Section 1  Past Efforts

<April, 2015>

Enforcement of Comprehensive Support System for Children and Childrearing (since April 2015)

Based on Three Children1- and Childrearing-Related Acts enacted in 2012, the Comprehensive Support System for Children and Childrearing has been enforced in earnest since April 1, 2015.

<April, 2015>

Installation of Children and Childrearing Administration (since April 2015)

In conformity with enforcement of the Comprehensive Support System for Children and Childrearing since April 2015, a new organization called Children and Childrearing Administration has been installed in the Cabinet Office, by appointing the Minister of State for Special Missions (in charge of measures against the declining birthrate) as Director-General, in order to make general plans and coordination for the measures against the declining birthrate; children and childrearing support; promotion of the New Outline of Measures to Cope with Society with Declining Birthrate; and implementation of Comprehensive Support System for Children and Childrearing.

<April, 2016>

Amendment of the Act on Children and Childrearing Support (since April 2016)

To improve the support system for children and childrearing, it was decided in the 2016 ordinary session of the Diet that some projects should be created to help and support owners of company-site daycare facilities, and accordingly the Act on Children and Childrearing Support (Act No. 65 of 2012) was amended and enforced from April 2016, which includes an increased upper limit of contributions collected from general employers.

<June, 2016>

Formulation of The Japan’s Plan for Dynamic Engagement of All Citizens (since June 2016)

Starting from October 2015, “People’s Council for Dynamic Engagement of All Citizens” chaired by the Prime Minister was held in order to deliberate a plan for realizing “a Society in which All Citizens are Dynamically Engaged,” which aims to achieve “New Three Pillars of Stability” including “Dream Weaving Childrearing Support.” In May 2016, in the Council, “The Japan’s Plan for Dynamic Engagement of All Citizens” (draft) was summarized and approved at a Cabinet meeting on June 2, 2016. (Figs. 1-2-1, 1-2-2 and 1-2-3)

The plan seriously addresses the issue of declining birthrate/aging population, a bottleneck of economic growth, and shows a 10-year roadmap from FY 2016 to 2025 for realizing “a desirable birthrate of 1.8.” The measures include youths’ employment stabilization and better working conditions; improvement of various childcare services; work-style reform; elimination of restrictions hampering youths to receive desirable education, and so on.

In October 2016, as for the promotion of marriage support, a review session on “the efforts by companies and groups toward creating an environment to fulfil the youths’ wish for marriage” was held under the Minister of State for Special Missions (in charge of measures against the declining birthrate) in order to discuss about the efforts carried out by companies, groups, universities, etc. in cooperation with local governments. The proposal made in December 2016 emphasizes the importance of working-style reform for improving the environment, and additionally suggests several points: companies’ voluntary efforts to support the balance of work and childcare; providing youths with a place to communicate and interact with each other; support for youths’ activity leading to marriage; promotion of working-style reform and childrearing support; cooperation with local governments to support youths; and not to push or recommend a specific sense of values to youths.

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1. The pertinent three acts include Act on Children and Childrearing Support (Act No.65 of 2012), Act on Partial Amendment of the Act on Advancement of Comprehensive Service Related to Education, Child Care, etc. of Preschool Children (Act No.66 of 2012), and Act on Arrangement of Relevant Acts Incidental to Enforcement of the partially revised Act on Children and Childrearing Support and Act on Advancement of Comprehensive Service Related to Education, Child Care, etc. of Preschool Children (Act No.67 of 2012)
On the second stage of Abenomics, we will tackle the issue of the declining birthrate and aging population, which is at the root of the obstacles in economic growth, head on. In order to try to build a new system of our economic society where we enhance childcare supports and social security as a broader economic policy, which will lead to a more robust economy.

We will realize a society where diversity is accepted and all citizens are included, which will lead to more certain prospects for the future, a boost in consumption and the expansion of investment. We will encourage all citizens to fully show their various talents, which will lead to improvement in the labor participation rate and creation of innovation, in order to further accelerate the economic growth.

We cannot continue "distribution" without the fruits of "growth". We will enhance the foundation of childcare and social security, utilizing achievements of Abenomics. People can be engaged in growth when they are provided supports for childcare and nursing care. On the other hand, we cannot provide supports without the fruits of growth. A set of the new three arrows combined altogether itself can be called as the ultimate growth strategy.

**Fig. 1-2-1**

The Japan’s Plan for Dynamic Engagement of All Citizens
(Presentation of Positive Cycle of Growth and Distribution)

- On the second stage of Abenomics, we will tackle the issue of the declining birthrate and aging population, which is at the root of the obstacles in economic growth, head on. In order to try to build a new system of our economic society where we enhance childcare supports and social security as a broader economic policy, which will lead to a more robust economy.

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**Fig. 1-2-2**

The Japan’s Plan for Dynamic Engagement of All Citizens
(Tree diagram for realizing “desirable birthrate of 1.8”)

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The Japan’s Plan for Dynamic Engagement of All Citizens
(Measures for realizing “desirable birthrate of 1.8”)

### Work Style Reforms

<table>
<thead>
<tr>
<th>Improvement in Working Conditions of Non-regular Workers</th>
<th>&quot;Equal pay for equal work&quot; should be realized urgently. Through formulation of guidelines, we show what kind of differences in treatment to workers are unreasonable and to be corrected. To make the correction of treatment smoothly, we will submit the related bills as a package.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Practices of Long Working Hours</td>
<td>Working long hours makes it difficult for people to balance work and life and prevent career formation for women. We will strengthen the enforcement of legal regulations and reconsider the state of agreement in Article 36 of the Labor Standards Act.</td>
</tr>
<tr>
<td>Promotion of Employment of the Elderly</td>
<td>We provide support for businesses raising the retirement age to 65, and extending employment age beyond 65.</td>
</tr>
</tbody>
</table>

### Improvement in the Environment for Childcare

<table>
<thead>
<tr>
<th>Additional Childcare Capacity Arrangement</th>
<th>We prepare capacity needed for childcare from 400,000 to 500,000 children, including capacity in private companies, to be achieved by the end of FY 2017.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improvement in Wage of Childcare Providers</td>
<td>We newly introduce a pay raise equivalent to 2% (about 6,000 yen per month). With wages in the budget reflected appropriately in the childcare providers’ actual wages, we additionally improve wages for those who have enough skills and experiences, thus reducing differences between childcare providers and female workers across all industries, which is currently around 40,000 yen per month. We also eliminate the wage gap between male and female workers across industries as a whole, promoting measures based on the Act on Promotion of Female Participation and Career Advancement in the Workplace and achieving the concept of &quot;equal pay for equal work.&quot; We further improve compensation for childcare providers as needed.</td>
</tr>
<tr>
<td>Ensuring and Developing Various Childcare Providers</td>
<td>We are making efforts toward the expansion of a forgivable loan scheme and enhancement of productivity by utilizing ICT in a comprehensive manner.</td>
</tr>
<tr>
<td>Additional “After-school Children’s Clubs” Capacity Arrangement</td>
<td>We are preparing “After-school Children’s Clubs” for an additional 300,000 children by the end of FY 2019. While promoting improvement in wages for childcare providers and reduction in the labor burdens shouldered by them, we consider the way to bring forwarded additional arrangements of the club to satisfy the need by the end of FY 2018.</td>
</tr>
</tbody>
</table>

### Improvement in the Environment in where All Children Can Receive Desirable Education

<table>
<thead>
<tr>
<th>Provision of Opportunities for Study to Every Child</th>
<th>We increase school counselors and school social workers and provide support for children studying outside traditional schools, such as free schools. We also increase study support teams in local areas which are free of charge in principle, along with cooperation of local residents as well as utilization of ICT, to approximately 5,000 districts by FY 2019.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expansion of Scholarship Program</td>
<td>We enable students who are qualified to receive interest-free scholarship but have not yet received them. We also enable students who are from low-income families to receive interest-free scholarship by significantly relaxing scholastic requirements.</td>
</tr>
<tr>
<td>Grant-type Repayment</td>
<td>We spread the benefit of current low-interest rates to those who borrow at fixed or variable interest rates. Especially for borrowers at variable interest rates, we consider building a scheme that interest rates become almost zero.</td>
</tr>
<tr>
<td>Interest-free Interest-bearing</td>
<td>We further discuss founding the grant-type scholarship system in terms of fairness among a generation and revenue resources, thus enhancing support to children who are in financially difficult conditions.</td>
</tr>
<tr>
<td>We introduce a new type of scholarship that the amount of monthly payment is linked to applicants’ income after their graduation. It applies to students who newly borrowed from FY 2017.</td>
<td></td>
</tr>
</tbody>
</table>

### Other Efforts toward the “Desirable Birthrate of 1.8”

- **Empowerment of Women**: We encourage businesses to make regular workers who have once left their job for children work again as regular workers. We support single parents to acquire qualifications, which give them advantage in finding their desired work. We promote leadership programs for women who are candidates for executive position.
- **Support to Youths and Families with Small Children**: Every municipality nationwide will establish "Comprehensive Support Centers for Generations Taking Care of Children" by the end of FY 2020. We will strengthen support function by placing infertility counselling centers in all prefectures and major cities by FY 2019. Based on the wrap-up of the Council on Considering the Way of Children’s Healthcare System, we will have a conclusion after considering the review of reducing the financial burden under the national health insurance system by the end of 2016.
- **Three Generations Living Together or Nearby**: We support a lifestyle of mutual assistance in childcare among generations within a large family available to those who want it.
- **Support to Children, Youths etc.**: We provide children and youths having difficulties in living smoothly with accompanying-type supports as ‘Local Support Station’ in collaboration with agencies concerned.

Source: Cabinet Secretariat
(Reference) The Japan’s Plan for Dynamic Engagement of All Citizens
http://www.kantei.go.jp/jp/headline/chiokusoukatsuyaku/
Section 1  Past Efforts (Extract)

March 2017
“The Japan’s Plan for Dynamic Engagement of All Citizens” defines working-style reform as the greatest challenge toward “a Society in which All Citizens are Dynamically Engaged.” To deliberate the action plan, “The Council for Realization of Work Style Reform” chaired by the Prime Minister was held from September 2016, discussing the issues about non-regular workers’ working conditions, correction of long working hours, upper limit on overtime work and realization of equal pay for equal work. Finally “The Action Plan for Realization of Work Style Reform” was summarized in March 2017.

June 2017
Public announcement of “Plan to rear children with peace of mind” (since June, 2017)
In anticipation of an increase of employment rate for women of the age 25-44 as well as higher demand for childcare availability, the government made a public announcement “Plan to rear children with peace of mind” in June 2017. The purpose is to provide enough childcare facilities for about 320,000 children to prepare for 80% employment rate for women. This was aimed to achieve in the period between FY 2018 and FY 2022, but in the

December 2017
Development of “New Economic Policy Package” (since December 2017)
On December 8, 2017 in order to tackle the “declining birthrate and a growing proportion of elderly people,” the biggest wall our country is facing, the government approved in the Cabinet meeting “New Economic Policy Package” with “revolution in human resources development” and “revolution in productivity” as the two most fundamental agendas. In the “revolution in human resources development,” the social security system would be restructured to benefit all generations by incorporating 2 trillion-yen budget scale policy package including free childcare services, zero-wait list for nursery schools, free higher education, to boldly invest the administrative resources to children and families with small children. Moreover, to raise a stable fund to implement these policies, it approved to utilize the financial resource gained by a raise of consumption tax rate to 10%, scheduled in October 2019, as well as to increase contribution to children and families with small children by 300 billion yen.
Fig. 1-2-4 Chronological history of activities

Source: Cabinet Office
On December 8, 2017 in order to tackle the “declining birthrate and a growing proportion of elderly people,” the biggest wall our country is facing, the government approved in the Cabinet meeting “New Economic Policy Package” with “revolution in human resources development” and “revolution in productivity” as the two most fundamental agendas (Fig. 1-2-5). In the “revolution in human resources development,” the use of consumption tax revenue would be reviewed to benefit the children having infinite possibilities. It aims to rapidly achieve the provision of free childcare services and to incorporate free higher education for children who are in real need. By boldly investing the administrative resources to children and families with small children, it is aiming to restructure the social security system to give a peace of mind to all generations including not only elderly population but also younger generations in order to clear anxiety for childrearing or elderly care that working generation is facing, and at the same time, to achieve the desirable birthrate of 1.8 and zero work-retirement for elderly care.

Our country is becoming a long-lived society having the longest healthy life-span in the world. Even more prolonged healthy life-span will be expected in the future. Some studies show that half of newborns in the past 10 years may live until they are 107 years old. To make a society where both younger and older generations have opportunities to participate actively and do it sustainably and also maintain their well-being in this era of 100-year life expectancy, it is necessary to continuously provide quality education throughout one’s life from early childhood, elementary, junior high, and high schools and to further higher education and adult education; provide opportunities for the people to learn useful skills anytime they need with stable financial resources; and substantially restructure the social security system in our country, which current main focus is to benefit the elderly population, to the “social security system to benefit all generations.”
The important key for restructuring the social security system is the “revolution in human resources development” or an investment in human resources. The government has worked for a realization of a society where all Japanese can take an active part and for making changes in people’s work style so that everyone can live with purpose of life. It has also engaged in investment in human resources in the past. But the revolution in human resources development should play a main part, when 100-year life expectancy is anticipated, in developing a society where all Japanese can take an active part. In other words, it is impossible to make a society where all Japanese can take an active part without the revolution in human resources development.

The development of human resources can be ultimate driving power for opening the way to the next generation. It is important to force through the revolution in human resources development that is free from old, stereotypical ideas and to make our country full of opportunities for everyone. In doing that, it is necessary to extend support to those who are even unable to make it to the starting line for different reasons.

2-2 New Economic Policy Package and conceptual meeting for an era of 100-year life expectancy

The “Conceptual meeting for an era of 100-year life expectancy” was held in September 2017 to discuss a grand design for policies to establish an economic/social system in an anticipation of an era of 100-year life expectancy. There have been vigorous discussions under the themes such as, “providing childcare services and higher education for free/less financial burden,” “recurrent education,” “revolution in university education,” etc. Based on the deliberations in the meeting, the government summarized the project “Human Resources Development Revolution” in the “New Economic Policy Package” (decided by the Cabinet on December 8, 2017). The details are discussed in the following for “Free early child education,” “Elimination of childcare placement waiting lists,” “Free higher education,” and “Substantive free education at private high schools,” included in this package as well as the stable financial resources in order to realize these plans.

Roles of early childhood education/childcare

One of the main reasons for young generations in their 20s and 30s not to bear the ideal number of children is “too expensive to raise/educate children.” There are many voices asking for financial support for their children’s education. The difficulty in keeping work-life balance and heavy financial burden for raising/educating children put a lot of pressure on the people with small children, becoming one of the causes for the low birthrate in this country (Fig. 1-2-6). Therefore, one of the important countermeasures for the low birthrate is to mitigate financial burden, including providing free childcare services. In addition, early childhood is a quite important period for a person in terms of ability development, physical development, formation of personality, as well as emotional and morality development. Thus, besides the primary roles played by family members and guardians, the roles played in the early childhood education and childcare are important. The early childhood education/childcare play an important role in nurturing not only cognitive capacities including knowledge and IQ, but also non-cognitive abilities, such as perseverance, cautiousness and motivation. Moreover, in the progress of technologies such as AI, the creation of new industries and employment, as well as the heightening of importance of communication skills and problem-solving abilities in the society, the early childhood education is especially important to learn those skills, thus it is necessary to improve the quality of the early childhood education/childcare.

Furthermore, results of some prominent, world-level studies have shown that quality early childhood education could contribute in increasing the income level in their later life and decreasing the percentage of families on welfare. Some countries are introducing completely free early childhood education for 3-5 years old children regardless of the parents’ income level (Fig. 1-2-7). The government has worked on an implementation of free early childhood education services in a step-by-step manner since FY 2014 to realize free-of-charge kindergarten, childcare, and certified daycare center for all children of families on welfare. It also expanded the scope of eligible beneficiaries to receive free childcare services to their third child and children born after that. In 2017, it expanded the scope of eligible beneficiaries to receive free childcare services by adding their second child as well.1

3-1 Free early childhood education

Refer to “Childrearing”, Section 1, Chapter 2, Part 2
Details

To support families with small children and to drastically change the social security system to benefit all generations, the government will accelerate implementation of free early childhood education services. It will realize charge-free kindergarten, childcare, and certified daycare center that are widely used by the people with children aged 3 to 5. As for kindergartens that are not in the scope of “New support system for children/childrearing,” the services will be free of charge except for the expenses borne by users within this system as maximum, from a fairness point of view.

For the scope of charge-free services outside the kindergarten, childcare, and certified daycare center, a conclusion will be made by summer of 2018 from the necessities of care and the fairness point of view, and by having meetings with specialists and also listening to onsite workers and the people involved.

Newborn to 2 years old infants account for 90% of wait list to get in a daycare center. An immediate overriding issue is to solve the problem of wait list including 3-5 years old children. To solve the problem for wait-listed children, the government will move up the schedule for “Plan to rear children with peace of mind” to prepare childcare facilities for 320,000 children by the end of FY 2020. It will continue to work to clear children on wait list as soon as possible while assessing the situation adequately.

Along with these efforts, the government will also work to provide charge-free daycare services for newborn to 2 years-old infants of families excluded from resident taxation for the time being. Currently the second child and children born after that in families excluded from resident taxation are subject for charge-free daycare services, but the scope will be expanded so that the eligible families will be able to use the services for all children.
The government will continue to work at multiple levels by accurately assessing bottleneck in the system as well as listening to people’s voice. For workers with newborn to 1-year old infants, it will establish an environment to make available a variety of working styles, including short work hours, to ensure work-life balance. It will also make it easier for them to take childcare leaves including men, by introducing company system in which returning to work after childcare leave is secured for the employees. Moreover, it will help getting a spot in a daycare center as well as promote care system for sick children.

The government held a “Meeting on the scope of charge-free services outside the kindergarten, childcare, and certified daycare center” in January 2018 under the Minister for Human Resources Development. The report for the meeting was prepared in May. Based on this report, the committee is reviewing to decide the scope of charge-free services.

Committee members to discuss the scope of charge-free services outside the kindergarten, childcare, and certified daycare center

(Chairman) Hiroya Masuda, Guest professor, Graduate School of Public Policy, The University of Tokyo
Fumiko Hayashi, Mayor of Yokohama city
Yoshio Higuchi, Administrative director, Japan Institute for Labour Policy and Training
Takashi Muto, Special appointed professor, Child Studies, Shiraume Gakuen University Graduate School (The titles are as of April 2018)

Effect of early childhood education

Early childhood education is important because it cultivates the essential of personality formation and education through the lifetime. One of the famous study results shows that receiving early childhood education effects on the improvement of future income and decline of the rate of receiving welfare protection.

«Study example on the effect of early childhood education»

Main results in the Perry Preschool Project

Rate of high school graduate (age 40)
- Program group: 65%
- Non-program group: 40% (1.4 times)

Earned 20,000 dollar or more annually (age 40)
- Program group: 60%
- Non-program group: 10% (6 times)

Percentage of those who have received welfare protection between ages 23 and 27
- Program group: 10%
- Non-program group: 40% (0.4 times)

Ratio of men who have children (age 40)
- Program group: 57%
- Non-program group: 30% (1.9 times)


* Perry Preschool program outline
Between 1962 and 1967, early childhood education program (2.5 hours a day for 2 years) was conducted for African American children (3–4 years) who were living in poverty, and collected data annually from age 3 through age 11 and at ages 14, 15, 19, 27, and 40.

* James Heckman, a professor at University of Chicago (Nobel Prize in Economic Sciences) advocates:
For social success, we need not only cognitive ability such as IQ and academic ability but also non-cognitive ability such as perseverance, attention, motivation, self-confidence. It is possible to improve both cognitive ability and non-cognitive ability through early childhood education.

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Furthermore, the government is proceeding to provide charge-free development support for preschool aged children with disabilities (i.e. Daycare facility for children with disabilities). In addition, for children in need of medical care, such as artificial respirator, it is proceeding a model project to support their admittance by arranging/dispatching nurses. In addition to further expanding these projects, it is reviewing further to improve system to provide medical services. It is also assessing the situation of kindergartens that are part of Japanese schools overseas. The government will continue to review further support for childcare for newborn to 2 year-old infants from a perspective of addressing the low birthrate and the importance of development of children in their early childhood age. It will also review how early childhood education should be provided while securing stable financial resources by studying extensively examples of lowering the starting age of school education and charge-free early childhood education in other countries.

### 3-2 Elimination of childcare placement waiting lists

**Current situation of wait-listed children**

The zero-wait list for childcare is “a lose-no-time” agenda. Thus, the government will move up the schedule for “Plan to rear children with peace of mind” to prepare childcare facilities for 320,000 children by the end of FY 2020. Some people say that zero-wait list issue should have priority over provision of charge-free early childhood education. While provision of charge-free early childhood education will be prepared along with an increase in revenue by increased consumption tax rate, the “Plan to rear children with peace of mind” will be implemented starting in FY 2018. At the same time, it will work on recruitment of childminders and improvement of benefits by taking into consideration the wage differences from other industries. In that effort, in addition to the wage increase conforming to National Personnel Authority’s annual salary recommendations, it will increase wages by 1% (equivalent to 3,000 yen/month) starting in April 2019.

**Comprehensive After-school Plan for Children**

Preparation of additional facilities to accommodate about 300,000 children by the end of FY 2019 based on the “Comprehensive After-school Plan for Children” was moved up to by the end of FY 2018. Moreover, based on the circumstances, subsequent schedules will be reviewed.

### 3-3 Free higher education

#### Efforts in the past and the basic principle

The higher education is the foundation of the people’s knowledge as well as a driving force to create innovation and strengthen competitiveness of the country. It is necessary to enhance higher education by promoting integrally a reform of universities, equal opportunity for accessibility, and improvement of education/research quality. In an effort to reduce financial burden for higher education, it has expanded tuition waiver, as well as accelerated a shift from with-interest to free of interest in the scholarship program so that all students in need are able to benefit from scholarship without interest. It has also expanded an extension program to remedy the people who have difficulties paying back. Moreover, starting in FY 2017 a new grant-type scholarship program was implemented. This program which is free from obligation of restitution was intended to benefit the students, despite their eagerness and ability, otherwise having to give up higher education due to financial reasons. Furthermore, it introduced a new scholarship program with payback obligation according to the post-graduate income level, enabling the students to pay back with no stress even if the income level is low. Also, for the interest-free scholarship program, it virtually removed the grade criteria for a student of low-income families as well as cleared a pool of students who are eligible but excluded from the program due to a shortage of budget. It is undeniable fact that the academic record makes a difference in an average income a person would receive. Another fact of life is that the poorer a family a child is from, the lower the rate of advancing to a university. No matter how poor the family of a child is, he/she should be able to go to vocational school or university as long as he/she is eager to study in order to break a cycle of poverty and prevent immobilization of disparities. It will realize charge-free higher education only for those children from low-income families who are sincerely in need of financial aid. Along with expansion of tuition-exemption measures, it will substantially increase the amount of grant-type scholarship.

#### Details

It could be instrumental in reversing the birthrate decline to encourage low income population to have higher education and gain higher income and to resolve immobilization of disparities. From that standpoint, as well as to ensure the national financial support would be sufficiently distributed to the children who are genuinely in need, eligible
people to receive the financial support will be limited to those in low income households. As for the procedure, first, the tuition exemption will be applied to universities, junior colleges, higher professional schools, and vocational schools (“universities, etc.”) to make sure the eligible students don’t need to pay the tuitions. The children of families excluded from resident taxation will be exempted from paying the tuitions in case of national universities. In case of private universities, the eligible students will be exempted from paying the amount equivalent to the tuitions of national universities plus an amount calculated based on the standard average tuition of private universities. For the first-year students, the enrollment fees will be also exempted.

Second, the grant-type scholarship will be paid in to a student account. In relation to this, some measures will be taken to enable a student to afford the necessary cost of living so that the benefitted student can focus on the academic life. This will also apply in case of drastic changes in family finances for the student while in school.

Finally, in order to minimize unfairness for the financial benefit in general, the children of families quasi-excluded from resident taxation will be also benefitted from financial support in stages with as smallest as possible benefit gap, based on the financial measures for the children of families excluded from resident taxation.

Requirements for eligible students
Not only the student’s high school grades, but also his/her eagerness to study will be checked when assessing eligibility for the benefit. On the other hand, after a student is enrolled in a university, etc., he/she will be assigned to satisfy a certain level of academic performance. The financial support will be terminated unless he/she continues to satisfy that level. More specifically, the support may be terminated based on the number of credits a student earned, his/her GPA (average grade), as well as penalties charged on the student. The benefit requirements will be stipulated including the above details.

Requirements for eligible universities, etc.
The purposes of the support measures are to encourage the benefitted students to be employed or start their own business by taking advantage of what they learn in school, leading to prevent immobilization of financial disparities, and for them to be independent and play an active role in the society based on the solid academic foundation. Therefore, eligible universities, etc. must provide well-balanced curriculum containing both academic pursuance and practical training based on the social as well as industrial needs in order to develop human resources that are able to do well in the rapidly changing society by utilizing its own characteristics and advantages. More specifically the universities, etc. need to satisfy the requirements, including; 1) having classes taught by teachers with practical experiences, 2) having percentage, exceeding a certain level, of executive board members appointed from outside the organization, 3) executing/publishing strict control on the students’ grades by defining a grade evaluation criterion or any other means, and 4) disclosing the financial/management information in compliance with all laws and regulations. A guideline including the above details will be prepared after deliberating in review sessions with participation of the people involved.

Schedule of implementation
The implementation of charge-free higher education program will be started in April 2020. They will continue to review for details to be decided, and come to a certain conclusion by summer of 2018.

For that purpose, the Minister of Education, Culture, Sports, Science and Technology is holding “Expert meeting for policies to reduce financial burden for higher education” to conduct professional reviews for the details.

Committee members for “Expert meeting for policies to reduce financial burden for higher education”

Junko Aikawa, Advisor, National PTA Association of High Schools

Nobuo Akai, Professor, Osaka School of International Public Policy

Norihisa Satake, Governor of Akita prefecture

Shigeru Chiba, Vice-Director, Katayanagi Gakuen

Yoshinao Mishima, Chairman, President, Tokyo Institute of Technology

Osamu Murata, Vice Chairman, President, Kwansei Gakuin University

(The titles are as of January 2018)

Learning support for children in needy households
The government will strengthen the support for high school students including dropouts in the learning support program as well as encourage the
children in need of social care or in households on welfare to have higher education.

### 3-4 Substantive free education at private high schools

Regarding the realization the substantive free education at private high schools for households with annual income of less than 5.9 million yen (upgrading and expansion of the current High School Tuition Support Fund), the government will first secure the revenue source that can be appropriated by the revision of the current system and the budget through the change in the use of consumption tax. (Specifically, on a basis of the budget for FY 2017, the revenue source will be secured for providing 1) substantive free education will be provided for households with exemptions from municipal residence tax, 2) A maximum of 350 thousand yen will be provided for households with annual income less than 3.5 million yen and 3) As for households with annual income less than 5.9 million yen, a maximum of 250 thousand yen will be provided).

Then, by FY 2020 after the change in the use of consumption tax revenue, while the government overall securing stable revenue source continuously including the revenue source to be appropriated for the current system on normalized fiscal year basis, the government will realize the substantive free education at private high schools targeted for the households with annual income less than 5.9 million yen from the standpoint of providing wide range of educational opportunities for children despite their family financial conditions.

### 3-5 Stable financial resources to realize these measures

It is required to implement these policies right away in the midst of rapid declining birthrate and growing proportion of elderly people, but we should not let the future generations to pay back our debt. It is important to secure stable financial resources before implementing the policies. While maintaining a balance between improvement of social security programs and restoration of fiscal health, the government will use as stable financial resources the revenues gained by an increase of consumption tax rate to 10%, scheduled to be implemented in October 2019. With an increase of consumption tax rate by 2 points, it is expected to gain additional tax revenue of a little more than 5 trillion yen. A half of the additional revenue will be used for reduction of financial burden for education, support for families with small children, and procurement of caregivers for elderly people while another half will be spent for financial restoration. For the former, an additional revenue of 1.7 trillion yen will be spent for charge-free early childhood education, zero-wait list children by moving up the schedule for “Plan to rear children with peace of mind,” improvement of benefits for childcarers, charge-free higher education, and improvement of benefits for caregivers for elderly people that are included in the package of new economic policies. These policies will be implemented on the assumption that the consumption tax rate will be raised to 10% in October 2019 as scheduled.

The Consumption Tax Act (Act No.108 of 1988) stipulates that consumption tax revenues “should be spent for institutionalized pension, social security benefits for medical need and caregiving for elderly people as well as expenses required to implement policies addressing declining birthrate” (Section 2, Article 1 of the Act). Thus, the spending must be limited to four areas of social security benefits (pension, medical, caregiving, and countermeasures for declining birthrate). As for the 1.7 trillion yen that will be spent for the package of new economic policies, while it will be mostly used for charge-free early childhood education, financial support for higher education will be limited to low income households since high tuition is the bottleneck to improve the birthrate for the low-income families, and it is expected that the benefit will contribute in improving that problem.

In addition, in the current “New support program for children/childrearing,” the budget is appropriated as “Children/childrearing contribution” for company-sponsored childcare programs from a viewpoint that the work-life-balance would contribute to secure work force thus it is an issue that should be addressed by a society as a whole. It is considered that the financial resources necessary to implement the package of new economic policies should be procured from both the people and companies where there is a big trend of sharing support for childrearing in the society as a whole. From this perspective, it is adequate to ask for appropriate amount of contribution to economic communities as well as reviewing the use of and applying additional revenues from the increase of consumption tax rate. For that, the contribution for children and childrearing will be raised by 0.3 trillion yen. The maximum contribution rate stipulated in the law will be raised from 0.25% to 0.45%. The additional 0.3 trillion yen will be appropriated for company-sponsored childcare programs (After implementation of charge-free early childhood education, this will include grant for children aged
3-5 as well as newborn to 2 years-old infants in households exempted from resident taxation using the company-sponsored childcare program) and operation cost for childcare facilities (for newborn to 2 years-old infants) that are necessary for realization of “Plan to rear children with peace of mind” scheduled to be implemented in FY 2018. The amendment bills for the Child and Childcare Support Act, that were necessary for the above purpose, were submitted to the ordinary session of the Diet, gained approval and promulgated in 2018\(^1\).

### Additional agendas in conceptual meetings in an era of 100-year life expectancy

In the conceptual meeting in an era of 100-year life expectancy, an interim report was prepared in December 2017 based on this policy package. From the beginning of the new year, they are planning to further discuss the remaining issues including recurrent education and reform of universities to come up with basic concept by summer of 2018.

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\(^1\) Refer to Section 1, Chapter 1, Part 2 of “Smooth implementation of new support program for children/childrearing”
Section 3  To Realize a Childrearing Friendly Society [Special feature]

Introduction

The declining birthrate problem has been occurred by complexly intertwined various factors such as economic instability of young people, long working hours, difficulty of balancing work and childrearing, isolated feeling and burden during childrearing period, weight of the educational expenses burden, etc. In order to eliminate these factors for realizing a society in which the hope of each citizen relating to marriage, pregnancy, childbirth, and childrearing, the government has been is working on measures such as correcting long hours work, reforming work methods such as realization of equal pay for equal work, and preparing childcare arrangements for the elimination of wait-listed children, based on “The Outline of Measures for Society with Declining Birthrate” (adopted by the Cabinet in March 20, 2015) and “The Japan’s Plan for Dynamic Engagement of All Citizens” (decided by the Cabinet on June 2, 2016).

Especially, with regard to economic support for childrearing generation, though “New Economic Policy Package” (decided by the Cabinet on December 8, 2017), policy resources will be boldly devoted to childrearing generation and children; promptly advance the free education of early childhood education that have been progressing in a phased manner by utilizing the financial resources that will come from raising the consumption tax rate to 10% that will be in effect in October 2019, as well as free education for children who truly need support for higher education.

On the other hand, according to “Investigation of Attitude toward Marriage and Family Formation” conducted by the Cabinet Office in 2014, responses to the question asking for anxiety factors of childrearing, show various deep-rooted anxieties on burdens accompanying childrearing, not only financial matters but also for taking balance between work and childrearing among others; “I am not sure if I can do it because of financial reason” (63.9%), Followed “It seems difficult to raise children while working” (51.1%) and “I am not confident of raising a child to be a decent people” (40.7%). (Fig. 1-2-8)

Also from the perspective of international comparison, according to the “International Attitude Survey on the Declining Birthrate Society” conducted by the Cabinet Office in 2015, the response toward the question asking “Is your country is a country that is easy to raise children?”, Japan was the lowest, with 46.6%, among four target countries. Especially, it is noteworthy that items related to the child-care environment in the workplace and region/neighborhood are lower than those rates of other countries; “Because we can work flexibly, such as taking flex time or being part time employees” (13.1%); “Because work environment for childrearing, such as taking childcare leave and maternity leave easily, is developed” (16.0%); “Because I can get regional childcare support in my community” (13.7%); “Because the whole society is gently and understanding to have and raise children” (11.4%). (Fig. 1-2-9, Fig. 1-2-10)

In order to realize a childrearing friendly society, it is indispensable that a wide range of supports by diverse subjects to be developed in various places such as workplace, residential area, going out destination, etc. In this special topic, we will introduce examples of ambitious efforts of companies and organizations.
Fig. 1-2-8 Anxiety factors of Childrearing

Fig. 1-2-9 Is your country is a country that is easy to have children and raise them?

Source: FY 2014 Cabinet Office, “Investigation of Attitude toward Marriage and Family Formation”

2-1 Efforts in Workplaces

Companies as employers play a major role to make people’s childrearing comparable with work possible that is a social problem. Therefore, we will introduce examples of companies that have developed environments where employees can have and raise children with peace of mind, expanding the choices of diverse and flexible ways of working.

Support various ways of working for employees by various systems

Calbee Inc., a food company, has established a diversity committee within the company in 2010, and has been promoting the creation of an organization and culture that allows all employees, including those who raising children, to utilize their diversity.

As for the system concerning childbirth and childrearing, it has been well established before 2010, and few women retired the company because of childbirth even at that time. On the other hand, despite the fact that about half of the employees are females, the proportion of female managers is very low, about 5% as of 2009, so it was necessary to develop an environment where female employees can be active in their work while giving birth to or doing childrearing.

Under these circumstances, with the initiative of Mr. Akira Matsumoto chairman and CEO, who took office from a foreign-affiliated company in 2009, the diversity committee promoted initiatives for raising women’s awareness, including career training and mentoring system. As a result, the number of female managers who have children increased, and the need for supporting employees to balance childrearing and work while they work in a responsible positions increased. Therefore along with the promotion of diversity, it became necessary to enrich systems that allow employee to work in more flexible manners.

In response to these circumstances, the company introduced “work-from-home system”¹ to support employees’ flexible way of working in 2014, and from 2017 it further developed the system into

¹ It is a system that company introduced under the condition of “2 days per week,” “Only at home;” in order to raise employee motivation of employees who work at Tokyo headquarters, by using their commuting time for “life enrichment” such as childcare, domestic affairs, self-development, among others as the average commuting time of them was about 500 hours per year.
“mobile work system” that is not bound by time and place, by abolishing restrictions on the usage numbers places are abolished. As the new system allows employee to apply not only on a daily basis but also on a half day basis, so employees can select more flexible ways of working. For example, on the day child’s class visit is in the morning, a employee who, in consideration of commuting time, conventionally applied for a full day leave, now it become possible for the employee to apply for a half day leave in the morning and works in a cafe in the afternoon. Actually, voices from employees who used this system are positive, such as “I can concentrate on work without burdens of commuting,” “It is a great help to work while raising children,” “I can observe the trends of consumers nearby my house, and make use of it for marketing strategy planning,” thus it can be said that the system has merits in terms of business. Besides this, the company has various systems that support employees’ flexible working styles, such as a flextime system with core time from 10:00 to 15:00 as well as introduced “Thank You for Your Early Come Back Compensation System (Early Return Remuneration)” and “Children’s Pre-school Reserve System (Reserve for switching to full-time work)” in 2015 in order to support employees who are active at work while raising children. Also, in 2017, childcare leave was determined as 5 day-paid leave, and male employees, combined with their spouses’ birth-giving vacation, were able to take the 10-day paid leave for childbirth and childrearing. The company focuses on creating an environment to facilitate work and family-life balance for their employees, not only women but also men, and is considering to study various initiatives and state-of-the-art case studies, and to introduce appropriate practices to make more easy and productive, including the introduction of lighter mobile tools in the future.

Systems that are implemented in Calbee Inc to support the activities and diversity of human resources
Go to work with children!

Next, as a new way of working, we introduce two examples of companies that are engaged in “child-companion attendance” that means employees go to work with their children and work at the office while watching the growth of children.

Sow Experience Co., Ltd., locates at Shibuya, Tokyo, and a company that plan and sale experience-type gifts, worked on “child-companion attendance,” triggered by a childbirth leave of a female employee in 2013. The feelings of the female employee “I want to return to work as early as possible” fell in the line with the company’s thought that “we want talented people to return to work soon” so the company started the child-companion attendance on a trial base on the premise that the trial will be end if unreasonable burden exists anywhere in the company, parent, and child.

Children who go to work with their parents stay in the same space of the office with other employees. Because there are crawling infants, half of the office floor space is set as a foot-prohibited area, and the company secure the space where clean, with no dangerous things are falling on the floor. Under the policy that not to increase facilities and personnel as much as possible, an additional staff such as a babysitter is not hired, so parents are basically taking care of their children. However, because such employees are always in the same space with other employees, even if a child is likely to cause trouble when parents are unable to get out of work, another employee can deal with it.

From employees who actually go to work with their children, there are voices such as “(we) are able to connect with society,” “to be calm for children, rather than to stay at home by one,” “I feel like as if I raise children with large families,” and other employees also says favorable voices like “I can continue work with the members of whom I want to work together even after childbirth.”

In addition, the company introduced “deemed” childcare time,” which was proposed by a part-time employee who goes to work with her child, and deducts a certain percentage of the time from the office staying time. Thanks to this system, employees who take their children to the workplace can take care of their children without hesitation and this leads to ongoing efforts (for the company’s childcare measures).

MS Manufacturing Co., Ltd., a mold manufacturer for automotive parts in Kiyosu City, Aichi Prefecture, introduced a child-companion attendance system from 2017, triggered by the words of a female employee who left the company because of her childbirth. She said, “I would like to continue my work but I want to raise my children by myself while my child is small”. The company makes a vacant room with about ten tatami mats in the company as a “children’s room” where employees can work while staying the same room together with their children. Its basic concept is providing employees who bring children to the workplace, a work space with their children where they can watch children while working, and when the need arises, other employees watch the children. In addition, regarding the children’s room, safety consideration is given, such as setting the position of the key at a height that children’s hands cannot reach. The system is operating flexibly, for example, some employees only bring their children to the office on the days when nursery schools or kindergartens are closed.

The system is popular among employees, said “I can both work and watch the growth of children” and “I think that I will do my best at work as I was offered an environment where I can balance work and childcare without difficulty”.

The company’s child-companion attendance system has just begun, and only female employees are using the system so far, but with such efforts, diverse values were born within the company, especially increasing awareness toward importance of the time spent with family members, including children, thus male employees’ the way of thinking about working style has gradually changed, such as leaving work on time on the birthday of children and spouses.
attendance is a system that is realized as a result of accordance between the thoughts of these companies and the desires of employees who wish to balance work and childrearing.

2-2 Efforts in the community

As childrearing environment has been changing, such as the progressing trend toward the nuclear family and the dilution of regional connections, childrearing ends up to be “raise children alone”, thus there are people who cannot talk to anyone about their troubles and embrace the problem by themselves. It is essential to develop the environment and develop momentum to nurture children throughout the region so that parents can receive supports and help before feeling of isolation and stress of parents are amplified. Thus, we introduce the activities of specified nonprofit corporations working on childrearing support in communities.

From support being just wait to support to be delivered

Currently, local governments conduct various local childrearing support measures such as community-based childrearing support center program, visits to all families with infant, home-visiting childrearing support, childrearing support activity support program (family support center program) and a like, yet, there is a need for support for parents who tend to be isolated and who need someone’s help at “the gap of support” including those who are difficult to go to these “Regional children / childrearing support services,” families which are difficult to be subject to continued care, and families who need parents’ support that cannot be handled by the family support center program. “Home-Start” is the mechanism of the new “house-call type childrearing support volunteer” activity to realize a solution for this need.

Home Start was started as a unique house-call activity by a free-of-charge volunteers who also have childrearing experience with focus on “sense of ownership” and “amateurism” in Leicester in the United Kingdom in 1974, and this unique house-call type support system is currently being conducted in 23 countries around the world. In Japan, “Nonprofit Corporation Home-Start Japan” was established as a nationwide network organization in December, 2009, and its efforts are currently spreading to more than 90 regions.

As for Home-Start in Japan, local residents who have childrearing experience take a total of 37 hours of training courses for 8 days and they regularly visit homes with babies about once a week, for about two hours per visit, as volunteers (Home Visitors). While “listen attentively” (carefully listen to the parents’ talk, accepting their feelings, “Cooperation” (doing housework, childrearing, going out and other activities with parents) and spent about 2 months with the family to support mind of parents in childrearing.

To support the Home Visitor’s support activities and to manage support programs that match various needs of diversified user families, “Organizers” has been placed, so it become a system that both users and Home Visitors are protected.

In addition, a system that “Steering Committee” consisting of regional professionals and other members support Organizer has been developed in various places to promote regional collaboration. Through the scheme that Home Visitors, Organizers, and Steering Committees play different roles and respect and cooperate with each other improvement of regional power has been promoting.

From users of Home Start, there are voices of joy were raised such as “I got self-confidence about my childrearing and anxiety was resolved”, “My child’s problem behavior has been declined”, and “Child rearing becomes fun for me”.

Home Visitors, unlike baby sitters or helpers, do not do any housework or childrearing on behalf of their parents. They are accompanying-type supporters who spend time with parents while doing housework and childcare with the parents. It attracts attention as an activity that leads future-oriented town planning that support children’s growth and childrearing throughout region based on the equal relationship between users and Home Visitors who are being parents in community.
For parents with little children and pregnant women, going out and/or moving associated with commuting, shopping, drop-off and pick-up children, and the like have become psychologically and physically heavy burdens. And in order to alleviate such burdens, efforts from various viewpoints including childrearing concerned town planning proactive initiatives of public transportations and development of mechanisms that make people around to be involve involved, are needed.

**Town-planning to be chosen by a childrearing generation**

First, we introduce examples of working on town planning targeting a childrearing generation as a local government. Nagareyama city located in the northwest part of Chiba prefecture, while the population aging has been progressed, under the initiative of Mr. Yoshiharu Izaki, mayor of the city who was appointed in 2003, discussed measures to increase its population through introducing marketing viewpoints such as SWOT analysis and identification of their target. As the result, the city positioned spacious detached house, plentiful greening resources such as parks and green spaces as regional strengths, set the city image as “a forest town that is the nearest from central Tokyo” and raised its goal to increase settlement population through setting DINKs generation in their 30s and 40s who are raising children as its target. In order to be chosen by childrearing generation, the city first made an integrating town-planning via development of areas along with Tsukuba Express Construction, which was opened in August 2005. In particular, set the surrounding area of “Nagareyama Otaka-no-mori” station as the new center of the city, created a sophisticated urbanity by accumulating diverse living convenience facilities such as childrearing support facilities, clinic farms, and commercial facilities surrounding the station. At the same time, the city made networking of its environmental resources and parks around the region with green areas, roads, etc., aimed at forming a living space has urban attractiveness while maintaining and utilizing the nature unique to the region.

Under such circumstances, a popular initiative among the childrearing households in the city is the child pick-up/send-off nursery stations in front of station, which are established in “Nagareyama OtakanoMori” station and “Minami Nagareyama” station. It is a system that allows people to make their children to go to/ come from nursery school by safe and secure buses that connect city’s designated nursery schools and two child care stations in front of station. Since the station also serves as a temporary daycare center, parents leave their children to the station before going to work and pick the children at the station after work as well. Its service fee is 100 yen per time so people can use the service easily. It leads to the reduction of the commuting burden and the like when the home is far away from a nursery school, or when it is not easy to adjust the opening hours of the nursery school and the commuting time of the guardian.

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1. It is one of the methods taken by companies when they are designing management strategies. Identify opportunities and threats in the environment and analyze holding resources of own company against them. Then identify the strength and weakness of the company by the analysis to design management strategy by adapting them to the opportunities and threats of the environment. (From “New Edition Business and Management Dictionary Kyoichi Futagami (2006 Chuo Keizai-sha)”)

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Besides this, the city conducted various initiatives that took into consideration the needs of the childrearing generation, including newly established and added licensed nursery schools, strengthening English education by arranging ALT (assistant language teaching) to elementary and junior high school, “Relocation Support System” that connects senior people who find it difficult to deal with their big house and childrearing households who wish to move into a bigger used house. As a result, the population of Nagareyama city is about 182,000 as of April 2017 from 150,000 in 2003. Of the total population of the city, the population of the generation in their 30s and 40s shares the largest volume, accounting for about 30% of the whole. It is drawing attention as a good case where the city development has been promoting for continuous growth by attracting the targeted parenting generation with initiatives focusing on childrearing.

**Family Friendly Train**

If people, even with little children, can go out easily and pleasantly without worrying, it will be a big benefit such as take a break to relax during childrearing and keep connections with society. However, actually there are many people who feel anxiety and/or burden to go out with little children, like worrying about if other passengers will be bothered when they use a public transportation while pushing a stroller; they have to look everywhere for a restroom or a nursing place with a crying baby.

So, we introduce a case a company, as a public transport operator, tried developing a vehicle that all people, including a childrearing generation, can ride without hesitation.

In March 2017, Seibu Railway Co., Ltd. has newly developed a new model commuter vehicle “40000 series” that will run for the next 100 years with the concept of an “all-people-friendly train, the train runs together with everyone”.

Under the idea that aiming for “a train that has never existed before”, a project team consisting of young employees (4 women / 2 men) in the administrative divisions, who are unrelated to the vehicle design, was formed and took responsibility for the concept design in development of the Seibu Railway 40000 series. This project team reviewed the results of Web questionnaires and on-the-street interviews and keep in mind to bring user’s perspective into the design. Especially, they pay attention to opinions from childrearing generation such as “I have trouble with a child stroller to be put when the place is crowded.”, “I want to have a space in the top part of a vehicle that allow small children to see outside scenery” and thought they are going to create an interior space that will support children and parents who work hard for childcare, and make children want to ride the vehicle well.

Under such a thought, they set up a “Partner Zone” (a space that expands the concept of universal, which is different from the existing “priority seats” for elderly people, infants, people with disabilities, etc.) in the new vehicles. It was designed after thoroughly verifying the user’s convenience, using VR (virtual reality) utilized method for the first time as well as putting various ideas from vehicle developers for creating a space which people who push child stroller can use without any hesitation.

![Partner Zone of the New Vehicle](image)

After about a year and a half since the completion of the final design drawing, the child and family friendly vehicle that reflect opinions from childrearing generation was completed. This vehicle has an air purifier to improve the air environment inside as well as equipment to fix stroller. It also adopted a large window that small children can enjoy the scenery from the car window. In addition, handrails are also installed at the height that children can grasp.

The “all-people-friendly train, the train runs together with everyone” is starting to run as a train...
that all people, including parents and children, can ride comfortably with no hesitation.

**Visualizing “kindness”**

Next, we introduce an initiative to make passengers’ “kindness of giving up their seats” visible by utilizing the latest technology, when a pregnant woman uses a train and leads to actual actions giving up the seat to the woman.

A demonstration experiment of “& HAND / Andhand,” a service for pregnant women that is developed by the general incorporated association PLAYERS was jointly held with Dai Nippon Printing Co., Ltd., Tokyo Metro Co., Ltd., LINE Corporation. in Tokyo Metro Ginza Line in December 2017.

& HAND / Andhand is a service to encourage giving up seat for pregnant women: if pregnant women carrying a key holder with built-in communication device (beacon\(^1\)) turns on the switch when it is hard for her to stand in the train, then surrounding passengers who registered in advance as supporters receive the message of “there is a pregnant woman near you” through LINE\(^2\), and any supporter is in a situation that he or she can give up the seat, then the person select “offer my seat,” the pregnant woman get the message a service that boosts the seat transfer to the pregnant woman by notifying the pregnant woman’s LINE. The mechanism can also let supporters inform the pregnant woman through LINE where is the offering seat when the supporter cannot find the woman.

A few years ago, Mr. Keita Takizawa, president of the association, was on a crowded train with his pregnant wife, and a middle-aged man, who saw her maternity mark keyring, gave up his seat for her. Take this experience as a trigger, Mr. Takizawa searched about maternity mark through internet and found related words such as “danger,” “displeasure,” “dislike”, were displayed, and the search results were also occupied by negative articles. So, he wanted to change this situation for the future of his children. That was the reason for his inventing this service.

When the association conduct a Web questionnaire survey to total of about 1,000 man and women with no pregnancy experience, about 80% of them, while they thought that it was necessary to give up their seat to pregnant women, said that they had an experience that did not make the offer because “I did not notice the maternity mark as I watched my smartphone,” “I was embarrassed to call out.” In accord with the research result, the service of & HAND / Andhand, with the aim of providing correct positive information about the maternity mark as well as visualizing “kindness” of a person with compassion and delivering the kindness to pregnant women, was started.

From a pregnant woman who participated in the demonstration experiment in December 2017, feedback such as “I was really happy to know that

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1. It is a device that emits radio waves and the like, signals are transmitted once every several seconds within radius of 10 meters. It is used for acquiring position information of received electronic devices and the like.
2. A Social networking service (SNS) provided by LINE CORPORATION
there are many people giving up the seat,” “I was touched by someone who will help us after all” was obtained. Also, supporters also gave voices including “I did not have to worry about being refused, so I was able to say a pregnant woman with confidence,” “I was happy being able to give up my seat.”

The association aims to make a society that people can naturally support people in trouble without this service by have this system successfully push the back of the supporters and give them a successful experience of helping people in need.

### Conclusion

Going forward, to realize a child-friendly society, it is expected that awareness of value children and childrearing is deeply shared throughout the society as a whole, and in addition to enhancing support by the administration, efforts and initiatives such as the cases introduced in this special topic are even more spread.