

To realize our goals, we promote the 16 policies designed under the basic directions of our policy development (the Four Pillars).

Our Goal

The realization of a “Land of Beauty” with resilience and diverse charms

I Securing of Safety and Security

For the protection of the lives of our citizens, we work on preparing for possible disasters, improving our daily medical care systems, preventing crimes and protecting the environment.

- ① Disaster prevention and mitigation and enhancement of prefectural land resilience
- ② Medical and nursing care and health
- ③ Safety in daily life
- ④ Environment



Improvement of embankments, etc. to prevent tsunamis and storm surges



Support for medical emergency helicopter services, etc.

II Vitalization of Industries and Regional Communities

We vitalize regional communities by promoting diverse industries, such as manufacturing, tourism, agriculture, forestry and fishery, and cooperating with municipalities as well as improving basic infrastructure for industries and the everyday lives of our citizens and adopting more digital technologies.

- ⑤ Transmission of information about our tourism and charms
- ⑥ Agriculture, forestry and fishery
- ⑦ Industrial promotion
- ⑧ Fostering and securing of human resources
- ⑨ Regional development
- ⑩ Promotion of a digital society
- ⑪ Foundation for traffic systems and the everyday lives of our citizens



Agricultural training at Mie Prefectural Agricultural College



Construction of a system for the preservation of the Kumano Kodo Iseji Route

III Realization of an Inclusive Society

For the realization of a society where everybody is respected as a unique and talented individual and can participate actively in its activities, we respect human rights, provide support for those who have a hard life, promote welfare for the disabled.

- ⑫ Human rights and diversity
- ⑬ Welfare



Mie Prefecture's ordinance enacted for the realization of a society where everybody accepts sexual diversity and can live with a sense of security



Forum held to support shut-ins

IV Fostering of Human Resources for the Future of Mie Prefecture

In order to foster human resources necessary to shape the future of Mie Prefecture, we support children's growth by providing education, preventing child abuse, assist people in realizing their dreams of getting married or pregnant, giving birth and raising their children, and promoting regional development through cultural and sporting activities.

- ⑭ Education
- ⑮ Children
- ⑯ Culture and sports



Class conducted with the use of information and communication technology (ICT)



Photography contest for fathers caring for their children

Basic Policies about Our Prefectural Administration

- Prefectural administration to operate under the trust our citizens
- Prefectural administration to meet the needs of our citizens
- Prefectural administration to operate in cooperation with various individuals and organizations

Summary Version

Mie Prefecture's Comprehensive Program (formulated in October 2022)

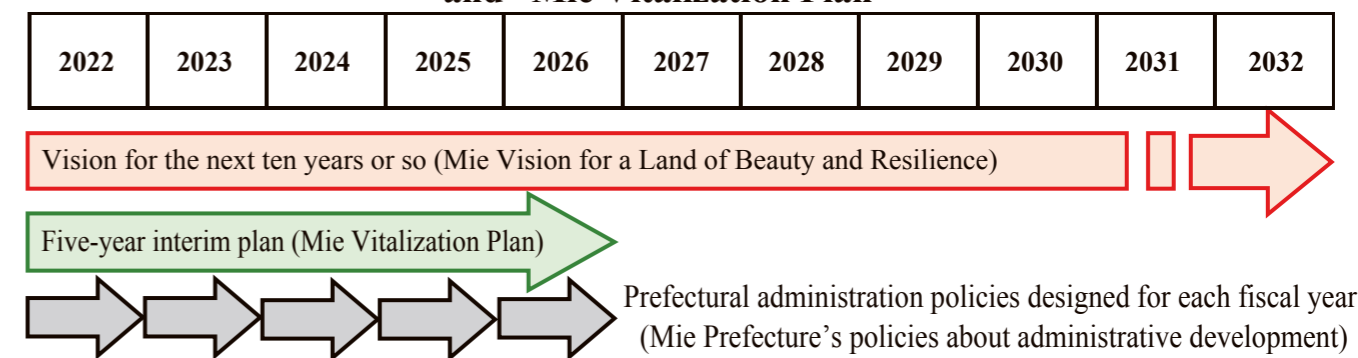
“Mie Vision for a Land of Beauty and Resilience” “Mie Vitalization Plan”

Under our new comprehensive program, we advance efforts to protect the lives of our citizens from disasters, and then to protect and raise precious children expected to shape the future of our prefecture. In addition, we also support the livelihood of our citizens by assisting in further growth and development of diverse industries, such as tourism, manufacturing, agriculture, forestry and fishery, and promoting effective countermeasures against depopulation.

In cooperation with our citizens, we will definitely make our prefecture “land of beauty” by creating new values and developing regional communities.

ICHIMI Katsuyuki
Governor of Mie Prefecture
October 2022

Relationship between “Mie Vision for a Land of Beauty and Resilience” and “Mie Vitalization Plan”



Mie Vision for a Land of Beauty and Resilience

Mie Prefecture's long-term vision for the next ten years or so created to show the basic policies about its prefectural administration and the directions of its policy development

Basic Concept: Our Vision for an Ideal Society in about Ten Years

In order to develop and improve our prefecture with the needs of the times, we need to take appropriate countermeasures against possible risks of large-scale natural disasters, depopulation, etc. as well as to positively promote carbon neutrality and digitalization of our society.

Thus, we make determined efforts for the protection of the lives of our citizens, and make our prefecture “worth choosing” by taking advantage of its strengths and charms, such as its rich tourism resources and improved road network.

By promoting such efforts in cooperation with diverse individuals and organizations, including municipalities, enterprises, associations and NPOs, we aim to realize a “[land of beauty] with resilience and diverse charms” where its current and future citizens can embrace their dreams for the future, feel happy and enjoy their active lives in a safe, secure, and sustainable environment.

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Check the website of Mie Prefecture for detailed information on the vision and the plan.

https://www.pref.mie.lg.jp/VISION/index.htm

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Mie Vitalization Plan

A summary of the various efforts taken to realize the Mie Vitalization Plan, laid out in a five-year plan from the 2022 fiscal year through the 2026 fiscal year.

- ◆ The efforts which Mie Prefecture makes for the five years are systematically sorted into 56 measures, implemented according to the 16 designed policies shown in Mie Vision for a Land of Beauty and Resilience.
- ◆ Each measure is listed and includes further information on its goals, issues which need resolving, the direction of efforts (basic projects) and KPIs (key performance indicators).

The Seven Attempts Made under the Mie Vitalization Plan

In order to focus on high-priority issues and actively advance efforts for their resolution within five years, Mie Prefecture recognizes the following efforts as the Seven Attempts of the Mie Vitalization Plan. Below you can find detailed examples of the work of our seven initiatives.

1. Prevention and Mitigation of Large-Scale Disasters and Accelerating and Enhancing Resilience in the Prefecture

In case of large-scale disasters, such as Nankai megathrust earthquakes and disasters caused by frequent heavy rain, we further promote disaster prevention and mitigation measures by enriching both tangible and intangible assets of the prefecture.

<Cultivating human resources and enrichment of infrastructures>

- Fostering of human resources of the next generation for disaster prevention
- Measures for the enhancement of earthquake safety for infrastructures and countermeasures against their aging



<Rescue and evacuation>

- Large-scale rescue and evacuation drills conducted in cooperation with the Japanese government, local municipalities and disaster-prevention organizations
- Promotion of the improvement of temporary evacuation shelters within the expected tsunami inundation areas

<Restoration>

- Securing of the emergency transportation network in the event of a disaster and promotion of prompt disaster waste management

2. Countermeasures against COVID-19 Infections, etc.

We prepare for new variants of COVID-19 and infections they could cause by sharing our experience in COVID-19 countermeasures with related institutions and organizations and passing it down to future generations.

<Preparation for infections>

- Implementation of proactive countermeasures against infections according to specialist opinion
- Improvement of our healthcare delivery and testing systems in preparation for new infection outbreaks

<Countermeasures against damage to social and economic activities>

- Implementation of support measures for business operators in Mie Prefecture in the aim of “keeping their business running and maintaining/securing employment for their workers,” “reviving economic activities” and “responding to changes in social and economic circumstances”
- Implement support for consultation on daily life (such as securing and enhancing consultation services on diverse issues)

3. Taking full advantage of Mie’s attractions to promote tourism

Mie Prefecture exerts its collective strength to promote sustainable tourism for the sake of tourists, business operators and local residents.

<Strategies used to increase tourist numbers>

- Improving tourism marketing by collecting and analyzing tourist data
- Using media and SNS to attract more people inside/outside Japan



<Enhancement of the quality of tourist attractions>

- Improvement of contents and services to promote stay-type tourism by, for example, uncovering regional tourism resources
- Improvement of hospitality and comfort for tourists by supporting the renovation of accommodation facilities as well as for the fostering of human resources for tourism

4. Taking advantage of decarbonization to promote industry

We work on the “Zero Emission Mie” project to bring about industrial and economic development through advancing efforts to reduce emissions of carbon dioxide, to practically zero and achieve carbon neutrality.

<Efforts of the “Zero Emission Mie” Project>

- Support for small- and medium-sized companies to purchase electric vehicles (EV)
- Promotion of the utilization of hydrogen and fuel ammonia in the Yokkaichi Petrochemical Complex
- Plan for the reduction of carbon dioxide emissions at the ports within Mie Prefecture
- Promotion of the introduction of renewable energy, including marine energy
- Promote recycling by advancing the development of recycling technologies for solar panels, plastic, etc.
- Promote forest improvement and creation of seaweed beds by promoting effective use of the J-Credit System



5. Promotion of Efforts for the Realization of a Digitalized Society

We will revise “Mie’s Program for Strategic Promotion of Digitalization” by the end of 2022, to promote a more “humane DX” to realize our citizen’s wishes.



<Promotion of DX in our society>

- Acceleration of the momentum for DX and promotion of efforts by each individual or organization
- Improvement of the digital divide and fostering of human resources for DX in cooperation with various individuals and organizations
- Creation and fostering of startups oriented toward the resolution of regional and social issues

<Promotion of DX for government services>

- Digitalization of administrative procedures, creation of new services provided with the use of data and promotion of DX in municipalities
- Securing and fostering of human resources necessary to support DX in the prefectural government and creation of a foundation for that

*DX (digital transformation): Utilization of digital technologies aimed at realizing the reduction of working hours and the creation of higher added value in order to improve the quality of our citizens’ living and working environments

6. Enhancement of Support and Education for Children and Young People Who Will Lead the Next Generation

We support children who will shape the future of Mie Prefecture so that they can grow up soundly and act like themselves no matter what circumstances they are raised in. Additionally, we also promote education to help them boost their self-esteem and develop habits to encourage them to enjoy studying and continue learning on their own time.

<Enhancement of support>

- Promotion of countermeasures against child poverty. For example, providing learning support in cooperation with regional communities, companies and organizations and helping single-parent families find a job
- Promotion of countermeasures for the prevention of child abuse by, improving response to child abuse with the use of AI technologies and developing specialists to enhance child consultation services



<Enhancement of education>

- Promotion of education according to the learner’s stage of development. For example, educating high school students so that they can be autonomous learners who can live as they wish and enjoy fulfilling lives in the midst of their changing society
- Promotion of education to help children develop their talents and potential in a safe environment. For example, enhancing support for children with diverse educational needs, including those with special needs and those refusing to go to school
- Creation of a safe learning environment by enhancing, for example consultation services and support for bullied children and promoting quick and sincere response

7. Comprehensive Response to Depopulation

As prefectural government officials, we work together to respond comprehensively to depopulation problems for the autonomous and sustainable development of regional communities.

<Promotion of countermeasures against natural population decline>

- Promotion of efforts to help people find their partners and eliminate their anxiety about pregnancy, childbirth and child-raising



<Promotion of countermeasures against population decline attributed to social factors>

- Securing and creation of jobs by promoting diverse industries
- Enhancement of consultation services for and information sharing with those who are interested in migration and promotion of measures to encourage young people to return to their hometowns

<Response to damage caused by population decline>

- Promotion of efforts to increase the number of people who have a close connection to Mie Prefecture by, for example, promoting workcations and vitalizing regional communities with the help of collaborators from outside the prefecture

<Comprehensive promotion of countermeasures against depopulation>

- Promotion of countermeasures against depopulation by cooperating with municipalities through the “Mie Partnership Conference against Depopulation”
- Formulation of the “Policies for Countermeasures against Depopulation of Mie Prefecture” (provisional title) to show the directions of our effort to promote countermeasures against depopulation