



Exploring **NIIGATA**

THE **WHITE HORIZON PROJECT** FOR A MORE SUSTAINABLE
NIIGATA PREFECTURE

GROUP 7

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A watercolor illustration of a traditional Japanese torii gate, rendered in warm orange and brown tones. The gate is partially obscured by a large, semi-transparent red rectangle that serves as a background for the title. To the left of the gate, there are stylized green bamboo stalks. Above the gate, there are black, wavy lines representing clouds.

Presentation Outline

01

UNP Summer
Seminar Recap

02

Niigata at Present

03

Proposed
Solutions

04

Conclusion

IN TWO DAYS...

OUR UNP SUMMER SEMINAR JOURNEY RECAP

HEAR

About Niigata through the special seminar, our fellow Japanese participants, and the field trips.

visit

Manufacturing companies such as:

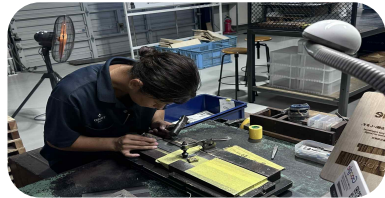
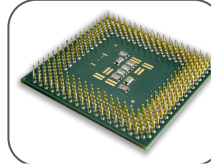
- Namics Corporation
- Takesho Food & Ingredients Inc.
- Tojiro
- Tsubame Industrial Museum
- Takano Sake Brewery





Niigata at Present

Niigata in a Nutshell

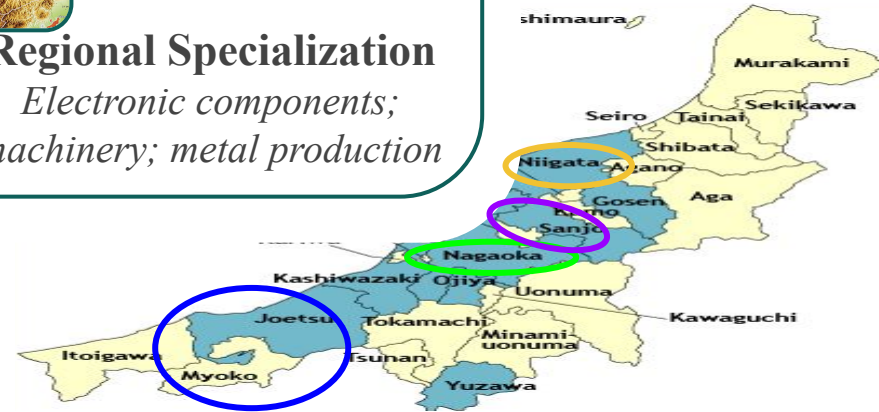


Abundant Resources
Rice and Sake

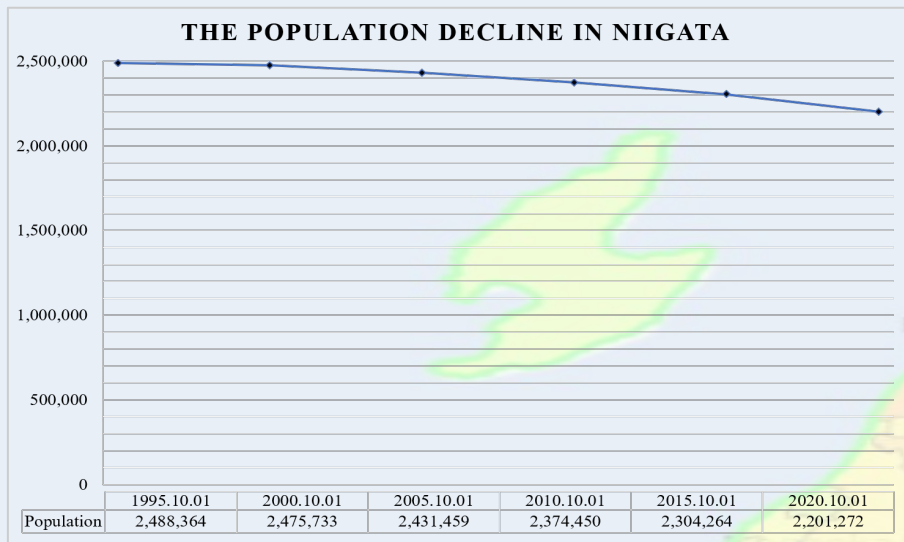
Tech-Driven Industry
NAMICS

Local Manufacturing
Tojiro Japan

Regional Specialization
*Electronic components;
machinery; metal production*



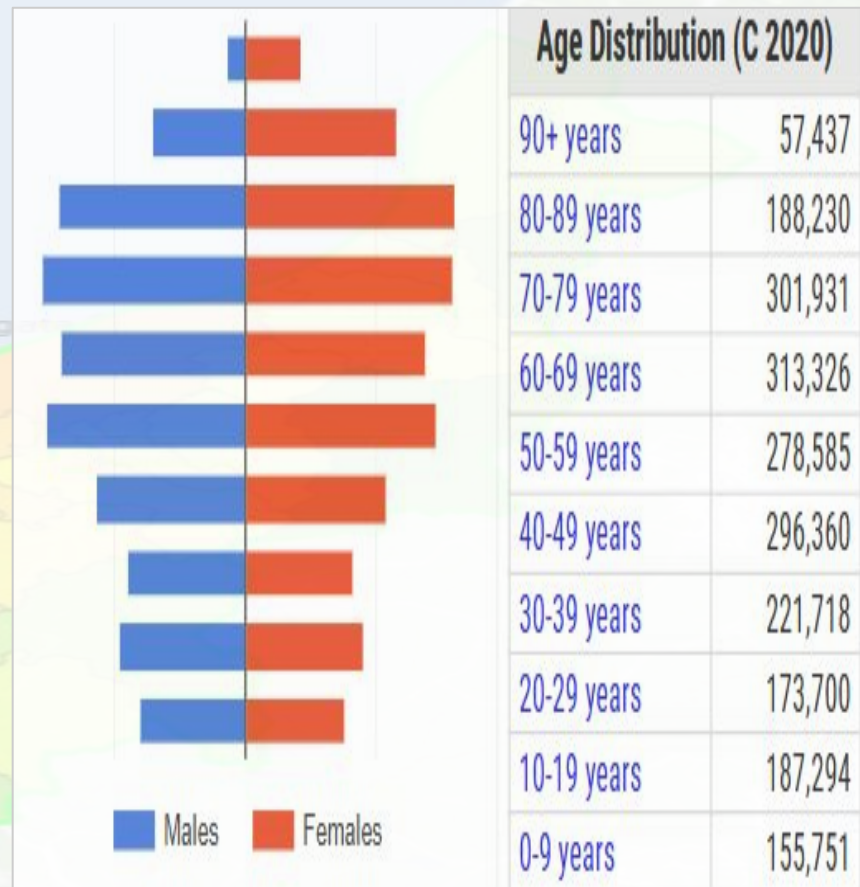
CURRENT SITUATION OF NIIGATA



Graph 1. The population decline in Niigata (1995-2020)

Year	Growth rate	Year	Growth rate
1995	+0.11%	2010	-0.47%
2000	-0.10%	2015	-0.59%
2005	-0.36%	2020	-0.68%

Table1. The population growth rate in Niigata (1995-2020)



Graph 2. Age distribution in Niigata (1995-2020)

https://www.citypopulation.de/en/japan/admin/15_niigata/

Niigata in the Present: **Low Local Awareness**

Accelerated youth exodus

20-34 age group ↓28% (2000-2023)

12,000 skilled labor shortages in
manufacturing/agriculture

WHY : No cross-sector youth retention program

Chronic invisibility on global stage

Ranks #47 in Japan prefecture tourism awareness
(Japan Tourism Agency, (2023). Prefecture tourism awareness survey report 2023.
Tokyo, Japan: Japan Tourism Agency.)

Loses ¥90bn potential annual tourism/revenue

WHY : No unified prefecture branding strategy

Systematic underutilization of local assets

Only 12% rice straw valorized vs. 63% in Hokkaido

¥7bn annual biomass waste ,missed circular
economy opportunities

WHY : Zero industrial upcycling partnerships



Legacy manufacturers' growth paralysis

90% firms >100 years + <5% AI sales adoption (Niigata
Chamber of Commerce)

Overseas revenue growth 34% below national average

WHY : No intelligentization subsidy/consulting framework



Proposed Solutions

HOW CAN NIIGATA USE ITS RESOURCES FOR COMMUNITY DEVELOPMENT?

Key points

- People-centered and collective action
- Revitalization of Local Knowledge and Awareness
- Sustainable



STUDENTS

Integrate real-life local situation and issues in lesson plans and curriculum

Ex: Offering courses related to environment, Learning economics through analyzing Niigata's economy

CITIZENS

Launch programs and initiatives centered on strengthening community education

Ex: Career Fairs, Pop-up Markets featuring local businesses

WORLD

Create SNS account for better promotion of initiatives, culture, and tradition

KNOWLEDGE

PROVIDE AND RETRIEVE DATA FOR AND FROM THE LOCALS



PARTNERSHIPS

BUILDING NETWORKS AND CONNECTIONS

UNIVERSITY-WIDE

- Take advantage of possible partnerships for local learning initiatives
 - Local seminars for students
 - Offering internships
 - Ensuring companies future workers

LOCAL GOVERNMENT

- Take advantage of possible collaborations with local universities and organizations for local initiatives

TOWARDS SUSTAINABILITY

**CROSS-COMPANY
PARTNERSHIPS**

**CROSS-PREFECTURE
PARTNERSHIPS**

**COLLABORATING WITH
ENVIRONMENT & SOCIAL WORKERS**



Conclusion

MEANING MAKING

CONCLUSION

**SHORT AND
LONG TERM
LOCAL-BASED
OPPORTUNITIES**

**EMPOWERED
CITIZENS
BECOME
CONNECTED**

**SUSTAINABLE
IMPACT**





*Thank you for your
attention!*

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現状および課題を記述した部分のデータ出典はこちらに示してあります。

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(対応: Ranks #47 in Japan prefecture tourism awareness)

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(対応: 12,000 skilled labor shortages...; 20–34 age group ↓28%)

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(対応: Loses ¥90bn potential annual tourism/revenue; ¥7bn annual biomass waste...)

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(対応: Only 12% rice straw valorized vs. 63% in Hokkaido)

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(対応: 90% firms >100 years + <5% AI sales adoption)

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(対応: Overseas revenue growth 34% below national average)

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