



# Ishikawa Prefecture Growth Strategy

[Outline]

**Aiming for Ishikawa  
to be Japan's Happiest Prefecture**

2023-2032



# Making Ishikawa Japan's Happiest Prefecture

## Easy to Live, Easy to work - A Thriving Ishikawa

In response to recent socioeconomic changes, such as the increasing number and severity of natural disasters, the digitalization of society, and the promotion of carbon neutrality, we have created the Ishikawa Prefecture Growth Strategy. It is intended to serve as a compass to lead an invigorated Ishikawa down a new path to the future.

We will work boldly to realize an Ishikawa that is the happiest prefecture in Japan, where all residents can take on the challenges of the future while living healthy, secure, fulfilling lives.



Hiroshi Hase  
Governor, Ishikawa Prefecture

**Status** Comprehensively and systematically outlining the direction of policy measures, the Ishikawa Prefecture Growth Strategy is the leading project for the management of Ishikawa.

**Project period** 2023-2032

### 3 Visions

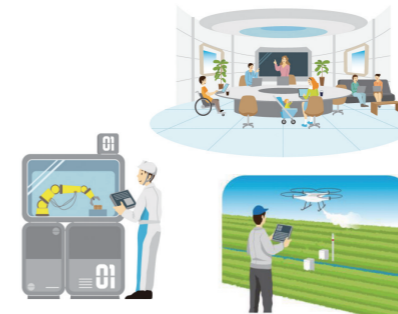
#### Easy to Live

- A society in which **lives and property are protected** from the increasing number and severity of natural disasters. **Residents can raise their children with peace of mind** and live long, healthy, fulfilling lives.
- A society that **coexists in harmony with the surrounding natural environment** and leads the way to a **sustainable future**.



#### Easy to Work

- A society in which **not only earnings, but a diverse array of values are respected** despite changes to everyday life and work brought about by the coronavirus pandemic and advances in digital technology.
- A society in which **everyone, regardless of gender, age, nationality or disability, can play an active role** that meets their needs.



#### A Thriving Ishikawa

- A society that **creates new values** in line with the times, while **passing down the appeal of culture and tourism to actively promote exchanges at home and abroad**.
- A society where residents can **respond flexibility to new trends** such as DX and GX while actively seeking out new challenges.



### Tasks and strategies

(Main Objective)

**Making Ishikawa Japan's Happiest Prefecture**  
Easy to Live, Easy to work — A Thriving Ishikawa

(Tasks)

Task 1  
Creating new values for Ishikawa

Task 2  
Building a society in which residents can live healthy and secure lives

(Strategies)

- 1** Creating a manufacturing industry to grow with the times
- 2** Creating profitable agriculture, forestry, and fishery industries, with rural communities for the next generation
- 3** Creating communities full of individuality and charm
- 4** Creating pioneers for Ishikawa's future
- 5** Creating a warm and welcoming society
- 6** Creating safe and sustainable communities
- 1** Promoting digital utilization
- 2** Promoting carbon neutrality

### Conditions for Strategy Implementation

#### (1) Progress management and evaluation based on main targets and KPIs

- Main targets and KPI (Key Performance Indicators) set to manage progress of each strategy and measure.
- Yearly verifications and improvements made through the PDCA cycle as part of the constant management and evaluation of the Growth Strategy.
- Resident happiness maximized through the steady promotion of Growth Strategy measures, while achieving main targets KPIs.

#### (2) An All-Ishikawa promotion system

- Collaboration with prefectural residents, businesses, national government, municipalities, universities, and other related organizations.

#### (3) Promote the attractiveness and cooperation of respective regions

- Measures implemented to reflect the characteristics of each region.
- Measures and initiatives maximized through exchanges and cooperation between among regions and neighboring prefectures.

#### (4) Effective administrative and financial management

- Systematic strategies and projects carefully chosen with consideration for rising costs.

# 6 Strategies and 2 Cross-Sectional Strategies

Under six strategies to tackle the challenges of prefectural government, and two cross-sectional strategies to embrace current trends, 38 measures will be promoted to maximize resident happiness.



## Strategy 1 Creating a manufacturing industry to grow with the times

Through Industry-Academia-Government Collaboration funding, DX and GX will be promoted, in addition to digital HR to meet the needs of businesses, encourage further student employment and create new start-up industries. Domestic and international sales channels will be expanded for local businesses, with infrastructure strengthened and new companies attracted.

Main targets

● Product per capita (Real)

**0.9% average annual growth**  
(2012-2012 est.)

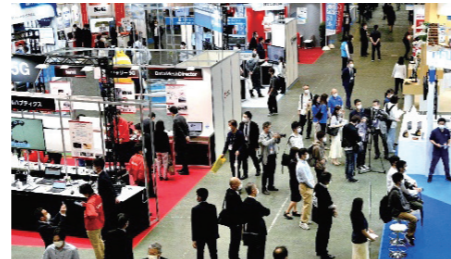
**2.2% average annual growth**  
(2022-2032 proj.)

Key measures

- (1) Promoting DX in industry
- (2) Promoting GX in industry
- (3) Securing and fostering human resources to support industries
- (4) Creating new businesses and industries
- (5) Expanding domestic/international sales channels and local promotion
- (6) Strengthening business infrastructure of small and medium-sized companies
- (7) Strategically attracting new companies



Support for the creation of new businesses and industries



Trade fairs held to develop sales channels

## Strategy 3 Creating communities full of individuality and charm

Ishikawa's further refinement will be conveyed through a comprehensive narrative while promoting high-quality cultural tourism resources. A region will be created where a greater diversity of interactions can flourish, including the enrichment of sport and international exchange.

Main targets

● Number of visitors to cultural facilities in the Kenrokuen Garden area  
**3.11million** (FY 2015-2019 avg.) **→ 3.54million** (FY 2032)

● Tourism consumption  
**317.4 billion yen** (2015-2019 avg.) **→ 400 billion yen** (2032)

● Number of in-migrant  
**2,163** (2022) **→ Elimination of population decline** (2027)

Key measures

- (1) Creating a rich cultural identity
- (2) Creating vitality through sports
- (3) Strengthening brand power as a tourist destination
- (4) Increasing visitors through the enhancement of land, sea, and air exchange infrastructures
- (5) Promoting immigration to enhance regional vitality
- (6) Creating a region with rich individuality
- (7) Promoting international exchange on a global level



Utilization of high-quality cultural resources



Promotion of para-sports

## Strategy 2 Creating profitable agriculture, forestry, and fishery industries, with rural communities for the next generation

Agricultural production structures will be strengthened by shifting from paddy rice to more profitable horticultural crops, in addition to improving profitability through the branding of agricultural, forestry, and fishery products and development of new farmers. Efforts will also be made to promote environmentally friendly agriculture, strengthen the production system of the livestock industry, build a stable supply system for prefectural timber, and correctly manage fishery resources. In addition, the creation of farming, mountain, and fishing villages for the next generation will be encouraged through the promotion of Satoyama-Satoumi areas.

Main targets

● Agricultural output

**48 billion yen** (2021) **→ 60 billion yen** (2032)

● Prefectural food self-sufficiency rate (Production value basis)

**43%** (2021) **→ 55%** (2032)

Key measures

- (1) Strengthening the agricultural production structure
- (2) Creating a sustainable agriculture and livestock industry structure
- (3) Promoting the branding of agricultural, forestry, and fishery products along with Satoyama-Satoumi areas
- (4) Developing the forestry industry structure through the production and use of prefectural timber
- (5) Realizing a sustainable fishing industry



Promotion of horticultural crops in rice paddies



Branding of agricultural, forestry, and fishery products ("Hyakumangoku no Kiwami")

## Strategy 4 Creating pioneers for Ishikawa's future

In addition to academic ability, the new generation of children to lead Ishikawa will be nurtured throughout society to possess originality and initiative. By utilizing the concentration of higher education institutions, learning will be advanced through industry-academia-government-finance collaboration, in addition to improved regional attractiveness, and the creation of environments for lifelong learning and active participation.

Main targets

● Average score on the National Academic Ability Assessment

**Elementary (Year 6) : 69.7%** (FY 2022) **→ Elementary (Year 6) : 70% and above** (FY 2032)  
**Junior high school (Year 3) : 62.0%** (FY 2022) **→ Junior high school (Year 3) : 70% and above** (FY 2032)

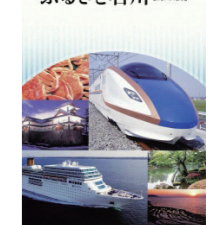
● Applicants to prefectural universities and junior colleges

**32,609** (FY 2022) **→ 34,000** (FY 2032)

Key measures

- (1) Nurturing human resources to lead the next generation
- (2) Developing Ishikawa as an academic capital in cooperation with higher education institutions
- (3) Creating an environment where residents can actively contribute with the aim of a 100-year life

ふるさと石川 (ふるさと)



Promotion of "Furusato Education (Ishikawa Prefecture textbook "Furusato Ishikawa")" School classes to encourage a sense of pride in the local area and community involvement.



Nurturing human resources to lead the next generation

## Strategy 5 Creating a warm and welcoming society

In addition to the development of a safe and secure environment to raise children, and the further enhancement of medical and welfare services, including the securing of high-quality medical care delivery systems and nursing care personnel throughout the prefecture, a society will be strived for in which all residents can support each other regardless of disability or gender.

Main targets

- Total fertility rate  
1.38 (2022) → **1.8** (2032)
- Healthy life expectancy  
Healthy life expectancy (2019)      Average life expectancy (2020)  
Male: 73.08      Male: 82.00  
Female: 75.90      Female: 88.11  
→ **Rising healthy life expectancy greater than rising average life expectancy (2032)**

Key measures

- (1) Creating an environment in which children can be raised with peace of mind
- (2) Creating a society where residents can live in lifelong health and security
- (3) Providing necessary medical care to all residents
- (4) Creating a society that recognizes diversity where residents can live in harmony
- (5) Creating a society where both men and women can play an active role



Creating an environment in which children can be raised with peace of mind



Promoting the Regional Protection Network

Cross-sectional Strategy 1

## Promoting digital utilization

Diverse happiness will be worked towards through the provision of services and immediate information that meet the needs of each individual. Digital Transformation (DX) efforts will be accelerated in order to reform conventional organizations and systems in various fields to improve productivity and efficiency, while promoting the use of digital technology in both tangible and intangible initiatives to realize a society that leaves nobody behind.

Main targets

- Usage rate of administrative procedures carried out online  
15.8% (FY 2022) → **90%** (FY 2032)
- Value-added ratio of prefectural industries (Restatement)  
21.6% (FY 2020) → **22.3%** (FY 2032)

Key measures

- (1) Establishing a foundation for digital utilization
- (2) Promoting DX in society as a whole



Drone utilization



Public relations using generative AI

## Strategy 6 Creating safe and sustainable communities

To provide residents with peace of mind, infrastructure against disasters and local disaster prevention capabilities will be strengthened, as well as crime prevention and traffic safety. Moreover, in order to preserve Ishikawa's rich environment for the future, efforts will be made to conserve biodiversity, protect and use natural parks, and decarbonize the environment.

Main targets

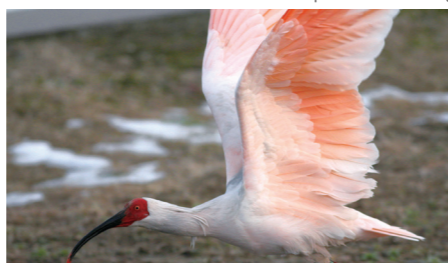
- Number of disaster specialists  
9,125人 (FY 2022) → **12,000** (FY 2032)
- Number of fatalities in traffic accidents per year  
22 (2022) → **Decreased** (2032)
- Percentage reduction in greenhouse gas emissions  
23.1% (FY 2020) → **50%** (FY 2030) **Real zero emissions** (2050)

Key measures

- (1) Creating a strong infrastructure protected against disasters
- (2) Creating a community where people can live comfortably and safely
- (3) Creating a sustainable, recycling-oriented society
- (4) Creating a society where residents can coexist in harmony with nature



Disaster prevention training



Living in harmony with crested ibis

Cross-sectional Strategy 2

## Promoting carbon neutrality

In order to achieve virtually zero greenhouse gas emissions by 2050, decarbonization efforts will be promoted in all areas. Residents and businesses alike will be encouraged to change behaviors, with industrial competitiveness strengthened through Green Transformation (GX), the introduction of renewable energies and zero-energy buildings, and transportation methods with smaller environmental impact.

Main targets

- Reduction rate of greenhouse gas emissions (Restatement)  
23.1% (FY 2020) → **50%** (FY 2030)  
**Real zero emissions** (2050)

Key measures

- (1) Promoting GX in a wide range of industrial sectors
- (2) Addressing shifts in energy structure
- (3) Promoting zero-energy for housing and private facilities
- (4) Promoting environmentally friendly vehicles and transportation methods
- (5) Creating awareness of the necessity of carbon neutrality



Ishikawa Eco-House



Rooftop solar power station installed on a public facility

# Main KPIs for each strategy

## Strategy 1

- Value-added ratio of prefectural industries 21.6% → **22.3%**
- Employment rate of students (born in/studying in Ishikawa) Approx. 75% → **85%**
- Number of university-launched startups created 22 → **40**
- Exports by prefectural companies 333.1 billion yen → **434.8 billion yen**
- Number of niche top companies 95 → **120**

## Strategy 2

- Number of new farmers 119 per year → **150 per year**
- Sales of “Hyakumangoku no Kiwami” products 7.1 billion yen → **8.5 billion yen**
- Export of agricultural, forestry and fishery products 260 million yen → **500 million yen**
- Number of new forestry workers 35 per year → **40 per year**
- Number of new fishery workers 32 per year → **40 per year**

## Strategy 3

- Annual users of prefectural sports facilities 8.67 million → **9.5 million**
- Number of passengers using domestic flights at Komatsu Airport 1.56 million → **1.6 million**
- Number of immigrants using prefectural and municipal policies 1,642 → **2,500**
- Number of students engaged in regional fieldwork programs 300 → **5,000**
- Number of registered international exchange volunteers 637 → **1,000**

## Strategy 4

- Percentage of high school students having passed at least Eiken Grade 2 57.7% → **60% or more**
- Percentage of students with high self-esteem Elementary (Year 6): 77.3% → **85% or higher**  
Junior high school (Year 3): 78.7% → **80% or higher**
- Number of truant students (per 1,000) Elementary and junior high school: 27.9 → **Decrease**  
High school: 26.5
- Number of joint/funded research projects conducted by prefectural higher education institutions through Industry-Academia-Government Collaboration. 720 → **1,700**
- Number of graduates from the \*Ishikawa Kenmin University School 20,123 → **25,000**

\*A collection of various classes offered to the public by the prefecture, municipalities, universities and other educational facilities.

## Strategy 5

- Number of couples married through prefectural support program “Aikyun” 1,266 → **2,500**
- Number of nursing care workers 20,400 → **23,000**
- Uneven distribution of doctors in areas with small numbers (northern Noto) (per 100,000 of population) 151.7 → **Increased**
- Number of registered spaces in Ishikawa Sasaeai parking lots 1,306 → **1,700**
- Percentage of women in managerial occupations 14.3% → **25%**

## Strategy 6

- Percentage of houses secured from flood damage 55% → **82%**
- Number of fire brigades 5,128 → **Increased**
- Number of criminal offenses 3,842 → **Decrease**
- Electricity generated from renewable energy sources 2,56 billion kWh → **4.6 billion kWh**
- Extinct species listed in Ishikawa Red Data Book 15 → **Maintained**

## Cross-sectional Strategy 1

- Number of services using Ishikawa wide-area data collaboration infrastructure 0 → **10**
- Number of open data sets 100 → **300**
- Percentage of digitized national government-designated procedures prioritized for going online (including cities and towns) 66.3% → **100%**
- Number of projects involving new digital initiatives (including cities and towns) 97 → **1,000**
- Percentage of online procedures based on prefectural ordinances 90.4% → **100%**

## Cross-sectional Strategy 2

- Reduction rate of greenhouse gas emissions (Industrial sector) ▲ 12.1% → ▲ **38%**
- Daily waste emissions per person 904g/day → **880g/day or less**
- Percentage of ZEH in new houses (including Nearly ZEH and ZEH Oriented) 18.7% → **50%**
- Percentage of environmentally friendly passenger cars (EVs, PHVs, FCVs, HVs) 17% → **40%**
- Offices and facilities with ISO Environmental Management System certification 930 → **1,800**

Find the website here!



\*Target years mainly set at FY 2032. Different years may be set depending on survey frequency and other factors.

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