

# Impact of Government Regulations

**Country: JAPAN**

**Organization: Japan International Association for the Industry of Urban Development, Building and Housing (JUBH)**

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# State of Politics of Housing Affordability

*(i.e., how important is housing affordability in your country's current political landscape? Are your leaders actively discussing housing affordability? Are there positive government measures being enacted to address affordability?, etc.)*

- Housing Affordability is also a very important initiative in Japan. The government has been budgeting and providing support for specific measures requested by housing-related organizations, and is implementing various policies centered on child-rearing families, who are the generation that will purchase homes, to provide support for the purchase and rental of both new and existing homes.
- In recent years in particular, much of the support has been strongly promoting efforts to supply homes with high energy performance toward a decarbonized society and homes with high earthquake resistance to be resistant to disasters, including renovated homes.

## What are the major regulatory impacts driving prices and limiting supply?

- Regulatory challenges affecting housing supply and housing affordability include high housing prices relative to income, a labor shortage, and a lack of progress in revitalizing existing housing, including vacant homes.
- In order to promote the effective use of existing housing, including vacant homes, we are working with the national and local governments to review current standards and formulate new ones.
- There are limits to what can be achieved by improving productivity to maintain the labor force, so this is a top priority for most of the builders.
- In terms of responding to rising prices, the rise in import prices due to the weak yen is affecting the prices of all goods and services, including energy, but one bright spot is that new markets using a Cross laminated Timber due to deregulation of wood use are beginning to develop.

## How are you telling the story to try to get regulation change ?

*i.e., what communications tactics are you using that seem effective in the public domain?*

- In public spaces, it is common to use the media; writing explanations in trade newspapers and national newspapers is effective, and some companies may use television.
- In housing-related organizations, they often use report meetings at working groups attended by related companies to share information.

**What are some of your regulatory successes/solutions and what is your strategy for your most important issues on regulation?**

*i.e., what tactics are you using that seem effective? How impactful have these tactics been in influencing policy change?, etc.)*

- Recent success stories include the revision of rules to allow local governments to issue recommendations and instruct owners to respond depending on the current state of vacant houses, ensuring the safety and security of neighboring households and making effective use of existing stocks.
- Also, in order to stimulate demand and supply of domestic cedar wood, which is also related to hay fever countermeasures, the use of Japanese cedar construction is being expanded by revising some of the strength standards for residential construction.
- In both cases, policy changes were realized as a result of housing-related organizations summarizing the issues, continuously requesting them to the government(national and local government), and holding discussions.