Basic Policy for Subnational Diplomacy of Okinawa Prefecture

March 2024 Okinawa Prefectural Government

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<u>Concept Underlying the Basic Policy for Subnational Diplomacy of Okinawa Prefecture</u>

Known as *Bankoku Shinryo no Shima*, or the island serving as a bridge between nations, Okinawa prospered as crossroads where diverse cultures and civilizations met through interactions with mainland Japan and foreign countries, as well as through a long history of trade with China, Korea and South East Asian countries as detailed in *Rekidaihoan*, a collection of historical diplomatic documents dating to the Ryukyu Kingdom. Historically, Okinawa respected harmony with neighboring countries, absorbed foreign cultures to develop its unique Ryukyu-style crafts, performing arts and cultural traditions for which Okinawa is renowned today, and built relationships of trust with foreign countries as a *shurei-no-kuni*, a country that honors courtesy. This proud history underlies the identity of Uchinaanchu, meaning people of Okinawan origin.

During World War II, Okinawa became the only place in Japan where a ground battle was fought, involving all residents. The battle tragically claimed hundreds of thousands of lives, including non-combatants, and mercilessly destroyed the local cultural heritage and natural environment. Even after the war, Okinawa was separated from Japanese rule for 27 years, during which people of Okinawa suffered grave violations of human rights and indescribable hardships. This painful historical experience was etched deeply into the hearts of the people of Okinawa, and made us determined to never allow Okinawa to fall victim to war again. This determination, known as the Okinawan spirit for peace, has been passed down to the present day.

A southern country located in the subtropical maritime climate zone, with a history different from that of mainland Japan, Okinawa developed a spiritual culture of living with an open, flexible mind. Especially, the spirit of inclusiveness and reciprocity, including openness to different values, is embraced across generations, as indicated by the Okinawan words, *nuchi du takara* (life is the most precious treasure), *yuimaru* (reciprocity), *chimgukuru* (heart) and *ichariba choodee* (we are all brothers and sisters once we meet). The people-centered spirit that underlies the culture of Okinawa resonates with the principle of the United Nations' SDGs to realize a society that leaves no one behind.

Over a period of more than 120 years, Okinawa sent more emigrants overseas than most other prefectures in Japan. Our predecessors crossed the seas, started new lives in countries far from home and worked hard to overcome difficulties. Today, the number of Okinawan emigrants settled around the world is estimated at 420,000. The global Uchinaa (Okinawan) network has the potential to open up the future of Okinawa by preserving its history and connections and promoting multifaceted exchanges. The World Uchinaanchu Festival, which is held about every five years with the participation of the associations of Okinawans from Japan and abroad, provides an opportunity to strengthen our global ties, and is seen as a symbol of our close bond.

It has been 51 years since Okinawa was returned to Japanese rule. Over these years, the Okinawa development plan, which aims to close the gap with other parts of Japan, has been formulated six times, but Okinawa still faces many problems specific to this area, such as the underdevelopment of remote islands, the concentration of U.S. military bases, the lowest income per capita in Japan and resulting child poverty. Okinawa still has a long way to go to

become economically self-sustaining.

Today, the Asia-Pacific region including Okinawa faces growing tension caused by security and military concerns, while enjoying strong economic ties at the same time. In addition, the global spread of the Covid-19 pandemic in 2020 brought the international movement of people to a standstill and caused grave damage to the global economy. This region is now in the most difficult, complex situation since the end of World War II.

Against this backdrop, the most critical task is to maintain peace in this region, if Okinawa Prefecture is to make stable, steady progress towards prosperity and sustainable development. Should the effort to maintain peace fail, the Asia-Pacific region, which is deeply connected through supply chains, as well as the global economic community, will suffer a heavy blow, causing serious impacts on the economy and society of Okinawa as well.

For this reason, Okinawa Prefecture requests the Japanese government to solve global issues peacefully through diplomacy and dialogue, never allowing a critical situation, such as armed conflict, to arise. At the same time, Okinawa Prefecture, as a local government, is determined to make a concerted effort to reduce regional tensions using all possible measures available to us, which include: working in partnership with overseas local governments at our initiative to communicate the importance of peace widely to international society; striving for early recovery of global economic activities such as tourism and logistics that were disrupted during the Covid-19 pandemic; and renewing our relationships with countries and regions around the world.

In communicating the Okinawan spirit for peace, we emphasize the perspectives of: multifaceted inter-regional cooperation to create a society where people in Japan and the world will lead safe, secure and fulfilling lives; subnational diplomatic efforts to achieve international peace; and "human security" that values human dignity most. Considering that these perspectives are also incorporated in the Sustainable Development Goals promoted by the United Nations, Okinawa Prefecture should reinforce collaborative ties with the United Nations as part of our effort to contribute to international peace from a broad, global viewpoint.

It is also important to build relationships of trust in the Asia-Pacific region by promoting international cooperation activities with the Pacific Island nations and friendly exchanges with overseas local governments even at a higher level than before the pandemic.

While we have been promoting subnational diplomatic activities in line with the basic Okinawa 21st Century Vision (March 2010) and the comprehensive New Okinawa 21st Century Vision Basic Plan (May 2022), we must also closely cooperate with stakeholders both in and outside of the prefecture to strengthen Okinawa's own subnational diplomatic efforts in a comprehensive, cross-sectoral manner, thereby overcoming the difficulties we face today to open up a bright future.

With this recognition, we held the Bankoku Shinryo Conference on Subnational Diplomacy in 2023, at which we received valuable proposals on the direction of Okinawa Prefecture's subnational diplomacy by experts in peace, history, economy, diplomacy, and so forth.

Based on these proposals, we have drawn up the Basic Policy for Subnational Diplomacy

of Okinawa Prefecture to specify the basic concept and direction of our subnational diplomatic efforts in the hope of serving as <i>Bankoku Shinryo</i> of the 21st century.

Chapter 1: Overview and basic principles

1. Concept, philosophy and visions (objectives) of subnational diplomacy

(1) Okinawa Prefecture's concept of subnational diplomacy

For Okinawa Prefecture, subnational diplomacy means actively promoting diverse international exchanges and cooperation activities with overseas countries and regions based on the concept underlying the Basic Policy for Subnational Diplomacy of Okinawa Prefecture mentioned above, by leveraging our geographical advantage; soft powers such as the natural environment, history and culture; knowledge and techniques we have amassed as an island region; and international networks forged in various sectors.

Okinawa Prefecture will promote subnational diplomatic efforts involving a diverse range of stakeholders, including the prefectural and municipal governments, local businesses, NGOs and citizens, in international initiatives in various fields including peace, tourism, economy, education, history, culture, environment, healthcare and medical service, to achieve the three visions outlined in Section (3) below.

(2) Okinawa Prefecture's philosophy of subnational diplomacy

Okinawa Prefecture has formulated a philosophy of subnational diplomacy as shown below to align with the policy measures specified in the New Okinawa 21st Century Vision Basic Plan and the basic philosophy of the Okinawa 21st Century Vision (established in March 2010) that states "Carve out a path to a new era, interact with people around the world, and support each other: Okinawa, a peaceful and prosperous island known as *churashima*."

Serve as *Bankoku Shinryo* of the 21st century to carve out a path to a new era and contribute to world peace, mutual development and solution of international issues

Concept underlying the philosophy

The Okinawa Prefectural Government and people of Okinawa are determined to carve out a path to a new era and actively work for international peace and mutual development of the Asia-Pacific region, like our predecessors who crossed the seas to trade with Asian countries in the era of the Ryukyu Kingdom, and to work in partnership with international society to develop solutions to various global issues and share the solutions widely with the world so that Okinawa will play a more active role for the good of Japan and international society.

The philosophy represents our commitment to increasing the international presence of Okinawa as a hub of peaceful cooperation and international exchanges in the Asia-Pacific region, so that Okinawa will serve as *Bankoku Shinryo* of the 21st century both in name and in substance.

(3) Okinawa Prefecture's visions (objectives) of subnational diplomacy

In our subnational diplomatic efforts, we aim to achieve the following three visions (objectives) and promote the functions supporting these visions under the abovementioned philosophy.

These functions play an important role in regional diplomacy both separately and in combination: when combined, they will generate greater synergy and help us take an integrated approach and reinforce our efforts both in quality and quantity so that we can better contribute to peace and mutual development of the Asia-Pacific region.

a. Hub for international peace-building efforts to contribute to the peace of the Asia-Pacific region

Regional peace is a prerequisite for the development of Okinawa and the Asia-Pacific region. To maintain regional peace, we will enhance our ability to communicate the Okinawan spirit for peace in Japan and abroad and promote academic research on peace in a cross-functional manner, thereby reducing regional tension and earning greater trust from this region.

b. Global business co-creation hub connected with diverse international networks

We will expand our operations in areas where internationalization has been actively pursued, such as tourism, economy and global logistics, beyond the prepandemic level, promote academic research and interactive events themed on the local history, culture, and nature, and facilitate business exchanges leveraging the global Uchinaa network, thereby achieving a self-sustaining economy based on global economic networks centering on Okinawa.

c. Hub for international cooperation and contribution to work for sustainable development together with island regions around the world

We will carry out international cooperation activities in Japan and abroad together with island nations in the Asia-Pacific region and the world and in partnership with JICA and other relevant organizations in a wide range of fields, such as the environment, energy, water supply, civil engineering, construction, agriculture, forestry, fishery, health and hygiene, and disaster risk mitigation, by leveraging the knowledge and techniques Okinawa has amassed as an island region as well as diverse and long-standing personal connections, including overseas Okinawans. In doing so, we aim to build a network of island regions to contribute to solving international issues.

(4) Concept underlying the cross-functional activities

To promote the functions supporting the three visions (as a hub for international peace-building efforts, a global business co-creation hub, and a hub for international cooperation and contribution), we will ensure that the functions are carried out in a coordinated fashion, while flexibly combining the functions in response to the situation or request of the parties involved so that we can effectively share information and proposals and increase synergy in subnational diplomatic activities.

In cross-functional activities, the objectives of these functions are related and intertwined with each other as shown below.

a. Collaboration between the hub for international peace-building efforts and the global business co-creation hub

Free and stable economic activities are possible only in a peaceful environment. The economy and peace are closely intertwined and are essential requisites for sustainable development of the region.

We will contribute to peace and stability of the region by creating an environment that allows various international economic activities, such as tourism and logistics, to be conducted continuously and stably, and by building close relationships.

b. Collaboration between the global business co-creation hub and the hub for international cooperation and contribution

In international cooperation, companies in the fields of the environment, civil engineering, construction, agriculture, forestry, fishery, and health and hygiene will play a key role in generating business opportunities for local companies.

By working in partnership with overseas companies, local companies can introduce new knowledge and technologies and hire talented individuals, which will eventually help to solve issues that affect Okinawa.

c. Collaboration between the hub for international cooperation and contribution and hub for international peace-building efforts

International cooperation activities aim to solve various social issues together with stakeholders, and contribute to human security and regional peace.

The relationship of trust built through cooperation will help us garner greater understanding and cooperation for our efforts to reduce regional tension which is a major threat to Okinawa.

We will promote subnational diplomatic activities by appropriately and flexibly leveraging elements and advantages common to these functions, such as the local geographical features, history, culture, and the global Uchinaa network, to produce synergy.

We will also publicize our subnational diplomatic efforts comprehensively to foster cooperative ties with local governments and civic groups in Japan and abroad, thereby increasing the presence of Okinawa.

Furthermore, we will participate in international conferences and projects hosted by international organizations to exchange information with overseas countries and regions and international NGOs to promote multilayered subnational diplomatic activities.

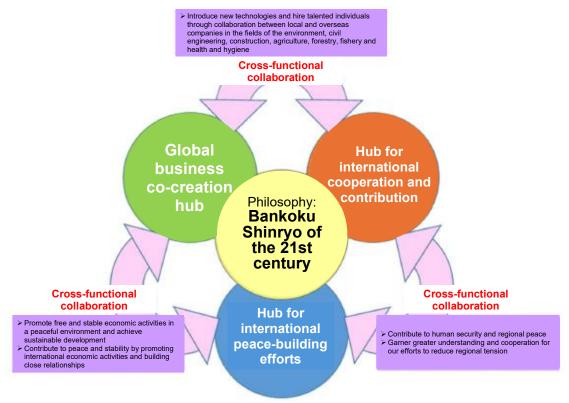


Fig. 1: Philosophy of subnational diplomacy, three visions and concepts underlying crossfunctional collaboration

2. Purpose of drawing up a basic policy

Okinawa Prefecture will strategically promote subnational diplomatic efforts in a cross-sectoral manner, combining diverse international exchanges and cooperation activities led by the prefectural departments and local stakeholders in line with the concept and direction of our efforts outlined above.

We have drawn up this basic policy to specify the principles of subnational diplomacy of the Okinawa Prefectural Government and provide guidelines to the prefectural departments and other stakeholders to carry out subnational diplomatic activities so that these efforts will be pursued in a coordinated fashion and produce greater synergy.

3. Relation of the basic policy to other governmental plans

The Basic Policy for Subnational Diplomacy of Okinawa Prefecture sets forth basic principles of subnational diplomacy of the Okinawa Prefectural Government. On the other hand, the New Okinawa 21st Century Vision Basic Plan, established in May 2022, is an action plan designed to achieve the Okinawa 21st Century Vision, the vision of a future desired by the people of Okinawa. The New Okinawa 21st Century Vision Basic Plan specifies the basic policies and measures for the development of Okinawa, while requiring that actions be taken to contribute to the SDGs. The Basic Policy for Subnational Diplomacy is fundamentally aligned with the New Okinawa 21st Century Vision Basic Plan, while addressing the "priority issues to achieve the Okinawa version of SDGs," as specified in the SDGs Guidelines of Okinawa Prefecture formulated in September 2021.

The Basic Policy for Subnational Diplomacy will incorporate measures not included in the New Okinawa 21st Century Vision Basic Plan, if necessary to address urgent issues that may arise from changes in the international situation.

Priority issues to achieve the Okinawa version of SDGs (p.8 in the SDGs Guidelines of Okinawa Prefecture)

People:

- (1) Create a society where personal differences such as sexual orientation (LGBT, etc.), disability and nationality are embraced, and each person is valued and can thrive in every aspect of society. (Respect diversity and personal dignity.)
- (2) Enhance medical and welfare services to enable people to live a long, healthy and fulfilling life, and eliminate child poverty through parenting support.
- (3) Create a learning environment that inspires children to take pride in Okinawa (by preserving and spreading *shimakutuba*, the Okinawan language) and allows them to have dreams and aspirations, and enhance education

Prosperity:

- (4) Promote sustainable and responsible tourism as a key industry, facilitate industrial development in connection with tourism and by capitalizing on synergies with tourism (through branding of local agricultural, forestry and fishery products, etc.) and ensure the stability of employment to support the economic base of the prefecture.
- (5) Serve as a hub of logistics, information and finance to connect Japan and the Asia-Pacific region.
- (6) Develop robust infrastructure and traffic networks to adapt to climate change.

Planet:

(7) Preserve the natural environment including diverse habitats and ecosystems and world natural heritage sites, facilitate transformation into an eco-island, and encourage lifestyles in harmony with nature.

Peace:

- (8) Solve issues stemming from the presence of US military bases, contribute to world peace and spread the Okinawan spirit for peace.
- (9) Create a society where everyone can live a safe and secure life through mutual support and co-creation. **Partnership:**
- (10) Preserve the spirit of yuimaru (reciprocity) and maintain harmonious personal and community bonds.
- (11) Promote diverse exchanges and collaborative activities across regions, generations, fields and cultures.
- (12) Share technologies and experiences with island regions of the world, and nurture global partnerships for international contribution.

4. Period of the Basic Policy

The Basic Policy remains in effect until FY2031 when the New Okinawa 21st Century Vision Basic Plan will end. During this period, we will implement the strategies and initiatives outlined below under this policy. This policy also includes long-term strategies towards objectives to be achieved after FY2031.

The Basic Policy will be amended from time to time as necessary.



Fig. 2: Implementation period of the New Okinawa 21st Century Vision Basic Plan and that of the Basic Policy

Chapter 2: Current situation and tasks

1. Situation surrounding Japan (Okinawa)

Today, the world is witnessing the intensification of wars and armed conflicts, typified by Russia's invasion of Ukraine and Israel's attack on Gaza, on the one hand, and the expansion of multilateral efforts including those led by the G20 on the other, making the international order increasingly complex. In addition, the world needs to address global issues that are shaking the foundations of economies and societies, including the global escalation of inflation, spread of the Covid-19 pandemic, degradation of biodiversity and climate change, as well as rapid developments in technologies, especially generative AI.

Japan, meanwhile, has entered an era of population decrease caused by the declining birthrate and aging, while experiencing prolonged economic stagnation and threats to energy and food security. In addition to these issues, Okinawa has its own local issues, such as the underdevelopment of remote islands and child poverty.

Japan's population is projected to continue to shrink, which will cause the country's global economic presence to gradually decline. On the contrary, China and Southeast Asian countries are likely to continue their economic growth, and North America and Europe are expected generally to maintain their economic presence, while emerging countries, especially those on the African continent, have the potential to achieve economic growth backed by rapid population growth.

If Okinawa is to seize significant opportunities for development under these circumstances, we should take action from a medium- and long-term perspective with an understanding of the current international situation, such as the complex international order, threat of climate change and rapid technical innovation.

2. Strengths (comparative advantages) of Okinawa in subnational diplomacy

In promoting subnational diplomacy, we should communicate the strengths (comparative advantages) of Okinawa to a diverse range of stakeholders, both Japanese and foreign. These strengths include the following.

(1) Geographical advantage

Okinawa Prefecture is located between mainland Japan and East and Southeast Asia; major Asian cities, including Tokyo, Seoul, Beijing, Shanghai, Manila, Hong Kong, and Taipei are all within a 2,000-km radius from Naha. This proximity to rapidly-growing Asia gives Okinawa a unique capability and potential to prosper as a hub of Asia that attracts people, goods, capital and information.

Located in the subtropical maritime climate zone, Okinawa also boasts rich biodiversity. The beautiful natural environment, with oceans and forests, is a valuable regional resource that supports the development of tourism and various other industries.

In future subnational diplomacy, we will leverage this geographical advantage to ride the wave of growth of Asia, while incorporating the idea of co-creation to generate new value through dialogue with diverse stakeholders in neighboring countries. By doing so, we believe we can create a virtuous cycle that allows Okinawa to achieve sustainable economic growth together with our neighbors.

(2) Traditional culture and spiritual culture

Okinawa boasts world-renowned traditional culture, such as Okinawan Karate originating in the Ryukyu Kingdom, Ryukyu dance and other performing arts, Ryukyu cuisine, awamori liquor, craftworks and more.

Okinawa prospered through trade and exchanges with Asian countries in the era of

the Ryukyu Kingdom, and fell under the huge influence of the US after World War II. Through a history of interacting with diverse regions amid turbulent times, the people of Okinawa have developed tolerance, open-mindedness and a spirit of harmony that embraces diversity.

We think that this spiritual culture of Okinawa has much in common with the universal values held by today's international society. For example, the ideas of *yuimaru* (reciprocity) and *chimgukuru* (heart) resonate well with the principle of inclusiveness that underlies the vision of a "society that leaves no one behind," which international society is striving for. In this sense, our spiritual culture, as a foundation of common understanding, will help us build relationships of trust with neighboring countries.

(3) Unique wisdom of Okinawa as an island region

Okinawa, as a subtropical island region, has unique wisdom and experience gained by overcoming many difficulties. These can be effectively used to solve issues affecting many parts of the world in various fields, including peace building, disaster risk mitigation, infrastructure, water resource management, environment, energy, healthcare and medical services.

Such knowledge and technologies are important resources that enable Okinawa to contribute to the world through subnational diplomacy. We will make the most of these resources to work on the development of island regions that face the same issues as Okinawa, and build relationships of trust with various countries and regions in the world.

(4) Network of overseas Okinawans and other international personal networks in various sectors

Okinawa Prefecture has sent more emigrants overseas than most other prefectures in Japan. Today, there is an extensive international network based on "a love of Okinawa," centering on approximately 420,000 overseas Uchinaanchu. This network plays an important role in preserving and spreading the culture of Okinawa and helps Okinawa Prefecture promote subnational diplomatic efforts, including peace-building and economic activities.

Personal networks developed through various international initiatives promoted by Okinawa Prefecture and the connections with foreigners who have lived or are currently living in Okinawa are also important resources for Okinawa's future subnational diplomacy.

3. Tasks to achieve each of the visions

Okinawa Prefecture promoted efforts to build a hub of international exchanges under the Okinawa 21st Century Vision and Asia Economic Strategy Initiative. These efforts are now being pursued under the New Okinawa 21st Century Vision Basic Plan to achieve the visions of the prefecture.

The main tasks to achieve each vision as part of efforts to promote subnational diplomacy are outlined below.

(1) Hub for international peace-building efforts to contribute to the peace of the Asia-Pacific region

a. As a means to promote peace administration, the New Okinawa 21st Century Vision Basic Plan calls for: building an international network that focuses on peace; establishing the International Peace Research Institute (tentative name); hosting international conferences regularly to contribute to peace building; and attracting

- international organizations to Okinawa. We need to develop and implement specific actions under the plan.
- b. To build an international network that focuses on peace, we should first make information (text, images and videos) on the government's peace administration ready for international dissemination by translating the information into multiple languages and enhancing the communication environment.
- c. It is important to promote peace initiatives incorporating the perspective of "human security" in partnership with local governments and research institutes in Japan and abroad, thereby developing a system (network) to share information and work in collaboration with these partners.
- d. It is also necessary to steadily take action to host international peace conferences, attract international organizations to Okinawa, and establish the International Peace Research Institute (tentative name) to increase the international presence of Okinawa as a hub for peace-building efforts.

(2) Global business co-creation hub connected with diverse international networks

- a. Okinawa's international economic exchanges have the potential to expand from Asia to Oceania, North America and beyond. We are required to develop a globally-oriented economic strategy in order to cope with the changes in the economic environment caused during the years of the Covid-19 pandemic and further promote international economic exchanges.
- b. To promote tourism in Okinawa, we aim to establish Okinawa as a "sustainable destination chosen by tourists around the world," where local residents, tourists and workers in the tourist industry respect the nature, history and culture of Okinawa and gain greater satisfaction from their experience of tourism. It is also necessary to promote the growth of tourism and maintain it within the capacity of the environment, thereby stimulating the economy of Okinawa in an optimal manner.
- c. We should build a logistics network utilizing the aviation networks connecting Naha International Airport to major cities in Japan and abroad and strengthen marine transportation capabilities, while supporting the global trade of high value-added local specialties and agricultural, forestry and fishery products and increasing the presence of Okinawa-brand products across industries.
 - In addition, we should develop markets for a wide range of businesses, including IT services, by using the international networks of the prefecture's overseas offices and associated agencies.
- d. It is necessary to help local companies enter the global market, attract companies and startups that possess cutting-edge technologies or high value-added business models to Okinawa, and encourage investments in Okinawa from companies that seek to expand business using Okinawa as a bridgehead.
- e. We should also encourage business exchanges in a wide range of sectors, such as culture, sports, environment and education to attract people, goods, capital and information, thereby accelerating the creation of high added-value business models.

(3) Hub for international cooperation and contribution to work toward sustainable development together with island regions around the world

a. In working for international cooperation and contribution, we should attach importance to building relationships of trust with partner countries and regions in our subnational diplomatic efforts, and steadily continue down-to-earth approaches

- from a medium- to long-term perspective.
- b. With this understanding, we should promote international cooperation and contribution activities leveraging Okinawa's geographical advantages and unique resources, by continuing our efforts to support developing countries in the Asia-Pacific region and other parts of the world in talent development and technology transfer under the partnership agreement with JICA.
- c. In promoting international cooperation and contribution activities, we should communicate our subnational diplomatic efforts widely to Japan and the world by cooperating with activities led by JICA and developing and implementing related projects at our initiative.
- d. Interactions, collaboration and networking with stakeholders such as relevant groups active in Japan and abroad, trainees and international cooperation personnel exchanged between Okinawa and overseas partners, and overseas Uchinaanchu around the world are valuable assets for the subnational diplomacy of Okinawa. In this light, it is necessary to create an environment to build long-lasting relationships among these stakeholders.

(4) Tasks to be carried out in a cross-functional manner (develop and retain talented individuals)

All of the abovementioned tasks are basically done by people. If Okinawa is to effectively and consistently carry out subnational diplomatic activities across all these functions, the key is to strengthen the efforts to nurture and retain globally-minded individuals capable of contributing to subnational diplomacy.

Chapter 3: Strategies and initiatives

1. Okinawa Prefecture's strategies and initiatives for subnational diplomacy

(1) Countries and regions with which Okinawa Prefecture has regional diplomatic relations

The purpose of Okinawa Prefecture in promoting subnational diplomacy is to build relationships of trust with overseas countries and regions with diverse ideologies and conditions through peaceful approaches, such as dialogue, exchanges, and cooperation activities to achieve our visions in line with our basic philosophy. Therefore, we adhere to the policy of "omnidirectional diplomacy," meaning we will not specify or select partners of regional diplomacy.

That said, it is not practical to deal with all countries and regions at the same time. Therefore, we will conduct subnational diplomatic activities under the following principles for the time being.

- a. In the near term, we will promote subnational diplomatic activities with the Asia-Pacific region, especially East Asian countries (e.g., mainland China, Hong Kong, Taiwan, Korea), ASEAN countries (e.g., Singapore) and the countries and regions where overseas offices of Okinawa Prefecture have been opened, as well as the Pacific Islands region (e.g., Hawaii State and the Republic of Palau) and South American countries where associations of Okinawans are located.
- b. As for other regions (e.g., Australia, India, Europe, the Middle East and Africa), we will expand exchange activities with them through countries and regions that are connected with Okinawa in the fields of culture, tourism, commerce, industry and peace.
- c. Notwithstanding the foregoing, if we receive a request for interaction, courtesy visit to the government, or opinion exchange from an overseas country, region or local government, we will accommodate the request wherever possible.

(2) Strategies to achieve each vision

a. Hub for international peace-building efforts to contribute to the peace of the Asia-Pacific region

With an understanding of the role of Okinawa as a prefecture of Japan that upholds "peace and international collaboration" as a diplomatic principle, we will strive to provide information on the situation of Okinawa, especially the memory of the Battle of Okinawa, to international society, foster collaborative ties and mutual understanding with organizations concerned, and carry out subnational diplomatic activities in our own way to achieve a higher level of peace, including "human security."

Phase 1:

We will compile essential information on the Battle of Okinawa and peace administration of Okinawa Prefecture and make the information ready for international dissemination by translating it into multiple languages, and build a communication network to ensure that the information will reach more people around the world. In so doing, we will strengthen our efforts to share information with the world using all possible opportunities available to us.

Phase 2:

We will work in partnership with local governments, research institutes, and peace organizations in Japan and abroad to exchange opinions, conduct academic research and share information on peace, thereby deepening mutual understanding and embracing differences in national and regional conditions and ideologies. Phase 3:

Leveraging the partnership with stakeholders in Japan and abroad, we will ask the stakeholders to request their governments to take action not only to avoid war but also to achieve a higher level of peace including "human security" in a manner suited to the conditions of respective countries and regions.

By carrying out these efforts steadily and consistently and attracting international organizations to Okinawa, we aim to make Okinawa the world's hub for international peace-building efforts.

To be specific, we will strengthen our efforts to communicate the Okinawan spirit for peace in Japan especially to international society by: globally sharing information on the attendance of foreign dignitaries to the Okinawa Memorial Service for All The War Dead and on the inclusion of additional names on the Cornerstone of Peace; enhancing the exhibitions of the Okinawa Prefectural Peace Memorial Museum; providing PR materials in multiple languages; and reinforcing partnerships with peace-related facilities located in the prefecture.

We will also develop new PR initiatives to raise public awareness of peace and build an international network that focuses on peace, leveraging the connections with the groups that have received the Okinawa Peace Prize, Japanese and foreign local governments that are promoting peace-building efforts such as Hiroshima and Nagasaki Prefectures and Jeju City in Korea, and peace-related organizations active in Okinawa.

Furthermore, we will proceed with establishing the International Peace Research Institute (tentative name) which will conduct research and studies as a hub for peace-building, strengthen the partnership with peace-related organizations and research institutes in partner countries, and organize international peace conferences regularly, while attracting international organizations working for the stability and development of the Asia-Pacific region to Okinawa.

In addition, we will draw the attention of international society to our problems stemming from the presence of the US military bases, including crimes, accidents, noise and environmental pollution, in the light of human rights and autonomy of Okinawa, and work in collaboration with overseas local governments that agree with the regional policy of Okinawa Prefecture or that host US military bases and have similar problems to us to build networks focusing on peace and organize various kinds of meetings.

Finally, we will explore the possibility for Okinawa to host a summit meeting on the theme of peace in cooperation with the national government.

Priority issues to achieve the Okinawa version of the SDGs related to this vision:

- (8) Solve issues stemming from the presence of US military bases, contribute to world peace and spread the Okinawan spirit for peace.
- (9) Create a society where everyone can live a safe and secure life through mutual support and co-creation.















b. Global business co-creation hub connected with diverse international networks

We will work to build mutually beneficial relationships with partner countries and regions and make Okinawa's economy self-sustaining by appropriately responding to the trends of Asian economies which are likely to continue growing, and by promoting exchanges between companies in Okinawa and abroad by utilizing the international networks that Okinawa Prefecture has built, including the global connections with Uchinaanchu.

Phase 1:

We will positively communicate the economic growth potential of Okinawa and the appeal of Okinawa as a tourist destination in Japan and abroad in our efforts to attract investments and promote business in Okinawa and boost interest in the prefecture among tourists, while supporting local companies for export and overseas business development.

To be specific, we will offer information on Okinawa's tourist attractions and local products mainly to individuals, companies and groups interested in tourism in Okinawa and enhance the global recognition of Okinawa to reach potential customers through promotional activities led by the Governor and overseas offices of the prefecture. We will also spread the Okinawa brand in the countries and regions covered by the logistics networks of Okinawa. Phase 2:

We will work on market development in the US, Europe and various other parts of the world, and promote the Okinawa brand using the networks of the Japanese government and private companies. We will also work in collaboration with overseas partner organizations to attract foreign companies that have cutting-edge technologies and know-how to Okinawa and encourage investments in Okinawa, while facilitating technical cooperation and business matching between overseas and local companies. In doing so, we aim to create an environment conducive to open innovation for local industries and enhance the profitability of local companies.

In addition, we will accept more students and workers from abroad so that our subnational diplomatic efforts will also help local companies improve their operations.

Phase 3:

As part of our efforts to promote new co-creation initiatives with overseas countries and regions, we will embark on joint projects that are beneficial for both our overseas partners and Okinawa, using Okinawa's unique technologies, knowhow, resources and networks that cover diverse fields including tourism, culture, sports, production, digital transformation and energy to encourage investments by local companies in foreign countries and by overseas companies in our prefecture.

We will also develop reciprocal relationships that bring economic benefits to both Okinawa and our partner countries and regions as an effective means to build mutual trust. To promote tourism, to be specific, we will strive to attract tourists mainly from Asia, the US and Europe, and positively invite MICE events and sports conventions that have special significance for Okinawa, such as the Pacific Islands Leaders Meeting.

Regarding the economy, we will establish the Okinawa brand through international promotional activities led by the Governor and government-industry collaboration to enhance recognition of the brand and expand the market. At the same time, we will host international business meetings and trade fairs, such as the Great Okinawa Trade Fair and ResorTech EXPO, as well as various international business matching and exchange events so that local companies can achieve higher business goals through collaboration with overseas companies and open innovation.

In the fields of research, culture and friendship, we will leverage our geographical advantage of being located in the center of East Asia, combined with our unique natural, historical and cultural resources, to promote international exchange activities under our existing sister state agreements with Fujian Province, Hawaii and other partners, and by signing new Memoranda of Understanding on interregional exchanges.

Culture is nurtured through interactions and enriched through mutual understanding. With this recognition, we will reinforce our efforts to promote a wide range of cultural exchange activities from international to grassroots levels.

Moreover, we will implement our own cultural programs to communicate diverse cultural aspects of Okinawa, including cultural tourism contents intended for foreign people, thereby facilitating cultural exchanges with domestic and overseas partners.

In addition, we will promote the "Ryukyu Cultural Renaissance" initiative, by hosting events for visitors to deepen their understanding of Ryukyu's history and culture and rediscover its unchanging value and by creating new business models utilizing our unique cultural resources.

Priority issues to achieve the Okinawa version of the SDGs related to this vision:

- (4) Promote sustainable and responsible tourism as a key industry, facilitate industrial development in connection with tourism and by capitalizing on synergies with tourism (through branding of local agricultural, forestry and fishery products, etc.) and ensure the stability of employment to support the economic base of the prefecture.
- (5) Serve as a hub of logistics, information and finance to connect Japan and the Asia-Pacific region.
- (11) Promote diverse exchange and collaborative activities across regions, generations, fields and cultures.



c. Hub for international cooperation and contribution to work toward sustainable

development together with island regions around the world

We will increase our domestic and international presence as a region actively engaging in international cooperation activities to help developing countries solve their issues by leveraging the knowledge, technologies and human resources that Okinawa has amassed as an island region.

Phase 1:

We will positively participate in and cooperate with the international initiatives of JICA, such as accepting trainees from abroad and sending international cooperation personnel overseas, to enhance our "ability to respond to local situations" as part of our international cooperation and contribution efforts and deepen an understanding of the needs of developing countries, while collecting and analyzing information on knowledge and technologies possessed by companies and groups in Okinawa that can be used for international cooperation.

Phase 2:

We will develop feasible international cooperation initiatives by matching the needs of developing countries with the knowledge and technologies available in Okinawa and make such initiatives known widely in Japan and abroad. In doing so, we aim to enhance our "planning and coordinating ability" for international cooperation and contribution efforts and build a system to remain connected with partners of our initiatives in and outside of the prefecture, thereby nurturing "human resources" for subnational diplomacy of Okinawa.

Phase 3:

We will take initiative in conducting international cooperation and contribution activities by making the most of the "ability to respond to local situations," "planning and coordinating ability" and "human resources" developed in the preceding phases, while working in collaboration with JICA and other organizations to produce greater synergy. By doing so, we aim to enhance our international cooperation and contribution activities both qualitatively and quantitatively and increase the recognition of Okinawa as a dependable international cooperation hub in Japan and internationally.

To be specific, we will work with JICA Okinawa to strengthen the effort to accept trainees and send international cooperation personnel, and promote initiatives to use our technologies and experiences to help island regions solve issues in such fields as peace-building, disaster risk mitigation, infrastructure, water resource management, environment, energy, healthcare and medical services. For example, Okinawa Prefecture worked in partnership with the Cambodian Mine Action Centre to share our know-how to spread the peace message as part of our international cooperation efforts. We will continue to cooperate with and contribute to countries and regions with similar problems to Cambodia.

Furthermore, we will strengthen partnerships with NGOs and NPOs active in and outside of the prefecture that have collaborative networks to tackle global issues in the fields of poverty, education, environment, and human rights, and thus can play an important role in the subnational diplomacy of Okinawa Prefecture.

In addition, we will promote exchanges and collaboration with a diverse range of overseas stakeholders, as well as overseas Okinawans, through activities led by JICA Okinawa and the World Uchinaanchu Center (tentative name) currently being

planned, and by organizing the World Uchinaanchu Festival to bring together people who love Okinawa.

Furthermore, we will maintain the connections with foreigners accepted for training in Okinawa even after the training is over, and deepen the ties with foreigners who have lived or are currently living in Okinawa to build long-lasting relationships with their countries and regions.

Priority issues to achieve the Okinawa version of the SDGs related to this vision:

- (10) Preserve the spirit of *yuimaru* (reciprocity) and harmonious bonds among individuals and community ties.
- (11) Promote diverse exchange and collaborative activities across regions, generations, fields and cultures.
- (12) Share technologies and experiences with island regions of the world, and nurture global partnerships for international contribution.



(3) Development of talented individuals capable of leading subnational diplomacy

For Okinawa Prefecture to effectively and continuously carry out subnational diplomatic activities, the most important thing is to develop and retain talented individuals. With this understanding, we will actively implement educational programs for students and young people to help them develop a global mindset and the ability to contribute to international society in a manner unique to Okinawa.

We will also create an environment that enables globally-minded individuals we have developed to perform to their fullest potential.

In our efforts to foster a global mindset, we will expand our study-abroad and training programs in the Asia-Pacific region, Europe, the US, and Latin America, and organize study tours to the sites where international cooperation projects are under way.

We will also promote education on international understanding to foster empathy and respect for different languages and cultures, in cooperation with OIST and JICA Okinawa and through international cultural exchanges.

In addition, we will offer opportunities for young people in Okinawa who want to work for an international organization or global company and employees of local companies doing business overseas to acquire global skills and competencies, in collaboration with private companies and relevant support groups.

(4) Other initiatives

In addition to the above, we will promote subnational diplomatic activities stipulated in the Okinawa 21st Vision and the Okinawa 21st Century Vision Basic Plan.

As for the new initiatives and main projects included in the Proposal for Subnational Diplomacy of Okinawa Prefecture adopted by the Bankoku Shinryo Conference on Subnational Diplomacy of Okinawa Prefecture, we will consider their feasibility, necessity, cost-effectiveness and sustainability in a transparent manner and embark on initiatives and projects that have been deemed implementable.

<u>Chapter 4: Promotion of subnational diplomatic activities and measurement of progress</u>

1. Structure to promote subnational diplomatic efforts

(1) Cooperation with stakeholders in subnational diplomatic efforts

In carrying out subnational diplomatic activities, we can achieve greater synergy by working in collaboration with diverse stakeholders. Therefore, we encourage each group of stakeholders to fulfill the following roles, while striving to create an environment that allows them to better play their roles.

- a. Roles expected of residents of Okinawa Prefecture
 - Learn about the history of Okinawa, especially the Battle of Okinawa, and pass down the history to the next generation.
 - Become familiar with and preserve the culture of Okinawa including traditional performing arts, and join or support international exchanges and cooperation activities to develop a global mindset as a member of a harmonious multicultural society.
- b. Roles expected of NGOs, NPOs and civic groups
 - Cooperate with the prefectural government in preserving, passing down and educating the public on the history, culture and nature of Okinawa, as well as preserving and disseminating the memory of the Battle of Okinawa.
 - Expand the international peace network, and promote international cooperation activities to contribute to the solution of environmental issues, refugee support, disaster response, and protection of human rights.
 - Share information with the Okinawa Prefectural Government and other stakeholders.
 - Raise public understanding, recognition and awareness of the significance of international cooperation.
- c. Roles expected of businesses and economic organizations
 - Expand the international economic exchange networks and overseas sales channels, create technologies and businesses that can contribute to solving global issues, and promote international contribution activities in parallel to developing business overseas.
 - Nurture globally competent individuals for international business development.
 - Participate in and cooperate with the initiative of the Okinawa Prefectural Government to build a hub for international peace-building efforts.
- d. Role expected of relevant support groups
 - Provide support for expanding the international economic exchange networks, Uchinaa network, and international exchange and cooperation networks.
- e. Roles expected of educational and research institutes
 - Conduct research on the history, culture and performing arts of Okinawa and on the Battle of Okinawa, and share the results of such research with the public.
 - Expand international exchange networks in the field of education and academic research.
 - Nurture globally competent individuals using educational resources.
- f. Roles expected of municipal governments
 - Preserve and disseminate the history of each municipality including the memory of the Battle of Okinawa, and educate local residents on the history to pass it on to the future.

- Provide support for local businesses in building international economic and exchange networks and developing sales channels overseas.
- Promote exchanges with local governments overseas by fostering sister city relationships.

g. Roles expected of the Japanese government

- Support the Okinawa Prefectural Government in promoting local products of Okinawa at Japanese diplomatic establishments abroad, achieving a self-sustaining economy, and conducting skills training for the youth including students in Okinawa.
- Promote international cooperation and contribution activities using the Uchinaa network in collaboration with JICA Okinawa.

(2) Enhancement of the structures and functions of the overseas offices (staff) of the Okinawa Prefectural Government

In the subnational diplomacy of Okinawa Prefecture, our overseas offices play an important role in building networks with local governments and relevant organizations of the countries and regions where they are located. We will enhance the structures and functions of our overseas offices to promote international exchanges in culture, education and various other fields, in parallel to strengthening economic ties.

(3) Okinawa Prefectural Government's structure to promote subnational diplomatic efforts

We will enhance our internal structure to promote subnational diplomatic activities as outlined below, to achieve the abovementioned three visions: a hub for international peace-building efforts, a global business co-creation hub, and a hub for international cooperation and contribution.

a. Subnational Diplomacy Office

We will promote subnational diplomatic activities strategically and through government-wide collaboration under the supervision of the Subnational Diplomacy Office that is comprised of the heads of relevant departments, with the Governor and the Deputy Governor serving as its Director and Vice Director respectively.

The Subnational Diplomacy Office is responsible for determining the direction of subnational diplomatic efforts of the prefectural government, drawing up the Basic Policy for Subnational Diplomacy of Okinawa Prefecture and annual action plans, and monitoring the progress of subnational diplomatic initiatives.

b. Reinforcement of the supervisory function over subnational diplomatic activities

We will establish a new organization to supervise subnational diplomatic activities of the prefectural departments to ensure that the activities are carried out in a strategic, cross-departmental manner.

To promote public understanding of the subnational diplomacy of Okinawa Prefecture, we will also actively compile and share information about our subnational diplomatic activities and provide consultation on related issues.

c. Organizational reinforcement and allocation of staff and budget for subnational diplomatic activities

For strategic implementation of subnational diplomatic activities, we will ensure that staff and budget are allocated appropriately to these activities and take active measures to nurture talented individuals in a well-planned manner.

(4) Opportunities to learn from external experts

To flexibly cope with changes in the domestic and international situations and trends of the times, we will establish the Okinawa Prefecture Subnational Diplomacy Advisory Board comprised of external experts to receive professional advice on our subnational diplomatic efforts.

To promote subnational diplomatic activities prefecture-wide, we will also secure opportunities to hear the opinions of various stakeholders and incorporate their opinions in our policy measures.

2. Method to measure the progress of subnational diplomatic efforts to achieve our visions (objectives)

We will measure the progress of the activities carried out under this policy and of efforts to achieve our visions by hearing the opinions of external experts at the Advisory Board and through assessment by the Subnational Diplomacy Office.

We will also monitor the progress of individual policy measures relating to subnational diplomacy.

Terminology

ASEAN

The Association of Southeast Nations was established in 1967 under the Bangkok Declaration. Its founding member nations were Thailand, Indonesia, Singapore, the Philippines and Malaysia. In 1984, Brunei joined, after which the number of members increased gradually, and it now has 10 member nations.

Bankoku Shinryo

The term "Bankoku-no-shinryo (bridge of numerous nations)" is found in the inscription on the bell cast in 1458 during the Ryukyuan Kingdom era and installed at the main hall of Shuri Castle (it is commonly known as "Bankoku Shinryo Bell"). The inscription reads: "Ryukyu Kingdom ... has sailed ships and served as a bridge between various nations, and the Kingdom is filled with foreign products and precious goods..." It attests to Ryukyu's active trade with East Asia and its surrounding regions, centering on tribute trade with the Ming dynasty (China).

Chimgukuru

(Noun) Heart. It is an Okinawan word for "heart" spoken with emphasis. Both *chim* and *kukuru* (pronounced *gukuru* after *chim*) mean "heart." It also conveys such notions as thoughtfulness and compassion.

CMAC (Cambodian Mine Action Centre)

Originally a demining training center established within UNITAC in June 1992, it became an independent agency in November 1993, when its operational authority was transferred from UNITAC to the Cambodian government.

G20

G20 is an intergovernmental framework of meetings attended by the heads of 20 states, which include the G7 members (France, the United States, the United Kingdom, Germany, Japan, Italy, Canada and the EU—in the order they have chaired past G7 meetings) and Argentina, Australia, Brazil, China, India, Indonesia, Mexico, Republic of Korea, Russia, Saudi Arabia, South Africa and Turkey—in alphabetical order.

Human security

A concept of protecting people, respected as individual human beings, from a wide range of serious threats to their survival, livelihood, and dignity, and of encouraging their sustainable autonomy and society building through protection and empowerment so that they can fully realize their individual potential.

Ichariba choodee

An Okinawan saying that means, "we are all brothers and sisters once we meet." This saying expresses the friendliness, tolerance, and open-mindedness of the Okinawan people. It carries the teaching that people who do not know each other can be like brothers and sisters if given a chance to get to know each other well; therefore, if you meet somebody, you must treat them like your brother or sister and cherish your relationship with them.

JICA Okinawa

One of the 15 offices of the Japan International Cooperation Agency (JICA) across Japan. JICA Okinawa conducts training in various fields mainly for government officials from developing countries, organizes projects relating to the recruitment and dispatch of JICA volunteers from Okinawa, cooperates with NGOs for their activities, and supports education concerning international understanding and development.

MICE

MICE stands for Meeting, Incentive Travel, Convention, and Exhibition/Event, and is used as a general term to refer to a whole spectrum of business events expected to attract large numbers of people.

NGO

Non-Governmental Organization. An NGO is an organization established for international cooperation outside the framework of an intergovernmental agreement.

NPO

Non-Profit Organization. An NPO is an organization that voluntarily pursues, and aims to continue, activities without internally distributing profit from them.

Nuchi du takara

Literally meaning, "life is a treasure," this expression conveys the idea that life is precious and irreplaceable and should never be wasted, no matter how painful it may be to live, and that it is only by living that one can experience pain and joy. This expression is believed to be taken from a Ryukyuan poem composed by King Sho Tai, the last king of the Ryukyuan kingdom, upon surrendering Shuri Castle.

OIST

OIST stands for Okinawa Institute of Science and Technology Graduate School. It was established to conduct internationally outstanding education and research in science and technology, thereby contributing to Okinawa's promotion and autonomous development and technological advances in the world. It has an integrated five-year doctoral course that promotes world-class research without the boundaries of departments and conventional disciplines. Outstanding researchers representing multiple areas of research gather together from within and outside Japan to pursue joint research on cuttingedge technological innovations. Over half the faculty and the student body are non-Japanese, and education and research are conducted entirely in English.

Okinawan Karate

A form of culture, a martial art, said to be of Okinawan origin.

It is believed to have developed from the martial arts that had existed in the Ryukyu Kingdom era into a uniquely Okinawan form through numerous interactions with surrounding nations (such as China, Japan and others in Southeast Asia).

Today it comprises several schools, including ones based on ancient Shuri/Tomari-te and Naha-te; Uechi-ryu, which largely derives from Chinese martial arts; and kobujutsu (ancient martial arts) that use weapons such as sticks and tridents. They are generally practiced in dojos in towns.

Okinawa Peace Prize

Established in 2001 to communicate to the world Okinawa's heartfelt wish for peace and to contribute to world peace, the Okinawa Peace Prize is awarded every other year to an individual or organization that has contributed to peaceful living and wellbeing of people in the Asia-Pacific region, with which Okinawa has close geographical and historical ties.

Peace administration

Various peace-building initiatives are pursued by the people of Okinawa, many of whom have experienced firsthand the absurdity and cruelty of war, and who have made it their mission to accurately communicate to future generations the horrific memory of the Battle of Okinawa and historical lessons learned therefrom so that they will never fade away.

Responsible tourism

Responsible tourism represents a movement to realize better tourist

destinations based on the idea that all parties involved in tourism should take responsibility for the impact of tourism on the local culture and natural environment. It also emphasizes the task of getting tourists to be more aware of sustainability.

SDGs

Sustainable Development Goals. Set forth in the "Transforming Our World: The 2020 Agenda for Sustainable Development" adopted at the UN Summit on Sustainable Development in September 2015, the SDGs are a set of 17 goals and 169 targets for the international community to achieve by 2030, to realize a society in which "no one is left behind" through a wide range of comprehensive economic, societal and environmental initiatives.

Shimakutuba

Literally "island language," it refers to the Okinawan language that has been preserved across Okinawa. It constitutes the foundation of Okinawan culture, including Kumiodori (Ryukyuan Kabuki), classical Ryukyuan music, Ryukyuan dance, and Okinawan theater.

Shurei-no-kuni

Literally "country of observance of manners," it refers to a country where great importance is attached to courtesy and civility.

Soft power

A concept proposed by Professor Joseph Nye of Harvard University in the United States. It refers to power based on an entity's ability to influence others through invisible and indirect means, such as culture, values and ideology, in contrast to hard power, which is the ability to influence with military or other coercive forces. Okinawa's soft power is represented by its geographical advantages, rich and unique natural environment, history and culture.

Startup

An enterprise that attempts to go public or sell itself relatively soon after its establishment by rapidly developing a new market based on a novel business model, providing new value to the market and contributing to society, thereby dramatically increasing the value of its business activities.

Supply chain

A supply chain refers to a series of processes through which a product reaches a consumer, starting from the procurement of raw materials and continuing through manufacturing, inventory control, logistics, sales and so forth. This continual flow is likened to a chain in the term "supply chain."

Sustainable

Something is sustainable when it can be sustained, that is, can be continued for an indefinite period of time.

Uchinaa Network

A network of multi-faceted connections among Uchinaanchu (people of Okinawan origin, including those living outside Okinawa, both in and outside Japan, and their descendants) and current residents in Okinawa Prefecture and others who have ties with Okinawa. These connections are formed mainly through various interactions in diverse areas, including cultural and economic activities.

Yuimaru

(Noun) Circle ("maru") of exchange of labor ("yui"). It mainly refers to the way farmers work their fields, but it can also be used about other types of work as well. It is the Okinawan version of barter, which does not involve the payment of wages. It is sometimes shortened to "yui." Generally, the concept is understood to mean a community-based mutual aid system.