

“Reform 2020” Projects

(I) Technology-Utilizing Solutions to Social Problems and Export of System Solutions Technologies

1. Use of Next-Generation Transportation Systems and Automatic Driving Technology

This project will optimally utilize both the public-private cooperative parent organization for the promotion of ITS and the results of SIP R&D from the Council for Science, Technology and Innovation to [1] successfully create a next-generation urban transportation system (ART: Advanced Rapid Transit) for use in Tokyo waterfront areas during the 2020 Tokyo Olympics and Paralympics. The project will also utilize more advanced automatic driving technology to [2] secure means of transportation for the elderly and others with limited mobility, and [3] achieve vehicle platooning for trucks.

[1] A Stress-Free, Next-Generation Urban Transportation System

(1) 2020 Showcasing Details

- The Government is using the upcoming 2020 Tokyo Olympics and Paralympics as an opportunity to discuss the introduction of a public transportation system linking central Tokyo with sub-central waterfront areas— both areas that will see great demand for transportation. It plans to achieve a convenient system that allows persons in wheelchairs and those with baby strollers to board and de-board without need for assistance. ART, which will have mechanisms to prevent in-vehicle falling-related accidents and which will be ensured to operate on schedule, will transport tourists and those involved with the Olympics/Paralympics.

(2) Specific Initiatives

- ART will be achieved by taking the existing bus-based BRT (Bus Rapid Transit) and incorporating automatic driving technology. Main component technologies to be developed further will include: technology to control automated distance-to-curb adjustments at bus stops and automatic vehicle height adjustments in order to enable ease of use by those in wheelchairs or with baby strollers; smooth acceleration/deceleration similar to that of Japan's bullet trains, in order to prevent in-vehicle falling-related accidents; and a traffic signal control system that gives priority to public transport in order to ensure on-schedule operation.
- In addition to the above component technologies, a system will be developed to integrate said technologies so that they can each serve as a part of the ART system to achieve safe and smooth operation.

- The necessary reforms to regulations and systems will be made clear through trial operation. The relevant ministries, agencies, and the Tokyo Metropolitan Government will cooperate to promptly implement said reforms.
- In preparing to implement the project, a council organized by the Tokyo Metropolitan Government will serve as the main actor in drafting operation plans and conducting a public call for project operators. Preparations regarding infrastructure, vehicles, and various systems will be done through cooperation by businesses involved in project operation and relevant municipalities.

(3) Division of Roles, Project Operators

Initiative Breakdown		Division of Roles, Project Operators
R&D	Automatic driving (bus stop approach) control	SIP Automatic driving system (Cabinet Office; National Police Agency; Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism)
	PTPS enhancement (Public Transportation Priority System)	
	ART vehicle control utilizing C-ACC (inter-vehicle communication) and roadside-to-vehicle communication	
	ART system integration development	SIP Automatic driving system (Cabinet Office; National Police Agency; Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism) Bus manufacturers, etc.
Reform of Regulations & Systems	(Under consideration)	(Handled by various ministries, agencies, and Tokyo Metropolitan Government bureaus as necessary)
System Design	Drafting operation plans, etc.	Council for BRT Connecting Central Tokyo and Sub-Central Waterfront Areas (Tokyo Metropolitan Government Bureau of Urban Development)
	Trials	Relevant ministries and agencies, relevant Tokyo Metropolitan Government bureaus, project operators (selected by Tokyo), etc.
Project Operation	Preparations and vehicle procurement, etc., necessary for BRT operation	Primarily relevant Tokyo Metropolitan Government bureaus, project operators (selected by Tokyo), etc. (*Note 1) Businesses involved in project operation are to be decided through public recruiting by the Council for BRT Connecting Central Tokyo and Sub-Central Waterfront Areas (organized by the Tokyo Metropolitan Government Bureau of Urban Development). (*Note 2) Preparations regarding infrastructure, vehicles, and systems, etc. will be made through cooperation between businesses involved in project operation, other cooperating entities, and the relevant municipalities.

[2] Securing means of transportation for the elderly

(1) 2020 Showcasing Details

- A major problem affecting the life quality of senior citizens is limited mobility stemming from difficulty driving due to old age. This project will secure means of transportation for the elderly through use of automatic driving technology.

(2) Specific Initiatives

- This project will promote the development of automatic driving technology and establish methods for the application thereof. Specifically, it will focus on A) electronic interlinking with a lead vehicle and B) automatic driving on reserved roads in areas closed off to general traffic in the last leg of trips—the last few kilometers between the nearest station/stop via public transport and the actual final destination. As needed, the initiative will also provide for ensuring/enhancing the safety of electronic interlinking and other driving technology, as well as for simultaneous considerations regarding safety standards and merging/separating in vehicle platooning.

(3) Division of Roles, Project Operators

Initiative Breakdown	Division of Roles, Project Operators
Project model considerations	Municipalities (users), automobile manufacturers, auto parts manufacturers, relevant ministries and agencies, etc.
Implementation location considerations	
Technology systems, environmental considerations	
Project operation	

[3] Achieving Vehicle Platooning

(1) 2020 Showcasing Details

- As Japanese society is entering a stage of declining population from low birth rates and an increase in elderly citizens, addressing the ensuing lack of labor is an extremely important issue. For example, in the logistics industry, the lack of drivers is a major problem. Thus, this project will work to achieve vehicle platooning through the use of automatic driving technology.

(2) Specific Initiatives

- Achieving vehicle platooning on a large scale for long-distance transport will greatly contribute to increased productivity. Thus, this project will establish vehicle platooning technologies in which a lead truck and following trucks are electronically linked on expressways and other roads.

- In addition to the development of technology to ensure/improve the safety of electronic linking and other such technologies, the initiative will involve simultaneous considerations regarding safety standards and how to handle issues such as situations when the electronic link is lost or when other vehicles merge into the platoon. Other countries around the world are advancing initiatives toward the realization of vehicle platooning technology, so Japan aims to utilize its world-leading technological capabilities to ensure the safety of such systems and take the lead in international competition.

(3) Division of Roles, Project Operators

Initiative Breakdown	Division of Roles, Project Operators
Project model considerations	Logistics companies (users), automobile manufacturers, auto parts manufacturers, relevant ministries and agencies, etc.
Implementation location considerations	
Technology systems, environmental considerations	
Project operation	

<Japan Revitalization Strategy measures to be accelerated by this project>

This project will lead to strategic advancement through cooperation with SIP in the Council for Science, Technology and Innovation, with the aim to create the world's top ITS. Aiming to begin trials of fully automatic driving systems starting in the second half of the 2020s, this project will accelerate initiatives to promote technological development.

2. Solutions to energy/environmental problems through use of distributed energy resources

It is a common issue for the world to deal with energy and environmental problems. It should be realized simultaneously to supply energy inexpensively and stably, and to reduce carbon dioxide (CO₂) emissions. On the other hand, since energy and environmental issues are common across the world, global competition has been intensified seeing this issue-solving as a growth market: Hydrogen and new energy management systems are which Japan can take the lead in such competition. In doing so, it also requires the development of competitive business models, taking into consideration the progress in digitalization and network society.

Taking these developments as good opportunities, the Government will strive to establish: A) utilization of CO₂-free hydrogen derived from renewable energy sources; and B) innovative energy management systems.

[1] Utilizing CO₂-Free Hydrogen Derived from Renewable Energy Sources

(1) 2020 Showcasing Details

- With regards to renewable energy such as solar and wind power, whose expansion is currently underway, the fact that weather affects power generation levels makes supply stability an issue. When such systems simultaneously reach their generation capacity, they can create surplus energy. In order to exercise the full generation capacity of these growing renewable energy facilities and also fully utilize the surplus power they generate, this initiative will create a CO₂-free “hydrogen society” model that unifies rural and urban regions. Surplus electricity from renewable energy facilities in rural areas will be used to manufacture CO₂-free hydrogen. This hydrogen will then be transported to urban areas with high demand for energy, for use in fuel cell buses and other such applications.

(2) Specific Initiatives

- Efforts are well underway to improve energy security and reduce environmental impact by making new use of hydrogen as energy in addition to standard secondary energies such as electricity and heat. Fierce global competition has already begun in the fields of renewable energy and hydrogen use.
- Japan possesses advanced technological capabilities in these fields. This project, which will aim for the creation of next-generation business models, will combine renewable energy and

hydrogen to build and implement integrated systems for the manufacture, transport, storage, and use of hydrogen.

- Specifically, the initiative will make the following efforts, firmly focusing on cost reductions geared toward business’s independence.
 - (i) Hydrogen manufacturing: The project will endeavor to develop and test technology to stably and efficiently manufacture hydrogen on a large scale in accordance with the output status of solar, wind and other energy sources that fluctuate naturally.
 - (ii) Hydrogen transport/storage: Since the current supply of hydrogen is small, the fuel is generally transported in the form of a high-pressure gas. However, as the supply increases, it is expected that hydrogen will be shipped via more effective means in which it is converted to other energy carriers such as liquid hydrogen or methylcyclohexane. In all of these methods, optimizing the energy needed for conversion is an issue, and thus the project will continue development and testing geared toward actual implementation.
 - (iii) Hydrogen usage: The project will work towards the development and spread of fuel cell buses and other applications. It will simultaneously implement the utilization of hydrogen derived from renewable energy sources and systematically establish hydrogen stations. Additionally, it will provide for regulatory revisions and technological development with regards to hardware- and non-hardware-related elements of self-refills at hydrogen stations, as well as the establishment of standards necessary for use of composite pressure vessels that enable reduced amounts of high-cost carbon fibers.

(3) Division of Roles, Project Operators

Initiative Breakdown		Division of Roles, Project Operators
Establishing project plans		Energy companies; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; municipalities, etc.
Development, verification, implementation	Developing technology for hydrogen manufacturing utilizing renewable energy	Engineering businesses; Ministry of Economy, Trade and Industry; Ministry of the Environment; municipalities, etc.
	Establishing efficient hydrogen transport methods	Energy companies (hydrogen/electric); Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; municipalities, etc.
	Development and spread of fuel cell buses, etc.	Automobile manufacturers; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; municipalities, etc.
	Systematic establishment of hydrogen stations	Hydrogen station-related businesses; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Ministry of the Environment; municipalities, etc.
	Regulatory reform and other system-related preparations	Handled by relevant ministries and agencies, etc., as necessary
Trial operation		Energy companies, etc.

[2] Establishing Innovative Energy Management Systems

(1) 2020 Showcasing Details

- This project will establish a new energy management system that utilizes decentralized renewable energy and storage batteries along with “demand response” (an advanced method of managing demand) in an integrated manner to function as a single power plant (a virtual power plant).

(2) Specific Initiatives

- With the advancement of IT and energy storage technology, efforts are already underway to construct a dispersed system that utilizes demand renewable energy and storage batteries. Constructing a complementary relationship between such energy system and the centralized systems of energy companies has now enabled the creation of a more robust energy system.
- Japan possesses advanced technological capabilities with regards to storage batteries and other energy-related equipment. In order to utilize these capabilities to ensure further competitiveness, Japan will aim to progress from old business models that are based upon manufacturing technology to next-generation business models that are compatible with a society of digitalization and networking.
- Specifically, this project will involve the following initiatives.
 - (i) Testing/verifying storage batteries’ improved performance (e.g., increased capacity, reduced size, etc.) and increased lifetime in order to enable multiple types of uses, including peak shaving and ancillary service (frequency/voltage control aimed at stabilizing electric frequency and voltage).
 - (ii) Developing technology to control groups of multiple storage batteries. This will include the establishment of remote control technology for charging/discharging of storage batteries and battery control methods with little charging/discharging loss. This technology will enable the utilization stationary storage batteries and electric vehicles (both of which are increasingly spreading in a decentralized manner) to help balance supply and demand.
 - (iii) Advancing the utilization and sharing of meteorological observations/predictions in order to enable more accurate predictions of energy supply from solar, wind, and renewable energy sources that fluctuate naturally.
 - (iv) Promoting environment improvements to facilitate “Negawatt” tradings together with the

advance of electricity system reform. This is in order to promote user-side “demand response” and other similar initiatives.

(3) Division of Roles, Project Operators

Initiative Breakdown		Division of Roles, Project Operators
Establishing project plans		Energy companies; storage battery manufacturers; Ministry of Economy, Trade and Industry, etc.
Development, verification, implementation	Establishing group control technology for decentralized storage batteries, etc.	Storage battery manufacturers; energy companies; Ministry of Economy, Trade and Industry, etc.
	Improved performance and increased lifetime of storage batteries	Storage battery manufacturers; automotive companies; Ministry of Economy, Trade and Industry, etc.
	Stable power supply through use of meteorological observations and predictions	Energy companies; Ministry of Economy, Trade and Industry, etc.
	Environmental improvements (regulatory/system reforms) geared toward use of user-side energy sources	Ministry of Economy, Trade and Industry, etc.
Trial operation		Energy companies, etc.

<Japan Revitalization Strategy measures to be accelerated by this project>

In order to steadily progress towards the realization of a hydrogen-based society with low CO2 emissions, this project will accelerate movements toward regulatory revisions relating to hydrogen stations, as well as the establishment of CO2-free manufacturing and supply systems that utilize hydrogen derived from renewable energy sources. Additionally, in order to achieve the creation of a society that can overcome environmental and energy limitations, the project will accelerate the introduction of mechanisms to control energy demand through “demand response” and energy management methods; it will also accelerate the trend of expanding the size of the “advanced storage battery” market for domestic corporations.

3. Realization of a Universal Future Society through Leading-Edge Robotic Technology

(1) 2020 Showcasing Details

- Japan is a robotics superpower, currently leading the world in both yearly shipment value of industrial robots and the number of domestic industrial robots in operation. As the country faces the societal problem of increasingly apparent lack of labor due to a shrinking population, it will capitalize on its technological strength and make use of robots in all aspects of life. This project will create a multitude of applications in which a diverse range of persons—including the elderly, the handicapped, and foreigners—can enjoy wide-ranging services necessary for a stress-free life. The project will provide opportunities for said persons to actually experience said services.

(2) Specific Initiatives

- Against the backdrop of IoT, Big Data and AI, the field of robotics is coming into an age of creation of new business models, with accelerated investment by Europe, North America and rising nations. No longer limited to robots that require just manufacturing skill and the pursuit of higher levels of technology, the field of robotics is now seeing a focus on data-utilizing services implemented in actual society, with new business fields based on more people enjoying the convenience of robots in more diverse situations.
- In consideration of these new competitive areas in the field of robotics, and expressing the directionality of challenges to be taken on by Japanese industries, the country will utilize three areas to implement advanced robotics technology in actual society. These areas are [1] the Daiba and Aomi areas, [2] public spaces including daily life environments of urban areas, and [3] airports across the country which are used by the majority of foreign visitors to Japan.
- [1] In the Daiba and Aomi areas, this project will create fields in which persons can experience leading-edge robotics technology, including personal mobility vehicles, ultra-realistic imagery technology, digital signage, multi-language translation and guide robots. Additionally, it includes plans for the creation of a Future Society Demonstration Project Council (tentative name), which will make public calls seeking providers of robotic technology to be implemented and then make selections from applicants. Based on the results of this selection process, the Council will advance testing/verification for implementation of robotics and simultaneously make regulatory/system reforms as needed.

- [2] In public spaces such as daily life environments of urban areas, the project will involve “communication robots” (for translation and guidance service), cleaning robots, security robots, and other diverse autonomous mobile robots that will mutually cooperate with each other. The project will implement these robots for constant provision of service and will publicize Japanese robotics technology to the world. With an eye toward 2020, the project will establish global de facto standards for rules regarding the use of autonomous mobile robots in daily urban environments. With regards to cutting-edge robots that are viable under said rules, open calls will be made both in Japan and abroad seeking examples of what kinds of robots to use for provision of what sorts of services. At the same time, the project will advance technological developments, societal implementation, and establishment of rules as necessary.

- [3] In airports, the project will involve communication robots (for translation and guidance service), robots to assist with luggage carrying, and other diverse robots that will mutually cooperate with each other. The project will publicize to the world the robots’ constant provision of service. With an eye toward 2020, the project will establish global de facto standards for rules regarding the use of robots in airports. With regards to cutting-edge robots that are viable under said rules, open calls will be made both in Japan and abroad seeking examples of what kinds of robots to use for provision of what sorts of services. At the same time, the project will advance technological developments, societal implementation, and establishment of rules as necessary.

(3) Division of Roles, Project Operators

[1] The Daiba and Aomi Areas

Initiative Breakdown	Division of Roles, Project Operators
Overall coordination	Ministry of Education, Culture, Sports, Science and Technology; relevant ministries, agencies and municipalities (Tokyo Metropolitan Government; Cabinet Office; Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Japan Tourism Agency, etc.); Future Society Demonstration Project Council (tentative name)
Technological development, verification	Private sector corporations (robot manufacturers, etc.); research institutions (universities, independent administrative institutions, etc.)
Field creation	Tokyo Metropolitan Government, Minato-ku, Shinagawa-ku, Koto-ku, sub-central waterfront areas)

[2] Public Spaces Including Daily Living Environments in Urban Areas

Initiative Breakdown	Division of Roles, Project Operators
Establishment and consideration of rules regarding use of robots in daily living environments in urban areas	Relevant ministries and agencies; project operators (businesses/entities that manage/operate locations where autonomous mobile robots will be used)
Development of cutting-edge robots viable under the above rules	Domestic and overseas robot manufacturers/servicers
Implementation	Project operators (businesses/entities that manage/operate locations where autonomous mobile robots will be used)

[3] Airports

Initiative Breakdown	Division of Roles, Project Operators
Establishment and consideration of rules regarding use of robots in airports	Relevant ministries and agencies, airport-related entities
Development of cutting-edge robots viable under the above rules	Domestic and overseas robot manufacturers/servicers
Implementation	Airport-related entities

<Japan Revitalization Strategy measures to be accelerated by this project>

Aiming for the achievement of a new industrial revolution through robots, this project will accelerate technological development and promotion of the “New Robot Strategy” decided upon at the Japan Economic Revitalization Headquarters. It will also expand the robotics market and promote around the world Japan’s robots from various fields, its universal design, and its leading-edge robotics technology.

4. International Implementation of High-Quality Japanese Medical Services and Technology (Inbound Use of Medical Care)

(1) 2020 Showcasing Details

- This project views 2020 as an excellent opportunity to promote Japan’s medical care to other countries. It focuses on healthcare fields with high demand from overseas and in which Japanese healthcare exhibits superiority internationally. The project calls for the creation of a list of medical institutions that proactively admit foreign patients to receive healthcare services (examinations, treatment, and screening [including after-treatment follow-ups]). It will increase chances for foreign patients to experience Japan’s medical care (including disease prevention, early-stage detection, disease treatment, and lifestyle recovery through rehabilitation, etc.).

(2) Specific Initiatives

- As a result of Japan’s superior health care and medical system—including its universal health insurance coverage system, its superior public health measures and its advanced medical technology—the country has achieved an average life expectancy of a high global standard. As the world’s first nation with a “super-aging society,” Japan and its medical care have garnered attention from around the world.
- With regards to the international implementation of Japanese medical care, the “Task Force Global Reach of Japanese-style Medical Technology and Services” set up under the Headquarters for Healthcare Policy has been promoting both outbound use—implementing Japanese medical technology and services overseas—and inbound use—accepting foreign patients seeking to receive care at Japanese medical institutions. Additionally, the general incorporated association Medical Excellence JAPAN (MEJ) has been established to serve a unified secretariat function in the joint public-private international implementation of medical care. Medical institutions are cooperating with MEJ in their endeavors to implement medical care internationally.
- For inbound demand, this initiative provides foreign patients an opportunity to receive medical care in Japan that is difficult for their countries to provide. By promoting international medical cooperation and the acceptance of foreign patients, this project will help to accumulate technology and resources in the field of medicine and to create a virtuous cycle that will lead to further improvements in medical care quality and services.

- Accepting foreign patients requires wide-ranging support starting from before patients travel to Japan and continuing after they return home. This includes support with regards to exchange of medical information, interpretation, transportation, and accommodation. There is a risk of problems arising from differences in culture and other such factors. Currently, with the exception of a small minority of medical institutions, it is difficult for institutions to maintain the resources necessary to address such issues by themselves. Furthermore, it is not a simple task for medical institutions to appropriately publicize overseas the conditions for admittance and the content of their medical services.

- In aiming to enhance efforts toward inbound demand, this project will implement the following:
 - Cooperation between medical institutions and travel agencies, etc., to accelerate the bridging of foreign patients with the domestic medical institutions that will accept them. This will be done by establishing certification guidelines and otherwise creating schemes to certify “medical travel agency” (tentative name) that will provide a series of assistance services for patients starting from before they come to Japan and continuing after they return home. Such services will include: coordination of examinations/care (including work relating to medical information exchange when institutions judge foreign patients’ suitability prior to coming to Japan); multi-language support through interpretation; arrangements for travel and accommodation; and agency service for payment of medical fees.
 - In order to enhance Japan’s ability to appeal to foreign patients based on the high level of quality of medical services and technology, this project will group individual Japanese medical institutions into a virtual “Japan International Hospital” (tentative name) to conduct unified PR of Japanese healthcare. Medical institutions that are proactive in treating foreign patients will be recruited to participate in the “Japan International Hospital.” From among these participants, proactive admission of foreign patients will be promoted particularly in the field of diagnosing and treating cancer, a field that has high demand from overseas and in which Japanese medical care excels.

(3) Division of Roles, Project Operators

Initiative Breakdown		Division of Roles, Project Operators	
Establishing certification guidelines for "medical travel agency" (tentative name)	Operation of certification system for medical travel agency by certifying body	Policy considerations and presentations by the Task Force for Global Reach of Japanese-style Medical Technology and Services, Inbound Working Group (see Note)	Medical travel agency
	Carrying out human resource training through certifying body with the aim to enhance the entire industry		
	Further initiatives and revisions based on the status of progress		
Overseas PR for Japanese healthcare		Carried out by the certifying body (to be decided later)	Medical institutions of the Japan International Hospital (tentative name)
Making a list of institutions for a "Japan International Hospital" (tentative name) to accept foreign patients; creation of website	Promotion of acceptance of foreign patients through medical travel agency		
	Further initiatives and revisions based on the status of progress		
Showcasing hubs (existing medical institutions, etc.) where patients can actually experience the medical care that Japan wishes to publicize abroad			

(*Note) Task Force for Global Reach of Japanese-style Medical Technology and Services, Inbound Working Group members:

Cabinet Secretariat office of Health and Medical Policy; Ministry of Internal Affairs and Communications; Ministry of Foreign Affairs; Ministry of Education, Culture, Sports, Science and Technology; Ministry of Health, Labor and Welfare; Ministry of Economy, Trade and Industry; Japan Tourism Agency; Medical Excellence JAPAN

<Japan Revitalization Strategy measures to be accelerated by this project>

In order to promote the international implementation of Japanese medical care (both inbound and outbound), this project will accelerate initiatives to examine mechanisms for systematically discovering demand. This will include plans to publicize domestic medical institutions providing healthcare of the world's highest standards. It will also involve cooperation with foreign medical institutions.

(II) Developing an Environment to Increase the Number of Tourists to Japan

5. Showcasing Japan as a Country of Tourism

In order for Japan to achieve a position as the world's leading "country of tourism," this project will utilize tourism resources and other forms of potential to develop attractive world-class sightseeing areas. This will be done with the aim to achieve the goals of 20 million foreign visitors to Japan in 2020, and 30 million in 2030. In aiming to boost tourism as a key industry for the nation, this project will implement the initiatives described below with regards to [1] sightseeing areas, [2] Tokyo, and [3] Narita and Haneda Airports.

[1] Sightseeing Areas

(1) 2020 Showcasing Details

- From areas suitable to serve as top runners in Japanese tourism, some will be selected to serve as joint public-private tourism area management organizations (Japanese versions of DMOs). These organizations will carry out sightseeing area development and marketing. Through intensive policy input from various ministries and agencies, this project will enhance tourism resources, develop stress-free environments that can offer multi-language translation and other services, and publicize tourism information abroad. By 2020, these efforts will result in the creation of sightseeing areas that are visited by an increased numbers of foreign tourists and that embody the "country of tourism" vision.

(2) Specific Initiatives

- With regards to Japanese-version DMOs, in 2015 one or two areas will be selected from a group of applicants to serve as models for attracting foreign tourists to rural areas. The selected areas will serve as leaders in the development of sightseeing destinations and will establish Japanese versions of DMOs that (i) build consensus among related entities, (ii) establish marketing-based strategies, and (iii) manage various related projects.

The Japan Tourism Agency will act as a central facilitator in creating cross-divisional project teams in administrative agencies, promoting cooperation and assisting the selected Japanese DMOs.

Within five years, this project will create a national total of between five and ten of the "level 3" Japanese DMOs indicated in the "Report by the Team for Policy Considerations on the Vitalization of Towns, Peoples, and Jobs."

- With regards to tourism resources, this project will thoroughly enhance sightseeing offerings that are marketable to foreign tourists and create mechanisms to provide travel programs with a high level of satisfaction.

Specifically, the project will implement initiatives matched to individual regions, including (i) discovery/enhancement of tourism resources through dispatch of producers and use of “Cool Japan,” (ii) establishment of tourist reception programs utilizing the theme of “food and agriculture,” (iii) use of cultural assets, including “Japan Heritage” sites that are certified as being important sites Japanese culture and tradition, and (iv) the training of guides to spread and promote eco-tourism.

- With regards to the development of stress-free environments, this project will undertake the creation of environments in which foreign tourists can enjoy stay and travel that is easy and comfortable.

Specifically, the project will focus on services that can be provided across Japan before 2020, including (i) free public wireless LANs (Wi-Fi) and (ii) multi-language voice translation support through smartphones and tablets. This will ensure that at areas chosen as Japanese DMOs, foreign tourists can do sightseeing and utilize disaster prevention centers without hindrance.

An additional initiative at areas selected as Japanese DMOs will be (iii) the provision of multi-language tourism area guides and the provision of information on dining locations that accommodate religion-related needs. This will be done through the use big data (user attributes, payment information, etc.) gained from dedicated card apps issued to foreign tourists.

- With regards to disseminating information overseas, the project will increase tourism demand and develop sales channels for regional products by proactively publicizing the appeal of areas selected as Japanese DMOs.

Specifically, the project will implement initiatives such as (i) overseas exhibits via the “Visit Japan” project, (ii) support for overseas provision of broadcast content that advertises the appeal of sightseeing areas, (iii) further information provision through cooperation with overseas companies related to “Cool Japan,” and (iv) use of cultural programs.

(3) Division of Roles, Project Operators

Initiative Breakdown		Division of Roles, Project Operators
Japanese DMOs	Establishing Japanese DMOs	Ministry of Land, Infrastructure, Transport and Tourism; municipalities, etc.
	Setting up cross-divisional project teams	Relevant ministries and agencies
Enhancement of tourism resources	Development and provision of new products and services utilizing regional resources	Ministry of Economy, Trade and Industry, etc.
	Appealing utilization of Japanese food, food culture, and rural districts	Ministry of Agriculture, Forestry and Fisheries, etc.
	Preservation, maintenance, and utilization of cultural assets; utilization of regions' historic townscapes, etc.	Ministry of Education, Culture, Sports, Science and Technology; Ministry of Land, Infrastructure, Transport and Tourism, etc.
	Promotion of ecotourism that utilizes regions' natural resources	Ministry of the Environment, etc.
Development of stress-free environments	Development of environments so that foreign tourists can enjoy their stay and travel	Ministry of Land, Infrastructure, Transport and Tourism; various relevant private businesses, etc.
	Development of environments for foreign tourists utilizing ICT	Ministry of Internal Affairs and Communications; various relevant private businesses, etc.
	Development of stress-free environments utilizing card apps	Ministry of Economy, Trade and Industry; various relevant private businesses, etc.
Provision of information overseas	Overseas publicity of Japanese sightseeing regions through the Visit Japan project	Ministry of Land, Infrastructure, Transport and Tourism; Ministry of Agriculture, Forestry and Fisheries, etc.
	Transmission of broadcast contents advertising the appeal of Japanese sightseeing regions	Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry, etc.
	Publicity of Japanese culture through use of cultural programs	Ministry of Education, Culture, Sports, Science and Technology, etc.

[2] Tokyo

(1) 2020 Showcasing Details

- By 2020, in the contiguous areas including Tokyo's main stations, Olympics/Paralympics facilities, and popular tourist destinations, this project will thoroughly promote barrier-free accessibility, provision of easy-to-understand guidance information, and the implementation of best practices for Japan and its super-aging society. These initiatives will be in addition to the “stress-free” efforts made in areas selected as Japanese DMOs.

(2) Specific Initiatives

- Aggressive goals for the advancement of barrier-free accessibility have been set as shown in the chart below so that Japan will achieve a high standard ahead of other advanced nations.

Additionally, the project will promote improved customer reception through training of public transport employees. It will also work towards positive attitudes toward barrier-free accessibility amongst the Japanese people through the use of campaigns promoting barrier-free attitudes in public transportation and other areas.

	FY 2013	FY 2020
% of height differences resolved in Tokyo train stations ¹	86%	Approx. 100%
Guidance facilities in Tokyo train stations ¹	70%	Approx. 100%
Implementation of barrier-free access on designated roads ² in Tokyo (23 wards)	89%	Approx. 100%

1 Stations with a daily average number of users of 3,000 or more (approx. 93.5% of all stations in Tokyo)

2 Designated roads: Of roads mutually connecting stations, government facilities, and hospitals, etc., those designated by the Minister of Land, Infrastructure and Transport as road sections that are commonly used by a large number of pedestrians who are elderly or handicapped.

- With regards to provision of easy-to-understand guidance information, this project will involve initiatives such as (i) expansion of information provision functionality of digital signage through addressing users' language and other attributes (e.g., mass provision of disaster information, provision of coupons for museums, etc.), (ii) creation of new pictograms, (iii) enhanced provision of information about barrier-free routes.

(3) Division of Roles, Project Operators

Initiative Breakdown	Division of Roles, Project Operators
Implementation of barrier-free accessibility in passenger facilities of public transportation	Ministry of Land, Infrastructure, Transport and Tourism; Tokyo Metropolitan Government; municipalities; transportation companies; airport companies, etc.
Implementation of barrier-free accessibility in public transportation vehicles	Ministry of Land, Infrastructure, Transport and Tourism; Tokyo Metropolitan Government; transportation companies, etc.
Implementation of barrier-free accessibility in roads, urban parks, parking lots, and buildings	Ministry of Land, Infrastructure, Transport and Tourism; Tokyo Metropolitan Government, etc.
"Barrier-free attitudes"	Ministry of Education, Culture, Sports, Science and Technology; Ministry of Land, Infrastructure, Transport and Tourism; Tokyo Metropolitan Government; transportation companies, etc.
Promotion of easy-to-understand guidance signs	Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry; Ministry of Land, Infrastructure, Transport and Tourism; Tokyo Metropolitan Government; municipalities; transportation companies, etc.

[3] Narita Airport, Haneda Airport

(1) 2020 Showcasing Details

- At Narita and Haneda Airports, this project will enhance facilities' convenience and amenities. It will do so through improvement to airport access by railway and bus, and through the establishment of information provision hubs utilizing the airports as gateways (including the world's most advanced toilets, use of robots, and publicizing of tourism resources in Japanese DMO areas). These initiatives will take place in addition to the initiatives for stress-free environments in areas chosen for Japanese DMOs. Additionally, the project will aim to spread the initiatives at Narita and Haneda to airports in other regions.

(2) Specific Initiatives

- With regards to access to airports by railway and bus, the project will [1] compile a report on the future plans for metropolitan railways in Tokyo at the Railway Division of the Transport Policy Council within fiscal 2015, and further improve railway access; [2] further improve the convenience of bus access with regards to late-night and early-morning use.
- With regards to establishment of information provision hubs utilizing airports as gateways, the project will utilize Japan's superior technology and related initiatives as bases from which it will send out information to the world. Specifically, at Narita and Haneda Airports, this project aims to (i) use digital signage to provide sightseeing information to foreign tourists, (ii) showcase the world's most advanced toilets, (iii) advance discussions aimed at introducing "communication robots" that will perform translation and guidance services.

(3) Division of Roles, Project Operators

Initiative Breakdown	Division of Roles, Project Operators
Improvement of airport access by railway and bus	Ministry of Land, Infrastructure, Transport and Tourism; transportation companies; airport companies
Using airports as a gateway for transmitting various information	Ministry of Internal Affairs and Communications; Ministry of Economy, Trade and Industry, etc.; Ministry of Land, Infrastructure, Transport and Tourism; airport companies, etc.
World's most advanced toilets	Cabinet Secretariat, Division for the Promotion of a Society in Which All Women Can Shine; Ministry of Land, Infrastructure, Transport and Tourism; airport companies

<Japan Revitalization Strategy measures to be accelerated by this project>

This project aims to steadily implement such initiatives as A) creating operating structures for organizations responsible for sightseeing area development, B) multi-language support across the country, and C) the establishment of free public wireless LANs in tourist resorts. In doing so, it will accelerate progress toward the development of appealing, world-class sightseeing areas and the development of an environment to receive foreign tourists. The project will lead to the accomplishment of the goal of 20 million foreign visitors travelling to Japan in 2020, and 30 million in 2030.

(III) Expanding Foreign Direct Investment In Japan and Improving Business Environments

6. Policies to Attract More Foreign Direct Investment In Japan

(1) 2020 Showcasing Details

- With the Tokyo Olympics and Paralympics set to take place, 2020 will be a year of increased international attention to Japan. Implementing priority initiatives to attract more foreign direct investment in Japan will be effective in achieving FDI expansion. In doing so, it goes without saying that taking into account the needs of foreign corporations is a must, but it is also essential to establish business environments that are appealing to domestic corporations as well. It is necessary to proactively publicize the results of business environment improvements made through promotion of measures included in the Growth Strategy and to cooperate with regional municipalities to make strategic efforts towards discovering and attracting investments. This project will also leverage such investment discovery and attraction to accelerate domestic regulatory and system reforms.
- In aiming for the expansion of foreign direct investment in Japan, this project will set 2020 as a target year and fully utilize the 2020 Tokyo Olympics/Paralympics and other international events to publicize Japan's countrywide initiatives, including business conferences, to foreign countries.

(2) Specific Initiatives

- This project will involve strategic events that will serve to advertise Japan's investment environment, aid discovery of new investment projects, and publicize large-scale investment projects. These events will be held in 2020, the year of the Tokyo Olympics/Paralympics. The project will also strategically implement individual, specific investment-drawing activities in cooperation with municipalities that are motivated and possess the strengths needed to attract foreign corporations. Additionally, efforts to attract companies will be made in connection with large-scale international events. Depending on the target for investment expansion, it will also be necessary to plan events incorporating non-business elements as well. In order to achieve this, the project will carry out the initiatives listed below.

[1] Japan Business Conference (JBC): 2020

- The UK utilized the London Olympics as an opportunity to hold a PR event (The British

Business Embassy) to promote both foreign direct investment in the UK and the overseas expansion of UK corporations. Utilizing this initiative as a reference, in conjunction with the 2020 Tokyo Olympics/Paralympics, Japan will invite CEOs of foreign companies to be received by relevant Cabinet members. It will simultaneously create opportunities to proactively publicize Japan's investment environment.

[2] Regional Business Conference (RBC): 2019–2020

- In addition to the 2020 JBC, regional municipalities and Bureaus of Economy, Trade and Industry that are proactive in attracting foreign corporations will cooperate to create an opportunity for business matching and for business representatives to advertise companies at the regional level. In order for these events to produce significant results, it is essential to constantly strengthen initiatives toward attracting foreign corporations. Towards this end, starting this fiscal year, JETRO will provide meticulous support to a wide range of regional municipalities. This support will include information provision, helping individual regional municipalities ascertain their strengths, selecting and approaching individual target corporations, and site selection assistance/follow-up.

[3] Utilizing the Opportunity of the Jointly-Held World Economic Forum and the World Forum on Sport and Culture

- In the fall of 2016, the World Forum on Sport and Culture (see Note) will be held through cooperation between the business community and regional public organizations. This Forum is planned to be held in conjunction with the World Economic Forum, and the Young Global Leaders meeting is planned to be held around the same time. Utilizing both meetings' participants' global communicative strengths, this project will endeavor to attract investment. These initiatives will include organizing joint sessions between the World Economic Forum and the World Forum on Sport and Culture on the theme such as the "cutting-edge science and technology."

(*Note) Discussions underway on the Forum plan as a kick-off event to internationally promote the Olympics/Paralympics movement. Leading up to the Tokyo 2020 Olympics and Paralympics Games, the forum will be an opportunity to discuss and promote the international contributions of and tangible/intangible legacies of sports and culture.

[4] Expansion of Venture Capital FDI in Japan through Interlinking with a Global Venture Ecosystem

- As the world enters a new era of competitive business models through IoT, Big Data, and AI, the vitalization of innovative venture activities is extremely important to the growth of Japan’s national economy. In particular, it is essential to foster venture companies that are competitive on a global level. The recent revisions to the Growth Strategy include initiatives such as the “Bridge Project Between Silicon Valley and Japan.” In conjunction with this project and other measures, a large-scale Global Venture Summit will be held in 2020. Startup-fostering events and music festivals focused on students and young entrepreneurs that are held in conjunction with business events in overseas countries will also be used as a reference when planning the Venture Summit.

(3) Division of Roles, Project Operators

Initiative Breakdown	Division of Roles, Project Operators
Japan Business Conference	Ministry of Economy, Trade and Industry; other relevant ministries and agencies
Regional Business Conference	Regional municipalities; Regional Bureaus of Economy, Trade and Industry, etc.
World Forum on Sport and Culture	Ministry of Education, Culture, Sports, Science and Technology; other relevant ministries and agencies
Global Venture Summit	Ministry of Economy, Trade and Industry; other relevant ministries and agencies

<Japan Revitalization Strategy measures to be accelerated by this project>

This project will advance improvements to business environments and the evolution of Japan’s system for attracting investment toward the goal of promoting foreign direct investment in the country. It will also advance the creation of a global venture ecosystem. The project will accelerate improvement/enhancement of business environments with an eye to 2020. In conjunction with the advancement of the project itself, it will be necessary to proactively promote to overseas countries the results of initiatives that will be undertaken.

[Main Initiatives in the Japan Revitalization Strategy to Improve/Enhance Business Environments]

	Improvement/Enhancement Initiatives
Frontier Challenge	<ul style="list-style-type: none"> - Use of corporate verification exemption system - Use of system to eliminate gray zones
Strengthening Corporate Governance	<ul style="list-style-type: none"> - Expanding the adoption of Japanese Stewardship Code - Expanding the adoption of Corporate Governance Code - Examining integrated disclosure of corporate information - Revision of stockholders’ general meeting processes

Business Start-Up and Venture Support	<ul style="list-style-type: none"> - Business start-up support at the Tokyo Start-Up One-Stop Center - Creation of global ventures through the “Bridge Project Between Silicon Valley and Japan” - University reforms to nurture the creation of global venture companies
Promotion of Business Revitalization	<ul style="list-style-type: none"> - Examining legal frameworks geared toward swift and smooth business revitalization
Employment System Reforms	<ul style="list-style-type: none"> - Creation of a “highly-skilled professional system” - Expansion scope of work to which the planned discretionary work system applies - Revisions to the “flex time” system - Expanding the adoption of diverse full-time employees - Implementation of exceptions to change fixed-term employment of laborers with expert knowledge to non-fixed-term employment - Creation of a conflict resolution system with a high level of predictability - Establishment of Employment/Labor Consultation Centers and thorough clarification/publication of employment rules via “Employment Guidelines”
Human Resources Training	<ul style="list-style-type: none"> - Examining introduction of English as a class in primary schools - Increasing the ratio of foreign faculty and the ratio of English classes at universities - Systematization of new institutes of higher education offering practical vocational training
Utilization of Foreign Talent	<ul style="list-style-type: none"> - Publicizing and utilization of a new visa status with indefinite period of stay specialized for highly-skilled foreign talent - Improvements to environment for receiving foreigners, including multi-language support, deployment of medical interpreters, and enhancement of educational environments for children from overseas - Enhancing ability to match exchange students seeking jobs with job openings through foreigner employment service centers and “exchange student corners” at Hello Work centers offering assistance to new graduates - Promotion of an active role by foreign talent in IT, tourism, and other professional/technical fields
Promoting Innovation	<ul style="list-style-type: none"> - Promotion of the Strategic Innovation Promotion Program (SIP) - Promotion of the Impulsing Paradigm Change through Disruptive Technologies Program - Promotion of the “Cross Appointment” system for R&D human resources of universities, research institutes, and companies - Expediting of patent examinations - Enhancement of national university management through competition between universities - Creation of system of Special Research Universities and Distinguished Graduate Schools
Utilization of IT	<ul style="list-style-type: none"> - Utilization of Big Data under Personal Information Protection Law - Introduction of the My Number system and expansion of the scope of its use - Creation of Agency Service Institutions to handle the circulation of personal data - Promotion of competition and improvements to the usage

	<p>environment in the field of mobile communications</p> <ul style="list-style-type: none"> - Expansion of frequency band for mobile communications
Tax System Reform	<ul style="list-style-type: none"> - Corporate tax reform aimed at growth
National Strategic Special Zones	<ul style="list-style-type: none"> - Regulatory reforms and actualization of project plans with regards to the International Business Innovation Hub (Tokyo Metropolitan Area), Healthcare Innovation Hub and Support for Motivated Job Seekers (Kansai Region), Large-Scale Agriculture Reform Hub (Niigata City, Niigata Pref.), Hub for Reform of Agriculture in Semi-Mountainous Regions (Yabu City, Hyogo Pref.), Hub for Employment Reform Aimed at Creating Businesses (Fukuoka City, Fukuoka Pref.) and the International Tourism Hub (Okinawa Pref.) - Regulatory reforms and actualization of project plans in regional revitalization special zones (Hub for Reform Aimed at Agricultural and Medical Exchange [Semboku City, Akita Pref.]; Hub for Reform Aimed at Active Roles by Women and Social Entrepreneurship [Sendai City, Miyagi Pref.]; Hub for Comprehensive Reform of Education, Employment, and Agriculture Aimed at Fostering Agricultural Leaders [Aichi Pref.]).
Expanded Use of PPP/PFI	<ul style="list-style-type: none"> - Promotion of the formation of projects by opening public sector infrastructure operating companies to the private sector
Energy	<ul style="list-style-type: none"> - Promotion of power system reforms (system design, including general deregulation of the retail market and the legal separation of the transmission and distribution sector) - Promotion of reform to gas systems and heat supply systems (system design such as the general deregulation of the retail market)
Economic Cooperation	<ul style="list-style-type: none"> - Realization of TPP, RCEP, Japan-China-Korea FTA, Japan-EU EPA, etc. - Promotion of the creation and revision of investment agreements and tax treaties
Countermeasures Against the Declining Birthrate, Promotion of an Active Role by Women	<ul style="list-style-type: none"> - Implementing the plan to accelerate solutions to the childcare waiting list problem - Implementing the plan to secure childcare workers - Implementing the comprehensive plan for afterschool childcare - Rectifying long working hours through laws on the promotion of active careers by women; workplace environment improvements to promote men's taking time off for child rearing - Utilization of foreign human resources for housekeeping assistance