish the city in May 1972. These institutions are operated by the national government or independent administrative agencies.



TSUKUBA CITY

OFFICE OF INTERNATIONAL AFFAIRS

PLANNING AND GLOALIZATION DIVISION

PLANNING DEPARTMENT

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