

# Promoting Local Government SDGs for Invigoration of Localities



Provisional translation



March 28, 2019

Office for Promotion of Overcoming Population Decline  
and Vitalizing Local Economy in Japan  
Cabinet Office, Government of Japan

Jun Okubo

# **Today's theme**

- 1. Trends surrounding SDGs**
- 2. Necessity of regional creation**
- 3. Toward realization of regional creation with SDGs as the driving force**

# 1. Trends surrounding SDGs

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# SDGs (Sustainable Development Goals)

○ Unanimously adopted at the United Nations Summit in September 2015

○ **"No one left behind"** 17 international targets with a term of 2030 to realize sustainable, diversity and inclusive society ( 169 targets and 232 indicators are decided )

○ 5 Features are the following

**Universality**

**All countries, including developed countries, act**

**Inclusive**

**Reflecting the philosophy of human security, "No one left behind"**

**Participation**

**All stakeholders play a role**

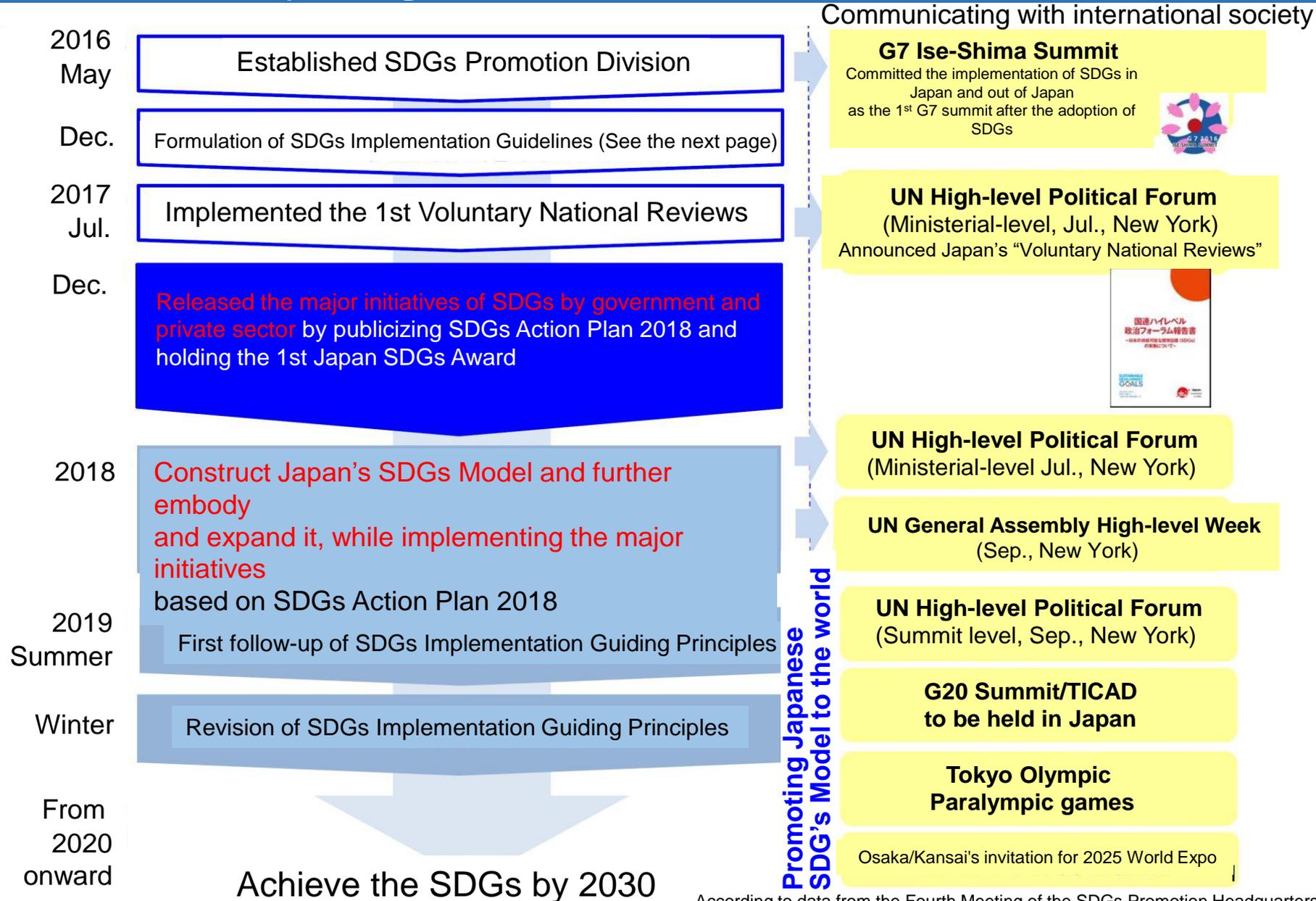
**Integration**

**Tackle economic, social and environmental integration**

**Transparency**

**Regular follow-up**

# Improvement of domestic infrastructure on SDGs implementation and concrete action by the government



According to data from the Fourth Meeting of the SDGs Promotion Headquarters (See the SDGS Promotion Headquarters website, the Prime Minister's Office)



# Key Points of the “Expanded SDGs Action Plan 2019”

- In order to realize a prosperous and vibrant "no one left behind" society, Japan is based on the philosophy of "human security" that focuses on the protection and capacity building of each and every one of the world's "nation-building" and "Contributing to human resource development".
- In "SDGs Action Plan 2019", based on the "SDGs model" of Japan centered on the following three pillars, in order to tackle the eight priority areas in the "SDGs Implementation Guidelines" with full power, more specificization in 2019 · Included expanded government efforts.
- Towards the G20 Summit in 2019, TICAD 7, the first SDGs Leadership Level Meeting etc., the following issues will be implemented in the following areas, taking into consideration (1) the priority issues of the international community, (2) Japan's experience and strengths. Promote SDGs on both sides of international cooperation.

## I. Promotion of “Society 5.0” linked to the SDGs

### Strengthen efforts of SDGs in SMEs

Strengthen SDGs efforts for small and medium enterprises in addition to large companies and industry groups.

- Promote "SDGs Management Initiative" through holding "SDGs Management / ESG Investment Study Group" etc. Based on the recommendations of TCFD (Climate-related Financial Information Disclosure Task Force), promote corporate efforts.
- Support for SDGs business in developing countries through "Small Business Business Support Project".

### Promotion of science and technology innovation (STI)

- At the "STI for SDGs Task Force" under the Integrated Innovation Strategy Promotion Council, we have formulated the "road map" and the "basic guidelines" for that purpose. We also set up launch of "STI for SDGs platform".
- Promote discussion in the international community through STI Forum and G20 related meetings.

## II. Regional creation driven by SDGs, tough and environmentally friendly attractive town planning

### Regional creation driven by SDGs

- SDGs selection of future cities, regional creation SDGs Promotion of public-private partnership platform, etc.
- 2020 Tokyo Olympic Games · Paralympic Games, promotion of SDGs through 2025 Osaka · Kansai Expo.
- · Revitalization of the area utilizing advanced technology such as ICT.
- Promotion of smart agriculture, forestry and fishery industry.

### Building a tough and environmentally friendly recycling-oriented society

- Promote the mainstreaming of disaster prevention in Japan and overseas.
- Enhance connectivity through high-quality infrastructure.
- Construction of sustainable marine environment including marine plastic waste countermeasures
- Promotion of regional circle symbiotic zone
- Contribution to climate change countermeasures utilizing Japanese technology and experience.
- Promotion of energy conservation, energy conservation, etc.

## III. Empowerment of next generation and women as a carrier of SDGs

### Empowerment of next generation and women

- We launched the "next generation SDGs promotion platform" and promote concrete efforts both in Japan and overseas.
- WAW to be held simultaneously in March! (International Women's Conference) and W 20 (G20 Engagement Group Meeting) discuss ways for female success.

### Efforts in the fields of education and health

- "High quality education" is implemented in all stages from early childhood education to higher education in Japan.
- Through G20 related meetings and TICAD 7, while promoting international educational cooperation and UHC (Universal Health Coverage), while sharing Japanese experience.

## Deployment and follow-up

- We will develop the SDGs model of Japan to the international community, with Southeast Asia and Africa as priority areas.
- Review the efforts so far based on international indicators etc and revise the "SDGs Implementation Guidelines" in the latter half of 2019

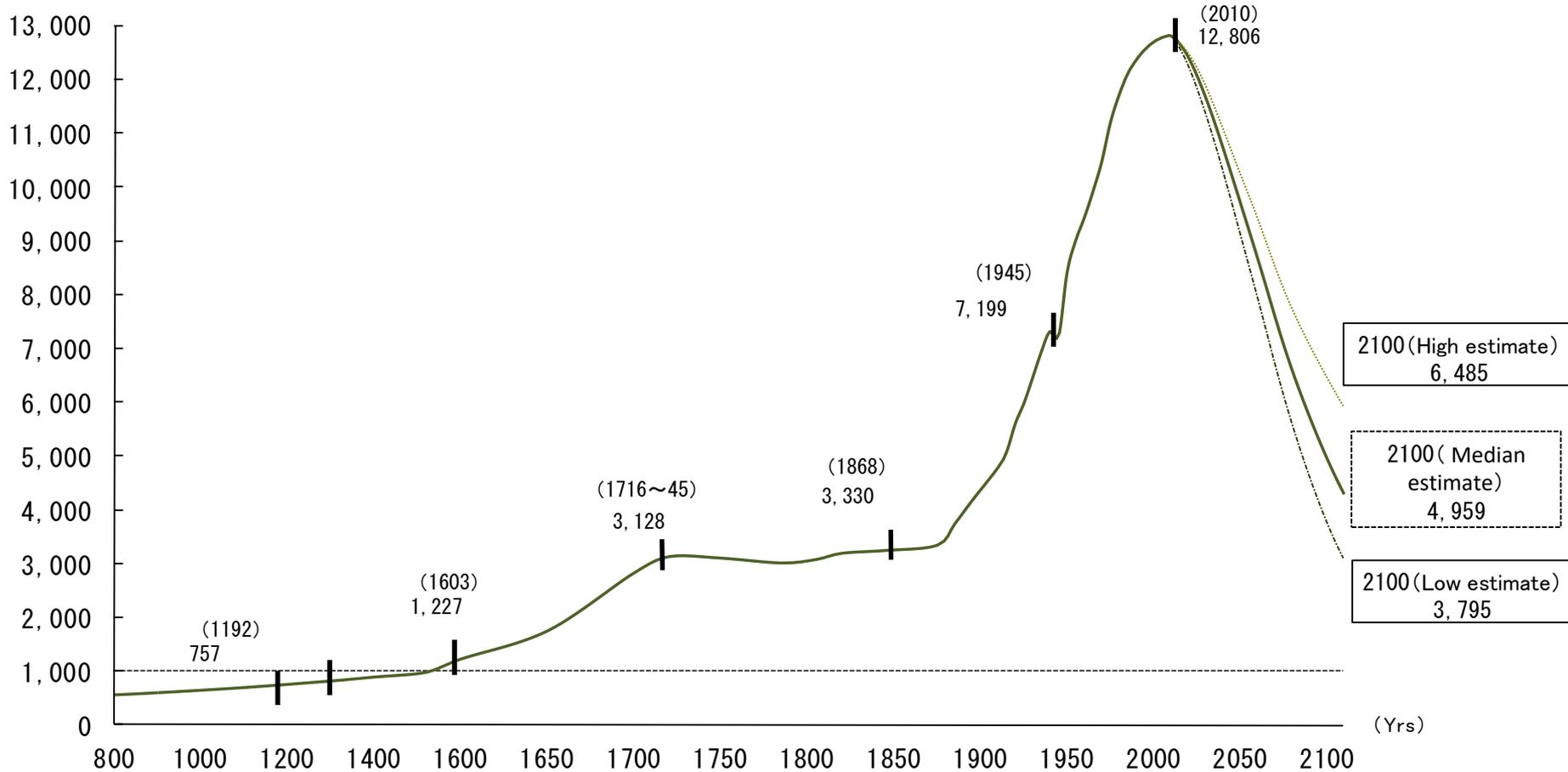
## **2. Necessity of regional creation**

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# Long-term trend of total population and future estimation

- The total population of Japan may return to the level 100 years ago (late Meiji period) in the next 100 years.
- This change is unprecedented in millennium units, a very sharp decline.

(Ten thousand people)



(Source): Population before 2010: Based on the "Census" by the Ministry of Public Management, Home Affairs, Posts and Telecommunications "Long-term time series analysis of population distribution in the Japanese archipelago" (1974), Ministry of Land, Infrastructure and Transport  
Population after that: Based on the National Institute of Population and Social Security Research "Japan's estimated future population (estimated in January 2012)" based on the National Land Policy Administration Bureau prepared by the Ministry of Land, Infrastructure and Transport

# Necessity of regional creation

## Impact of population declining society on economic society

### ◆ Social security and other sustainability difficulties

- ✓ The burden per worker increases, which negatively affects willingness to work

### ◆ Reduction of vitality of inter-mountainous areas

- ✓ Difficult to maintain village

### ◆ In the Tokyo area, elderly people are increasing rapidly for the time being

- ✓ Securing medical and nursing care
- ✓ Absorption of youth employers into the Tokyo area

2015

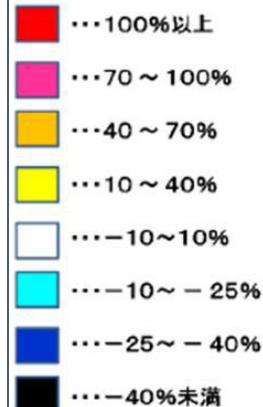


2024



出典：国立社会保障・人口問題研究所「日本の将来推計人口（平成29年推計）」より作成

2010→40年東京周辺の75歳以上人口増減率



2010年から40年にかけての75歳以上人口の伸びが特に激しい、東京周辺の様子を示す。千葉県西部、埼玉県東部・中央部、神奈川県北部は、2010年から40年にかけて、75歳以上人口が100%以上増加する。

◇ In this state, many of the rural areas will decline and fear that Japan as a whole will decline



Overcoming 'population decline', aim for creation of rural areas, creation of Japan

# Positioning of local governments in the 2030 Agenda and SDG Implementation Guiding Principles

**The 2030 Agenda was unanimously adopted during the September 2015 UN Summit.**

**Local governments are an invaluable core partner for implementing SDGs**

- ◆ “When SDGs are implemented by governments and public organizations, close contact should be made with **local governments** and organizations, international organizations, student organizations, charity groups, volunteer groups, and other groups.” (Paragraph 45)
- ◆ Our journey to implement these efforts will involve governments, parliaments, UN systems, international organizations, **local governments**, indigenous peoples, civil society, business and private sector, scientists and academic conferences, and all other people. (Paragraph 52)

**SDGs Implementation Guiding Principles decided at the second meeting of the SDGs Promotion Headquarters on December 22, 2016 (Excerpt from “V. Implementation framework”).**

- ◆ **Local governments and other local stakeholders** are absolutely essential to the nationwide implementation of SDGs-related measures. The national government will therefore **encourage local governments to incorporate the SDGs into their plans, strategies and policies as much as possible**. Government ministries will support the efforts of local governments through measures to promote partnership among various stakeholders in achieving the SDGs.

# Discussion at the SDGs Promotion Headquarters (Excerpt from Prime Minister's statement)

## ●June 9, 2017 (at the Prime Minister's Office)

“Sustainable Development Goals, or SDGs, are important efforts that all countries, both developed and developing, are responsible for. Japan's standpoint is from that of providing security for people, and through our leadership we plan to realize a society in which no one is left behind, and in which each and every individual can demonstrate their abilities.

Focusing on July's UN report and September's UN General Assembly meeting, I will once again provide instructions regarding the following 3 points.

— omitted —

Second is the promotion of SDGs in the regions. These are sure to contribute to the invigoration of localities.

I request that related cabinet ministers work together to consider policies to promote regional efforts to achieve SDGs, as well as implement these policies.

## ●December 26, 2017 (at the Prime Minister's Office)

Through promoting the SDGs, Japan will create new enterprises and employment, and become the first in the world to materialize a future vision for a prosperous and vibrant society that can be achieved amidst the declining birthrate, aging population, and globalization. To that end, we have decided to develop an SDGs model, which is distinct to Japan, and today formulated the SDGs Action Plan 2018 for exerting all of our efforts to address the eight priority areas identified in the SDGs Implementation Guiding Principles, which was determined at the second meeting of this Headquarters. In this Action Plan, we raise the following three points as the major pillars that characterize Japan's SDGs model.

— omitted —

The second point is regional vitalization driven by the SDGs. By implementing the newly launched local government SDGs model programs and the support measures related to regional vitalization in a comprehensive manner, the relevant ministries and agencies will work as one to support such initiatives.

## ●June 15, 2018 (at the Prime Minister's Office)

We will achieve sustainable growth, and share the bounty and happiness of that with everyone. The Abe administration is doing everything in its power to create such a society, even in the midst of the declining birthrate and aging population, by promoting the SDGs through all-Japan efforts. The three key terms for our efforts are ‘the future,’ ‘women and the next generation,’ and ‘visibility.’

First, on the future, we will prioritize the SDGs as **a main pillar of our national strategy for creating Japan's future**. “The Basic Policy” and “Growth Strategy” to be finalized today, as well as the “Integrated Innovation Strategy” approved some time ago, will **strongly promote our efforts towards the SDGs**. We have selected approximately 30 municipalities proposing outstanding initiatives to be part of the SDGs Future City Initiative.

—Omitted—

I ask that the relevant ministers further strengthen and enhance our efforts to achieve the SDGs based on these policies, strategies, and this “action plan”, and that you all **put further efforts towards promoting and enhancing our initiatives**.

### **3. Toward realization of regional creation with SDGs as the driving force**

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# Significance of promoting local government SDGs for invigoration of localities

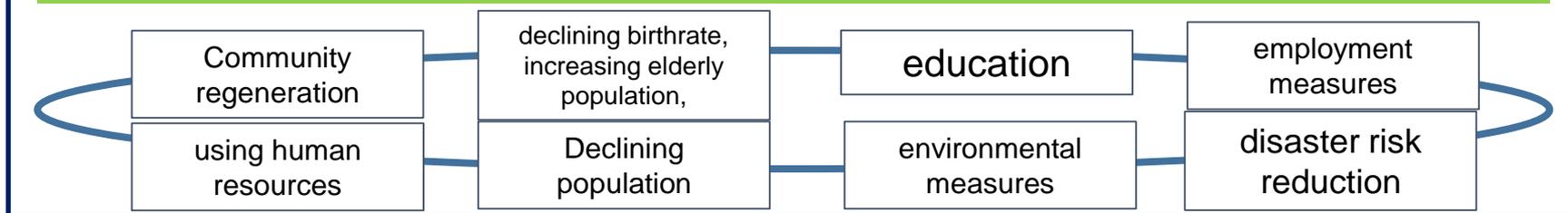
In order to deepen local creation, it is important to tackle sustainable town planning with a mid- to long-term perspective. Efforts towards the achievement of sustainable development goals (SDGs) in local governments will contribute to the realization of regional creation and it is necessary to promote these efforts.

**Goal**      **Overcoming population decline and regional economic downturn /  
Establishment of people · creation of people · establishment of virtuous cycle**

**Realize sustainable town development and regional revitalization that people can live in peace of mind  
Horizontal deployment of local creation success model in Japan · Information dissemination to foreign countries**

Synergistic effects: Overall optimization of policy promotion/increased speed of resolving regional issues

Promotion of policies that integrate the three aspects of “economy,” “society,” and “environment”



Promotion of SDGs by local governments

- ❑ Creating a vision for the future
- ❑ System building
- ❑ Reflecting on various plans
- ❑ Collaboration with related parties (stakeholders)
- ❑ Information dissemination and sharing of results
- ❑ Setting local indicators

# Promotion of efforts towards achieving SDGs by local governments

## Construction of model case

[SDGs FutureCity and Local Government SDGs Model]



## Promotion of public-private partnership

"Regional Creation SDGs Public-Private Partnership platform"

Creating best practices

## Popularization promotion activities

2020 KPI: Initiatives to achieve SDGs in prefectures and municipalities: 30%  
(As of November 2018: Approximately 5%)

# Sustainable town planning

# 平成31年度SDGs未来都市・自治体SDGsモデル事業について

○ Regional Creation To support SDGs In FY2003, we selected about 30 cities as "SDGs Future Cities" that proposes excellent efforts for local governments to achieve SDGs.

○ In particular, we selected about 10 leading businesses as "municipal SDGs model project". Fiscal year 2018 is the first year. Fiscal year 2019 is the second year (planned)

## SDGs FutureCity Initiatives

Initiatives for promoting local government SDGs

Implementation of programs for achieving SDGs

### Local government SDGs model programs

#### Financial Support provided

- (1) Creation of a synergistic effect through comprehensive initiatives in the three aspects of economy, society and environment
- (2) Cooperation with diverse stakeholders
- (3) Construction of a self-directed virtuous cycle

**Government Offices Taskforce for Promotion Local Government SDGs**

### Communicate successful examples

Communicate examples of success from selected cities that should be shared in Japan and other countries.

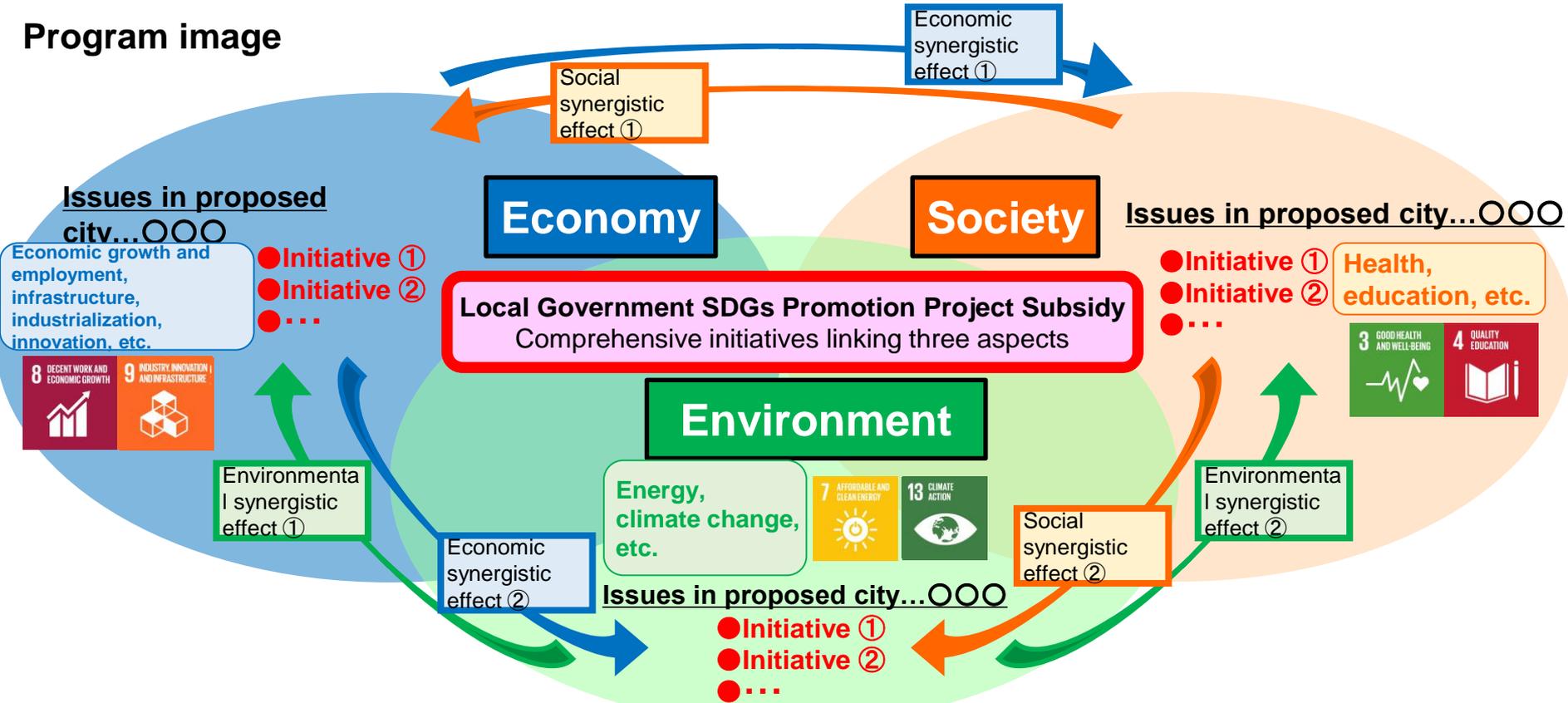
- Holding events
- Educationl programs for a broad range og ages

# Local Government SDGs Model Programs

## Model Programs

Through comprehensive initiatives that follow the SDGs principles, these pioneering initiatives with strong potential will achieve sustainable development by creating new value in the three aspects of economy, society, and environment, and aim to implement programs expected to produce self-directed virtuous cycles in the region through cooperation with diverse stakeholders.

## Program image



SDGs goal will be chosen according to the issues in the proposed cities

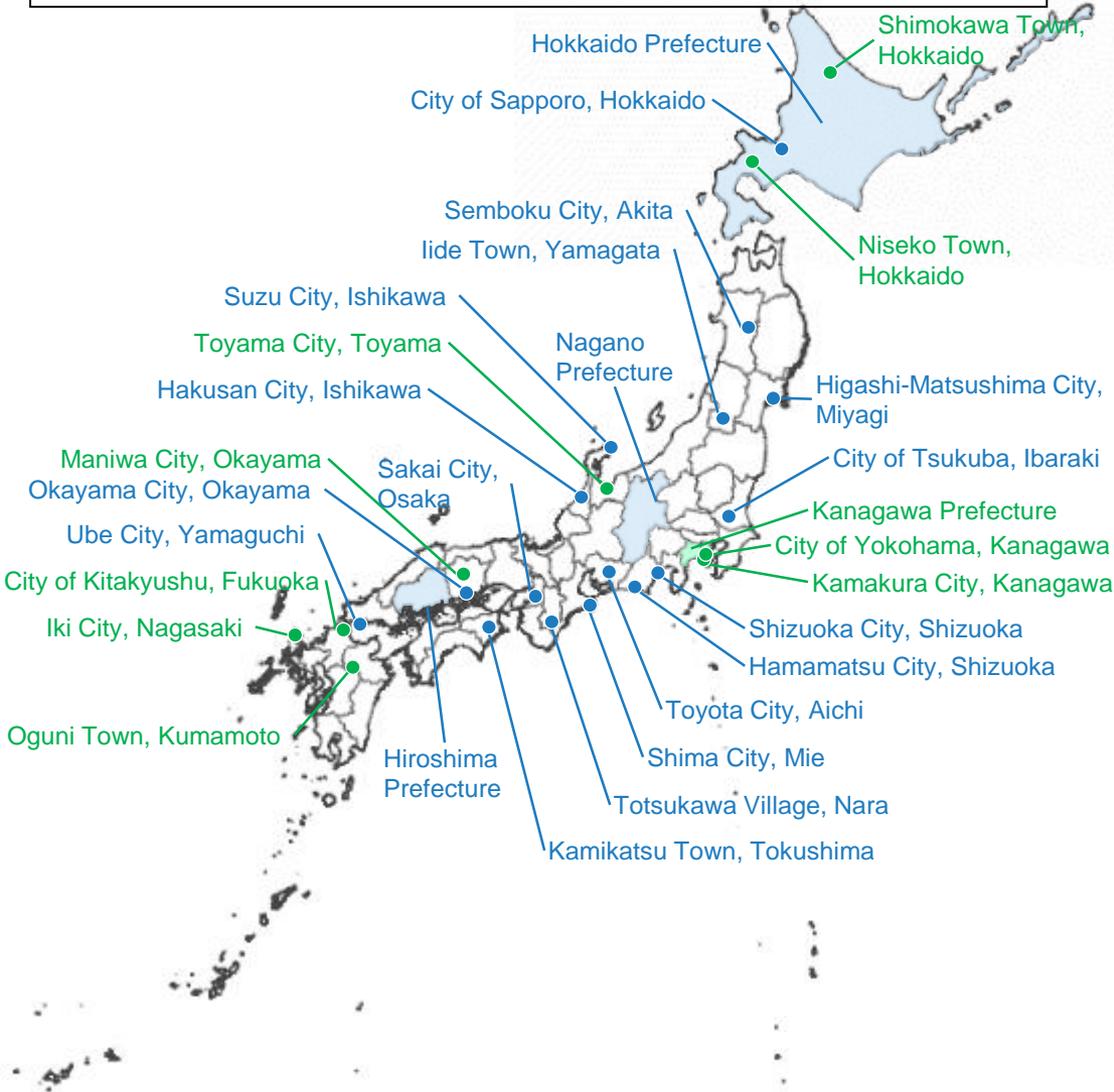


# List of SDGs FutureCity and Local Government SDGs Model Projects and selected cities

Cities indicated in green letters: SDGs FutureCities (including Local Government SDGs model projects)

Cities indicated in blue letters: SDGs FutureCities

\*In the case of selected prefectures, the whole areas representing them are indicated in color.



	City name	Proposal title
SDGs Future Cities (Including Local Government SDGs model projects)	Niseko Town, Hokkaido Prefecture	"Sustainable Town Niseko" An Environment ally Conscious, Self-Governing Town That Enjoys a Circular Economy of Recycled Resources
	Shimokawa Town, Hokkaido Prefecture	Shimokawa Challenge 2030—Leading to People and Nature of the Future
	Kanagawa Prefecture	Kanagawa for Vibrant Lives—Realizing a Sustainable "Society with Smiling Centenarians"
	City of Yokohama, Kanagawa Prefecture	SDGs Future City Yokohama—Creating a Major City Model through Collaboration
	Kamakura City, Kanagawa Prefecture	Creation of Sustainable City Management "SDGs Future City Kamakura"
	Toyama City, Toyama Prefecture	Realization of a City That Creates Sustainable Added Value Based on the Compact City Strategy
	Maniwa City, Okayama Prefecture	Realization of 2030 "SDGs" Future City Maniwa with an Energy Self-Sufficiency Rate of 100% —Aiming for a Permanent Development Model for Agricultural and Mountain Villages (Community in Which People Live in Their Own Way)
	City of Kitakyushu, Fukuoka Prefecture	Kitakyushu SDGs Future City
	Iki City, Nagasaki Prefecture	Iki Iki (Vibrant) Dialogue-Based Society "Iki Na (Smart) Society 5.0"
	Oguni Town, Kumamoto Prefecture	Aiming to Develop a Sustainable Community through the Benefits of Geothermal Power and Forests and People-to-People Connections
SDGs FutureCities	Hokkaido Prefecture	Development of a Wide-Area SDGs Model Taking Advantage of Hokkaido Value
	City of Sapporo, Hokkaido Prefecture	A Sustainable City in Which Future-Generation Children Can Live with a Smile: "Environmental Capital Sapporo"
	Higashi-Matsushima City, Miyagi Prefecture	Higashi- Matsushima—All Generations Growing
	Semboku City, Akita Prefecture	IoT and Hydrogen Energy Utilization Infrastructure Development Project
	Iide Town, Yamagata Prefecture	Revival of an Agricultural Planning Research Institute "To Remain the Most Beautiful Village in Japan in 2030"
	City of Tsukuba, Ibaraki Prefecture	Tsukuba SDGs Future City Pilot Project
	Suzu City, Ishikawa Prefecture	Noto's Challenge toward Cutting-Edge "Future City"
	Hakusan City, Ishikawa Prefecture	"Hakusan SDGs Future City 2030 Vision to Pass Down the Bounty of Nature to Next Generations
	Nagano Prefecture	"Formation of Independent Dispersion-Type Society" through Learning and Power of Autonomy
	Shizuoka City, Shizuoka Prefecture	Realization of "Shizuoka, a City of World Standards" Shizuoka City Five Main Concepts x SDGs
	Hamamatsu City, Shizuoka Prefecture	Hamamatsu:Enriching the World 50 and 80 Years into the Future
	Toyota City, Aichi Prefecture	A Smart City Leading to the Future and Connecting People, the Environment and Technology
	Shima City, Mie Prefecture	With a long history of providing produce to the Imperial Court, Shima will become a Sustainable Food Supplying Region
	Sakai City, Osaka Prefecture	"A City in Which Everyone Leads a Healthy and Active Life Based on the Spirit of Freedom and Self-Governing and in Which Smiles are Aplenty"
	Totsukawa Village, Nara Prefecture	Totsukawa Village SDGs Model Plan Based on Preservation of Sustainable Forests and Tourism Promotion (tentative name)
	Okayama City, Okayama Prefecture	Okayama, a city where people live healthy, active and learn together throughout their lives
	Hiroshima Prefecture	Accelerating Initiatives to Make Hiroshima into A Hub for Global Peace which Creates Peace Activities toward Achieving SDGs—Enhancing SDGs Activities through a Multi-Stakeholder Partnership—
	Ube City, Yamaguchi Prefecture	"Human Resources are Treasure". Ube SDGs Promotion Project Created by Everyone —Further Evolution of "Prosperous Co-Existence and Harmonious Collaboration"
	Kamikatsu Town, Tokushima Prefecture	SHLs (Sustainable Happy Lives) through SDGs Sustainable Happy Lives

# Presentation Ceremony for Certificates of the FY2018 SDGs Future Cities (June 15, 2018)

The Presentation Ceremony for Certificates of the FY2018 SDGs Future Cities was held. Following an address by Prime Minister Abe, the certificate was awarded to 29 selected local governments. In the selected cities, photo sessions with the Prime Minister and other government officials were held. After the presentation ceremony, Minister of State for Regional Revitalization Kajiyama delivered an address, which was followed by a joint photo session of representatives from the SDGs Future Cities (29 local governments) and government officials.

## List of SDGs Future Cities (in order of prefectural and municipal government codes)

Hokkaido Prefecture	Iide Town, Yamagata Prefecture	Suzu City, Ishikawa Prefecture	Shima City, Mie Prefecture	Ube City, Yamaguchi Prefecture
City of Sapporo, Hokkaido Prefecture	City of Tsukuba, Ibaraki Prefecture	Hakusan City, Ishikawa Prefecture	Sakai City, Osaka Prefecture	Kamikatsu Town, Tokushima Prefecture
Niseko Town, Hokkaido Prefecture	Kanagawa Prefecture	Nagano Prefecture	Totsukawa Village, Nara Prefecture	City of Kitakyushu, Fukuoka Prefecture
Shimokawa Town, Hokkaido Prefecture	City of Yokohama, Kanagawa Prefecture	Shizuoka City, Shizuoka Prefecture	Okayama City, Okayama Prefecture	Ikki City, Nagasaki Prefecture
Higashimatsushima City, Miyagi Prefecture	Kamakura City, Kanagawa Prefecture	Hamamatsu City, Shizuoka Prefecture	Maniwa City, Okayama Prefecture	Oguni Town, Kumamoto Prefecture
Semboku City, Akita Prefecture	Toyama City, Toyama Prefecture	Toyota City, Aichi Prefecture	Hiroshima Prefecture	



Photograph of the Prime Minister delivering an address



Photograph of the Prime Minister presenting a certificate of selection (Representative: City of Yokohama)



Certificates of the FY2018 SDGs Future Cities (Example: City of Yokohama)



A photo session with an SDGs Future City (Example: Oguni Town)



An address by Minister of State for Regional Revitalization Kajiyama



A joint photo session of SDGs Future Cities (29 local governments), Minister Kajiyama and other officials

# About regional creation SDGs public-private partnership platform

## Purpose of establishment

The Cabinet Office established a regional creation SDGs public-private partnership platform on August 31, 2018 as a forum for promoting domestic implementation of SDGs in our country and leading to further regional creation .

Number of members: 613  
organization

※As of the end of December 2018 → aiming for 900 organizations in 2020.

Prefecture and municipality	Affiliated government agencies	Private organizations
<b>249</b>	<b>12</b>	<b>352</b>

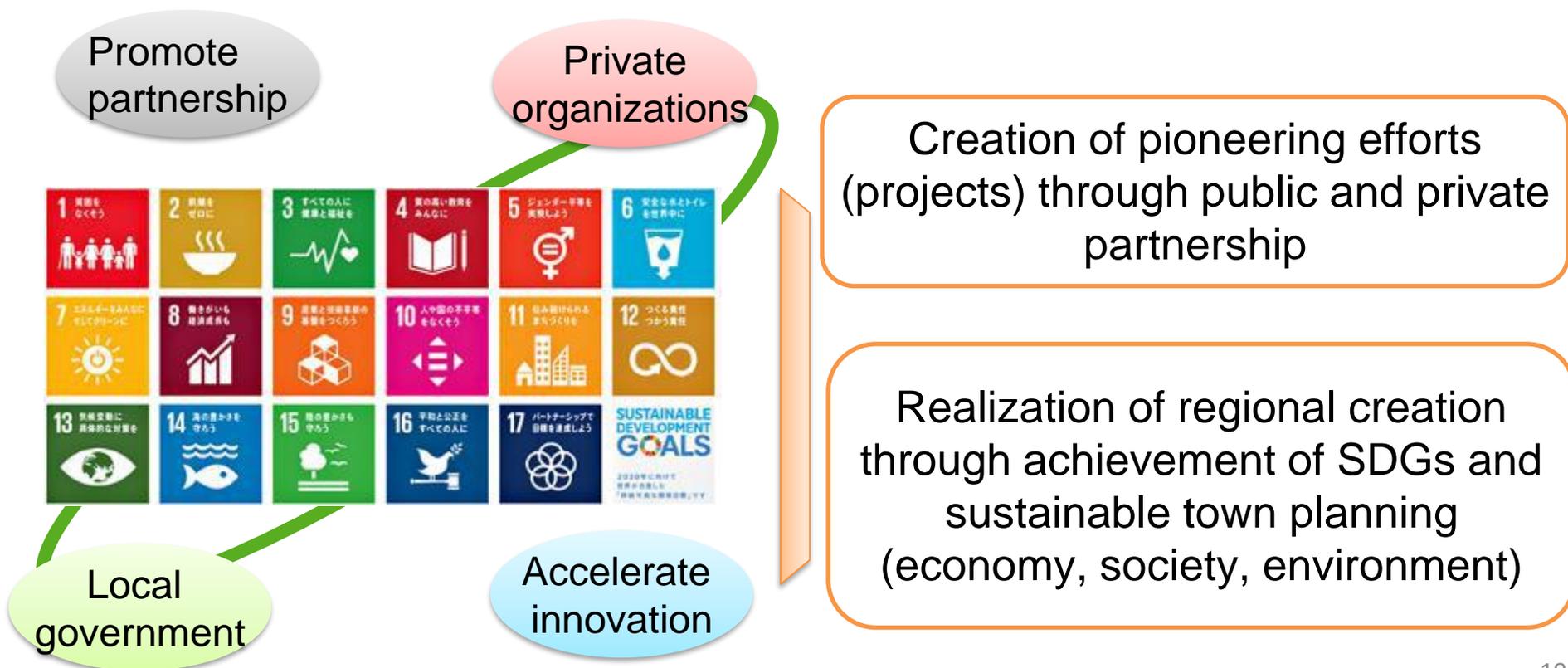
## 1. Matching support 2. Subcommittee holding

Information exchange at the workshop,  
formation of problem solving community

Establish a subcommittee by proposing members  
Creating a project to solve problems

## 3. Promotion activities

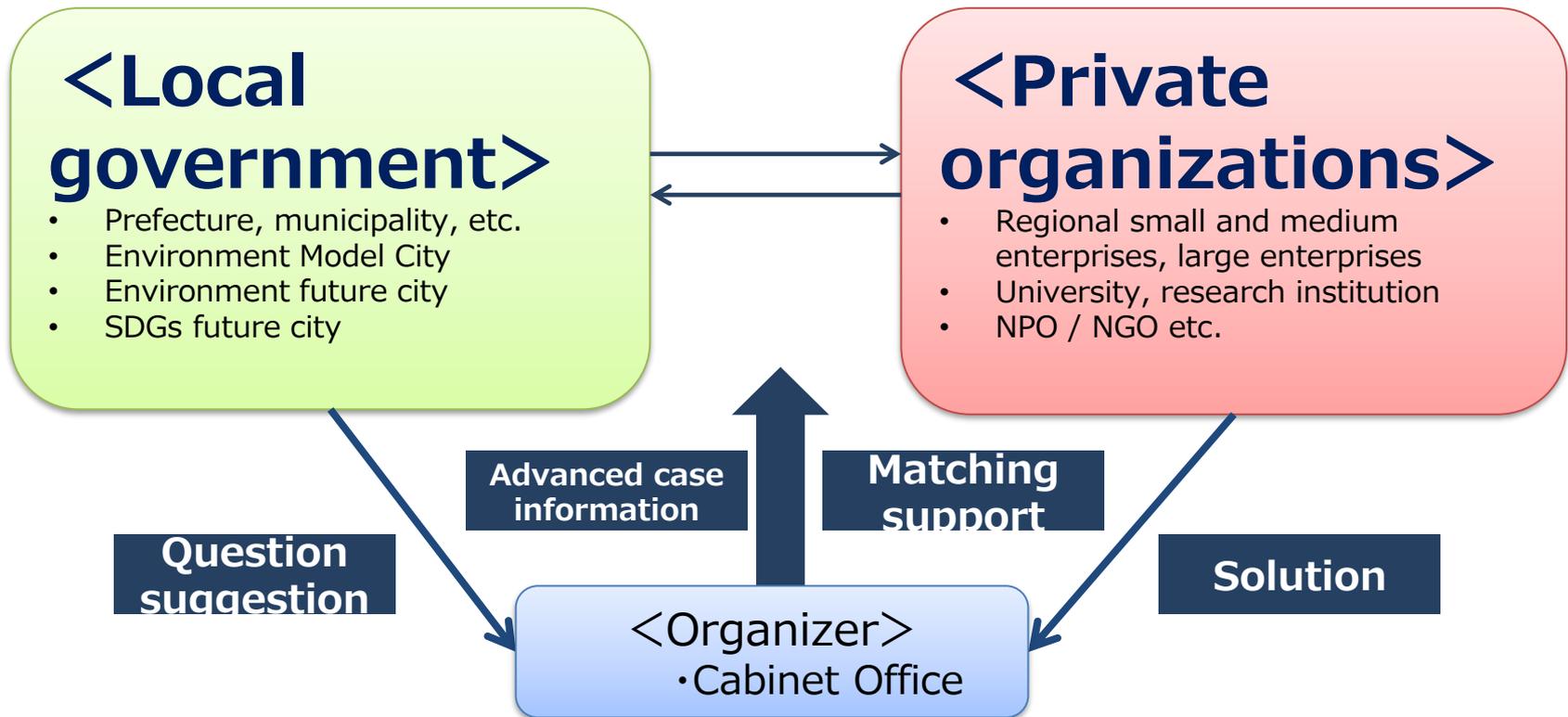
Hosting international forums, exhibiting at exhibitions, disseminating information on HP and mailing lists, issuing platform-supported names etc



# Matching support

To promote sharing of knowledge and knowledge to solve the problem and the problem to realize the image of the future, the platform promotes information sharing of public and private (public and private sectors) as the foundation of information sharing.

## Matching support



# Role of the Platform

## (2) Holding sectional committees

- The Platform will set up sectional committees based on the themes proposed by its members to promote the creation of new values through interdisciplinary collaboration and the public-private cooperation in tackling common challenges, and launch projects conducive to regional revitalization.

### Themes set by backcasting for the ideal future

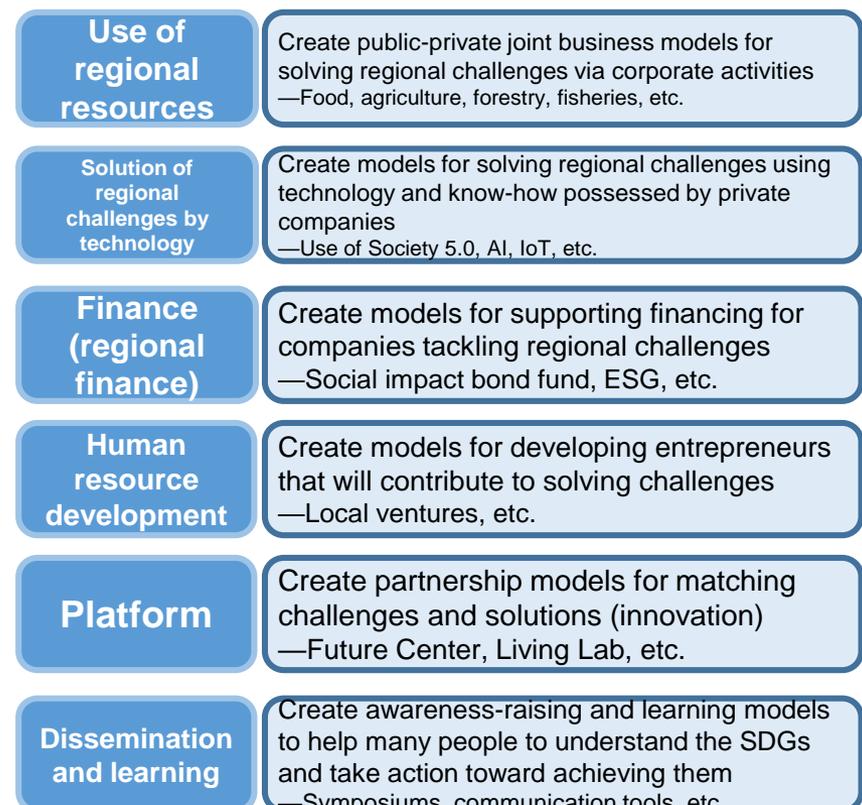


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Create new values and form consortiums through horizontal cooperation among diverse parties

### Themes based on common challenges



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Launch projects to solve challenges through public-private cooperation

# Promotion Activities

- Promote dissemination by utilizing various symposiums, seminars, exhibitions, etc.
- Promotion of popularization by dispatching experts, cabinet officials, etc. to the symposium and seminars hosted by members

## International Forum

We hold international conferences to discuss the theme of "Local Government SDGs / Public-Private Partnership / Domestic and Overseas Expansion / Expansion" to realize the creation of local cities with domestic and foreign cities and experts as the driving force of SDGs

"First Regional Creation SDGs International Forum"

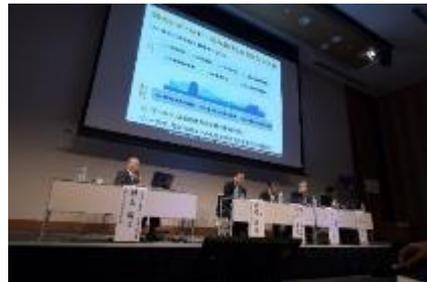
(February 13, 2019) Otemachi Nikkei Hall

Theme: Promotion of SDGs for regional creation

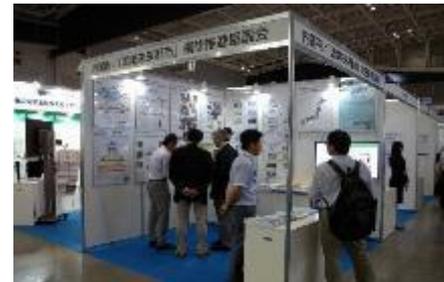
~ Sending / deployment of "SDGs model" ~



The whole venue



Panel Discussion



Cabinet Office Booth



Stage event

## Exhibition

Introducing advanced cases and wide-ranging activities of SDGs and environmental future city / environmental model city through exhibitions etc

20th Ecopro2018  
(2018.12)

※ Photo shows last year's

# The 1<sup>st</sup> International Forum on SDGs for Regional Revitalization

- The 1st International Forum on SDGs for Regional Revitalization will feature discussions centered around themes relating to regional revitalization. These will include SDGs for local governments, public-private partnerships, and methods of communication and deployment both within Japan and around the world. This will thereby lead to the consideration of initiatives that will further strengthen and develop the Japanese SDGs model. The forum will also aim to compile suggestions relating to how to best communicate the model at future international meetings.

## Summary

- Date/Time Wed, February 13, 2019, 10:00-17:30
- Organizer Cabinet Office, SDGs for Regional Revitalization Public-Private Partnership Platform
- Number of Participants 660 (Number of applications 1,122)

## Program

### ○Opening Remarks

- Satsuki Katayama Minister of State for Regional Revitalization
- Kenji Kitahashi Mayor, City of Kitakyushu
- Hideo Suzuki Ambassador, Assistant Minister for Global Issues/Director-General for Global Issues

### ○Keynote Lecture

- Hakaru Tamura Director General, Office for Promotion of Overcoming Population Decline and Vitalizing Local Economy in Japan, Cabinet Office, Government of Japan
- Kenji Kuroiwa Governor of Kanagawa Prefecture

### ○Session I (Shuzo Murakami President, IBEC)

「Regional Revitalization: The Fundamental Driving Force Behind SDGs-Initiatives Relating to SDGs by Local Government Around the World」

### ○Stage Event

SDGs FutureCity/FutureCity/Eco-Model City

### ○Session II (Takashi Inoue Managing Director, KEIDANREN)

「Deploying Society 5.0 Regionally to Achieve SDGs: Resolving Societal Problems Through Public-Private Partnerships」

### ○Session III (Kentaro Endo Counsellor, Cabinet Office, Government of Japan)

「SDGs Model: A Method of Communication and Deployment to Achieve SDGs both Within Japan and Around the World」

### ○Concluding Session (Shuzo Murakami)

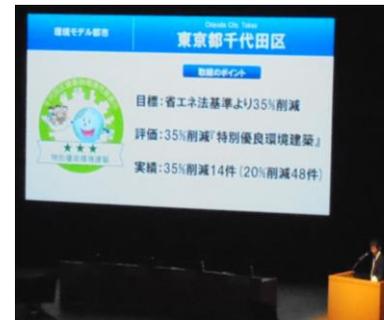
Satsuki Katayama



Kenji Kuroiwa



Stage Event



Session/Panel Discussion



Through this forum, the following overview were compiled

- Many organizations, including local governments and companies, are making progress in promotion of SDGs and shifting from a preparatory stage to a deployment stage.
- The SDGs FutureCity program led by the government has significantly boosted SDGs awareness and initiatives by local governments nationwide, and SDGs implementation has arrived at a stage of contributing to regional revitalization.
- In industrial areas, there is a movement to link SDGs initiatives to realization of Society 5.0 (ultra-smart society). Public-private collaborative efforts for SDGs initiatives are vibrant too.
- Japan's SDGs initiatives, which have precursor community-building results such as FutureCity, are being widely disseminated abroad, particularly in Asia. Cooperative frameworks that contribute to sustainable city development are taking hold in these countries.

# SDGs for Regional Revitalization Overview

## Growing of companies and businesses towards regional revitalization driven by SDGs

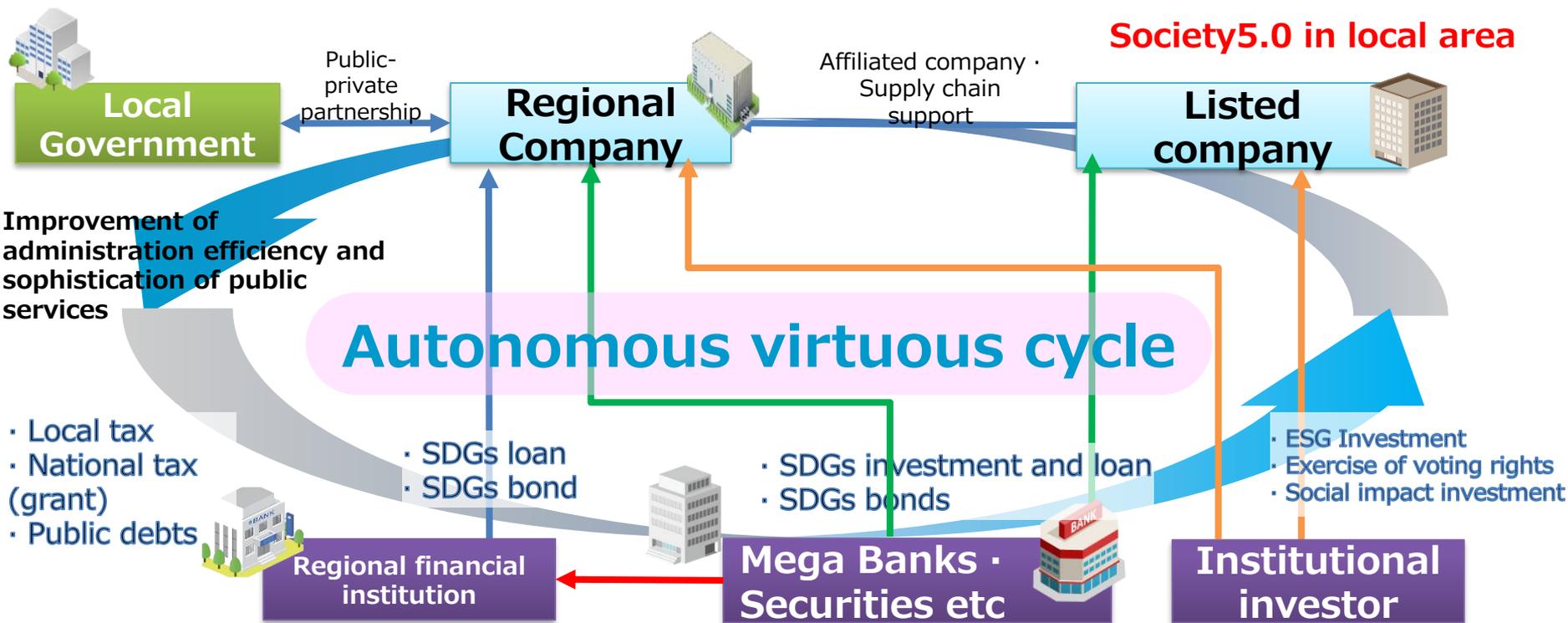
1. Revitalization of regional economy under declining birthrate and aging population
2. Active support of Women, the elderly and people with disabilities
3. Resilient against disasters

Discovering regional issues  
Promotion of visualization

Development of regional leading companies, GNT (global niche top)

Promotion of regional revitalization initiatives in business

**Society5.0 in local area**



**Public funds**

**Private fund**

# Reference Materials

# Local government SDGs model projects (1)

Niseko Town,  
Hokkaido

## NISEKO Way of Living Model Zone Development Project

- Enhance Niseko's brand value through carrying out various projects. These include revitalizing the local economy through the construction of environmentally-conscious housing complexes, solving housing shortages brought on by population growth, preventing heat shock, reducing energy costs, and promoting an invigorating administration through local organizations and the NISEKO Way of Living Model Zone Development Project.

**<Challenge>**  
A circular economy and enhanced earning power

### Economy

- A tax to finance tourism promotion
- Support for initial funding and the launch of new businesses
- Development of basic infrastructure such as sewage

Tourism industry  
Business start-up  
Infrastructure

**<Challenge>**  
Developing a community where people can comfortably live indefinitely

### Society

Housing  
Transportation  
Citizen participation

- Reducing and/or waiving the fixed asset tax during the construction of housing complexes
- Developing a local smart transportation system
- Involving residents in transparent exchanges of information in the community

Comprehensive activities linking the three aspects  
**NISEKO Way of Living Model Zone Development Project**

**<Challenge>**  
Increasing energy conservation, introducing renewable energy methods, and recycling resources

### Environment

Regional energy

Environment consciousness

- Establishing a heat supply for the whole region in front of JR Niseko Station
- Constructing both individual residences and housing complexes that are environmentally conscious
- Constructing a new town hall symbolic of Niseko Town's care towards the environment



Community development seminars for citizens

- Develop a 9-hectare model zone in an urban area of the town into a space that embodies "Life in Niseko".
- Aim to establish a model zone with the following elements: sturdy houses built with local scenery in mind, a diverse mix of age and income levels, and invigorative local activities



Visual guide of the circular economy (analysis of earning power)



Regional supply of heat using regional resources (location: Niseko station)

# Local government SDGs model projects (2)

Shimokawa Town,  
Hokkaido

## Project to Create High-Quality Life through SDGs Partnership

- Promote projects such as: using IoT to transform the forestry industry into a seamless one integrating logging, afforestation, processing and distribution; mainstreaming health-conscious, energy-saving houses; improving the snow removal system and disaster response; and expanding the use of renewable energy, mainly forest biomass: by making use of the SDGs Partnership Center while exercising synergy effects in various aspects.

### <Challenge>

Profitability improvement through human resource development and introduction of cutting-edge technology, and a recycling economy based on local production and local consumption

## Economy

Recycling economy

- Transformation of the forestry industry into one in which the upstream to downstream sectors are seamlessly linked
- Regional recycling-type distribution of agricultural products
- Introduction of a points-awarding system that encourages regional economic recycling
- Use of diverse human resources, and a demonstration of the introduction of cutting-edge technology intended to improve production efficiency

Securing of human resources, and productivity



Transformation of the forestry industry into a seamless industry



Ichinohashi Bio-Village

### <Challenge>

Post-carbon society using mainly forest biomass

Post-carbon

Zero emission

### Comprehensive activities linking three aspects

- Establishment of SDGs Partnership facilities for the city and region
- Creation of industries through the use of diverse regional human resources in the Ichinohashi community

## Environment

- Expansion of use of forest biomass
- Ichinohashi Bio-Village Post-Carbon Community
- Establishment of a rental system for energy-saving home appliances
- Promotion of zero emission and ethical consumption

### <Challenge>

Development of social conditions that enable all people to live a hopeful, healthy and comfortable life

## Society

Housing

Safety and comfort

Human resource development

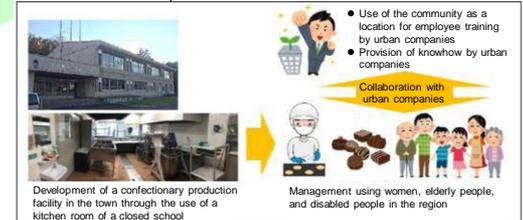
- Promotion of a housing environment plan and health-conscious, energy-saving houses
- Enhancement of collaboration between healthcare, nursing care and welfare services and support for child care
- Efficiency improvement of the snow removal system and enhancement of resilience
- Development of future-generation human resources and promotion of citizen participation

Aim to resolve regional challenges based on collaboration between agents within and outside the region through the SDGs Partnership Center

i) Establishment of SDGs Partnership facilities for cities and regions



ii) Creation of industries through the use of diverse regional human resources in the Ichinohashi community



# Local government SDGs model projects (3)

Kanagawa Prefecture

## SDGs Social Impact Evaluation and Demonstration Project

- With an aim to realize “Kanagawa for Vibrant Lives”, Kanagawa Prefectural Government (K.P.G.) promotes creation of ME-BYO industry and data-based health services for healthy longevity, as well as introduction of ZEH and FCV for establishing a new energy system. It develops an evaluation system of social impacts of these activities from the SDGs perspective to promote private investments, and conducts demonstration projects in the model zones.

<Challenge>

Keeping the engine of economy running

Economy

ME-BYO industry

Support for venture companies

Energy industry

- ME-BYO BRAND system
- Promotion of projects to expand the ME-BYO industry market
- Support for venture companies related to cutting-edge medicine
- Healthcare New Frontier Fund
- Promotion of development of smart energy-related products, etc.

KANAGAWA  
**ME-BYO**  
BRAND

ME-BYO BRAND



Large-scale distributed energy management system

<Challenge>

Establishment of a new energy system

Environment

Renewable energy

Energy-saving technology

Anti-global warming measures

- Expansion of introduction of photovoltaic power generation facilities
- Promotion of installation of hydrogen stations
- Expansion of use of fuel cell vehicles and electric vehicles
- Promotion of energy-independent houses
- Implementation of Business Activities for Global Warming Countermeasures Planning System

<Challenge>

Creation of a sustainable super-aged society

Society

Utilization of data

Citizens' participation



“MY ME-BYO Record” app

- Utilization of “MY ME-BYO Record” (personal ME-BYO medical record app)
- Development and utilization of ME-BYO index
- Promotion of Kanagawa ME-BYO Living Lab project
- Promotion of ME-BYO House Lab project

SDGs Social Impact Evaluation and Demonstration Project  
integrating the three aspects of economy, society and environment

With an aim to attract ESG investors, K.P.G. visualizes the social impacts of these activities from the viewpoint of SDGs to link business operators addressing SDGs with fund providers

Establishment of an SDGs social impact evaluation system

Business operators addressing SDGs

Fund providers

Demonstration and dissemination

- “Enhancement of community functions through multi-generational collaboration” project in Fujisawa Sustainable Smart Town
- Share the outcome and implement the project by other municipalities in the prefecture

# Local government SDGs model projects (4)

City of Yokohama,  
Kanagawa

## Project to Create a Yokohama-Type “Major City Model” through “Collaboration”

- Develop a system to enable local residents and business operators to exercise their “citizen power” by deepening exchange between stakeholders and promoting collaboration between various activities through the Yokohama Smart Global Partnership Project (tentative name) in order to implement model projects for resolving environmental, social and economic challenges.

### <Challenge>

Creation of vitality in the center of the city and realization of a smart, internationally competitive port

## Economy

- Realization of a center of the city that creates growth and vitality
- Development of a comprehensive port that enhances international competitiveness and enriches citizens' lives

Center of the city

Port



Development of a comprehensive port



Creation of a city in which the rich natural environment and people's lives co-exist

Comprehensive activities linking three aspects  
Yokohama Smart Global Partnership  
Project (tentative name)

## Environment

### <Challenge>

Promotion of community development taking advantage of the natural environment, and promotion of a shift to a carbon-neutral society

Flowers and green

Circular society

- Creation of a city in which the rich natural environment and people's lives co-exist
- Development of a low-carbon, circular society



Realization of suburbs in which people want to live and continue to live

Housing

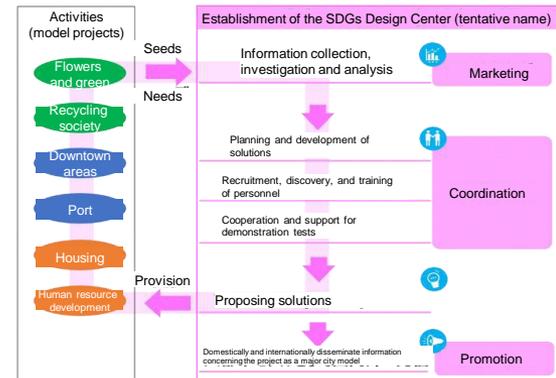
Human resource development

## Society

<Challenge>  
Revitalization of suburbs areas and realization of a society in which diverse people play an active role

- Realization of suburbs in which people want to live and continue to live
- Development of diverse human resources who create the future

- Establish the “SDGs Design Center” (tentative name) as a facility to strengthen the synergy effects of various activities through exchange and collaboration between industry, academia, government and citizens
- Share and make practical use of knowledge and technology for resolving challenges, develop globally capable human resources, and disseminate information domestically and internationally.



# Local government SDGs model projects (5)

Kamakura City,  
Kanagawa

## Creation of Sustainable City Management “SDGs FutureCity KAMAKURA”

- Based on the ideal of the SDGs, develop the city’s comprehensive plan through citizen participation and EBPM (Evidence Based Policy Making). When implementing the plan, its effectiveness will be ensured by compiling a list of activities that contribute to the promotion of the plan and by returning benefits in exchange for the activities. An important building of the city landscape will be renovated as a pilot model, and information will be disseminated with respect to the building as locations for work, exchange, and inheritance of history and culture.

### <Challenge>

Realization of “Kamakura as a workplace” and “Kamakura as a city in which people want to live and continue to live

## Economy

Job creation

Living style/working style

- Development of a new facility for exchange that creates innovation
- Proposing new living and working styles (Changing the typical work style of commuting to the Metropolitan Area and developing a community in which workplaces and houses are close to each other)
- Inviting companies by making use of public real estate assets



A company cafeteria-style restaurant open to community residents



A company dormitory-style lodging facility open to community residents



A traditional Japanese-style house (former house of the Murakami family)

Collaboration and co-creation

Transportation

- Promotion of environmental (landscape) activities through co-creation of value between citizens, NPOs, visitors, and companies
- Promotion of “Kamakura road pricing initiative” (Anti-congestion measures)

## Environment

### <Challenge>

Passing-down of nature, history and culture  
Creation of safe living infrastructure for citizens



Kamakura Living Lab

### <Challenge>

Promotion of self-governing by citizens, realization of a cohabitation society, and community development based on the creation of a longevity society

## Society

Self-governing by citizens

Health and longevity

- Dissemination of the Kamakura Living Lab Project throughout the city
- Formulation of the Citizen Activity Promotion Ordinance (tentative name)
- Community development based on the creation of a longevity society
- Establishment of the Kamakura version of regional comprehensive care

Comprehensive activities linking three aspects  
Sustainable city management  
Creation of the “SDGs Future City KAMAKURA”

- Aim for the future’s city image “the town which creates the delight through which I live and new charm while keeping the personality as the ancient city”
- Incorporate local government SDGs into the comprehensive plan and promote new schemes and pilot model projects to realize the plan

- Incorporate local government SDGs into the (i) comprehensive plan
- Develop new schemes to realize the plan
  - Promotion of EBPM
  - Trial of Social Impact Bond
  - Identify and visualize regional assets
  - Kamakura Living Lab
- Pilot model project (An SDGs showcase using a traditional Japanese-style house)

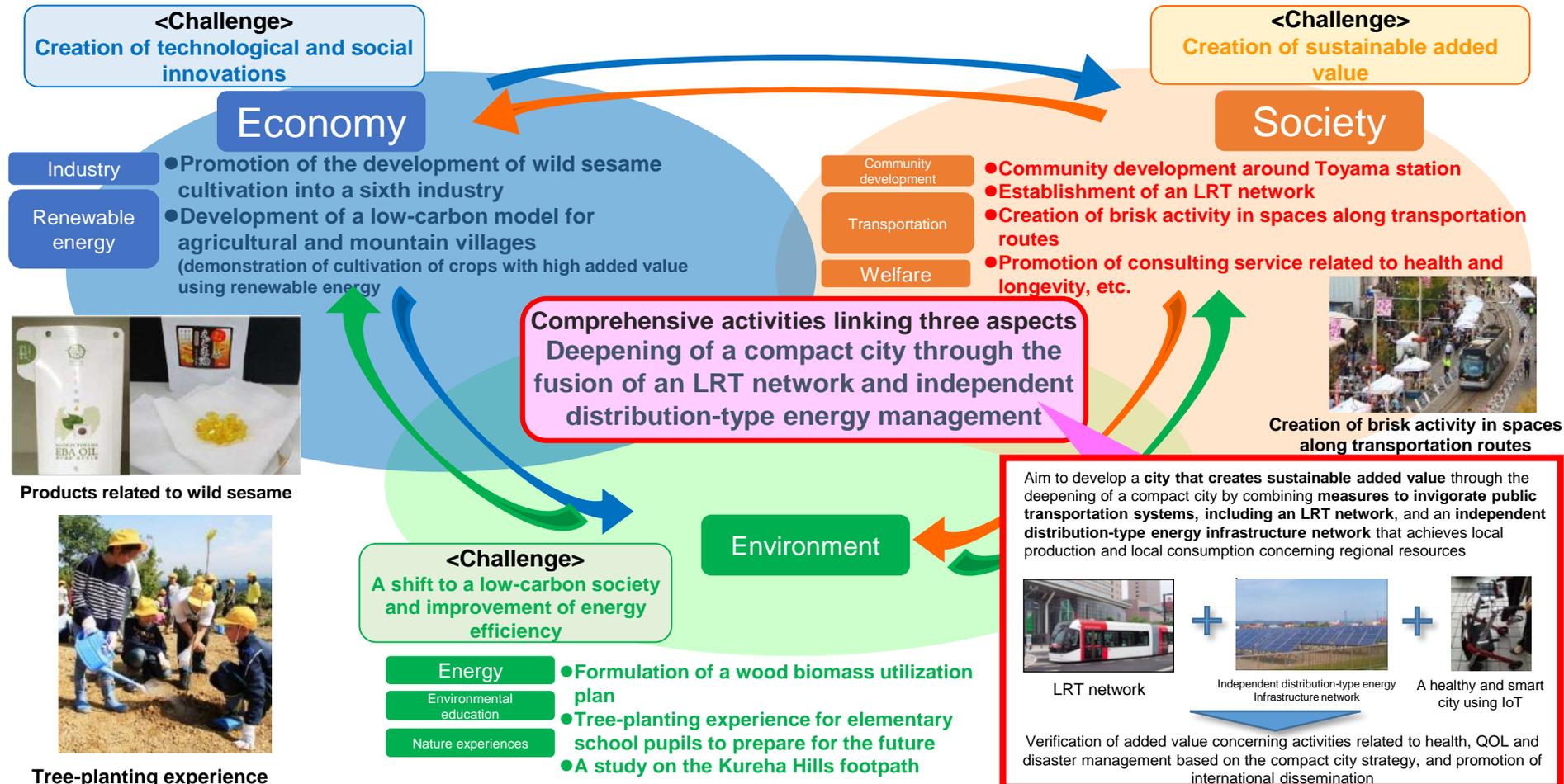


# Local government SDGs model projects (6)

Toyama City,  
Toyama

## Deepening of A Compact City through the Fusion of an LRT Network and Independent Distribution-Type Energy Management

Aim to deepen and enhance the compact city by strengthening urban resilience through the establishment of a sustainable regional public transportation network and the fusion of the transportation network with an independent distribution-type energy infrastructure network. An increase in opportunities for elderly people to go out and exchange with other people as a result of the promotion of the compact city strategy will be used to develop walk-assisting devices using IoT technology and establish a regional comprehensive care system in order to realize healthy and comfortable lives for all generations and to create a healthy smart city.



# Local government SDGs model projects (7)

Maniwa City,  
Okayama

## Regional Dispersion Model Project Aiming for Permanent Development

- Strengthen the initiative to achieve a regional energy sufficiency rate of 100%, which has already produced visible effects, in order to curb the population decline and resolve the uneven age mix with the aim of creating a regional dispersion model for a mountainous region. A “recyclable economy” will be established through the expansion of demand for CLT and other wood products using regional resources, and promotion of agriculture using bio liquid fertilizer and a unique tourism business.

### <Challenge>

Establishment of a “recyclable economy” using regional resources

## Economy

Wood resources

- Promotion of wood biomass power generation
- Expansion of wood demand for CLT usage
- Promotion of resource recycling and environment-friendly agriculture
- Development of a tourism community

Agriculture

Tourism



A hotel using CLT



A demonstration plant for bio liquid fertilizer and bio gas

Comprehensive activities linking three aspects  
Regional dispersion model project aiming for permanent development

## Environment

### <Challenge>

Regional energy self-sufficiency rate of 100% and reduction of CO2 emissions through the use of wood resources

Regional energy

- Development of sustainable forests
- Transformation of kitchen garbage into resources
- Promotion of micro and small hydroelectric power generation

### <Challenge>

Development of human resources capable of conducting environment-conscious economic activity

## Society

Human resource development

Dissemination and enlightenment

- Creation of learning opportunities related to the economy and environment
- Development of globally capable human resources
- Promotion of resource segregation

- Establish a **recyclable economy** in which money circulates **within the city**, by achieving an energy self-sufficiency rate of 100% and by promoting local production and local consumption.
- Establish a **permanent development model** that halts the negative cycle of population shrinkage and local economic decline by **increasing the population of young people, the population of involved people, and immigrants** through the “Project to Create a Community That People Want to Go to and Live In”, which includes an activity to develop a cycling community in collaboration with the tourism DMO.

### Local government model projects

—Participation by citizens, industry, academia, government, and financial sector



# Local government SDGs model projects (8)

City of Kitakyushu,  
Fukuoka

## Regional Energy Next-Generation Model Project

- Developing projects to resolve energy challenges using the City's technological capabilities and the strength of its citizens, and promoting them within and beyond Japan.
- Low-carbon energy will be specifically promoted, thereby invigorating the environmental industry, empowering women and the elderly. In addition the technological improvement and overseas expansion of the energy recycling industry will be put into accelerated.

### <Challenge>

Promotion of sustainable industries

## Economy

### Energy

Cutting-edge technology  
Environmental industry

- Promoting the City to be established as a regional energy base
- Productivity improvement using robots and AI
- Revitalization of the primary industry and environment-related industries



Kitakyushu Eco Town

Revitalization of environment-related industries



Regional recycling of energy and resources

Resource recycling  
International dissemination  
Nature and cohabitation

- Regional recycling of energy and resources
- Promotion of environment-related international cooperation and businesses
- Preservation of nature, including undeveloped woodland

Comprehensive activities linking three aspects  
A next-generation model for regional energy

## Environment

### <Challenge>

Response to climate change and improvement of resource efficiency

### <Challenge>

Response to the population shrinkage and super-aging of society, and realization of a lifetime active society

## Society

Diversity

Safety

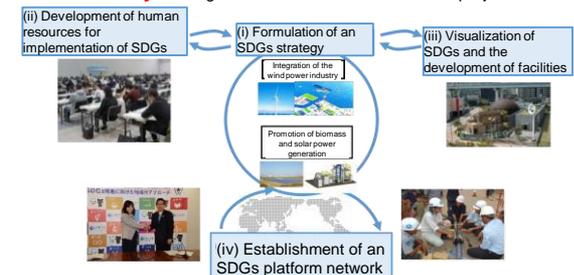
Community

- Empowerment of women, elderly people, and disabled people.
- Development of a safe community that is resilient to disasters
- Provision of places for citizen activity (ESD, etc.)



Holding of a citizens' exchange (ESD station)

- Promote the development of human resources for the implementation of SDGs, facilities that help visualize SDGs, and the establishment of an SDGs international platform network based on strategies for regional energy and SDGs as the core of the projects.
- Realize the "promotion of sustainable industries", "response to the population shrinkage and rapidly aging society, realization of an active lifestyle society", and "response to climate change and improvement of resource efficiency" through the combination of the above projects.



# Local government SDGs model projects (9)

Iki City,  
Nagasaki

## Development of a smart sixth industry model using Industry4.0

- Make practical use of IoT and AI with the aim of promoting a smart agriculture and introducing advanced technology into a civil society. Through this, the profitability of agriculture will be improved so as to increase the number of people who return or move to the island from elsewhere. In addition, the development of IoT-related human resources on the island will be promoted in order to increase jobs, and strengthen for communication between the island and the outside world so as to raise awareness about activities that contribute to the environment.

**<Challenge>**  
Vertical integration of the primary industry through Industry 4.0

**Economy**

**Agriculture**

- Creating a comprehensive database covering harvest volume and a systemization of production processes
- Transportation to shipping locations by self-driving vehicles
- Search for new business customers and invitation of companies
- Establishment of a local production-local consumption EC market

**Job creation**

- Local production and local consumption

**<Challenge>**  
Realization of a new environment for exchange

**Society**

- Human resource development and job creation
- Citizen participation
- Development of human resources capable of system management in the sixth industry
- Creation of new jobs related to IoT management business
- Holding of a "Future Creation Dialogue" through citizens' co-creation activity

**Comprehensive activities linking three aspects**  
Development of a smart sixth industry model using Industry 4.0

**Environment**

**<Challenge>**  
Implementation of environmental nudge

- Implementation of innovation programs by university students from outside the island and high school students within the island
  - Implementation of events that promote understanding of the environment
- Human resource development**
- Environmental education**



Ikina Mirai Zukuri (Future Creation) Project

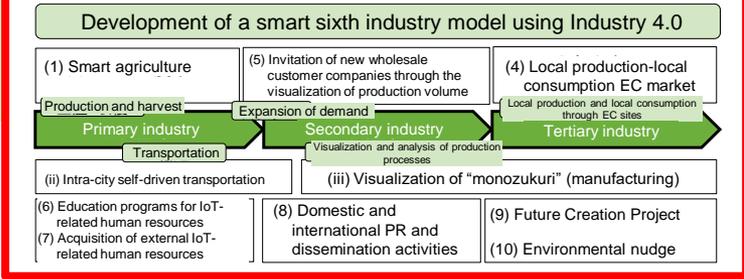


Sharing of videos of field activity  
Remote support for operation



Promotion of smart cultivation of asparagus  
An innovation program

- Promote a smart agriculture by establishing the "Secretariat for the Promotion of the Ikina Society 5.0 Activity," which will be comprised of various stakeholders.
- Develop a sustainable regional recycling model by promoting the development of IoT-related human resources and the application of advanced technologies to the improvement of citizens' lives and the environment through the activities.



# Local government SDGs model projects (10)

Oguni Town,  
Kumamoto

Development of a base for research and exchange concerning energy, including geothermal power

- Promote activities related to the three aspects, including making effective use of geothermal resources and conducting studies on expanding use of binary power generation using unutilized heat and water and on introducing car sharing in order to secure sustainable public transportation, based on a development plan which takes advantage of regional resources, is implemented under the town's initiative and ensures fairness. In addition, in order to strengthen partnerships and develop independent and sustainable regional economic activities, systems and facilities will be improved with a view to creating a base for exchange and research by industry, academia, government and citizens.

