



# OSAKA

Osaka, the largest city in western Japan, is a major commercial hub. A leading forum for trade and exchange both within Japan and internationally, Osaka is home to outstanding companies, universities, and research institutions. Harnessing “All-Osaka” support, Expo 2025 Osaka, Kansai will explore and activate the theme of “Designing Future Society for Our Lives.”



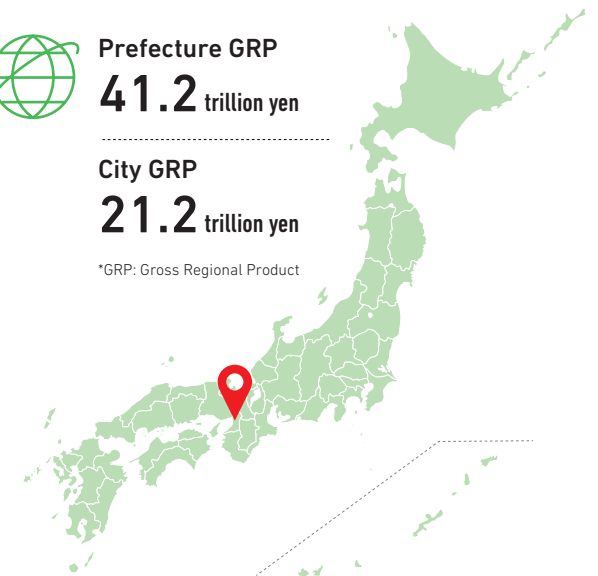
 Osaka Pref.  
**8.81** million people

 Prefecture GRP  
**41.2** trillion yen

Osaka City  
**2.76** million people

City GRP  
**21.2** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### Green policies and a circular economy

- Osaka Prefecture and Osaka City have introduced policies to reduce CO<sub>2</sub> and recycle resources. One of the targets they are working toward is zero pollution from marine plastic waste by 2050, as set out in the Osaka Blue Ocean Vision.



### Partnerships at Expo 2025 Osaka, Kansai

- Osaka's Team Expo 2025 program will take place alongside Expo 2025 Osaka, Kansai. It aims to promote the SDGs and bring together government, business, and citizens to contribute to an ideal society of the future.



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Expo 2025 Osaka, Kansai will be held for six months from April 2025, with the theme of "Designing Future Society for Our Lives." Over 150 countries and regions will participate in this major international exposition.

### Major Events



- IGLTA 2024 Global Convention
- The 8th International Conference on Earthquake Geotechnical Engineering, 2024
- The 12th Congress of the International Association for the Advancement of Space Safety, 2023
- The 8th Asian Particle Technology Symposium, 2021 (300 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### SDGs Future City Plan

- Osaka, as the host of Expo 2025 Osaka, Kansai, has implemented its own SDGs Future City Plan. This will move Osaka in the direction of sustainable urban development through cooperation between the government, residents, companies, and financial institutions.

#### Osaka SDGs Vision

- The Osaka SDGs Vision was set out in 2020. As part of the Expo's legacy, the city plans to contribute significantly to achieving the SDGs by 2030.

#### A zero-carbon city

- Osaka Prefecture and Osaka City plan to achieve net zero CO<sub>2</sub> emissions by 2050. And by 2030, Osaka City aims to reduce greenhouse gas emissions by 50% compared to fiscal 2013.

### Osaka's vision

#### The city's goals for 2030:

- Human Well-being
- Diverse Innovation
- Global Co-Creation Hub

### Priorities

#### Economy

- Promote employment for all job seekers regardless of age, gender, or disability.

#### Society

- Build a society in which citizens enjoy physical and mental health and can freely make independent decisions.

#### Environment

- Reduce CO<sub>2</sub> emissions to net zero.
- Reduce consumption of resources, and promote the 3Rs of waste (reduce, reuse, recycle).

### The Osaka Blue Ocean Vision

The Osaka Blue Ocean Vision\*1 is part of the legacy of the G20 Osaka Summit—which was the first G20 Summit to be held in Japan. In one of its initiatives, plastic bottles are collected as household recycling, and sold to recycling businesses. This is a collaborative scheme involving the government, citizens, and industry. Sales proceeds are used to benefit the local community. The recycling project will be expanded to new areas.

Waste generated at business events, such as plastic bottles, is being recycled with the aim of achieving net zero waste.



A cleaning event carried out as a part of the Osaka Blue Ocean Vision

\*1 A global vision for zero new pollution from plastic marine litter by 2050. It was shared in the Leaders' Declaration of the G20 Osaka Summit in June 2019.

### The SDGs for MICE Evaluation System

In 2022, the Osaka Convention & Tourism Bureau introduced the SDGs for MICE Evaluation System to raise awareness about the SDGs at MICE (Meetings, Incentives, Conventions and Exhibitions) events. Organizers select from a list of 118 actions and are evaluated by a team of experts. After an onsite inspection, they receive a certificate and are given advice for the future. This creates a cycle that leads to practical improvements.

The system is expected to encourage organizers to operate sustainably. One benefit to them is the opportunity to publicize the success of their sustainability initiatives at business events in Japan and elsewhere.



The SDGs for MICE Evaluation System logo

### Welcoming LGBTQ tourists

Osaka seeks to build a diverse society and is focusing on the LGBTQ\*2 travel market. In 2018, the Osaka Convention & Tourism Bureau teamed up with the International LGBTQ+ Travel Association (IGLTA) to promote Osaka as an attractive destination. In 2024, the IGLTA Global Convention will be held in Osaka. This will be IGLTA's first-ever Global Convention in Asia. The city is proactively welcoming LGBTQ tourists by conducting familiarization trips, and by training staff at tourism bureaus and tourism-related businesses.

In this connection, the Osaka Convention & Tourism Bureau has created a comprehensive English-language website for LGBTQ travelers visiting Osaka. The site features introductory articles as well as information about restaurants and bars, and event listings.



A cruise celebrating the opening of Pride Center Osaka

\*2 Lesbian, Gay, Bisexual, Transgender, Queer/Questioning

### Reusable bottles and tap water

The Osaka City Waterworks Bureau has installed permanent water supply points in six places, including Osaka Castle Park and other tourist sites. The goal is for people to fill reusable bottles with tap water, thus reducing plastic usage and contributing to the environment. The supply points use advanced water purification treatment to provide chilled, delicious tap water with moderate mineral content and no unpleasant taste or odor. Mobile supply points are also leased to event organizers in the city.



A water supply spot

**Promoting culture, art, and tourism**

In 2022, the Osaka Convention & Tourism Bureau established the Osaka Culture, Art, and Tourism Network. It consists of knowledgeable executives and experts from diverse fields who aim to boost tourism by improving access to Osaka’s cultural and artistic resources. Their activities include building informative websites and implementing social media campaigns targeting international students and other young people.



A botanical garden

**Building on Osaka’s traditions and culture**

The Osaka Convention & Tourism Bureau is turning the city into one of Asia’s top tourist destinations by taking advantage of its distinctive traditions and culture. For example, the bureau supports cultural experiences at historic venues including the Kyu-Sakuranomiya Kokaido Hall and Imamiya Ebisu Shrine. Visitors can sample sake and other local specialties as well as participating in events such as a hiking trip to Minoh Falls.



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Kyu-Sakuranomiya Kokaido Hall



Imamiya Ebisu Shrine

**Environmental initiatives at venues and hotels**

**Testing new technology at the ATC**

The Asia and Pacific Trade Center (ATC), a mixed-use commercial facility with an exhibition hall and an event hall, is supporting the development of environmentally friendly services that make use of the Internet of Things (IoT) and robotics technology. The center is helping to test robots that speed up cleaning jobs and a system that remotely monitors the capacity of garbage bins. These measures are intended to reduce CO<sub>2</sub> emissions and make garbage collection more efficient.



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ATC Hall

**Hotel New Otani Osaka**

Hotel New Otani Osaka is installing a rooftop garden and will introduce lunch boxes and cutlery made of dietary fiber that can be composted after use. Water-saving devices have been incorporated into all 525 guest rooms in the hotel, reducing typical water use by about 50%.



A compostable lunch box

**Recycling food waste at RIHGA Royal Hotel Osaka**

The RIHGA Royal Hotel Osaka, located next to the Osaka International Convention Center, serves “Mie no Yume” rice in its staff cafeteria. The rice is grown with organic fertilizer, produced from the hotel’s food waste. This initiative contributes to the effective use of food waste and promotes agriculture that is less dependent on chemical fertilizers and pesticides.

(2021 results: 50 tons of organic fertilizer produced from 85 tons of recycled garbage)



“Mie no Yume” rice