

Welcome!

【資料1-1】

伊勢志摩
サミット
ISE-SHIMA SUMMIT
2016.5

伊勢志摩サミット鳥羽おもてなし会議
平成27年度 事業報告
(詳細資料)

鳥羽
TOBA

(1) 「開催支援」に関すること

環境・景観の整備（H27実績：2,402千円）

① 環境パトロールの強化

これまで実施してきた環境パトロールを、1月6日から拡充して実施した。

② 清掃活動

サミット100日前ウィークの活動として、一部町内会による自主的な清掃活動や市の取組である「地球にやさしい日(庁舎周辺清掃)」、市観光協会の取組である「マイホームとば活動」の清掃活動などが行われた。

また、平成28年度に実施される町内会等の一斉清掃用飲料として、各種イベントのノベルティグッズとして使用していただけるよう、「鳥羽の水伊勢志摩サミットパッケージ」を1万2千本製造した。



③ 花による美化

サミット108(とば)日前イベントの一つとして、2/8(月)に近鉄鳥羽駅前で市民参加による花の寄せ植えを実施した。(参加者数:約50名)



㊦ 【参考】伊勢志摩サミット108日前イベント

鳥羽市

平成28年1月29日

～真珠養殖発祥のまち・海女が日本一多いまち～

2月8日 伊勢志摩サミット開催108日前イベントを開催します

～真珠養殖発祥のまち・海女が日本一多いまち～伊勢志摩サミット鳥羽おてもなし会議では、伊勢志摩サミット開催の108(とば)日前となる2/8(月)に、別紙のとおりイベントを開催しますので、取材いただきますようお願い申し上げます。

また、伊勢志摩サミット三重県民会議の100日前ウィークと連動し、下記の取組も実施されますので、あわせてご報告します。

記

◇伊勢志摩サミット100日前クリーンアップキャンペーン

2月1日号の広報とばで、市民に身の回りの清掃を啓発します。

期間 2月7日(日)～21日(日)

担当 環境課環境保全係 25-1147

◇町内会・自治会によるクリーンアップ活動

三重県自治会連合会の取組として、各自治会が自主的に清掃活動を行います。

期日 2/14(日)を中心に、各町内会・自治会が設定

担当 三重県自治会連合会・鳥羽市自治会連合会

◇「地球にやさしい日(庁舎周辺清掃)」「マイホームとば活動」

サミット開催100日前に、市の取組である「地球にやさしい日(庁舎周辺清掃)」や市観光協会の取組である「マイホームとば活動」の清掃活動を実施します。

期日 2/16(火)

担当 環境課環境保全係 25-1147

鳥羽市観光協会 25-3019

(事務担当)
鳥羽市役所総務課 奥村
TEL 0599-25-1112 FAX 0599-25-3111

～108-day countdown event to G7 summit～

2月8日 伊勢志摩サミット開催108日前イベント

8:30～ 石神さんへお参り

趣旨 女性の願いをひとつ叶えてくれると言われる相差町の石神さん。三世代海女の「中川静香さん」と鳥羽市のゆるキャラ「トパティ」、「ジュジュちゃん」の女子(?)3名が、「伊勢志摩サミットの成功」、「世界の女性の活躍」、「石神さん女子マラソンの安全」を祈願し、お参りをします。

場所 五左屋(相差町神明神社参道 1406)から上記時間に出発



娘：静香さん



10:00～ 市民参加！花いっぱいのお祝い空間づくり

趣旨 伊勢志摩サミット三重県民会議の活動となる「花いっぱい活動キックオフ」に向け、鳥羽市の玄関口である鳥羽駅前において、市民参加による花の寄せ植えを実施し、まちを美しくします。

場所 近鉄鳥羽駅 御木本幸吉銅像前(事前申込不要)

14:00～ 鳥羽一郎プロデュース

「海をまもる現役海女戦士とばおば」知事訪問

趣旨 三重県知事に東京お台場でのデビュー記念イベントの報告をする際、海女が日本一多いまち、真珠養殖発祥のまち鳥羽のPRをあわせて行います。(詳細は観光課資料をご参照ください)

場所 三重県庁 知事室







(1) 「開催支援」に関すること

おもてなし機運の醸成（H27実績：848千円）

◎ ミニのぼり、バッジの配布

市内事業者等にミニのぼりやピンバッジを配布し、一体的なおもてなし機運を醸成するよう努めている。

区分 商品	配布			貸与	
	ピンバッジ(1,000個)	塩ビバッジ(4,000個)	ミニのぼり(500本)	のぼり(50対100本)	
仕様	 スーツ等のピンホールに着用 たて19mm×よこ28mm	 胸ポケット等クリップで着用 たて30mm×よこ45mm	台座、ポール付 たて300mm × よこ100mm 	 台座無、 ポール無	
条件	ピンバッジ+塩ビバッジの合計が、従業員数を超えないよう調整ください。		1団体(事業者)1本を基本に配布(複数本要望については要相談)	1団体(事業者)最大1対又は1本で貸与	
合計		985	3,687	492	18
残		15	313	8	82



パールプリンセス
ボディスキンケアアジェル
(ボディ用ジェル状美容液)

PEARL PRINCESS

好着
美肌

旅館の女将さんや海女さんたちの「美と癒やしのおもてなし」。

御木本製薬株式会社協力によるオリジナルコスメ誕生。

美肌の肌質が保たれたリゾート先で、美肌をキープするための保湿成分を配合。肌の潤いを保つことで、お肌を清潔にし、お肌を柔らかく保ちます。

本剤は肌にやさしい香料を使用し、肌への刺激を抑え、お肌を清潔に保ちます。

1,500円 (税別) 120ml

先遣隊等への対応（H27実績：232千円）

各国先遣隊が非公表で来訪しており、本市からのおみやげとしてPearl Princessを提供している。

(2) 「鳥羽の情報発信・プロモーション」に関すること

各種媒体の多言語化の推進 (H27実績: 1,270千円)

外国人ライター等を活用した情報発信サイトの製作

サミット開催で注目を集める鳥羽の観光・食・地域等の情報を多言語で発信するサイトを、実際の外国人の視点で製作した。「伊勢志摩サミット」「伊勢志摩」「鳥羽」という検索ワードのSEO対策も施している。

Lunch with Chizuru
The highlight of the trip was lunch. We went to a little bit of a building that is right next to the fish station. The shop is 25 years old and has the character to prove it. Starting off with the amazing food and ending with an enlightening conversation with a woman named Chizuru. There was sea bream, swordfish, lobster, octopus, abalone, and fish I never got the name of. It was cooked right there in front of me. At one point they asked me what American cook seafood with and I said lots of butter and usually lemon. One of the ladies dashed out to get citrus right outside the building because she agreed seafood and citrus go hand in hand. Great customer service!!!



Of course the food was amazing but the true delight was talking to the woman who was doing the cooking. As mentioned before her name is Chizuru, she has lived on this island her whole life, has had about every job you can think of, and knows everyone on the island. She does admit as a child she was not fond of the island, that it was too small but as she grew up she could see the magic of her little town. She now appreciates the simple life and it makes for a happy life. She still goes into Toba about once a week for business or personal reason. She says sometimes when she arrives back home to the island there are people there to greet her, so sometimes she likes to return the favor and welcome home those off the ferry.
 I love hearing about her town and the pride in which she talks about her town. She doesn't have any home keys so that means she never locks her house. That she doesn't need to, it is a safe community and if she knows everyone, the criminal wouldn't have a chance to get away with it. The jokes that even though this is a fishing community, there are no fish shops. In reality it makes sense, either you do your own fishing or the neighbors just share the fish that they catch. And since the doors are not locked, the neighbors can just drop the fish off without her having to answer the door.
 I legitimately could sit there all day just to hear her stories about the community, history, or her personal life. Great storytelling is a lost art but still found in Toshijima. It's hard to see or capture in a picture, but it is so easy to feel the bond these people have with each other and to this island.

THE MYSTERIOUS MUSEUM & PIRATE TEMPLE
 Before embarking on our voyage to Toshijima, we visited two quiet sightseeing spots. The first was the Toba Minatamachi Museum of Literature (鳥羽みなとまち文学館), dedicated to the lives and works of mystery novelist Edogawa Ranpo, and painter Iwano Juro-ichi and Takeda Tomiji. I was impressed that the museum was free to enter, and you're able to see many works of Ranpo, from his literature novels to his research on homicidal people. You must take a look at the interesting artifacts and suggester of history inside!



(2) 「鳥羽の情報発信・プロモーション」に関すること

真珠・海女・食をテーマにした情報発信（H27実績：3,107千円）

② 「海女サミット」・「海女と真珠展」の海外メディア向け開催案内

本市の特徴である「海女」と「真珠」について、在京海外メディア及び大使館へイベントの案内をするとともに、海女が日本一多いまちであること、鳥羽が真珠養殖発祥の地であることをPRした。

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"Ama" Summit in Ise Shima, the venue of the G7 Summit in 2016
Date: November 6-7 (Fri-Sat) 2015
URL: <https://www.city.toba.mie.jp/suisan/bunka/ama.html>
(Japanese only)

"Ama" Summit in Ise Shima, the venue of the G7 Summit in 2016
"Ama" are women divers who make their living by fishing for shellfish such as "awabi" (abalone) and "sazae" (turbo snail), as well as seaweed.
The Ama Summit 2015 in Toba will be held on November 6-7 (Fri-Sat) 2015, with "ama" divers from around the country getting together. The event offers reports of ama representatives from all over Japan, plus the ama divers will release juvenile abalone into the sea.
It is said that "ama" divers have a history of 5,000 years. Some traces suggest the evidence of "ama" in the archeology as long as 5,000 years ago, and in the local ruins archeologists have found roughly 3,000-year old shell mounds containing large abalone shells and abalone-fishing tools made of deer antlers. While it remains unclear if ancient "ama" divers were males or females, numerous researchers have reported that this unique fishing tradition has been handed down from ancient times.
"Ama" fishing is a wonderful occupation harmonized with nature. "Ama" divers catch marine products by breath-hold diving. They have fulfilled firm commitment to avoid overfishing target species or deplete ocean resources. In Japan, we have 2,000 "ama" divers today, roughly half of which are active in Ise-Shima district. Toba City currently has the largest number of "ama" divers in Japan.
The "ama" culture is said to have four universal values:
(1) The "ama" diving is a career of independent women and a special technique inherited for over 5,000 years.
(2) The "ama" divers have strong commitments to avoid overfishing and deplete ocean resources.
(3) The "ama" divers, as leaders, have sustained the sea village community, where local people live together and support each other as necessary.
(4) The "ama" divers have strived to live in harmony with the Mother Sea and also conserved biodiversity.
For further information, please check out the link below.
<https://www.city.toba.mie.jp/suisan/bunka/ama.html> (Japanese only)

For reference
Middle Eastern Media Delegation Covering
"World Assembly for Women in Tokyo: WAWI 2015"
Visits Toba's "Ama" Divers
A media delegation from the Middle East invited by the Japanese Ministry of Foreign Affairs to cover the "World Assembly for Women in Tokyo: WAWI 2015," toured Ise-Shima's Toba City (the location of the May 2016 G-7 summit) and visited the local "ama" (women) divers who are seeking to have their traditional fishing technique recognized as a UNESCO intangible cultural heritage.
Representatives of five countries (Egypt, Jordan, Qatar, Turkey, and the United Arab Emirates) visited the Toba Sea-Folk Museum and the Ama Hut Hachiman (see the links below), showing marked interest in the "ama" divers who fish the rich waters of Toba City, the area with the largest number of "ama" divers in Japan.
The tour kicked off with a visit to the Toba Sea-Folk Museum, where Museum Director Yoshikata Ishihara provided the delegation with information about the target species caught by the "ama" divers and their 5000-year old tradition of "avoiding overfishing." Mr. Ishihara also explained the women currently only dive in coastal areas at the top of the peninsula, which benefit from the outflow of nutrient-rich waters from surrounding forestland.
Next on the agenda was a visit to the Ama Hut Hachiman, where the group was able to experience some local hospitality as they watched the "ama" divers prepare their catch of the day and were treated to a traditional meal. While discovering a variety of unaccustomed yet surprisingly delicious flavors, the group had a chance to interview veteran "ama" divers about their thoughts on the sea.
Expressing her admiration for the "ama" divers who live in harmony with the sea, one Turkish female reporter commented "this region features a lot of opportunities for women to play active roles even from a global perspective. I plan to introduce the culture of these "ama" divers to the Turkish people upon my return."
URL (English):
The Toba Sea-Folk Museum (http://www.umihaku.com/english/index_english.html)
The Ama Hut Hachiman (<http://amakoysa.com/english%20page.htm>)

[Press Release] Ise-Shima Summit Toba Hospitality Committee: Exhibition on Ama Divers and Pearls
FPC Distribution
<Press Release: Ise-Shima Summit Toba Hospitality Committee> March 15, 2016

Exhibition on Ama Divers and Pearls
Date: March 16 (Wednesday) to April 3 (Sunday), 2016
Location: Toba Ichibangai (1-2383-13 Toba, Toba City, Mie Prefecture)

Toba City is adjacent to Ise City and Shima City, and this entire region is known as the "birthplace of Ama divers and pearls". As the G7 Ise-Shima Summit draws near, we want to have visitors and residents further understand the history and folk customs of the region, as well as introduce the deep involvement between pearl farming and Ama divers. When gathering news material on Ise-Shima, we encourage you to visit the exhibition by all means.
[Overview of the Exhibition]
- Date: March 16 (Wednesday) to April 3 (Sunday), 2016
(Closed on March 17, Thursday)
- Location: 1-2383-13 Toba, Toba City, Mie Prefecture
Toba Ichibangai 1st floor, inside Toba Ichibanbabi Concierge
- Sponsor: Ise-Shima Summit Toba Hospitality Committee
(with cooperation by Mikimoto Pearl Island, Toba Sea-folk Museum)
- Admission fee: Free
- Contents:
1. Ama divers and fishing: Ama divers' fishing methods, distribution, and fish catch are explained using old photos, various tools, and panels.
2. Ama divers and pearls: The development of pearl farming and the roles that Ama divers fulfilled in this development are introduced using the shells that create pearls, valuable photos, and pamphlets.
3. Ama divers and tourism: Communication of the aspect of Ama divers as a symbolic existence of the region, and the attraction of many people to Ama divers up to the present day are introduced using postcards, sightseeing pamphlets, and movie posters.
[Contact]
517-0011 3-1-1 Toba, Toba City, Mie Prefecture
Ise-Shima Summit Toba Hospitality Committee (Secretariat: Uetan, Agriculture, Fisheries, Commerce and Industry Section, Toba City Office)
Tel.0299-25-1167 Mail: suisan@city.toba.mie.jp

[Reference Material]
"The Pearl King, Kokichi Mikimoto"
In 1893, Mikimoto's founder, Kokichi Mikimoto, was the first in the world to successfully culture pearls at Aishima (present-day Mikimoto Pearl Island) in Toba City, Mie Prefecture.
Kokichi Mikimoto came to be called "The Pearl King" by the world.
With his family and collaborators, Kokichi overcame repeated difficulties. He lived his whole life as a person who succeeded in pearl farming, which even Edison was amazed about, as a pioneer who boldly opened the doors to Japan's history of jewelry from a global perspective at the beginning of the Meiji period, and as a specialist who pursued only beautiful things, without compromise.
When the Emperor Meiji visited Ise Shrine in 1905, Kokichi told His Majesty the Emperor, "I will accessorize all women in this world with pearls." This reflected Kokichi's strong intent and confidence of trying to overturn the image of pearls as "something to accessorize only a handful of women" that was predominant up to that point in time, and supplying perfectly round, cultured pearls, which were near completion at the time, to the world.
The Ise-Shima Summit will be held soon, and Ise-Shima will gather a great deal of attention.

This will be an opportunity for Kokichi Mikimoto's sentiments to bear fruit.
URL: <http://kokichi.mikimoto.com/en/ev/index.html>

(2) 「鳥羽の情報発信・プロモーション」に関すること

② (仮称)メディア晚餐会in鳥羽の検討

豊穰の海が育む食の宝庫「鳥羽」をPRするため、農協・漁協・観光協会・料理人のみなさん、市が一体となってH28事業を検討中。3/4(金)に会場視察、3/13(日)には料理人のみなさんによる試作会を開催した。今後、4/13(水)12:00～、試食会を予定。

《確定項目》

日時 平成28年5月18日(水)
場所 鳥羽マルシェ
ホスト 鳥羽市長、鳥羽志摩農協代表理事理事長、
鳥羽磯部漁協代表理事組合長、鳥羽市観光協会会長
参加者 世界各国・在京のメディアで、テーブルにつく人は外国人
に限定する。取材のみ参加については、国籍を問わず、
申し込み人数制限もなし。
料理 5/14開催の御潜神事再現イベントで海女が採取する
鮑の使用、鳥羽の海産物(漁協から調達)・農作物
(農協から調達)、肉、飲料



③ 「海女と真珠展」の開催

自然のなかで身体と知識を駆使して獲物を採捕する海女漁。海と貝のチカラを巧みに利用することによって得られる真珠。あまり知られていない真珠養殖と海女の深い関わりについてご紹介しました。

場所 鳥羽一番街一番旅コンシェルジュ
期間 3月16日(水)～3月23日(水)

(2) 「鳥羽の情報発信・プロモーション」に関すること

① メディアキット用贈呈品の製作



海女が一番多いまち「鳥羽」をPRするため、メディアキット用として、ドーマン・セーマンと海女を配した模様のハンカチを製作した。
(4,000枚)



② カウントダウン海女日めくりの制作・配布



(3) 「記念イベント等の実施」に関すること

おみやげ開発の取組（H27実績：5,222千円）



◎ おみやげ品開発に対する助成

中小企業地域資源活用促進法で指定してされた県の「地域資源」のうち、本市の農林水産物とされたものを活用した新たな商品開発を支援。上限50万円

- ・さばき加工済み生食用冷凍伊勢海老
- ・なまこ粉末スープなど
- ・牡蠣チップス
- ・蒸し牡蠣パック
- ・牡蠣のごま油漬け



◎ 新！おみやげセレクト

平成25年4月以降に市内の企業、団体等が独自に開発した新商品土産物(税抜の販売単価が2,000円以下のもの)を「新！おみやげ」として募集。食品部門・海女部門で実施。

◎ 冠事業における記念品の進呈

- 10/10市民大運動会(ウェットタオル)
- 10/17 ひだまりフェスタ・11/6 海女サミット(国旗絆創膏)
- 11/28 青峯ウォーク(歩数計)

