

A scenic view of a coastal town with a pier extending into the sea under a blue sky with light clouds. The water is a vibrant blue-green, and the sky is a clear, bright blue with some wispy white clouds. In the foreground, a concrete pier with several rectangular blocks extends from the right side towards the center. The background shows a range of low mountains or hills under a clear sky.

Obama City Development with the Sea for the future

**Mayor of Obama City
Koji Matsuzaki**

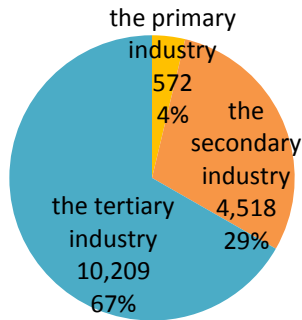
Obama city, Fukui prefecture, Japan

Population : 30,389

Area : 233 km²



Wakasa Lacquered
Chopsticks



Obama is the first place where elephant came in Japan.

OBAMA

Kyoto

Nara



Obama is called “Sea-facing Nara”. This means that there are as many excellent cultural assets as Nara.

Obama had flourished as the gateway of culture and commerce from Asia to Japan.

In Nara and Asuka period,
Wakasa region centered on
Obama City is ...

Miketsukuni

Mike = Foods for the Imperial family
Kuni = state



Supplier of abundant seafood and salt to
the Imperial Family

The honorable history of Miketsukuni,
Food and Food culture, which have been handed down to the
present day,
The life style of respecting their value

Aug. 2000 Launching **“City Planning with Food”**

Sep. 2001 Enacting **the ordinance for City Planning with Food**, first
basic autonomy ordinance on the theme of food in Japan

Aug. 2015 Running a booth independently at **Expo 2015 Milano**





The honorable history of food, rich nature, beautiful townscape with atmosphere and festivals has been registered as a **Japan Heritage Site**.





Rich and fine seafood have been landed in ports of Obama, so the unique processing culture has been developed, and with the beautiful scenery, our city attracts many tourists.



“Sea” is core engine of regional economic circulation in Obama.



Gradual reduction of volume of fish catches



Deterioration of Obama Bay environment

Process in Integrated Coastal Management in Obama City

2012

Ocean Health Check (2012-2013)

2013

Study Group (SG) on ICM in Obama City (2012-2014)

(SG members studied the situations of the coastal area and ICM.)

2014

Report from the SG (Feb. 2014)

(SG members submit a policy proposal on ICM implementation to the mayor.)

2015

Coastal City Development Council in Obama (2014-2015)

Member : Fishermen, NPO, Municipality government, Prefecture government,
University professor, High school teacher

Coastal City Development Plan in Obama (Apr. 2015)

- This plan is 5-year plan based on ICM.
- In this plan, **the “Future Conference”** has the central role to get more attention about sea from the public to revitalize the sea.

“Future Conference for Coastal City Development” (the “Future Conference”)

- Review the value and tradition of the sea from the young generation’s point of view
- Propose the city development plan that takes advantage of the sea
- Create new industry that takes advantage of the sea
- Create teaching materials for next generation (elementary and junior high school)

	Council	Future Conference
Fishermen	<input type="radio"/>	<input type="radio"/>
NPO	<input type="radio"/>	<input type="radio"/>
Government	<input type="radio"/>	<input type="radio"/>
University	<input type="radio"/>	<input type="radio"/>
High school	<input type="radio"/>	<input type="radio"/>
Sightseeing	<input type="radio"/>	<input type="radio"/>
Wholesaler	<input type="radio"/>	<input type="radio"/>
Industry	<input type="radio"/>	<input type="radio"/>
Average age	About 50 year-old	About 35 year-old
Position	ICM council (delegated by mayor)	Open meeting (public offering)

Action of “Future Conference”

- for the first step -



Visit to fishing villages

The members visit each fishing village in Obama, interview local residents and research their problems.



Investigation of the biodiversity in shallow sea area

The members investigate the biodiversity in shallow sea area with the citizens and share the information widely. This is also social education.



City Planning with Food

+ **Coastal City Development**

From the city with the honorable history

To the creating a new history

