Overview of the Prefecture

Okinawa Prefectural Government strives to achieve sustainable development of the prefecture and create a society where no one is left behind.

As the world works to reach the United Nations Sustainable Development Goals (SDGs), Okinawa Prefecture is also pursuing SDGs tailored to Okinawa’s particular circumstances. Okinawa Prefecture supports each and every resident in being proud to be Uchinanchu and live a spiritually enriching life.

Okinawa Prefecture’s Five Future Visions

1. Islands valuing nature, history, traditions, and culture unique to Okinawa
2. Islands where people lead spiritually rich, safe, and secure lives
3. Prosperous islands abounding in hope and energy
4. Islands coexisting and open to exchange with the world
5. Islands exhibiting diverse capabilities and paving the way for the future
Okinawa is blessed with a rich natural environment of beautiful waters where coral reefs thrive. Its subtropical forests are home to many indigenous and rare species. These resources attract many people and provide great support for the prefecture’s sustainable development. Okinawa Prefecture is working to preserve this natural environment and introduce resource recycling, renewable energy, and other clean energies.

**Conserving, restoring and preserving the natural environment for future generations**

A wide variety of animals and plants live and grow in Yanbaru National Park. Wild fauna and flora species designated as endangered by Okinawa Prefecture Okinawa Prefecture has designated rare wild fauna and flora species that need special protection as endangered.

**Beautiful coral reefs**

**Wild fauna and flora species designated as endangered by Okinawa Prefecture**

Okinawa Yamata Maimai (Snail) Iriomote orchid Potamid freshwater crab

**Establishing a recycling-oriented society**

Retractable wind turbines that fold over during typhoons

Preventing red soil runoff

Vegetation belts have been set up around agricultural land to prevent red soil runoff.

Planting a greenbelt

Tree-planting activities

Okinawa prefectural government and residents work together to plant trees and promote greenery.

Volunteers planting seedlings

**Retractable wind turbines that fold over during typhoons**

Courtesy of The Okinawa Electric Power Company, Incorporated

**Retractable wind turbines that fold over during typhoons**

Solar power generation system makes use of sunlight, a natural energy source

Establishing a recycling-oriented society

Naha Sewage Treatment Center cleans up sewage

Beach cleaning volunteers collecting marine debris

Awa Ecopark is a final disposal site managed for industrial waste

Promoting eco-friendly energy

Planting a greenbelt

**Planting a greenbelt**

43rd National Tree Planting Festival

Okinawa Prefecture has designated rare wild fauna and flora species that need special protection as endangered.

**Okinawa Prefecture has designated rare wild fauna and flora species that need special protection as endangered.**

**A wide variety of animals and plants live and grow in Yanbaru National Park.**

**Wild fauna and flora species designated as endangered by Okinawa Prefecture**

Okinawa Prefecture has designated rare wild fauna and flora species that need special protection as endangered.

**Potamid freshwater crab**

**Okinawa Yamata Maimai (Snail)**

**Iriomote orchid**

**Naha waterfall on Iriomote Island**

**A wide variety of animals and plants live and grow in Yanbaru National Park.**
Fostering traditional culture and inspiring innovativeness

Passing on Okinawan culture to the next generation and encouraging young people to develop it further

Okinawa has always maintained a unique culture, which evolved thanks to its geographical features and historical path. Changing values and lifestyles in recent years have made it more challenging to pass on traditional culture. To meet this challenge, Okinawa Prefecture has been creating more opportunities for prefectural residents to experience culture and the arts, and encouraged initiatives that utilize cultural resources in industrial promotion.

Carrying on and developing traditional culture

International karate tournament held in Okinawa

Contemporary-style Yachimun pottery

Traditional-dye bingata handicrafts

Handicrafts and Ryukyu glass

Traditional Okinawan houses converted into restaurants and aesthetic salons

The distinctly relaxing ambience of traditional homes

Okinawan herbal medicine cuisine prepared with local ingredients

Islands valuing nature, history, traditions, and culture unique to Okinawa

Okinawa-style SDGs
Urban designs preserve the Okinawan style

Okinawa’s unique beautiful scenery embodies the region’s natural features and is part of its wealth. The landscape of Okinawa is characterized by “nature and history” cradling Okinawa’s rich nature and unique past, “local flavor” typified by communities dotted with red-tile roofed houses, “people and lifestyle” preserving traditional events and views on life, and “community spaces” of large developments, roads and coastlines. Okinawa Prefecture takes a long-term view to preserving these elements and entrusting this diverse landscape and scenery to future generations. To ensure this legacy, the prefecture has promoted urban development that generates value by applying the unique character of each community.
Islands where people lead spiritually rich, safe, and secure lives

Promoting health and longevity in Okinawa

Castle yoga practices to calm the mind and body in the natural environment

Promoting wellbeing and welfare for prefectural residents

Public health, medical care, and welfare services help everyone to live with peace of mind

Okinawa Prefecture has a comprehensive system providing public health, medical care, and welfare services so that children, our future, grow up healthy with access to appropriate services and assistance. Okinawa Prefecture also promotes the creation of an environment where all residents are able to stay active and healthy every day and where the elderly and individuals with disabilities have the support to participate and be an integral part of society.

Activity organized to promote physical activity and keep people healthy

Teaching children from a young age helps them make a habit of washing their hands

Cavity prevention programs

Support for senior citizens to enjoy an active lifestyle

Comprehensive healthcare system

Helicopter emergency medical service for outlying islands and isolated areas

Nurses supporting community health care

Childcare support initiatives

Okinawa Prefecture accommodates diverse infant care and education needs

Tour of a childcare center

More places created for children to go and participate in activities

Creating a society promoting mutual aid and cooperation

Tiruru workshop helping to empower women

Men encouraged to help with childcare
Okinawa Prefecture makes every effort to enable prefectural residents to live in peace

Developing safe and secure islands prepared to handle all risks ———

Okinawa Prefecture residents and government cooperate to keep communities safe and work toward the “Okinawa, Safe & Secure Islands” goal that protects the lives and property of residents against major natural disasters, environmental pollution, incidents, accidents, and all types of risks. Okinawa Prefecture has also demanded that the governments of Japan and the United States take decisive action to resolve the many problems stemming from U.S. military bases.

Creating safe and secure communities

Surveillance cameras

Tsunami evacuation building in Naha City

Counter-terrorism training

Campaign to eliminate drunk driving

Traffic safety class

Combating noise and environmental pollution

Disaster-scenario emergency drill

Firefighting helicopter training

Okinawa Prefecture responds to the many problems stemming from U.S. military bases

Map of U.S. military facilities and zones

Approximately 70.3% of the U.S. military’s exclusive-use facilities in Japan are concentrated in Okinawa

Okinawa Prefecture makes every effort to enable prefectural residents to live in peace
Enhancing the foundation for people’s livelihood and creating comfortable places to live

Striving to improve the convenience of daily life

Okinawa Prefecture takes into account the distinctive qualities of this island prefecture with the aim of improving and enhancing the foundation for people’s livelihood with better housing, water supply, sewerage, roads, and energy supply systems. Okinawa Prefecture is also striving to create a supportive environment with more convenient transportation and barrier-free access so that even children, the elderly, and people challenged by disabilities can live safely and with peace of mind.

Developing local infrastructure

- Improving prefectural housing
- New construction of Okinawa West Coast Road Naha Nouren zone was modified to improve its function as a disaster prevention block
- Public school facilities improved
- Water supply facility renovation planned and earthquake resistance promoted
- Kouri bridge connecting Yagaji Island and Kouri Island
- Chatan Water Treatment Administration Office Seawater Desalination Center
- Low-floor stepless bus
- Naha Bus Terminal it is the new gateway to Naha City
- Dedicated bus lane
- Naha Nouren zone was modified to improve its function as a disaster prevention block

Development of safe and comfortable municipalities

- Tedako-Uranishi Station opened in October 2019, extending the Okinawa Urban Monorail. It has a large parking area and facilitates public transportation access
- Public school facilities improved
- Improving prefrectural housing
- Newly constructed Okinawa West Coast Road

Islands where people lead spiritually rich, safe, and secure lives

Okinawa-style SDGs
Creating a global choice tourist destination

Creating attractive tourist destinations and enhancing Okinawa’s tourism brand

Okinawa Prefecture leverages soft power to create sustainable “global-choice” tourist destinations for its leading industry, which drives the local economy. Grounded in the core principle of providing safe, secure and comfortable tourist destinations, Okinawa Prefecture works to improve the infrastructure accommodating tourists and strengthened its tourist brand to offer high-quality Okinawa tourism with sports tourism promotions, more convenient intermodal transportation, as well as strategic meeting, incentive tour, conference and exhibition (MICE) promotions.

Promising islands abounding in hope and energy

Promoting tourism development

Naha Port Wakasa Berth accommodates large cruise ships

Naha Airport Domestic & International Terminals

T Galleria Okinawa by DFS is Japan’s largest downtown duty-free mall

Resort hotels where visitors may fully enjoy the ambience of Okinawa From left:Hoshinoya Okinawa, Hoshinoya Taketomi Island

Strengthening the Okinawa’s tourism

Experience the mysteries of karate in Okinawa

Sea kayaking

Horseback riding

Paddleboard yoga ©OCVB

Resort wedding at a beach or World Heritage site

Conference rooms offer a relaxed ambience

Bankoku Shinryokan Resort MICE Facility

Okinawa Convention Center accommodates conferences and exhibitions

Tourists enjoying traditional crafts

Okinawa’s temperate climate is perfect for golf and marathons

Pottering about on bicycles is a great way to discover Okinawa’s charm ©OCVB

Okinawa-style SDGs

Prosperous islands abounding in hope and energy

40 41
Hub for economic engagement and development

Bridging Asia and Japan with people and goods

In collaboration with the IT, tourist, agriculture, healthcare, manufacturing, and other industries, Okinawa Prefecture is promoting the Okinawa DX (Digital Transformation) Model in an effort to employ technology to support this renowned tourist destination. Okinawa Prefecture also aims to be a globally-competitive airport and harbor logistics centre, which is able to contribute to the economic and industrial growth of the prefecture as well as Japan and Asia.

ResorTech Okinawa is an international IT trade fair matching businesses located inside and outside of Okinawa with IT companies in Japan and worldwide.

Developing an international logistics hub

Naha Port Logistics Center is an new international distribution hub connecting Okinawa and the world.

Developing the infrastructure for a self-sustaining economy

Nakagusuku Port is being developed to bolster industry (New Port Zone).

Prosperous islands abounding in hope and energy

Okinawa-style SDGs
Creating scientific and technological innovation

Promoting next generation sustainable industries

Okinawa Prefecture is transforming its economy into one that is innovation-based where industry, government, and academia collaborate organically, leveraging science and technology to create novel added value. The aim is to foster and promote next generation sustainable industries. Okinawa Prefecture also provides effective assistance to accommodate the needs of research and development, commercialization, and other stages of business development, and strives to promote industrial advancement and solutions to social issues.

World-class research institutions

Okinawa Institute of Science and Technology Graduate University (OIST)

University of the Ryukyus promotes closer cooperation with the community

National Institute of Technology Okinawa College educates aeronautical engineers

Okinawa Manufacturing Technology Exhibition where industry, government, and academia work together to provide a bridge to production

Okinawa Life Science Research Center

Okinawa Institute of Science and Technology Graduate University (OIST)

Okinawa Health Biotechnology Research & Development Center

Prosperous islands abounding in hope and energy
Promoting agricultural, forestry and fishery industries leveraging Okinawa’s unique qualities

Solidifying the Okinawa Brand exemplifying safe and reliable products cultivated in the prefecture’s rich natural environment

The subtropical oceanic climate, many diverse regional resources, and other distinctive features of the prefecture are utilized in an effort to create attractive and dynamic sustainable agricultural, forestry and fishery industries. Okinawa Prefecture is seeking to reduce distribution costs and promote digital transformation in the agricultural, forestry and fishery industries so as to realize growth and increase production and earning capacity.

Prosperous islands abounding in hope and energy

Okinawa-style SDGs