Executive Summary

Tamba Sasayama, with a total population of approximately 42,000, is a rural city situated in the center of the Japanese archipelago. The city retains abundant natural environment and historical terraced fields of Echigo rice and old post stations in the Fukuishima District. Attracting millions of visitors every year, this rural city is a treasure trove of both tangible and intangible cultural heritages such as Tamba ware, Ojiyama-yaki pottery, and Tamba cotton; Sukiyaki Festival, traditional Noh stages, and time-honored Shinto rituals. Locally grown agricultural products such as black soybeans, chestnuts, and mountain potatoes are nationally sought after.

In recent years, Tamba Sasayama enjoys an increased number of international tourists interested in staying at renovated Japanese-style inns with a classic atmosphere. Our renovation initiative to utilize old properties is widely recognized as a best practice of SDGs amid growing nationwide concern over unoccupied houses especially in rural areas.

Since the UCCP designation in 2015, we have implemented various projects to preserve and leverage the above mentioned heritages. Examples include:
- Historic Street Art Festival in Tamba Sasayama
- International Seminar of Crafts and Pottery
- Tamba Sasayama Agriculture School
- and numerous crosscutting collaboration projects.

Tamba Sasayama continues to actively disseminate information as a pathfinder of sustainable rural model while preserving and passing down its indigenous cultures and traditions along with fostering innovations and welcoming creative synergies.
Contribution to the Programme’s Global Management

3.1 Number of UCCP Annual Conferences Attended in the Last Four Years:

- 2016: Östersund, Sweden (City of Gastronomy)
  Mayor Takaaki Sakai made his first presentation and introduced Tamba Sasayama to the UCCP members.
- 2017: Enghien-les-Bains, France (City of Media Arts)
  Deputy Mayor Hiroshi Hirose delivered a speech, and made a guest appearance on a local radio station.
- 2018: Krakow and Katowice, Poland (Krakow: City of Literature, Katowice: City of Music)
  Mayor Sakai made his second presentation, and a representative from the city reported on good practices in the field of Crafts and Folk Art.
- 2019: Fabriano, Italy (City of Crafts and Folk Art)
  Mayor Sakai made his third presentation.

3.2 Hosting of a Previous or Future UCCP Annual Conference:
None

3.3 Hosting of Working or Coordination Meeting(s) Addressed to One or More UCCP Creative Field Representatives (Including Sub-Network Meetings):

The City of Tamba Sasayama actively participated in the sub-network meetings:
- 2018: Icheon, Republic of Korea - attended by Tatsuaki Koyama
- 2019: Kanazawa, Japan - attended by Tatsuaki Koyama

3.4 Hosting of International; Conference(s) or Meeting(s) on Specific Issues Salient to the Creative Cities with a Large Participation of Members of the Programmes:

- November, 2015: The Six Ancient Kilns of Japan Summit - Prior to the UCCP membership designation
  Icheon (City of Crafts and Folk Art) participated in this summit.
- November, 2017: Japan Heritage × Creative City Forum
  Tsuruoka (City of Gastronomy) participated in this forum.

3.5 Financial and/or in-Kind Support Provided to UNESCO in order to Strengthen the Sustainability of the UCCP in Different Areas Including Management, Communication and Visibility (Dates, Types of Contribution, Factual or Estimated Amounts, Main Objectives, etc.):
None

3.6 Serving as Cluster Coordinator or Deputy Coordinator and Period:
None

3.7 Participation in the Evaluation of Previous Applications (Number of Applications Evaluated per Call for Application) of Previous Membership Monitoring Reports (Number of Reports Evaluated per Reporting Exercise):
2 (in 2017 and 2019)
1 Major Initiatives Implemented at the Local and City Level to Achieve the Objectives of the UCCP

INTERNATIONAL BIENNALE OF GASTRONOMY AND POTTERY

In 2015, the city organized two major events: The International Biennale of Gastronomy and Pottery, and the Six Ancient Kilns of Japan Summit. Pottery artists from Icheon, Republic of Korea, and delegates from Japan’s six ancient kiln cities were invited to deepen their exchanges. In 2017, the city again organized two major events: The International Biennale of Gastronomy and Pottery, and the Japanese Heritage Creative Cities Forum. Prof. Masayuki Sasaki with Daishin University, a leading academic in the field of creative cities in Asia; and Prof. Yuuki Nishizawa with the University of Tokyo, a ceramic specialist participated in the forum. During the discussion, a vigorous exchange of views and ideas was observed among the panelists including Tamba potters and Mr. Masamichi Tanaka, a former deputy mayor of Yatsushiro City (City of Gastronomy).

HISTORIC STREET ART FESTIVAL IN TAMBA SASAYAMA (2016, 2018)

This art festival was launched in an attempt to preserve Tamba Sasayama’s traditional townscape by the artists and locals concerned with the city’s culture. With a help of local support groups and volunteers, this event has grown into a popular street festival where various artworks are displayed in about 35 preserved townhouses. (only 6 townhouses were available in the initial year, about 10 years ago.) With the intention to promote citizens’ creative activities and to energize UCCP’s exchanges, the city regards this art festival as one of the important international events along with “the International Biennale of Gastronomy and Pottery.” In 2018, we invited artists from Russia, Korea, and Singapore, and offered various international exchange programs during the festival. The 13,809 USD (1,500,000 JPY) was granted for this project.

TAMBA POTTERY FESTIVAL AND “HARU-MONOGATARI” FESTIVAL

Tamba Pottery Festival is one of the popular annual pottery festivals in Japan held every autumn which attracts nearly 100,000 visitors. The Haru-monogatari festival is also a highly popular pottery event held in every spring where various workshops in various workshops to learn about pottery techniques and firing process.

TAMBA WARE NEW PRODUCTS DEVELOPMENT PROJECT—“THE TAMBA STYLE”

The Tamba Style is a project for promoting new Tamba ware products. During a component analysis, artisans found the Tamba ware is different from other Japanese pottery products, which has led to the development of new products such as microwave-safe plates. The city held food festivals featuring the innovative crockery along with homewares.

TAMBA SASAYAMA GASTRONOMY & POTTERY PROMOTION PROJECT

With the aim of promoting local crockery and improving the level of customer satisfaction, we have encouraged hotels and restaurants to use locally produced plates, bowls, and cups by subsidizing part of the purchasing expenses since 2015. The number of applications granted: 40 (17 applications in 2015, 10 in 2016, 9 in 2017, and 4 in 2018).

SABAIBARU FAIR

Started last year, this event features competition among the participants who run traditional mackerel (saba) sushi restaurants. Visitors can enjoy different types of mackerel and participate in workshops where hands-on mackerel making experiences are available. Pottery workshops are also organized in view of promoting Tamba ware along with regional dates.

JAPAN HERITAGE CREATIVE CITY PROMOTION PROJECT

Tamba Sasayama started to offer subsidies to local entities in a bid to further promote activities that would lead to encouraging locals to feel, learn, and appreciate “Japanese Heritage Creative Cities.” In 2018, a total of 32 project applications were accepted including one workshop project for locals to deepen their knowledge about Tamba ware, the guide boards and signposts installation project in the pottery village area, and the Tamba ware new products development project.
TAMBA SASAYAMA AGRICULTURE SCHOOL
- “Sasayama School” - lectures on forest management methods including the proper usage of logging equipment such as a chain saw
- “Bakuro School” - lectures on agriculture for beginners who have just started their agricultural business or who are interested in farming
- Workshops on how to grow vegetables using planters (this workshop is intended for mothers with young children)
- Workshops on how to grow vegetables using planters (this workshop is intended for mothers with young children)
- Exploratory meetings of “the Person, Farmland Plan”
- Demonstration of management methods

KOBE UNIVERSITY + TAMBA SASAYAMA CITY RURAL INNOVATION LAB.
In collaboration with Kobe University, the City of Tamba Sasayama operates “Tamba Sasayama Innovators School” where prospective entrepreneurs can learn about essential business knowledge before starting up their own rural business in the fields of agriculture, tourism, and so on. The city also implemented several joint research projects with Kobe University as well as a series of workshops and seminars for students interested in the agricultural business. This year, local entrepreneurs were invited to conduct lectures on agriculture at this school.

CREATIVE CITY NETWORK OF JAPAN
The City of Tamba Sasayama took an initiative role in CCNJ operations, and contributed to a creative development of Japanese society by encouraging fellow members to actively interact with each other and share information, ideas, and practices.

MARUYAMA VILLAGE
Maruyama village successfully transformed itself from a marginal hamlet into one of the nationally renowned villages known for its innovative renovation initiatives for old properties. Their attempt to rejuvenate uninhabited old houses led to resolving a series of concerns—depopulation, abandoned houses and farmlands—in a creative way, and which also brought an increased number of tourists and created new jobs. This village has been working actively to preserve the natural environment, landscape, and endangered species, and which attracts attention among conservation-conscious entities including Toyota Motor Corporation. In collaboration with Kobe University + Tamba Sasayama Innovation Lab., the Koba museum for fostering human resources, Maruyama Village has implemented several other projects including efforts toward a designation of “ecolodge.” This innovative village offers internship opportunities and welcomes volunteer workers.

CREATIVE CITY NETWORK OF JAPAN
The City of Tamba Sasayama took an initiative role in CCNJ operations, and contributed to a creative development of Japanese society by encouraging fellow members to actively interact with each other and share information, ideas, and practices.

SAKURA (CHERRY) FESTIVAL
Now in its 10th year, SAKURA (Cherry) Festival, is a popular annual spring event where visitors can enjoy Tamba Sasayama’s beautiful scenery, local dishes together with Tamba ware.

SASAYAMA ARCHITECTURE SCHOOL PROJECT
In Tamba Sasayama, one can easily find fine examples of successfully renovated hotels and restaurants that used to be abandoned or vacant properties. Amid growing concern over unoccupied old houses especially in rural areas, Tamba Sasayama gathers nationwide attention for the best practices of the renovation initiatives. In collaboration with Kobe Design University and Tamba Sasayama Society of Commerce and Industry, nikkenkobo (Scrum), a group of vibrant local building contractors, organized workshop seminars on technical knowledge and skills for renovating old Japanese-style houses. The seminars lasted for consecutive 5 days, and a total of 15 people participated. (10 people from Japan, and 5 people from overseas)

WORKSHOP FOR TROWEL AND PLASTERING SPECIALISTS
One-day training seminar for trowel and plastering specialists was held at a local vo-tech school. This workshop was organized by the alliance of 3 local entities: Tamba Sasayama Plastering Technical Study Group, Hyogo Construction Workers’ Union, and Tamba Sasayama Technical High School. This year the 20th delivery of the course was evoked to welcome up to 57 participants from both inside and outside the city. Characteristic plasterer Akira Kanaumi delivered a lecture on plaster finish and other related techniques. It is no exaggeration to say that Tamba Sasayama is a mecca for learning plastering technique and traditional craftsmanship.

TAMBA SASAYAMA HINA FESTIVAL
Held in old Japanese-style houses, closed elementary school buildings, and local shrines and museums, this event features Hina dolls (Japanese traditional dolls usually displayed at the Girls’ Festival) and hands-on workshops on traditional culture and history of Tamba Sasayama. Organized with an active participation of local residents, the city aims to boost tourism and pass down its traditional culture and history to future generations while fostering civic pride among residents.

CHANGES IN THE NUMBER OF TOURISTS AFTER DESIGNATION

<table>
<thead>
<tr>
<th>Year</th>
<th>Number of tourist</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increased by 125,000 (2013-2017)</td>
<td>3,000,000</td>
<td>3,500,000</td>
<td>4,000,000</td>
<td>4,500,000</td>
<td>5,000,000</td>
</tr>
</tbody>
</table>

Implementation of the Creative City Strategic Plan
- Japan Heritage Designation (in April)
- UCCP Registration (in December)

The number of overnight visitors

Registration

Increased by 125,000 (2013-2017)
CITY VISIT AND CROSS-CULTURAL ASSISTANCE PROGRAM

The City of Tamba Sasayama welcomed visitors as follows:

- Kütahya, Turkey: 5 visitors in September 2016 * Kütahya joined the UCCP in December 2017
- Gyeongsang National University (South Gyeongsang, Republic of Korea): 2 visitors in June 2017
- Jinju City (South Gyeongsang, Republic of Korea): 7 visitors in August 2017
- Ginzai Pottery Association (South Gyeongsang, Republic of Korea): 5 visitors in June 2016
- Republic of the Philippines: 11 visitors in July 2016
- Chiang Mai, Thailand: 2 visitors in December 2018 (City of Crafts and Folk Art)
- Domestic cities including Osaka; and Toto ward, Tokyo

SASAYAMA GAKUEN

Sasayama Gakuen, a training institution for care workers, was established in 2017 on the site of the former Tannan branch campus of Sasayama Industrial High School. The school has actively accepted foreign students including students from Hue City, Vietnam, with which Tamba Sasayama has maintained a friendly-city relation since 2018. Hue City is a former imperial capital of Vietnam and boasts its royal palace that has a UNESCO world cultural heritage designation. We intend to foster synergy with Hue City and work closely together in the fields of tourism, agriculture, and welfare.

CULTURAL EXCHANGE WITH OTHER MEMBER CITIES

- Held a meeting to exchange ideas and opinions with the City of Nagoya, a member city of UCCP. (2018)
Tamba Sasayama is a relatively small city but maintains diverse culture and tradition. We have received two Japan Heritage designations from the Agency of Cultural Affairs: Dekansho-bushi, a highly-acclaimed folk song of Tamba Sasayama; and Noborigama-kiln, a traditional pottery-making kiln which received an Important Tangible Folk Cultural Property designation from Hyogo Prefecture. The oldest kiln is over 120 years old and continues to be used for the annual "Harumonogatari," pieces created by local potters and citizens including children are fired in this time-honored kiln. The theme of the song is basically on the city’s beauty, ancestry, traditional culture, and local specialties which convey the charm and character of the city, and we also appreciate and embrace new traditions recently burgeoned in the city. Best lyrics are chosen at the annual grand prix.

**THE OLDEST NOBORIGAMA (CLIMBING KILN) PRESERVATION PROJECT**

Built in 1895 (over 120 years ago), the noborigama kiln (climbing kiln) in Konda-cho, Tamba Sasayama is the oldest remaining kiln in Japan which received an Important Tangible Folk Cultural Property designation from Hyogo Prefecture. This oldest kiln needed an expensive repair work because of deterioration due to aging, and the Cooperative Association of Potters of Tamba Tachibana Ware took the helm and conducted a large-scale repair work over a two-year period from 2014. Many people including local citizens participated in the project. During the popular annual spring event called “Haru-monogatari,” pieces created by local potters and citizens including children are fired in this time-honored kiln.

**THE DEKANSHO-BUSHI GRAND PRIX**

Designated as a Japan Heritage by the Cultural Affairs Agency, Dekansho-bushi, a highly-acclaimed folk song of Tamba Sasayama, carries a lot of charma of the city and has long been sung among local citizens. The theme of the song is basically on the city’s beauty, ancestry, traditional culture, and local specialties which convey the charm and character of the city, and we also appreciate and embrace new traditions recently burgeoned in the city. Best lyrics are chosen at the annual grand prix.

**TOWNSCAPE PRESERVATION PROJECT**

Tamba Sasayama retains beautiful landscape such as Maruyama Village, as well as the Important Preservation District for Groups of Traditional Buildings designated by the Japanese government such as the Kawaramachi District and the Fukunomachi District. The City of Tamba Sasayama, one of the ten designated cities under the Program to Support Renewed Landscape-oriented City Development by the Ministry of Land, Infrastructure, Transport and Tourism, propels the preservation of the entire landscape of the former castle town. In 2020, Tamba Sasayama will hold the National Convention for the Preservation District for Groups of Traditional Buildings, and the succeeding preservation projects will be carried out with the help and support of local citizens.

**HISTORIC STREET ART FESTIVAL**

This biannual festival is held in the Kawaramachi District, one of the Important Preservation District for Groups of Traditional Buildings designated by the Japanese government. With an active participation of local people, crafts and modern art pieces are displayed at museum-like renovated old Japanese- style townhouses. This event helps foster a sense of civic pride, promote cultural exchanges, and encourage tourism in the region.
Regional Lab. refers to renovated old Japanese-style houses or closed schools occupied or utilized by those people who have just moved in and started their own business in the city, or the local people who are planning to launch a new business or who are engaged in creative activities. The City of Tamba Sasayama aims at developing workable solutions for the housing problem in depopulated areas by encouraging innovative artists and welcoming energetic people interested in launching the agriculture or tourism business.

The Aji Festival is a local festival that features regional specialties and cuisine. Tamba Sasayama boasts a wide range of produce including black soybeans, chestnuts, wagyu beef, mountain potatoes, and wild boar meat, all of which produced here in Tamba Sasayama are nationally sought after. At this food festival, tourists and visitors of all ages enjoy not only culinary delights but also the historical townscape and natural landscape while walking around the venue.

We encourage our citizens to acquire the requisite knowledge and skills in the area of agriculture and forestry by holding various workshops and lectures such as: cultivation methods of local agricultural products; operational procedures for agricultural machinery; and forestry management techniques. We are also committed to fostering new business and cultivate future talents in order to successfully pass down the craftsmanship and expert techniques in the fields of craftwork, architecture, and agriculture.

Together with Kanazawa (City of Crafts and Folk Art) and Kobe (City of Design), Tamba Sasayama will host several projects such as crafts exhibitions and cultural seminars. We expect such inter-city collaborations will further enhance our inspiration and creativity.

As a trailblazer of an innovative rural model with cultural sustainability, we are determined to bring in wider diversity to the UCCP by actively transmitting relevant information and welcoming visitors to our agricultural community. Our attempt will surely showcase the sustainability of a relatively small-scale rural village.

The Fukusumi District is located in the area adjacent to a western tip of Kyoto Prefecture. Along both sides of the main road called the Saikei-Kaido route, which connects Tamba Sasayama and Kyoto, are lined with beautifully preserved old Japanese-style houses. The Minazuki Festival, a local festival dedicated to the deities of Sumiyoshi Shrine on the main road, is filled with a rural atmosphere and has conveyed the region’s folktales traditions from generation to generation. In the backyard of Sumiyoshi Shrine lies a remarkable Japanese garden called “Sunshine Garden” created by Miki Shigekatsu, a notable contemporary Japanese landscape architect. This garden needed an extensive repair work to regain its original charm after a lap of 25 years of disuse.

The Aji Festival is a local festival that features regional specialties and cuisine. Tamba Sasayama boasts a wide range of produce including black soybeans, chestnuts, wagyu beef, mountain potatoes, and wild boar meat, all of which produced here in Tamba Sasayama are nationally sought after. At this food festival, tourists and visitors of all ages enjoy not only culinary delights but also the historical townscape and natural landscape while walking around the venue.

Tamba Sasayama + Kobe University Rural Innovation Lab. was jointly established by the City of Tamba Sasayama and Kobe University, one of the leading national universities in Japan. This local laboratory serves as an innovation hub where creative new ideas and services are incubated. Its comprehensive curriculum is based on both practical and theoretical approaches. Our ultimate goal is the development of affluent and beautiful rural villages in a sustainable way so that this lab. plays an important role in providing the necessary education to equip students with the skills and mindset to be active in the fields of agriculture, gastronomy, and tourism. We also encourage such innovative business leaders to settle in the city. So far, more than 100 students have graduated from the institution, and many of them have already established their businesses here in Tamba Sasayama. We continue to back up those creative entrepreneurs and strive for the regional revitalization.

In collaboration with Kobe University Kanazawa (City of Crafts and Folk Art) and Kobe (City of Design), Tamba Sasayama will host several projects such as crafts exhibitions and cultural seminars. We expect such inter-city collaborations will further enhance our inspiration and creativity.

We enhance the community’s recognition and encourage them to actively participate in the programs and events that we offer in order to foster a sense of civic pride. Specific moves of the initiatives include: publishing brochures to educate children to engage in cultural life and understand the benefits of life in a Creative City; providing a subsidy to entities which promote projects related to the UCCP activities.
6.2 PRESENTATION OF A MAXIMUM OF THREE INITIATIVES, PROGRAMMES OR PROJECTS AIMED AT ACHIEVING THE OBJECTIVES OF THE PROGRAMME ON AN INTERNATIONAL LEVEL, PARTICULARLY THOSE INVOLVING OTHER MEMBER CITIES IN THE PROGRAMME

Expanding and reinforcing the network through active information dissemination and human interactions.

[Diagram: Reinforcing the network]

We aim to promote our “rural innovation model” through the collaboration activities with fellow UCCP member cities, as well as disseminating information to the rest of the world.

**ARTISTS EXCHANGE PROGRAM**

We promote cultural exchanges through cooperation and collaboration with fellow UCCP member cities. With the intention to create a new culture and reinforce the network, we dispatch our ceramic artists overseas and accept visitors from both home and abroad.

**Expanding and reinforcing the network through active information dissemination and cultural exchanges.**

**ACTION 1: REINFORCING NETWORK**

We promote cultural exchanges through cooperation and collaboration with fellow UCCP member cities. With the intention to create a new culture and reinforce the network, we dispatch our ceramic artists overseas and accept visitors from both home and abroad.

**ACTION 2: EXPANDING NETWORK**

Expanding the network through active information dissemination and cultural exchanges.

The City of Tamba Sasayama has actively accepted visitors from several (then) candidate cities such as Kütahya, Turkey; Chiang Mai, Thailand; and Jinjyu, Republic of Korea. We also provided assistance to a Korean researcher of the Max Planck Society for the Advancement of Science (Germany) who studied Tamba ware for a duration of one year. We continue to contribute to the network by actively accepting such delegates and researchers.

6.3 ESTIMATED ANNUAL BUDGET FOR IMPLEMENTING THE PROPOSED ACTION PLAN

<table>
<thead>
<tr>
<th>Project</th>
<th>Estimated Budget (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Japan Heritage &amp; Creative City Promotion Project</td>
<td>$84,784</td>
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<tr>
<td>Townscape Innovation Project</td>
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<td>Historic and Cultural City Promotion Project</td>
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<td>“Omotenashi” or Welcoming Tourists Project</td>
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<td>Tourism Promotion Project</td>
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<td>The Six Ancient Kilns of Japan Utilization Project</td>
<td>$28,267</td>
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<tr>
<td>Expanding the network through active information dissemination and cultural exchanges.</td>
<td></td>
</tr>
</tbody>
</table>

6.4 PLAN FOR COMMUNICATION AND AWARENESS

In addition to the up-to-the-minute tourist information on our website for foreign visitors, we also plan to carry out the following initiatives: post our latest activities on the UCCP website; hold online meetings to share information with relevant municipalities and fellow member cities within our field; accept visitors and participate in international conferences with the intention to contribute to the expansion of the network.