

**VISION
2040**

The New Gunma Plan

Disrupted ecosystem

Declining birthrate and longevity

Worries about living alone

Cannot keep up with

Shortage of successors

Can we really make the

Increasingly distant human relationships

Will AI surpass humans?

Social
isolation

Vacant housing, even in urban areas

Torrent of
information

The outflow of
younger
generations

De

Will decarbonization succeed?

Will current

Declining administrative services

Will AI take over our jobs?

Climate change

Is there something to live for post-retirement?

Will “once-in-a-century disasters” occur every year?

⌈ To resolve challenges forecasted for the future ⌋

The guideline for Gunma Prefecture towards the year 2040

“The New Gunma Plan”

has been formulated.

Decrepit infrastructures

Should the poorly informed stay that way?

Global warming

digitalization

Gunma

shift to reusable energy?

Prefecture?

What type of society is Society 5.0?

Lack of laborers

The decline of
metropolitan centers

Fluctuating volume of harvested crops

population

Declining

jobs still exist in 20 years?

marriage rate

Pandemics due to new viruses, etc.

Is the social participation of women actually progressing?

Declining birth rate

Violation of human rights on social media

Will trains and buses disappear?

The digital

Global problems are starting to hit home

Sluggish social movements

divide

Supermarket shortages

Table of Contents

To resolve challenges forecasted for the future	P1
Overview of the New Gunma Plan	P3
<Vision>	
Prospects for change/Vision goal "kaizo"	P5
Vision goals: "shido-jin" and "co-creation community"	P7
Policies toward the year 2040	P9
<Basic Plan>	
I Promoting digital transformation in administration and education	P10
II Achieving #1 in disaster resilience	P10

III Enhancing medical care provision systems	P11
IV Realizing a society in which all residents can play an active role	P11
V Establishing an economic cycle in the region	P12
VI Cultivating co-creation communities	P13
VII Promoting educational innovation and "shido-jin" roles	P13
Regional soil and policy visions (11 regions)	P14
Moving towards the future	P17
The sentiment behind the logo	P18
Appendix: Draw up MY VISION	P18

Overview

“The New Gunma Plan” envisioning ideals for Gunma Prefecture in the year 2040

The New Gunma Plan is a compilation of a vision and a basic plan

The New Gunma Plan is a basic policy for prefectural government operations.

This Plan has been formulated in two stages—one is the “Vision” in which the goals for 2040 are defined, and another is the “Basic Plan” which systematizes detailed policies to be focused on by the year 2030, in light of the Vision.

<Structure of The New Gunma Plan>

Vision (20 years)

“The New Normal, from Gunma to the World: Creating a Decentralized Self-Reliant Society that Leaves No One Behind.”

The “Vision goal” and “roadmap to success” to boost the well-being of Gunma residents has been created through a back-casting method, based on various environmental changes anticipated in Gunma Prefecture up to the year 2040.

● Period of plan

2021 to 2040 (20 years)

*Flexible response to major changes in the environment will be made, even during this period.

● Vision goals

“A decentralized self-reliant society in which not a single Gunma resident is left behind regardless of age, gender, nationality, or ability, and all are free to live out the life they want and to realize well-being.”

Basic Plan (10 years)

● Systematization of measures

Policies and measures have been systematized from three perspectives to achieve the Vision goal by 2040.

[Roadmap]

Measures to achieve 2040 goals are systematically created into a roadmap for each policy principle outlined in the Vision

[Prioritizing measures per category/per SDG]

Systematization of priority measures per category and SDGs until 2030

[Regional soil and policy visions]

The action plan and prospects related to nature, history, culture, etc., which are intrinsic values of 11 regions within the prefecture

● Period of plan

FY2021 to FY2030 (10 years)

*Reviews will be made at five years.



To encourage widespread communication of “The New Gunma Plan” within and outside of the prefecture, the nickname “G VISION 2040” has been coined along with a logo. The logo will be used on various occasions together with a logo that stands for the character “gun” (群馬) and diversity.

The New Gunma Plan Portal Website

The New Gunma Plan has been promoting various initiatives with Gunma residents toward achieving the vision goals by the year 2040. Its portal website will be updated with related information as necessary. Feel free to take a peek!
<https://gunma-v.jp/>



The Vision will create the future

This vision contains philosophies and principles to achieve goals for Gunma Prefecture at the year 2040. I am confident that we have created a vision that incorporates the most bold and innovative factors, even when seen from a national perspective. This pamphlet will brief Gunma residents on this vision in a comprehensible way.



An explanation by the Governor

“Let’s create a
Gunma Prefecture
that is full of appeal
and well-being!”

Governor of Gunma
Prefecture
Yamamoto Ichita

A plan that took a year in the making, created by Gunma residents and experts

The Plan was created through many discussions over more than a year, using unprecedented methods. Measures such as “Advisory Panel Round Table Conferences” that collected opinions of various experts, “Interviews” with outside experts, and “Regional Round Table Conferences” at eleven locations within the prefecture were held, at which the Governor himself explained the Vision and exchanged opinions with many people. In addition to this, surveys of Gunma Prefecture residents were also conducted.

<The road toward formulating the Gunma Plan>

● Advisory Panel Round Table Conferences [Held five times from November 2019 to November 2020]

An advisory panel was established to gather opinions from experts who have up-to-date expertise and first-class knowledge in various fields. Members: Twelve members (six from outside Gunma, six from within Gunma, six men and six women ranging in age from their 20s to 70s)

Six experts from outside Gunma Prefecture

Ota Naoki	Founder and CEO of New Stories Ltd.	[Regional development]
Kitano Naho	Executive Officer of Asukoe Partners Inc.	[IT]
Tanaka Motoko	President and CEO of GROUND LEVEL INC.	[Architectural design]
Nakajima Sachiko	Jazz pianist and mathematics educator	[Education]
Niwa Takashi	Director of TANITA CORPORATION	
	Chairman of the Board of	
	TANITA HEALTH LINK, INC.	[Health and longevity]
Fukui Takashi	Visiting Professor at Tokyo University of	
	Agriculture and Technology	[Overall plan]

Six experts from within Gunma Prefecture

Kobayashi Yoshie	President of Gunma Prefectural	
	Women's University	[Gender politics/international politics]
Tanaka Hitoshi	Founder and CEO of JINS HOLDINGS Inc.	[Industry and commerce]
Teshima Miyuu	Actor and model	[Representative of modern youth]
Teshima Yukiko	President and CEO of TESHIMA CORPORATION	[Representative of female business owners]
Hiratsuka Hiroshi	President of Gunma University	[Science education]
Yajima Ryoichi	Board Chairman of NGO Global Agriculture	
	Crossroad TERRAKOYA	[Agriculture/international exchange]



Advisory Panel Round Table Conference (first session)

*Titles of each individual are as of the time of these conferences.

● Interviews with outside experts [Held six times from November 2019 to March 2020]

To envision the future for Gunma Prefecture in line with global trends, leading domestic and international experts were invited as guests for interviews.

Session 1	November 27, 2019	Guest: David Atkinson (President and CEO of Konishi Decorative Arts and Crafts Co., Ltd.)
Session 2	December 26, 2019	Guest: Takemi Keizo (Member of Japan's House of Councilors and WHO Goodwill Ambassador for Universal Health Coverage)
Session 3	January 6, 2020	Guest: Masi Oka (Digital visual effects artist and actor)
Session 4	January 17, 2020	Guest: Miura Lully (International political scientist and President of Yamaneko Research Institute, Inc.)
Session 5	February 19, 2020	Guest: Ito Kazuma (CEO of PoliPoli Inc. and student of the Faculty of Commerce, Keio University)
Session 6	March 25, 2020	Guest: Ataka Kazuto (Professor at Keio University SFC and CSO of Yahoo Japan Corporation)

*Titles of each individual are as of the time of these interviews.

● Regional Round Table Conferences [Held at eleven locations July to October 2020]

● Gunma Prefecture Resident Surveys [Conducted seven times 2018 to 2020]

An explanation by the Governor

Making efforts to be the top runner in a “new normal” society

I have an intense sense of urgency that, despite having wonderful allure and potential, we will not be able to survive in this period of major changes unless we make major changes as well. Within this unprecedented pandemic, I strongly felt that Gunma Prefecture needs to incorporate new methods of thinking and taking action to give birth swiftly and proactively to new values

and sufficiency. Let's create a bright future for Gunma. Let's no longer be only a “middle ranking prefecture” unable to become a forerunner, which was the result of Gunma taking our proximity to the metropolitan area for granted.

“This was one of the driving reasons I ran for Governor!”



Interview videos with members of the Advisory Panel

Interviews with the twelve Advisory Panel members who participated in establishing The New Gunma Plan can be viewed at the pre-prefectural portal website “tsulunos.”



Vision

Our goal in the “new normal” era is a Gunma Prefecture that is kaiso with three elements of well-being existing in harmony

A Vision that responds to challenges up to the year 2040

The Vision is based on various changes in the environment anticipated in Gunma Prefecture up to 2040, and is a roadmap toward realizing a “vision goal” of enhanced well-being of residents, created through the “back-casting” method*. When creating this Vision, changes and potential brought about through the shift towards the “new normal” became major points of deliberation. What are these changes?

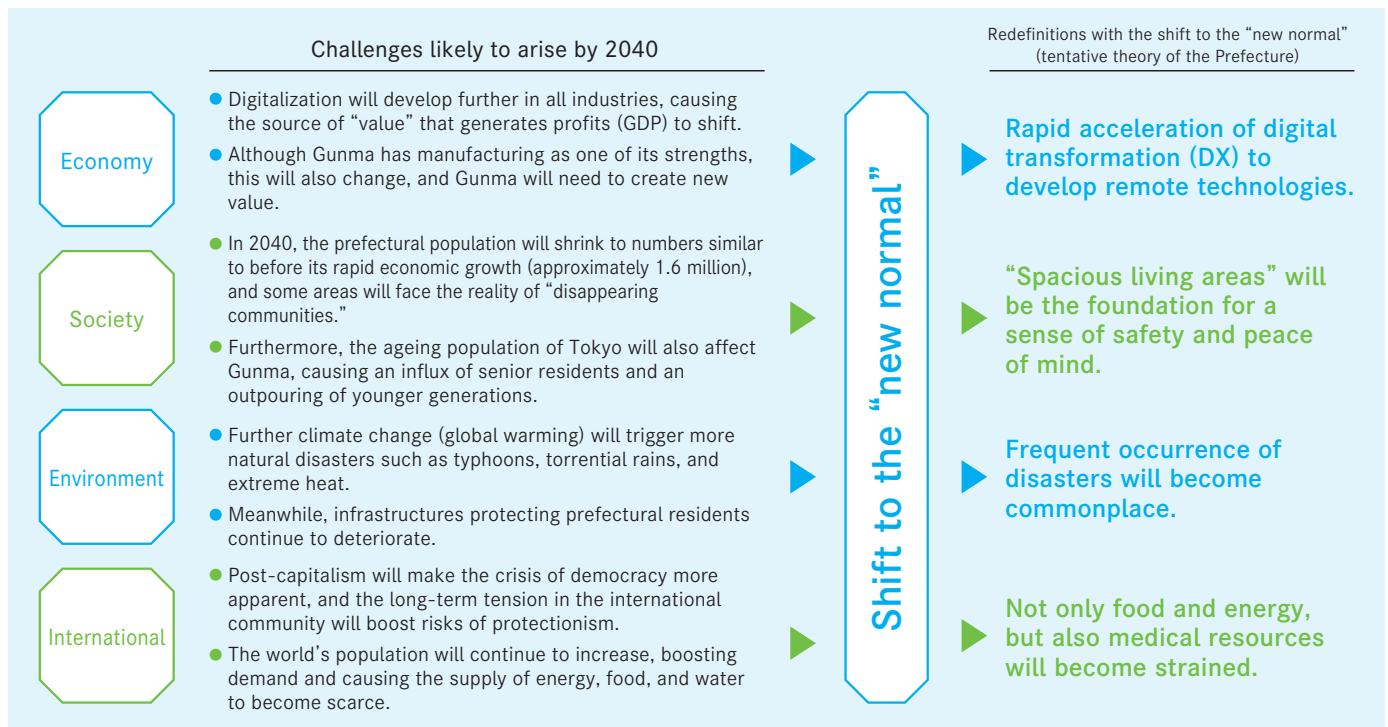
<Structure of the Vision>

Prospects for change (P5)

Vision goal (P6/7/8)

Roadmap to success (P9)

Prospects for change



Future prospects will change with the shift to the “new normal”

We have summarized the challenges Gunma will face up to 2040 from the four perspectives of economy, society, environment and international affairs. The forecast sees changes in industrial structures due to digital transformation (DX)*, declining populations, increasing frequency and severity of disasters, decrepit infrastructures, the rise of protectionism and a dwindling supply of resources. Within these bleak prospects, society has transitioned to the new normal due to the COVID-19 pandemic. These changes were painful for many people. However, our Vision looks upon these changes in a positive light and draws up an image of Gunma Prefecture in 2040.

An explanation by the Governor

This is an opportunity for Gunma

Flexible and positive thinking is essential when looking upon the arrival of a new era as an “opportunity for regional areas (Gunma Prefecture).” In fact, I am certain that the redefinition of the value of regional areas in the new normal will enhance the strengths of Gunma Prefecture, as we are blessed with abundant nature and space, while being within the metropolitan area.



“Adversity is an opportunity!”

Terminology

- Back-casting...a planning method that starts with defining future goals and ideals, and deliberating what needs to be done in the present through analysis of present conditions and issues.
- Digital Transformation (DX)...How the popularization of ICT will change our lives for the better in all aspects.

A decentralized self-reliant society in which not a single Gunma resident is left behind regardless of age, gender, nationality, or ability, and all are free to live out the life they want and to realize well-being.



The goal is a “kaiso” Gunma Prefecture

The “new normal” has increased the need for spacious areas that are free from crowds. This means that the declining population of regional areas, which has been an issue for many years, may now be an element that is “more appealing than Tokyo.” Spacious living areas are the foundation for a sense of safety and peace-of-mind, and stable, sound areas with unique value have a unifying force that attracts people, winning in the end. Gunma Prefecture has defined this appealing factor as “*kaiso*,” or “positive sparsity.”

Three elements of well-being create kaiso

The Vision has “leaving nobody behind,” “achieving well-being,” and “a decentralized self-reliant society” as its goals. A state of well-being differs between each individual. This is why the Vision takes into consideration the perspective of “well-being for whom?” and “what type of well-being for society should be wanted?”, and focuses on three types of well-being—“well-being for each individual,” “well-being for the entire society,” and “well-being for future generations.” Gunma Prefecture will make efforts to create a society in which these three “well-being elements” exist in harmony in 2040.

	Viewpoints in the 20 th century	Doubts toward well-being	“Well-being” goals
<u>Well-being for each individual</u>	A stereotype of “well-being” <ul style="list-style-type: none"> Uniform work and lifestyles Conventional family styles 	<ul style="list-style-type: none"> No sense of well-being despite steady economic indicators 	Diverse “well-being” <ul style="list-style-type: none"> Different work and lifestyles for each individual Good human relationships (communities)
<u>Well-being for the entire society</u> (Co-existence of prefectural residents)	Fixed type of “prefectural resident” <ul style="list-style-type: none"> Prefectural resident = Inhabitants and those native of the prefecture 	<ul style="list-style-type: none"> Participants in an increasingly diverse regional community People who are vulnerable in periods of rapid change 	Diverse “prefectural residents” <ul style="list-style-type: none"> Prefectural residents = +Related parties/ foreigners/new minorities
<u>Well-being for the future generations</u> (Sustainability)	The “prefectural resident” in this era <ul style="list-style-type: none"> Maximizes growth and allocation within the present 	<ul style="list-style-type: none"> Concerns about sustainability in the regional community and environment 	“Prefectural residents” with the future <ul style="list-style-type: none"> Sustainable growth with Doughnut Economics

An explanation by the Governor

Gunma Prefecture is the perfect place for *kaiso*

The *kaiso* which Gunma Prefecture aims for is a region that features “soil” with unique nature, industries and culture that possess a unifying power which attracts people, who in turn can communicate the appeal via digital technology. Furthermore, in addition to being able to withstand infectious diseases, it is a region that also withstands natural disasters and loss of resources.

Three elements of “well-being”

The most important mission to me, as a Governor, is to “enhance the well-being of Gunma residents.” What can be defined as well-being differs between each individual, and it is not something that can be decided by the government. However, I believe that we currently live in an era in which well-being cannot be fulfilled through only physical wealth.



“My mission is to enhance the well-being of Gunma residents!”

Vision

“*Shido-jin*” and “co-creation community” —two innovations necessary to achieve a decentralized self-reliant society

Vision goal

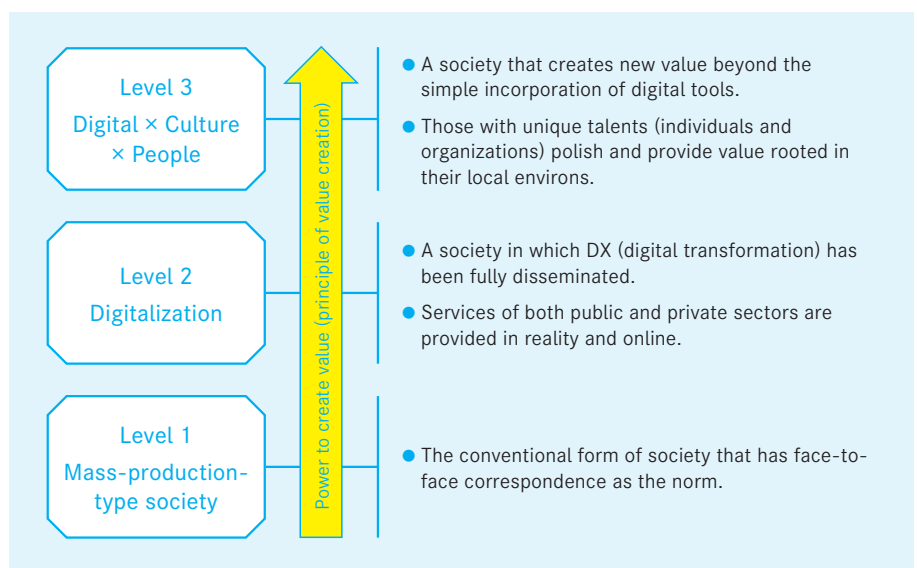
A decentralized self-reliant society built on two principles

The ideal state defined in the Vision for 2040 is a “decentralized self-reliant society.” This concept is the key to achieving a “society in which all are free to realize well-being without anyone being left behind.” In the Vision, the decentralized self-reliant society is built on two principles. One is a “decentralized self-reliant society that creates new value,” and the other is a “sustainable decentralized self-reliant society.” Enhancing residents’ well-being will be achieved at the overlapping point of these two principles.

Shido-jin

A decentralized self-reliant society that creates value

One principle is the “principle of value creation.” As prospects for change has shown us, the source of value will shift to data as digitalization progresses in the next twenty years. That is why it is crucial for us to promote digitalization. In order to promote digitalization and enhance the appeal of Gunma Prefecture as a *kaiso* community, there is a need to create new value by imagining the future, linking digital elements with the unique value (culture) of the region. “Digital × Culture × People”—this is the equation Gunma will incorporate from now on.

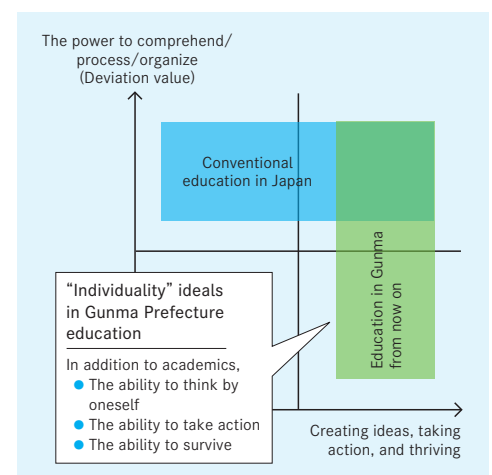


Shido-jin



“*Shido-jin*” are people who take action in untouched fields

In an era in which wealth is acquired by creating new value, we call people who can carry this out “*shido-jin*.” These *shido-jin* are individuals who have the power to survive, think by themselves, and are active in fields no other people venture into. A *shido-jin* is not a special type of person—we all have the potential to be *shido-jin*. It is important to nurture this potential, so promoting educational innovation as a long-term strategy becomes essential. Our goal is to be recognized as a prefecture that fosters *shido-jin*.



An explanation by the Governor

Human resources who can thrive in an era in which creativity generates value

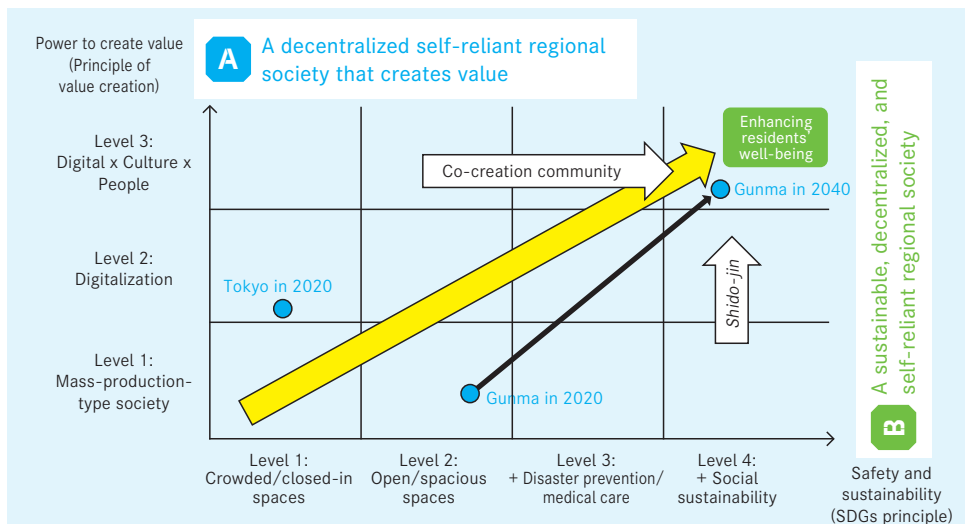
In the era of steady economic growth, people who were able to efficiently make achievements within designated rules and targets were valued. However, in an environment without clear rules and targets, what is desperately needed are *shido-jin*.



“Everyone is capable of being a *shido-jin*!”



Promoting educational innovation (STEAM education)



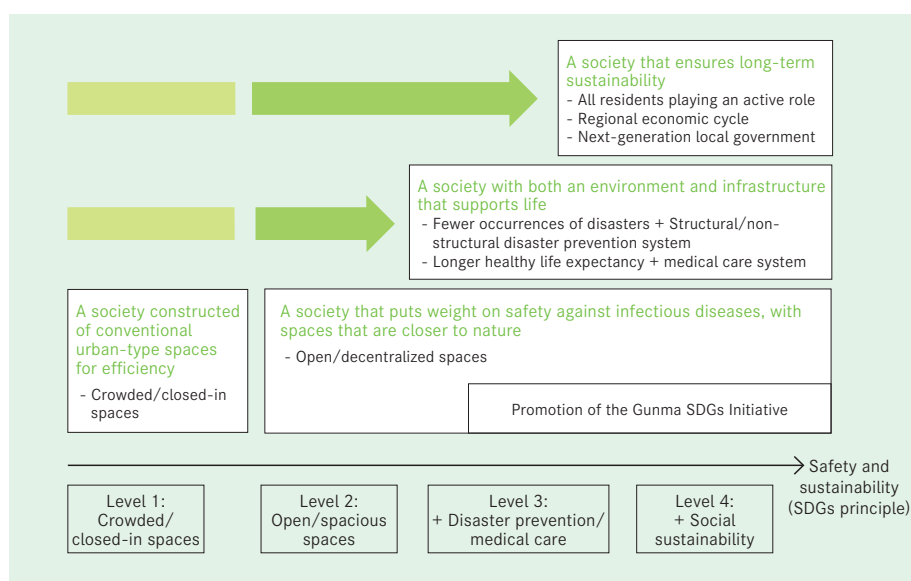
About “self-reliance”

The “self-reliance” goals we are striving for are not about independence or isolation. We believe that self-reliance is about not excessively depending on a specific relationship and being able to exert self-direction within open and diverse relationships.

Co-creation community

B A sustainable, decentralized, and self-reliant society

One principle to achieve a decentralized self-reliant society is the “SDGs principle.” Even if there is an industry that creates new value, the well-being of future generations cannot be achieved unless the region is sustainable. The Vision states three elements that are needed to maintain sustainability—one is to have all residents playing an active role in order to unearth hidden talents. The second element is a regional economic cycle to allow regional resources and capital to flow. The third element is a co-creation community in which industries/academia/government collaborate in diverse fields to resolve issues in the region.

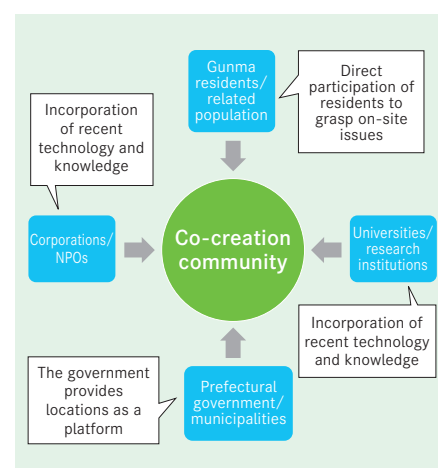


Co-creation community

官民共創
コミュニティ
GVISION2040
新・群馬県総合計画

The “co-creation community” will create a public sustainable for 100 years

Currently, industries/academia/government collaborations are being made in various fields around the world, and efforts toward resolving regional issues are being promoted. This type of initiative is called the “co-creation community” within the Vision. Bringing the strengths of both public and private sectors together will create innovation for the public. We will reaffirm the necessity of co-creation to accelerate activities throughout the prefecture. A co-creation community space “NETSUGEN” has been established on the 32nd floor of the prefectural government office as a core location for these activities.



An explanation by the Governor

Creation of new value through a regional virtuous cycle

Nurturing *shido-jin* in *kaiso* regions will allow these *shido-jin* to play active roles in various fields while becoming the core in the co-creation community. Creating a virtuous cycle in this way will also result in a Gunma Prefecture that appeals to people and able to create new value and wealth.



“Let’s work for co-creation throughout the prefecture!”



“NETSUGEN” the co-creation space on the 32nd floor of the Prefectural Office

Roadmap to success

A Priority policies until 2023

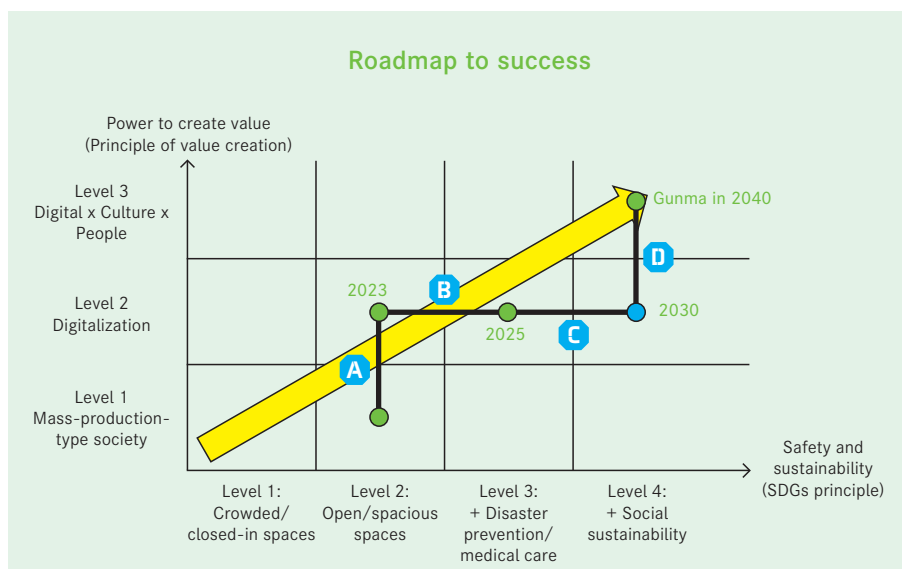
Pressing issues are digitalization, of which its necessity was brought to light by the COVID-19 pandemic. To recover from the present situation, we will take immediate action and strive to become one of the most advanced digital prefectures in Japan by 2023.

B Priority policies until 2025

Medical care systems, which received much attention with the COVID-19 pandemic, is a priority. Due to the effects of climate change, the frequency and severity of natural disasters has increased. We will fully establish a system that will ensure safety for residents' lives.

C Priority policies until 2030

Establishing three principles for long-term sustainability (all residents playing an active role/regional economic cycle/next-generation local government). We will declare completion of SDGs within Gunma Prefecture by 2030, the target year designated by the United Nations.



D Priority policies until 2040

The power to think proactively and take action in new fields. In the final ten years, individuals wielding this power shall grow to come together and lead Gunma. In 2040, *shido-jin* educated with new methods will be at the center of administrative and industrial cores. This will be the birth of a "New Gunma" which offers world-class appeal. Gunma Prefecture will always read the changes in eras to envisage new futures for further development.

<Seven policy principles>

Seven policy principles have been established to realize 2040 goals, which were envisioned using back-casting methods.

	2020	2023	2025	2030	2035	2040
Policy 1 Promoting digital transformation in administration and education						
Policy 2 Achieving #1 in disaster resilience						
Policy 3 Enhancing medical care provision systems						
Policy 4 Realizing a society in which all residents can play an active role		Introducing and launching systems	Increasing ratio of social participation			
Policy 5 Establishing an economic cycle in the region		Implementation in advanced areas	Expanding throughout the entire prefecture			
Policy 6 Cultivating co-creation communities		Launching organizations	Expansion and deepening of activities			
Policy 7 Promoting educational innovation and <i>shido-jin</i> roles		Expansion of new educational methods	Social participation of <i>shido-jin</i>	The activities of <i>shido-jin</i> will nurture new <i>shido-jin</i> , to create an appealing natural cycle		

An explanation by the Governor

This is just the beginning of The New Gunma Plan!

The New Gunma Plan does not end with its formulation, as executing the detailed visions we have created is important. Its Vision cannot be achieved by only the prefectural government—all local municipalities, corporations, organizations, and residents need to start thinking for themselves and taking action, one step at a time, towards an ideal Gunma. Let's work together to powerfully steer Gunma Prefecture ahead.



Seven policy principles to realize the Vision

The Basic Plan establishes the ideal vision for 2040, detailed measures, and KPI (Key Performance Indicators) for each of the seven policy principles designated on the roadmap to successfully realize the Vision.

The progress and achievements of each policy will be closely monitored each year and reflected within plan reviews after five years.



Promoting digital transformation in administration and education

We will make efforts to become the most digitally advanced prefecture by the year 2023 by focusing on digitalization, which is the prerequisite for resolving social issues through overall and individual optimization.

<Goals for 2040>

The Gunma prefectural administration in 2040 will provide necessary administrative services, even with decreasing numbers of staff, by using ICT and other advanced technologies. Furthermore, it will evolve into a platform that responds to the increasingly diverse needs of residents, by linking various entities to conduct official roles. As the entire society progresses in digitalization, education will be in an individually optimized and collaborative format that utilizes ICT, with further methods of “new learning unique to Gunma” ahead of the times, for inquisitive learning that makes the most of the Gunma region.

<Major steps to be taken>

Administration

- Promoting application procedure digitalization for further resident convenience
- Streamlining routine tasks with digital technology to create an environment in which staff is able to focus on tasks such as policy making
- Utilizing digital technologies to allow work to be done regardless of the location (telecommuting)

Education

- Utilizing ICT to promote individually optimized and collaborative education
- Preparing and offering one device for each elementary/junior/ senior high school student in the prefecture (Device preparations within 2020)
- Promoting collaboration between elementary/junior/senior high schools with accumulated educational data

<Major KPI>

	At the start	2025
Ratio of digitalized administrative procedures	Currently tallying	100%
Ratio of teachers who can properly teach ICT use to students	71.7% (26 th in Japan)	95% or more

Terminology

- Digital Transformation (DX)---How the popularization of ICT will change our lives for the better in all aspects.
- ICT--- An abbreviation for “Information and Communication Technology.” It defines communication using communication technology. In addition to information processing, it is also the general name for industries and services that use communication technology such as the internet.



Achieving #1 in disaster resilience

We will focus on initiatives up to 2025 to form a system that will ensure safety for residents from increasingly frequent and severe natural disasters resulting from climate change.

<Goals for 2040>

Due to climate change, increasingly frequent and severe weather-related disasters will become a normal occurrence in Gunma Prefecture in 2040. We will create a safe and secure foundation for regional society by enhancing resilience in both structural and non-structural elements. This will decrease the risk of social and economic losses by ensuring the sustainability of economic activities, along with reducing the risk of human casualties by encouraging disaster prevention awareness between residents, for prompt and appropriate evacuation.

<Major steps to be taken>

- Reinforcing safety in areas which have experienced water overtopping, overflowing, and inland water damage
- Maintenance and restoration of river and dam functions to cope with increasingly frequent torrential rainfall
- Establishing resilient road networks that will function during disasters
- Promoting evacuation activities to ensure no one is left behind during water disasters
- Creating forests that will withstand disasters

<Major KPI>

	At the start	2025
Number of houses with decreased risks of water disaster	8,819	32,818
Number of industrial estates with decreased risks of water disaster	1	10

Terminology

- Disaster resilience---The “disaster prevention capabilities” which will minimize damage while avoiding fatalities in the event of an unexpectedly large disaster, and the “recovery capabilities” for the swift recovery of residents’ lifestyles and economic activity.
- Cooperation---Having neighboring residents help each other in the community. It is a stance in between self-help (protecting oneself and one’s family) and public assistance (support and rescue by governments, etc.).



Enhancing medical care provision systems

Extensive efforts will be made for the sustainable provision of necessary medical care for all residents by 2025.

<Goals for 2040>

Role-sharing and collaboration between medical professionals and the incorporation of advanced technologies such as ICT to efficiently utilize limited medical resources and construct a system in which doctors and medical workers can work comfortably will be developed in Gunma Prefecture by 2040, for the sustainable provision of necessary medical care for all residents.

<Major steps to be taken>

- Promoting role-sharing and collaboration between medical organizations in light of future medical demand
- Constructing a collaborative system for emergency and disaster medical care
- Constructing a collaborative system for pediatric and prenatal care
- Promoting telemedicine and construction of a collaborative system for home medical care
- Work reform for doctors and medical workers, with measures taken toward uneven distribution of doctors in regions and categories
- Enhancing functions and stabilizing management of prefectural hospitals

<Major KPI>

	At the start	2025
● Number of convalescent beds (including acute phase recovery beds)	5,276	6,067
● Number of hospitals/clinics that offer home visits	487 or more	531

Terminology

- Regional medical plan...By 2025, all prefectures in Japan will estimate necessary beds, etc. and future medical care demand along with designating the direction necessary for measures in each region within each medical function and category to establish a seamless system for medical/nursing care through efficient and effective use of limited medical resources. This has been formulated in Gunma Prefecture in 2016, and efforts are being made to develop functional differentiation and coordination of hospital beds while enhancing home medical and nursing care.



Realizing a society in which all residents can play an active role

Development of an environment in which diverse residents are never left behind, to create a foundation for a society in which all residents can play an active role.

<Goals for 2040>

Gunma Prefecture in 2040 will be a region that is full of vigor, in which diverse residents can actively participate in society regardless of age, gender, nationality, or ability.

<Major steps to be taken>

Offering support for children which will enable them to take on active roles in the future

- Offering educational and living support for households in need
- Establishing support services for children in need including spaces where they can spend time
- Developing environments in which single parents can work with peace of mind and balance child-rearing and work

Active participation regardless of gender

- Promoting awareness in the general society, and promoting significance of the "elimination of stereotyped perceptions of gender roles (gender equality)" at home and the regional community
- Creating a society with gender equality, in which women who wish to work are able to exert their full potential at work along with those with difficulty working in conventional ways

Extending healthy life expectancy and senior participation

- Developing measures based on the Gunma Model geared toward establishing a vibrant society with a long healthy life expectancy
- Supporting initiatives taken at local municipalities to prevent frailty

Active participation of the disabled

- Holding training, etc. to communicate information on and deepen understanding of disabilities
- Realizing a society in which people with disabilities who wish to work can actively participate in society

Living together with/co-creation with diverse cultures

- Offering communication support for foreign residents and providing living support to establish an environment in which foreign residents can reside with peace of mind
- Promoting new value to be created with foreign residents, who are colleagues in our quest to create Gunma

Active participation of residents relocating to Gunma and related population

- Promoting relocation and its related population by creating a brand of Gunma living

Creating an inclusive society in which diverse residents support each other and play active roles

- Collaboration/cooperation with human rights-related organizations and support groups and promoting various awareness-building and consultation activities
- Deepening and promotion of comprehensive community care systems
- Promoting the creation of work environments in which everyone is comfortable

Ensuring transportation methods that support diverse residents

- Provision of transportation for regional living
- Ensuring means of transportation that is effective and sustainable, by utilizing innovative technologies

<Major KPI>

	At the start	2025
● Number of municipalities who have support services for children including places where children can spend time	20	35
● Ratio of women in management positions	16.1%	33%
● Ratio of private sector employment of people with disabilities	2.14%	2.30%
● Number people relocating to Gunma	962/year	1,400/year
● Ratio of workers taking paid leave	50.3%	70%

Terminology

- Frailty...Decreased strength and cognitive functions with age, which can easily lead to functional disabilities and needing nursing care.
- Related population...People from outside of the region who are neither relocated "residents" nor sightseeing "visitors," who have diverse relationships with the regional community and residents.
- AI on-demand transportation...Transportation services that offer pickup and drop-off services with AI dispatching to go to locations and times designated by user reservations.



Establishing an economic cycle in the region

Resources and funds for the region. What is the key to enhance sustainability?

In addition to creating a regional society with high resource productivity, in order to co-exist with nature (the base of our existence), we will also need to have an independent regional economy that does not depend on specific outside factors to support our livelihood.

<Goals for 2040>

Gunma Prefecture in 2040 will develop and see steady results of initiatives to attain the “Five Zero Declarations” (“zero emission of greenhouse gasses,” “zero blackouts in the event of disasters,” “zero plastic waste,” and “zero food loss”) by 2050. An ecosystem that offers sustainable creation of new value grounded in digitalized Gunma soil will be completed, with reinforced competitive powers in each industrial field to create high-quality employment in the region. With active regional consumption to create a regional economic cycle, Gunma will become a unique regional economic zone.

<Major steps to be taken>

Nurturing an economic cycle with high resource generation

- Promoting decentralized and self-reliant energy sources in the region
- Offering support for substitute plastic technologies and promoting the transition from single-use plastics to recycled plastics while promoting the 5Rs
- Embedding the mentality of not wasting food in the minds of residents and businesses through the MOTTAINAI movement
- Promoting the rediscovery of the appeal of Oze Marsh, and maximizing the potential of the Oze area through conservation, utilization, and creation of new appeal factors through public-private co-creating communities

Reinforcing competitive strengths of forestry

- Reinforcing lumber processing systems within the prefecture (reorganizing lumber production and processing systems)
- Promoting the use of wood for building
- Forestry system reform (enhancement of forestry resource information, incorporation of forest zoning, measures taken for digitalization/automation for lower-cost forestry)
- Constructing systems for sharing and advanced use of forest resource information with participation from the prefecture, local municipalities, and forestry businesses

Reinforcing competitive strengths of agriculture

- Making agriculture a growing industry through optimizing farmland and developing production infrastructures
- Reinforcing competitive strengths of horticultural production areas, etc. within the new normal
- Establishing resilient livestock management that holds up against international competition
- Expanding the demand and communicating appeal with the “strengths” of locally-grown agricultural and livestock products
- Expanding sales routes by promoting exports of agricultural and livestock products, etc.

Reinforcing competitive strengths of industries

- Cultivating business managers, engineers, and others who are digital and analog experts to encourage productivity through utilization of digital technology and data
- Supporting challenges made to enter overseas markets (global businesses), of which population and market scale expansion is anticipated
- Supporting diversification of supply chains and the bringing back of manufacturing to Japan
- Creating profitable regions and towns by active incorporation of IT and innovative technologies to resolve issues faced by commercial and service sectors

Creating high-quality employment and cultivating human resources

- [Forestry] Organizational reinforcement of forestry businesses
- [Agriculture] Securing diverse workers who can thrive in the new normal
- [Construction] Work style reform within the construction industry
- [Promotion of future investments] Promoting diverse investments by companies with high added value, including the creation of appealing employment, etc.
- [Business continuation] Enhancing support for business continuation
- [IT human resource development] Promoting IT education to all generations with industries/academia/government collaboration and new businesses utilizing digital-related solutions, products and services
- [Employment support] Offering information that corresponds to various life stages such as graduation from college, marriage, child-raising, nursing parents, etc. and securing employment within the prefecture

<Major KPI>

	At the start	2025
● Quantity of incorporated renewable energy	5,689,149 thousand kWh/year	7,059,000 thousand kWh/year
● Forestry industry output	82.6 billion yen	102 billion yen
● Agriculture industry output	236.1 billion yen	260 billion yen
● Gross prefectural production (each field)	8.9704 trillion yen	9.5 trillion yen
● Salary per person	4,318,000 yen	4,800,000 yen

Terminology

- 5R… Five actions that can be taken to reduce waste—Reduce, Reuse, Recycle, Refuse, Repair.
- Supply chain… The overall flow of a product, from procurement of raw materials/components, to manufacturing, inventory management, delivery, sales, and consumption.



Cultivating co-creation communities

Launching co-creation communities which create innovation through exchanges with diverse “prefectural residents” from various fields, to enhance long-term sustainability.

<Goals for 2040>

Gunma Prefecture in 2040 will have industries/academia/government collaborations to launch various unique co-creation communities rooted in Gunma soil, layered within the community, and creating local appeal. This appeal becomes a centripetal force which attracts *shido-jin* who will play active roles in the co-creation communities. These communities will be launched organically and take action, creating a cycle which results in issue-solving.

<Major steps to be taken>

Creating a basis for the co-creation community

- Supporting creation of local visions and nurturing facilitators

Resolving regional issues

- Promoting community activities (community management organizations, community development organizations, etc.) with active resident participation

Developing towns for sustainable living

- Creating a “comfortable town center, perfect for walks” with new methods of public facility and space utilization

Operating the co-creation space “NETSUGEN” (32nd floor of the Prefectural Office)

- Implementing initiatives for diverse human resource exchanges, taking up the challenge of starting new businesses, and resolving regional issues

Offering support for start-up businesses

- Forming a “Start-up Ecosystem” which will trigger autonomous innovation

Regional creation through sports

- Making the most of outdoor sports to boost the number of visitors

Regional creation through culture

- Regional development with art

Creating new appeal with tourism

- Developing tourism sites that take into account the new normal

Creating new values for forestry and farming

- Creating “forestry businesses”

Taking responsibility as the “upstream society” of the Tone River System, which is the protector of rich water resources

- Promoting forestry development with independent forestry management

<Major KPI>

	At the start	2025
Number of co-creation projects born from regional visions (Total)	--	45
Number of regional management organizations	66	90
Number of entrepreneurs supported by the start-up support project (Total)	--	150
Number of regions working on “Forestry businesses” (Total)	13	25

Terminology

- Facilitator...The original meaning is a promoter, but in this context, the term defines a person who helps with workshop proceedings from a neutral perspective, to promote consensus building and achieving participant goals.
- Start-up...Construction of innovations or new business models in short periods of time, and concepts or activities that develop new markets.



Promoting educational innovation and *shido-jin* roles

Promoting educational reform to cultivate people who think for themselves and have the power to take action in new fields (*shido-jin*), and gathering these *shido-jin* to create a society that will lead Gunma.

<Goals for 2040>

Gunma Prefecture in 2040 will offer education to appreciate diversity and nurture a rich sense of humanity. Additionally, individually optimized, collaborative education by utilizing ICT and other advanced technologies, and inquisitive learning that makes the most of the Gunma region will also be provided. This “new learning unique to Gunma” will cultivate *shido-jin* who will actively participate in industrial and administrative roles, at various fields in the region and education, to foster further *shido-jin*.

<Major steps to be taken>

- Establishing new learning methods built on DX
- Promoting individually optimized education according to disabilities with development of education utilizing ICT
- Collaborating with diverse educational organizations to provide systematic, comprehensive, wide-spread, and diverse learning services utilizing ICT
- Cultivating human resources for industry with academic collaborations
- Cultivating free thinking with focus on junior and senior high school students

<Major KPI>

Ratio of students who believe they can proactively think and act for problem-solving

	At the start	2025
6 th grade students	79.7%	95% or more
9 th grade students	76.2%	95% or more

Basic Plan

Regional soil and policy visions

Take a look at the unique values of 11 regions within the prefecture, and organize each region's issues and policies

As a prologue for various co-creation initiatives to be developed, such as establishing visions for each region, the prefecture has formulated "policy visions" to create regional sustainability and "regional soil," which creates new value when combined with digitalization.

Maebashi Region

Municipality: Maebashi City

Population: 336,100

Area: 311.6 km²

Maebashi was developed as the capital of the prefecture, built on the silk-spinning industry. It is a well-balanced area that is comfortable to live in, with urban strengths such as the Maebashi Red Cross hospital and other advanced medical institutions, along with various universities including Gunma University. The region also boasts a rich natural habitat such as Mount Akagi, which is one of the country's 100 famous mountains, along with having one of the highest agricultural production in Japan.

On the other hand, the region also has issues, which include the decline of city centers and the increasingly inconvenient public transportation. To resolve this, urban development based on urban design through co-creation, initiatives for a "super city," tourism promotion with focus on Mount Akagi, and promotion of migration based on the "slow city" philosophy will be taken to encourage regional vitality.



A distant view of Mount Akagi as seen from Maebashi City



Excavated artifacts such as Haniwa clay images and the Nakafutago Tumulus, one of the Omuro Kofun Cluster

North Gunma and the Shibukawa Region

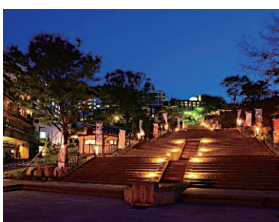
Municipalities: Shibukawa City, Shinto Village, Yoshioka Town

Population: 113,200

Area: 288.7 km²

The North Gunma and Shibukawa Region is located at the center of the prefecture, with a well-developed transportation network with the development of the Kan-Etsu Expressway and the Joshin Expressway. This convenient transportation access brings in many visitors to tourist farms in the area to enjoy seasonal fruit picking experiences, Kokeshi doll painting facilities, art galleries, museums, and amusement parks. In addition to these tourism resources, Ikaho Hot Springs, which attract more than one million tourists annually, acts as the base for tourism, with wide-spread regional and tourism promotion through regional collaboration DMO, which uses local resources to attract tourists and communicate information.

On the other hand, a mix of growing and declining population can be seen in cities and towns, with varying situations. With this in mind, the promotion of relocation to Gunma and the increase in new residents will be encouraged through urban development that withstands disasters to offer safety and peace of mind, support for child-rearing, and ensuring employment, to create an area that is vibrant and full of energy.



Ikaho Hot Springs [photo: Shibukawa Ikaho Onsen Tourist Association]



Various grapes available for grape picking [photo: Shinto Village]

Sawa-Isesaki Region

Municipalities: Isesaki City, Tamamura Town

Population: 249,700

Area: 165.2 km²

As the population declines and the low birthrate and aging population are making labor shortages increasingly serious, human resources from overseas are proving to be indispensable in the development of various fields in the region. It is forecasted that more and more foreign residents with diverse languages, customs, and cultures will be calling this region their home. To enable sustainable development of the Sawa-Isesaki Region, it is essential to develop measures to deepen mutual understanding among all residents, working hand in hand, to promote co-existence regardless of nationality.

Furthermore, initiatives to encourage regional businesses will be promoted, such as the development of industries and agriculture by making most of the region's proximity to the metropolitan area, its highly convenient transportation network, and its flat terrain. Additionally, regional development utilizing unique resources will also be promoted, such as the "Tajima Yahei Sericulture Farm" and roadside station "Tamamura-juku."



The Isesaki-Miyago Industrial Park (Isesaki City)



The roadside station "Tamamura-juku" (Tamamura Town)

Takasaki and Annaka Region

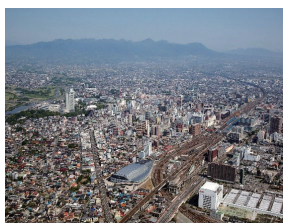
Municipalities: Takasaki City, Annaka City

Population: 430,500

Area: 735.5 km²

The key to the Takasaki and Annaka Region is development centered on Takasaki Station, which is the key transportation hub (gateway) of the prefecture and sees 60,000 passengers a day. The effective use of recent facilities such as the "G Messe," "Takasaki City Theatre," and "Takasaki Arena" to extend vitality to neighboring areas is most prominent as the driving force of regional development.

On the other hand, some regions face serious effects of the declining population, and measures are needed to respond to the decline of regional communities and local vitality. Along with demonstrating regional advantages such as convenience of transportation, abundant natural, historical, cultural assets and sports, regional and tourism development will be conducted with sights set on international advancements as well.



Bird's eye view of Takasaki Station and its surroundings [photo: Takasaki City]



Megane-bashi Bridge (Usui Third Bridge) [photo: Annaka City Tourism Organization]

Tano-Fujioka Region

Municipalities: Fujioka City, Ueno Village, Kanna Town

Population: 68,100

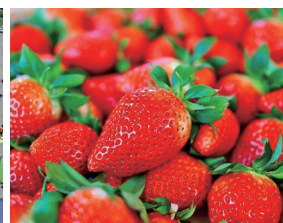
Area: 476.7 km²

Fujioka City is a key point for automobile expressways, and makes most of its favorable location to attract diverse corporations and develop tourism centered on the popular roadside station "Laran Fujioka," which lies adjacent to the Joshinetsu Expressway Fujioka Interchange. Information such as for the world heritage site "Takayama-sha Sericulture School," Sakurayama Park, the strawberry brand "Yayoihime," and the Artist in Residence Program has been widely disseminated to boost regional appeal.

On the other hand, the Okutano area (Ueno Village, Kanna Town) has been experiencing a sharp decline in population. The population is increasingly aging and needs to attract new residents and industries. Efforts will be made to boost local energy by making most of the rich natural environment of which the Okutano area has in abundance—rich forest resources will be utilized and forest therapy experiences in Uenomura Village promoted along with the "Kanna no Ryo" which highlights the appeal of the pristine Kanna River. Furthermore, efforts are being made toward local production/local consumption of energy to become a resource recycling model region.



Many enjoy the pristine river waters at "Kanna no Ryo" [photo: Kanna Town]



The prefectural-grown strawberry brand "Yayoihime" [photo: JA Tanofuji]

Kanra and Tomioka Region

Municipalities: Tomioka City, Shimonita Town, Nanmoku Village, Kanra Town

Population: 70,400

Area: 488.7 km²

The Kanra and Tomioka Region is blessed with a rich natural environment including Mt. Myogi, and tourist attractions such as the Tomioka Silk Mill and Arafune Cold Storage, which are both World Heritage Sites. The present challenge is to find ways to make most of these resources to revitalize the region. To do so, robust, appealing regional development will be conducted with focus on the Tomioka Silk Mill, which has a profound impact on the regional economy and is a crucial part of the region's resources, to attract people, businesses, and information for revitalization. These efforts will aim to create a region with a tangible sense of well-being, in which all residents can live the life they envision, with no one left behind, playing an active role in society with motivation, regardless of age, gender, nationality, or ability.



World Heritage Site Tomioka Silk Mill (Tomioka City)



Mt. Myogi Panorama Park (Tomioka City)

Agatsuma Region

Municipalities: Nakanajo Town, Naganohara Town, Tsumagoi Village, Kusatsu Town, Takayama Village, Higashiagatsuma Town

Population: 54,300

Area: 1,278.6 km²

The Agatsuma Region boasts a rich natural environment that includes the majestic Mt. Asamasan and Mt. Kusatsu-Shiranesan, along with hot springs such as Kusatsu, Shima and Manza Hot Springs. The region has been blessed with a natural habitat with abundance of attractive tourist resources. Along with tourism, some areas also have a thriving highland agricultural industry including production of summer and autumn cabbage.

On the other hand, this region also suffers from a sharp decline in population. For this reason, initiatives to make most of the regional's potential, with sustainable regional development to hand down treasured "homeland with wonderful nature, tradition and community ties" to the next generation, are being promoted.



Kusatsu Hot Springs Yubatake (hot water field) (Kusatsu Town)



Yanba Dam (Naganohara Town)

Tone-Numata Region

Municipalities: Numata City, Katashina Village, Kawaba Village, Showa Village, Minakami Town

Population: 81,000

Area: 1,765.7 km²

The Tone-Numata Region is blessed with a rich natural environment that includes Mt. Tanigawadake and Oze. The area holds immense potential due to its convenient access from metropolitan areas, with a focus on tourism such as its variety of hot springs and outdoor activities, forestry with the region's rich forest resources, and agriculture with highland vegetables and tourist farms. Furthermore, the abundant waters of Tonegawa River, fed by majestic mountains, also supports the region as the "source of Tonegawa River."

The policy visions have set sights on the promotion of agriculture development and water environment conservation/recycling-oriented society through the region's "rich nature and water," handing down forest conservation and culture to next generations, and promotion of new residents and tourism through local resources. In this way, efforts are being made to achieve a sustainable, decentralized, and self-reliant society founded on the "The Numata, Tone area domiciliation independence zone plan" and based on local cooperation focused on agriculture/forestry/tourism.



Rafting on river rapids (Minakami Town)



Sprawling lettuce fields at Akagi Kogen highlands (Showa Village)

Ota Region

Municipality: Ota City

Population: 224,400

Area: 175.5 km²

The Ota Region is the prefecture's largest industrial area when seen from the shipment value of manufactured products. Promotion of the transportation equipment industry will be the key to regional development, with the Subaru Corporation at the core. In order to enable sustainable development of the region, there is a need to diversify industrial structures by supporting creation of new industries and business start-ups, along with cultivating human resources for the future and enhancing existing businesses with added values. As the region is home to many foreign residents, co-existence is also something to be considered. Furthermore, dwindling birth rates and longevity has resulted in vacant stores in the city center, calling for revitalization of the region. Efforts will be made for regional development that makes most of the area's features, such as its rich historical heritage, local culture such as festivals in various towns, and tourist resources such as the Hachiojiyama Park.



Serada Toshogu Shrine



Subaru Corporation Yajima Plant

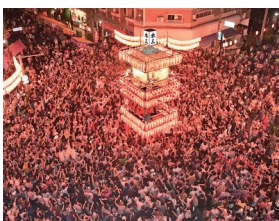
Kiryu and Midori Region

Municipalities: Kiryu City, Midori City

Population: 160,500

Area: 482.9 km²

The Kiryu and Midori Region has a unique history related to the textile industry and Akaganekeido, with an abundant natural *kaiso* environment that is close to urban and mountainous areas. The potential of these resources will be maximized for regional and tourism development. Furthermore, the region boasts highly active community groups led by its residents, and has been seeing results of industry-academia-government collaboration projects by Gunma University and Kiryu University. With these activities as a foundation, diverse people will participate in various co-creation communities to resolve regional issues and encourage industry developments to revitalize and boost sustainability of the region, which is suffering from a declining population. Additionally, the region will make efforts to attract more new residents while encouraging active participation from human resources with an innovative flair, by promoting unique education and human resource training with industry-academia-government collaboration and digital technology.



The Kiryu Yagibushi Festival [photo: Kiryu City]



"Kiryu textiles," which are designated a traditional craft

Ora-Tatebayashi Region

Municipalities: Tatebayashi City, Itakura Town, Meiwa Town, Chiyoda Town, Oizumi Town, Ora Town

Population: 181,200

Area: 193.3 km²

The Ora-Tatebayashi Region consists of almost entirely flat terrain, with an abundance of water and greenery, with rivers, swamps, and lowland forests. Furthermore, as this area is the closest to Tokyo and is blessed with land and water resources, it has a high concentration of manufacturing businesses, and many foreign residents. The area has tourism resources such as beautiful waterside scenery and an abundance of nature such as the Tonegawa River, the Watarase-yusuichi retarding basin, and the Japan Heritage "Sato-numa," along with attractive local resources such as advanced, multi-cultural co-existence initiatives and a diverse food culture. By polishing these elements, efforts will be made for regional development.

On the other hand, there are pressing issues such as ensuring sufficient medical resources and developing a system to prepare for water disasters such as river flooding, and a plan of action will focus on these challenges. Furthermore, measures toward the decreasing population will also be taken, making most of the area's proximity to Tokyo, and using existing housing developments to receive people and attract new residents.



Azaleas at the Tsutsujigaoka Park (Tatebayashi City)



Watarase-yusuichi Detention Basin (Itakura Town)

The year 2040

A society that achieves well-being and enables living one's desired life

Our lives have undergone drastic changes
with the spread of the COVID-19 virus

Have you noticed these changes, but have yet to take action?

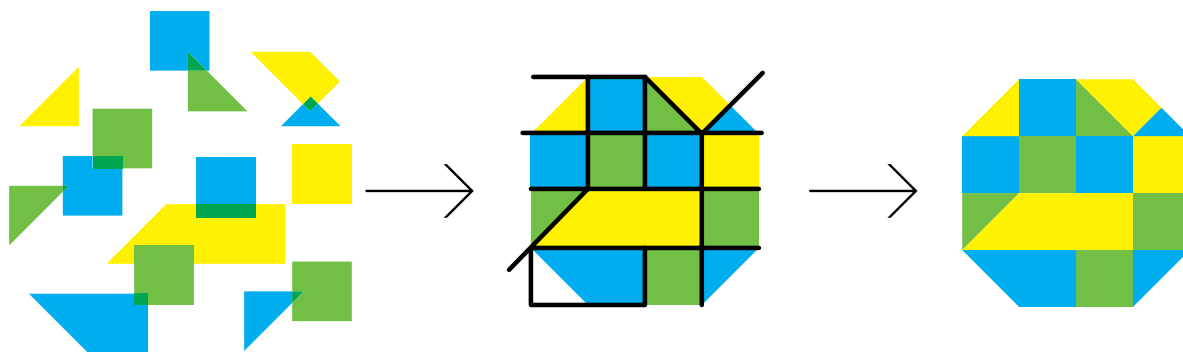
Are you preoccupied with immediate problems
that dissuade you from doing so?

Gunma Prefecture has taken a new step forward to attain an ideal Gunma in 2040.



What type of future do you envision,
and what steps will you take?

〔 The sentiment behind the G VISION 2040 logo 〕



The logo is the character for “gun” (群), compiled from various shapes

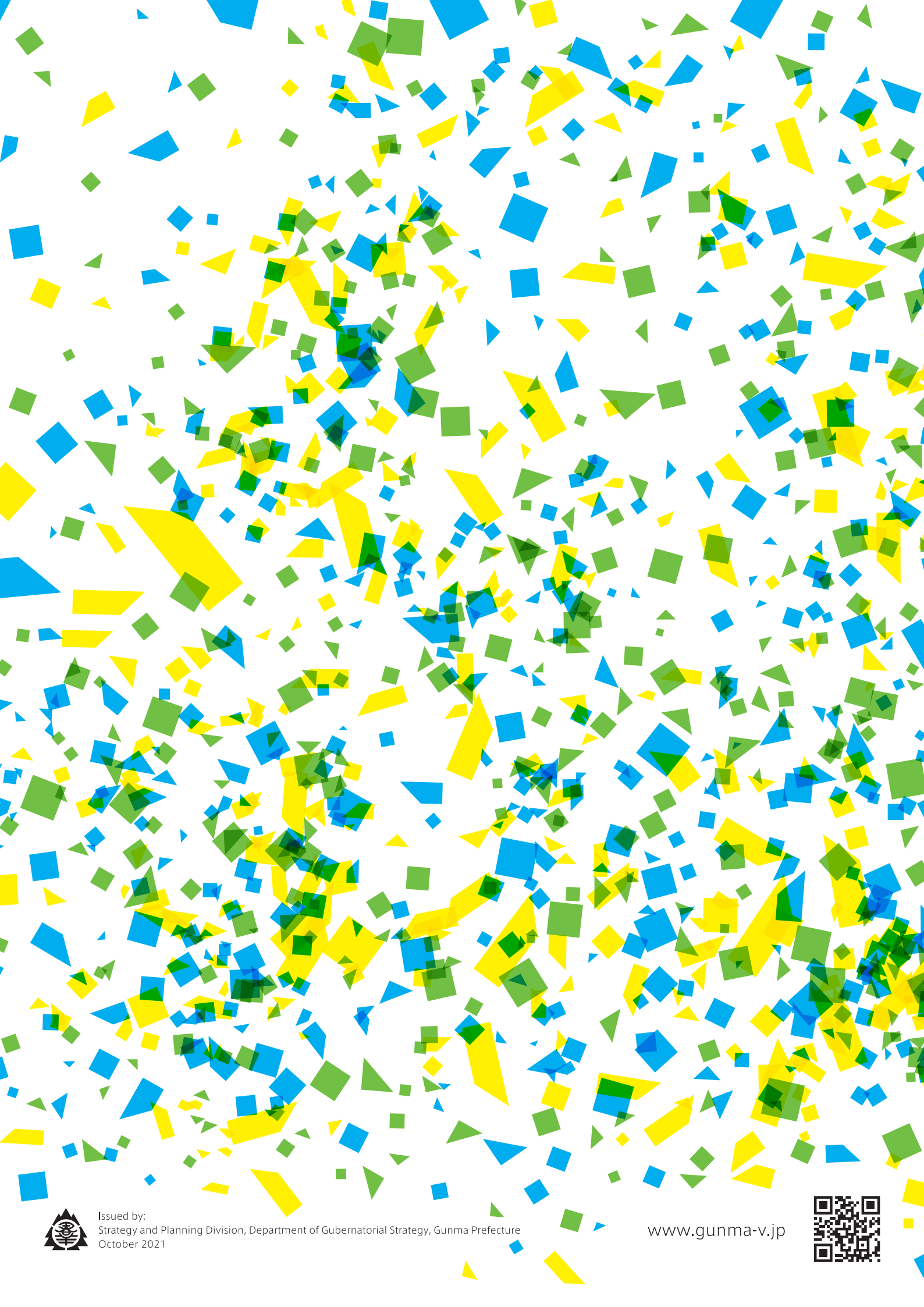
“A decentralized self-reliant society in which not a single Gunma resident is left behind regardless of age, gender, nationality, or ability, and all are free to live out the life they want and to realize well-being.” The logo stands for the ideal state of Gunma in 2040, as pictured in the Vision. Diverse shapes including rectangles, squares and triangles come together as one to create Gunma (群馬). What is more, yellow symbolizes light full of hope/future, green stands for lush natural forests, mountains, and plant life, while blue symbolizes clear skies and water resources. The many blessings of Gunma Prefecture have been described with colors.



What is your 2040 Vision? Draw up MY VISION!

The New Gunma Plan “G VISION 2040” envisions the ideal state of Gunma Prefecture in 2040. Along with the G VISION, why not draw up your own Vision for 2040?
Use this sheet and talk about the future with your family and friends.

MY VISION 2040		
	Me	Family/friends
Ideal state in 2040		
Roadmap	2035 (years old)	
	2030 (years old)	
	2025 (years old)	
What action can be taken now		



Issued by:
Strategy and Planning Division, Department of Gubernatorial Strategy, Gunma Prefecture
October 2021

www.gunma-v.jp

