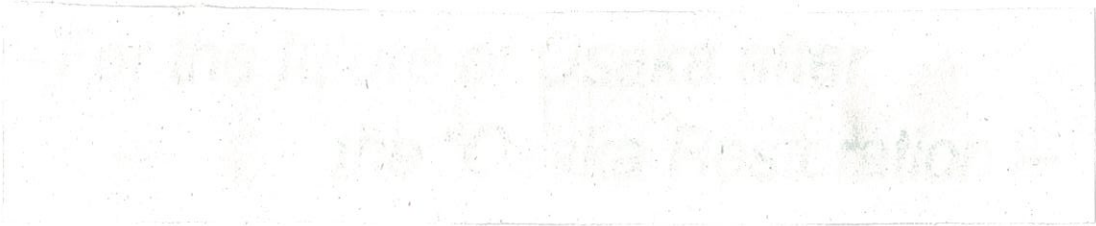


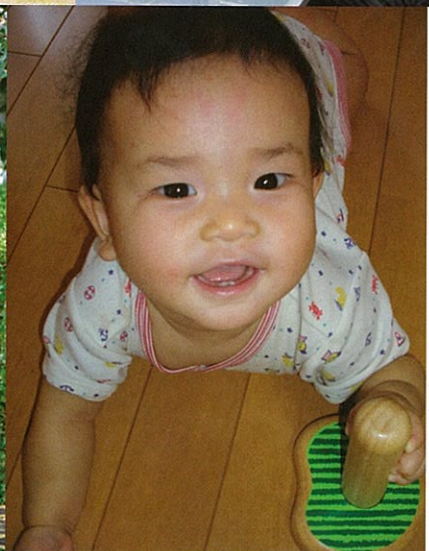


Toward a Bright and Smiling Osaka

Future Vision of Osaka



December 2008



Introduction . . .

◇ Why now?

• A road map for fiscal reconstruction has already been drawn through the "Osaka Restoration Program". The time has come to take the next step toward a bright tomorrow in Osaka.

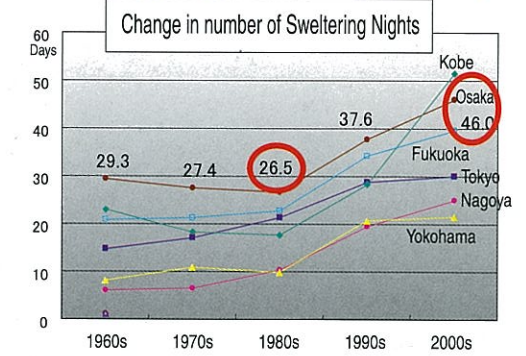
◇ What vision is this?

• The future vision of an Osaka full of the smiles of its citizens is based on the comprehensive plan scheduled for completion in 2025, taking into consideration the "Osaka Restoration" (provisional) program. It is shown in a manner that is easy to understand, and includes changes after the launch of the plan.
 • The activities, which invite all of the citizens of Osaka Prefecture to participate, are based on self-reliance, mutual collaboration, respect and happiness. They are to be carried out making good use of Osaka's strength within the scope of Kansai and the rest of the world.



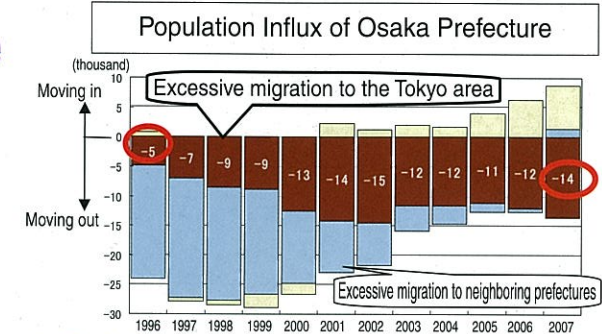
◇ Osaka's summer temperatures are rising, and sweltering nights are increasing

• Sweltering nights with minimum temperatures of 25°C are on the increase
 Approx. 27 days in the 1980's → 46 days in the 2000's (1.7 fold increase)



◇ More people are moving to Osaka, however the masses continue to concentrate in Tokyo

• Excessive migration to the Tokyo area
 5,000 people in 1996 → 14,000 people in 2007 (approx. 3 times)



◇ Street criminals have decreased by half, however the number of crimes is still the highest in Japan

• The number of acknowledged street crime cases still high
 110,000 cases in 2007 (Tokyo is second at 90,000 cases)

◇ Academic Aptitude of Children is Questionable

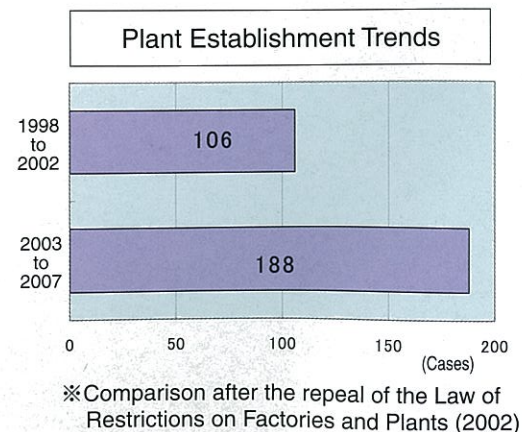
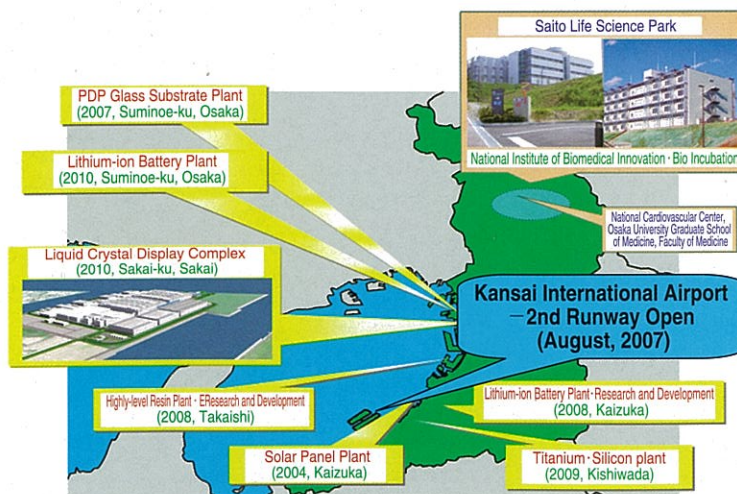
• Test results have proven that academic achievement of children in Osaka is low
 Primary school ranks 41st, middle school ranks 45th in the country. (public schools)

Major Changes Following Comprehensive Plan Establishment (2000)

◇ The percentage of aspiring youth is decreasing

• Percentage of aspiring middle school students	2000 77.5% → 2007 66.2% (↓ 11.3)
• Percentage of aspiring high school students	2000 76.3% → 2007 65.0% (↓ 11.3)
• Percentage of prefecture citizens who believe that Osaka is thriving	2000 37.1% → 2007 36.4% (↓ 0.7)
• Percentage of prefecture citizens who have a fondness for their local community	2000 72.9% → 2007 72.8% (↓ 0.1)

◇ The most advanced manufacturing plants have been established in the Osaka Bay area



What Osaka Aims to Become



An Osaka Full of Bright Smiles

Point of view

- ◇ One of a Kind
- ◇ Emphasis placed within the Kansai district
- ◇ Decentralization, Private Initiatives



What Osaka Aims to Become

■ A World Leader in Industry



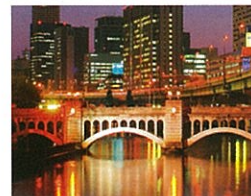
■ A Center for New Energy Abundant in Water and Greenery



■ Osaka : The Museum



■ Number-One in Safety and Security for All



■ The Best Education in Japan



Osaka : A World Leader in Industry

Osaka will be one of the world's greatest leaders in industry, serving as an axis for people, products and information exchange in the Kansai region, as well as a gathering place for various enterprises from around the globe.

(Vision of the Future)

■ [An Exceptional Industrial Metropolis]

(Progress indicators for the realization of this vision)
Manufacturing industry's shipment value (business establishments with less than 300 employees), Position of the Northern Osaka Bio-Cluster from a global perspective, etc.

Business enterprises and people from around the globe are gathering in Osaka as they are drawn by the enormous potential for business and commerce, the strength of Osaka's manufacturing industry, the bio-industries in Northern Osaka, world-class convention facilities, as well as the industries in new energy located in the Osaka Bay Area.

Strategies for SME Support in Osaka

- Enhancement of invitation and operation functions of international business meetings; Comprehensive measures for market cultivation of SMEs
- Support for SMEs and venture companies by means of facilitating smooth financing
- Development of unique, individually themed shopping districts
- Technological innovation of manufacturing industries, Investment in environment, new energy and robotics industries that will lead the next generation, Formation of industrial clusters by attracting foreign affiliated companies

Strategy for Developing Osaka Into an International Financial Center

- Activation of derivatives trading at the Osaka Securities Exchange and other markets
- Cultivation and securing of global financial business persons
- Strengthening of international finance networks with other countries, particularly those in Asia

Strategy for Developing Osaka into a World-leading Biotechnology Hub

- Formation of biomedical clusters including rental laboratories and biotechnology funds in Saito
- New drug and medical equipment research and commercialization, as well as the strengthening of international cooperation by taking advantage of the Special Zone for Advanced Medical Technology Development



■ [A One of a Kind Global Logistics Distribution Hub]

Percentage of distributors who think that Osaka has effective distribution systems, etc.

Thanks to improved road networks centering around Kansai Int'l Airport and ports in Osaka and Kobe, Osaka is beginning to take its place in the world as a distribution and exchange hub, beginning with Yumeshima Island.



Strategies for making land, sea and air networks more convenient

- Enhancement of international competitiveness through improved port service efficiency at seaports along Osaka Bay
- Improvement in Kansai International Airport's logistics distribution function through international cargo flight increase
- Establishment of distribution traffic networks through the extension of Route 2 Yodogawa-Sagan Line
- Establishment of user-friendly expressway toll systems



■ [Number One in Employment]

Employment rate, Employment of people with disabilities, etc.

Osaka will be a place where children, the elderly and people with disabilities, and all others who receive education in Osaka can demonstrate their abilities and work with vigor and enthusiasm.

Strategy for an Osaka where everyone can find employment

- Encouragement of business enterprises to hire people with disabilities through the invitation of special subsidiary companies aiming at the achievement of legal employment quota
- Establishment of special schools, such as Tamagawa Koto Shien Gakko, that help mentally-disabled students become socially independent through job training
- Complete job assistance for people with disabilities, from employment to acclimation in the workplace
- Promotion of skills and employment of unemployed youths through the enhancement of job cafe services and job cards bearing job training history
- Arrangement of better workplace environments where both men and women can work comfortably, such as the promotion of work-life balance
- Creation of environments where the elderly can also work comfortably



A Center for New Energy Abundant in Water and Greenery

In Osaka, environment-friendly, new energy industries leading the next generation are gathering, and environmental measures in cooperation with the cities in the Kansai region are taking effect. Thus, Osaka is becoming an environmentally-advanced metropolis where a green corridor will reach from the sea to the mountains.

[Number One in Energy Efficiency] Status of introduction of solar power systems, Distribution of eco-friendly cars, etc.

By making use of new efficient energy resources, such as solar power and eco-friendly cars, together with greenhouse gas emission regulation, and moreover, with the gathering of environment conscious industries including those in home electronics, environment and energy-related, a world-class environment-friendly Osaka is being reborn.

Strategy for increasing the use eco-friendly cars and new energy in Osaka

- Encouragement of solar power usage in houses and business offices on a grand scale
- Osaka will take the initiative in encouraging the nation-wide use of environment friendly eco-fuel (E10)
- Promotion of the use of hydrogen energy and eco-friendly cars such as fuel-cell vehicles
- Osaka will take the initiative in the promotion of wide-spread implementation of environment-related technologies and products concerning the our earth's atmosphere, water quality, natural resource conservation, etc.
- Increased promotion efforts to reduce, reuse and recycle waste products (3Rs)
- Cultivation and preservation of a favorable environment with clean water and air quality



[A One of a Kind Metropolis Exhibiting Palpable Environment Friendliness]

Percentage of citizens who feel a sense of nature in Osaka, Percentage of citizens who feel that Osaka Prefecture is abundant in natural environment, etc.

Osaka will become a place where anyone can feel a sense of natural environment, thanks to improvements in heat-island phenomena made by urban greening, such as the implementation of lawns in schoolyards, and the conservation of the abundant natural resources of Osaka.

Strategies for realizing a metropolis with a sense of natural environment

- Formation of an urban structure where a sense of natural environment can be felt
- Conservation of natural environments where abundant biodiversity is conserved, through the creation of forests and the restoration of tidelands in Osaka Bay
- Creation of a network of water and greenery through the enrichment of street trees, improvements in river environments, etc.
- Creation of green zones by planting greenery on the roofs and walls of buildings
- Implementation of lawns in schoolyards, the creation of green curtains for school buildings, the "Sunflower Grand Prix," in which sunflowers are planted on a regional basis, activities in cooperation with citizens of Osaka Prefecture, such as the conservation of parks and agricultural space, and the encouragement of scattering water for the sake of keeping dust down and keeping areas cool
- Control of heat exhaust through promoted energy saving efforts by business enterprises



Vision of a Green Osaka



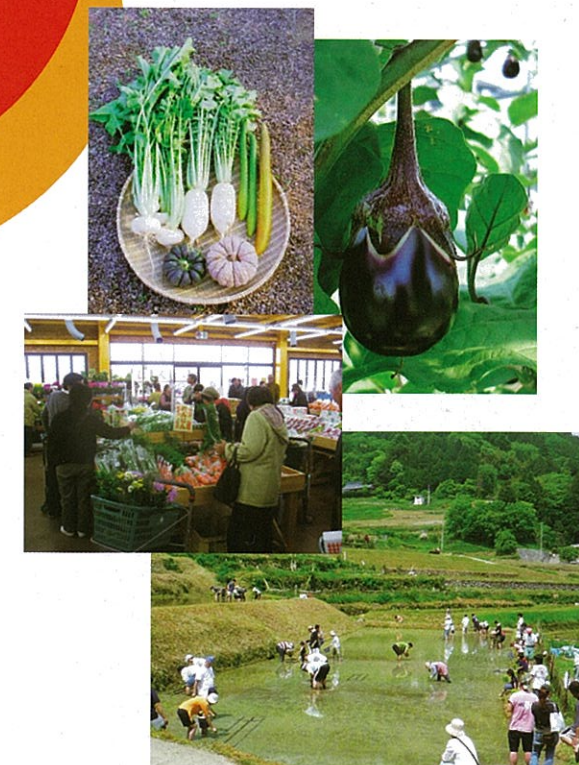
[Osaka Products: The Best Japan]

Percentage of Osaka citizens who recognize Osaka Products, Percentage of Osaka citizens who prefer Osaka products, etc.

Thanks to the conservation of the Osaka Bay and the abundant agricultural spaces, fresh, and safe Osaka products are growing in demand and become known nationwide.

Strategies for taking Osaka products to a national level

- Publicity activities for Osaka products, such as holding large scale product fairs and establishing a "local production and consumption day"
- Promotion of food and agricultural education, such as the implementation of hands-on agriculture experience in schools and the use of Osaka products in school lunches
- Scaling up the distribution and consumption of Osaka products such as by circulating information about restaurants that use Osaka products and strengthening outlets
- Expansion of production by training new workers, in cooperation with private sectors such as non-profit organizations, citizens of Osaka Prefecture, business enterprises, etc.
- Development of new products in cooperation with small and medium-sized enterprises and agricultural/fishery producers



Osaka : The Museum

With the cooperation efforts of every area in the Kansai Region, the entire prefecture of Osaka will be transformed into a virtual multifaceted museum beloved by the citizens of Osaka Prefecture, and brimming with people from abroad as well as from home.

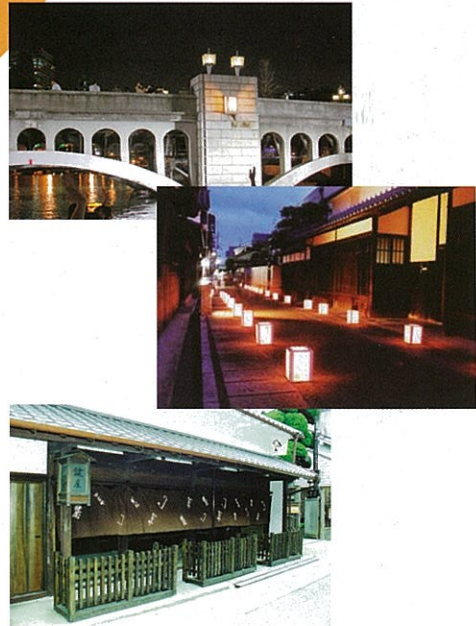
[Osaka : A One of a Kind "Museum"]

Percentage of those who regard Osaka as a virtual "Museum", Percentage of citizens of Osaka who have affection for their resident communities, Percentage of people who want to go sightseeing in Osaka, etc.

From its metropolitan cityscapes, such as the distinctive streets and shopping malls of Midosuji and Tondabayashi Jinaimachi, to its abundant natural environments, such as terraced rice fields, and moreover still, its timeless regional resources, including history, culture, art and food, Osaka will be loved by its citizens for the treasures it proudly displays. "Osaka : The Museum" will be realized through the festivity created by the citizens.

Strategies for "Osaka : The Museum"

- Creation of a bustling metropolis that brings together waterways and cityscapes by establishing riverside dining patios, docks, etc.
- Developing of districts with an attractive atmosphere by implementing historical and cultural cityscape designs using stone pavements, dim street lamps, etc.
- Making the cityscape more lively through street and bridge illuminations
- Transformation of the Ikoma Mountain Range into a flowery screen whose colors change with the leaves of the season
- Cultivation of museum staff in conjunction with the Osaka Kentei Test Program



[A Top Metropolis for International Exchange]

Growth in the number of international students and tourists, etc.

Citizens, universities and business enterprises of Osaka Prefecture will actively participate in international and intercultural exchange with counterparts around the world through various student and business exchange programs.

Strategies for Increasing Tourism in the Kansai Region

- Attraction of tourists from Japan and abroad through various promotions in cooperation with neighboring prefectures
- Promotion of school trips that deepen interaction with foreign counterparts
- Invitation to international meetings, such as academic conferences, etc.
- Participation in the Shanghai Expo
- Enhancement of the competitiveness of Kansai International Airport



Strategy for Friendship with the People of the World

- Provision of multilingual information consultation and support for foreign residents and exchange students regarding life in Japan, such as information regarding housing and employment
- Expansion of human resources and technology exchanges with major Asian countries in the field of environment, disaster prevention, etc.
- Promotion of economic exchanges by promotional programs lead by the governor and in cooperation with the private sector, etc.

[A Prefecture With Unique Festivals]

Percentage of people who think that Osaka is a pleasant and enjoyable place, Percentage of citizens of Osaka who think that sports are actively enjoyed in Osaka, etc.

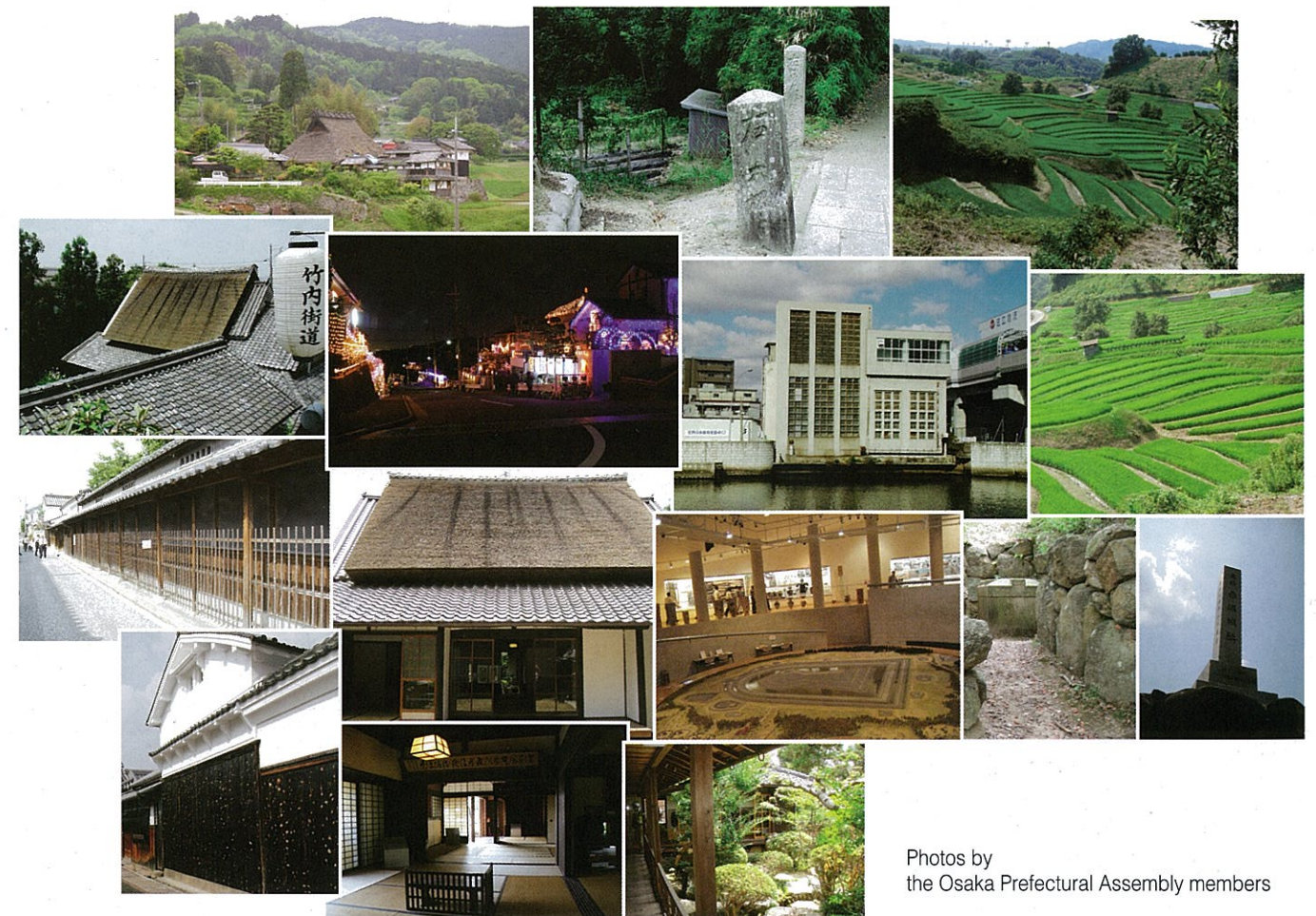
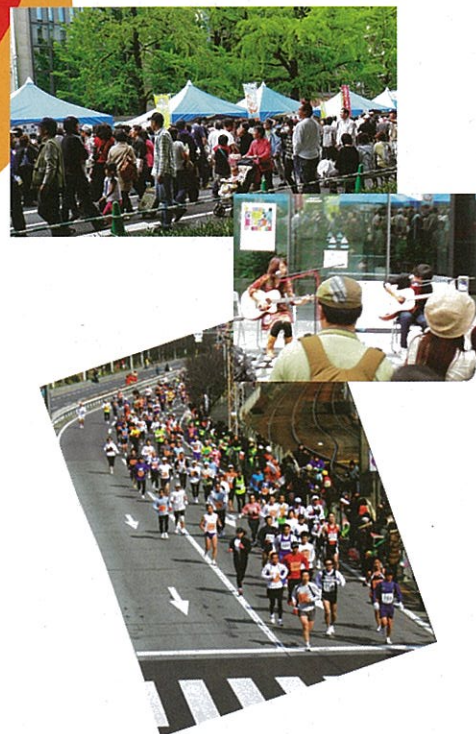
The ambience of Osaka as an entire museum that showcases a rich heritage of historic performing arts, festivals and architecture will be spread to the rest of the world. In addition, cultural and sporting events will take place all over Osaka making it a cheerful place that attracts people from around the world.

Strategies for a City Where "Every Day's a Festival"

- Transformation of the entire prefecture where art can be created, presented and exhibited
- Holding performing arts festivals, celebrating dance, drama, and different genres of music all year long
- Hosting unique, seasonal, hands-on events at many "exhibit" locations of Osaka: "The Museum"
- Creating art exhibit venues at prefectural facilities, such as the main Osaka Prefectural Government Headquarters
- Propagation of festival information on cultural and sporting events by means of a system that can retrieve festival information by genre and date

Strategies for Facilitating More Local Sport Activities

- Holding of large-scaled marathons and bicycle races everyone can participate in
- Creation of an Osaka with an easy access to sports and where citizens can get to meet top athletes
- Expansion of resident-managed sports clubs and holding of sports exchange meetings, etc.



Photos by the Osaka Prefectural Assembly members

Number-One in Safety and Security For All

As decentralized systems advance, services directly connected to the citizens of Osaka Prefecture are undertaken by municipalities and wide area services by the Osaka Prefectural Government. Under the policy of helping oneself and helping others, a safe and secure Osaka will be realized.

[Osaka: The place to live! The Most Decentralized Prefecture]

Percentage of people who favor Osaka for living, Percentage of citizens who think Osaka Prefecture is a safe place to live, Percentage of those who are glad their children were raised in Osaka, etc.

As decentralization ensues, municipalities will offer optimum services concerning welfare, health, community development, etc. which are directly related to the citizens of Osaka Prefecture. By helping and respecting each other, children, old people and people with disabilities, irrespective of gender, will live happily together in safe, peaceful communities.



Strategies for a Cheerful and Pleasant Communities

- Establishment of a system where people with disabilities, elderly living alone, and single-parent households watched and cared for by communities and society as a whole that they may become independent, participate in society and join the work force
- Establishment of a system where the elderly can vigorously participate in and contribute as active seniors to society
- The support to families who are raising children and provision of meeting places for the elderly by making use of public housing
- Establishment of assistance for young people with difficulties becoming independent and/or participating in society in cooperation with NPOs
- Enhanced measures for the prevention of domestic violence and the protection of victims, in addition to counseling and support for self-empowerment
- Establishment of an enhanced system that deals with food-safety issues and consumer-related damages

Strategies for the Realization of "A Friendly Town for Everyone"

- Promotion of equal access at public facilities, buildings, etc.
- Countermeasures against almost-always closed railroad crossings
- Enhancement of railroad networks
- Formation of home-safety networks where people can live in peace
- Development of a pleasant community in cooperation with Osaka citizens

Strategies for Top Child Raising Environment in Japan

- Foundation of subsidies for child-raising services appropriate to the actual condition of communities through discussions with municipalities
- Enrichment of childcare services, after-school youth club activities and improvements in the child-raising environment of communities
- Promotion of shorter working hours
- Support for families with small children through the use of the MAIDOKODEMO CARD ("My Anywhere Card") usable throughout the Kansai area
- Provision of chances to meet partners for single men and women
- Provision of public housing for newlyweds or families with small children
- Reinforcement of systems or functions for child abuse prevention through the enhanced counseling at Kodomo Katei Centers (child & family consultation centers). Enhancement of physical and mental care systems at children's institutions, reinforcement of foster home systems, etc.



[The Best in State-of-the-Art Medical Technology]

Percentage of those who think of Osaka Prefecture as a medically advanced, etc.



Keeping a healthcare system that is supported by all in mind, citizens will seek appropriate treatment and will receive necessary treatment, such as emergency medical services, pre-natal care, delivery, etc. Through cutting-edge medical technology and new drugs, they will get appropriate treatment for lifestyle diseases beginning with cancer, and realize a long and healthy life.

"Protect Life!" Medical Advancement Strategy

- Establishment of effective emergency medical systems suited to local circumstances in each secondary medical care zone
- Specialization, reorganization and networking of public hospitals
- Establishment of scholarships for medical students in fields where physicians are hard to secure, and securing of hospital doctors in emergency rooms and obstetrics
- Enhancement of post-disaster medical care systems through intense training of Osaka DMATs (Disaster Medical Assistance Team), etc.



Strategies for Becoming a State-of-the-Art Healthcare hub

- Arrangement of state-of-the-art cancer treatment hubs through the invitation of a particle beam cancer treatment facility in Saito, and the implementation of the Kumatori Atom Science Park plan, etc.

[Number One in Safety and Security]

Number of street crimes, Number of juvenile offenders arrested or taken into custody, Degree of voluntary disaster preparation systems, Percentage of citizens of Osaka Prefecture who think that Osaka is a safe place, etc.

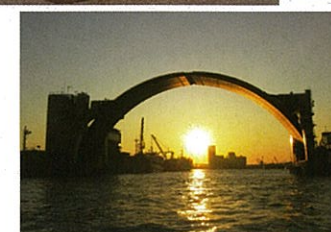
Street crime will decrease thanks to the crime prevention efforts made by citizens, the government and police in a unified manner. Preparation for major earthquakes, including retrofitting will be carried out, and countermeasures against disasters such as floods in urban areas will also be taken, realizing neighborhoods in which people can live with peace of mind.

Strategies for Zero Street Crime and Child Victims

- Promotion of integrated security measures in the department directly under the governor, such as the establishment of a control headquarters
- Enhancement of anticrime networks, such as the formation of community anticrime activity bases through the use of unused classrooms in elementary schools, and the encouragement of volunteer activities
- Strengthening crime prevention environments, including the installation of security cameras and enhanced police forces
- Enhancement of community-based student and juvenile guidance, and enhanced delinquency prevention activities at schools, in homes and in the community
- Enhanced protection of children throughout communities, including measures for safe school routes
- Strengthened efforts toward improvements in social behaviors and manners, such as rooting out graffiti and illegal dumping

Strategies for Disaster Preparedness

- Improvements of breakwater to prepare for tsunamis that may be caused by Tonankai or Nankai earthquakes
- Quakeproofed structures, including school buildings, housing and urban infrastructure
- Integrated flood control measures against unexpected torrential downpours
- Construction of disaster-optimized roads for returning home in times of disaster
- Enhanced voluntary disaster-prevention activities
- Prompt countermeasures against new health risks, such as new influenza strains, etc.



The Best Education in Japan

Children will actively study and participate in sports to realize their dreams in school, at home and in the community. People will accomplish their dreams and play active roles in various fields in the prefecture of Osaka.

[Number- One in Learning Ability]

Percentage of children highly motivated to study, Percentage of children who have answered that they understand lessons, etc.

Children's enthusiasm for acquiring basic, fundamental knowledge and skills will be enhanced through the support of schools, families, and the community. They will also study how to apply such knowledge and skills and will be engaged in club activities.

Strategies for Enhancing Educational Strength

(Thorough academic proficiency enhancement measures)

- Small classes and proficiency-dependent teaching
- 'Osaka Manabiya' after-school learning program
- Strengthened efforts toward intensified learning of basics/fundamentals and improved ability to apply knowledge and skills
- Establishment of grants for academic proficiency enhancement

(Linking schools, homes and the community)

- Improvements in the education function of communities and home through the forming of educational communities, etc.

- Foundation of grants that allow communities to support schools

(Improvements in teacher's ability and the removal of incompetent teachers from education fields)

- Measures against incompetent or inexperienced teachers
- Deployment of motivated teachers in the right places

(Enhanced school organizational power and enhanced team support in schools)

- Team support for prefectural high schools, middle schools and elementary schools
- Enhancement and/or reform of school management for the purpose of improving the quality of private school education



Strategies for developing schools that respond to wide-ranging needs

(Aiming at prefectural schools whose students feel happy to be enrolled)

- Opening or enhancement of unique lessons or specialized courses
- Support to supplementary lessons or courses given on Saturday
- Encouragement of unified lower and upper secondary school education systems

(Upgraded support for the independence of individual children with disabilities)

- Reinforcement of educational environments of special education for mentally disadvantaged children
- Promotion of the "Learn together and grow up together" educational policy



[One of a Kind School That Fosters Dreams and Hopes]

Percentage of elementary school and middle school students who have dreams or goals for the future, etc.

Children will formulate their own future dreams through opportunities to talk with people in various fields such as cultured persons and top athletes, and support will be given to help them realize their dreams. Children will then learn perseverance, discipline and normative consciousness as a member of society, and become adults who can act responsibly.

Strategies for nurturing the next generation through real-life experiences

- Provision of opportunities to get acquainted with top athletes, artists, etc.
- Children's scientific experiences in cooperation with advanced research institutes
- Promotion of hands-on lessons by retired seniors or engineers dispatched from companies
- Outdoor experiences and environmental studies in cooperation with NPOs, etc.

Strategies for fostering the growth of children into responsible adults

- Pursuit of instilling a normative consciousness and promotion of a civic movement for regaining a sense of community, beginning with the exchange of greetings
- Enhancement of educational counseling systems, preventive measures against school-boycotting and continuous encouragement for truant students to return to school
- Prompt measures to solve bullying and juvenile delinquency problems through student counseling and guidance. Enhanced development of child's own problem-solving ability.
- Promotion of integrated countermeasures against problems related to cellphones and the Internet



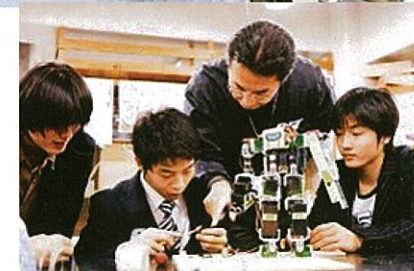
[The Best in Vocational Education]

Percentage of high school graduates who have determined their careers, etc.

Students will find out what they want to do in the future from among various career options, improve their qualifications and competence through practical vocational education and make efforts to proceed to the next step in their career. After graduation, they will get a job in Osaka and play an active role utilizing their capability.

Strategies for providing vocational education towards a desired career

- Increased opportunities to allow high school students to receive vocational education from special technical schools
- Promotion of manufacturing education including the establishment of engineering high schools in cooperation with business enterprises
- Reinforcement of support for social participation and independence of students with disabilities including the systematic preparation of vocational courses in special education
- Cultivation of future professionals by providing students with carrier experiences in cooperation with homes, communities and enterprises
- Promotion of education which nurtures vocational and professional values
- Systematic provision of opportunities to allow middle school and high school students to get acquainted with professionals, self-diagnose their vocational aptitudes and ponder their future course
- Promotion of special course school-based "industry-academic collaboration type vocational education" originating in Osaka



○ In Promoting the Vision

◇ Citizens and companies are all leading players...

Concrete programs will be implemented with the latest information disclosed.

- Entrust tasks to the private sector wherever possible.
- Collaboration with citizens and private companies making good use of their voluntary activities and competencies.

Collaboration with citizens and companies (Example)

Forest conservation

- Conservation of the forests in Ikoma in cooperation with enterprises and universities. Implementation of "Forest Piggy Bank CO₂" program where the amount of conservation activity is converted into carbon dioxide absorption amount for which eco-goods are given in exchange

Large-scale Green Park Development

- Nation's first large-scale cooperation projects to develop green parks are implemented in cooperation with corporate groups and other organizations using private funds and activities of volunteer efforts



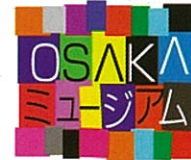
Project promotion by donations from the general public

Promotion of the Osaka Museum Concept

- Donation to the "Osaka : The Museum" Fund
For recreation of attractive communities by polishing up and highlighting regional charming resources in Osaka Prefecture

(Example)

- Development of "Aqua Metropolis Osaka" by illuminating bridges
- Development of community attractiveness and human resources, etc.



"Osaka : The Museum" Concept

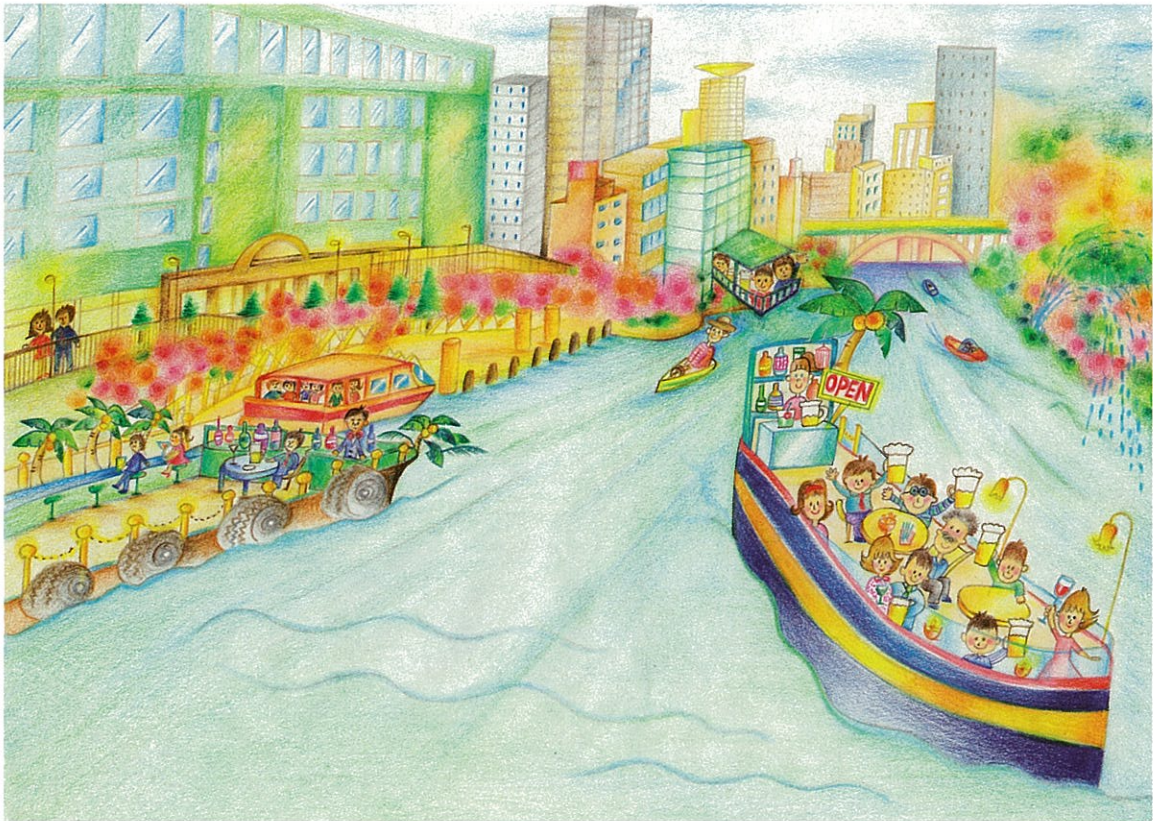
"Osaka, The Museum" Concept

◇ Fiscal discipline and vitalization of Osaka

When working on the visions, the projects will be carried out under tight fiscal conditions in a cross-sectional manner within the prefectural government with fiscal discipline maintained and the projects placed in order of priority. The projects will be advanced throughout Osaka in cooperation with the citizens, enterprises, NPOs and municipalities, and efforts will be made to secure revenue by vitalizing Osaka.

◇ Proper Progress Management

The status of implementation of specific work is annually reported for each future vision image to the citizens of Osaka on our homepage, etc. On this occasion, various items indicate the status of implementation of the future vision images.



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