BACKGROUND AND REASON

TO FORMULATE TSUKUBA CITY BASIC GUIDELINE FOR GLOBALIZATION

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BACKGROUND AND REASON FOR THE GUIDELINE

Tsukuba City Basic Guideline for Internationalization was formulated in May, 2011 as the guideline for internationalization measures for Tsukuba City to implement. In the past five years, the international environment of Tsukuba has dramatically changed; improvement of transportation such as the Metropolitan Intercity Expressway Network and the transit between Tsukuba and Narita Airport, hosting international conferences such as High Level Forum, G7 Science and Technology Ministers' Meeting, etc., and the increase of foreign residents and visitors.

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

SIMILAR PLANS FORMULATED BY OTHER MUNICIPALITIES

-Tsuchiura City Multicultural Society Promotion Plan

-Ibaraki Globalization Promotion Plan

GROUND/POSITIONING IN 'THE FUTURE FRAMEWORK'

The ground/positioning of 'globalization promotion' is a measure to realize one of the policy of *Tsukuba City Future Framework*, '*the city in which every citizen grows and supports each other*'.

THE ORDINANCE CONCERNED

Tsukuba City Science Technology Promotion Guideline

IMPACT BY IMPLEMENTATION OF THE MEASURES (Cost should be indicated if possible)

The following impacts are expected:

- -Effective and efficient implementation of various measures to realize a multicultural society in cooperation with relevant organizations and bodies
- -Increase of economic exchanges will with the name recognition of TSUKUBA
- -Increase of human resources and investments from home and abroad by active appealing of Tsukuba's charms

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OUTLINE OF PROPOSAL FOR TSUKUBA CITY BASIC GUIDELINE FOR GLOBALIZATION

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. The city drew up Tsukuba City Basic Guideline for Internationalization in May, 2011. The city has been supporting foreign citizens to live comfortably regardless of nationalities and languages aiming to establish a multicultural society with relevant organizations. Besides, the international environment of Tsukuba has dramatically changed; hosting major international conferences, the increase of foreign visitors, improvement of availability of International Baccalaureate Programmes, etc. However, the results of the opinion polls suggest that the city's services are not satisfying.

Considering these situations, we decided to newly formulate Tsukuba City Basic Guideline for Globalization. We adopt the new guideline to implement, measures not just 'internationalization' but 'globalization', over the next five years until 2020. We aim to realize 'a city where people want to live and want to stay forever', which is the future vision of the city Tsukuba City Future Framework aims to establish.

Policy || Establish a City to Which People from the World Gather and from Which People Go Out to the World || (P.9)

Goals to Achieve						
1	1	Create	a Mu	ulticultural	Society	(P.10)

We aim to form a multicultural society for foreigners and Japanese to understand mutually.

Measures and Actions

(1) Create a multicultural society

- Support Foreign Residents' Livelihood (P.11) We improve services as follows; deploy CIR and OSCIR for interpretation services at the city hall; provide useful information through the website; improve the availability of consultation services for foreigners; dispatch volunteer medical interpreters and transmit real-time multilingual information via SNS in case of emergency
- ii) Increase Opportunities for Learning Japanese (P.11)

We try to more opportunities ofprovide learning Japanese to respond to foreigners' needs.

iii) <u>Eliminate Language Barriers at Public</u> School (P.12)

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 (P.12)

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

- v) Organize International Events (P.12) We promote events that anybody, regardless of nationalities, can freely participate, especially in sports events, which can be enjoyed with little verbal exchange, improving them for foreigners to participate easily.
- (P.12) vi) Strengthen Collaborative Partnerships with Relevant Organizations and Citizen Groups We strengthen collaborative relationships with relevant organizations and citizen groups.

educational organizations, businesses, citizens and relevant organizations, and further promote exchanges with other countries.

We build partnerships with research and

2 Link to the World by International

Collaborative Relationships (P.10)

Develop world-wide networks and human resources

i) <u>Develop World-Wide Networks</u> (P.15) We develop worldwide networks to increase exchange opportunities with science cities in and out of Japan, making the most of Tsukuba's advantages.

ii) Develop Human Resources in Multicultural Environment of Education (P.15)

We support a consecutive International Baccalaureate programmes with relevant or ganizations. We also aim to be the best educational city in Japan, advance crosscultural understandings and develop human resources for achieving success in the world.

(2) Activate Economy in the Global Field

i) Invite Global MICE (P.15)

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.

(P.16)

ii) Support International Business Expansion We revitalize city's economy by supporting venture companies in the city for their participation in international business exhibitions and business expansion.

3 Invite People and Investments by Appealing Its Globalized Advantages (P.10) We invite people and investments both from home and abroad by appealing the Tsukuba's pridescience and technology research, education and environment-to the world.

Re-discover and Appeal Tsukuba's **Global Advantage**

i) <u>Re-discover Tsukuba' s Global Advantage</u> and Appeal It Them Home and Abroad (P.16) We re-discover spots that attract foreigners from various angles to increase domestic and foreign visitors and eventually to increase permanent residents.

ii) <u>Heighten Tsukuba' s Acknowledgement in</u> the World (P.17)

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 relevant organizations.

(2) Invite People and Investments to **Develop Tsukuba**

i) Appeal Tsukuba's High-Level International Education to the World (P.17)

We appeal our high-level international education system to the world, such as support for foreign students at public school and IB programmes 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 (P.17)

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 (P.17)

We improve the environment to receive these visitors by increasing multilingual signs in commercial facilities and tourist facilities and providing seminars on how to communicate with foreigners.

(2) Enhance Citizens' Adaptability to a Global Community

i) Raising citizens' awareness of multiculturalism (P.13)

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 and kosher meal and encourage restaurants to offer them, to respond to diverse religious situations that are consequent by the increase of foreigner population.

ii) Activate Local Communities (P.13)

We encourage local communities to have a more friendly atmosphere for foreigners to integrate easily and, at the same time, heighten foreigners' sense of participation in the local communities.

iii) Provide International Education at School (P.13)

We substantiate international education at school to cultivate children's international perspectives by offering lectures on foreign cultures.

iv) Broaden Citizens' International Perspectives (P.14)

We organize events for Japanese and foreign citizens to freely communicate to foster Japanese citizen's international perspective to understand different cultures.

v) Promote Citizens' Exchanges with Sister Cities (P.14)

We promote projects that can foster international perspectives and can impress the people of 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.

vi) Globalize the Administration (P.14) 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.

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