

TOKYO

The political, economic, and cultural heart of Japan, Tokyo is one of the world's most dynamic cities, a wellspring of innovation whose globally competitive features include a strong financial sector. The Tokyo 2020 Olympic and Paralympic Games launched initiatives that are contributing to Tokyo's evolution into a truly sustainable city.



Tokyo Pref.
14.01 million people



Prefecture GRP
116 trillion yen

*GRP: Gross Regional Product



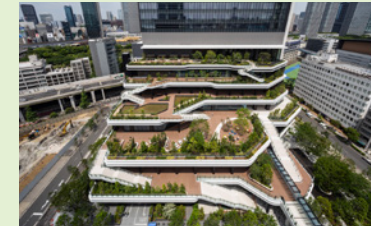
STRENGTHS

Advantages and Characteristics



A leading global city in balance with nature

- Tokyo is not only Japan's largest city but one of the world's most important metropolises. In recent years, momentum has been building quickly around decarbonization, sustainable use of resources, and biodiversity conservation. Green spaces that are being advanced particularly in built-up areas are contributing to a reduction in greenhouse gas emissions.
- Tokyo blends urban and natural scenery. Beyond the city itself is a diverse landscape that includes mountains covered in virgin forest and Pacific Ocean communities such as the Ogasawara Islands—a World Heritage site.



Centrally located Tokyo Port City Takeshiba—a complex of offices, meeting spaces, and residences—is full of greenery. Initiatives here include environmental education and reducing environmental impact.



Sustainable initiatives by businesses and DMOs

- Proactive efforts involving business events include the establishment of Japan's first guidelines for hosting events sustainably.
- DMOs (Destination Management Organizations), venues, hotels, and other facilities engage actively in forward-thinking sustainable initiatives.



Major Events

- 22nd International Congress of Nutrition (IUNS-ICN), 2022 (3,500 participants)
- International Coronary Congress (ICC), 2022 (500 participants)
- The 75th IIW Annual Assembly and International Conference (IIW), 2022 (850 participants)
- SIGGRAPH Asia 2021 (3,500 participants)

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy*

The Future Tokyo strategy

- In 2021, the Tokyo Metropolitan Government announced the Future Tokyo strategy. As well as promoting projects that work towards the city's vision for 2040, the strategy also advances such themes as structural reform and sustainable recovery.
- The strategy was upgraded in 2022 and 2023. The aim is for Tokyo's industrial structure to benefit even more from women's empowerment, human resource development, decarbonization, and digitalization.

Zero emissions

- In 2019, Tokyo developed a strategy for achieving its goal of zero CO₂ emissions by 2050.
- In 2021, it was announced that by 2030, greenhouse gases will be reduced by 50% compared to 2000, and the use of renewable energy will be increased to 50%.
- The Tokyo Metropolitan Environmental Basic Plan was revised in 2022. The drive for zero emissions in all fields includes decarbonization and the sustainable use of resources.

Tokyo's vision for the 2040s



Categories for future policies



* Based on a survey of contracted businesses

The Tokyo MICE Sustainability Guidelines

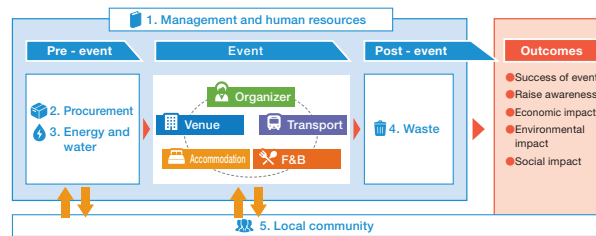
In 2019, the Tokyo Convention & Visitors Bureau (TCVB) formulated the Tokyo MICE (Meetings, Incentives, Conventions and Exhibitions) Sustainability Guidelines for organizers and related businesses in Tokyo. These guidelines conform to global criteria with respect to the ISO 20121 standard for environmental impact event management. The guidelines raise sustainability awareness among organizers and suppliers, and offer specific examples of what to do.



The guidelines

Content

Checklists are provided for different groups involved in event management: organizers, venues, accommodation, food and beverage, and transportation. Each group is assigned an initiative ranking, which makes it easier to prepare and to take action. Initiatives cover five fields: management and training, procurement, energy and water, waste, and community. Examples of specific actions are presented for guidance.



Relationships between groups, categories, and outcomes

Case study

Sustainable Brands 2023 TOKYO-Marunouchi gathers leaders and experts to advance the sustainability of companies and cities. Since 2019, the event has undertaken initiatives in line with the Tokyo MICE Sustainability Guidelines.

CO₂ emissions are calculated and offset, making the event carbon neutral. Training programs for the next generation are planned and implemented. So are cooperative programs with local communities. Other initiatives include the local production and consumption of food, and the visualization of waste types, amounts, and disposal methods.



Sustainable Brands 2023 TOKYO-Marunouchi
Organized by Hakuten Corporation

“Sustainability Experience in Tokyo for International Conferences”

This is a guide published by TCVB for conference organizers and participants. It features 11 programs that empower visitors to consider a sustainable society while experiencing Tokyo’s culture, history, nature, and industry.



The guide

Content

One of the 11 programs is “Fishing for Plastic from a Rubber Boat.” In this, participants heading for Tokyo Skytree in a rowing boat fish for river debris along the way. While contributing to a cleaner river they also enjoy the scenery and wild birds, and learn about the river and the local environment.

In the “Ginza Bee Farm Tour,” another program, participants visit a rooftop bee farm in one of Japan’s most luxurious shopping districts. There they can see that the world of nature is alive and well in the heart of Tokyo. This beekeeping venture brings people together and contributes to a green, healthy city in harmony with nature.



Plastic fishing



Honey bee farm

Initiatives by DMOs

The Tokyo Metropolitan Government has certified several areas in Tokyo as Business Events Advanced Areas where various sustainability initiatives are implemented.

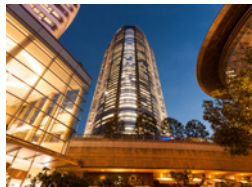
DMO Tokyo Marunouchi

Initiatives conducted in Marunouchi, a business district, include third-party certification for hotels, food waste reduction, and development projects focused on green urban development and biodiversity. Information is published in Japanese and English. Efforts are also being made to reduce waste and recycle materials. The banner flags used at events are upcycled into clothing.



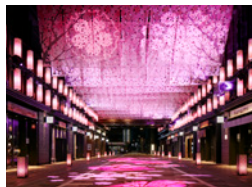
DMO Roppongi

Sustainability initiatives are conducted throughout the area, including regular study sessions. At Roppongi Hills, a complex consisting of event facilities, offices, shops, and hotels, energy is conserved through the use of a gas cogeneration system.*1 Roppongi Hills is reducing consumption of water, plastics, and other resources. Facility design reflects respect for diversity.*2



Nihonbashi Muromachi Area Management

In the Nihonbashi area, traditions that flourished in centuries past complement new expressions of culture. Sustainability is an important and strategic theme of urban development and business events in this area. With a focus on “thinking together, creating together, and communicating together,” activities at events such as the Sustainable Summit contribute to the area’s identity as a platform for collaboration.



Nihonbashi's Sakura Festival

*1 A comprehensive energy-efficient system that generates electricity with city gas via an engine, turbine, or fuel cell, etc. This thermal energy provides steam or hot water

*2 Based on a survey of contracted businesses

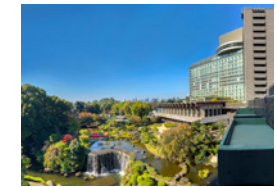
Hotels

Many hotels in Tokyo have been early adopters of sustainability initiatives.

Hotel New Otani Tokyo

With the mission of being of service to users and society, Hotel New Otani Tokyo has long promoted environmental measures and other initiatives. In addition to reducing CO₂ emissions, saving on energy, and obtaining the international GBAC hygiene certification, the hotel has been advancing various initiatives that reflect concern for the environment, food, and health.

- A compost plant was installed in 1999 that can convert 5 tons of hotel garbage per day into organic compost. The compost is used by farmers, and the harvested vegetables are served in the hotel's employee cafeteria.
- In 1991, the hotel introduced a special plant that cleans up wastewater from the kitchens so that it can be used in toilets and to water the hotel's gardens.



Lush gardens



Compost made from raw garbage

Imperial Hotel Tokyo

The Imperial Hotel will celebrate its 150th anniversary in 2040 and is aiming to achieve net zero CO₂ emissions by 2050. The hotel has a procurement policy that respects human rights and the environment. It publicizes initiatives that contribute to the SDGs in sustainability reports.

- In FY 2022, room amenities were switched to bamboo and wooden products. This reduced the use of plastic by about 70% (11 tons per year) compared to FY 2019.
- In 2022, the hotel installed a dryer that dries and composts two tons of garbage each day. The recycling rate is steady at 70%.
- The hotel has been expanding its lineup of vegan dishes so that everyone can enjoy eating there.



Bamboo and wooden amenities



Vegan food