

Tamba Sasayama

City of Crafts & Folk Art Monitoring Report



United Nations
Educational, Scientific and
Cultural Organization



Designated
UNESCO Creative City
in 2015



JAPAN HERITAGE



1 Executive Summary

Tamba Sasayama, with a total population of approximately 42,000, is a rural city situated in the center of the Japanese archipelago. The city retains abundant natural environment and historical townscapes centering on Sasayama Castle and old post stations in the Fukusumi District. Attracting millions of visitors every year, this rural city is a treasure trove of both tangible and intangible cultural heritages such as Tamba ware, Ojiyama-yaki pottery, and Tamba cotton; Dekansho Festival, traditional Noh stages, and time-honored Shinto rituals. Locally grown agricultural products such as black soybeans, chestnuts, and mountain potatoes are nationally sought after. In recent years, Tamba Sasayama enjoys an increased number of international tourists interested in staying at renovated Japanese-style inns with a classic atmosphere. Our renovation initiative to utilize old properties is widely recognized as a best practice of SDGs amid growing nationwide concern over unoccupied houses especially in rural areas.

Since the UCCP designation in 2015, we have implemented various projects to preserve and leverage the above mentioned heritages. Examples include:

- Historic Street Art Festival in Tamba Sasayama
- International Biennale of Gastronomy and Pottery
- Tamba Sasayama Agriculture School

and numerous crosscutting collaboration projects

Tamba Sasayama continues to actively disseminate information as a path finder of sustainable rural model while preserving and passing down its indigenous culture and traditions along with fostering successors and welcoming creative synergies.

- 2.1 Name of the city : Tamba Sasayama
- 2.2 Country : Japan
- 2.3 Creative field : Crafts and folk Art
- 2.4 Date of designation : December 11, 2015
- 2.5 Date of submission of the current report : December 31, 2019
- 2.6 Entity responsible for the report : Takaaki SAKAI, Mayor of Tamba Sasayama City
- 2.7 Previous reports submitted and dates : N/A
- 2.8 Focal points of contact : Tatsuaki KOYAMA, Associate Manager of the Tourism Strategy Section, Commerce and Tourism Division, Agricultural Capital Creative Department, Tamba Sasayama City

2 General Information

3 Contribution to the Programme's Global Management



3.1 Number of UCCP Annual Conferences Attended in the Last Four Years:4

2016: Östersund, Sweden (City of Gastronomy)

Mayor Takaaki Sakai made his first presentation and introduced Tamba Sasayama to the UCCP members.

2017: Enghien-les-Bains, France (City of Media Arts)

Deputy Mayor Hitoshi Hirano delivered a speech, and made a guest appearance on a local radio station.

2018: Krakow and Katowice, Poland (Krakow: City of Literature, Katowice: City of Music)

Mayor Sakai made his second presentation, and a representative from the city reported on good practices in the field of Crafts and Folk Art.

2019: Fabriano, Italy (City of Crafts and Folk Art)

Mayor Sakai made his third presentation.

3.2 Hosting of a Previous or Future UCCP Annual Conference:None

3.3 Hosting of Working or Coordination Meeting(s) Addressed to One or More UCCP Creative Field Representatives (Including Sub-Network Meetings):

The City of Tamba Sasayama actively participated in the sub-network meetings:

2018: Icheon, Republic of Korea- attended by Tatsuaki Koyama

2019: Kanazawa, Japan- attended by Tatsuaki Koyama

3.4 Hosting of International; Conference(s) or Meeting(s) on Specific Issues Salient to the Creative Cities with a Large Participation of Members of the Programme:

November, 2015: The Six Ancient Kilns of Japan Summit *Prior to the UCCP membership designation
Icheon (City of Crafts and Folk Art) participated in this summit.

November, 2017: Japan Heritage × Creative City Forum
Tsuruoka (City of Gastronomy) participated in this forum.

3.5 Financial and/or in-Kind Support Provided to UNESCO in order to Strengthen the Sustainability of the UCCP in Different Areas Including Management, Communication and Visibility (Dates,Types of Contribution,Factual or Estimated Amounts,Main Objectives,etc):None

3.6 Serving as Cluster Coordinator or Deputy Coordinator and Period:None

3.7 Participation in the Evaluation of Previous Applications(Number of Applications Evaluated per Call for Application),of Previous Membership Monitoring Reports(Number of Reports Evaluated per Reporting Exercise):2 (in 2017 and 2019)

4 Major Initiatives Implemented at the Local and City Level to Achieve the Objectives of the UCCP

Tamba Sasayama, with a total population of approximately 42,000, is situated in the heart of Honshu, Japan's largest island. Surrounded by mountains, this rural village is a treasure trove of traditional artifacts such as Tamba ware, Ojiyama-yaki pottery, and Tamba cotton; historical townscapes centering on an old castle and post stations; beautiful scenery with abundant nature; epicurean delights; traditional culture such as Noh stages and time-honored shrine rituals; and classic architectural and plastering techniques. Tamba Sasayama is often cited as a city of miracles because it has successfully preserved various traditions despite its convenient geographical location: within a 60-minute drive from the surrounding major cities such as Osaka, Kyoto, and Kobe. The city has implemented numerous measures not only to preserve these treasures but also to leverage them for further prosperity.

HISTORIC STREET ART FESTIVAL IN TAMBA SASAYAMA (2016, 2018)

This art festival was launched in an attempt to preserve Tamba Sasayama's traditional townscape by the artists and locals concerned with the city's culture. With a huge help of local supporters and volunteers, this event has grown into a popular biannual festival where various artworks are displayed in about 30 renovated townhouses. (only 6 townhouses were available in the initial year, about 10 years ago.)

With the intention to promote citizens' creative activities and to energize UCCP's exchanges, the city regards this art festival as one of the important international events along with "the International Biennale of Gastronomy and Pottery." In 2018, we invited artists from Mexico, Russia, and Singapore, and offered various international exchange programs during the festival. 13,809 USD (1,500,000 JPY) was granted for this project.



TAMBA POTTERY FESTIVAL AND "HARU-MONOGATARI" FESTIVAL

Tamba Pottery Festival is one of the popular annual pottery festivals in Japan held every autumn which attracts nearly 100,000 visitors. The Haru-monogatari festival is also a highly sought-after pottery event held in every spring where visitors can participate in various workshops to learn about pottery techniques and firing process.

INTERNATIONAL BIENNALE OF GASTRONOMY AND POTTERY

In 2015, the city organized two major events: The International Biennale of Gastronomy and Pottery, and the Six Ancient Kilns of Japan Summit. Pottery artists from Icheon, Republic of Korea, and delegates from Japan's six ancient kilns were invited to deepen their exchanges.

In 2017, the city again organized two major events: The International Biennale of Gastronomy and Pottery, and the Japan Heritage Creative Cities Forum. Prof. Masayuki Sasaki with Doshisya University, a leading academic in the field of creative cities in Asia; and Prof. Yukio Nishimura with the University of Tokyo, a cityscape specialist participated in the forum. During the discussion, a vigorous exchange of views and ideas was observed among the panelists including Tamba potters and Mr. Masuo Yamamoto, a former deputy mayor of Tsuruoka (City of Gastronomy)



TAMBA WARE NEW PRODUCTS DEVELOPMENT PROJECT- "THE TAMBA STYLE"

The Tamba Style is a project for promoting new Tamba ware products. During a component analysis, artisans found the refractoriness in this earthen ware, and which finally led to the creation of a series of innovative new products such as microwave-safe plates. The city held food festivals featuring this innovative crockery along with homegrown ingredients.



TAMBA SASAYAMA GASTRONOMY & POTTERY PROMOTION PROJECT

With the aim of promoting local crockery and improving the level of customer satisfaction, we have encouraged hotels and restaurants to use locally produced plates, bowls, and cups by subsidizing part of the purchasing expenses since 2015. The number of applications granted: 40 (17 applications in 2015, 10 in 2016, 9 in 2017, and 4 in 2018)

SABAIBARU FAIR

Started last year, this event features competition among the participants who run traditional mackerel (saba) sushi restaurants. Visitors can enjoy different types of mackerel sushi and participate in workshops where hands-on mackerel sushi making experience is available. Pottery workshops are also organized in view of promoting Tamba ware along with regional dishes.



JAPAN HERITAGE CREATIVE CITY PROMOTION PROJECT

Tamba Sasayama started to offer subsidies to local entities in a bid to further promote activities that would lead to encouraging locals to feel, learn, and appreciate "Japan Heritage, Creative City Tamba Sasayama." In 2018, a total of 22 project applications were accepted including a workshop project for locals to deepen their knowledge about Tamba ware; the guide boards and signposts installation project in the pottery village area; and the Tamba ware new products development project.



4 Major initiatives implemented at the local and city level to achieve the objectives of the UCCP

TAMBA SASAYAMA AGRICULTURE SCHOOL

- “Satoyama School” : lectures on forest management methods including the proper usage of logging equipment such as a chain saw
- “Rakuno School” : lectures on agriculture for beginners who have just started their agricultural business or who are interested in farming
- Workshops on how to grow vegetables using planters (this workshop is intended for mothers with young children)
- Hands-on workshops for women engaging in farming
- Explanatory meetings of "the Person, Farmland Plan"
- “Mountain Potato School”
- Seminars on vermin control



KOBE UNIVERSITY + TAMBA SASAYAMA CITY RURAL INNOVATION LAB.

In collaboration with Kobe University, the City of Tamba Sasayama operates “Tamba Sasayama Innovators School” where prospective entrepreneurs can learn about essential business knowledge before starting up their own rural business in the fields of agriculture, tourism, and so on. The city also implemented several joint research projects with Kobe University as well as a series of workshops and seminars for students interested in the agricultural business. This year, local entrepreneurs were invited to conduct lectures on agriculture at this school.



MARUYAMA VILLAGE

Maruyama village successfully transformed itself from a marginal hamlet into one of the nationally renowned villages known for its innovative renovation initiatives for old properties. Their attempt to rejuvenate uninhabited old houses led to resolving a series of concerns—depopulation, abandoned houses and farmlands—in a creative way, and which also brought an increased number of tourists and created new jobs. This village has been working actively to preserve the natural environment, landscape, and endangered species, and which attracts attention among conservation-conscious entities including Toyota Motor Corporation. In collaboration with Kobe University + Tamba Sasayama Innovation Lab., one of the hubs for fostering human resources, Maruyama Village has implemented several other projects including efforts toward a designation of “ecolodge.” This innovative village offers internship opportunities and welcomes volunteer workers.



CREATIVE CITY NETWORK OF JAPAN

The City of Tamba Sasayama took an initiative role in CCNJ operations, and contributed to a creative development of Japanese society by encouraging fellow members to actively interact with each other and share information, ideas, and practices.

SAKURA(CHERRY) FESTIVAL

Now in its 10th year, Sakura (Cherry) Festival, is a popular annual spring event where visitors can enjoy Tamba Sasayama’s beautiful scenery, local dishes together with Tamba ware.

SASAYAMA ARCHITECTURE SCHOOL PROJECT

In Tamba Sasayama, one can easily find fine examples of successfully renovated hotels and restaurants that used to be abandoned or vacant properties. Amid growing concern over unoccupied old houses especially in rural areas, Tamba Sasayama gathers nationwide attention for the best practices of its renovation initiatives.

In collaboration with Kobe Design University and Tamba Sasayama Society of Commerce and Industry, Sukuramu (Scrum), a group of vibrant local building contractors, organized workshop seminars on technical knowledge and skills for renovating old Japanese-style houses. The seminars lasted for consecutive 5 days, and a total of 16 people participated. (10 people from Japan, and 6 people from overseas)



WORKSHOP FOR TROWEL AND PLASTERING SPECIALISTS

One-day training seminar for trowel and plastering specialists was held at a local vo-tech school. This workshop was organized by the alliance of 3 local entities: Tamba Sasayama Plastering Technical Study Group, Hyogo Construction Workers’ Union, and Tamba Sasayama Vocational Technical High School. This year the 20th delivery of the course was scaled up to welcome avid 87 participants from both inside and outside the city. Charismatic plasterer Akira Kusumi delivered a lecture on plaster finish and other related techniques. It is no exaggeration to say that Tamba Sasayama is a mecca for learning plastering techniques and traditional craftsmanship.



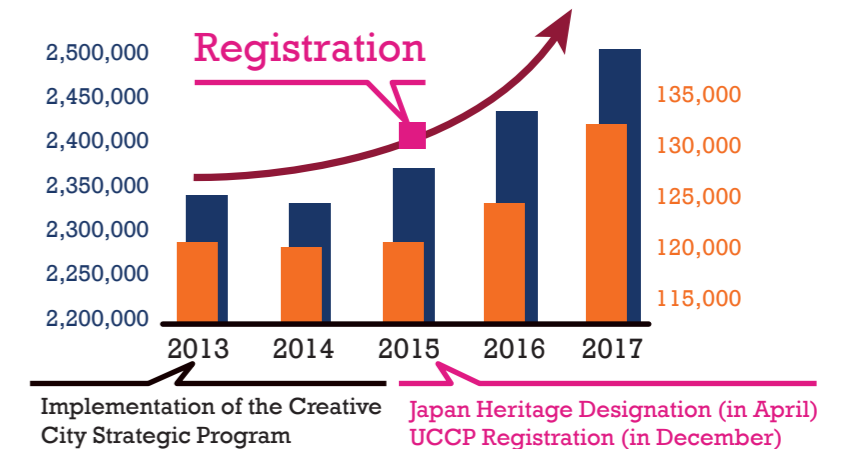
TAMBA SASAYAMA HINA FESTIVAL

Held in old Japanese-style houses, closed elementary school buildings, and local shrines and museums, this event features Hina dolls (Japanese traditional dolls usually displayed at the Girls’ Festival) and hands-on workshops on traditional culture and history of Tamba Sasayama. Organized with an active participation of local residents, the city aims to boost tourism and pass down its traditional culture and history to future generations while fostering civic pride among residents.

CHANGES IN THE NUMBER OF TOURISTS AFTER DESIGNATION

Increased by 125,000
(2015-2017)

The number of tourist
The number of overnight visitors



5 Major Initiatives Implemented through Inter-City and International Cooperation to Achieve the Objectives of the UCCP

PARTICIPATION IN THE 32ND ICHEON CERAMICS FESTIVAL

Dates: April 26-29, 2018

Location: Icheon, Republic of Korea (City of Crafts and Folk Art)

-attended by Hitoshi Hirano, Deputy Mayor; Nanako Kobayashi, Associate Manager of the Secretarial Division; Tatsuaki Koyama, Associate Manager of the Commerce and Tourism Division; and Tsutomu Ichino, the then director of the Cooperative Association of Potter of Tamba Tachikui Ware.

Pottery workshop by Tsutomu Ichino, the then director of the Cooperative Association of Potter of Tamba Tachikui Ware



PARTICIPATION IN CHINA SUZHOU CREATIVE & DESIGN CULTURAL INDUSTRY EXPO

Dates: April 19-22, 2019

Location: Suzhou, China (City of Crafts and Folk Art)

Exhibited Items: Tamba ware, Ojiyama-yaki pottery

-attended by Tatsuaki Koyama, Associate Manager of the Commerce and Tourism Division



JOINT EXHIBITION WITH KOREA

Dates: August, 2017

Location: Tamba Traditional Art Craft Park SUE NO SATO

-Hosted a joint exhibition with 30 female pottery artists from Icheon, Korea and Tamba Sasayama.



CITY VISIT AND CROSS-CULTURAL ASSISTANCE PROGRAM

The City of Tamba Sasayama welcomed visitors as follows:

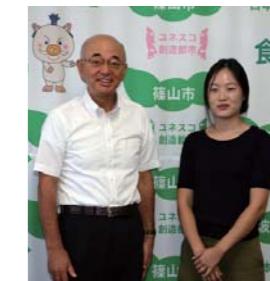
- Kütahya, Turkey: 5 visitors in September 2016 * Kütahya joined the UCCP in December 2017
- Gyeongsang National University (South Gyeongsang, Republic of Korea): 2 visitors in June 2017
- Jinju City (South Gyeongsang, Republic of Korea): 7 visitors in August 2017
- Gimhae Pottery Association (South Gyeongsang, Republic of Korea): 5 visitors in June 2016
- Republic of the Philippines: 11 visitors in July 2016
- Chiang Mai, Thailand: 2 visitors in December 2018 (City of Crafts and Folk Art)
- Domestic cities including Osaka; and Taito ward, Tokyo



The City of Tamba Sasayama accepted researchers and helped organize international workshops.

Examples include:

- Providing assistance and guidance to a researcher of the Max Planck Society for the Advancement of Science (Germany) who was originally born in Busan, Republic of Korea: August 2018 – July 2019 *Busan is a UCCP member city (City of Film)
- Providing assistance to “the Syllf Leaders Workshop in Tamba Sasayama” organized by the Tokyo Foundation for Policy Research: September 2018 *Prominent leaders who carry the next generation came from 20 countries attended the workshops held in Tamba Sasayama.



SASAYAMA GAKUEN

Sasayama Gakuen, a training institution for care workers, was established in 2017 on the site of the former Tannan branch campus of Sasayama Industrial High School. This school has actively accepted foreign students including students from Hue City, Vietnam, with which Tamba Sasayama has maintained a friendly-city relation since 2018. Hue City is a former imperial capital of Vietnam and boasts its royal palace that has a UNESCO world cultural heritage designation. We intend to foster synergy with Hue City and work closely together in the fields of tourism, agriculture, and welfare.

CULTURAL EXCHANGE WITH OTHER MEMBER CITIES

-held a meeting to exchange ideas and opinions with the City of Nagoya, a member city of UCCP. (2018)

6 Action Plan

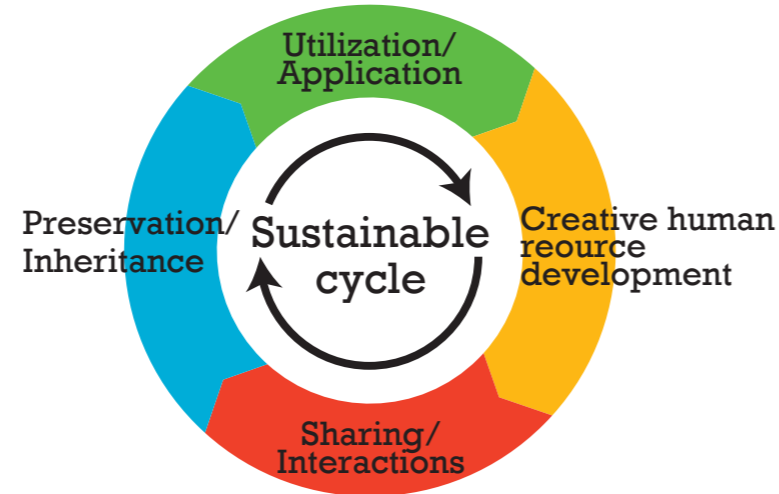
PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TERM PERIOD OF FOUR YEARS

6.1 PRESENTATION OF A MAXIMUM OF THREE MAIN INITIATIVES, PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE PROGRAMME LOCALLY, HIGHLIGHTING EXPECTED OUTCOMES AND IMPACTS

We present our sustainable approach and innovative rural model to the world.

Tamba Sasayama is a relatively small city but maintains diverse culture and tradition. We have received two Japan Heritage designations from the Agency of Cultural Affairs: Dekansho-bushi, a traditional folk song, and Tama ware, both of which have been nurtured in the city's rich natural environment.

We are now determined to promote our "Tamba Sasayama Model," a sustainable rural model that combines classic methods, resources and innovative new ideas. We will work hard especially on (1) preserving the traditional craft works such as Tamba ware and Ojiyama-yaki pottery; and folk performing arts such as Dekansho Festival, (2) finding innovative applications of such traditional crafts and culture, (3) fostering successors, and (4) disseminating our ideas and practices to the world.



Approaches	Projects/Activities
1 Preservation/Inheritance	The Oldest Noborigama (climbing kiln) Preservation Project, The Dekansho-bushi Grand Prix, Townscape Preservation Project
2 Utilization/ Application	Regional Lab. Project, The Saikyō-kaidō Project, The Aji Festival, Historic Street Art Festival
3 Creative Human Resources Development	Creative human resources development project, Tamba Sasayama + Kobe University Rural Innovation Lab.
4 Sharing/Interactions	Organizing joint projects with other UCCP member cities, Sharing information and facilitating cross-cultural interactions as a city promoting rural innovation model, Promoting active participation among citizens



ACTION ① PRESERVATION/INHERITANCE

Preservation and inheritance of traditional crafts and folk arts, and fostering cultural awareness among local citizens.

THE OLDEST NOBORIGAMA (CLIMBING KILN) PRESERVATION PROJECT

Built in 1895 (over 120 years ago), the noborigama kiln (climbing kiln) in Konda-cho, Tamba Sasayama is the oldest remaining kiln in Japan which received an Important Tangible Folk Cultural Property designation from Hyogo Prefecture. This oldest kiln needed an intensive repair work because of deterioration due to aging, and the Cooperative Association of Potters of Tamba Tachikui Ware took the helm and conducted a large-scale repair work over a two-year period from 2014. Many people including local citizens participated in the project. During the popular annual spring event called "Haru-monogatari," pieces created by local potters and citizens including children are fired in this time-honored kiln.



THE DEKANSHO-BUSHI GRAND PRIX

Designated as a Japan Heritage by the Cultural Affairs Agency, Dekansho-bushi, a highly-acclaimed folk song of Tamba Sasayama, carries a lot of charms of the city and has long been sung among local citizens. The theme of the song is basically based on the city's beautiful scenery, traditional culture, and local specialties which conveys the charms and warmth of the city, but we also appreciate and embrace new traditions recently burgeoned in the city. Best lyrics are chosen at the annual grand prix.



TOWNSCAPE PRESERVATION PROJECT

Tamba Sasayama retains beautiful landscape such as Maruyama Village, as well as the Important Preservation District for Groups of Traditional Buildings designated by the Japanese government such as the Kawaramachi District and the Fukusumi District. The City of Tamba Sasayama, one of the ten designated cities for the Program to Support Renewed Landscape-oriented City Development by the Ministry of Land, Infrastructure, Transport and Tourism, propels the preservation of the entire landscape of the former castle town. In 2020, Tamba Sasayama will first hold the National Convention for the Preservation District for Groups of Traditional Buildings, and the succeeding preservation projects will be carried out with the help and support of local citizens.



HISTORIC STREET ART FESTIVAL

This biannual festival is held in the Kawaramachi District, one of the Important Preservation District for Groups of Traditional Buildings designated by the Japanese government. With an active participation of local people, crafts and modern art pieces are displayed at museum-like renovated old Japanese-style townhouses. This event helps foster a sense of civic pride, promote cultural exchanges, and encourage tourism in the region.

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ACTION② UTILIZATION/ APPLICATION

Revitalizing the underpopulated areas and discovering new wealth and talents through the utilization of the existing resources.

REGIONAL LAB. PROJECT

Regional Lab. refers to renovated old Japanese-style houses or closed schools occupied or utilized by those people who have just moved in and started their own business in the city, or the local people who are planning to launch a new business or who are engaged in creative activities. The City of Tamba Sasayama aims at developing workable solutions for the housing problem in depopulated areas by encouraging innovative activities and welcoming energetic people interested in launching the agriculture or tourism business.

THE SAIKYO-KAIDO PROJECT

The Fukusumi District is located in the area adjacent to a western tip of Kyoto Prefecture. Along both sides of the main road called the Saikyo-kaido route, which connects Tamba Sasayama and Kyoto, are lined with beautifully preserved old Japanese-style houses. The Minazuki Festival, a local festival dedicated to the deities of Sumiyoshi Shrine on the main road, is filled with a rural atmosphere and has conveyed the region's folklore traditions from generation to generation. In the backyard of Sumiyoshi Shrine lies a remarkable Japanese garden named "Suminoe Garden" created by Mirei Shigemori, a notable contemporary Japanese landscape architect. This garden needed an intensive repair work to regain its original charm after a lapse of 50 years from its foundation. With the efforts by the Saikyo-kido Project staff members, local navigators, women's association staff members, and volunteer workers including lots of local people, this dilapidated garden was animated again after a series of renovation workshops.

The City of Tamba Sasayama further promotes preservation and renovation efforts in order to attract more tourists. Following projects are now underway: the renovation project of the parking area adjacent to Sumiyoshi Shrine; and the smartphone application development project which allows a handy use of old maps that tell tourists the location and history of the city.

THE AJI FESTIVAL

The Aji Festival is a local festival that features regional specialties and cuisine. Tamba Sasayama boasts a wide range of produce including black soybeans, chestnuts, wagyu beef, mountain potatoes, and wild boar meat, all of which produced here in Tamba Sasayama are nationally sought after. At this food festival, tourists and visitors of all ages enjoy not only culinary delights but also the historical townscape and natural landscape while walking around the venue.

Crafts:

Tangible cultural assets such as Tamba ware, Ojiyama-yaki pottery, Tamba cotton, traditional architecture, plastering works, and other properties

Folk arts:

Intangible cultural assets such as pottery techniques (Tamba ware, Ojiyama-yaki pottery), Dekansho Festival, Noh, kyogen or Noh farce played by children; agriculture; and landscape



ACTION③ CREATIVE HUMAN RESOURCES DEVELOPMENT

Pursuing the betterment of people's life by fostering and welcoming creative talents.

CREATIVE HUMAN RESOURCES DEVELOPMENT PROJECT

We encourage our citizens to acquire the requisite knowledge and skills in the area of agriculture and forestry by holding various workshops and lectures such as: cultivation methods of local agricultural products; operational procedures for agricultural machinery; and forestry management techniques. We are also committed to fostering new business and cultivate future talents in order to successfully pass down the craftsmanship and expert techniques in the fields of craftwork, architecture, and agriculture.

TAMBA SASAYAMA + KOBE UNIVERSITY RURAL INNOVATION LAB

Tamba Sasayama + Kobe University Rural Innovation Lab. was jointly established by the City of Tamba Sasayama and Kobe University, one of the leading national universities in Japan. This local laboratory serves as an innovation hub where creative new ideas and services are incubated. Its comprehensive curriculum is based on both practical and theoretical approaches. Our ultimate goal is the development of affluent and beautiful rural villages in a sustainable way, so that this lab. plays an important role in providing the necessary education to aspiring entrepreneurs who will be active in the fields of agriculture, gastronomy, and tourism. We also encourage such innovative business leaders to settle in the city. So far, more than 120 students learned at this institution, and many of them have already started up their own business here in Tamba Sasayama. We continue to back up those creative entrepreneurs and strive for the regional vitalization.



ACTION④ SHARING/INTERACTIONS

Pursuing new possibilities through active information dissemination and cross-cultural collaboration, and enhancing a sense of civic pride among citizens.

ORGANIZING JOINT PROJECTS WITH OTHER UCCP MEMBER CITIES

Together with Kanazawa (City of Crafts and Folk Art) and Kobe (City of Design), Tamba Sasayama will host several projects such as crafts exhibitions and cultural seminars. We expect such inter-city collaborations will further enhance our inspiration and creativity.



SHARING INFORMATION AND FACILITATING CROSS-CULTURAL INTERACTIONS AS A CITY PROMOTING RURAL INNOVATION MODEL

As a trailblazer of an innovative rural model with cultural sustainability, we are determined to bring in wider diversity to the UCCP by actively transmitting relevant information and welcoming visitors to our agricultural community. Our attempt will surely showcase the sustainability of a relatively small-scale rural village.

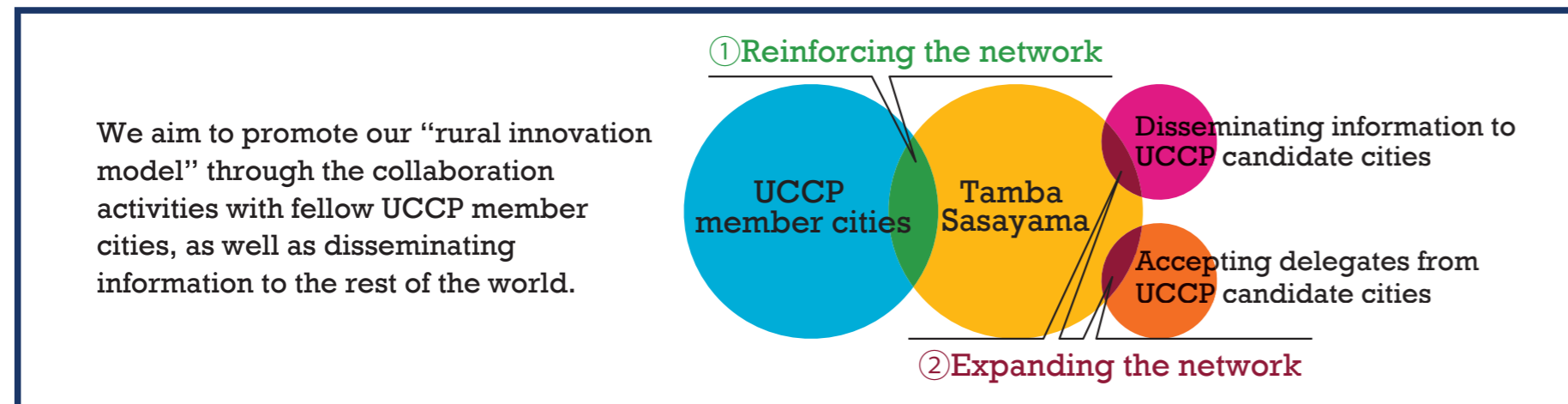
PROMOTING ACTIVE PARTICIPATION AMONG CITIZENS

We enhance our citizens' recognition of the UCCP, and encourage them to actively participate in the programs and events that we offer in order to foster a sense of civic pride. Specific moves of the initiatives include: publishing brochures to educate children to engage in cultural life and understand the benefits of life in a Creative City; providing a subsidy to entities which promote projects related to the UCCP activities.

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6.2 PRESENTATION OF A MAXIMUM OF THREE INITIATIVES, PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE PROGRAMME ON AN INTERNATIONAL LEVEL, PARTICULARLY THOSE INVOLVING OTHER MEMBER CITIES IN THE PROGRAMME

Expanding and reinforcing the network through active information dissemination and human interactions.



ACTION ① REINFORCING NETWORK

We promote cultural exchanges through cooperation and collaboration with fellow UCCP member cities. With the intention to create a new culture and reinforce the network, we dispatch our ceramic artists overseas and accept visitors from both home and abroad.

ARTISTS EXCHANGE PROGRAM

Artists and artisans will be dispatched to overseas fellow cities to forge a tie with the counterparts in their specific fields. We also work closely together with entities in other fields such as design and gastronomy.



ACTION ② EXPANDING NETWORK

Expanding the network through active information dissemination and cultural exchanges.

The City of Tamba Sasayama has actively accepted visitors from several (then) candidate cities such as Kütahya, Turkey; Chiang Mai, Thailand; and Jinju, Republic of Korea. We also provided assistance to a Korean researcher of the Max Planck Society for the Advancement of Science (Germany) who studied Tamba ware for a duration of one year. We continue to contribute to the network by actively accepting such delegates and researchers.



6.3 ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

The estimated budget for each project is as follows: (in USD, 1 USD = 109.67 JPY)	
Japan Heritage & Creative City Promotion Project	\$84,784
Townscape Renovation Project	\$3,408,136
Historic and Cultural City Promotion Project	\$1,129,510
Expenses for Tamba Sasayama + Kobe University Rural Innovation Lab.	\$166,103
“Omotenashi” or Welcoming Tourists Project	\$522,163
Eco-friendly Sustainable Agriculture Promotion Project	\$96,073
The Six Ancient Kilns of Japan Utilization Project	\$28,267
Tourism Promotion Project	\$202,951

6.4 PLAN FOR COMMUNICATION AND AWARENESS

In addition to the up-to-the-minute tourist information on our website for foreign visitors, we also plan to carry out the following initiatives: post our latest activities on the UCCP website; hold online meetings to share information with relevant municipalities and fellow member cities within our field; accept visitors and participate in international conferences with the intention to contribute to the expansion of the network.

TAMBA



SASAYAMA

city

