



HIROSHIMA

The tragic site of the first-ever atomic bombing, Hiroshima is now a bustling modern city in the Chugoku-Shikoku Region (Western Honshu). The city's goal is abolition of nuclear weapons and lasting peace for the world. Six rivers flow through Hiroshima and into the Seto Inland Sea. As a "City of Water," Hiroshima constantly strives for urban development in harmony with nature.



Hiroshima Pref.
2.78 million people

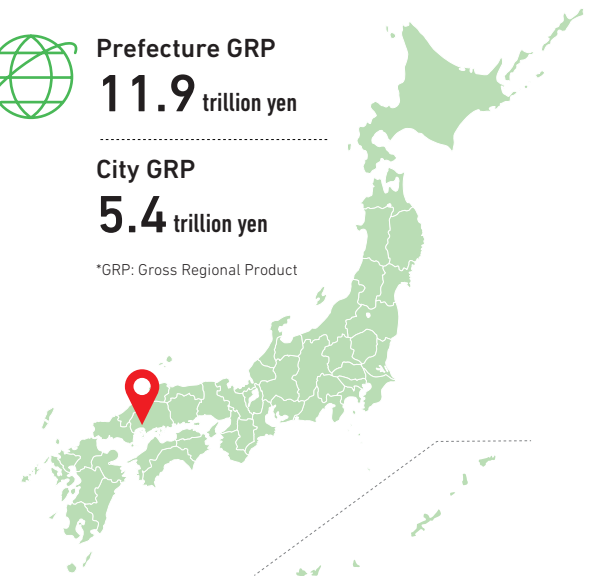
Hiroshima City
1.19 million people



Prefecture GRP
11.9 trillion yen

City GRP
5.4 trillion yen

*GRP: Gross Regional Product



STRENGTHS

Advantages and Characteristics



An international city of peace and culture

- Hiroshima was first city in the world to suffer, then recover from, atomic bombing. Its goal is abolition of nuclear weapons and lasting peace for the world. The city promotes "peace tourism," which encourages visitors to consider peace-related issues and share ideas, with a focus on empathy.



Traditional culture and multiculturalism

- Hiroshima takes great care of its World Heritage sites, including Itsukushima Shrine; traditional crafts, such as Kumano brushes; and performing arts, such as kagura. The city supports visitors in learning about and experiencing the local history and culture.
- Hiroshima receives countless visitors from all around the world. The city celebrates diversity in race, gender, and beliefs. It is a community where people work to achieve a society in which everyone can realize their potential. The local hospitality industry is fully attuned to personal dietary requirements.



In 2023, the G7 Hiroshima Summit was held in Hiroshima. World leaders discussed recovery from the devastation of war, and took steps to achieve lasting peace in the world.

Major Events



- 24th International Conference on Photochemical Conversion and Storage of Solar Energy (IPS24), 2024
- G7 Hiroshima Summit, 2023
- World Conference on Computers in Education (WCCE), 2022 (400 participants)
- One World, Many Voices: Science and Community (IFA, ICA, ISA, JSSF and JSGA Joint World Congress), 2018 (600 participants)

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy

Hiroshima City's Comprehensive Plan

- Hiroshima strives to embody three identities: a global beacon of peace; a vibrant, international community; and a society enriched by living culture.
- "Leave no one behind" is a central premise of the SDGs, and it's analogous to Hiroshima's goal of lasting peace. It has been established as a guiding principle of the city's comprehensive plan.

Hiroshima City's Basic Environment Plan

- Hiroshima is working to limit global warming, and is aiming for net zero greenhouse gas emissions by 2050.

The three identities encompassed by the Comprehensive Plan

Hiroshima

An international city of peace and culture

A global beacon of peace

As the first city in the world to have suffered and recovered from an atomic bombing, Hiroshima is working with cities and other groups around the world to promote a message of peace.

Initiatives

- Increase the number of Mayors for Peace member cities
- Call for leaders and politicians to visit the site of the atomic bombing
- Strengthen the communication skills of people sharing the experiences of atom bomb survivors

A vibrant, international community

As the largest city in Chugoku-Shikoku Region (Western Honshu), Hiroshima has excellent urban facilities. It is an open and vibrant city where a diverse population engages in lively economic activity and cultural exchange.

Initiatives

- Improve facilities and creating accessible spaces
- Develop the waterfront, and strengthen an image of Hiroshima as a "city of water"
- Enhance public transport
- Strengthen the competitiveness of the manufacturing industry
- Promote tourism, international exchange, international cooperation, and multicultural coexistence

A society enriched by living culture

Hiroshima fosters a rich cultural ecosystem, where healthy citizens with diverse values enjoy active lives, and help each other to succeed.

Initiatives

- Promote local employment
- Promote gender equality
- Promote lifelong education
- Promote culture and sports
- Revitalize local communities
- Promote global warming countermeasures

The abolition of nuclear weapons and lasting peace

Many citizens, including high school students, work to encourage all countries to sign the Treaty on the Prohibition of Nuclear Weapons as soon as possible. This is one example of Hiroshima's efforts to achieve its core goal.

Another key activity is communicating a message of peace to tourists.

Peace Tourism

Through Hiroshima's Peace Tourism program, tourists visit major peace-related facilities. This nurtures empathy among Japanese and foreign tourists, and contributes to a shared desire for peace. Visitors learn about the history and culture of Hiroshima in the years before the atomic bombing. They see the destruction, and the subsequent hardships, caused by the bomb. They hear what citizens experienced on that tragic day, and they learn about the hard work that went into the city's reconstruction. They see what the city is doing to achieve a world free of nuclear weapons. A dedicated website facilitates searches for peace-related tourist spots, such as the Peace Memorial Museum, and the preserved ruins of buildings struck by the bomb.



Peace Memorial Park

Recycling paper cranes

Origami cranes are a traditional Japanese symbol of peace. People in Japan and across the world send them to the Children's Peace Monument in the Peace Memorial Park. In an effort to preserve the sentiments expressed by these gifts, Hiroshima distributes the origami cranes to organizations that produce recycled paper, towels and clothing. The thoughts and feelings embodied by the origami cranes are transformed and re-shared, via paper products that are used around the world. Some of the sales proceeds supports peace projects in Hiroshima City and the preservation of the Atomic Bomb Dome.



Paper products made using origami cranes

Diversity and inclusivity

Hiroshima promotes multicultural coexistence, in accordance with the diverse needs of its population.

Food sensitivity

Hiroshima receives visitors from all around the world, and endeavors to accommodate different food cultures and eating habits, including of course vegetarianism and veganism.

The Hiroshima Convention & Visitors Bureau promotes food accessibility by providing maps of vegetarian- and vegan-friendly restaurants, and by holding seminars for restaurants and hotels.

Vegetarian and vegan versions of Hiroshima's local specialty, okonomiyaki*, are available. The city is capable of accommodating all food requirements for international conferences and incentive travel programs.



Vegetarian-friendly okonomiyaki

* A savory pancake made from shredded cabbage, flour, egg, and water. It's grilled on an iron plate, and topped with meat, seafood, or other ingredients.

Gender Equality: Childcare Service Grant

The Hiroshima Convention & Visitors Bureau has established a subsidy system so that childcare services can be used by participants at large-scale conferences. The scheme helps to address the work-life balance of conference participants, and allows parents to participate even while raising children.



Childcare services

Attractions featuring traditional performing arts

Traditional Japanese culture is deeply rooted in Hiroshima. Visitors can enjoy watching kagura, a type of dance performed at shrines.

Internationally acclaimed Kumano brushes are made in Hiroshima Prefecture. These high-quality items are used by top professionals to apply cosmetics at major international fashion shows, and also make great souvenirs for those attending business events.

Experienced artisans are also available to teach the basics of Miyajima-bori wood carving. Traditional crafts flourish in Hiroshima, and the city helps visitors to experience them.



Kumano Brush



Kagura

Urban development in the City of Water

Six rivers flow through the city and into the Seto Inland Sea. As a "City of Water," Hiroshima promotes urban development and tourist attractions that showcase its waterways and waterfront.

The Hiroshima World Heritage Route is a direct link between two World Heritage sites: the Atomic Bomb Dome and Itsukushima Shrine. It highlights the culture that has developed along the river, and tells the story of the waterway's history.

Open cafés on the riverside offer a space for people to gather, relax, and enjoy the view.



A riverside view

Grand Prince Hotel Hiroshima

The Grand Prince Hotel Hiroshima, which hosted the G7 summit in 2023, is actively helping to protect the environment and promote peace.

Hotel staff take care of the Motoujina National Park—which still has virgin forests—and the local coastline by participating in trips for employees and for interested guests where they clear up garbage.

The hotel offers products made from recycled origami cranes, and operates cycling tours where visitors can learn about the history of Hiroshima.

The contribution that this hotel and other local businesses are making to sustainability are widely recognized in the local community



Cleaning activities

Green, people-friendly public transport

As the city proceeds with the reconstruction of JR Hiroshima Station, movement between different methods of transport is being facilitated. The Hiroshima Electric Railway, which operates trams in the city center, is promoting green, people-friendly measures, including the introduction of LRT*, and the removal of steps so that tram floors and stops are on the same level.

As these initiatives advance, business event attendees will be able to enjoy increasingly sustainable and convenient transportation to venues, hotels, and other destinations.



Hiroshima Station (post-reconstruction depiction)



Hiroshima Electric Railway tram

* A rail system that allows small, lightweight vehicles to travel on simple tracks. They emit less carbon dioxide than a regular car.