




KYOTO

With mountains on three sides, Kyoto's countless traditional buildings combine with beautiful scenery to create an outstanding cityscape worthy of a location that was the capital of Japan for 1,200 years. One of Japan's top tourist destinations, Kyoto is also a leader in academia and Japanese-style monozukuri manufacturing. With its many cutting-edge universities, research institutions, and creative companies, the city continues to innovate while embracing the best of tradition. Kyoto is also known globally as the place where the Kyoto Protocol was adopted.

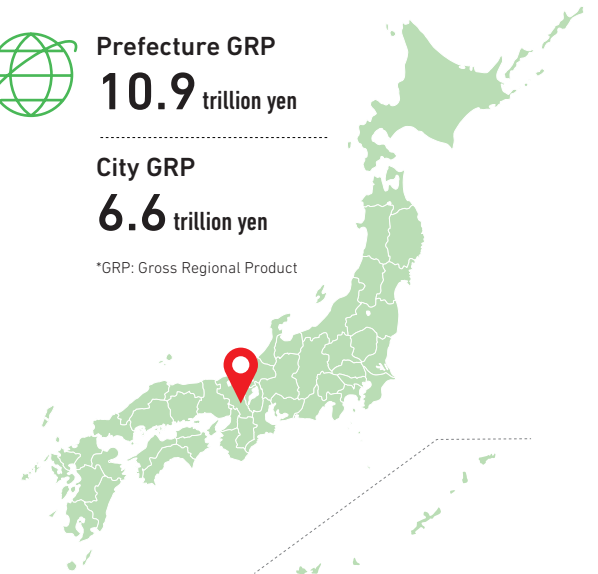
 Kyoto Pref.
2.56 million people

Kyoto City
1.45 million people

 Prefecture GRP
10.9 trillion yen

City GRP
6.6 trillion yen

*GRP: Gross Regional Product



STRENGTHS

Advantages and Characteristics



Advanced global warming countermeasures

- In 1997, the Kyoto Protocol (COP3) on global warming was adopted at the Kyoto International Conference Center, and Kyoto has since become a byword for green initiatives.
- On the path to a sustainable, decarbonized society, Kyoto is enacting various forward-thinking measures.



A cultural capital

- Kyoto is home to 17 UNESCO World Heritage Sites and more than 2,000 temples and shrines. In *Travel + Leisure*, the highly influential travel magazine, Kyoto is recognized as one of the world's leading tourist destinations and was ranked the world's most attractive city for two consecutive years.
- In recent years, surging tourism has led to an initiative to ensure that Kyoto remains sustainable as a destination, and a related set of standards has been published.



Kyoto's logo represents a city where tradition, shaped by a long history and cultural richness, interacts with the innovation that drives industrial and economic breakthroughs.

Major Events



- Internet Governance Forum, 2023
- United Nations Congress on Crime Prevention and Criminal Justice, 2021 (5,000 participants)
- 4th UNWTO/UNESCO World Conference on Tourism and Culture, 2019 (1,500 participants)
- 25th General Conference of ICOM (International Council of Museums), 2019 (4,600 participants)

STRATEGIES

Sustainability Strategies and Plans

SDGs Strategy

The Kyoto City SDGs Future City Plan

- The Kyoto City SDGs Future City Plan sets out a vision for 2030. The aim is to harness local characteristics to create a strong, sustainable city overflowing with interest and vitality.
- The plan for Kyoto is to achieve the SDGs by 2030, become a resilient city by 2040 (via the Kyoto City Resilience Strategy), and reach net zero CO₂ emissions by 2050. Having been Japan's capital for 1,200 years, Kyoto's strength of character will propel the city toward and beyond the SDGs.

Zero Carbon City Declaration

- In 2019, Kyoto became one of Japan's earliest cities to announce a net zero carbon emissions target for 2050. The ordinance was revised in 2020 and the Kyoto City Global Warming Countermeasure Plan for 2021-2030 was formulated in 2021.



Carbon offsets via the DO YOU KYOTO? credit system

Kyoto has established the DO YOU KYOTO? credit system to certify and trade credits earned by reducing CO₂ emissions. This is achieved through energy-saving measures in communities.

Credits generated in Kyoto are used in the city, and funds from events and companies are used to support community activities. This follows the principle of local production, local consumption. The same system contributes to the operation of eco-friendly international conferences.



A code of conduct for tourism

Kyoto has formulated a code of conduct to address tourism issues such as congestion and inappropriate behavior stemming from cultural differences. The code outlines standards of behavior, introduces good practices, and helps to raise awareness. The code of conduct is intended for the use of tourists, including foreigners visiting Japan, as well as business operators.



Convention passes

The city is improving roads and public transport to create an urban environment that encourages walking.

97% of Kyoto's hotels are more easily accessible by public transport than by car. In the case of a large gathering, many hotels can only be reached on foot or via public transport.

The Kyoto Convention Pass is a special discount ticket for international conference participants. It encourages participants to use public transport and contributes to reduced CO₂ emissions.



Kyoto Convention Pass

The Kyoto MICE Fund

The Kyoto Convention & Visitors Bureau, in collaboration with the prefectural and city governments, established the Kyoto MICE Fund to increase community contributions associated with MICE (Meetings, Incentives, Conventions and Exhibitions) events.

Donations from participants, organizers, and companies are used to support initiatives that conserve and support Kyoto's traditional culture, festivals, performing arts, and crafts.

This initiative raises the city's appeal, improves people's lives, promotes business events and tourism, and contributes to the SDGs.



Folding fan dance experience

Kyoto Culture for Meetings & Events Subsidy

Kyoto offers comprehensive support for business events, tailored to type and scale. The Kyoto Culture for Meetings & Events Subsidy puts a special emphasis on preserving history and traditions. Programs in international conferences and incentive tours are eligible for a subsidy if they feature Kyoto’s culture and traditional industry, thereby offering participants an authentic Kyoto experience.



Kyo-yuzen dyeing experience

Excursions with five themes

Kyoto City and the Convention Bureau offer an excursion program based on five themes frequently requested by organizers: team building, community development, cultural experience, traditional industry, and networking. Specific themes include “Zen” and “manga.” These activities boost satisfaction among organizers and participants while contributing to the SDGs. A proportion of the income from these excursions goes towards preserving cultural assets and the environment, thus contributing to a better balance between everyday life and tourism.



A Zen experience



A manga experience

Unique venues, showcasing history and tradition

Kyoto’s unique venues include World Heritage sites, temples, shrines, and museums. Events in these spaces generate a special atmosphere that satisfies participants and contributes to more successful outcomes. Using these venues improves understanding of the city’s cultural assets and also contributes to their preservation. The Kyoto Convention Bureau offers comprehensive support by, for example, monitoring the status of each facility and helping organizers with introductions and arrangements.



Nijo-jo Castle, a former Imperial villa



Kenninji Temple

A traditional handcraft rental program

Kyoto City and the Convention Bureau operate the Kyoto Traditional Handicraft Rental Program for Meetings and Events, which allows business events to use traditional industrial products. For example, Sanada Himo cord can be used for lanyards and traditional fans can be used to decorate venues.

Initiatives of this kind offer participants a chance to experience Kyoto’s traditional industrial products and promotes their sale. This program adds to the satisfaction of organizers and participants, reduces waste by reusing products, and contributes to the SDGs.



Lanyards featuring Sanada Himo cords



Bags with a traditional Japanese touch