

An aerial photograph of Sapporo, Japan, showing a dense urban area surrounded by green hills. In the distance, a large number of wind turbines are visible on a flat landscape under a clear blue sky. The text 'New Value' is overlaid in white, sans-serif font, with a horizontal line below it.

New Value

for a New Era

Created by the City of Sapporo

Attractiveness/Characteristics of Sapporo



Lifestyle of Sapporo



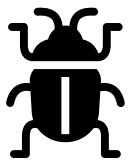
No Cedar Pollen !



No Rainy Season !



No Typhoons !



No Cockroaches !



A City to Be Reborn

1972

Improvement of the city in the wake of the Winter Olympics



1972 Winter Olympics Opening Ceremony



1971 Subway Namboku Line opens

After 50 years

2030

Accelerating urban renewal

Sapporo will change **greatly** and **anew**



**Accelerating efforts to attract companies to
redeveloped office area in the city center.**

Characteristics of Redeveloped Buildings

Highly functional office

- Environmentally friendly
- Decarbonization
- Excellent BCP measures
- High comfortability

**Provide a safe, secure,
and comfortable office
environment**

※Please do not copy the images below.



(Tentative) Sapporo Kita 1 Nishi 5 Project



Kita 5 Nishi 1 and Nishi 2 Districts



(Tentative) Sapporo 4-chome Project



AXA Sapporo Nakajima Park Project 「LILAC SQUARE」

Our Efforts toward a Decarbonized Society



City of Sapporo Zero Carbon City Declaration

2030

Greenhouse Gas Emissions
59% reduction!
(National reduction target 46%)
※Compared with 2013

2050

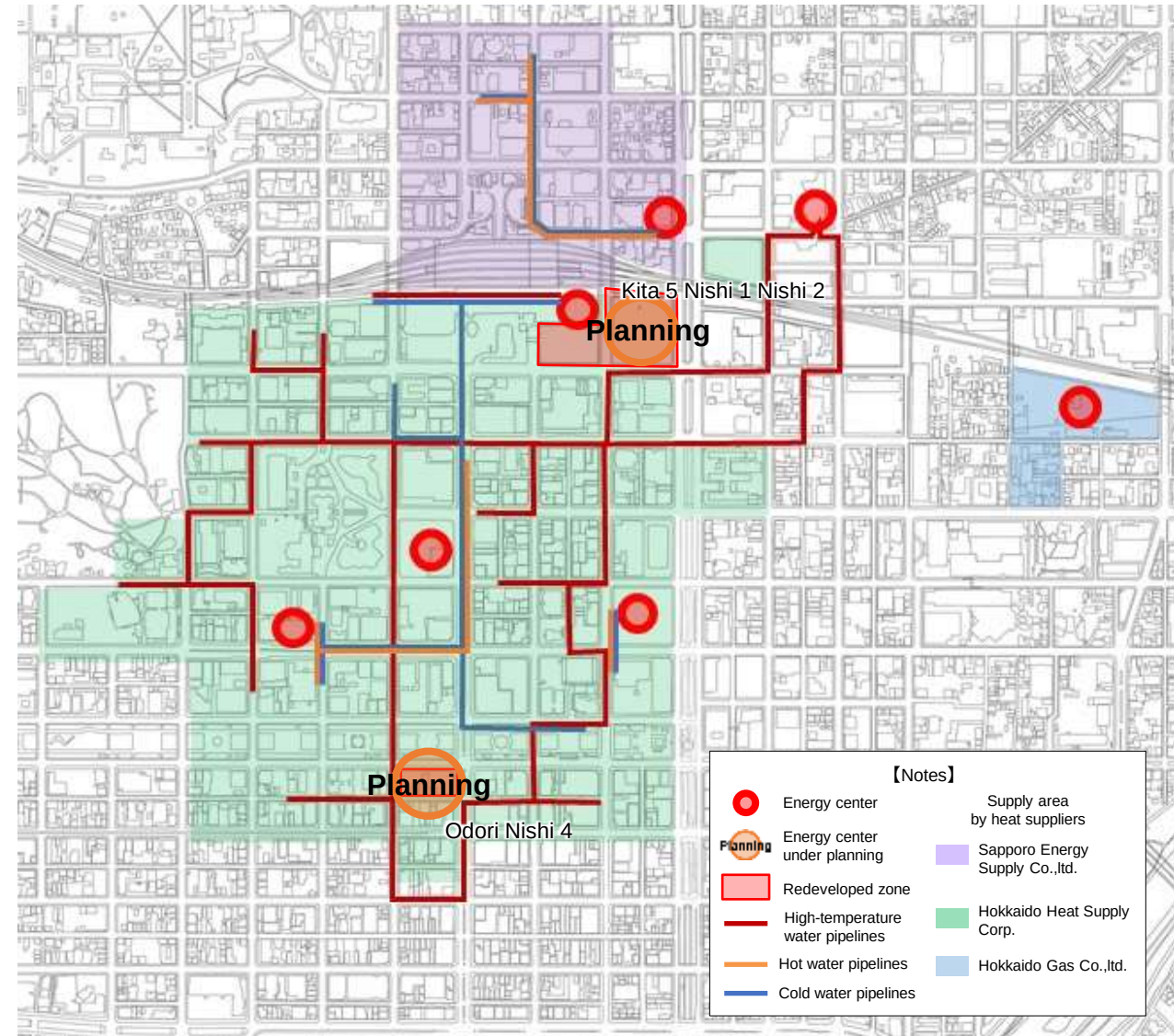
Net zero greenhouse gas
emissions from the city !

Low-carbon and Robust Heat Utilization

Improve and expand heat conduit network



Effectively use unused heat in the underground walking space by installing heat conduits



Low-carbon and Robust Heat Utilization

■ Introduce co-generation system



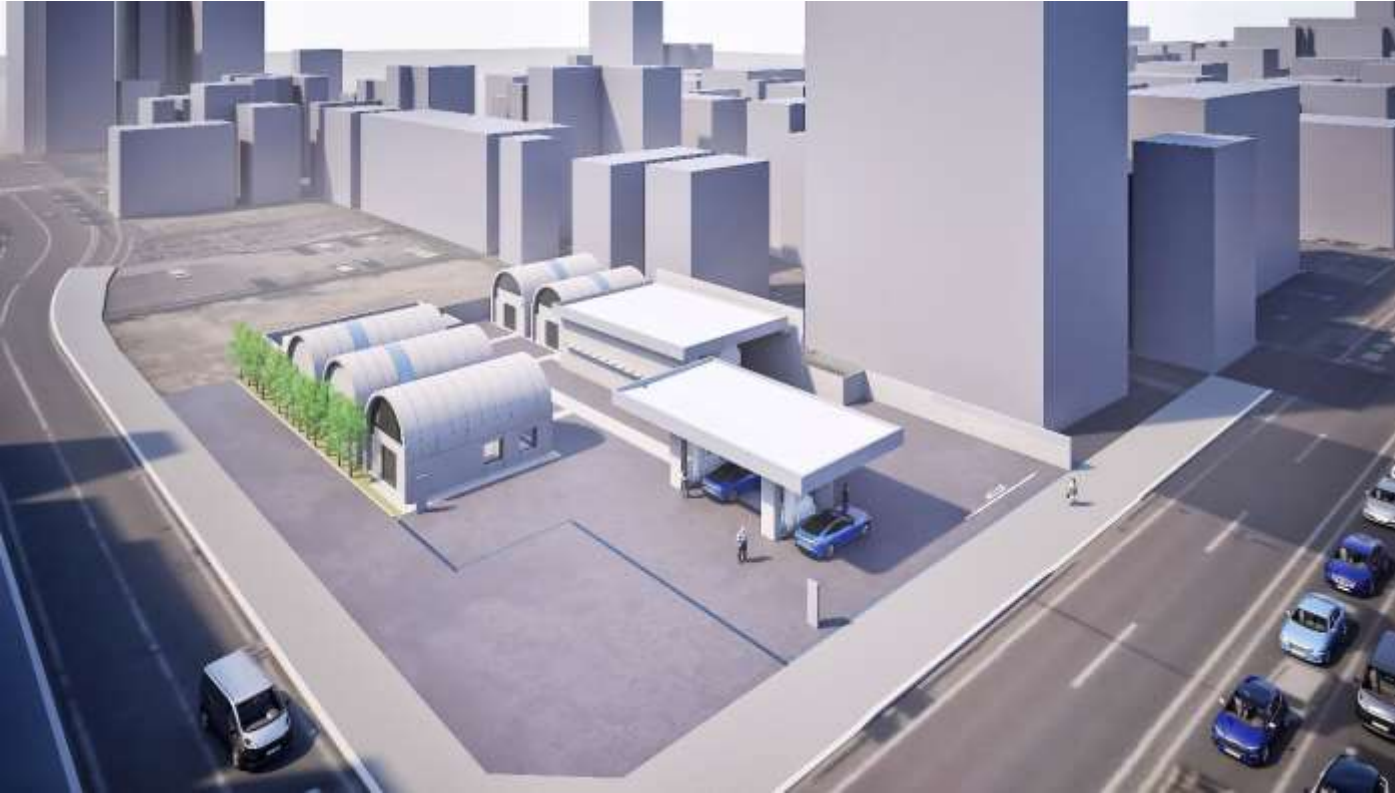
- Toughen the building as a power generator
- Save Energy by utilizing exhaust heat generated during power generation

■ Utilize renewable energy



- Woody biomass
- Cold outside air
- Proactively use renewable energy

Development of Hydrogen Model Districts



*This image is tentative. The design could be changed.

Development Example

① Stationary hydrogen station

First stationary hydrogen station in Hokkaido for FC buses, trucks, and other large vehicles

② Visitor attraction and exchange facility with pure hydrogen fuel cells installed

Team Sapporo-Hokkaido

Hokkaido-Sapporo Declaration for the Future of a Decarbonized Society



Promote efforts to attract
over 150 trillion yen in public and private
investment and corresponding investment
from around the world over the next 10
years



Establishment of
Team Sapporo-Hokkaido

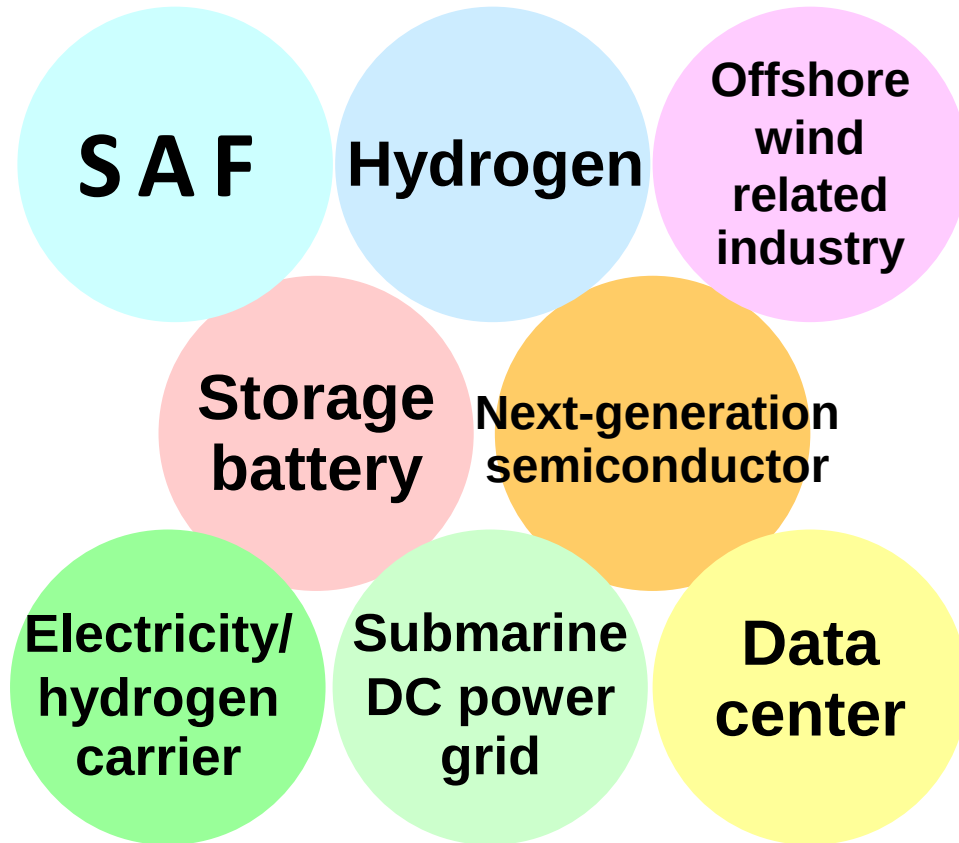
Team Sapporo-Hokkaido Initiatives

8 GX Projects



6 Priority Initiatives

Cooperation



- ① **Information Platform**
- ② **Regional Development and Promotion**
- ③ **Fund Finance**
- ④ **Special Zone**
- ⑤ **Human Resources Development**
- ⑥ **Information Dissemination**

Renewable Energy Potential of Hokkaido

Introduction Potential

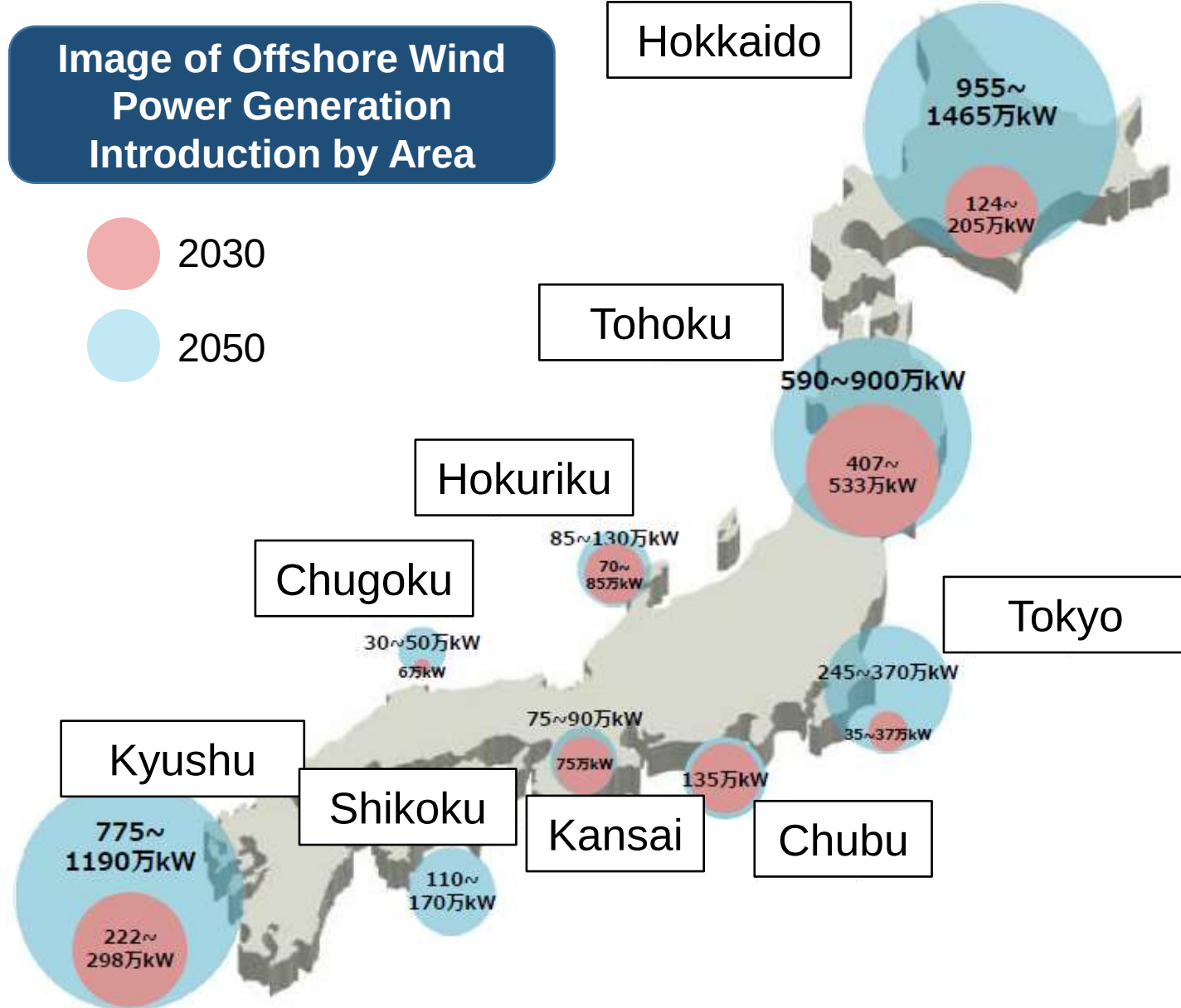
	National Ranking	National Ratio
Wind	1	35.3%
Solar	1	24.6%
Hydropower	1	9.4%
Geothermal	2	14.3%

Source: Created by Hokkaido Economy Bureau of Economy, based on Information Provision System(Trade and Industry Ministry of the Environment Renewable Energy 2022)

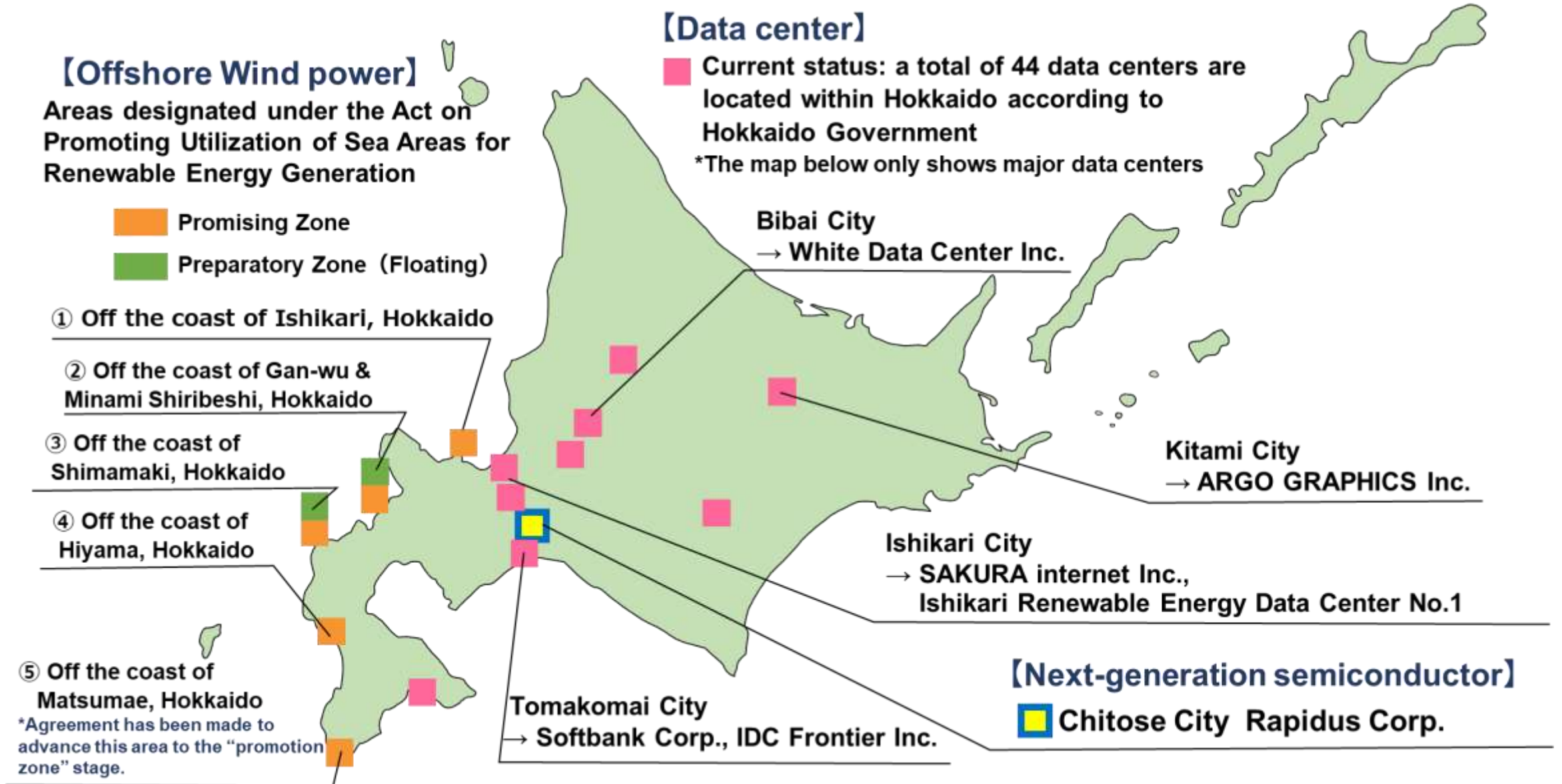
Source: Public-Private Consultative Meeting on Enhancing the Competitiveness of the Offshore Wind Industry Vision for the Offshore Wind Industry (Phase I) (December 15, 2020)

<https://www.mlit.go.jp/kowan/content/001382704.pdf>

Image of Offshore Wind Power Generation Introduction by Area

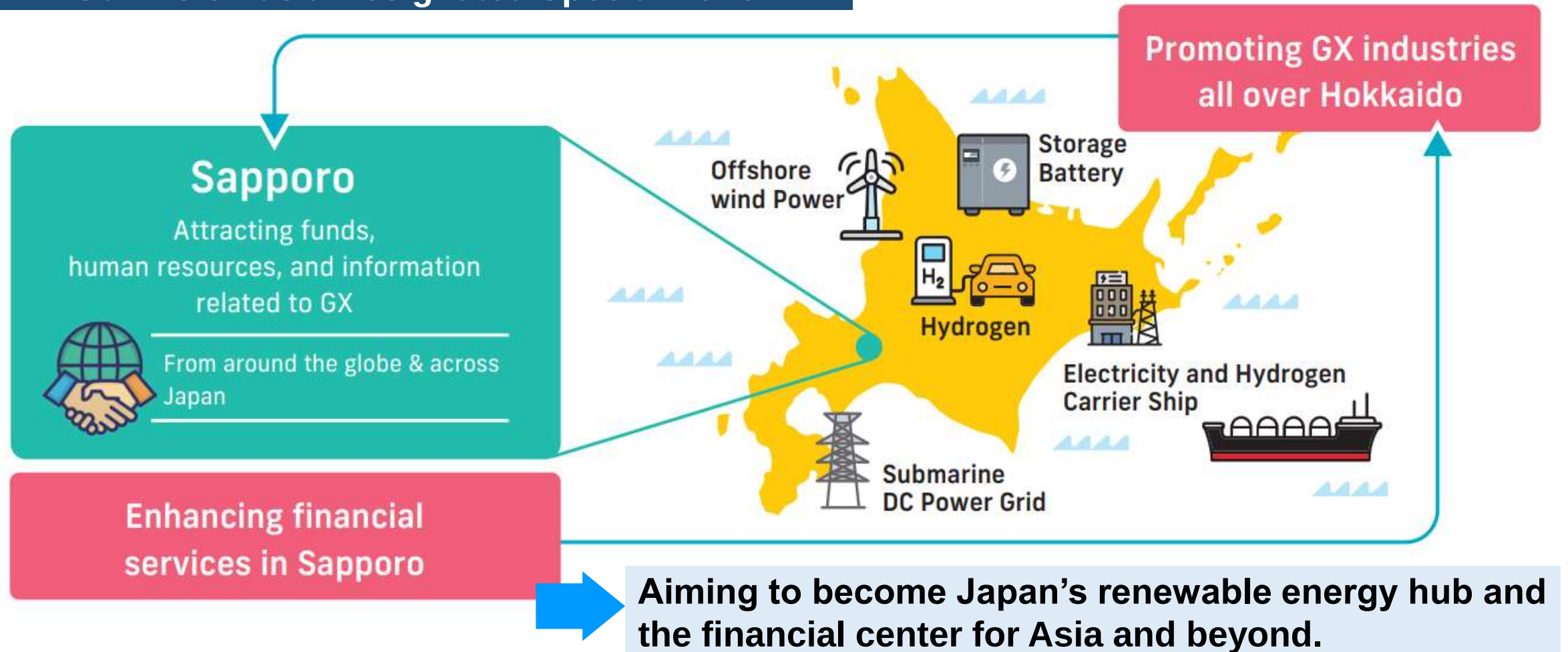


GX Projects in Progress within Hokkaido



Special Zone for Financial and Asset Management Businesses specialized in GX

Our vision as a Designated Special Zone



National Initiatives (special measures and deregulation)

GX



Finance

**Wind power/
renewables**

Operations by foreign vessels and professionals to build and maintain offshore wind power generation facilities

Offshore wind farms in the exclusive economic zone

Hydrogen

Deregulating restrictions on compressed hydrogen storage

**Highly-skilled
professionals**

Clarification on the points-based system, specifically regarding the conditions that local governments need to meet in order to grant an additional 10 points within the system.

**Administrative
services in
English**

Expanding English support in financial regulatory processes for asset management businesses (specifically, setting up a Financial Market Entry Office in Sapporo)

English support for newly entering firms in the procedures required to start business in Japan, such as opening bank accounts.

**Funding &
financing
support**

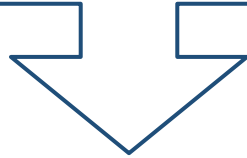
Creating a new status of residence for foreign nationals investing in startups

Deregulation of banks' investments in GX-related businesses

National Initiative (AI Hokkaido Collaborative)

The government established the initiative, collaborating with the Hokkaido Government and City of Sapporo.

Encourage startups and other businesses to utilize the sites in Hokkaido as test fields for green transformation and AI technology projects .



Support the creation of new businesses by identifying challenges that could impede the societal implementation of these projects as well as proposing regulatory reforms.



Initiatives to be implemented by Hokkaido & Sapporo

Improvement of business environment

1. **Deregulation (in Sapporo) Administrative services in English.**
2. **Tax incentives (Prefectural and municipal tax)** For green transformation-related industries and financial institutions.
3. Promoting office buildings with low environmental impact
4. Increase private jet services at Okadama Airport.
5. Increase the number of direct international flights to Chitose Airport.

6. One-stop support service for life and business in Hokkaido/Sapporo

A variety of services will be provided in English

Improvement of livability

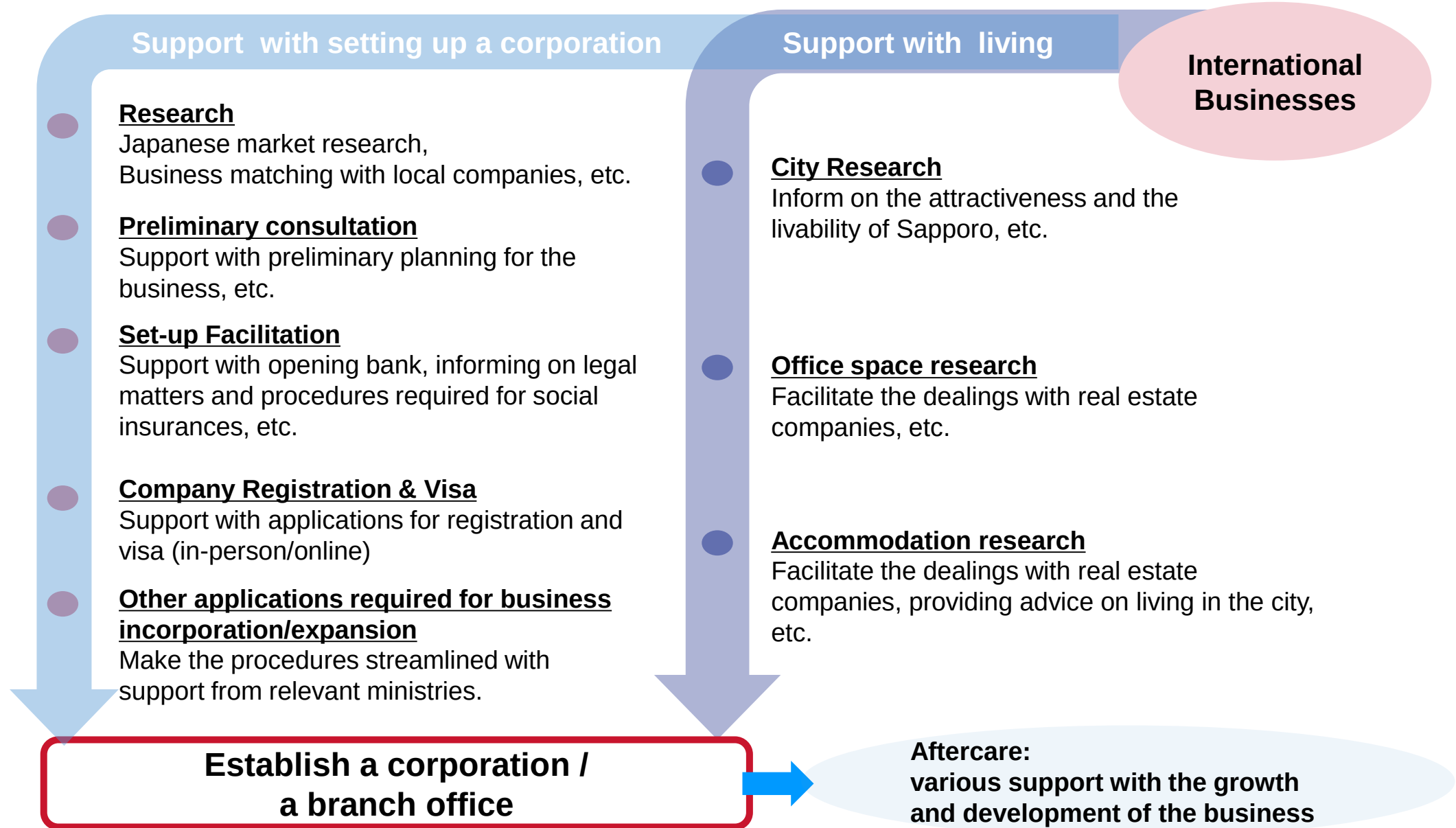
7. Establish International schools and schools offering the International Baccalaureate Program -a program that can be accepted overseas as a qualification for university entrance.
8. Increase cashless transaction services.
9. Improve foreign language information signs, etc. to ensure safe and comfortable mobility for foreigners.

Initiatives to attract businesses, startups, human resources, and information

10. Attract foreign asset management companies
11. Bring in green transformation-related businesses and increase business matching opportunities.
12. Foster more startups and increase business matching opportunities for startups.
13. Build a platform to consolidate green transformation-related information and establish a system to certify green transformation-related businesses.
14. Develop human resources opportunities in green transformation industries as well as environmental finance.
15. Hold seminars and events to share information about green transformation and environmental finance.



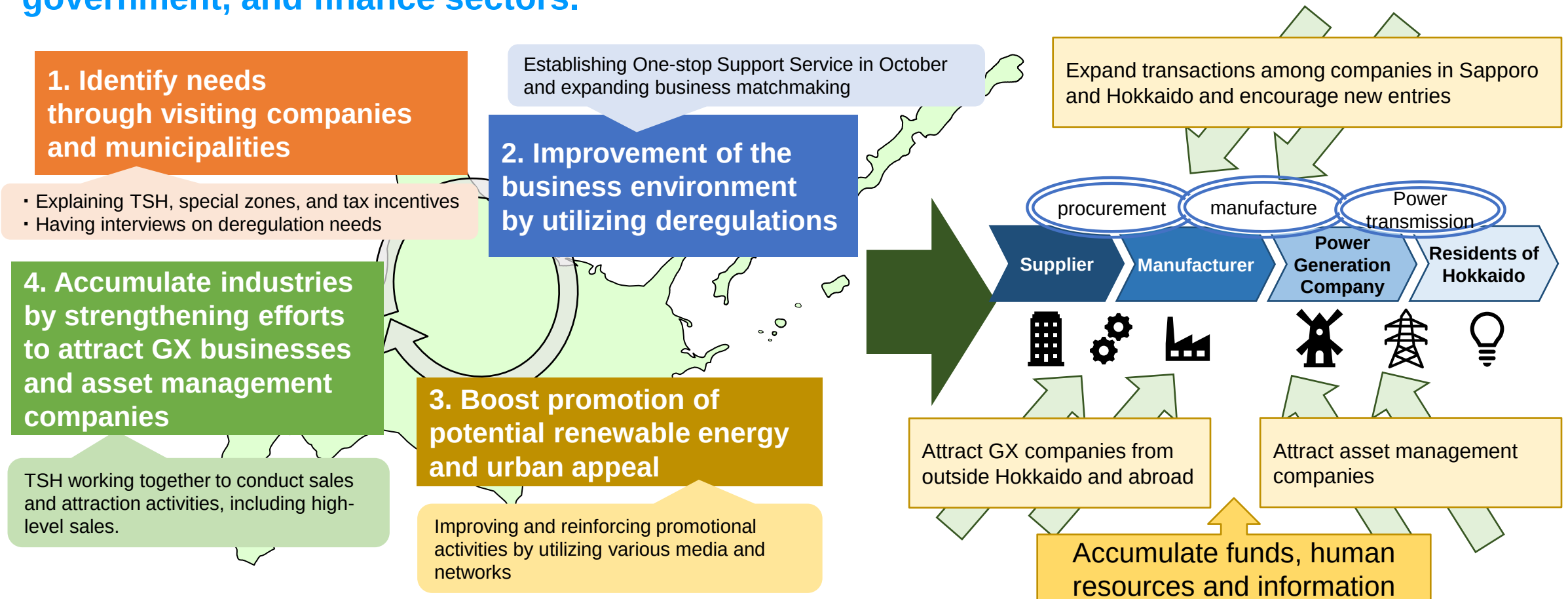
One-stop support service for business and daily living



Future initiatives and prospects of Team Sapporo-Hokkaido

This is a once-in-a-century opportunity.

We will accelerate efforts to **build supply chains and generate employments in the GX industry, as well as enhance and cluster financial functions, by bringing together industry, academia, government, and finance sectors.**



A skier in a purple and white suit is captured mid-jump, soaring over a vast cityscape. The skier is wearing a purple and white racing suit, black gloves, and black ski boots. They are on yellow skis. The background shows a dense urban area with many buildings, surrounded by snow-covered hills and a clear blue sky with some clouds. The text "Thank you!" is written in white in the upper right corner.

Thank you!