

The 1st International Forum on SDGs for Regional Revitalization

Sustainable town Niseko



Niseko Town Mayor Kenya Katayama

Teaching of Takeo Arishima (Shirakaba writer) “Mutual assistance”



Air, water, and land are shared by all people and should not be used for personal profits. Farmers should jointly take responsibility for the land and farm it with a spirit of mutual assistance.



Born in Koishikawa (Tokyo) as the first son of Takeshi Arishima, a Finance Ministry bureaucrat (formerly from the Satsuma Clan), on March 4, 1878.

Travel to the United States in 1903 and studied at Harvard and elsewhere. Influenced by Western philosophy.

Announced farming via shared land usage at no charge on Arishima farmland on July 18, 1922. This decision caused a variety of reactions in society at the time.

Town overview

Population: 5,295 people (499 foreign residents)

Households: 2,769 households *Resident basic ledger as of end-December 2018

Area: 197.13km² (roughly three times the area within the Yamanote train line)

Senior percentage: 26.2%

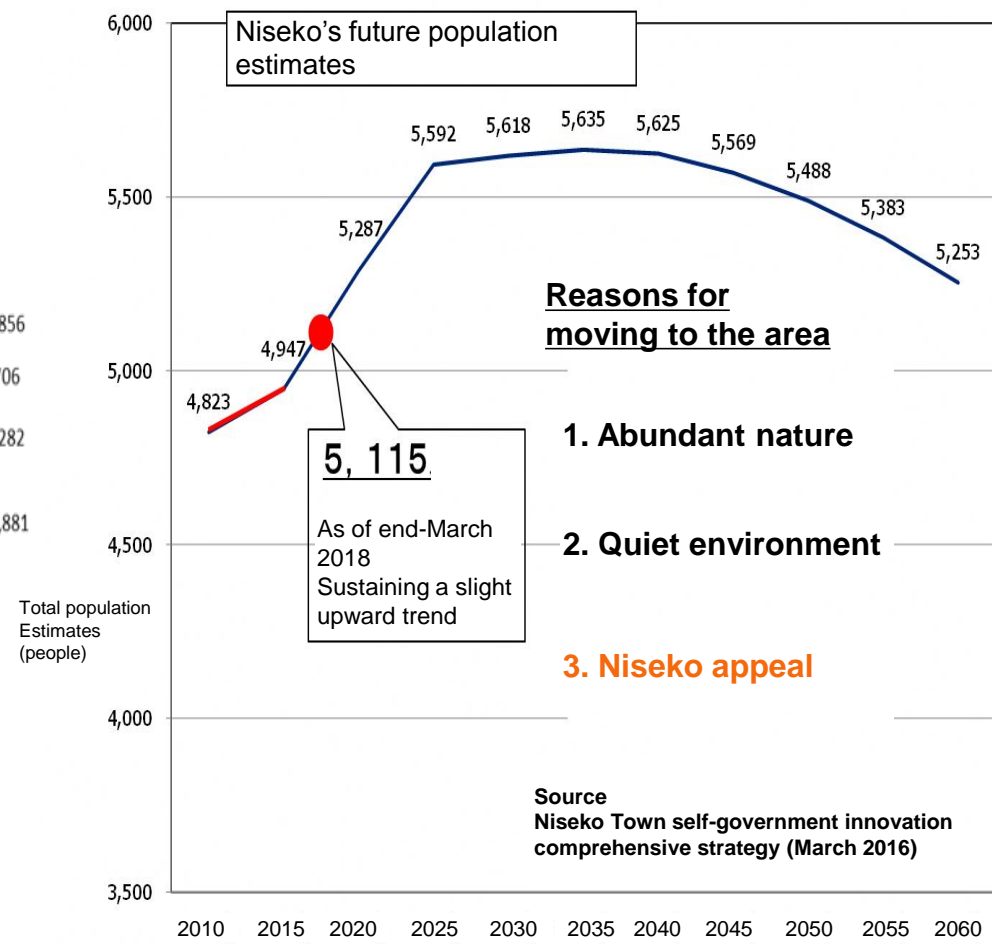
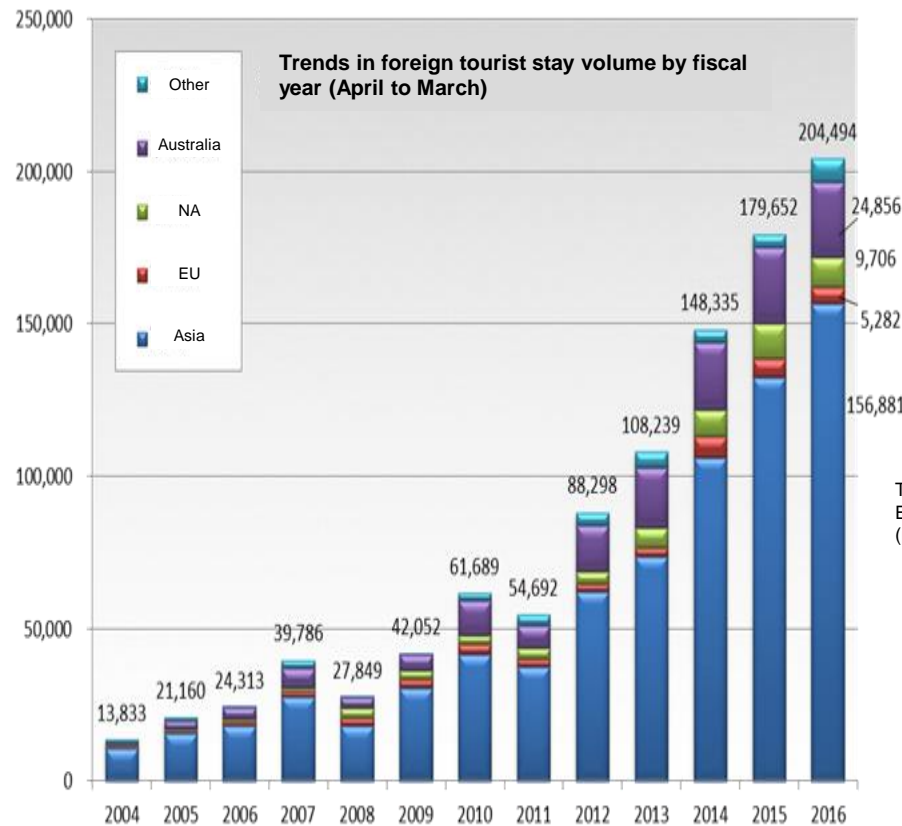
Fiscal scale: 5,398,500,000 yen (FY2018 budget for all accounts)

Fiscal wherewithal index: 0.3

Council members: 10, Employees: 93 (excluding special positions)

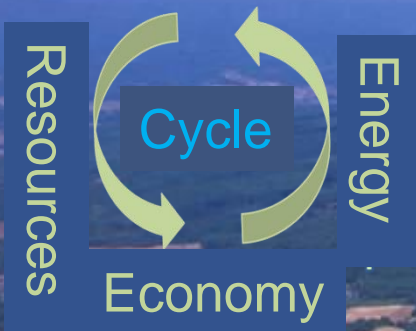


Hokkaido Shinkansen (Sapporo) opening in FY2030
Tokyo ⇄ Sapporo (about five hours) ⇄ Niseko (25 minutes)



Niseko's community building activities

- Realize local government through information sharing and resident participation
- Compact global city (4th Comprehensive Plan)
- Environmental creation city – Niseko (5th Comprehensive Plan)
- Underground water conservation ordinance and water resource protection ordinance
- Basic Plan for the Environment
- Landscape ordinance
- Bolstering the economic cycle



Robust harmonization



Sustainable development goals for 2030 agreed by the world



Strengthening our SDGs efforts



Striving to foster a sustainable town through application of best practices

Town branding (community building) - Example 1



【Society: Forming a regional community where people can live securely】
→ Local government

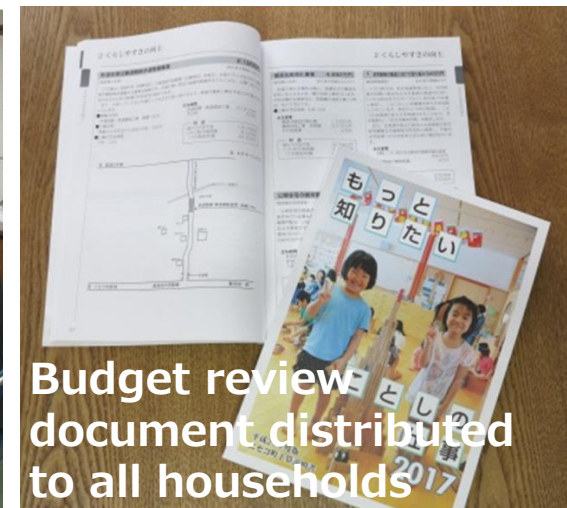


First local government basic ordinance nationwide



Meetings are all fundamentally open

Budget hearing scene

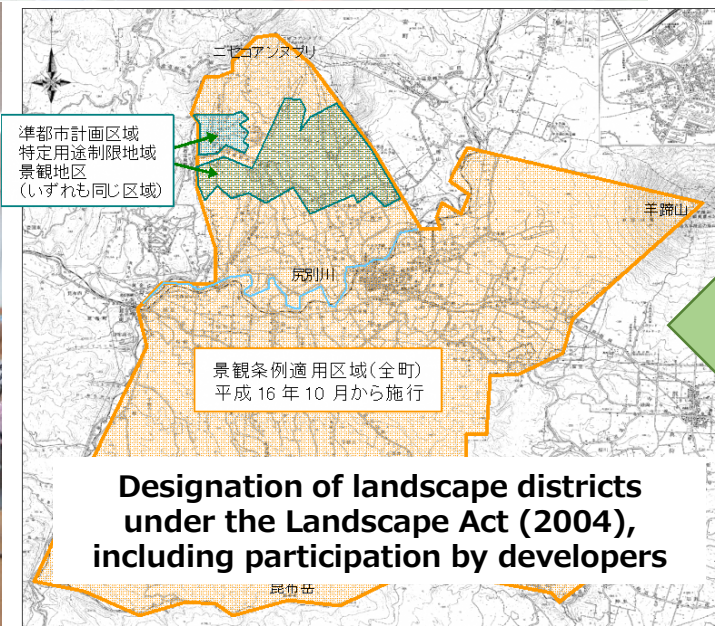


Budget review document distributed to all households



147th residents seminar on community building

Discussed community building with foreigners



Designation of landscape districts under the Landscape Act (2004), including participation by developers





Hokkaido International School Niseko

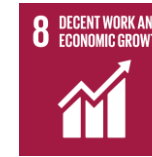
[Opened on January 23, 2012]



HIS = Opened in Sapporo in 1958 as Hokkaido's only international school approved by the national government WASC approved (kindergarten, elementary school, middle school, and high school)



Town branding (community building) – Example 2



【Economic: Strengthening the local economic cycle and ability to profit → Continue and expand】

*** Assistance for business creation and corporate entry (in-depth responses for large-scale to very small businesses)**

▪ Results: Global brand hotel operator tea, vegetable tea, and beer producer, rental condominiums, etc. in accordance with suitable rules; chamber of commerce members currently setting all-time high with entries by small restaurants and law offices as well farming initiatives (wineries)

▪ Projects under discussion: Hotel construction, flying school, sake producer, etc.; ongoing review

(National assistance: Act on Promoting Investments in Regional Futures, Act on Special Measures for Improving Small Business Productivity, Depopulated Areas Act, etc.)

*** Review and implementation of a tourism tax**





Global skiers and boarders impressed by beautiful powder snow and Niseko rules

Tourism crisis ⇔ Action by tourism-related people and residents

① **Japan's first tourism association with a shareholding company format**

Niseko Resort Tourism Association

② **Residents founded the "East Asia Tourist Recruitment Council"**

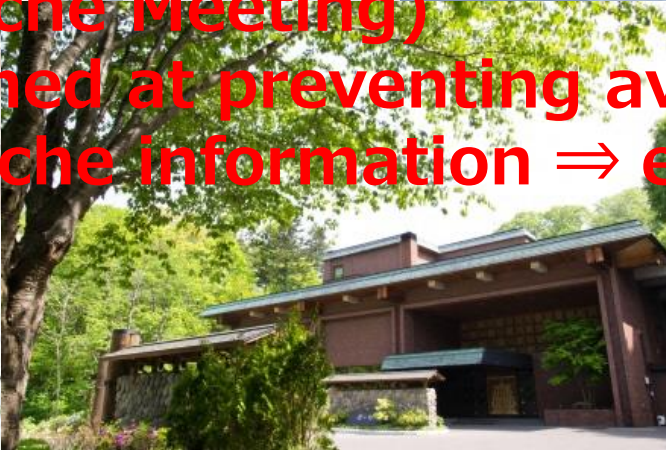
③ **Creation of an overseas training program for residents**

④ **Pick-up in private investment (establishment of the private Outdoor Center)**

⑤ **Creation of the Niseko Avalanche Research Institute (Niseko Avalanche Meeting)**

⇒ **Activities aimed at preventing avalanche accidents**

⇒ **issues avalanche information ⇒ established Niseko rules**



Niseko rules initiative

Respect the freedom of users, but have a strong interest in safety

- Niseko's new-snow gliding has a history going back to the 1930s (tour skiing with slope)
Lift service to the peak started in the 1980s and this enabled many people to easily go outside off the course
 - Had the most avalanche accidents in Japan
- Defined the Niseko rules in 2001 with the purpose of eliminating avalanche accidents
 - Ropes placed at boundaries with off-course areas; skiers must go through gates to reach off-course areas
 - Gates are closed when there is avalanche risk (skiers are told not to go outside of the course at such times)
- ※ Does not use the term "off-course skiing is your own responsibility" lightly; Niseko rules "respect the freedom of users, but have a strong interest in safety"

Operating organization: Niseko Annupuri Avalanche Prevention Committee
Participating groups: Kutchan Town, Niseko Town, Nihon Harmony Resorts, Tokyu Resort Service, Niseko Village, Niseko Annupuri Kokusai Ski Facility, Niseko Moiwa Ski Resort, Niseko Avalanche Research Institute



Strong overseas praise of Niseko

CNN

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World Sport Technology Entertainment Style Travel Money

By Dean Irvine, CNN
Updated 2320 GMT (0620 HKT) March 31, 2015

7 photos:

Backcountry skiing in Niseko – At 1,898 meters, Mount Yotei is the highest mountain in western Hokkaido and is located near the Niseko ski resorts. It's an active volcano, though the last eruption is believed to have taken place 3,000 years ago.

Financial Times

January 31, 2014 3:28 pm

Niseko: is this Asia's best ski resort?

By Ben McLannahan

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The snug, low-lying resort is luring skiers and investors

A skier on the slopes above the resort of Niseko, with a view across to Mount Yotei, the 'Fuji of the north'

Most conversations about Niseko start and end with the snow. Dry, light powder starts falling on this small Hokkaido town in the third week of November, and

British luxury travel magazine

THE LAND OF SNOW AND SAKE

Niseko's best restaurants: Where to eat in the 'Aspen of the East'

This Japanese resort town has become a world-class winter destination with a fantastic food scene to match

By Evelyn Chen 24 January, 2014



Yuichi Kamimura's 40-seat temple of haute gastronomy serves French cuisine made with produce sourced from neighboring Hokkaido farms.

Touted as Japan's snow capital and famous for its light, powder-dry snow, Niseko is widely regarded as one of the top 10 ski resorts in the world.

CNN

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23/07/2014

Niseko

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Brazil's TV

THE WALL STREET JOURNAL

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Japan Bets on Luxury Ski Resort

Niseko Resort Is Attracting Foreign Investors to New Developments

By LUCY ALEXANDER
Updated Nov. 22, 2013 7:57 a.m. ET
pro badge

Niseko, on Japan's northern island of Hokkaido, is Asia's top ski resort, the vacation retreat of the Japanese prime minister, among legions of serious skiers. Visitors are drawn by some of the world's best snow: 622 inches of fluffy deep powder last season, beating the 539 inches on Washington state's Mount Baker, generally thought to be the snowiest ski resort in the world.

JAPAN'S HOT SKI MARKET

Niseko resort is attracting hundreds of millions of dollars from foreign investors who think that one of the world's best ski slopes should offer some of the world's best luxury housing. GLEN CLAYDON

Yet the resort doesn't look much like a millionaires' playground. Tangles of telephone wires, ugly concrete buildings and intrusive neon signs mar views of its neighbor, the breathtakingly perfect Mount Yotei.

That is likely to change now that hundreds of millions of dollars are being poured into Niseko, with the hopes of turning it into a world-class luxury destination.

More than 10 residential projects over the four ski areas are under way, all of which offer buyers of luxury property the option to rent it.

Wall Street Journal

World Ski Awards recipients

(Known as the Oscar Awards of the ski industry)



Niseko United Best Ski Resort in Japan (*received in two straight years)

Hilton Niseko Village Best Ski Hotel in Japan (*received in three straight years)

※**First-ever personal award worldwide**

⇒ **Akio Shinya (Director, Niseko Avalanche Research Center) = Created “Niseko rules”**

Special Award (contributed to the global ski industry)





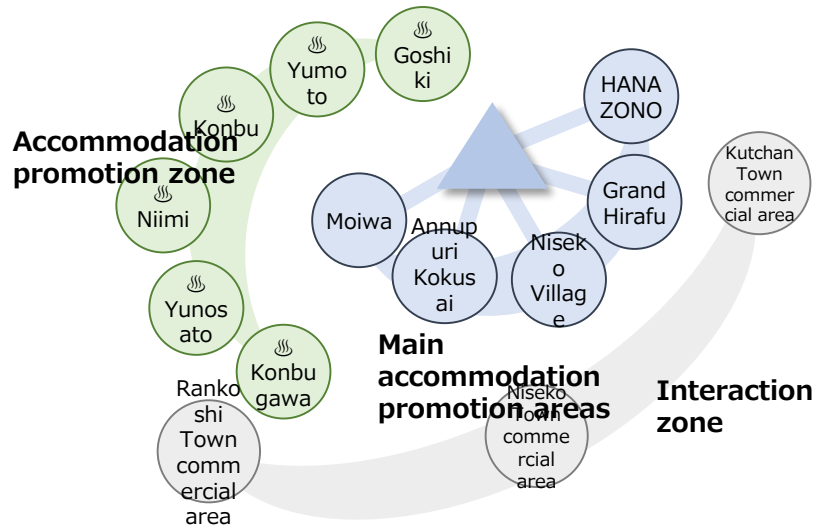
**Visitors enjoy Niseko Town's strict environment and landscape rules
(preventing disorderly development)**



Niseko area ⇒ Niseko mountain's five local government entities



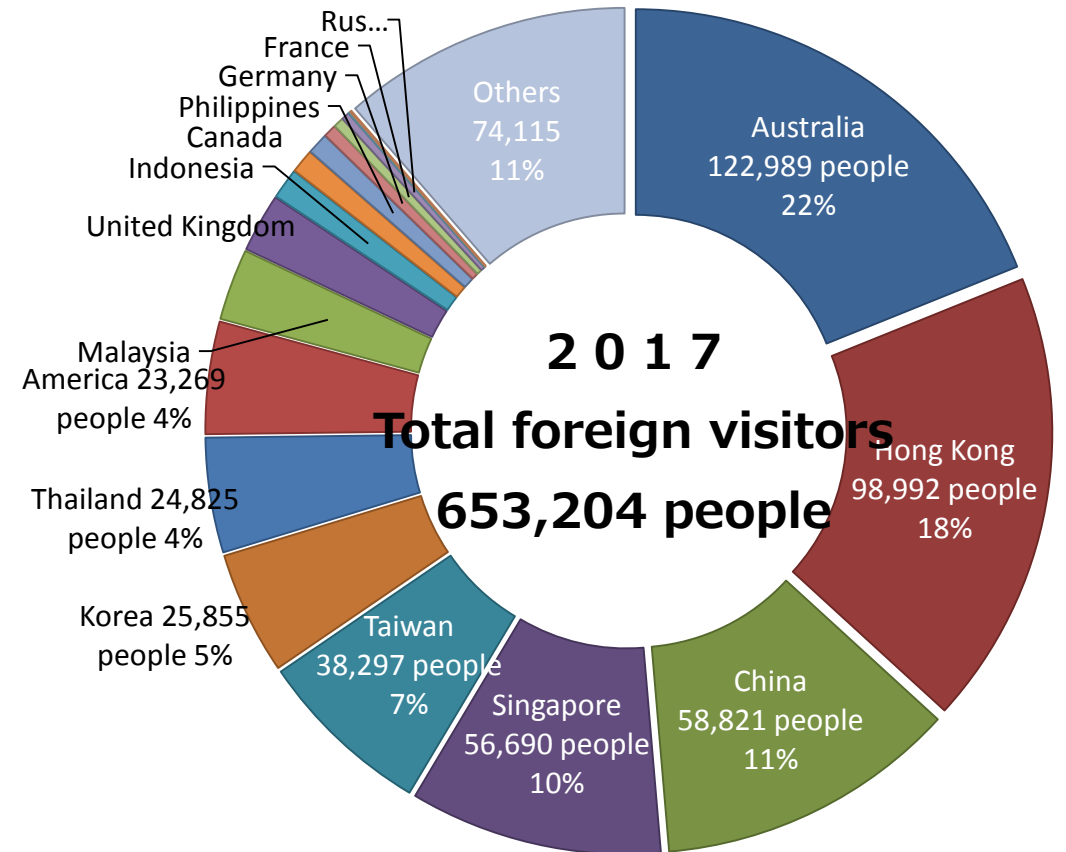
Niseko Tourism Zone



Niseko tourism zone approval - 2014
 Japan DMO registration - 2018

NISEKO, My Extreme
 [Niseko enjoyed by the world]

Rankoshi Town (Population: 4,930 people, Area: 449.78km²)
 Niseko Town (Population: 5,056 people, Area: 197.13km²)
 Kutchan Town (Population: 16,052 people, Area: 261.34km²)
 ※Tourism Zone (total) Population: 26,038 people, Area: 908.25km²

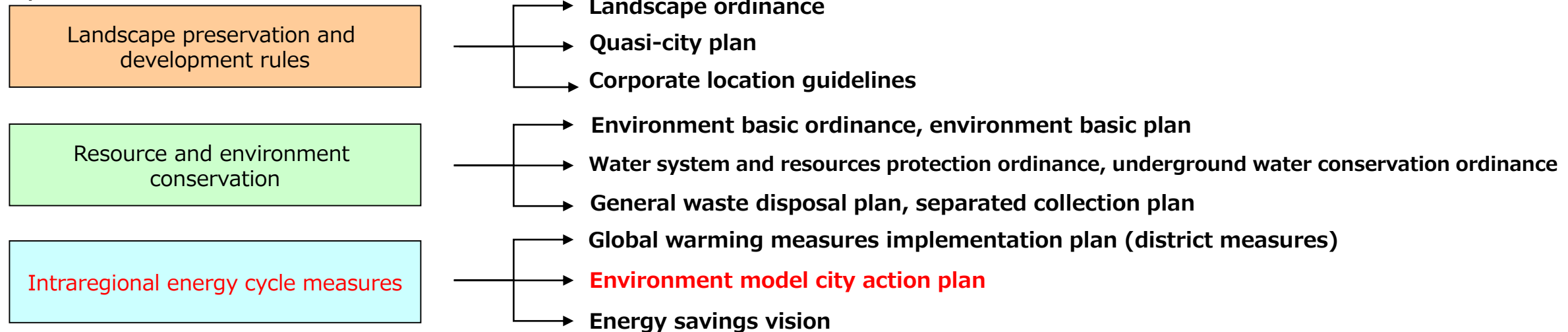


Town branding (community building) – Example 3



【Environment: Promotion of energy savings and renewable energy, resource cycle: Continue and expand】

Up to now



Going forward (SDGs model projects)

- * Develop environment-conscious individual and multi-dwelling housing land and promote construction
- * Build a regional heat supply system utilizing local resources (by the JR Station)
- * Build an environment-conscious symbolic new government building (also serving as a disaster prevention center)
- * Local smart transportation (secondary and tertiary transportation) measures

Example of crossover between tourism and the environment



Niseko Town is promoting efforts with tourism businesses and tourists to reduce CO2 emissions from the tourism area by about 40%

■ Energy savings facility installed by a tourism business



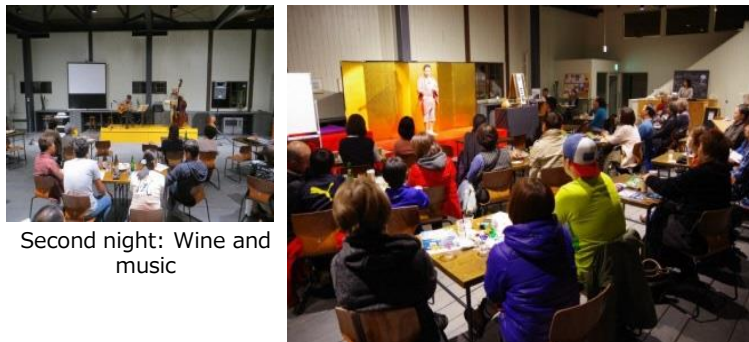
Review of switching to LED lights at hotels located in the town, installing heat exchangers for hot spring outflow water, and using geothermal power

■ Consumption and energy savings seminar and energy savings diagnosis for tourism businesses



Promote further tourism activity by applying cost savings from energy-saving measures to new service provision and and capital investments

■ Eco-night cafe



Second night: Wine and music

First night: Katsura Sandan's eco fundraiser

Held environment and energy seminars in a café format with familiar themes that make them easy for anyone to attend aimed at get people personally engaged in CO2 savings efforts

■ Edu-Vacation = Education + Vacation



Conducting eco tours with children attending Niseko High School as eco-ambassadors

N I S E K O

Self-sustaining benevolent cycle through the lifestyle model district formation project

Niseko Town obtains extensive private investments from outside of the town and relies on private consumption and procurement from outside of the town.

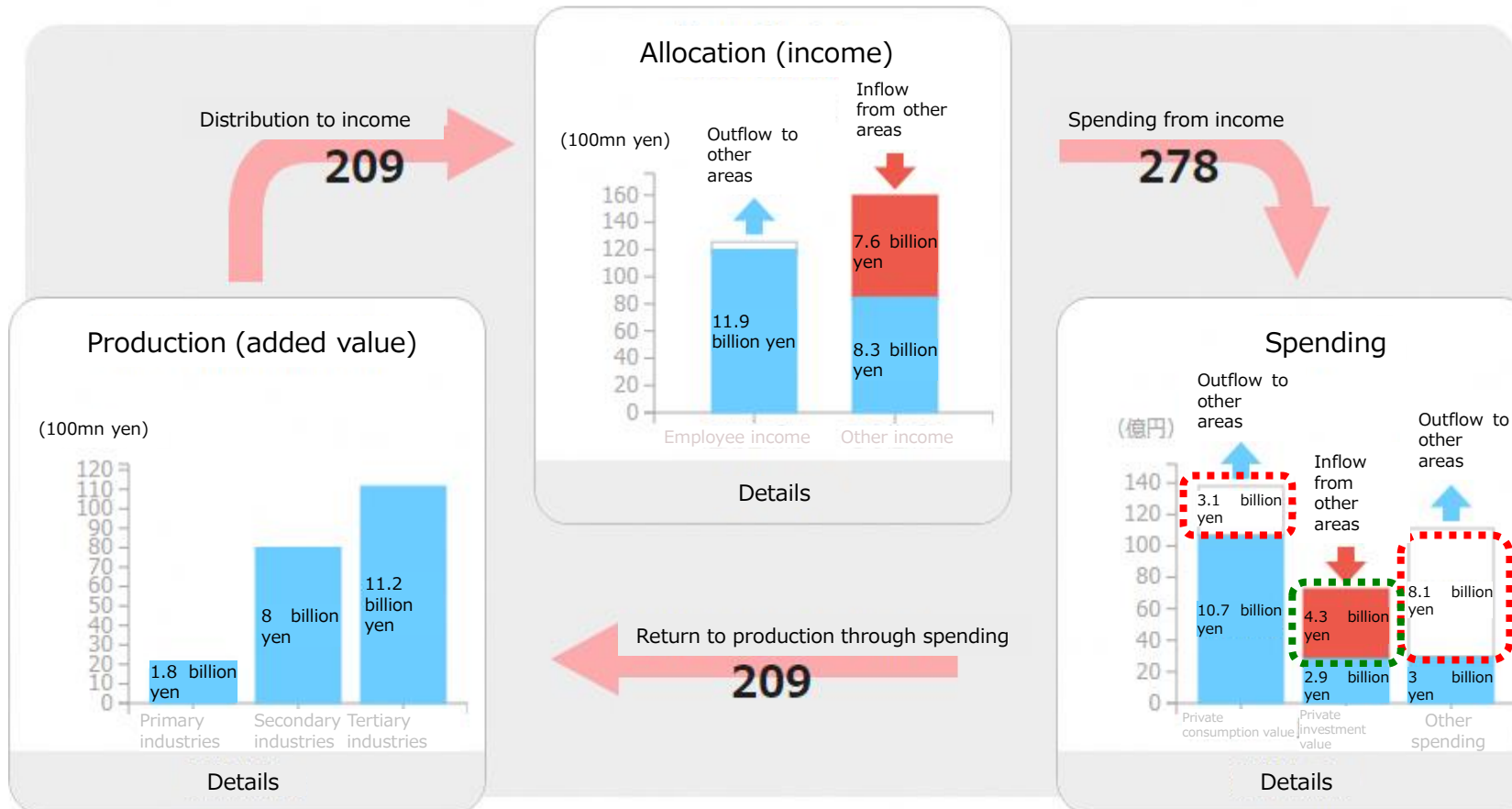
Local economy cyclicity ratio

75.1%

Local economy cyclicity figure

2010

Designated area: Niseko Town, Hokkaido



NISEKO lifestyle model district formation project (Local government SDGs model project)

【Overview】

- * Develop living space that symbolizes the NISEKO lifestyle on about nine hectares of commercial district land
- * Design the area for a lifestyle format rather than just providing development land
- * Develop a variety of housing types (multi-dwelling rental homes, etc.)
- * Town and regional control of the development concept ahead of time

【Model district characteristics】

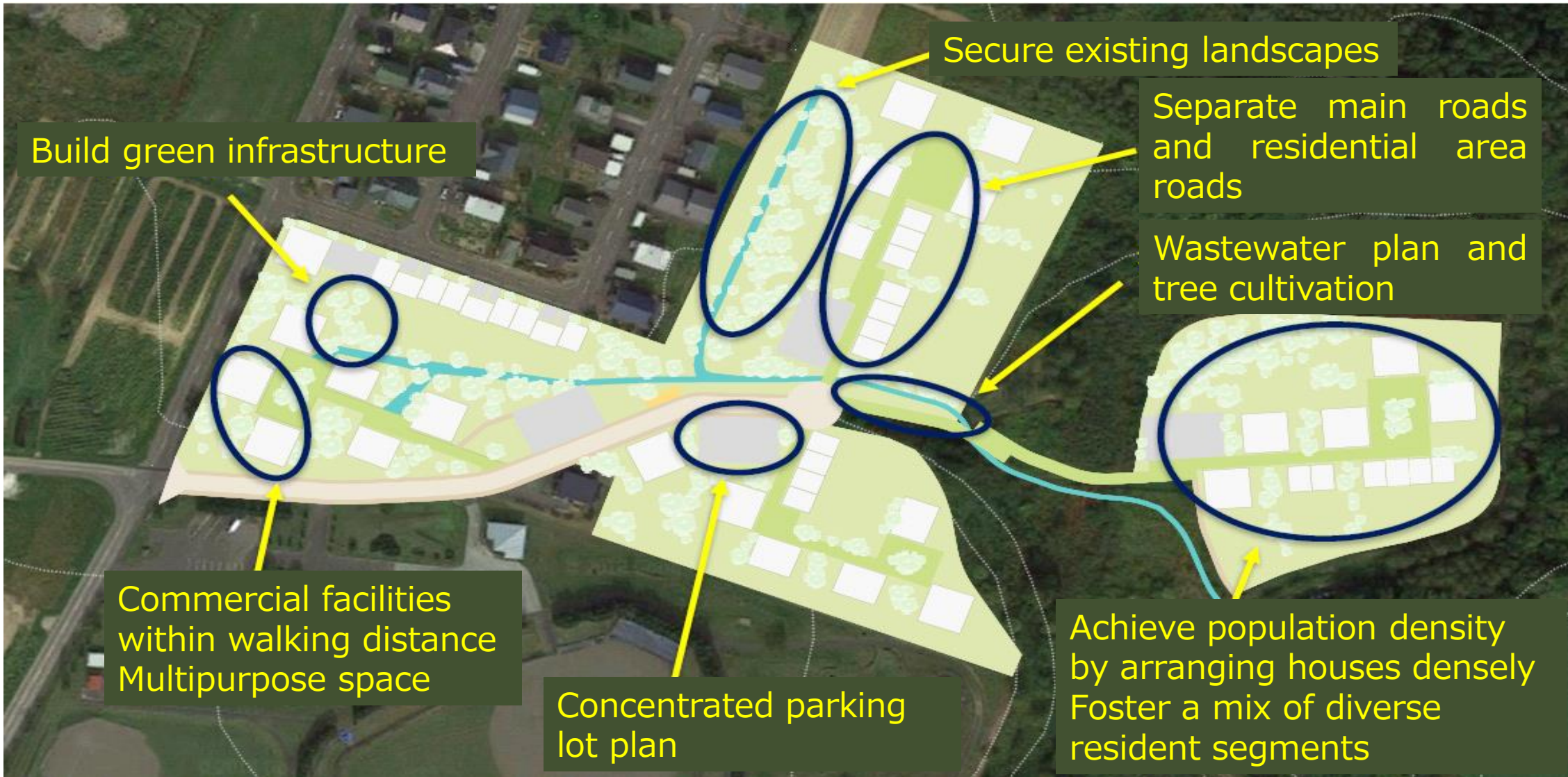
- * Require homes with high insulation and high airtightness
 - Reduce energy costs (electricity, heating oil) flowing out of the town and use savings to improve housing performance (orders placed with local builders) and personal asset formation; improving the local cycle
- * Provide a policy mix that covers from children to seniors and high-income earners to low-income earners (effective for crime prevention and resident-led local government)
- * Develop residential areas that take into account the landscape (putting electric wires underground)
- * Promote vibrant local government activities such as a regional management organization
- * Review energy savings and energy sources



NISEKO lifestyle model district formation project Concept proposal



NISEKO lifestyle model district formation project Layout (draft)

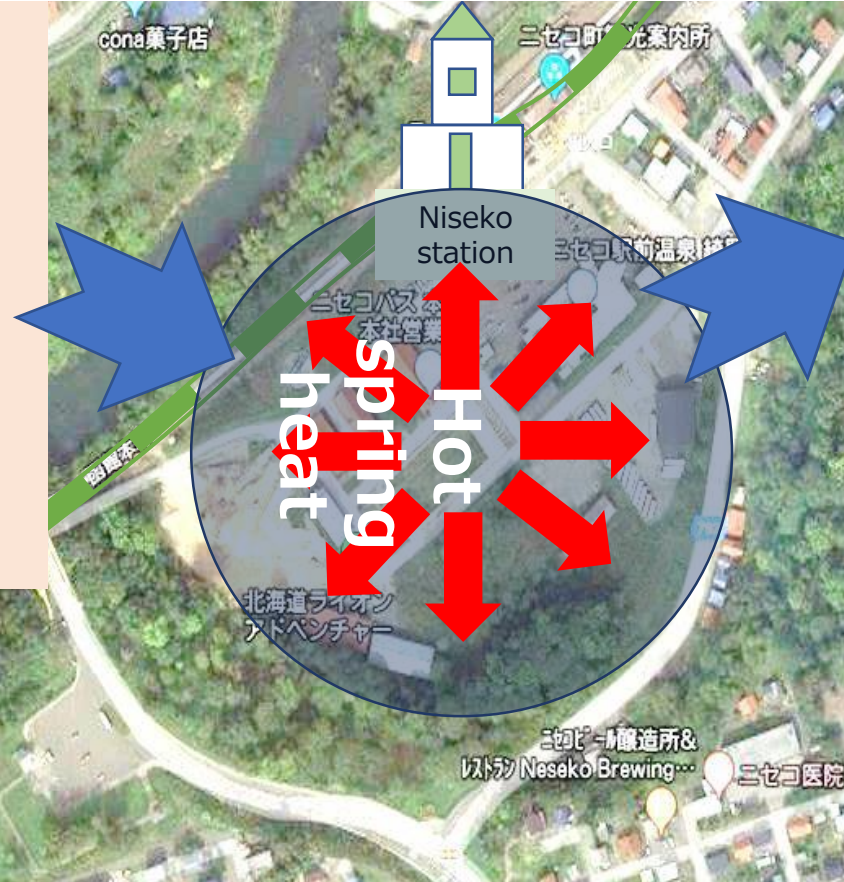


NISEKO lifestyle model district formation project Sketch (draft)



Niseko Station area: Regional thermal supply model utilizing local resources

- Hot spring thermal boring
- Flow volume and temperature survey
- Wood biomass energy review
- Thermal supply system review
- Process review
- Usage method review by facility

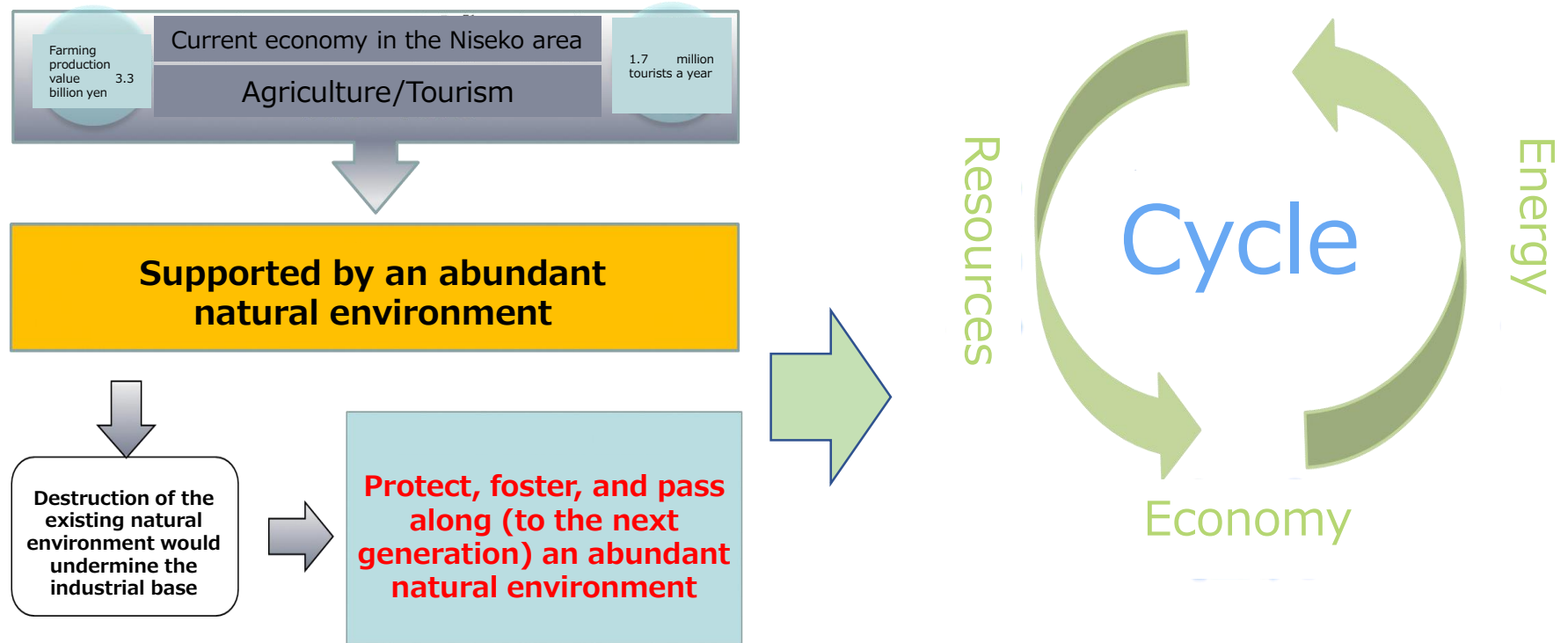


- Niseko Station
- Community FM station
- Public hot springs (Kiranoyu)
- Bus company
- Telework facility
- Central storage (rental, etc.)
- Private condominiums
- Public housing
- Park
- Outdoor office
- Ski plant
- Restaurants



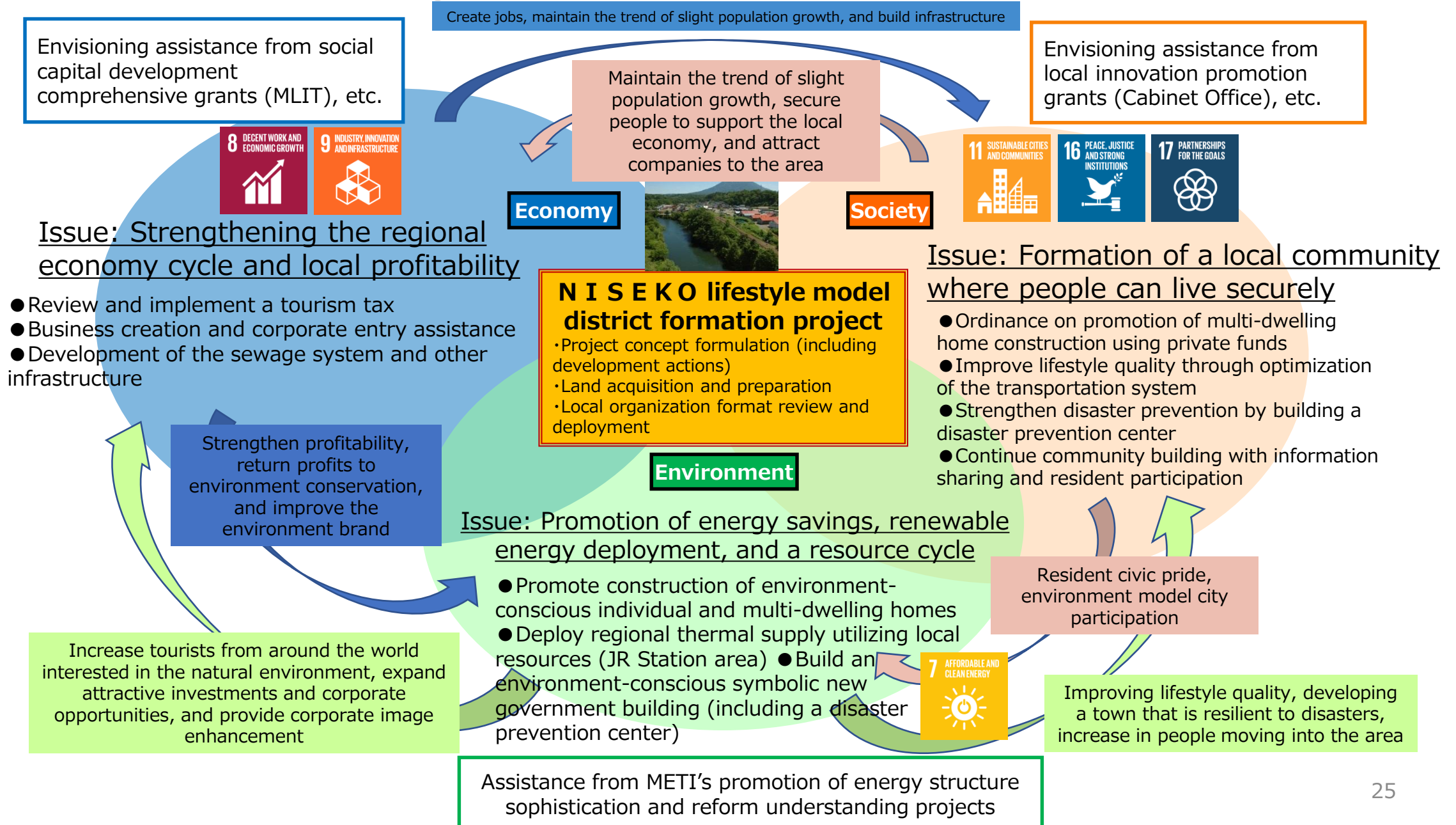
Potential for broad adoption of the model project

* Niseko Town's Fifth Comprehensive Plan theme "Environment innovation city Niseko"



- * Many towns rely on tourism rooted in farming and the environment as the main industry
- * Many local governments are confronting outflow of tourism funds
- * Fostering local resource and economic cycles is a universal effort and shared theme
- * Learning from advanced environmental areas worldwide through interactions with experts and local governments
(Freiburg, Portland, Zermatt, Whistler, and domestic advanced local governments, etc.)

Building “Sustainable Town Niseko” that utilizes the environment to foster resource and economic cycles



SDGs FutureCity and Eco-model City – Niseko Town

We look forward to seeing you here.