



SAPPORO

Surrounded by the magnificent nature of Hokkaido, Japan's northernmost main island, Sapporo is a leading tourist destination offering countless experiences. Regional highlights include indigenous Ainu culture, outstanding food, and hot springs. The city has been positioned as Environmental Capital Sapporo, which underlines a commitment to preserving Hokkaido's rich natural environment and to realizing a sustainable community where future generations will love to live. The city is actively promoting environmental policies.



Hokkaido Pref.
5.18 million people

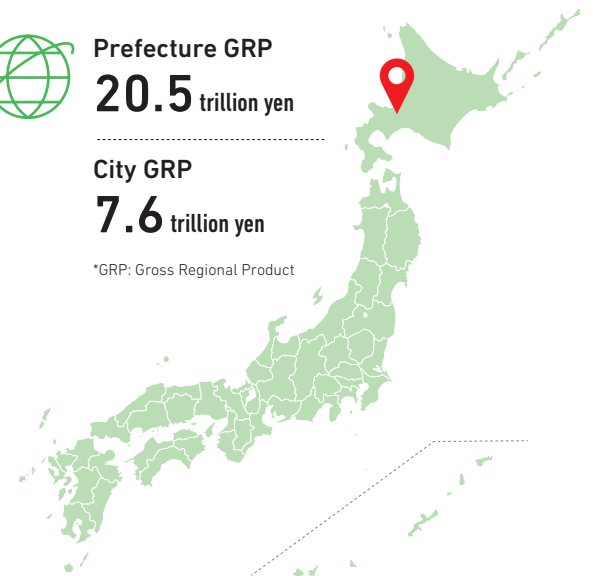


Prefecture GRP
20.5 trillion yen

Sapporo City
1.97 million people

City GRP
7.6 trillion yen

*GRP: Gross Regional Product



STRENGTHS

Advantages and Characteristics



An environmental capital

- Environmental Capital Sapporo aims to be a world-leading green city. Environmental policies are actively promoted.
- Sapporo's initiatives are receiving international recognition. It was the first city in Japan to receive the highest level of certification from LEED for Cities and Communities.



In 2020, Sapporo became the first Japanese city to be awarded Platinum certification by LEED for Cities and Communities.



Adventures in a rich natural and cultural world

- Forests and parks cover 60% of Sapporo. Visitors can engage with their natural surroundings in activities such as powder snow skiing, climbing, and canoeing.
- Cultural experiences featuring the Ainu, an indigenous people, reflect efforts to preserve, pass down, and develop Ainu culture.



Major events

- G7 Ministers' Meeting on Climate, Energy and Environment, 2023
- Adventure Travel World Summit (ATWS), 2021/2023
- 30th World Buiatrics Congress (WBC), 2018 (2,000 participants)
- 5th International Wildlife Management Congress (IWMC), 2015 (1,400 participants)

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy

SDGs Future City Plan (2021-2023)

- The city is improving its sustainability profile, partly by raising its GDS-Index*1 score, in order to be even more appealing to international visitors and business event planners.
- Sapporo received international Fairtrade Town*2 certification and is promoting the expansion of fair trade in cooperation with citizens, companies, and educational institutions. By reducing Sapporo's environmental impact and raising awareness among companies, the aim is to boost the ethical, sustainable use of resources and energy.

The Second Sapporo City Development Strategic Vision (2022-2031)

- Sapporo's aim is to be a sustainable, diverse, and inclusive global city. It promotes urban development based on three key concepts: universal, wellness, and smartness.

Climate change countermeasures

- In 2020, Sapporo began implementing an action plan for achieving net zero greenhouse gas emissions by 2050.

*1 A quantitative and qualitative evaluation from the perspective of tourism and events. It covers 70 items in four areas: urban environmental strategy and infrastructure, social sustainability, event-related industry initiatives, and DMO/Convention Bureau strategies and initiatives.

*2 A system certifying municipalities where all stakeholders in the community, including citizens, companies, educational institutions, and administrators, work to expand the scope of fair trade.

The Second Sapporo City Development Strategic Vision

Our urban vision of Sapporo

A sustainable, global city that brings together people, snow, and greenery

Key concepts

Universal

A society where diversity is a strength and everyone recognizes the identity and ability of others

Wellness

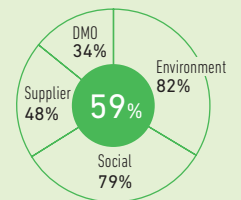
A society where people can stay healthy, learn new skills, and follow their own path

Smartness

A society where cutting-edge technologies are integrated comfortably into people's lives

GDS-Index score

59%
(2022)



A large, green convention facility

The Sapporo Convention Center, with approximately 20,000 square meters of floor space, is Sapporo's premier venue for major events. Active efforts are being made to reduce its environmental impact. In addition to adopting solar panels and other renewable energy sources, energy-saving measures are being introduced. During the summer, windows are opened at night to lower the temperature inside and reduce the need for air conditioning during the daytime. This takes advantage of the cool nighttime temperatures in Hokkaido.

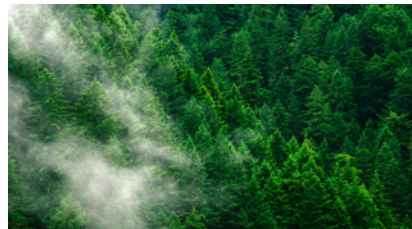


The Sapporo Convention Center

A carbon offset program for business events

In Sapporo, organizations connected with business events are promoting Green Conventions*. In 2008, a carbon offset project was implemented in commemoration of the G8 Hokkaido Toyako Summit. In this ongoing initiative, funds are collected from companies and individuals that wish to reduce their environmental impact. CO₂ is absorbed through forest management initiatives, such as tree planting and thinning, in cooperation with other municipalities in Hokkaido. The project symbolizes the desire to create a positive legacy in the region.

The Sapporo Convention Bureau, in cooperation with companies and other organizations, offers a carbon offset program for event participants. Dedicated donation boxes are set up at venues, and the funds are used for forest management in initiatives and to protect local wildlife.



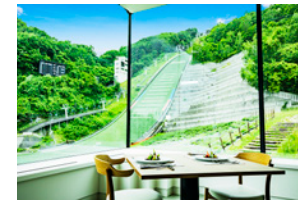
Forest is used to offset carbon

Venues linked to the Olympic legacy

Sapporo City offers distinctive venues that are linked to the legacy of the Olympic and Paralympic Games, as well as Hokkaido's history and nature.

Sapporo Okurayama Ski Jump Stadium

The Sapporo Okurayama Ski Jump Stadium, which featured in the 1972 Sapporo Olympic Games, is used for various events and team-building activities. It hosts the world's toughest uphill 400-m running race, Red Bull 400. Participants run up a ski jump course that has an inclination of up to 37 degrees.



A restaurant at Sapporo Okurayama Ski Jump Stadium

Moerenuma Park

Moerenuma Park was designed by the famous 20th-century artist Isamu Noguchi. An urban park covering about 189 hectares, it was created by converting a landfill site into a green space. The symbol of the park, a 32-meter-high glass pyramid, is a multipurpose venue that hosts concerts, dance performances, meetings, and lectures. The pyramid houses a French restaurant that earned one star in 2017's Michelin Guide to Hokkaido. It has served banquets for United Nations and other high-profile events.



Glass Pyramid

Using snow and ice to reduce CO₂ emissions

Hokkaido gets a lot of snow. The prefecture uses snow and ice accumulated in the winter to cool buildings in the summer, reducing the energy used.

The glass pyramid in Moerenuma Park has a storage area for snow that is used to chill water for cooling the glass atrium between June and September. At New Chitose Airport, the gateway to Sapporo, 30% of the summer cooling energy required in the passenger terminal is covered by snow and ice.

* An environmentally friendly convention that connects with local culture and industry

The local impact of corporate social responsibility

Sapporo works with universities and companies to deliver community programs that coincide with business events.

During the 5th International Wildlife Management Congress in 2015, the city government collaborated with local universities to bring young researchers and conference attendees together. They discussed regional challenges, including an increase in wild animals entering urban areas. The project helped to build knowledge among the next generation of researchers and expanded their networks. It made a significant contribution to the academic development of the region.

Participants in a 2019 program cleaned and maintained sculptures in Sapporo as part of a collaboration between a corporate incentive group and a sculpture preservation organization. Some participants from outside Japan expressed an interest in preserving sculptures in their own countries after returning home.



Cleaning a sculpture

Local collaboration

Hokkaido boasts the highest agricultural output and fishery catch volume in Japan, with a food self-sufficiency rate of 217% (calorie-base). The prefectural government is promoting local production and consumption, and is encouraging agriculture, forestry, and fishery businesses to diversify into processing and distribution. It is also promoting research in these industries through cooperation among government, industry, and academia.

Hokkaido University plays a central role in these efforts. In order to strengthen the food value chain, it has established the Research and Education Center for Robust Agriculture, Forestry and Fisheries Industries. The university is noted for research and development, fostering human resources, innovation, and contributing to the local community. In the 2022 Times Higher Education (THE) Impact Ranking, it was ranked 10th in the world, and first in the “Zero Hunger” category.



A dairy farm

Adventure travel

Sapporo and Hokkaido promote adventure travel that takes advantage of local resources including Hokkaido’s natural abundance, the culture of the indigenous Ainu people, delicious food, and hot springs. These experiences are available to event participants via excursion programs.

In 2021 and 2023, Hokkaido hosted the Adventure Travel World Summit (ATWS), the world’s largest business event for adventure travel. ATWS focuses on minimizing negative impacts and maximizing social and economic contributions to the community, the environment, and local cultural heritage. Hokkaido itself engages in various sustainability initiatives, including carbon offsetting, reducing the number of single-use plastic bottles, and promoting the use of public transport.

The prefecture offers a wide range of adventure travel options. Programs feature the natural landscape and share information about the region in the form of stories. One program introduces the traditions, history, and culture of the Ainu people. Others include dining experiences and tours of cultural facilities. Participants can try natural foods, such as rice grown in the spring water of Mt. Yotei—a mountain noted for its resemblance to Mt. Fuji.



Adventure travel



Ainu dancing