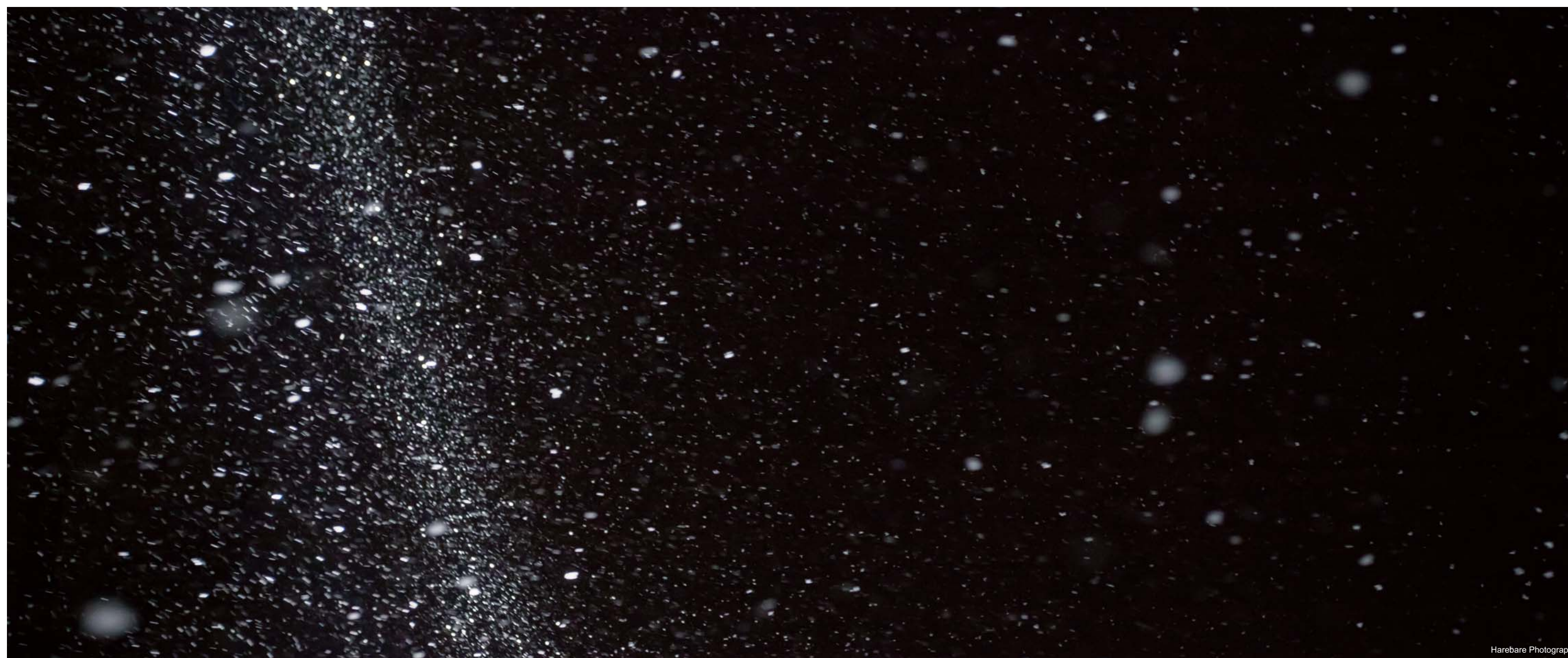
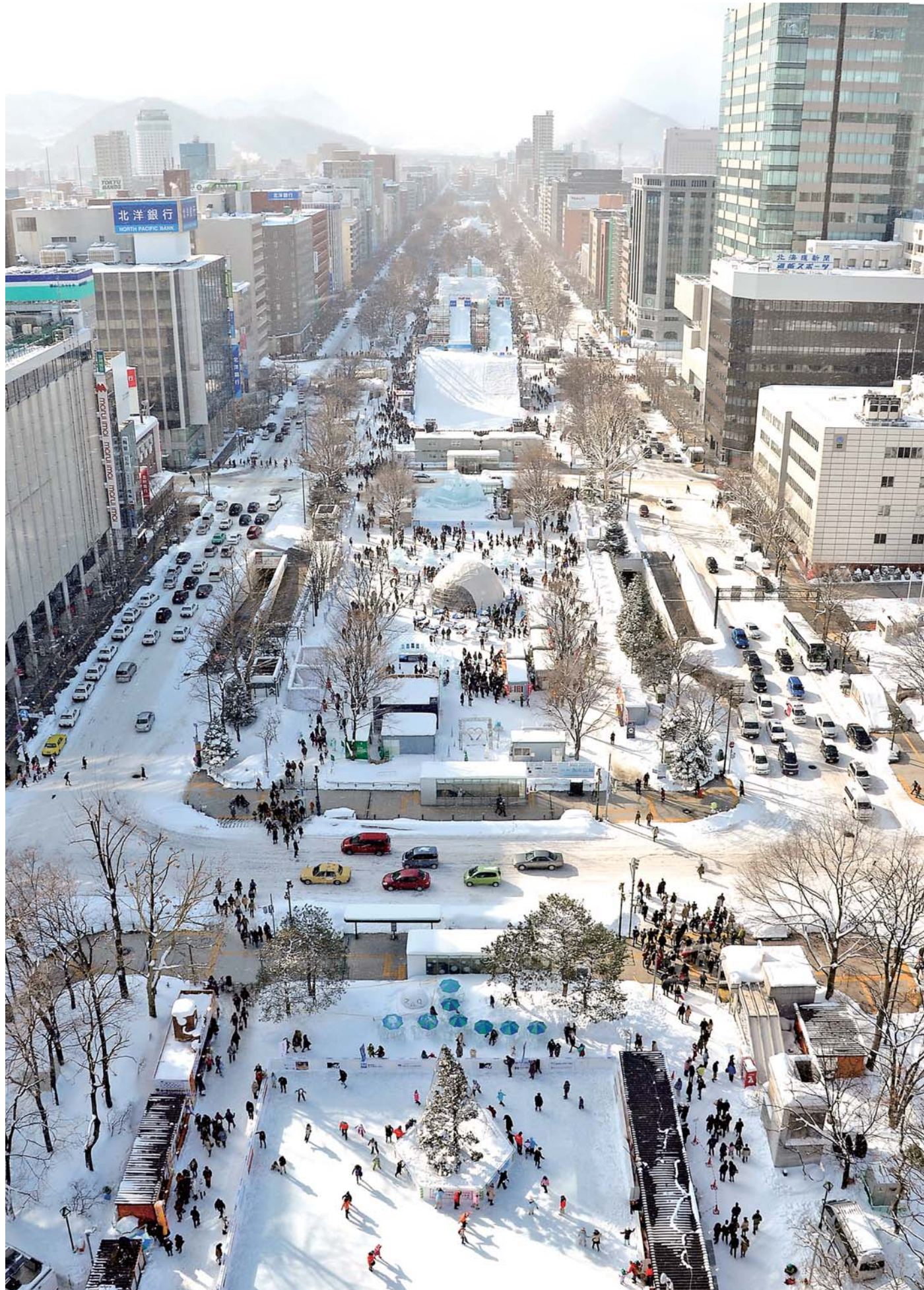


UNESCO Creative Cities Network Monitoring Report

Sapporo **UNESCO City of Media Arts**

November 30, 2017





UNESCO Creative Cities Network Monitoring Report

Table of Contents

1. INTRODUCTION	02
2. GENERAL INFORMATION	03
3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT	04
4. MAJOR LOCAL-LEVEL INITIATIVES TOWARD UCCN OBJECTIVE ACHIEVEMENT	06
5. MAJOR INTER-CITY INITIATIVES TOWARD UCCN OBJECTIVE ACHIEVEMENT	11
6. PROPOSED ACTIONS FOR THE COMING FOUR-YEAR MID-TERM PERIOD	13
APPENDIX	16

1. INTRODUCTION

Sapporo is a city located in Hokkaido, an island on the northern side of the Japanese archipelago, which supports the lifestyles of 1.9 million people with complete city functions despite being located in a cold, snowy region that sees 6 meters of annual snowfall. It is a city that possesses a rich food environment that is closely connected to Hokkaido's agriculture, forestry, and fishery resources, as well as a blessed natural environment with still-remaining virgin forests.

Furthermore, there are a great many events and institutions relating to the culture and the arts, which are the foundation for cultivating creativity and are highly reputed internationally, such as the Sapporo Concert Hall "Kitara," Sapporo Art Park, and the Pacific Music Festival (PMF) – an international educational music festival.

Based on this foundation which brings forth such creativity, we created the Sapporo Ideas City Declaration¹ in March 2006, valuing creative cities as urban strategy. This declaration states the goal of Creative City Sapporo: a city where the wisdom of citizens, along with domestic and international exchanges, cultivate new industry and culture and generates new information and things.

From this time on, we established urban planning strategies for the city center that made use of creativity and advanced the development of public spaces and created a large network to generate continuity in the cultural activities in the city center. Such spaces include the Sapporo Ekimae-dori Underground Walkway, Soseigawa Park, Sapporo Odori 500-m Underground Walkway Gallery Sapporo Kita 3-Jo Plaza "AKAPLA," and others.

Additionally, as promotion for industries that utilize the creativity of citizens and businesses, we held the Sapporo International Short Film Festival and promoted nationally pioneering IT industries and image related industries. We also are working to promote the creative industry through the work of the Interxpress Creative Center (ICC), a facility which supports the creation of new businesses such as creators and companies.

Results of such efforts include overseas exports of regional video content and contribution to rises in number of foreign visitors, in addition to achieving certain results in the creation of jobs within the creative industry.

Regarding the field of tourism, the number of visitors to the Sapporo Snow Festival has been increasing since the festival

gained new attractions through production of projection mapping, and we have been working to improve the added value of the Sapporo White Illumination through advanced measures using technology.

In recognition of these efforts, Sapporo was granted membership to the UNESCO Creative City Network as a Media Arts City in November 2013.

Continuing on, we have been participating in network management by attending various conferences such as the Annual Meeting, holding international symposiums and joint exhibitions with affiliated cities a form of intercity network collaboration and exchange, and implementing Artist exchange programs, among other initiatives.

At the local level, we are working to revitalize the economy and attract customers from outside the city through initiatives taking advantage of the creativity and urban infrastructure which has been developed thus far. In 2014, we held the Sapporo International Art Festival for the first time as an iconic project of Creative City Sapporo.

This was a memorable year for Media Arts City Sapporo, in which the 2nd triennial Sapporo International Arts Festival (SIAF), was held, along with the full-scaled business convention No Maps, which proposes new values, cultures, and forms of society centered on cutting-edge technology and original ideas were held.

As stated in this report, Sapporo will continue to implement policies across fields to enhance the attractiveness of our city, under the city planning vision² which recognizes culture and creativity as a strategic element and under the Sapporo Ideas City Declaration.

We believe the UNESCO Creative City Network is a valuable platform for solving community issues, discovering new ideas through personnel exchange and cooperation, and sharing the successes and challenges of activities in Sapporo.

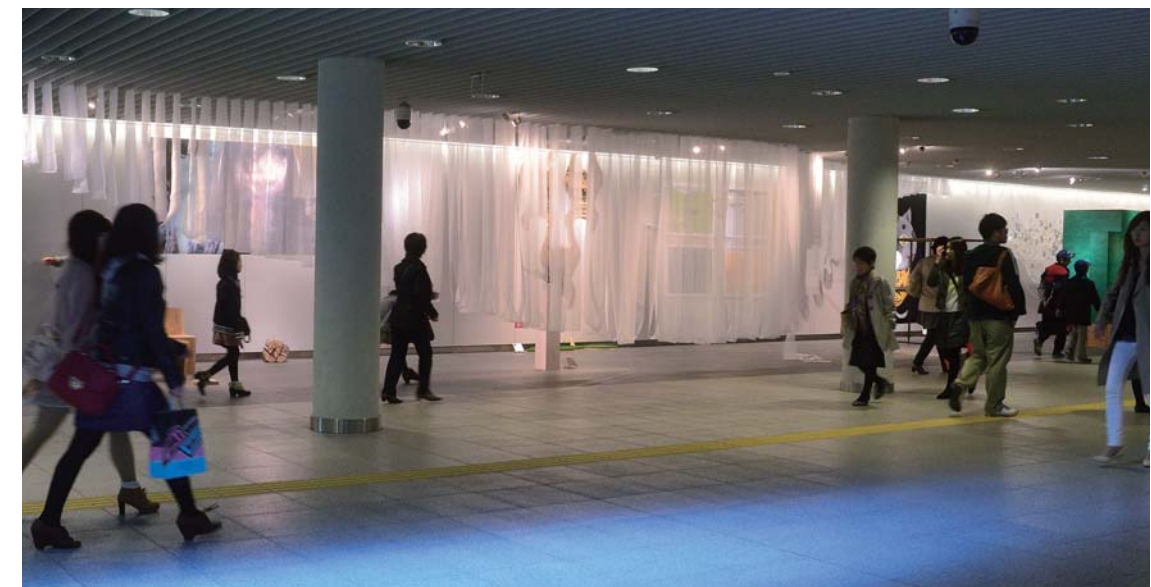
Through international collaboration within the Network, Sapporo will continue to contribute to the Network's mission, as well as global visions such as the New Urban Agenda and the 2030 Agenda for Sustainable Development, by practicing sustainable urban development through culture and creativity.

1: Appendix II 2: Appendix III



2. GENERAL INFORMATION

2.1.	Name of the city	Sapporo
2.2.	Country	Japan
2.3.	Creative field of designation	Media Arts
2.4.	Date of designation	November 11, 2013
2.5.	Date of submission of the current report	November 30, 2017
2.6.	Entity responsible for the report	City of Sapporo Cultural Promotion Department, Community & Cultural Promotion Bureau
2.7.	Previous reports submitted and dates	—
2.8.	Focal points of contact	Tomomichi Kimura Chief, Creative Cities Network ✉ creativecity@city.sapporo.jp Cultural Promotion Department Community & Cultural Promotion Bureau City of Sapporo



3. CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT

The City of Sapporo has contributed to international management of the network through participation in annual meetings including Creative Fields workshops, and Steering Group working sessions.

3.1. Number of UCCN annual meetings attended

A representative of Sapporo has attended all of the meetings since the city's accession (a total of 4 times).

- September, 2014 Chengdu (China)
- May, 2015 Kanazawa (Japan)
- September, 2016 Östersund (Sweden)
- June, 2017 Enghien-les-Bains (France)

3.2. Hosting of a UCCN annual meeting and dates

—

3.3. Hosting of a working or coordination meeting

Sapporo has actively participated in sub-network meetings of the Media Arts field.

- November, 2015 Gwangju (Republic of Korea)
Held a lecture and exchange of opinions in "Asia Culture Forum"
- March, 2016 Austin (United States of America)
Participated in the exhibition and meeting in "South by Southwest"
- June, 2016 Enghien-les-Bains (France)
Participated in the organizers conference in "Bains numériques"
- March, 2017 Austin (United States of America)
Participated in the exhibition and meeting in "South by Southwest"

3.4. Hosting of an international conference or meeting

Have hosted 6 conferences.

- March, 2014
Affiliates Commemorative Forum "What does a Media Arts City Aim For?"
Participating cities: Enghien-les-Bains (France)
- August, 2014
Creative City Policy Seminar, Creative Cities Network Japan Secretariat, Japan Secretariat Meeting
Participating cities: Kanazawa, Kobe, Sasayama, Tsuruoka, Hamamatsu (Japan)
- September, 2014
Media Arts City International Conference
Participating cities: Kanazawa, Kobe, Nagoya (Japan)
- February, 2015
Media Arts City International Symposium
Participating cities: Enghien-les-Bains (France)
- November, 2015
Val-d'Oise France Seminar
Participating cities: Enghien-les-Bains (France)
- October, 2017
Media Arts City Sapporo x No Maps Media Arts Meet-up *Also listed in section 5.1.4.
Participating cities: Linz (Austria)



Co-hosted 1 conference.

- October, 2016, UNESCO Headquarter, Paris (France)
Symposium "Creative travel to Japan" *also listed in 5.1.1.
Participating cities: Enghien-les-Bains (France), Kanazawa, Kobe, Tsuruoka, Hamamatsu (Japan)

Participation in 1 conference.

- June, 2016 at Beijing (China)
The Second UNESCO Creative Cities Beijing Summit

3.5. Financial and in-kind support for UNESCO's Secretariat

We do not yet provide financial support; however, we publicize and promote the UCCN in Japanese through mediums of public information, such as distribution of pamphlets throughout the city and on the Sapporo City Webpage.

3.6. Membership of the Steering Group

July, 2015 – September, 2016

3.7. Participation in the evaluation of applications

We evaluated applications from the four candidate cities in the media arts field in four years:

- 2015 Evaluation process : 2 cities
- 2017 Evaluation process : 2 cities



4. MAJOR LOCAL-LEVEL INITIATIVES TOWARD UCCN OBJECTIVE ACHIEVEMENT

Sapporo is home to various facilities and urban public spaces for sustainable urban development based on culture and creativity. These are used for projects and events of all sizes around the city to improve local access to cultural experiences, as well as to support the nurturing of creative personnel and creative industries.

4.1. Improve access to cultural life

4.1.1. Sapporo International Art Festival (SIAF)

This triennial festival was launched in 2014 as a signature project of the Sapporo Creative City initiative.

- The second SIAF, held in 2017, featured contemporary art along with design, music and various other creative genres in a wide range of programs including public performances, live events and public participation sessions.
- Festival venues promote the city's urban appeal and the beauty of its natural environment – a combination that sets Sapporo apart from other cities in Japan. The downtown venues highlight the city's exciting atmosphere as well as serving as locations for art appreciation.

Sapporo International Art Festival 2014

Period: July 19 – September 28, 2014
 Artist groups: 64
 Visitors: 478,252
 Locals registered as volunteers: 1,319



Sapporo International Art Festival 2017

Period: August 6 – October 1, 2017
 Artist groups: 146
 Visitors: 381,697
 Locals registered as volunteers: 356



4.1.2. SIAF Lab / Former Sapporo Court of Appeals, a.k.a. Shiryokan

The SIAF Lab project was launched in 2015 to promote SIAF's profile as an art festival unique to Sapporo. The initiative is based at Shiryokan, a historic building built in 1926 as the Sapporo Court of Appeals.

- Based on the theme of *Opening New Horizons for the Future of Sapporo*, SIAF Lab runs an array of programs representing platforms to unify a range of people engaged in artistic and cultural activities (e.g., artists, curators, researchers, program coordinators, civic group members and volunteers), and provides/archives information on the festival. The café at Shiryokan also serves as a leisure space for artists and residents.
- Events include sound programming workshops for children, the Tulala Bent Icicle Project (an art initiative presenting icicles as media) and public discussions/workshops featuring artists and project organizers active in media arts and other fields in Japan and elsewhere.



FY 2015³

Events: 53
 Attendees: 1,068

FY 2016

Events: 48
 Attendees: 848

Attendee numbers exclude those simply viewing exhibits at Shiryokan.

³ Japanese fiscal year (FY) starts in April and ends at the end of March of the next year.

4.1. Improve access to cultural life

4.1.3. Sapporo Ekimae-dori Underground Walkway (Chi-Ka-Ho)

In March 2011, the opening of the Sapporo Ekimae-dori Underground Walkway allowed the connection of the Sapporo station and Odori station areas underground.

- Now, it is possible to walk comfortably within the city center in all seasons. Additionally, open spaces on both sides of the underground walkway are frequently rented out to citizens, and host various events (performances, music events, art exhibitions, etc.).
- Moreover, a public signage system was set up in Kita 2-jo Square, located at the midway point of the underground walkway. This square aims to promote initiatives making use of ICT, and screen audiovisual works by citizens and creators.

Number of passersby (approx.) between 9am and 8pm (11 hours), in September 2017

Weekdays: 55,000, Weekends/Holidays: 44,000
(Surveyed by the Sapporo City Federation of Shopping Center Promotion Associations)

Number of TV programs and number of events held in Kita 2-jo Square

FY 2014: 148, FY 2015: 146, FY 2016: 150



4.1.4. Support for Children’s Artistic and Cultural Activities

The following programs are implemented to help children experience art and culture and develop their creativity and artistic sensibilities:

- Hello! Museum (since FY 2004)
Under this program, fifth-graders in local elementary schools are hosted at Sapporo Art Park and the Hongo Shin Memorial Museum of Sculpture, Sapporo, to appreciate art and culture and engage in creative activities.
- Kitara First Concert (since FY 2004)
Under this program, sixth-graders in local elementary schools are hosted at Sapporo Concert Hall (a.k.a. Kitara) to appreciate orchestral performances.
- Kokoro no Gekijo (“Theater of the Heart,” since FY 1979)
Under this program, sixth-graders in local elementary schools are hosted at musicals.

Student numbers

Fiscal Year	2013	2014	2015	2016
Hello! Museum	12,956	15,068	14,516	14,340
Kitara First Concert	15,377	15,241	15,101	14,574
Kokoro no Gekijo	15,235	15,438	15,195	14,954

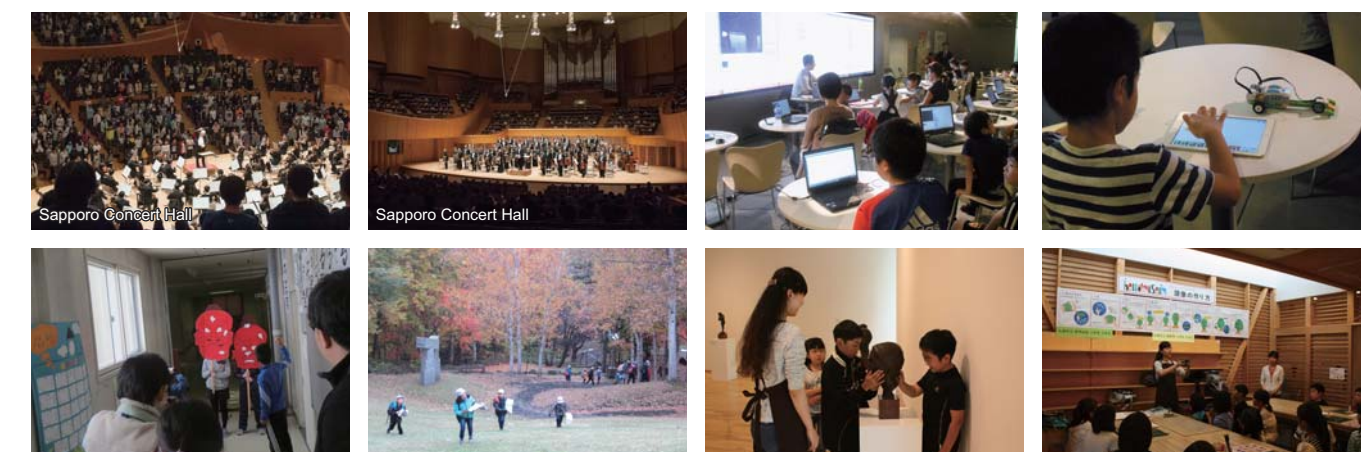
The following hands-on programs are also implemented:

- Otodoke Art (“Art Delivery,” since FY 2008)
Under this program, artists are dispatched to elementary schools to help students and locals engage in creative activities.

Activity results

Fiscal Year	2014	2015	2016
Schools visited by artists	4	3	3
Students involved	1,603	1,330	1,175

- Computer Programming Workshops and Robot Building Seminars for Children
A range of hands-on opportunities, including computer programming workshops and robot building seminars, are provided several times a year by organizations run via collaboration among the government, industry, academia and local communities.



4.2. Support for Creative Industries

4.2.1. No Maps

The No Maps business convention proposes new values, cultures, and forms of society centered on cutting-edge technology and original ideas.

- The first full-scale convention in 2017 featured the theme *Creative Ideas and Technologies for the Future*. Its seminars, workshops and experiential exhibitions for businesses and locals highlighted new values, communities and cultures through the use of innovative technologies, and promoted initiatives to help develop new business and social opportunities.

No Maps 2016 (preliminary event)

Overall Period: April 12 – December 31, 2016, Visitors: 27,274
Main Period: October 10 – 16, 2016, Visitors: 21,404



No Maps 2017 (first full-scale event)

Overall Period: January 1 – December 31, 2017, Visitors: -
Main Period: October 5 – 15, 2017, Visitors: 27,294



4.2.2. Interxpress Creative Center (ICC)

The ICC was established in April 2001 as a hub for promotion of the content industry in Sapporo.

- Besides nurturing creators and other creative personnel, the ICC supports the development of new projects by creators and businesses, providing spaces for information services, research and development to promote collaboration between the content industry and other industries. It also organizes seminars and workshops as well as offering coordination services and other forms of assistance.



Facility usage

Fiscal year	2013	2014	2015	2016
Users	N/A	7,092	6,358	6,316

4.2.3. Sapporo Style

Capitalizing on Sapporo's positive image, the Sapporo Style branding project was launched in 2004 to give local small and medium-sized businesses a competitive edge via support for branding and promotional activities.

- In recent years, targeted support has been given to initiatives based on inter-industrial and inter-regional collaboration.
- Sapporo Style brand products are featured in brochures published in four languages and used as gifts for official visitors to Sapporo City Hall and elsewhere.

Activity results

Fiscal year	2013	2014	2015	2016
Sapporo Style certified products (cumulative totals)	180	209	221	229
Companies producing Sapporo Style products (cumulative totals)	69	73	76	77

Positive effects of Sapporo Style brand certification (based on a questionnaire survey conducted in July 2017)

- Greater name recognition and credibility: 26%
- More publicity and exposure: 25%
- Facilitation of marketing and new business opportunities: 18%
- Improved networking: 15%
- Improved business performance: 7%
- Increased sales of certified products: 6%
- No positive effects/other replies: 3%





4.3. Promotion of Local Original Snow Culture

4.3.1. Sapporo Snow Festival

The Sapporo Snow Festival, which began in 1950 with only six snow sculptures made by local junior high and high school students, has grown into a signature event of the city. The festival showcases approximately 200 snow and ice sculptures, some as tall as 15 meters. Venues include Odori Park, which stretches for 1.5 kilometers from east to west through the center of Sapporo.

- Since 1974 the festival has featured the International Snow Sculpture Contest, which attracts teams from various countries and regions, some with close ties to Sapporo.
Entrant teams: Daejeon Metropolitan City (Republic of Korea), Australia, Portland, OR (United States of America), Finland, Hawaii, Indonesia, Latvia, Macao, Poland, Singapore, Thailand
- Projection mapping shows featuring colorful video images on large snow sculptures were introduced in 2012. New media arts initiatives undertaken since then have included shows integrating puppet work and opera on the stage of a large snow sculpture. These have helped to increase the number of festival visitors.

Period

Early February – mid-February every year

Visitors

Year	2014	2015	2016	2017
Visitors (approx.)	2.402 million	2.35 million	2.609 million	2.643 million

4.3. Promotion of Local Original Snow Culture

4.3.2. Sapporo Yukiterrace / Sapporo Kita 3-jo Plaza

Sapporo Yukiterrace – a signature event of Sapporo as a Creative City of Media Arts – promotes the locality’s fresh wintertime appeal.

- The event’s Sapporo Kita 3-jo Plaza venue was originally a street connecting Sapporo Ekimae-dori Avenue (the city’s main thoroughfare) with the Former Hokkaido Government Office Building (a historical tourist spot). The Plaza was redeveloped and opened in 2014 as a hub for art, culture and leisure.
- The Sapporo Yukiterrace initiative was started in 2015 and began hosting artists from Creative Cities of Media Arts in 2016 to help raise the profile of the UCCN. It showcases works with motifs inspired by Sapporo’s renowned snow and light to promote the city’s fresh wintertime appeal.

Period

Early February – mid-February every year

Visitors

Fiscal year	2015	2016	2017
Visitors (approx.)	20,000	35,000	37,000



4.3.3. Promotion of Winter Sports

Since hosting Asia’s first Winter Olympics in 1972, Sapporo has served as a venue for numerous domestic and international sporting competitions annually. During these events and at the city’s sports facilities, programs are run to raise public interest in winter sports using state-of-the-art media technologies and local channels.

8th Asian Winter Games Sapporo 2017

- An official cutting-edge app for smartphones and other devices was developed with novel features including virtual reality to allow athletes’-eye views and live video from venues via user-selected cameras. Merchandise featuring Hatsune Miku (Snow Miku) – a popular Sapporo-born virtual singer who served as a PR Ambassador for the Games – was given to people who made donations to the event.

Overview

Period: February 19 – 26, 2017
 Countries and regions: 32
 Athletes and officials: 2,010
 Spectators: 83,612
 Official app users: 5,750
 Individuals donating 5,000 yen or more and receiving Snow Miku merchandise: 125
 Cultural programs during the Games: 5

Sapporo Olympic Museum

- This museum has six simulators for ski jumping and other Olympic events, providing year-round opportunities to experience the thrill of speed on snow/ice or in the air.
- The museum’s huge circular theater shows dynamic Olympic footage and memorable films highlighting the history and traditions of the Olympics.



Visitors

Fiscal year	2013	2014	2015	2016
Visitors	108,303	116,326	113,378	82,625

*Closed for five months in 2016 for renovation.



5. MAJOR INTER-CITY INITIATIVES TOWARD UCCN OBJECTIVE ACHIEVEMENT

Since Sapporo’s designation as a UNESCO Creative City, the following initiatives have been implemented to share best practices and broaden opportunities for artists and other professionals in collaboration with other Creative Cities (notably those of Media Arts).

5.1. Collaborative Projects

5.1.1. Creative Travel to Japan

In collaboration with five Japanese UNESCO Creative Cities, a Japanese candidate city and related corporate operators, this exhibition/symposium was held at the UNESCO Headquarters in Paris to promote the creative and cultural appeal of these cities.

- Sapporo-based Crypton Future Media, Inc. presented the globally popular Sapporo-born virtual singer Hatsune Miku.

Overview

Period: October 17 – 21, 2016
 Venue: UNESCO Headquarters (Paris, France)
 Contributors: Kobe, Kanazawa, Hamamatsu, Tsuruoka and Yamagata (Japan), Enghien-les-Bains (France)
 Visitors (approx.): 3,300



Creative Cities Japan International Cultural Exchange Committee

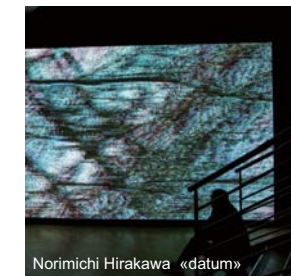


Creative Cities Japan International Cultural Exchange Committee / Crypton Future Media, INC.

5.1.2. Data City – a Creative Cities of Media Arts Exhibition

Creative Cities of Media Arts jointly ran this exhibition in tandem with the UNESCO Creative Cities Network Annual Meeting held in 2017 in Enghien-les-Bains (France).

- Sapporo displayed a work called «datum», which features Moerenuma Park, by the media artist Norimichi Hirakawa.



Norimichi Hirakawa «datum»

Overview

Period: April 20 – July 13, 2017
 Venue: Enghien-les-Bains (France)
 Contributors: Austin (United States of America), Dakar (Senegal), Enghien-les-Bains (France), Gwangju (Republic of Korea), Linz (Austria), Lyon (France), Tel Aviv-Yafo (Israel), York (United Kingdom of Great Britain and Northern Ireland)
 Visitors: 2,238

5.1.3. Sapporo Yukiterrace

A signature event of Sapporo as a Creative City of Media Arts – promotes the locality’s fresh wintertime appeal. (Re-post of 4.3.2.)

- An artist exchange program was implemented in conjunction with other Creative Cities of Media Arts.

Contributors: Enghien-les-Bains (France, 2016), Gwangju (Republic of Korea, 2017)

5.1. Collaborative Projects

5.1.4. Media Arts City Sapporo x No Maps Media Arts Meet-up

The executive committee of the No Maps business convention (as detailed in 4.2.1. above) brought together internationally renowned artists, researchers and entrepreneurs at this event to showcase their activities and visions for the future of Sapporo. The event was specifically designed to foster exchanges and business networking among attendees toward the promotion of art/culture and revitalization of the city through industrial promotion.

- The event provided a showcase for best practices with focus on how creativity (along with the interdisciplinary nature of media arts) has brought together cutting-edge art, business and science and influenced society.

Overview

Date: October 6, 2017
 Contributors: Linz (Austria) (Ars Electronica Linz GmbH & Co. KG)
 Visitors: 88



5.2. Promotion of Artist-in-Residence Programs

5.2.1. Sapporo Tenjinyama Art Studio

In May 2014, the municipal institution reopened after being closed for renovation work. The facility is equipped with thirteen studios where both domestic and international artists can perform creative activities while staying in Sapporo, and a lounge where they can interact with locals.

Activity results of residence studios

Fiscal Year	2014*	2015	2016
Number of users (total)	3,020	3,311	4,249
Occupancy rate	56.2%	54.3%	69.0%

*From May 31st



6. PROPOSED ACTIONS FOR THE COMING FOUR-YEAR MID-TERM PERIOD

In October 2013, the municipality adopted the *Sapporo City Development Strategic Vision*⁴ as a roadmap for city development covering the period until 2022. Toward the accomplishment of this vision, the *Sapporo City Development Strategic Vision Action Plan 2015* – a medium-term plan covering the FY 2015 to FY 2019 period – was also adopted in December 2015.

The vision and the action plan fully embrace culture and creativity for city development as important strategic elements, as specified in the visions and policies outlined below.

Ongoing commitment to action plans extending beyond 2020 underline local efforts for the development of a creative city whose residents will learn from external exchanges to foster industry and culture as well as promoting new ideas, products and information based on the 2006 Sapporo Ideas City Declaration and the strategic vision mentioned above.

⁴ Appendix III

6.1. Local Initiatives

6.1.1. Unified efforts to promote local appeal and tourism

Future vision

- Culture, art and sports will be connected to industries such as those of food and tourism to create new added value and increase the city's vibrancy and vitality.

Related measures

- The appeal of existing events such as the Sapporo Snow Festival and Sapporo White Illumination will be increased using projection mapping and other media arts technologies.
- The historical Shiryokan building will be preserved as a precious asset of the city and renovated as necessary to create a center for media arts research/production and related exchanges/information services.

6.1.2. Development of a vibrant downtown area with global appeal

Future vision

- Appealing, people-friendly spaces will be developed in the downtown area as the face of the city, which is frequented by locals and visitors alike. These spaces will have sophisticated urban functionality and include facilities for various activities.

Related measures

- In 2018, the Sapporo Community Plaza will be launched as a signature facility to promote Sapporo as a Creative City. Housing the Sapporo Cultural Arts Theater, the Sapporo Cultural Arts Community Center and the Sapporo Municipal Library and Information Center, the facility will provide a forum for extensive exchanges by serving as a center for various cultural and artistic activities and providing support for residents to resolve issues with work and day-to-day living.



6.1.3. Development and employment of creative professionals for the future

Future vision

- Children's education will focus on individuality and character, with emphasis on zest for life and development of imaginative capacity through play.

Related measures

- To foster creative individuals based on public awareness of science and related technology, a basic concept for the development of the Sapporo Science Center and improvement of its exhibits will be formulated, and science lesson programs will be designed.
- Tablet computers and other devices will be supplied and teaching materials will be developed for ICT incorporation in daily lessons.
- Environments allowing children to engage in a variety of cultural and artistic activities will be provided.



6.2. International Initiatives

6.2.1. Improvement of collaborative projects via the Creative Cities Network

Future vision

- A range of inter-city exchanges and mutually beneficial international cooperation programs promoted in consideration of the geographical characteristics of Sapporo and Hokkaido will be developed to build bridges between new business partners.

Related measures

- Sapporo will host joint exhibitions and exchange programs in collaboration with six other Japanese Creative Cities and eight other Creative Cities of Media Arts on the margins of events held in Sapporo and elsewhere, including Sapporo Yukiterrace – an iconic event of Sapporo in its role as a Creative City of Media Arts.
- Sapporo will expand and improve the quality of its inter-city artistic, professional and other networks to provide businesses and individuals with more opportunities to play international roles.

6.2.2. Strategies for city promotion based on the appeal of culture, art and sports

Future vision

- Locals will renew their appreciation for the appeal of Sapporo and Hokkaido based on unique local lifestyles and promote this appeal in a variety of ways both domestically and internationally. This is expected to raise the locale's worldwide appeal and boost related interaction.
- Sapporo's unique winter culture stems from its exceptional snowfall, which dwarfs that of other metropolises worldwide. This chilly climate makes it ideal for various events and winter sports competitions, thereby adding to its vibrant atmosphere.

Related measures

- The Sapporo International Art Festival is held every three years, providing diverse artistic expressions that leverage the characteristics of Sapporo.
- As a host for the 2019 Rugby World Cup and the 2020 Tokyo Olympic and Paralympic Games, Sapporo will promote its appeal domestically and internationally via such events along with the cultural programs that will accompany them. Efforts to bring the Olympic and Paralympic Winter Games to Sapporo will also be continued.



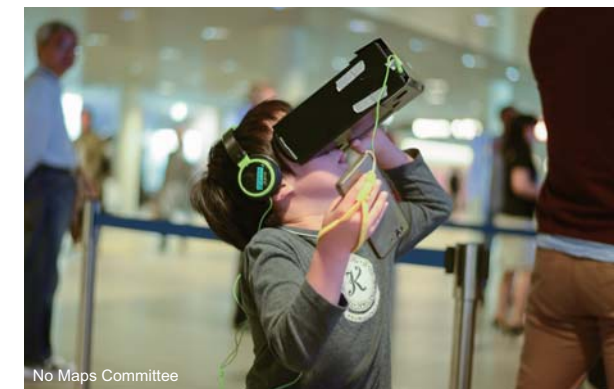
6.2.3. Creativity toward innovation

Future vision

- Creativity is expected to fuel innovation through industry-government-academia collaboration and cross-industry cooperation based on accurate understanding of new demand generated in line with the trends of the times.
- Globally minded people will be active in response to economic globalization.

Related measures

- Sapporo will continue to support No Maps (a business convention which proposes new values, cultures, and forms of society centered on cutting-edge technology and original ideas) to energize the information technology/creative industries and positively affect other areas, to support business establishment and the creation of new industries, as well as reinforce the attractiveness of Sapporo/Hokkaido.
- In addition to fostering the development of creative industries with focus on the Interxpress Creative Center (ICC), the municipality will promote overseas expansion of visual-related business. To energize the visual industry, it will also continue its support for the joint production of visual content with overseas operators and the expansion of domestic and international markets for locally produced visual content.



6.3. Estimated Annual Budget for the Proposed Action Plan

The program's annual budget is expected to be comparable to those of FY 2016 and FY 2017, although specific numbers are unavailable because the budget bill has not yet been passed.

UCCN-related major budget items in FY 2016/FY 2017

- Sapporo Creative City initiative promotion: 22,800,000 yen/24,000,000 yen
- Sapporo International Art Festival project: 125,000,000 yen/450,000,000 yen
- Support for film, music and IT composite event development: 55,000,000 yen/80,000,000 yen

6.4. Publicity Plans

The following UCCN awareness-raising efforts will be implemented:

- As Japan's only Creative City of Media Arts, Sapporo will proactively promote the UCCN online and via brochures, e-mail newsletters and other resources.
- Sapporo will document its best practices and translate related documentation into English and other languages to support the sharing of these local initiatives as specific policy proposals (advocacy) with other cities around the world via the UCCN.
- The municipality will promote the significance of the UCCN and the positive effects of designation to local businesses and residents at events supporting media arts and various other creative activities in the city.
- Sapporo hosts around 20 delegations of local-government officials, local legislators, college representatives and the like from Japan and elsewhere every year to share insights into Creative City initiatives. Since January 2013, the municipal government has also led/promoted Creative City initiatives domestically in its role as a founding and managing organization of the Creative City Network of Japan.
Through such networks, the significance of the UCCN will be promoted to interested local governments, and advice and support for Creative City applications will be provided in order to foster further UCCN development.



APPENDIX

I Key figures to illustrate the City of Sapporo

● Population based on the registry of residents on July 1st 2017

Total	1,951,352
0 - 14 years old	223,952
15 - 64 years old	1,223,807
Over 65 years old	503,593

● Number of tourist entries

FY 2016	13,880,000
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● Main institutions' attendance FY 2016

Sapporo Art Park	502,000
Sapporo Concert Hall	379,000
Sapporo Education and Culture Hall	562,000
Sapporo Science Center	398,000
Moerenuma Park	700,000

● Real Gross Municipal Product

Source: City Development Policy Planning Bureau, City of Sapporo, *Municipal Accounts*

FY 2013	672 trillion yen
FY 2014	668 trillion yen

*Estimation is under process for FY 2015 and later.

● Hokkaido IT industry's turnover

Source: Hokkaido Information and Communication Technology Association, *Hokkaido IT Report*

FY 2013	409.3 billion yen
FY 2014	411.7 billion yen
FY 2015	421.3 billion yen

*Above figures are statistics representing all Hokkaido prefecture; however, as of FY 2014 around 88% of sales, and 83% of employees are based in Sapporo.

● Number of employees in the city's private sector

Source: Statistics Bureau, Ministry of Internal Affairs and Communications, *Economic Census*

2012	831,700
2014	912,841

*Biennial survey; data aggregation under process for FY 2016.

● Number of employees in creative industries

Source: Economic & Tourism Bureau, City of Sapporo, based on Statistics Bureau, Ministry of Internal Affairs and Communications, *Economic Census*

2012	33,947
2014	35,231

*Biennial survey; data aggregation under process for FY 2016.

● Share of companies planning to add high value through using IT technology, design, film and similar content

Source: Economic & Tourism Bureau, City of Sapporo, *Sapporo City Corporate Management Trends Survey*

2013	14.5%
2014	14.8%
2015	14.3%
2016	19.1%

● Business start-up rate

Source: Economic & Tourism Bureau, City of Sapporo, based on Statistics Bureau, Ministry of Internal Affairs and Communications, *Economic Census*

2009 - 2012	2.6%
2012 - 2014	8.0%

II Sapporo Ideas City Declaration March 4, 2006

Sapporo, which provides comfortable city functions and is rich in nature during all four seasons, has an environment conducive for fostering creativity and is a city which stimulates the creative prowess of residents and visitors alike.

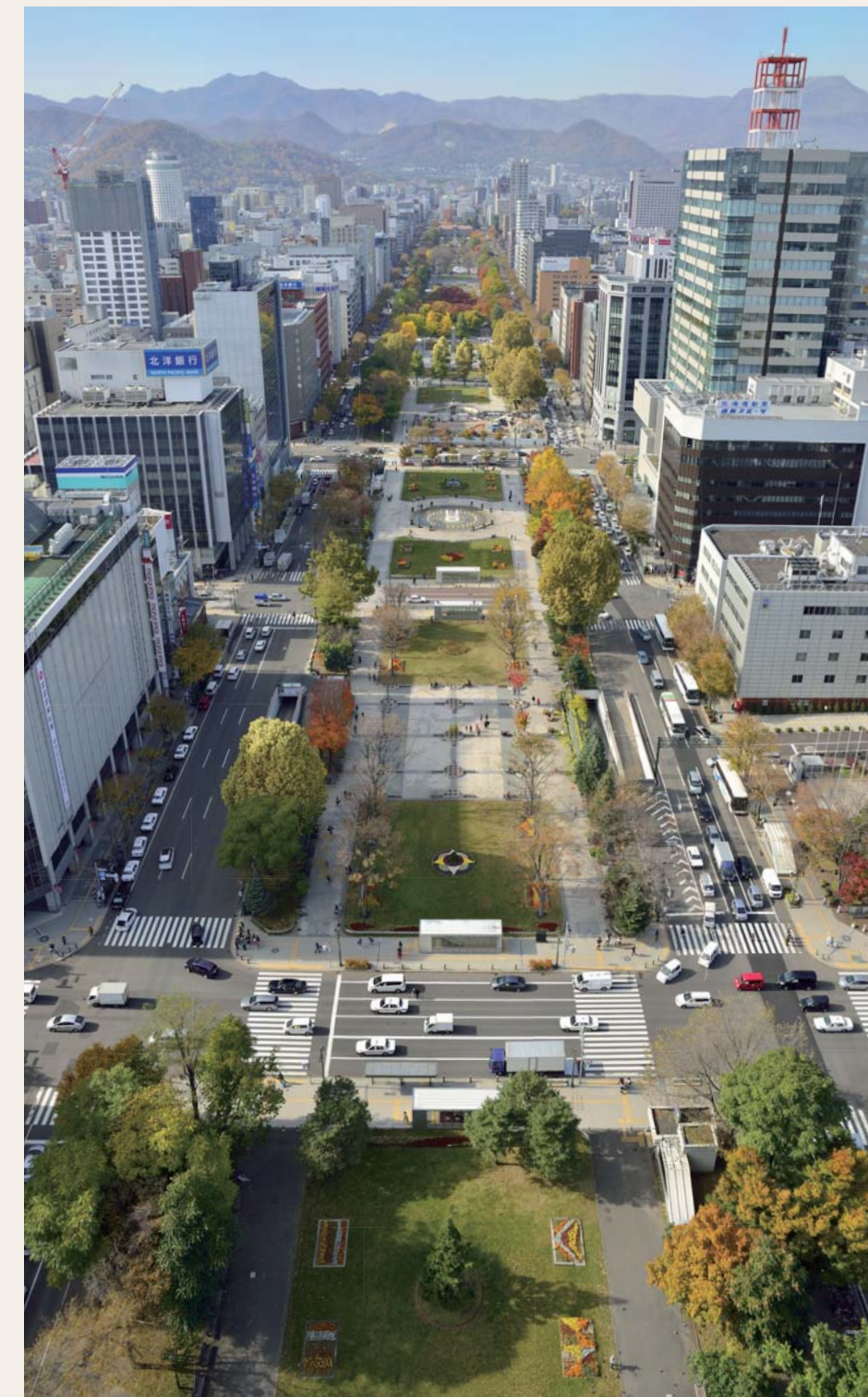
Creativity of humans (ideas) are important resources for cultivating economy and society in the 21st century. Currently, many of the world’s cities are focusing on the importance of ideas and are trying to utilize them for revitalizing the region.

From here on out, we must give birth to new ideas, substantiate those ideas, and advance urban development which capitalizes off of creativity. We will demonstrate the creativity of each of the citizens amid this blessed environment, make our city of Sapporo and its lifestyle, culture, and industry more energetic and vibrant, to work to increase the number of people gathering here, and to continue on the development of the city.

The Sapporo Ideas City we aim for is a city where content and other new industries which take advantage of creativity are developed, and where all industries use creativity to reinforce competitiveness. We aim for a dynamic city where art and design permeate everyday life and stimulate our senses creating a space which brings out emotions, fostering creativity in the citizens. People from around the world who visit our creative city and interact with residents will also further enhance the creativity of Sapporo.

The City of Sapporo aims for open communication with its citizens, and to make use of the people’s ideas and talents for urban development. Additionally, the city will make these efforts known to the world, attract creative enterprises which capitalize off knowledge and ideas and personnel who are active globally, and transform Sapporo into a city where those desiring a creative lifestyle want to live.

Creativity and ideas are what create the future of Sapporo. We hereby declare “Sapporo Ideas City,” aiming to cultivate creativity in every citizen in our “city of ideas,” becoming a leader among the Creative Cities of the world.



III Sapporo City Development Strategic Vision October, 2013

Sapporo City Development Strategic Vision is the highest ranked plan for city development in Sapporo, comprehensively covering a wide range of fields.

●Plan period and target year

Plan period: from FY 2013 to FY 2022 (10 years)
Target year: 2023

●Future Visions for Sapporo as an ideal city

Becoming a world-leading city that shapes a bright future for all of Hokkaido
A community-focused city where people work together hand-in-hand

●Basic objectives

A key perspective for each of seven fields including Culture as well as 24 basic objectives have specified what should be done by city residents, companies and other entities in order to achieve them.

Local Communities: Mutual support and networking in local communities

- 1 A city where people in various fields are connected to each other through coexistence and interaction
- 2 A city where people in various fields participate in local development activities
- 3 A city where various local issues can be solved

Children and Youth: Healthy development of children and youth who are the future of the city

- 9 A city where people can give birth to and raise children without anxiety
- 10 A city that supports the development and independence of children who are the future of the city
- 11 A city where young people can be independent and play an active role in society

Culture: Fostering creativity through culture, art and sports

- 18 A vibrant city developed through creative efforts
- 19 A city bustling with excitement brought about by culture, art, and sports
- 20 A city where each resident has an awareness of and promotes the city's attractive features

Economy: Economic development supporting life and employment

- 4 A city whose economy is led by industries capitalizing on the city's strengths
- 5 A city where industrial advances are achieved through various collaborations
- 6 A city where stable employment is secured for residents
- 7 A city whose strengths are capitalized on to connect it with other parts of the world
- 8 A city where industries supporting local communities are valued

Safety and Security: Development of a safe people-friendly city

- 12 A city where everyone can live a healthy life without anxiety
- 13 A city where local communities are well prepared for and resistant to disasters
- 14 A city where everyone can enjoy living in a safe environment

Urban space: Compact city development to enhance the city's attractive features and vitality

- 21 A compact city centered on public transportation
- 22 A city center full of attractions and vitality as the face of Sapporo
- 23 A city where greenery is fully utilized to increase urban value
- 24 A city where urban infrastructure is appropriately maintained and conserved

Environment: Sustainable city development that can be passed on to the next generation

- 15 A city where people coexist with a rich natural environment
- 16 A city where resources and energy are effectively used
- 17 A city where residents learn about and act for the environment