



Approach

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Enhance the city center for greater urban strength

Tokyo must be many things, including a dynamic hub for international business, a fun and engaging tourist destination, and an urban culture and fashion trendsetter. To pursue these goals, we will advance the development of distinctive communities around key stations, in the central area of Tokyo, and in the waterfront area.

Tokyo in the Future

► Tokyo Evolving Through Urban Development

Major Stations

Stations are serving increasingly greater roles as centers for business, tourism, and vitality. Access to destinations in Japan and abroad has improved. And, through integrated development with the surrounding areas, the spaces are more pleasant to move about.



Urban Renaissance

We are extracting the maximum potential from communities by promoting projects that realign public facilities and various city functions.



Development of the Waterfront Area

The waterfront area is now a center for tourism and seaside recreation through our efforts to advance development of infrastructure such as transportation. The area is an international strategic hub that drives the growth of Japan.





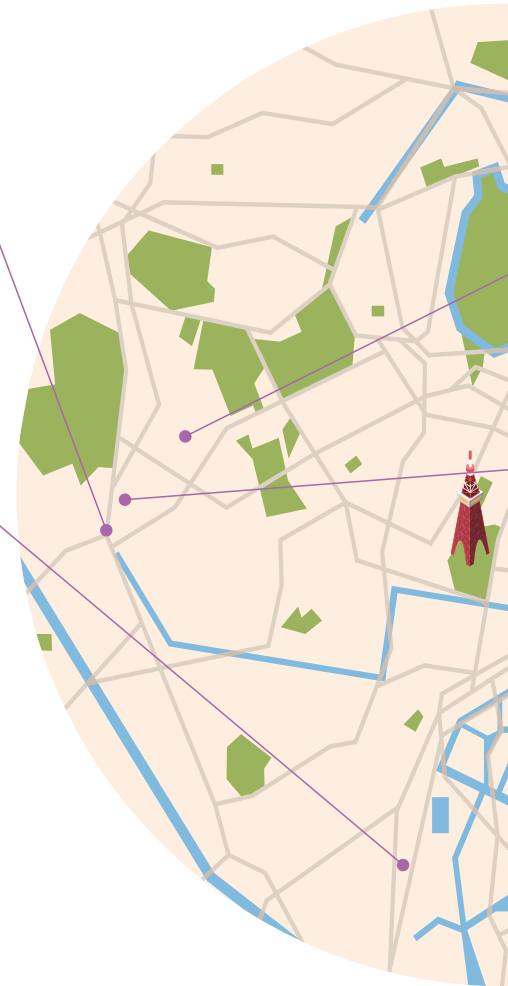
► **Station Area Redevelopment:**
Gathering people From Around the World

Shibuya Station

By altering the flow of passengers transferring between railway lines and adding pedestrian decks linking to the surrounding areas, Shibuya is now a more pleasant area to stroll around. We also have a promenade along the Shibuyagawa river.

Shinagawa Station

Located near Haneda Airport, Shinagawa Station will serve as the point of origin for the Chuo Shinkansen maglev train. It has a cutting-edge business environment and is a MICE*¹ base for international exchange. The area also prominently features the natural environment, allowing people to enjoy the water, greenery, and breeze.



*1 MICE stands for Meetings, Incentives (corporate incentive travel, etc.), Conventions, and Events/Exhibitions



► Urban Renaissance: Bringing Out an Area's Potential

Kita-Aoyama 3-chome District

A metropolitan housing complex has been rebuilt into a highrise complex, transforming the area into a center for culture and exchange.

Yurakucho District

In collaboration with the private sector, MICE functions in the area have been enhanced through the use of the former site of the Tokyo Metropolitan Government building. The district is a vibrant area with a high flow of pedestrian traffic through stronger connections with the surrounding area.

Takeshiba District and Shibuya District (Miyashita-cho)

The Takeshiba district is a business center for the contents industry, and the Shibuya district is a trendsetting base for the fashion industry, lifestyles and culture.

► Tokyo's Waterfront Area: An International Strategic Hub

Toyosu District

With the opening of the New Toyosu Market and the Senkyakubanrai commercial and leisure complex, a town to carry on and further develop the history and culture of Tsukiji has been born.

Rinkai Sub-center Area

With the full opening of Ring Road No. 2 and the completion of a terminal capable of accommodating large cruise ships, the area is now a center for business, MICE, and international tourism.





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Build a society with active roles for all

We will strive to realize stable employment by promoting a shift from non-regular to regular employment so that all members of society, regardless of age or gender, can hold hopes for the future.

We will encourage the creation of healthy work environments by supporting companies in establishing stable work-life balance for their employees.

Tokyo in the Future

► Support for Young People Seeking Employment

Through the promotion of internships and events that introduce young people to small and medium-sized enterprises, employment education programs for high school students that aim to raise their understanding of the working world, and programs that aim for a better matchup between employers and job seekers, more young people are employed as regular employees.

► Ratio of persons engaged in work (young people ages 20 to 34)

2012 2022
78.2% ► **81%** 

► Promotion of the Transition to Regular Employment

By 2022, the number of job seekers employed as non-regular employees despite their wishes to be employed as regular employees has been cut in half. By FY 2017, measures implemented by the Tokyo Metropolitan Government helped 15,000 people become regular employees.

► Halving the number of job seekers unintentionally employed as non-regular employees

2012 2022
167,100 ► **83,000**



► The Success of Women Contributes to the Economy

A number of initiatives are underway, including support for the expansion of occupations and roles for women and the placement of women in management positions, services offered by the Women Reemployment Support Center, and promotion of startups through financial and management support for women entrepreneurs. Through these programs, we have alleviated the drop in women participating in the work force, which occurs around the time of marriage or childbirth, referred to as the “M-shaped curve.”

► Ratio of persons engaged in work
(women, by age)



► Ratio of persons engaged in work
(women ages 25 to 44)

2012
71.3% ► **75%** 2022

► Expand occupations and roles
for women



► Promote the placement of women in
management positions



► Daycare services at the workplace



► Support service for domestic chores



► Return-to-work support by
“Women Reemployment Support Center”



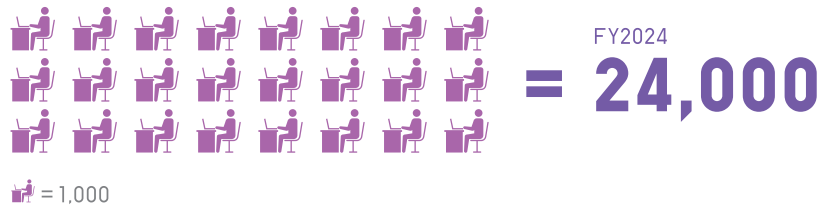
► Support for startups



► Support for Senior Citizens Seeking Employment

Opportunities for seniors to participate in trial-work experiences at small and medium-sized companies and the functions of the Silver Human Resources Center have been expanded, creating a system able to respond to the diverse employment needs of seniors who want to work.

► People finding employment through TMG support



► Enhancement of Work-Life Balance

Through symposiums and other efforts to spread awareness, as well as support and funding for companies that set up internal systems, an environment now exists where both men and women can maintain a good balance between their jobs and other needs such as raising children and caring for the elderly.





Approach 18

Develop human resources to support Tokyo and Japan

Education in an increasingly globalized and rapidly changing world must cultivate solid academic ability, generous minds, and sound bodies. Going forward, globally proficient youth will play increasingly important and active roles on the world stage.

Tokyo in the Future

► Cultivating Global Talent

Young people proficient in English and with an international mind-set are playing an active role on the global stage. The academic abilities as well as the physical fitness of children and students have improved.

- Acquire English proficiency for everyday life (EIKEN Grade Pre-2 level) by high school graduation
- More than 50 percent of Tokyo metropolitan high school students wish to work in globally-related jobs
- Lower the rate of students with low grades in national achievement tests to under 30 percent in every subject
- Enhance the physical fitness of children and students to the peak levels of the late 70s to early 80s.



► Supporting the Development of Children

Through various educational programs that teach moral values and career development, children are acquiring qualities such as concern for others and a sense of conscience, and are creating their own future.

- Percentage of Tokyo metropolitan high school students who have future goals

FY2024

80% and more





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Promote city diplomacy for Tokyo's growth and success of the Games

Tokyo, which enjoys cooperative relations with 21 cities around the world, will enhance its international presence, forge win-win relationships with other cities through the sharing of knowledge, and have these developments enhance the quality of life of residents.

Tokyo in the Future

► Building Relationships Conducive to Learning

We have further strengthened exchanges with major cities, and are working together with them to solve common challenges. We are also focusing on conveying the attractions of Tokyo to the world and cultivating people who will carry out activities such as exchange and cooperation between Tokyo and cities abroad. With the aim of mutual development, our city diplomacy continues to evolve.



	Target year	Target level
Develop friendship and cooperation with foreign cities	2020	Develop relations with 30 cities
Exchange of staff and others between Tokyo and foreign cities	FY2024	250 cases per year





Key Terms to Understand Strategy 6

► National Strategic Special Zone program

Approach 15

To make Tokyo the world's most business-friendly city, work is underway to improve the international business environment by simplifying procedures and shortening the time needed for foreign companies and others to set up corporations in Japan, and opening an employment consultation center, and to create a center for innovation in medical care and drug development.

► Expansion into overseas markets

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The Tokyo Metropolitan Small and Medium Enterprise Support Center will open an office in Thailand, and respond to the strong demand in Asia.

► “M-shaped curve” problem

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When the employment rate of women is plotted on a graph by age, the graph resembles an M-shape, first peaking in the late 20s, falling in the 30s around the time of marriage or childbirth, and then rising again in the late 40s. Efforts will be made with the aim to resolve this problem, including a support center for women hoping to restart their careers.

► Business growth opportunities from the Tokyo 2020 Games

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A system to give small and medium-sized enterprises (SMEs) the opportunity to participate in procurement related to the Games will be created to ensure that the economic impact of the Games reaches SMEs across Japan.

► Activities of area management groups

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The strengths of the private sector will be fully leveraged to promote community improvement activities by local business operators and residents.

► Shift from non-regular to regular employment

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Non-regular workers will be provided with support according to their job experience and skills, and Tokyo will launch its own subsidy program to assist employers engaged in making the transition to regular employment.

► Global education

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Educational programs to enhance foreign language skills will be developed and cultural understanding deepened through the establishment of an “English village” where participants can acquire English language skills through real-life interaction and lessons, and the utilization of foreign teachers, including Japan Exchange and Teaching (JET) Programme teachers.

► Challenges shared by major cities

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Practical cooperation with major cities overseas will be advanced in common areas of concern, including crisis management, infectious diseases, air pollution, and water supply and sewerage systems. Information on best practices will also be exchanged at conferences and other events attended by many cities, for the development of better policies.

► Cultivation of firm scholastic abilities

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To fit the needs of each student, schools will offer courses divided according to skill level, and an environment in which information and communications technology is utilized to raise students’ motivation and interest in learning will be developed.