

Comprehensive Strategy Objective

This comprehensive strategy details specific plans of action for overcoming population decline and realizing Kochi City's future population goals outlined in the Kochi City Population Vision for Communities, Human Resources, and Job Creation.

The Kochi City Population Vision for Communities, Human Resources, and Job Creation

Based on the numerical data derived from regional population projections published by the National Institute of Population and Social Security Research in March 2013, it has been estimated that the population of Kochi City will have decreased to approximately 204,000 people by the year 2060.

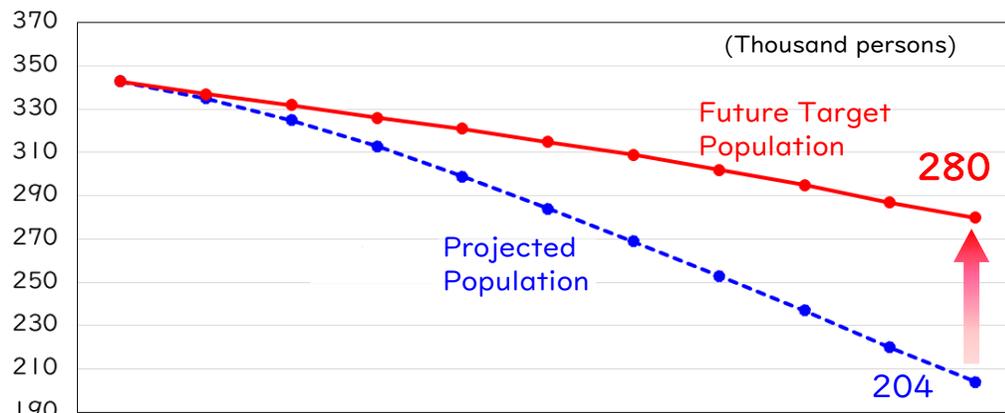
Kochi City formulated the Population Vision for Communities, Human Resources, and Job Creation in 2015 and set its **target population for 2060 at 280,000 people**. This target population will be achieved by fulfilling the following three conditions:

- ① Gradually raising the total fertility rate through 2035
- ② Improving the mortality rate
- ③ Stemming depopulation by reducing the excess outflow of young people to zero

Basic View on Overcoming Population Decline

- (1) Attract people from other places to Kochi Prefecture while reducing population outflow
- (2) Help the young generation fulfill their desires for marriage
- (3) Help parents have their ideal number of children
- (4) Create a society in which people of all ages can lead healthy and active lives
- (5) Collaborate with surrounding municipalities and promote initiatives in local administrative units
- (6) Promote both short-term and long-term initiatives

Projected Population and Target Population



	2010 (H22)年	2015 (H27)年	2020 (R2)年	2025 (R7)年	2030 (R12)年	2035 (R17)年	2040 (R22)年	2045 (R27)年	2050 (R32)年	2055 (R37)年	2060 (R42)年
Projected Population	343	335	325	313	299	284	269	253	237	220	204
Target Population	343	337	332	326	321	315	309	302	295	287	280

Comprehensive Strategy Composition

Kochi City Population Vision for Communities, Human Resources, and Job Creation
(*Plan specifying target population, etc.)

3rd Stage Comprehensive Strategy for Communities, Human Resources, and Job Creation in Kochi City

Basic policies

... Policies and regional image the city is striving to create

Basic goals

Numerical targets

... Goals set for each fixed, cohesive policy area that take the population vision into account. (Each basic goal has set numerical targets related to benefits received by city residents)

Basic direction

... The direction the city's initiatives must take to fulfill the basic goals

Measures

KPIs (key performance indicators)

... Measures implemented in accordance with the basic direction (KPIs: objective indicators that evaluate the progress and verify the effects of the measures)

Projects

... Projects and initiatives implemented to achieve the measures' KPIs

Past Initiatives Related to the Comprehensive Strategy

Kochi City formulated the Population Vision Comprehensive Strategy in October 2015 to address the issue of accelerating population decline.

In March 2020, the city formulated an in-depth 2nd Stage Comprehensive Strategy, which had a primary focus on local settlement, outflow reduction, and migration promotion, and used the key phrases "young generation", "UIJ Turn", "marriage, childbirth, and child-rearing", "interaction and exchange", and "love for one's hometown." The city promoted initiatives related to these issues.

While implementing and further developing 2nd Stage policies, Kochi City synthesized its strategy with the national government's Comprehensive Strategy for the Vision for a Digital Garden City Nation and moved the plan period up by one year, formulating a new strategy that uses digital technology cross-functionally to accelerate initiatives.

3rd Stage Comprehensive Strategy for Communities, Human Resources, and Job Creation in Kochi City

—Aiming for a sustainably developing city that offers fulfilling lifestyles driven by digital technology—

Kochi City aims to become a sustainably developing city where residents can find happiness within their diverse lifestyles and love and take pride in their local communities. The city also strives to increase residents' desires to continue to live in Kochi, or to return to their local communities in Kochi in the future. In order to realize this goal, the city will add the power of digital technology to its existing regional revitalization efforts to create jobs and promote local industry, and build a livable community where residents from diverse backgrounds can connect with each other and feel safe to give birth and raise their children. In addition, the city will strive to keep pace with the trends of the times by promoting SDGs and green living while working to solve social issues in local communities. The city will also strategically advance initiatives by leveraging synergies produced by wide-area collaboration with the Kochi Prefectural government and its municipalities, and by engaging in co-creation with diverse entities such as private businesses, universities, financial institutions, and residents.

I Generating stable employment and industrial revitalization by promoting local production, outside trade, and tourism

Job Creation

- ① Enhance local production (Promotion of agriculture, forestry, and fishing industries)
- ② Enhance outside trade (Development of new markets and expansion of current markets)
- ③ Enhance outside trade (Tourism promotion)
- ④ Create working environment that attracts enterprises and enables job creation



Numerical Targets (2022→2028)

- Number of municipal taxpayers 149,480→147,600
- Gross income of municipal taxpayers 465.5 billion yen→465.8 billion yen
- Manufactured product shipment value 164.1 billion yen→184.3 billion yen
- Number of visitors from outside Kochi Pref. 2.78 million→3.51 million

II Creating inflow of new people

Creation of Human Resources: Increasing Inflow of New People

- ⑤ Promote migration to Kochi and strengthen support system for migrants
- ⑥ Improve living environment
- ⑦ Revitalize local communities through unique educational programs
- ⑧ Encourage young people to settle in local communities



Numerical Targets (2022→2028)

- Number of couples and families moving to Kochi Prefecture 348→500
- Number of 15-24 year olds moving out of Kochi Prefecture 535→100

III Fulfilling the hopes of the young generation for marriage, pregnancy, childbirth, and child-rearing and expanding work opportunities for women

Creation of Human Resources: Countering Birthrate Decline

- ⑨ Create safe and comfortable environment for pregnancy and childbirth
- ⑩ Create safe and comfortable environment for child-rearing
- ⑪ Provide support to build future families
- ⑫ Promote work life balance



Numerical Targets (2022→2028)

- Births 2,015→2,300
- Percentage of residents who feel it is easy to raise children in Kochi City 37.6%→50%

IV Protecting safe and secure living conditions through balanced community-building in the prefectural capital and cooperation between different regions

Community Creation

- ⑬ Promote industry-university-government collaboration
- ⑭ Create a compact city
- ⑮ Coexist with nature
- ⑯ Revitalize local communities
- ⑰ Create a society in which residents can lead long, active lives
- ⑱ Improve services for residents using digital technology
- ⑲ Address issues of drastically declining birthrate and aging population



Numerical Targets (2022→2028)

- Percentage of residents who want to continue living in Kochi City 90.9%→100%