
Chiba City Guidelines for the Promotion of Multicultural Community Development

(Summary Version)



December 2017



1. Background of the Guidelines' Creation



I'm not sure what **“multicultural”** means...
Does it really have anything to do with me?

Chihana-chan
Symbol Character
for a Community Planning
Brimming with Flowers

Hello! ♪ **“Multicultural”** just means that people with different nationalities, ethnicities, etc. respect each other's cultural differences and live together as members of local society while building relationships based on equality, yeah! ☆



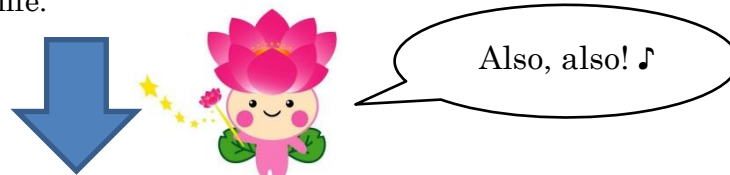
○ As we promote efforts in Chiba City for inbound tourism (visitors from other countries) and MICE (eg international conferences), we have also been selected as a venue city for seven events during the Tokyo 2020 Olympic & Paralympic Games, and designated as a National Strategic Special Zone[※]. We strive to be a city selected from all over the world for both business and lifestyle and are promoting globalization initiatives.

※National Strategic Special Zone: This zone is designated to promote comprehensive and concentrated regulation reform and other policies that will strengthen international competitiveness of industries and form a hub for global economic activity. In our city, with a focus in the Makuhari New Town, we are actively promoting initiatives that pursue “near-future” technology testing and the formation of a multicultural city.

○ In 1992 we had around 9,000 foreign residents, but by 2017 that number grew to roughly 23,000. This accounts for 2.4% of the city's total population. That is why, as an international city with a diverse array of citizens, it has become critical to push for community development that creates a multicultural society in which all nationalities, languages, and cultures are mutually respected and understood; and everyone can lead a more enjoyable, rich life.



Kasoriinu
PR Ambassador
for the Kasori Shell Mounds
Special Historic Site



We formulated the “Chiba City Guidelines for the Promotion of Multicultural Community Development” to pursue further development of Chiba as a global city, demonstrate more precisely the initiatives for multicultural community building, and turn multiculturalism into the very pulse of the city!

The actualization of this multiculturalism is referenced under the “Plan Divided by Fields” section of *Chiba City's New General Plan*: “create new value through colorful exchanges and cooperation”.

2. Chiba City's Current Status and Challenges

(1) Current Status of Foreign Residents



Wow, Chiba has a lot of foreign residents!
“Multiculturalism” is all around me after all.

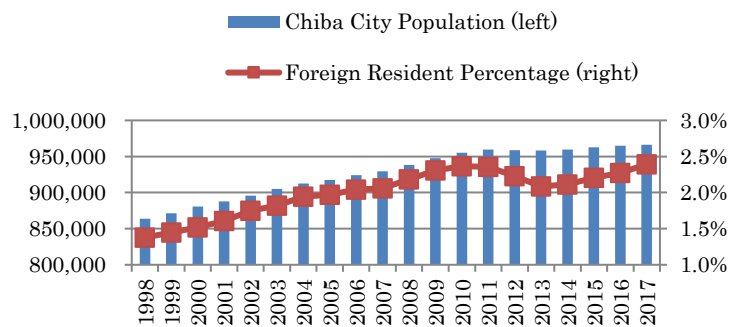
Even if you say “foreign residents” – there are a lot of different kinds of people here! I'll introduce some of them to you~♪



○ Trends in the Number of Foreign Residents

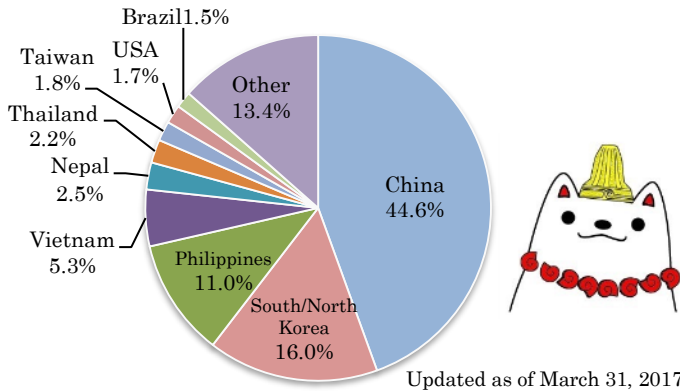
The population of Chiba City is about 970,000, with foreign residents making up about 23,000 of that number.

The number of foreign residents temporarily decreased following the Great East Japan Earthquake in 2011, but began to increase again in 2014.



Each year's data is from March 31

○ Ratio of Foreign Residents by Nationality/Home Region

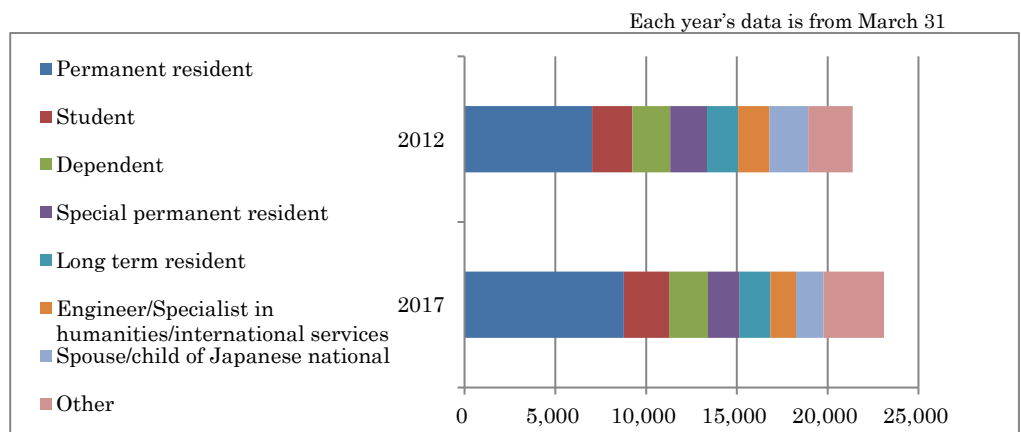


The nationalities with the highest ratios are China, both Koreas, and the Philippines.

Additionally, Vietnamese and Nepalese numbers are on the rise. This is likely related to the growing number of exchange students and technical trainees from South and Southeast Asia.

○ Trends in the Types of Visas for Foreign Residents

You can see from the trends in visa type that permanent residents are increasing, and account for about 40% of all foreign residents. The number of students is also increasing.



2. Chiba City's Current Status and Challenges

(2) Confronting the Challenges



People from many different countries have moved to Chiba for just as many different reasons! I never knew! Does that come with any challenges?

That's right! If you look at it big picture, there are **3 main issues**. Let's go through them together~ ♪



① Facilitating Understanding between Foreign and Japanese Residents

According to the results of the 10,000-Resident Community Development Questionnaires done in 2011 and again in 2014, the number of people who believe that mutual understanding between foreign and Japanese residents is *not* progressing has increased by 50%.



⇒ Acknowledging each other's different languages and cultures, and fostering mutual understanding are becoming ever more important!

② Increased Number of Foreign Residents and the Complication of Citizen Services

A comparison of the Chiba City International Association's consultation records from 5 years ago shows that the Chinese language is being used less; and Japanese, English, and other languages are becoming more common. In the contents of these consultations, there is a striking increase in subjects tied to livelihood, such as medical care and social security.



⇒ It is necessary to develop more effective policy by appropriately responding to the diversification of language and growing permanence of foreign residents; as well as working proactively to unearth the increasingly complex citizen needs that are connected by a wide variety of factors, in order to fully understand local realities and demographics.

Additionally, the growing complexity of citizen services and foreign residents' needs during times of confusion – such as natural disasters – will become more obvious.



⇒ The City of Chiba needs to spread disaster prevention knowledge among foreign residents, and convey swift and accurate information during disasters.

③ Promoting Globalization and Responding to Diversity

The City of Chiba has been selected as a “Global MICE Enhancement City” (now known as a “Global MICE City”), and designated a National Strategic Special Zone. Also, seven of the events for the 2020 Tokyo Olympics and Paralympics will be hosted in Chiba City.



⇒ Chiba City must promote development as a charming community to be recognized and selected, precisely because it is already attracting attention from abroad and garnering interest from all types of people regardless of nationality or culture.



⇒ The government, citizens, all manner of organizations and businesses, and educational institutions must share information and cooperate while supporting globalization and diversity!

3 Initiatives for Multicultural Community Development



You know what? If we all lead stable, safe lives while both preserving our individuality as well as acknowledging each other's differences – and we understand and support one another – that individuality will influence those around us, and we can become a community rich with creativity.

You got it!! By turning every person's individuality – in other words, diversity – into our community's strength, we aim to vitalize this region and make Chiba City easier to live; opening ourselves to the world as a city brimming with energy. ♪ Next, I'll introduce the Guidelines' Basic Principles, Objectives, and Actors. ☆



Basic Principles

Chiba City is pursuing further development as an international city by creating a multicultural society in which all citizens acknowledge each other's differences – nationality, language, culture, etc. – understand one other, support each other; and where diversity is our strength.

Objective 1

Improve the resources necessary for all foreign residents to lead stable, safe lives.

【Examples of Main Measures】

- Provide all manner of information in multiple languages
- Strengthen Japanese language learning support so foreign residents may become more self-sufficient
- Popularize community interpretation volunteers
- Create a stable foundation for the livelihood of foreign resident households
- Promote foreign resident disaster prevention

Objective 2

Acknowledge differences, understand each other, support one another, and foster an awareness of diversity as our community's strength.

【Examples of Main Measures】

- Facilitate cross-cultural/mutual understanding
- Cultivate an international sensibility in the youth who will build the future
- Promote exchange using Japanese language
- Improve the functions of the International Communication Plaza as a multicultural hub
- Raise awareness about human rights

Objective 3

Enjoy living alongside one another, and create/improve opportunities for activities that make our lives more enriching.

【Examples of Main Measures】

- Promote international exchange volunteer activities
- Create professional environments where foreign and Japanese residents work together
- Create spaces where foreign and Japanese residents have fun together
- Cooperate with institutions related to foreign exchange students' activities
- School entry support for youth whose native language is not Japanese

Objective 1:

Improve the resources necessary for all foreign residents to lead stable, safe lives.

When you live in a country with a different language, culture, and customs, you come face to face with unlikely obstacles.

We will improve the resources necessary for all foreign residents to lead stable, safe lives.



○ Provide all manner of information in multiple languages

- Improve the spread of information by utilizing social media
- Promote multilingual signage in public facilities
- Create multilingual information
- Provide multilingual information from a centralized source
- Normalize “Simple Japanese”※

※ Simple Japanese: A Japanese that is simpler than “Regular Japanese,” and easily understood by people such as children and those still studying the language.



Guidebook for Living in Chiba City
(English, Chinese, Korean, Spanish)

○ Strengthen Japanese language learning support so foreign residents may become more self-sufficient ←

- Provide opportunities to practice Japanese that is useful to everyday life

○ Increase community interpretation volunteers

- Host workshops for community interpretation volunteers

○ Create a stable foundation for the livelihood of foreign resident households

- Job hunting support for foreign residents/residents who are non-native speakers of Japanese
- Support for moving into rental housing
- Implement information sessions for residents of municipal housing

○ Promote foreign resident disaster prevention

- Host disaster prevention workshops for foreign residents
- Popularize the “Disaster Prevention Guidebook for Foreigners” (booklet, videos)
- Utilize social media to provide disaster prevention information in multiple languages
- Create an operations manual for the Foreigner Support Center to use during disasters



Disaster Prevention Guidebook for Foreigners (booklet)
(English, Chinese, Korean, Simple Japanese)



The contents and videos of the Disaster Prevention Guidebook for Foreigners are also posted on the City of Chiba’s website.
← Link

Objective 2:

Acknowledge differences, understand each other, support one another, and foster an awareness of diversity as our community's strength.

In order to promote a multicultural society, it is critical to realize and be aware that when all citizens understand and support one another, diversity becomes the community's strength, which in turn is connected to developing a vibrant, easy-to-live community. We will foster this awareness to further promote multicultural community development.



○ Facilitate cross-cultural/mutual understanding

- Promote exchange programs with Sister and Friendship Cities
- Develop exchange programs between foreign and Japanese residents that utilize public facilities

○ Cultivate an international sensibility in the youth who will build the future

- Promote youth exchange programs
- Promote the education of cross-cultural understanding through workshops hosted at schools
- Implement the education of international understanding as it relates to each school subject
- Implement programs where educators who have experience abroad share their experiences with students

○ Promote exchange using Japanese language

- Promote exchange in Japanese between foreign and Japanese residents through support for Japanese language practice

○ Improve the functions of the International Communication Plaza as a multicultural hub

- Host consultations for foreigners at places other than the International Communication Plaza
- As the hub for the foreign community's participation in local society, reevaluate the available support services

○ Raise awareness about human rights

- Implement introductions to many cultures or exchange events, all manner of consultations, and supply information



Youth exchange program members



6 A Japanese language exchange event at the International Communication Plaza (from the "Chiba Multicultural Cooperative Project" Facebook page)

Objective 3:

Enjoy living alongside one another, and create/improve opportunities for activities that make our lives more enriching.

Both foreign and Japanese residents must lead more fulfilling lives while strengthening mutual exchange and turning diversity into our community's strength in order for both groups to live together as members of local society. To that end, we will create/improve opportunities for activities to enjoy living together and make our lives more enriching.



○ Promote international exchange volunteer activities

- Facilitate additional volunteer coordination
- Find and train international exchange volunteer leaders
- Foreign residents' involvement in local society via volunteer activities

○ Create professional environments where foreign and Japanese residents work together

- Entice foreign-owned enterprises to Chiba City
- Support for foreign entrepreneurs to establish businesses



Welcoming visitors from our Sister Cities
(Volunteer interpretation by high school students)

○ Create spaces where foreign and Japanese residents have fun together

- Support the participation of foreign residents in local society such as neighborhood associations
- Identify the foreigner community and its leaders
- Connect the foreign community with local society

○ Cooperate with institutions related to foreign exchange students' activities

- Job hunting support for foreign exchange students
- Strengthen cooperation with related institutions

○ Job hunting support for youth whose native language is not Japanese

- Dispatch foreign student guidance personnel; consider expanding on supplementary Japanese language classes
- Implement training for educators

※**Foreign Student Guidance Personnel:** These personnel visit elementary and middle schools to provide support so that students may adapt to school life. They implement study and school life support in both the students' native languages and Japanese.

※**Supplementary Japanese Language Classes:** We provide educational support for middle school students learning Japanese so that they may participate in their regular classes. We also ensure from both continuing to high school and vocational education standpoints that these students have multiple options for their life paths.

Actors: Community Development in which Everyone Plays a Role

All residents and related organizations understanding their specific role and then utilizing their respective knowledge, networks, experiences, information, human resources, etc. to aim for cooperation and promote initiatives is imperative to the formation of a multicultural society.



○ City of Chiba

The City of Chiba will work together with the Chiba City International Association to play a leading role promoting a multicultural society by striving to comprehend needs and issues, and providing necessary support, all while collaborating with national and prefectural bodies.

○ Chiba City International Association

As our city's core organization for the promotion of a multicultural society, the Chiba City International Association (CCIA) will cooperate with the City and implement events that promote multicultural understanding and collaborative regional projects. Also, as the people front and center in the development of a multicultural society, the CCIA will strive to improve the skills of all staff members so that they may respond to the community's complex needs.

○ Residents' group/International exchange volunteers

We expect these groups and volunteers to comprehend the needs of foreign residents as people who live as members of local society, and to engage in activities – as an organization or an individual – that utilize accumulated experience, knowledge, language ability, and expertise in the state of affairs of foreign countries.

○ Foreign & Japanese residents

Residents are expected to realize the true aim of a multicultural society; accept as natural that what each person considers to be common knowledge may differ based on cultural and social background; and continuously endeavor to understand others and make themselves understood.

○ Businesses

Businesses are expected to promote the recruitment and training of foreigners as human resources that support their companies the same as Japanese employees, and create work environments that respect differences in culture, customs, etc., as well as facilitate cross-cultural understanding within the company.

○ Post-Secondary Educational Institutions

We expect universities to cultivate cross-cultural understanding and international sensibilities within their campuses, as well as take in a wide variety of exceptional foreign exchange students and support their studies and participation in local society. Also, they will collaborate with related institutions and organizations to support job hunting and entrepreneurship for foreign exchange students so that the students may continue to utilize their skills in Chiba City even after they graduate.

○ Primary and Secondary Educational Institutions

These schools are expected to promote educational environments for the expected increase in foreign and returning-Japanese students. Additionally, it is necessary for them to develop students' communication skills so that they may respect one another and cooperate proactively. Furthermore, the schools are expected to pursue the improvement of international exchange and international understanding education.



Let all of us together create a multicultural society where all citizens – regardless of nationality, language, culture, etc. – acknowledge each other's differences, understand and support one another, and make our diversity our strength!

