

# Summit for Mayors

## Session 2

### Making the most of diversity for city development

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Commentator	Mr. Toshihiro MENJU, Managing Director, Japan Center for International Exchange
Presenters	Mr. Tadayoshi MATSUBARA, Mayor of Ota City (Japan)
	Ms. Hiroko NAKAYAMA, Mayor of Shinjuku City (Japan)
	Mr. MIN, Hyung-Bae, Mayor of Gwangsan-gu, Gwangju Metropolitan City (Korea)
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## Intercultural Initiatives by Ota City Government, Tokyo


Community building by making the most of diversification

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Asia-Europe Intercultural City Summit 2012 Hamamatsu  
October 26, 2012



Tadayoshi Matsubara  
Mayor  
Ota City, Tokyo



**Ota City in Tokyo**

Ota City is one of the 23 special cities; one of the self governing bodies of Tokyo Metropolis. It is the only municipality in Tokyo boasting the gateway to the world such as Haneda International Airport and Port of Tokyo.

## Outline of Ota City

Ota City covers 60.42 km<sup>2</sup> and is the largest of the 23 cities of Tokyo.

Ota City is the third most populated city with a population of 696,000 (as of August 1, 2012.) among Tokyo's 23 cities.


High concentration of small- and medium-sized enterprises with most advanced manufacturing technologies in the world.

**Ota City's "No. 1" in Tokyo**

- 4,362 factories (as of Dec. 31, 2008)
- 35,741 factory employees (as of Dec. 31, 2008)
- 779,587 million yen as value of manufactured goods shipped (as of FY2008)

**Budget Scale of Ota City in FY2012**  
General account budget: 226,440 million yen

## Reinstatement of Haneda International Airport Connecting 17 Cities around the World




Linking to 17 cities around the world, Beijing, Shanghai, Hong Kong, Taipei, Bangkok, Kuala Lumpur, Kota Kinabalu, Singapore, London, Paris, Honolulu, Vancouver, San Francisco, Los Angeles, Detroit and New York

1931 Haneda Airport was opened.  
1978 New Tokyo International Airport (known as Narita Airport) was opened. All international routes were transferred to Narita from Haneda.  
2003 International charter flights between Haneda and Gimpo Airport, Korea went into service.  
2010 Reinstatement of Haneda International Airport  
2013 Total annual takeoffs and landings in Haneda was approx. 90,000, increased by 1.5 times.

## 20-Year Future Vision


**Ota, an international city  
vividly active for the future  
with power of local community  
supporting residents' living  
~from Ota City's Basic Concept~**

**Key Words: "Power of Local Community"  
and "International City"**



## Aiming at Developing into an International City

- Reinstatement of Haneda International Airport is a good opportunity for City of Ota to promote tourism, local industries and town building.
- Ota's internationalization policy is to anticipate the future and develop policies related to issues generated by increase in number of foreign residents, not to fall behind them.
- Making policies aiming at developing an international city maximizes benefits and dissolves disadvantages.





## City of Ota Aiming at International City

### Major Initiatives

## Ota Municipal General Gymnasium

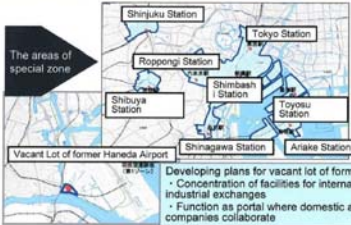
Opened on June 30, 2012  
Declaration of City of Sports and Health

Hub of international exchange programs through sports  
International-athletic standard with 4,000 seats

### Tokyo's Special International Zone Strategy Concept of Special Zone for Asian Headquarters

By attracting Asian headquarters and R & D hubs to Tokyo which has high potential, private investments will be induced, new technology will be developed and new services will be created in collaboration with domestic SMEs.



The areas of special zone

Developing plans for vacant lot of former Haneda Airport

- Concentration of facilities for international conference and industrial exchanges
- Function as portal where domestic and overseas companies collaborate

### Tokyo's Special International Zone Strategy Concept of Special Zone for Asian Headquarters

Medium- and long-term urban strategy in anticipation of 100-year future of Tokyo to survive competition involving major global cities

Reinstatement of Haneda Int'l Airport  
+

Concentration of manufacturing companies and technologies

Gateway in Heisei Era

Facilities for Industrial exchange with gateway function where overseas and domestic companies including those in Ota will collaborate, and which will lead to the development of new market and the creation of new technology through business exchange.



## Cool OTA-ku Ambassadors

Foreign residents participate in the Cool OTA-ku Ambassador program to distribute information on charms of Ota City to the people of countries, cities and communities of their origin.



The picture was taken when the Ambassadors took a tourist route in Ota City with Mayor Matsubara.

## Two Pillars as an International City

"International Exchange" & "Multicultural Cohabitanace"

## Future Vision of Multicultural Cohabitation in the City of Ota

Future vision of international city, Ota

A community where people live together by understanding and respecting each other and that has a vitality generated by multicultural cohabitation.



## Objectives

- We are committed to cultivating multicultural cohabitation consciousness so that Japanese and foreign residents can build a better relationship on an **equal basis** in the local community.
- We are committed to building a **society where foreign residents can live comfortably**.
- We are committed to creating a **system which enables foreign residents to positively participate** in making Ota an international city as one of the members of society.



## Multicultural Cohabitation Practices of Ota City

• Survey was conducted to study the current situation of foreign residents of Ota City in October 2009.


• Ota City's multicultural cohabitation plans were developed in March 2010.

• Interpeople Community Center (mics Ota) was established in September 2010.

• Ota Council of Multicultural Cohabitation Promotion was set up in November 2011.



## Making the Most of Diversity for Community Building

 **Hiroko Nakayama**  
 Mayor of Shinjuku City

### 1 City of Diversity "Shinjuku City"

-International City where people live, work, study, relax, and enjoy -



Shinjuku City is located in the Center of Tokyo 23 cities

**Day population 750,120 people**

(2010 National Census)

(Third of the Tokyo 23 cities)

**Annual retail sales amount \***

**1,349.3 billion yen**

(Second of the Tokyo 23 cities)

**Large scale retail stores\* 66 stores**

(Top of the Tokyo 23 cities)

**Shinjuku Station Transition 3.5million / day**

(\* 2007 Commercial Statistics)

(**Top city in Japan**)



Skyscrapers Business Town



One of the top commercial and restaurant district in Japan



### Academic City



Campus of  
 Waseda University, Gakushuin Women's  
 College, Keio University, Kogakuin  
 University, Sophia University, Takarazuka  
 University, Chuo University, Tokyo Medical  
 University, Tokyo Women's Medical  
 University, Tokyo Fuji University, Tokyo  
 University of Science, Hosei University,  
 Mejiro University...etc

**Vocational / Other Schools**

**70 Schools**

(Top of the Tokyo 23 cities)

**Japanese Language Schools**

approx. 50 schools

4,000 international students  
 study at Waseda University.

### City of Living with greenery

City with 320 thousand population

(Japanese: 13rd of the Tokyo 23 cities)

(Foreigners : Top of the Tokyo 23 cities)



Kanda River



Shinjuku Gyoen National Garden

### City of International Tourist Site

**Ratio of foreign visitation by cities and  
 tourist sites**

**34.8% (Top city in Japan)**

(2010 JNTO Visitor Arrivals of Overseas Travelers  
 by destination, Japan National Tourism  
 Association)

**Foreign tourists' most satisfying city of  
 Tokyo**

**13.1% (Top city of Tokyo)**

(2010 Survey of Tourists of Tokyo Metropolitan  
 Gov.)

### 2 Many foreigners live and work makes city diversity

#### (1) Japan's leading foreigners Rate

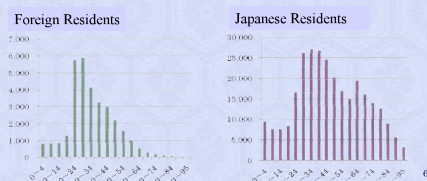
Population \* (As of Sep.1 2012) \*Residential Basic Book

Japanese	287,099	89.9%	As of Jan 1 2012
Foreigners	32,178	10.1%	
Total Population	319,277	100.0%	

Japan	1.63%
Tokyo	3.10%

#### (2) Majority of the foreigners are in their 20s and 30s - 26.7% of the foreign residents' status is "student" -

Comparison of Shinjuku city population in age brackets (As of Sep.1 2012)



### 3 View large foreign population as positive manner

Active economy increase the appeal and dynamism of Shinjuku City

#### (1) Foreign residents reduce the aging rate of Shinjuku

Population \* (Population in 3 age brackets: As of Sep.1 2012) \*Residential Basic Books

	Total Population	Young Population (Under 15%)	Productive-age Population (15-64%)	Aging Population (65 and over)
Japanese	287,099	24,618 (8.6%)	201,781 (70.3%)	60,700 (21.1%)
Foreigners	32,178	2,540 (7.9%)	28,813 (89.5%)	825 (2.6%)
Total Population	319,277	27,158 (8.5%)	230,594 (72.2%)	61,525 (19.3%)

Having large foreign population reduce 1.8% of Shinjuku's aging rate (21.1% to 19.3%)

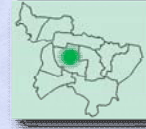
#### (2) Status of Residents regarding economic activity

(authorized employment 22.0%, Permanent Residents 17.5%)

1. "Specialist in Humanities / International Services" 9.1% "Engineer" 2.8%  
Many come to Japan as "Students" and graduate from university or graduate school and work in Japan.
2. "Skilled Labor" 4.3% "Investor / Business Manager" 2.8%  
Foreign restaurant cooks or employers
3. "Permanent Resident" 1,033(4.7%) in 2000 to 5,667(17.5%) in Aug. 2012

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#### (3) Vitalization of Okubo area



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#### A) Shin Okubo Station's average daily transition



Cited from JR east's website

#### B) Official land market value as of Jan.1 2012

Increased the land market value of commercial area in Shin-okubo area (1.57million yen in 2011 to 1.6million yen in 2012)  
Only 8 area out of 2,500 of Tokyo increased the land market value.

#### C) Positive Evaluation for increasing foreign residents

Able to enjoy various country's food  
Take the opportunity to study foreign language  
Able to come in contact with different cultures

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### 4 Challenges for multicultural community building

- Comparison of "A survey of Multicultural Living in the Shinjuku City" -

		Year of 2003	Year of 2007
Foreign residents live in your neighborhood	Favorable	17.1	21.2
	Unfavorable	27.8	20.7
Worries on increasing foreign residents	Rising crime	61.7	48.5
	Vague apprehension	38.3	32.7
	Many living in one room	33.7	27.6

#### Foreign residents live in your neighborhood <Japanese, Areas>

Areas	Year of 2003		Year of 2007	
	Favorable	Unfavorable	Favorable	Unfavorable
Yotsuya	8.1%	17.2	22.3	18.4
Tanumachi	5.6%	29.7	11.9	38.0
Enokicho	6.3%	29.7	18.8	33.4
Wakamatsudo	7.0%	20.1	28.7	22.3
Okubo	23.4%	19.1	46.7	10.2
Totsuka	9.7%	10.2	28.5	21.7
Ohsakajimshi	3.9%	9.9	26.7	20.9
Oshai-datch	4.8%	16.7	22.4	16.3
Kashiwagi	16.3%	28.2	39.2	11.1
Tsumozazu	8.1%	10.5	31.6	22.6
T o t a l	10.1%	17.1	27.8	21.2



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### 5 Conclusion

#### (1) The Shinjuku City Basic Autonomy Ordinance

- established October 2010 -

(Preamble) " We are striving for the realization of a multicultural society to appreciate the diversity of each citizen with the people gathered from across the world, ... "

#### (2) The Shinjuku City Multicultural Council (established Sep. 2012)

Established as Mayor's affiliated organization

Consists of academic experts, citizens selected from among applicants,

organization representing multicultural activities,

representing of community groups

31 members (Japan, Korea, China, Nepal, Myanmar, France, United States, Philippines, and Thailand)

Discussing matters

"Enhancement of the immigrant children's educational environment"

"Creation of foreigner's support system during a disaster"



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# It's together+ Gwangsan!

Asia-Europe Intercultural City Summit, 2012 in Hamamatsu

## I -1. Current Situation and Characteristics Gwangsan-gu

- Location: Central city in the south western part of the Republic of Korea
- Land Area: 222.88km<sup>2</sup> (45% of the city)
- Population: 389,936 people (including 7,332 foreign residents)
- Industrial area: 1,562 ventures in 4 areas

**A City where Diversity Coexists**

Modern/Traditional, City/Farming Village, Former Center/New Center Where Diversity Exists

**A Young and Vibrant City**

Population increase ratio - Number 10 local government nationwide, average age of citizen: 33.4 years, Ratio of infant population: 23%

**A City with Many Foreign Residents**

55% of Gwanhu industry Over 50% of registered foreign residents

## I -2. Current Situation of Foreign Residents

	2008	2009	2010	2011	2012
Gwangsan (Percentage of national figure)	4,696 (0.61%)	5,189 (0.62%)	5,631 (0.61%)	6,752 (0.67%)	7,228 (0.64%)
Korea	767,823	825,410	920,887	1,002,742	1,117,481

\*The actual number of foreign residents lies around 10,000 (estimation) (including those who have acquired nationality and those who are not registered)

국적별현황 (Nationality Status):

- 일본 (Japan): 738명 (20.3%)
- 중국 (China): 1,559명 (4.5%)
- 미국 (USA): 294명 (0.8%)
- 인도네시아 (Indonesia): 478명 (1.3%)
- 스리랑카 (Sri Lanka): 518명 (1.5%)
- 인도네시아 (Indonesia): 388명 (1.1%)
- 필리핀 (Philippines): 516명 (1.5%)
- 한국계중국인 (Korean-Descendant Chinese): 498명 (1.4%)
- 베트남 (Vietnam): 794명 (2.3%)
- 미국 (USA): 379명 (1.1%)
- 중국 (China): 719명 (2.1%)

\*Source: National Foreign Resident Survey (as of Jan 1<sup>st</sup> 2012)

## II. Promotion of Multicultural Policy, Environment

**International Trend**

- Increase in demand and acceptance for migrant workers, education and international cooperation
- Increase in multicultural exchange and cooperation

**Domestic Environment**

- Bureaucracy led policy promotion centered on multicultural families
- Increase in domestic settlement ratio of foreign residents
- Growth of demand for policies relating to migrant women workers, and young migrant children etc.

**Actual Current Situation of Immigrants**

- Non-adaptation to culture and language
- Difficulties in daily life due to restricted acquisition of information
- Lack of culture sharing opportunities
- Feeling of alienation from surroundings

"City Development Utilizing Diversity"

## III. Multicultural City Vision

An Easy to Live Gwangsan, A Better Gwangsan

**Vision: A Mature Multicultural City where Human Rights and Diversity are Respected**

**Adaptation Support for Society and Culture**

**Communication with Participating Citizens**

**Social Participation of Immigrants**

**Action Plan:**

- Management of Multicultural Family Center
- Operation of Support Network
- Art & Culture/Physical Projects
- Enhancement of Multicultural Understanding
- NPO Activities of Migrants
- Social Business Management
- Using Talented People & Volunteers

**Infra:**

- Set up of a new foreign resident department - Formation of a foreign resident support network - Establishment of a multicultural family support mechanism - Multicultural family and foreign resident support ordinance
- Orientation as independent minded citizens with diverse cultural identity
- Pursuing the paradigm of creating the "Multicultural Society" together with citizens

## III-1. Management of the Multicultural Family Support Center

- Adaptation support for society & culture
- Citizen participation & communication
- Migrant participation in society

**Basic Situation**

- Established in 2009
- Managed by Catholic

Organization = 29 personnel (including 5 foreign residents)

**Current Situation of Resident Participation**

- Teachers of Korean classes
- Child rearing helper service
- Home visiting teacher mentoring

**Migrant women services**

- Mentoring for newly arrived women
- Translation/interpretation volunteers

### III-1. Management of Foreign Resident Support Networks

**Gwangsan-gu Foreign Resident Support Policy Council**

- Public admin & legal support
- Health & safety support
- Education support
- Employment & work support
- Welfare & cultural support

■ Social and cultural adaptation support - 2  
 ■ Migrant participation and communication - 1  
 ■ Social participation of migrants

■ Fields: 5 fields (Public admin/legal, safety, education, employment, welfare)  
 ■ Members: 16 people (14 organizations/groups)  
 - 4 public institutions such as education bureau, police station, employment center, immigration bureau etc. and 5 related institutions, 5 citizen groups which support foreign resident workers and migrant women, and participation of foreign residents.  
 ■ Functionality: Implementation of Gwangsan-gu foreign resident support project advisories and council functionality

### III-1. Culture/Art/Physical Events

**'Made in Asia' Performance**

-When: August 5th 2012  
 -What: 12 Traditional musicians were invited from 7 Asian countries including Mongolia & Vietnam  
 -Organizer: Gwangsan Catholic Welfare Organization & Gwangsan Buddhist Women's Association

**Foreign Resident Workers Namjangang (since 2006)**

-When: New year, festival of the dead (twice per year)  
 -What: Food culture experience of various countries, cultural performances & party trick presentation etc.

### III-2. Promotion of Cultural Understanding

■ Korean culture adaptation support - 1  
 ■ Migrant participation & communication - 1  
 ■ Social participation of migrants

Warm up exercises for communication, let's embrace various cultures!

Let's become the mother of migrant women homes

▲ Multicultural experience festival  
 Children's soccer classes for multicultural & regular families

### III-2. Migrant NPO Activities

Foreign Workers

- Employment Consultation
- Free Medical Examination Support
- Supporting Events of Various Countries

■ Korean culture adaptation support - 1  
 ■ Migrant participation & communication - 2  
 ■ Social participation of migrants

### III-2. Together, a Happy Gwasan!

Case 1 Medical Fee Subsidy Movement for Foreign Workers

■ Korean culture adaptation support - 1  
 ■ Migrant participation & communication - 3  
 ■ Social participation of migrants

National media coverage  
 "Foreign workers embrace hope and return home"  
 "Compassion towards foreign workers, Gwasan together"  
 "It's been 30 days since 4,283 residents participated in donation"  
 "Even if there are illegal immigrants, there are no illegal people"

A sad young Sri-Lankan fighting disease  
 Current Donation Level **9,313,079** Korean Won

### III-2. Together, a Happy Gwasan!

Case 2 3 "ChumChan" wishes that citizens granted together!

3 "ChumChan" wishes that the Mayor asked directly

- I want to visit my sick mother
- I want to get married in Korea
- I want to acquire Korean nationality

1. To home! - 2011. April 9. ~ 23.  
 2. Wedding - 2011. May 20.

Coverage of the ChumChan situation and opening of the Together Gwasan Donation Movement



**III -3. Management of Social Business**

- Korean culture adaptation support
- Migrant participation & communication
- Social participation of migrants - 1

**Migrant Women** Management of social business "Field & Flower Café"  
Cultivation & sales of home country vegetables



**Multicultural Children** Management of Common Childcare Center



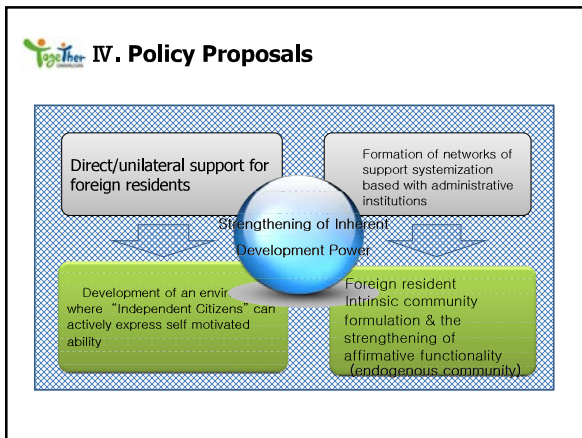

**III -3. Volunteering Using the Talents of Migrant Women**

- Korean culture adaptation support
- Migrant participation & communication
- Social participation of migrants - 2

■ Management of weekend language classes using the talents of migrant women  
-Every Saturday: English / Chinese / Vietnamese (3 languages)



■ Visiting nursing homes and offering massage service, multicultural food hospitality





Gemeente Rotterdam

Diversity in Rotterdam

Korrie Louwes,  
Vice Mayor of the Labour Market,  
Higher Education, Innovation and  
Participation  
Rotterdam, The Netherlands

ROTTERDAMWORLDPORTWORLD  
CITYROTTERDAMWORLDPORTWORLD  
CITY




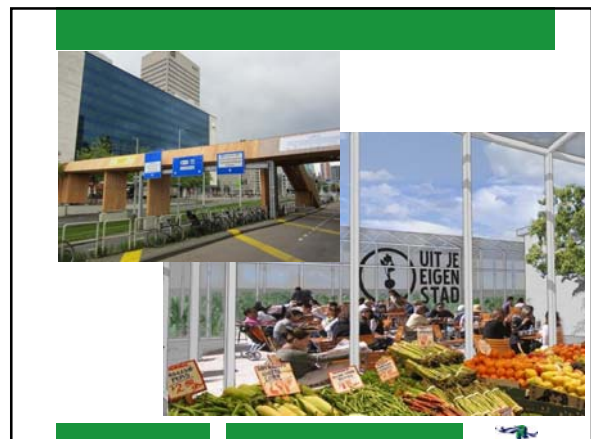
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Rotterdam, first impressions

Introduction




City Initiatives

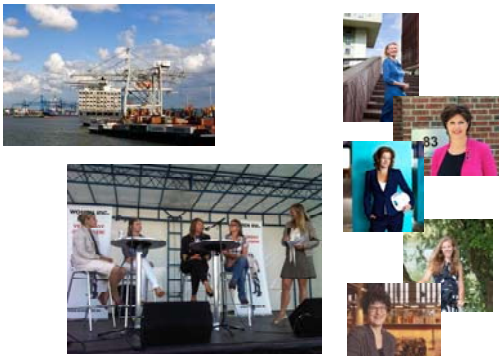



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Port Angels



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Without deviation...

Let's see what a famous artist says about that...

[Deviation](#)

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