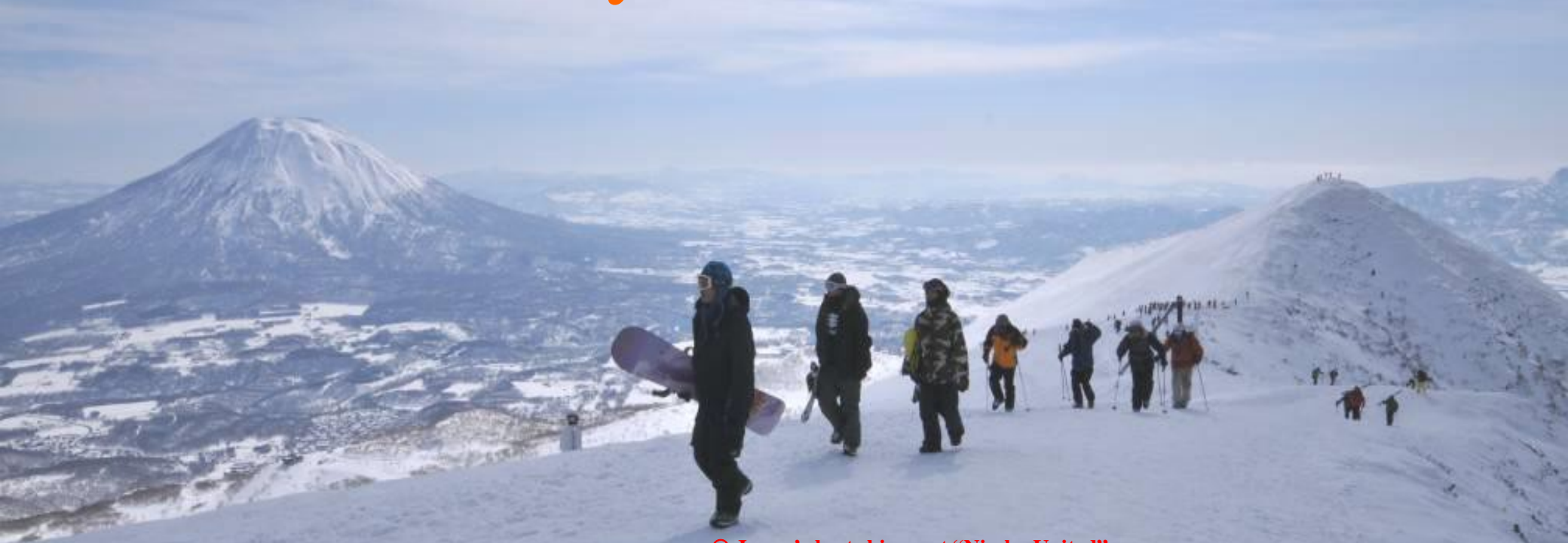


The World's Choice, Niseko

# NISEKO, My Extreme



Voted Japan's best ski resort in the World Ski Awards 2014, Niseko dominated the domestic categories, and also received a special recognition award.

- Japan's best ski resort "Niseko United"
- World's best ski top-class designer hotel "The Vale Niseko"
- Japan's best ski top-class designer hotel
- Japan's best ski hotel "Hilton Niseko Village"
- Japan's best ski chalet "Sekka Kan"
- Special award "Akio Shinya (Niseko Avalanche Institute Head)"

\* The World Ski Awards are one of the world travel awards and are viewed as the Oscars of the travel world. They are known as the most prestigious award in the ski tourism industry. There are 4 categories awarded per country.

# Towards the Creation of an Eco-City



October 27, 2015

“FutureCity” Initiative Forum

“Community Building” for Regional Development

**Niseko Mayor - Kenya Katayama**

# Niseko, Hokkaido

- **Population: 4,823 (2010 National Census)**  
**(Foreign residents: 142)**
- **Households: 2,054**
- **Key industries: Tourism, and Agriculture**
- **Number of tourists: 1,590,000 (2014 fiscal year)**  
**(Total number of foreign guests staying in Niseko: 148,000)**
- **Area: 197.13 km<sup>2</sup>**
- **Percentage of elderly residents: 25%**
- **Extremely heavy snowfall compared to other regions in Hokkaido**

\* Compared to the National Census of 2005 the population increased by 3.3%, the third highest increase rate within Hokkaido.

**New Chitose Airport ⇔ Niseko**

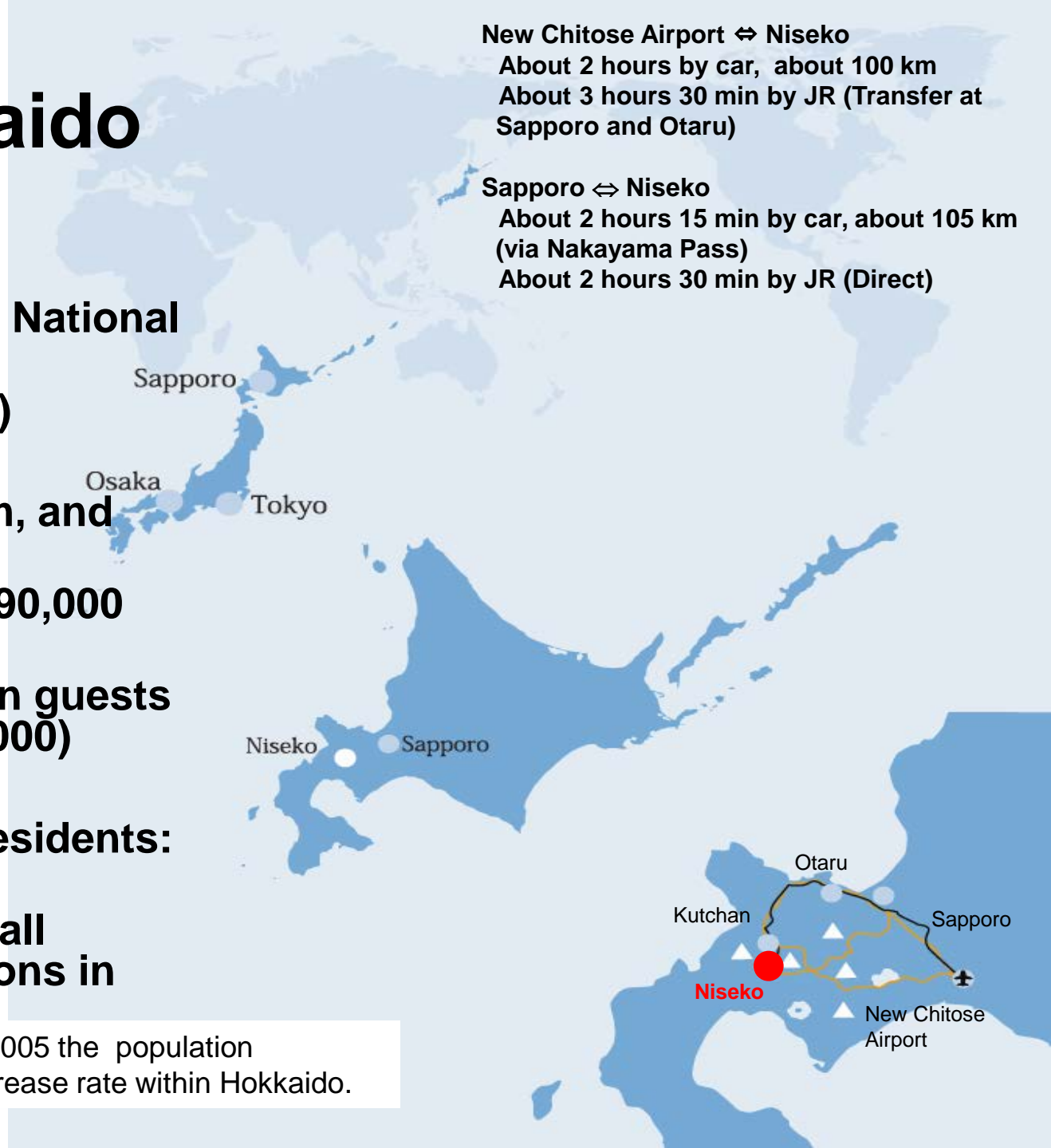
About 2 hours by car, about 100 km

About 3 hours 30 min by JR (Transfer at Sapporo and Otaru)

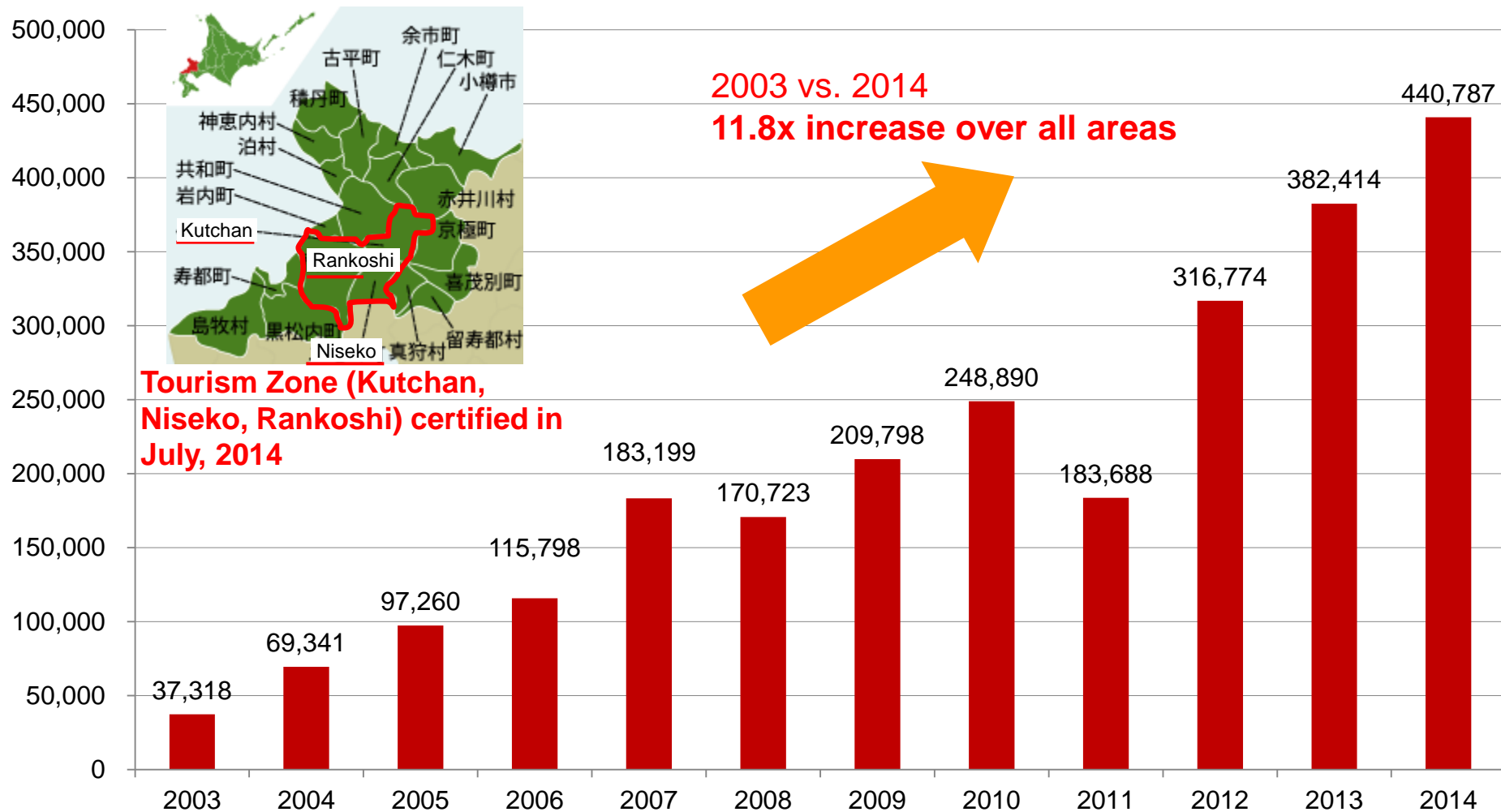
**Sapporo ⇔ Niseko**

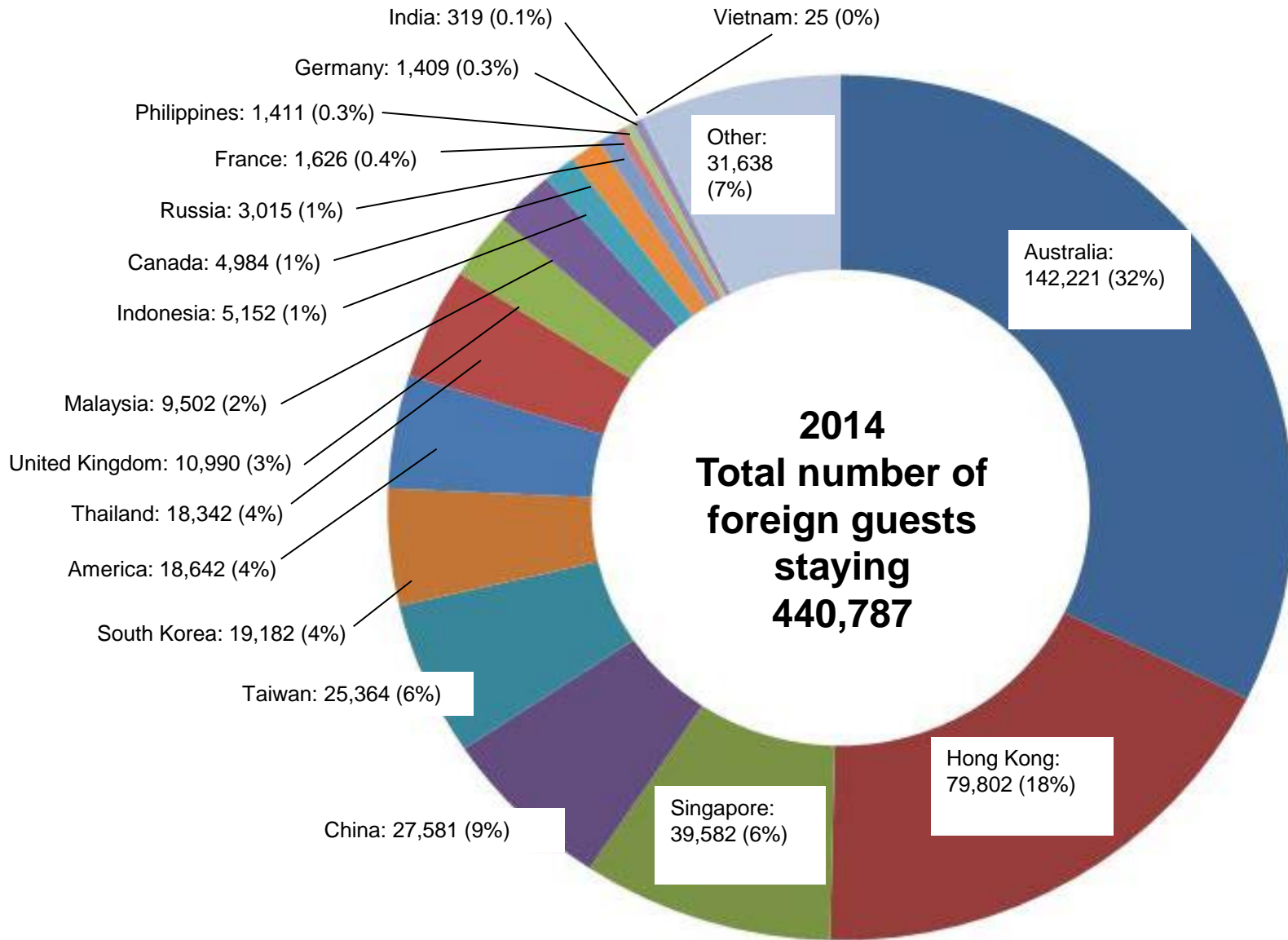
About 2 hours 15 min by car, about 105 km  
(via Nakayama Pass)

About 2 hours 30 min by JR (Direct)



# Foreign Tourists in the Niseko Tourism Zone (The total overnight stay ratio)





# Niseko Agriculture

Regional branding



Development of  
“pro-active  
agriculture”

Expansion of Cooperation between  
the Agriculture and Commerce  
Industry

Niseko’s local sake “Kurabitoshu” is  
made with the town’s “Yes! Clean”  
organic sake rice

Promotion of local production  
and consumption

The Michinoeki “Niseko View Plaza”  
sells only agricultural products from  
Niseko Town



Vegetable buffet restaurant features local  
produce and dairy products

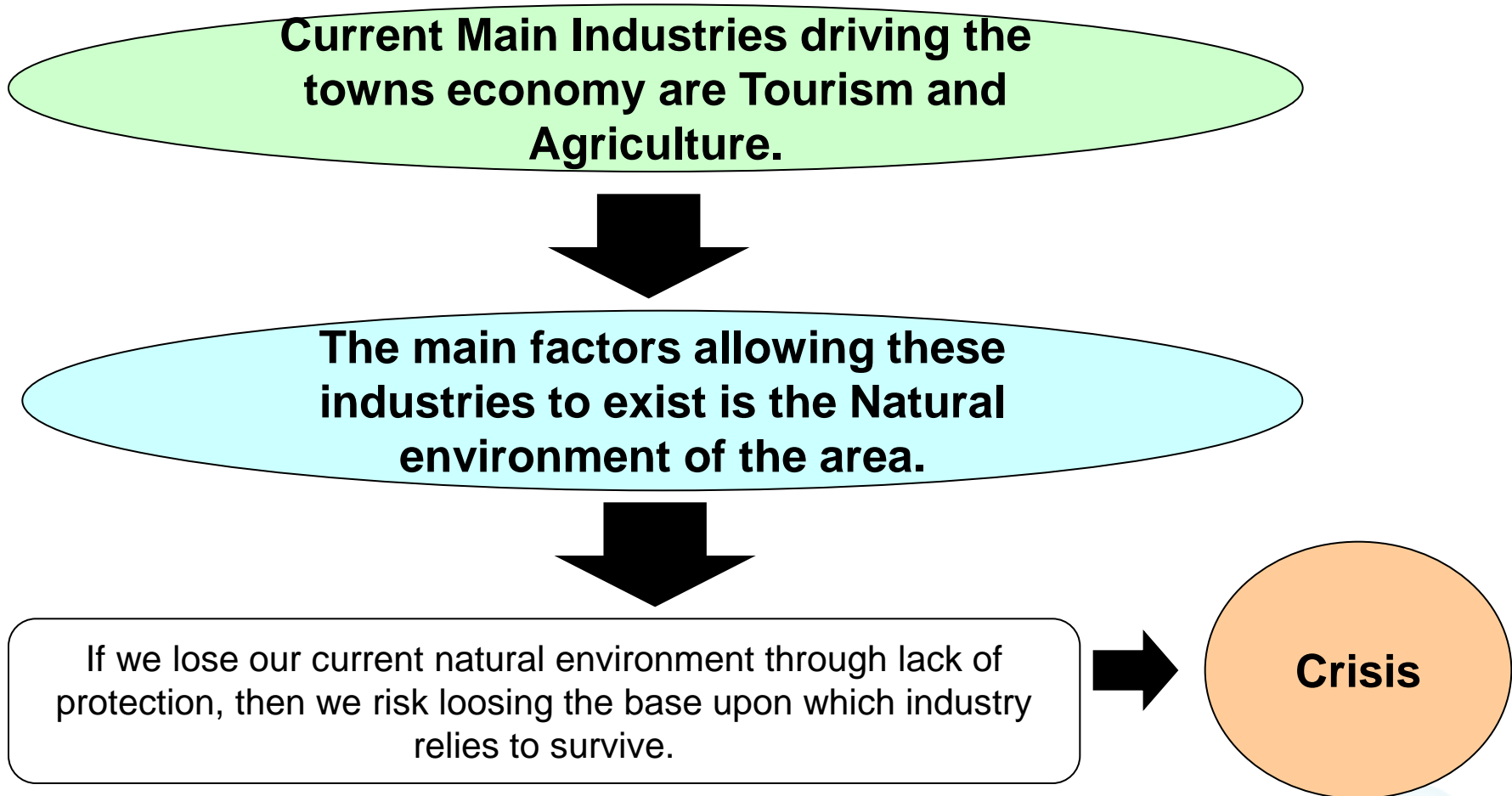
Promotion of clean agriculture

Annual visitors 630,000  
Annual sales About 500 million JPY  
(2014 fiscal year)



NISEKO NATIONAL EMERGENCY AGRICULTURAL LAND IMPROVEMENT PROJECT: FISCAL YEARS 2015 – 2024

# The basic thought behind Niseko Towns Environmental Efforts

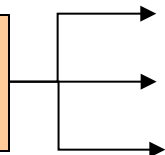


# The 3 Environmental Policies of Niseko Town

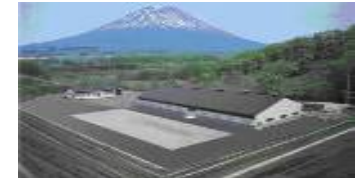


Viewpoint designated according to the Landscape Ordinance

Regulations for Landscape Preservation and Development

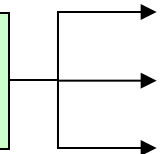


- Landscape Ordinance
- Setting up a Quasi City-Plan Business Establishment Guidelines



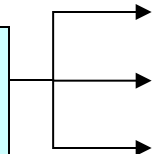
Final waste disposal site

Conservation of Resources and the Environment



- Basic Environmental Ordinance, Basic Environmental Plan
- Water Supply Source Protection Ordinance, Groundwater Preservation Ordinance
- Waste Disposal Program, Waste Sorting Plan

Policies on Energy Circulation within the Area



- Action Plan for Global Warming Countermeasures (regional strategies)
- Ecological model city
- “Smart communities”



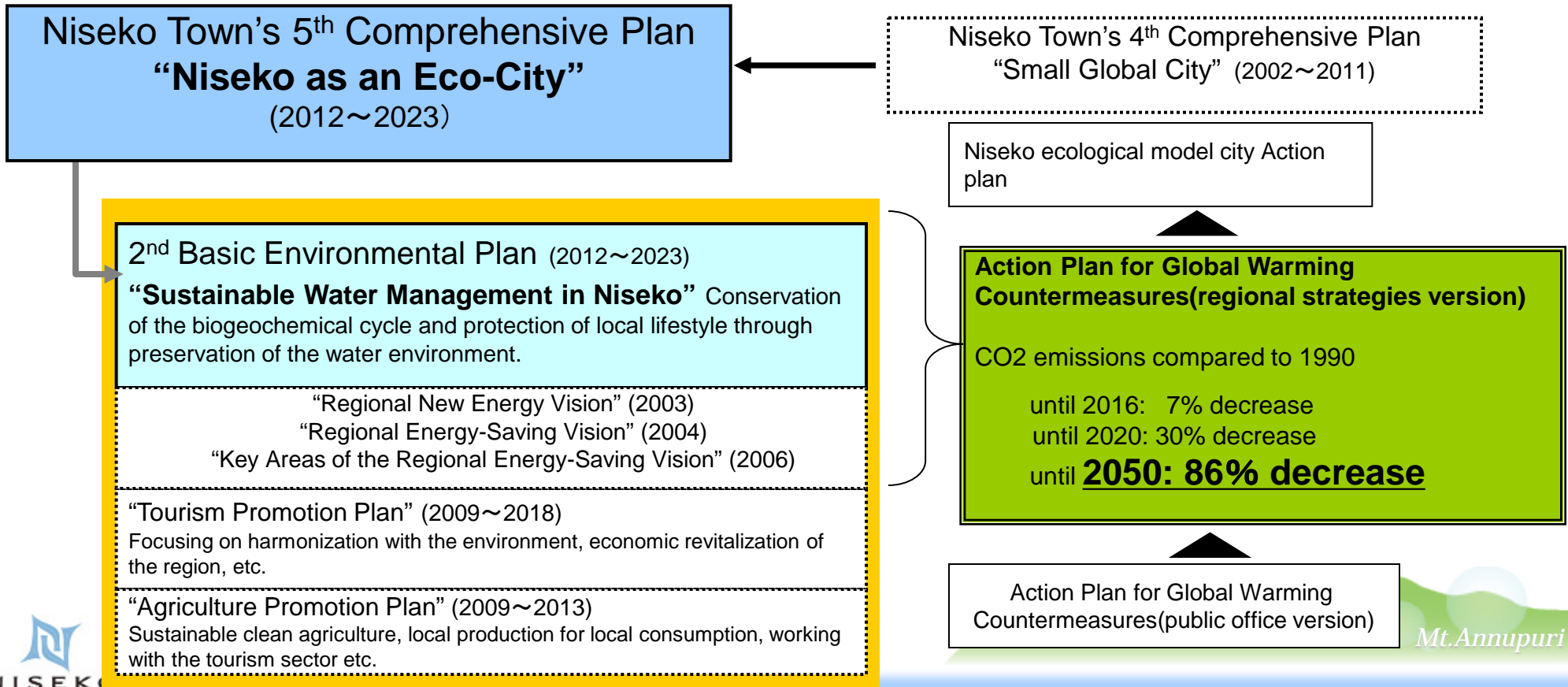
Compost Center

\*Niseko Town recognizes the importance of a comprehensive environmental policy.



# A Guide to Niseko Town's Environmental Policy Initiatives

Niseko Town Ordinance (enacted in April 2001)  
 Basic Environmental Ordinance (enacted in April 2004)  
 Landscape Ordinance (enacted in October 2004)  
 Groundwater Preservation Ordinance, Water Supply Source Protection Ordinance (enacted in May 2011)



# Background of water environment protection ordinance

- **Basic environmental ordinance**

The environmental protection of the town's water sources, rivers, lakes and marshes, wetlands, as well as the enactment of necessary policies to protect sound water cycles and safe water.

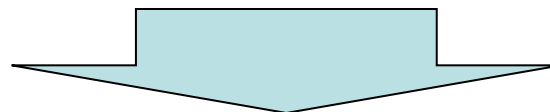
- **1st Basic Environmental Plan (Design period 2002 - 2011)**

“Sustainable Water Management in Niseko”

Basic Target 1: Protect the woodlands near water sources, and promote the use of undeveloped woodlands near populated areas

Specific Target 1: Designation and efficient protection of natural forest areas

Method [3]: Establish protection rules for uncut woodlands near water sources



## Niseko water supply source protection ordinance

Regulation of construction and placement of buildings in water source protection areas

## Niseko groundwater preservation ordinance

Regulation of large-scale use of ground water and prevention of the decline of groundwater and the drying up of land.

Enacted on May 1, 2011



# Niseko Regional Development Plan

Niseko fundamental community building regulation

Town development theme (basic concept): “Building a community where residents are proud to live”  
~ Building a community where people can live comfortably, vigorously and peacefully ~

2 major principles for town development

Information sharing

Public participation

December 2000: Enacted  
April 2001: Enforced  
December 2005: Reviewed, first revision  
March 2010: Reviewed, second revision  
March 2014: Reviewed, no revisions

Niseko Regional Development

+

Distinctive approach through objective data, numeric targets, PDCA, etc.

Self-Government Development

# Challenges and Outlooks in Niseko's Self-Government Development

Increase in employees (from Economic Census)

|      |             |                 |
|------|-------------|-----------------|
| 2009 | 277 offices | 1,563 employees |
| 2012 | 250 offices | 1,827 employees |

⇒ Increase of 264 people in the local workforce

**Issues: Lack of manpower, housing, and child-rearing assistance facilities**

## 1. Establish a stable employment situation in the region

### ➤ Create year-round employment

- Tourism industry (Niseko Tourism Zone)
- Agriculture
- Establishment of new businesses, new industries through the cooperation between Agriculture and Commerce Industries

## 2. Create a new flow of people into the region

### ➤ Establish housing opportunities

- Build housing, that is easily accessible for young migrants
- Respond to housing needs of the elderly
- Long-term stock management
- Migration PR

Rich and abundant natural environment

## 3. Fulfill hopes of marriage, birth and child-rearing of younger generation

- Develop structures to face the increasing number of children (infant centers, childcare centers, schools, playgrounds, regional communities, etc.)
- Develop unique educational opportunities
- Create year-round employment

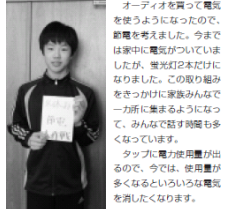
## 4. Develop a modern region, increase inter-regional cooperation while maintaining a safe living area

- Shinkansen (Hokkaido-Shinkansen opening and extension to Sapporo)
- Access to hospitals and shopping facilities
- Infrastructure stock management
- Rich environment, ecological model city
- Wide-area initiative that links towns and villages

# Ecological Model City Action Plan: 3 Main Areas

## Grass root efforts from home

Resident



大賞 遠藤優介くん (近藤小6年)



ニセコ節電コンテスト  
「節電はくしもの？」  
「今どきよー」

Niseko newsletter April 2014



International school

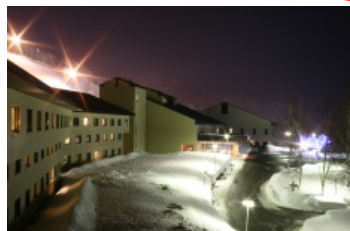
- Adding incentive through information about energy cost savings
- Eco-School and education of residents
- Optimization of school bus and on-demand bus, and introduction of eco vehicles (with examination of civil or corporate financing)

## Energy-saving and use of renewable energy in tourism business

Residents  
Facilities



Large tourist hotel (including foreign investment)



Ski area illumination

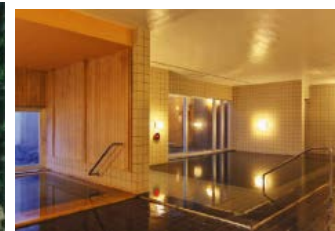
- Active utilization of hot spring heat and drainage
- Introduction of energy-saving or renewable energy systems to tourist facilities
- New special-purpose tax levied on visitors to help eco-activities
- Reduction CO<sub>2</sub> by implementing emission regulations

## Energy transformation (commercialization of renewable energy, etc.)

Residents  
Facilities  
Capital



Central warehouses near the station



Kiranoyu hot spring near the station



Hydraulic power plant in Niseko town

- Energy supply mode area combining ground heat, hot spring heat and geothermal energy
- Procurement of electricity from the hydro power plant run by a local private company
- Formation of locally led renewable energy supply organization

# These are Niseko's Goals towards the creation of an Eco-City

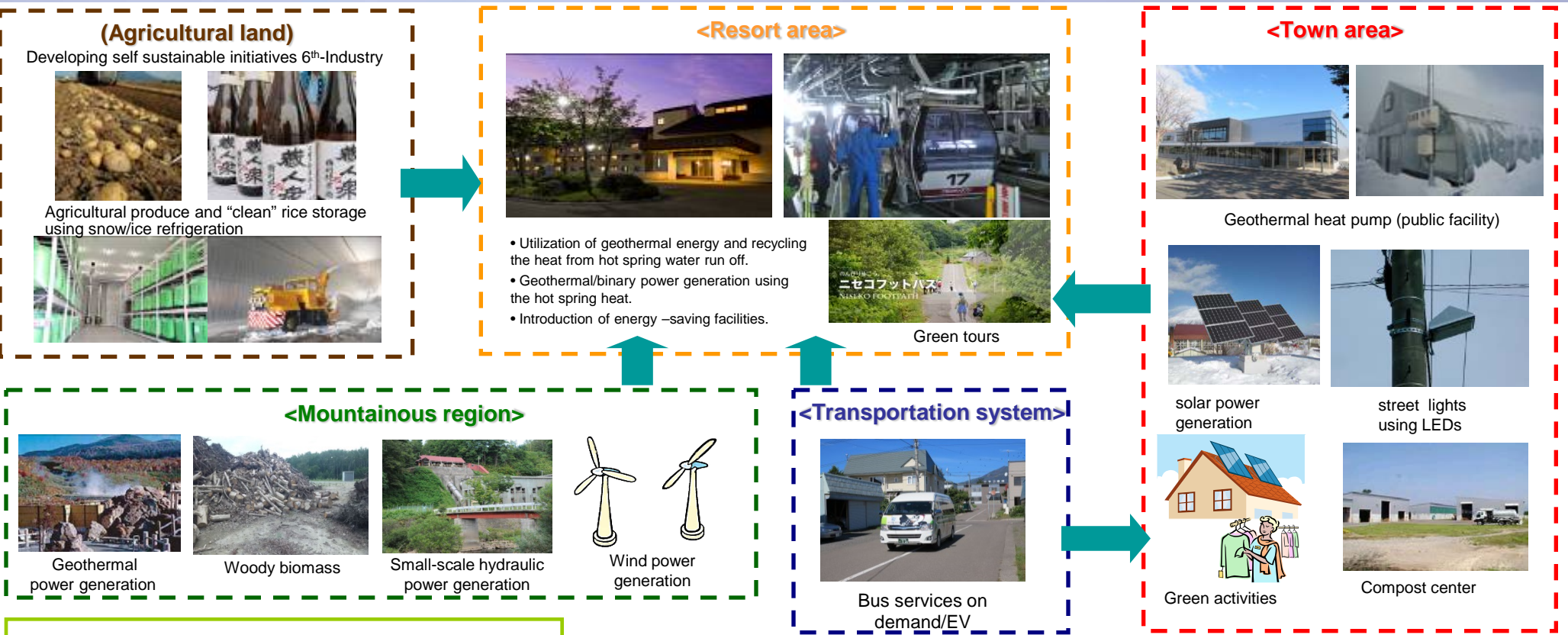
Information sharing and citizen participation (fundamental community building regulations)

Creation of a sustainable regional community  
Creation of a resource-recycling society

Establish the region as an international ecological resort area with regional branding (global "Ecological Model City" Niseko)

Aim to become a city with an autonomous economic cycle

# Global Environmental Resort City Niseko



Initiatives to conserve Niseko’s natural environment

○Nature parks (Shikotsu-Tōya National Park, Niseko-Shakotan-Otaru Kaigan Quasi-National Park)

○Niseko Town Basic Environmental Ordinance ○Landscape Ordinance ○Niseko Town Water Supply Source Protection Ordinance ○Groundwater preservation Ordinance ○Quasi-city planning

[Hokkaido International school Niseko campus]

opened in 2012



[Community FM Radio station Niseko]

Launched in March, 2012  
76.2 MHz  
(Online Broadcasting Service)  
<http://radioniseko.jp/>



[Ongoing initiatives]

- Selecting Eco Model city (March, 2014)
- National emergency agricultural land re-sectioning project (since 2014)
- Registering Niseko tourism zone(incorporating Niseko, Kutchan, Rankoshi)(July, 2014)

Thank you!

We look forward to welcoming you to

Niseko

