

# HAMAMATSU

## MONITORING REPORT

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Hamamatsu UNESCO Creative City of Music  
November 2018



## 1 EXECUTIVE SUMMARY

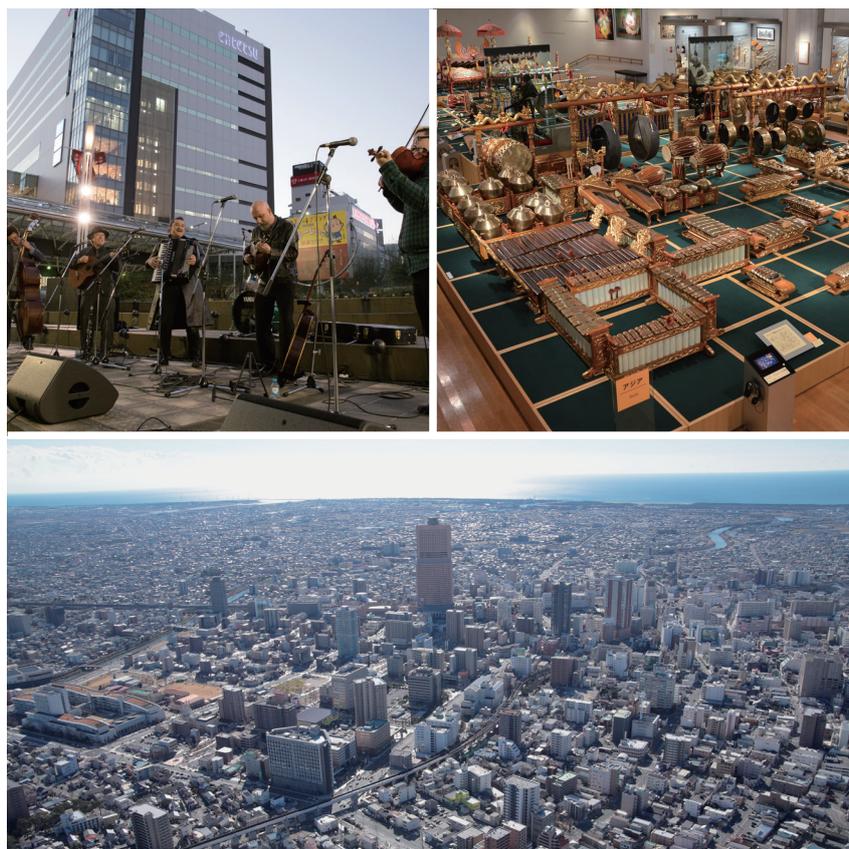
Hamamatsu is a Creative City that has created a richly unique culture which prides itself of its world-class entrepreneurs and industrial technologies. The city has developed as the “City of Industry” and the “City of Music” where the locals have inherited diverse traditional cultures, and also takes advantage of its amassed talent and technology in community building. Hamamatsu has shown the diversity and potential of music in a way that can only be done by a city where headquarters of world-renowned musical instruments makers such as Yamaha, Kawai and Roland can be found.

In the midst of promoting Hamamatsu locally and internationally as the hub for the musical instrument industry and as a city that continues to build the community through cultural arts as well as promote projects to draw out the potential power of music, Hamamatsu became a member of the UNESCO Creative Cities Network (UCCN) in the field of music in December 2014.

In the four years since joining the UCCN, the city has promoted strategic projects based on the five basic policies of international activities established as contributions to UCCN in addition to Hamamatsu’s longstanding initiatives in providing opportunities for local residents to experience the wonders and enjoyment of music as well as initiatives in exchanges based on music and fostering musical talent.

1. **Promotion of International Exchange through International Musical Events**
2. **Realization of Cross-cultural Understanding and Cultural Diversity through Music**
3. **Exchange and Nurturing of Musical Talents at an International Level**
4. **Contribution as a Mecca of Sound Design**
5. **Production of Fantasista, New Value Creators**

In a city where its image of the future is based on “‘Creative City Hamamatsu, shining into the future’ built on civil collaboration”, Hamamatsu aims to become a city where creative activities utilizing the culture and resources unique to the local area actively take place, where new values, cultures and industries are created one by one, and where the quality of life is improving. The city will incorporate these aims into future endeavors.



## 2 GENERAL INFORMATION

- 2.1 Name of the city : Hamamatsu
- 2.2 Country : Japan
- 2.3 Creative field : Music
- 2.4 Date of designation : December 1, 2014
- 2.5 Date of submission of the current report : November 30, 2018
- 2.6 Entity responsible for the report :  
Creative Cities Operations Promotion Group,  
Hamamatsu City Creative Cities & Cultural Promotion Division
- 2.7 Date of submission of previous reports : N/A
- 2.8 Contact :  
Mitsuo Suzuki, Director for Creative City Promotion,  
Hamamatsu City Creative Cities & Cultural Promotion Division

### **3 CONTRIBUTION TO THE NETWORK'S GLOBAL MANAGEMENT**

#### **3.1 Number of UCCN annual meetings attended in the last four years : Four times**

(7 in total; participated as an observer in the November 2011 Seoul (Korea) meeting, September 2013 Bologna (Italy) meeting, September 2014 Chengdu (China) meeting)

|                |                             |
|----------------|-----------------------------|
| May 2015       | Kanazawa, Japan             |
| September 2016 | Östersund, Sweden           |
| June 2017      | Enghien-les-Bains, France   |
| June 2018      | Kraków and Katowice, Poland |

#### **3.2 Participation in Sub-network Meetings**

|               |                     |
|---------------|---------------------|
| January 2015  | Glasgow, UK         |
| December 2015 | Hamamatsu, Japan    |
| March 2017    | Adelaide, Australia |
| October 2017  | Katowice, Poland    |
| February 2018 | Kingston, Jamaica   |
| November 2018 | Mannheim, Germany   |

#### **3.3 Hosting of a UCCN annual meeting : Never hosted before**

#### **3.4 Hosting of a working or coordination meeting addressed to one or more specific UCCN creative field representatives : December 2015 Sub-network Meeting**



Participating cities  
(including cities whose applications were still pending):  
Bologna, Seville, Glasgow, Ghent, Brazzaville, Hannover,  
Mannheim, Adelaide, Idanha-a-Nova, Katowice, Kingston,  
Salvador, Tongyeong, Lucca, Hamamatsu

#### **3.5 Hosting of an international conference or meeting on specific issues salient to the Creative Cities with a large participation of members of the Network :**

##### **December 2015 2015 World Creative City Forum in Hamamatsu**

Participating cities (including cities whose applications were still pending):  
Bologna, Seville, Glasgow, Ghent, Brazzaville, Hannover, Mannheim, Adelaide, Idanha-a-Nova,  
Katowice, Kingston, Salvador, Tongyeong, Lucca, Sapporo, Nagoya, Hamamatsu

##### **December 2016 2016 Sound Design Symposium in Hamamatsu**

Participating city : Hannover

#### **3.6 Financial and/or in-kind support provided to UNESCO's Secretariat in order to ensure management, communication and visibility of the UCCN : N/A**

#### **3.7 Membership of the Steering Group and period : N/A**

#### **3.8 Participation in the evaluation of applications**

(number of applications evaluated per year) : 2015 1 city, 2017 3 cities



## 4 MAJOR INITIATIVES IMPLEMENTED AT THE LOCAL LEVEL TO ACHIEVE THE OBJECTIVES OF THE UCCN

Hamamatsu has established the following initiatives to achieve the objectives of the UCCN.

- I. Make creativity an essential component of urban development, notably through partnerships involving the public and private sectors and civic society;
- II. Strengthening the creation, production, distribution and enjoyment of cultural goods and services and fostering the creative economy;
- III. Improving access to and participation in cultural life as well as the enjoyment of cultural goods and services, notably for marginalized or vulnerable groups and individuals, including women and youth;
- IV. Developing hubs of creativity and innovation and broadening opportunities for creators and professionals in the cultural sector;
- V. Integrating culture and creativity into local development strategies and plans;
- VI. Improving awareness-raising on the UCCN and the role of culture and creativity in sustainable urban development and supporting research and analysis in this particular field.

## 4.1 Establishment of Organizations for the Promotion of “Creative City Hamamatsu”

### 4.1.1 Hamamatsu Creative City Promotion Council (I, V)

In 2014, a new organization called the “Hamamatsu Creative City Promotion Council” was founded in cooperation with enterprises, various organizations and government bodies in order to promote development as a creative city. Along with this organization, the Expert Committee on Music was also established and discussions about the promotion of music culture, the promotion of the music industry and the nurture of musical talents also took place.

|   |  |
|---|--|
| Hamamatsu Creative City Promotion Council | Shizuoka University of Art and Culture, Hamamatsu Cultural Foundation, Hamamatsu Chamber of Commerce and Industry, Association for Creative City Hamamatsu, Hamamatsu City   |
| Expert Committee on Music                 | Shizuoka University of Art and Culture, Yamaha Corporation, Kawai Musical Instruments Mfg. Co. Ltd., Roland Corporation, Hamamatsu Symphony Orchestra, Hamamatsu Philharmonic Orchestra, Hamamatsu City Band Federation, Hamamatsu City Choral Federation, Hamamatsu Citizens Band Association, Hamamatsu Gakugei High School, Hamamatsu Cultural Foundation |

### 4.1.2 UNESCO City of Music Hamamatsu Executive Committee (I)

As a result of Hamamatsu’s membership in the UCCN, the city launched an executive committee composed of musical instrument manufacturers, academic institutions, organizations from the fields of economic, culture, tourism and international relations, and government bodies to carry out a leading project from 2015 to 2017. The projects organized by the executive committee will be discussed in section 5.1.

|  |  |
|--|--|
| UNESCO City of Music Hamamatsu Executive Committee | Hamamatsu Cultural Foundation, Shizuoka University of Art and Culture, the Graduate School for the Creation of New Photonics Industries, Yamaha Corporation, Kawai Musical Instruments Mfg. Co. Ltd., Roland Corporation, Hamamatsu Agency for Innovation, Hamamatsu Chamber of Commerce and Industry, Japan External Trade Organization (JETRO) Hamamatsu Trade Information Center, Hamamatsu Visitors and Convention Bureau, Hamamatsu Foundation for International Communication and Exchange, Hamamatsu City |
|--|--|

### 4.1.3 Hamamatsu Arts & Creation (IV, VI)

The city launched the “Hamamatsu Arts & Creation” in April 2018, an intermediary organization that will give professional support for the revitalization of creative cultural activities initiated by local residents. Through the support of professionals, the city will aim to influence community building, tourism promotion, education, welfare and other sectors with the effect of cultural art, as well as aim for economic independence of cultural activities, promotion of creative industries and resolution of local problems.

## 4.2 Solving Local Issues through the Creativity of Local Residents – “Our Creative Hamamatsu” Project (I, VI)

This project was launched to foster and support initiatives planned and organized by civic groups and companies in order to draw out residents’ creativity and work together for the realization of a creative city. Since its inception in 2012, the project has received 440 suggestions and has adopted 222 initiatives so far. With the help of the local residents, a diverse set of initiatives, not just in the field of music, were made to increase the quality and richness of people’s lives.

<Examples of initiatives>



### ■ ARSNOVA Project by the Takeshi Culture Center

Organization : NPO Creative Support Let’s  
The organization presented new proposals regarding independence and social involvement for people with disabilities through recognizing disability as individuality, and artworks and performances by PWDs.



### ■ Pick-and-Eat Project

Organization : Insect Eating Club  
Increased appreciation for food ingredients and opportunities to protect the rich natural environment of Hamamatsu through activities like picking and eating firsthand “food ingredients” that are not available at shops such as cicadas, grasshoppers, and gobies.



### ■ Promotion of Forest Resources and New Product Creation Project

Organization: New Tenryu Project  
Forest guide tours as well as forestry exhibitions have been carried out to raise awareness about the value and issues of the forests from Hamamatsu City’s Tenryu region, an area that suffers from problems such as the decreasing forestry industry workforce.

## 4.3 Projects Promoting Music Culture of Local Residents – Concerts in public spaces (I, III)

Downtown concerts are held 30 times in a year in outdoor spaces within the main city. Music events such as the Hamamatsu Jazz Week and the Yaramaika Music Festival are also organized by local residents and companies every year in the autumn season.

Number of people who attended concerts

| Fiscal Year              | 2014   | 2015   | 2016   | 2017   |
|--------------------------|--------|--------|--------|--------|
| Downtown concerts        | 27,400 | 22,225 | 24,250 | 18,900 |
| Hamamatsu Jazz Week      | 13,140 | 14,050 | 16,000 | 9,252  |
| Yaramaika Music Festival | 30,870 | 31,252 | 31,854 | 29,080 |

※In FY 2017, a number of concerts were cancelled due to typhoons.

#### 4.4 Projects that Foster Art and Culture Talent

##### 4.4.1 Hamamatsu ACT City Academy of Music (III, IV)

Under the ACT City Academy of Music's Academy Course, which fosters musical talent who could perform on the local and global stage, the academy holds the Hamamatsu International Wind Instruments Academy and Festival. Meanwhile under its Community Course, which was developed to immerse the public with music culture, the academy holds educational seminars for those who would like to host a music concert and music seminars for children, and it also dispatches musical instructors to schools.

| Fiscal Year                                      | 2014  | 2015  | 2016  | 2017  |
|--|-------|-------|-------|-------|
| No. of Academy Course students                   | 122   | 120   | 112   | 111   |
| No. of Community Course students                 | 1,717 | 2,872 | 2,773 | 2,440 |
| No. of times musical instructors were dispatched | 251   | 251   | 372   | 450   |

##### 4.4.2 Junior Orchestra Hamamatsu and Junior Choir Hamamatsu (III)

To foster the next generation of talent who will shoulder the next era of music culture, the city promoted the Junior Orchestra and Junior Choir training projects. The two groups are comprised of students from third grade elementary school to third year high school.

##### 4.4.3 Music Appreciation Class for Children (III)

In order to create opportunities for children to be exposed to high-quality real music at an early age, the city holds an annual class for every fifth grade elementary school student in the city (around 7,500) which allows them to experience a performance by a professional orchestra.

#### 4.5 Foster the Creative Industry



##### 4.5.1 Hamamatsu Musical Instruments Makers Festival (II, IV)

The city held a festival which focused on the technological and creative strengths of craftsmen, engineers and designers from musical instrument manufacturers located in Hamamatsu. There were musical instruments exhibitions, instrument making workshops, a piano dismantling show, concerts and many more activities during the festival.

Festival date : December 5-6, 2015

##### 4.5.2 Shared Exhibit at the Musical Instrument Fair, and the NAMM Show (II)

In order to support the cultivation of sales channels of small and medium enterprises associated with instruments from Hamamatsu and to increase their presence both in and out of Japan, the city set up a booth at the "Musical Instrument Fair"—the largest instrument trade fair in Japan—and at the "NAMM Show" in the US.

Exhibition history:

Musical Instrument Fair – 4 companies in 2016, 4 companies in 2018 (held every two years)

NAMM Show – 5 companies in 2016 according to the mayor's speech,  
7 companies in 2017 and 5 companies in 2018.

#### 4.6 Intercultural Understanding through Music and Initiatives Towards Interculturalism – Hamamatsu Museum of Musical Instruments (II, III)



The Hamamatsu Museum of Musical Instruments opened its doors in 1995 as Japan's first public musical instruments museum. Based on the concept "to exhibit the world's musical instruments from unbiased and equal perspective", the museum holds a collection of musical instruments as well as related materials from around the world, and works to promote projects that deepen understanding of interculturalism through music. The museum is devoted not only in exhibiting its 1500 musical instruments but also in holding educational activities in elementary schools. Furthermore, the museum holds around 30 lecture concerts and workshops in a year and has made CDs and DVDs using the instruments in their collection. As a result, the museum received the prestigious Koizumi Fumio Prize for Ethnomusicology in 2014 for all their work. After joining the UCCN, the museum greatly enhanced its exhibition equipment to strengthen information sharing to the world. In April 2016, the museum re-opened after some renovations and by June 2018 the total number of visitors exceeded 2 million.

| Fiscal Year  | 2014         | 2015         | 2016         | 2017         |
|--|--------------|--------------|--------------|--------------|
| No. of visitors  | 86,605       | 96,236       | 88,139       | 87,370       |
| No. of participants in classes in elementary schools<br>(No. of times classes were held) | 1,103<br>{3} | 2,144<br>{8} | 2,583<br>{7} | 2,363<br>{5} |



## 5 MAJOR INITIATIVES IMPLEMENTED THROUGH INTER-CITY COOPERATION TO ACHIEVE THE OBJECTIVES OF THE UCCN

### 5.1 Promotion of Hamamatsu, UNESCO City of Music

#### 5.1.1 2015 World Creative City Forum in Hamamatsu (I, V, VI)

The city held the World Creative City Forum in cooperation with other UCCN member cities in the field of music. Along with the presentation of practices by the 7 UCCN member cities in the field of music, the city also welcomed guests such as Fete de la Musique founder Mr. Jack Lang (Former French Minister of Culture), and founder of the Creative Cities Network Mr. Koichiro Matsuura (the 8th Director-General of UNESCO), and many discussions took place during the forum. With the approval of the member cities, all participants adopted the "The Hamamatsu Agenda: in pursuit of diversity and creativity in music" plan.



Date : December 4, 2015  
 Theme : Towards the realization of cultural diversity communicated through music and the search for new creativity in music  
 No. of participants: 203 people  
 Participating cities: Refer to 3.5

### 5.1.2 2016 World Music Festival in Hamamatsu (I, III, VI)



This was a music festival held in cooperation with UCCN member cities in the field of music, to realize the "cultural diversity through music" theme of the "Hamamatsu Agenda". Apart from the main concert, mini concerts were held for four days in public spaces in the city center, shopping malls and jazz bars which let the residents experience a diversity of music from around the world.



Date : November 3-6, 2016  
Theme : Creating a new music culture that resonates with the world  
Music Director : Jun Miyake  
No. of visitors : 20,054 people  
No. of performers : 36 groups (organizations and individuals), from 19 countries, approximately 600 people (of which 119 people are from overseas)  
Participant cities : The UCCN member cities in the field of music (Seville, Bologna, Ghent, Brazzaville, Hannover, Mannheim, Adelaide, Idanha-a-Nova, Katowice, Kingston, Liverpool, Salvador, Tongyeong), seven other countries

### 5.1.3 Sound Design Symposium in Hamamatsu 2016 (I, V, VI)

This symposium was held with "Sound Design" as the keyword, to realize the "new creativity in music" theme of the "Hamamatsu Agenda". The potential of sound in other fields such as medicine, education and environment was discussed, along with the presentation of the advanced case study by Hannover which has been tackling hearing problems.



Date : December 16, 2016  
Theme : Becoming a Sound Design City:  
A Future Vision of Sound and People in Resonance  
Participating city : Hannover  
No. of participants : 154 people

### 5.1.4 2017 Sound Design Festival in Hamamatsu (I, II, III, IV, VI)



The city held a festival where residents could tangibly experience the possibilities of "Sound Design" during the 2016 Sound Design Symposium in Hamamatsu. Making the best use of the special quality of Hamamatsu as a hub for the musical instrument industry, the city organized the latest domestic and foreign sound-related products, art works and musical instruments, performances by artists and workshops. Also, the city held the sound hackathon "Hamamatune" as a pre-event in October 14 and 15 with the aim to create a creative industry.



Date : December 9-10, 2017  
Theme : What is SOUND DESIGN?  
No. of exhibitors : 25 groups  
No. of exhibitions : 64 exhibitions  
Collaborating cities : Bologna, Hannover, Kobe, Nagoya  
No. of attendees : 5,332 people

## 5.2 Music Culture Exchange Project

### 5.2.1 Hamamatsu International Piano Competition (2015, 2018) (III, IV)



The Hamamatsu International Piano Competition is held every 3 years starting from 1991 with the objective to give young pianists a chance to spread their wings into the world. Winning contestants will receive the chance to perform in over 20 concerts inside and outside of Japan. Previous winners including Seong-Jin Cho (2009 winner, 2015 International Chopin Piano Competition winner) have become renowned performers and teachers. The unique features of this competition are the various citizen-level initiatives such as volunteering activities for the residents, homestays for the pianists, and school and home concerts by the pianists who have completed the competition.



#### The 9th Competition Statistics

Date : November 21-December 8, 2015  
No. of applicants : 449 (42 countries, 1 region)  
No. of concerts and events attendees : 153,183  
No. of school concerts conducted (No. of guests) : 11 (4,164)  
No. of home concerts conducted (No. of guests) : 11 (337)  
※The 10th competition will be held from November 8-25, 2018

### 5.2.2 Hamamatsu World Youth Music Festival (2014) (III)

The city held a music festival inviting youth music organizations both from within the country and abroad to Hamamatsu City to promote cultural exchanges with the residents and local youths as well as international goodwill through music. For the final concert, there was a choir made up of all the performing groups with approximately 530 people performing on stage.



Date : August 15-17, 2014  
Performers from abroad (city name or country name) :  
Bologna, Hong Kong, Taiwan, Korea, Malaysia  
No. of attendees : 5,240 people  
Performers : 1,428 people (of which 224 people are from overseas)

### 5.2.3 APBDA (Asia and Pacific Band Directors' Association) Convention (2018) (III)

The APBDA, founded by the 12 Asia-Pacific member countries of the UNESCO-recognized WASBE (World Association for Symphonic Bands and Ensembles), held its 20th commemoration convention in Hamamatsu. With the aim of improving the level of wind instrument music as well as the exchanges between the people engaged in them from Asia, the convention held events such research presentations related to wind instruments, speeches and concerts.



Date : July 19-22, 2018  
Performances from abroad (city name or country name) :  
Australia, China, Korea, Singapore,  
Taiwan, Hong Kong, Macao  
No. of attendees : 9,939 people  
Performers : 2,457 people (of which 936 people are from overseas)

### 5.3 Music Culture Cities Exchange Project

#### 5.3.1 Exchanges Based on the 2014 Memorandum of Musical Culture Exchange with Bologna (I, IV)



Bologna and Hamamatsu City signed a memorandum of music culture exchange on April 2014 to work towards the progress of music culture promotion and revitalization. The cities organized meetings such as exchanges between musicians and youth music organizations, and information exchanges about teaching methods by relevant parties from the music education field. Also, 10 students have participated in the exchange study abroad between Shizuoka University of Arts & Culture located in Hamamatsu and Bologna University so far.

#### 5.3.2 Exchanges Based on the 2016 Certificate of Musical Culture Exchange with Hannover (I, IV)



Hannover and Hamamatsu City signed a certificate of music culture exchange on October 2016 for mutual cooperation in three fields: international music projects, the fostering of high-level musical talents and the promotion of the creative industries. Both cities held various exchanges such as the speech given by a Yamaha researcher at the Hannover Digital Sound Conference, the presentation on practices at the 2016 Sound Design Symposium in Hamamatsu, and the string instrument lessons and concerts for the Hamamatsu Junior Orchestra by Hannover's NDR Radiophilharmonie members.

### 5.4 Others

#### 5.4.1 Creative Cities International Exchange Project “Creative Travel to Japan” (VI)



In October 2016, the city held a promotional event, in cooperation with UCCN member cities, at the UNESCO headquarters cooperation to show the wonders of the UNESCO Creative Cities. Hamamatsu held an exhibition, with a performance by Akiko Ebi, the Chairperson of Jury for the 9th Hamamatsu International Piano Competition and an international pianist based in Paris, and a panel introducing instruments by Yamaha, Kawai, and Roland.

#### 5.4.2 Participation in Creative Cities Network Japan (CCNJ) (VI)

In January 2013, the Creative Cities Network Japan (CCNJ) was established to facilitate cooperation and exchanges between local governments from Japan that promote the Creative Cities initiative. Hamamatsu has been a member of this network since its establishment. In 2018-2019, Hamamatsu will serve as the Secretariat and will coordinate the network composed of approximately 160 members.

## **6** PROPOSED ACTION PLAN FOR THE FORTHCOMING MID-TO-LONG TERM PERIOD OF FOUR YEARS

### **Creating new values**

~synergy born from a diverse collaboration of people, resources, ideas~

In the four years since joining the UCCN, the city has promoted projects based on the five basic policies of international activities.

- 1. Promotion of International Exchange through International Musical Events**
- 2. Realization of Cross-cultural Understanding and Cultural Diversity through Music**
- 3. Exchange and Nurturing of Musical Talents at an International Level**
- 4. Contribution as a Mecca of Sound Design**
- 5. Production of Fantasista, New Value Creators**

In the next four years, to comprehensively promote the 5 basic policies, the city will be making an effort to take on challenges to find new creative synergies while aiming to expand the potentials of sound. As a Creative City of Music, the city will develop diverse collaborations on a local and international level with "Resonance" as the keyword.

This means that Hamamatsu will contribute to the completion of UCCN's mission and the UN's 2030 agenda by spreading the city's influence across the region through the results of strengthening cooperation between the city and the UCCN member cities at home and abroad and in other fields, and enhancing promotion systems and development of creative talents.

#### **6.1 Local Level Initiatives to Achieve the Objectives of the Network**

##### **6.1.1 Strengthening the Support Systems for the Creative Activities of Residents / Hamamatsu Arts and Creation**

In order to utilize the power of cultural arts for the development of the city, the city will further encourage creative activities, with the Hamamatsu Arts and Creation as the focus, initiated by residents. The city will formulate a plan to comprehensively and strategically promote and support the creativity showcased by residents through the "Our Creative Hamamatsu" Project.

##### **6.1.2 Creation of a Training Facility for the Next Generation of Musical Talents / Establishment of the Civic Music Hall**

The city will aim to establish a Civic Music Hall that will be ready for use in FY 2020 for the objective of creating a place to nurture next generation of musical talent, and show the fruits of residents' musical and cultural activities and academic studies. It will play a role in helping children appreciate music culture and to raise the next generation to support the urban development of Hamamatsu as a capital of music.

## **6.2 International Level Initiatives to Achieve the Objectives of the Network**

### **6.2.1 The Challenge of Expanding the Potentials of Sound / The Pursuit of Sound Design**

The discussions on the potentials of sound were deepened at the 2016 Sound Design Symposium in Hamamatsu while many people experienced art and products demonstrating the potentials of sound at the 2017 Sound Design Festival in Hamamatsu.

For the next step, based on the special quality of Hamamatsu, the music and sound industries, the city will expand the infinite potentials of music and sound in other areas such as medicine, education, welfare and environment while strengthening cooperation with the UCCN member cities in the field of music as well as other fields like design and media art. The city aims to promote the use of sound in solving local issues and new industries, and contribute further to international society as the mecca of sound design.

### **6.2.2 Hamamatsu Resonance Creation Project (Cultural Programs for the 2020 Tokyo Olympics and Paralympics)**

The city established a project team comprised of the executive committee made of relevant parties such as the cultural, industrial, tourism organizations, and instrument makers and specialists. The city also planned a strategic project called the Hamamatsu Resonance Creation Project with a kick-off event in 2018, a pre-event in 2019, and the main event in 2020. Furthermore, the city will cooperate with the relevant parties and specialists to move forward with the project even after 2020. Bringing in to focus how music constantly has a way to move people's hearts and make people resonate with each other (empathy and a sense of unity of people from different backgrounds, a connection through collaboration), the city will implement projects based from the following point of views and generate a synergy of creativity.

1. The realization of a harmonious society through the "resonance" between people.
2. The promotion of initiatives which unites the region through encouragement of industry-academic-government cooperation.
3. The creation of new values through the cooperation of different fields such as music and arts, design, and science.

## **6.3 Estimated Annual Budget for Implementing the Proposed Action Plan**

As the budget has not yet been decided, the city cannot concretely point out how much the annual budget will be, however it is expected that it will be roughly equal to the FY 2018's budget scale.

FY 2018 Creative Cities and Cultural Promotion costs : Approximately 2,131,000,000 Yen

## **6.4 Plans for Communication and Raising Awareness**

- Information will be released through the Creative Cities Hamamatsu website, Facebook, Hamamatsu Arts and Creation, and the Hamamatsu Cultural Foundation websites.
- Hamamatsu will promote the significance of the work of the UCCN and will work towards raising awareness of the local stakeholders and residents through the joint ventures of industries related to Creative Cities and the mass media.
- The city will also be proactive in publishing news in the UCCN website.
- As the Secretariat of CCNJ (2018-2019), the city will contribute to the development of the network by raising awareness about UCCN to local governments who are interested in Creative Cities and supporting them by giving them advice and cooperation regarding the membership application.



United Nations  
Educational, Scientific and  
Cultural Organization



**HAMAMATSU**

• Designated  
• UNESCO Creative City  
• in 2014  
•