

# REPORT

# 2017-2020

## KOBE

## UNESCO CITY OF DESIGN



United Nations  
Educational, Scientific and  
Cultural Organization

City of Design  
**KOBE** 

Member of the UNESCO  
Creative Cities Network  
since 2008



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# 1

## Executive Summary

### 1.1. Introduction

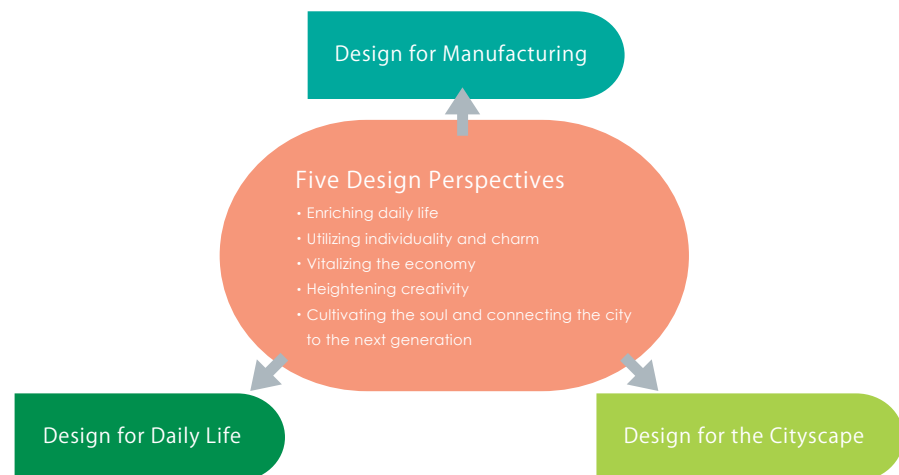
Kobe is home to many incredible resources and attractions—the nature-rich cityscape, characterized by nature and surrounded by seas and mountains; the lifestyle, created through an open-hearted and accepting people that work actively to incorporate foreign cultures; and manufacturing technologies, made famous by products like chemical shoes, cakes and pastries, sake, and pearls. Kobe is also known for its recovery from the Great Hanshin Earthquake in 1995, which was made possible through the cooperation and community development of the locals. “BE KOBE,” a message of civic pride established on the 20-year anniversary of the disaster, embodies the belief that the charm of Kobe lies within its people.

“City of Design KOBE” represents a new vision of Kobe, one in which the locals reevaluate the city's characteristics through the five design perspectives below, and create new points of charm for Kobe, through participation and cooperation.

1. Design that enriches daily life
2. Design that utilizes individuality and charm
3. Design that vitalizes the economy
4. Design that heightens creativity
5. Design that helps cultivate the soul and connect the city to the next generation

Design as conceptualized by Kobe City isn't just about visible colors and shapes—it's also about the various creative efforts and systems that help make a city more livable.

Kobe City will work to create an environment that is joyful and fulfilling for all, where each and every resident can make creative efforts to develop the community, and grapple with day-to-day issues like industrial development, disaster prevention, welfare, and childcare through the perspective of design.



## 1.2. Main Projects of Kobe City

### Design for the Cityscape

Working towards a city that thrives off of its unique local characteristics, creating charming spaces full of joy and activity where residents feel secure and comfortable.



Left: Reduced the number of lanes, parking/drop-off lanes, etc., on Fukiai South Rd. No. 54, heading from the central city to the waterfront, in order to redesign the formerly car-centered road into a human-centered one

Center: Preservation of traditional thatched roof houses

Right: Establishment of night scenery that utilizes the unique characteristics of each area ©KOBETOURISM BUREAU

### Design for Daily Life

Working towards a city where residents live their lives joyfully, encountering high-level design and developing their creativity to foster a respect for diverse lifestyles and an attachment to the local area.



Left: Chibikkobe, an experiential program that brings children and creators together to come up with their dream city ©Shinko Tsujimoto

Center: Farmer's Market, a "local production for local consumption" produce market in the central city

Right: Senior citizens can participate in a wide variety of workshops, and utilize the skills they learn to connect with the local community

### Design for Manufacturing

Supporting manufacturing efforts that utilize good design practices to make high value-added products, for a city with a thriving industry, capable of creating new markets.



Left: KOBECOLLECTION, Japan's first "real clothes" fashion show ©Kobe collection

Center: A talk event that brings the creative and business fields together

Right: Designers offer advice to small- to mid-sized manufacturing companies, helping them develop products that incorporate design perspectives

### 1.3. Overview of Kobe City

In Kobe City, each and every resident is able to express their creativity and participate in community-building, through coordination with companies, educational institutions, and administrative institutions.

#### (1) Industry

Kobe is home to many companies, from major companies in the shipbuilding, logistics machinery, and general machinery industries that have developed since the port opened in 1868, to the small- to mid-sized companies that have supported these companies, all while refining their manufacturing skills and technologies. In recent years, the city has worked to add value to these existing industries, drive innovation, etc., by bolstering the creative industry (creators, designers, etc.) in the city--matching creators with businesses, collecting and promoting information on creators, creating various networks, and training personnel.

#### (2) Educational institutions

Kobe is a university town, home to 24 universities/junior colleges and approximately 70,000 students. Students participate actively in community efforts, working with local residents to beautify the city and provide childcare support, conducting projects to vitalize the city's shopping streets, and more. Several universities, including Kobe Design University and the Kobe Institute of Computing, also work to train young creatives.

#### (3) Administrative institutions

Kobe City Hall hires Creative Directors--private-sector individuals active in the field of design--in order to improve the design ability of its staff. These Creative Directors conduct training sessions for the staff, give policy advice, etc., so that the staff can come up with creative solutions to various administrative issues, and ultimately provide better services for the residents.

## 1.4. Design and Creative Center Kobe (KIITO)

Design and Creative Center Kobe opened in August 2012, following the renovation of the former Kobe Raw Silk Testing Center, as a base for creativity and exchange in “City of Design Kobe.” Its nickname, KIITO, comes from the building's history of use as a quality inspection center for raw silk exports (“kiito” means “raw silk” in Japanese). The building retains its historical appearance, and houses rental halls, galleries, meeting rooms, a permanent exhibition on UNESCO Creative Cities, office spaces, and more, with various design- and art-related lectures, exhibitions, event, etc., held on its premises. KIITO has become a promotional hub for the city's creative efforts, helping drive exchange not only amongst artists and designers but amongst people of all types and generations, and helping solve social issues through the ideas created as a result of this exchange.

KIITO - Usage Data	2016	2017	2018	2019
Annual Number of Visitors	155,745	164,013	184,345	132,584



Top: ©Shunsuke Ito Bottom: ©Kouhei Kimura

# 2

## General Information

- 2.1. Name of the city [Kobe]
- 2.2. Country: Japan [Japan]
- 2.3. Creative field [Design]
- 2.4. Date of designation [16/10/2008]
- 2.5. Date of submission of the current report [31/12/2020]
- 2.6. Entity responsible for the report [Cross-Sector Coordination Laboratory]
- 2.7. Previous report submitted and date [30/11/2016]
- 2.8. Focal points of contact [Wataru Okada, Manager, Creative City Department,  
Cross-Sector Coordination Laboratory,  
Kobe City Government]

# 3

## Contribution to the Programme's Global Management

3.1. Number of UCCP Annual Conferences attended in the last four years (please note that a regular participation in the Conference is compulsory):

Representative participated in all Conferences

3.2. Hosting of a previous or future UCCP Annual Conference: None so far

3.3. Hosting of working or coordination meeting(s) addressed to one or more UCCP creative field representatives (including sub-network meetings):

- Creative City Forum in Kobe (October 2008)

[Participating cities] Santa Fe, Bologna, Berlin

- Cities of Design Forum in Kobe (November 2009)

[Participating cities] Buenos Aires, Berlin, Montreal, Nagoya, Shenzhen

- Cities of Design Forum in Kobe (November 2012)

[Participating cities] Buenos Aires, Berlin, Montreal, Shenzhen, Graz, Saint-Étienne

- Asia Cities of Design Forum in Kobe

[Participating cities] Shanghai, Seoul

- Cities of Design Forum in Kobe 2015 (May 2015)

[Participating cities] Shenzhen, Graz, Helsinki

- UNESCO Creative Cities Japan Network Meeting (November 2019)

[Participating cities] 9 cities in Japan

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:

None so far

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

Reference: Contributed operating expenses for the Cities of Design Network website 2017-2019: 700 euros / 2020: 500 euros

3.6. Serving as cluster coordinator or deputy coordinator and period: None so far

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):

Participated in the evaluation of membership applications for four cities in 2014 and six cities in 2015

# 4

## Major Local Initiatives

Kobe City has engaged in various efforts to achieve the following UCCP objectives:

I . making culture and creativity an essential component of sustainable urban development, policies and actions, notably through participatory approach and partnerships involving the public and private sectors and civil society.

II . strengthening the creative economy, notably through the creation, production, distribution and enjoyment of cultural goods and services.

III . improving access to and participation in cultural life, notably for marginalized or vulnerable groups and individuals, and fostering youth engagement and gender equality.

IV . developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector.

V . integrating culture and creativity into local development strategies, policies and plans.

VI . bolstering awareness-raising on the UCCP, as well as enhancing the impact of culture and creativity in sustainable urban development and supporting research, analysis and dissemination in this particular field.

The numbers to the right of each project name indicates which objective(s) the project is meant to achieve.



## 4.1. Design for the Cityscape

### ● Redevelopment of Sannomiya in central Kobe (1, 5)

The Sannomiya area, known as the “gateway” to Kobe, is always full of activity, and is home to many railway lines. This area will be redeveloped to make it a more exciting space for its residents--more comfortable, more convenient, and with more hustle and bustle. This effort began with the “1000 SMiLE Project,” in which the city “collected” smiles and future visions of Kobe from 1,000 Kobe residents. Through this project, the city fostered momentum for a new vision of Kobe--momentum that encompasses not just the city’s administrative bodies but also its residents. The city will continue to develop under the themes “People-Oriented City” and “A Comfortable City,” for example by transforming Sannomiya Intersection into Sannomiya Cross Square, a space that prioritizes people and public transportation; and establishing bus terminals.

So far, the city has redesigned road areas to create spaces for relaxation and activity, establishing KOBE Parklets, in which wooden decks are placed in drop-off/parking lanes; the semi-underground outdoor plaza Sannomiya Platz; and more.



Left: Future vision of Sannomiya Cross Square  
Center: Sannomiya Platz, which was completed in April 2020  
Right: “1000 SMiLE Project”

● Implementation of a new transport system (1, 5)

Kobe City discussed the implementation of and conducted a field test for articulated buses, etc., in order to make it easier for people to go from the central city to the waterfront area. During the Rugby World Cup in 2019, many people used these articulated buses to get to the Fan Zone at the port.

● Redesign and standardization of information signs in the city (1, 5)

Kobe City redesigned the font/displays of the city's information signs, in order to make them more easily understandable to all people, including tourists visiting Kobe for the first time, those with impairments, foreigners, and more. The city was also standardized into a consistent design that helps shape the Kobe cityscape.

● A grand design of the Suma Coast / SUMA Universal Beach Project (1, 3, 5)

Kobe City redesigned Suma Coast to make it a safer and more secure place for children, expanding the swimming area and the beachfront, and installing a promenade. Resident organizations also called for donations to the SUMA Universal Beach Project, which provides beach mats, beach wheelchairs, etc., for those with impairment and those on wheelchairs. The funds collected have allowed a wider variety of people to enjoy the beach.

## 4.2. Design for Daily Life

### ● KOBE MURAL ART PROJECT (3, 4)

Kobe City is currently conducting a project to increase the number of murals within the city, so that residents can encounter art on a more casual basis, and to turn the city into a place where young creatives from all over the world can gather and socialize. In 2020, for the first installment of the project, the city created a mural on the wall of the City Hall building. The mural was meant to express the city's gratitude for residents, administrative staff, etc., prior to the dismantling of the building, which had survived the Great Hanshin Earthquake and been in use for 60 years.



Left, Right: Art drawn on a wall near City Hall

### ● Cultivating creativity in children (1, 3, 5)

Children are the future of Kobe--and as such, Kobe City works to cultivate creativity amongst children, so that they may survive and thrive in the future. The city provides a variety of opportunities to engage in creative activities, such as "Chibikkobe," an experiential program wherein children work with creators to come up with their "dream town" ; the "Kodomo SOZO Project," wherein children use waste materials gathered from shops and factories in Kobe and craft them into their own works; and the "Toshin Kodomo Machizukuri Meeting," in which children walk around observing the streets of Kobe and create a model of their ideal vision for the city, 30 years from now. People from various different fields, including education/childcare staff and companies running programs geared towards children, have also come together to conduct research on what can be done by local society as a whole to help cultivate creativity in children.

● Collaboration amongst start-ups and administrative institutions (1)

“Urban Innovation KOBE” aims to solve regional and administrative issues in the city of Kobe, and is the first municipal project in Japan that features collaboration amongst start-ups, venture capital firms, and municipal employees. This collaboration between start-ups and venture capital firms, with their flexible mindsets and advanced technological skills, and municipal employees, with their detailed knowledge about social and regional issues, means they can discern optimal solutions for the city's residents, with the goal of creating and testing services for use in the future.

Performance

FY	Number of Projects	Examples
2018	13	<ul style="list-style-type: none"> <li>• Development of a tool that would make it easier to show people to the right administrative channels</li> <li>• Experimental development of a reservation system for local transportation</li> <li>• Experimental development of an app that promotes participation in childcare events</li> <li>• Implementation of an AI x read-aloud system that communicates disaster information in multiple languages</li> <li>• Experimental development of a VR system that simulates floods, etc., to raise resident awareness as to disaster prevention</li> </ul>
2019	11	<ul style="list-style-type: none"> <li>• Campaign to promote the charms of shopping streets/markets to families with children</li> <li>• Development of a tool to turn elderly residents' health information into data</li> <li>• Public awareness campaign to drive the use of tap water</li> </ul>

● The cross-media participatory event, “078KOBE” (2, 4)

“078KOBE” is a cross-media, participatory event that transcends fields and generations, and brings together residents, creators, engineers, and more in an attempt to create new value in Kobe. The intersection of various fields, from music, movies, fashion, IT, food, kids, and anime, stimulates visitors' intellectual curiosity, giving them a glimpse into the extraordinary, and creates more activity for the city as a whole. The event was held online in 2020 due to the COVID-19 outbreak.

● Hosting of art festivals/art projects (3, 4)

In 2017, Kobe City held the Port City Kobe Art Festival to commemorate the 150th anniversary of the opening of the Port of Kobe. The festival featured artwork that utilized the particular charms of the Port of Kobe, and saw 110,000 visitors. The city also hosts the Shitamachi Art Festival every year. This festival, which takes place downtown, features artwork that utilizes empty houses, empty lots, old houses, alleyways, and more. The city hosts various art festivals/art projects based in local history, culture, etc., for example hosting the modern art exhibition "TRANS-" in Kobe City's Hyogo and Nagata Wards in 2019. These events allow local residents to engage with art, and bring in tourists from outside the city and even overseas, making them great opportunities to promote the city to a variety of people.



Left: Artwork featured in "TRANS-" ("Vanished Reality," Gregor Schneider)  
Right: Artwork featured in the Port City Kobe Art Festival ("Wind Caravan," Susumu Shingu)

● Turning "local production for local consumption" into a lifestyle with Farmer's Market (5)

The "Farmer's Market," held regularly in Kobe East Park (Higashi Yuenchi), sells agricultural products from within Kobe City, and has become a spot where consumers and producers can engage directly with each other throughout the year. In March 2018, FARMSTAND opened as a permanent shop within Kobe. FARMSTAND sells agricultural and fishery products made in Kobe--as well as their processed counterparts--and has various other establishments attached to it, including locally-oriented restaurants and shared office spaces for creators. The store encourages local production for local consumption, and acts as a networking site for farmers/fishermen, entrepreneurs, and various other business owners.

● The "STAY HOME" project, delivering art in the age of COVID-19 (3, 4)

The COVID-19 outbreak has limited the activity of many artists, and the stay-at-home recommendation has meant residents have had less opportunities to come into contact with art. In light of these circumstances, Kobe City has implemented the "STAY HOME" project, which collects videos from artists (individuals or groups) within the city and posts them on YouTube. This effort helps support artists, and also allows residents to enjoy real, authentic art from the comfort of their own homes.

### 4.3. Design for Manufacturing

● Vitalizing small- to mid-sized manufacturing companies through "Product Design Collabo Lab" and the "Management and Design Integration Project" (2, 4, 5)

Kobe City provides support for small- to mid-sizing companies, aiding them in developing strategies that incorporate design thinking, and in the overall product development process. This support takes the form of programs like the "Management and Design Integration Project," which matches designers to small- to mid-sized companies and allows these companies to try incorporating design perspectives in their management strategy; and "Product Design Collaboration LAB KOBE," in which producers from all around Japan are invited as lecturers to help companies solidify their target audience and brand concept, and incorporate design perspectives in their product development.

● Connecting young people, fishermen, and companies with "Nisangoraku Project" (3, 4, 5)

The "Nisangoraku Project" works to drive a new vision of manufacturing and networking based on collaboration amongst young people, companies, and fishermen, with regards to agricultural and fishery products produced in Kobe. In doing so, the project aims to convey the charms of Kobe's agricultural and fishery products (vegetables, fruits, rice, flowers, meat, nori seaweed, etc.) to a broader range of people. For FY2019/FY2020, the city matched creators with teams of students, and had them come up with various concepts and ideas for the agriculture and fishery industry in Kobe. This effort gave rise to a variety of attractive products for the industry.



Photo: Sauce developed as a collaborative effort amongst students, local companies, and creators

● Bringing creators and companies together with "CROSS" and "Kobe Creators Note" (2, 4, 5)

Kobe City provided opportunities for creators and companies to come together to create networks and develop new creative businesses. The city works to cultivate creative companies and create opportunities for local creators by regularly hosting the "CROSS" panel event, and operating "Kobe Creators Note," a web portal that introduces creator activities, information about creative projects, etc.

● Communicating specialized skills through the concept of kamiwaza (2, 5)

Kobe is home to a wide variety of craftworkers, such as tailors and upholsterers, who support Kobe's industries and the day-to-day life of the city's residents through specialized skills developed over many, many years of expertise. The city created a photo anthology, videos, etc., of these skills and held exhibitions throughout the city, in order to convey the craftworkers' skills, their pride for their work, and their ways of life to a broader range of people, and invoke respect and admiration for their crafts.



Photo: Image of a craftworker making wagashi (Japanese confectionery) in the Kamiwaza photo anthology

# 5

## Major Inter-City Initiatives

Kobe City has worked to drive exchange with other Creative Cities and participated in the sharing of best practices, in line with the UCCP objective to “strengthen international cooperation between cities that have recognized creativity as a strategic factor of their sustainable development.”

### 5.1. Collaboration with Creative Cities Overseas (Promotion of Kobe City/Exchange of Information)

Kobe City participates in design summits held in various countries, and works to promote Kobe's efforts while driving mutual exchange with other countries. In 2017, “the nanugi” exhibition from DAEGU GYEONGBUK DESIGN CENTER (DGDC) was held at KIITO. And in 2019, Kobe invited the director of FACT (Foundation for Art and Creative Technology ) in Liverpool to the city and held a talk event on the role of creative hubs in cities. Outside the scope of the UNESCO Creative Cities, the city also signed an agreement with the Taiwan Design Center (DGDC) to collaborate in the field of design and have been collaborating on an ongoing basis, after we held a joint exhibition called “LIFE IS CREATIVE 2019,” which explored new ways of life for aging societies. The city has also called on other Cities of Design in order to collect case studies in which design has been incorporated successfully into education, so that they can be made available in policy-making deliberations regarding design education in each of the cities.

#### Design Summits Attended in the Past Four Years

- UNESCO/Design City joint exhibition: "Are you talking to me?" (2017)
- Detroit City of Design Summit (2017)
- Seoul Design Cloud (2018)
- Singapore Design Week (2019)
- Wuhan Design Biennale (2019)
- Chiang Mai Crafts Forum (2019)
- ASEAN Cultural Creative Cities for Sustainable Development (2019)



## 5.2. Collaboration with Creative Cities in Japan (Hosting Network Meetings)

With the addition of Asahikawa City in 2019, there are now nine UNESCO Creative Cities in Japan (Asahikawa City, Sapporo City, Yamagata City, Tsuruoka City, Kanazawa City, Hamamatsu City, Nagoya City, Tamba-Sasayama City, Kobe City). Kobe City works with and is strengthening its connections with each of these cities. Nagoya City held the meeting for the Creative Cities in Japan in 2018, and Kobe City held the meeting in 2019. In both meetings, participants exchanged opinions about the issues in each city, and potential opportunities for collaboration amongst the cities. Kobe City also held a variety of collaborative events with these other cities--for example, selling tamba ware from Tamba-Sasayama City at the KIITO Marché event, introducing unique instruments from City of Music Hamamatsu through programs that cultivate children's creativity, and more.



Photo: Child playing an electric guitar made out of a broom

## 5.3. Exchange with Cities in the Creative City Network of Japan

The Creative City Network of Japan (CCNJ) is a platform that aims to drive collaboration/exchange amongst Creative Cities and Creative Villages both in Japan and overseas. The aim of this nationwide network, which brings together diverse regions with unique characteristics, is mutual development. This is expected to bring new energy for the creative development and revitalization of Japanese society, which faces prolonged recession and major regional disasters, while also serving as a cornerstone for establishing a peaceful, harmonious Creative City network in Asia.

Kobe City has demonstrated leadership as a secretary city since the founding of the network, which now oversees 116 municipalities and 43 organizations (as of June 2020).



# Action Plan

Reference: Progress Report

Details progress made since submission of the previous report

(1) Kobe City will utilize the UNESCO Creative Cities Network to create opportunities for young creators

⇒ Kobe City creates opportunities for young creators by operating "Kobe Creators Note," a web portal that introduces creator activities, information about creative projects, etc. In 2018, the city held a graphic design competition for young designers aged 39 years or under, calling for a poster fit for the "gateway" to Kobe, Shin-Kobe Station. The city also hosted a variety of programs, such as "Chibikkobe" and the "Kodomo SOZO Project," to cultivate the creativity of children--the generation responsible for Kobe's future.

(2) Kobe City will provide well-designed services

⇒ Kobe City has worked to improve design literacy amongst its staff, in order to provide residents with even better services. Starting 2015, the city has hired Creative Directors--private-sector individuals active in the field of design--who give staff advice on policy decisions, host training sessions for more effective PR, etc. As a result, the city has been able to incorporate design perspectives in a variety of policies, from redefining the waiting space in the City Hall building to the redesign of junior high school lunch boxes, the creation of a disaster prevention app, and more. These have led to the provision of services that allow Kobe residents to live more comfortably in their day-to-day lives.

(3) Kobe City will utilize the power of culture/art to enhance the appeal of the city

⇒ 2017 marked the 150th anniversary of the opening of the Port of Kobe. To commemorate this, Kobe City held many events, including art festivals and the Kobe International Flute Competition, to enhance the appeal of the city. Many residents and tourists participated in the events, which included the participatory Shitamachi Art Festival, held in downtown Kobe; 078KOBÉ, which brought together residents, creators, engineers, etc., of all different fields and generations; and the art project TRANS-. During the Rugby World Cup in 2019, there were public viewing areas set up in Harborland, and bars set up in shopping streets. These encouraged mingling amongst tourists and residents, making it a lively and exciting experience for all.

(4) Kobe City will bolster the network of Creative Cities within Japan

⇒ Kobe City collaborated with the nine UNESCO Creative Cities in Japan, and strengthened its relationship with each of them. In 2019, Kobe City held a meeting for all nine cities, in which they could exchange opinions about the issues in each city, and potential opportunities for collaboration amongst the cities. The city also sold tamba ware from Tamba-Sasayama City at the KIITO Marché event, introduced unique instruments from City of Music Hamasu through programs that cultivate children's creativity, and more.

## Action Plan for the Next Four Years

Kobe City has worked to cultivate, bring in, and retain creative personnel within the city, with a particular emphasis on young people, through measures based on the Kobe 2020 Vision, the Kobe City action plan for 2016-2020. In order to do so, the city has worked to create attractive design-related jobs, as well as opportunities for younger people to thrive, and driven efforts to enhance the city's appeal through design, culture, and art.

The city will continue to engage in efforts to cultivate the creativity of its residents, and will work with these residents to become a city that feels comfortable, meaningful, and joyful for all people.

The current COVID-19 outbreak has also highlighted the need to consider a new vision of Kobe City in the post-COVID-19 age. Under these circumstances, the city will bolster its use of ICT and take on new projects that encompasses all of the city's residents, and that will drive new kinds of exchange amongst residents, students, companies, creators, and more.

## 6.1. Main local Initiatives

### ● 6.1.1 Cultivating creativity in children

Kobe City will make efforts to cultivate the autonomy, curiosity, and creativity of children, so that the city's children can survive and thrive in modern society, amidst the rapid evolution of information technologies, artificial intelligence, etc. For example, the city will provide spaces where children will be able to focus wholly on imaginative, creative endeavors, maintain libraries that will enhance children's creativity, and create opportunities for children to learn in the midst of the wealth of nature in Kobe City. Implementation will take the form of a full-city system for child-rearing that involves collaboration amongst companies, private organization, and administrative institutions.

### ● 6.1.2 Bringing in creators

Kobe City will create a platform that includes creators (from both inside and outside of the city) and companies seeking new ideas/personnel, and that matches creators with businesses, to help cultivate and drive the growth of young artists, creative, companies, etc., and support the creation of attractive new content and innovation.

The city will also support creators, creative companies, etc., specifically those in adjacent Mt. Rokko, with its lush greenery--despite it being right next to the city area--and unique atmosphere, and those who are based in the western, downtown area of the city.

Each and every resident will act as creators, engaging in creative efforts to solve day-to-day issues and build the community, whether it be through the creative hub KIITO, or the various events and workshops held in hubs throughout the city.

### ● 6.1.3 Community-building that incorporates creativity

Kobe City's redevelopment of the Sannomiya and harbor areas, located in the center of the city, will drive the creation of a community that is lively and joyful, and that encourages a wide variety of people and cultures to mingle/integrate, regardless of nationality, gender, or generation.

The city will renovate the spaces near train stations, refurbishing nearby buildings, libraries, etc., bringing in commercial facilities, improving housing quality/availability, making them more meaningful spaces. These spaces will help cultivate creativity, and aid in the development of a lively city where various generations can all live comfortably.

The city will promote the abundance of nature around the city areas, bringing in young creatives and vitalizing the countryside/woodland areas.

## 6.2. Main international initiatives

### ● 6.2.1 Collaboration and exchange with other Creative Cities

Kobe City will work to further its creative community-building efforts by collaborating/driving exchange with other UCCN Creative Cities, sharing successful/advanced efforts amongst each other, and hosting joint participatory events. The city has also placed an emphasis on learning about design education efforts in other Creative Cities, and utilizing this information in projects to cultivate children's creativity--a particular focus of the city.

### ● 6.2.2 Promoting Kobe City's efforts to the wider world

Kobe City will deepen its relationships with cities overseas by participating in design summits, etc., thus promoting Kobe City's efforts to the world, and bolstering the city's international profile.

### 6.3. Estimated annual budget for implementing the proposed action plan

445,073,000 yen

As we are currently in the middle of formulating the budget, this is rough estimate.

6.1.1 Cultivating creativity in children	250,808,000 yen
6.1.2 Bringing in creators	148,515,000 yen
6.1.3 Community-building that incorporates creativity	42,000,000 yen
6.2.1 Collaboration and exchange with other Creative Cities	2,000,000 yen
6.2.2 Promoting Kobe City's efforts to the wider world	1,750,000 yen

### 6.4. Plan for communication and awareness

Kobe City will promote its efforts through the following forms of media.

Media	Number of Visitors/Followers (as of December, 2020)
City of Design KOBE official website	14,528 views per month
City of Design KOBE Facebook page	1,456 followers
KIITO official website	732,323 views in 2019
KIITO Facebook page	10,872 followers
KIITO mailing list	2,431 followers
KIITO Twitter page	2,637 followers
KIITO Instagram page	3,141 followers
Annual Report	URL: <a href="https://design.city.kobe.lg.jp/en/about-us/past-activity/">https://design.city.kobe.lg.jp/en/about-us/past-activity/</a>

# 7

## Initiatives Undertaken In Response To COVID-19

Kobe City formulated a policy framework called “Action strategies for a COVID-19 world” , in which we encouraged new lifestyles, facilitated different economic activities, and shifted policy measures in response to the novel coronavirus pandemic. Through this framework, we will create a balance among measures to prevent further infections, the continuation of citizens’ normal lives, and the restoration of economic activities, while also using technology effectively for the betterment of society.

Regarding cultural and creative activities in the city, we have created new rules and venues that will enable citizens to safely enjoy culture and sports. We have also promoted new initiatives that utilize video streaming and other media, and we are working to develop venues for artists and creatives as well as environments that allow citizens to continue enjoying art.

Following are some examples of such initiatives.

### ● “Virus-Free Venues” subsidy program for COVID-19 measures

When a state of emergency was declared in Japan with the spread of the novel coronavirus, facilities were asked to close, and events were canceled or postponed. Live houses, event halls, stage theaters, entertainment halls, and other such facilities in Kobe that complied with the request and later conducted appropriate infection prevention measures for new events were able to receive financial assistance. For example, qualifying facilities could receive up to 750,000 yen toward purchasing monitors and video recording equipment for use in livestreaming events. This subsidy program helped cultural and artistic activities keep up with the needs of the “new normal” in coronavirus times, and will help them continue their roles in society as catalysts of cultural output into the future.

### ● The “STAY HOME” project, delivering art in the age of COVID-19

The COVID-19 outbreak has limited the activity of many artists, and the stay-at-home recommendation has meant residents have had less opportunities to come into contact with art. In light of these circumstances, Kobe City has implemented the “STAY HOME” project, which collects videos from artists (individuals or groups) within the city and posts them on YouTube. This effort helps support artists, and also allows residents to enjoy real, authentic art from the comfort of their own homes.