



**Japan.** Meetings & Events  
*New ideas start here*



## **Sustainable Japan: Pioneering destinations with global appeal**



# SUSTAINABLE JAPAN



**Japan.** Meetings & Events  
*New ideas start here*

Japan is a land of stunning beauty. From dramatic coastal scenery to deep forests, serene lakes, steaming hot springs, and majestic mountains, wherever you go you'll find different expressions of the nation's natural diversity. Seasonal variation experienced across a wide range of circumstances has contributed to a shared understanding of the importance of sustainable coexistence with nature.

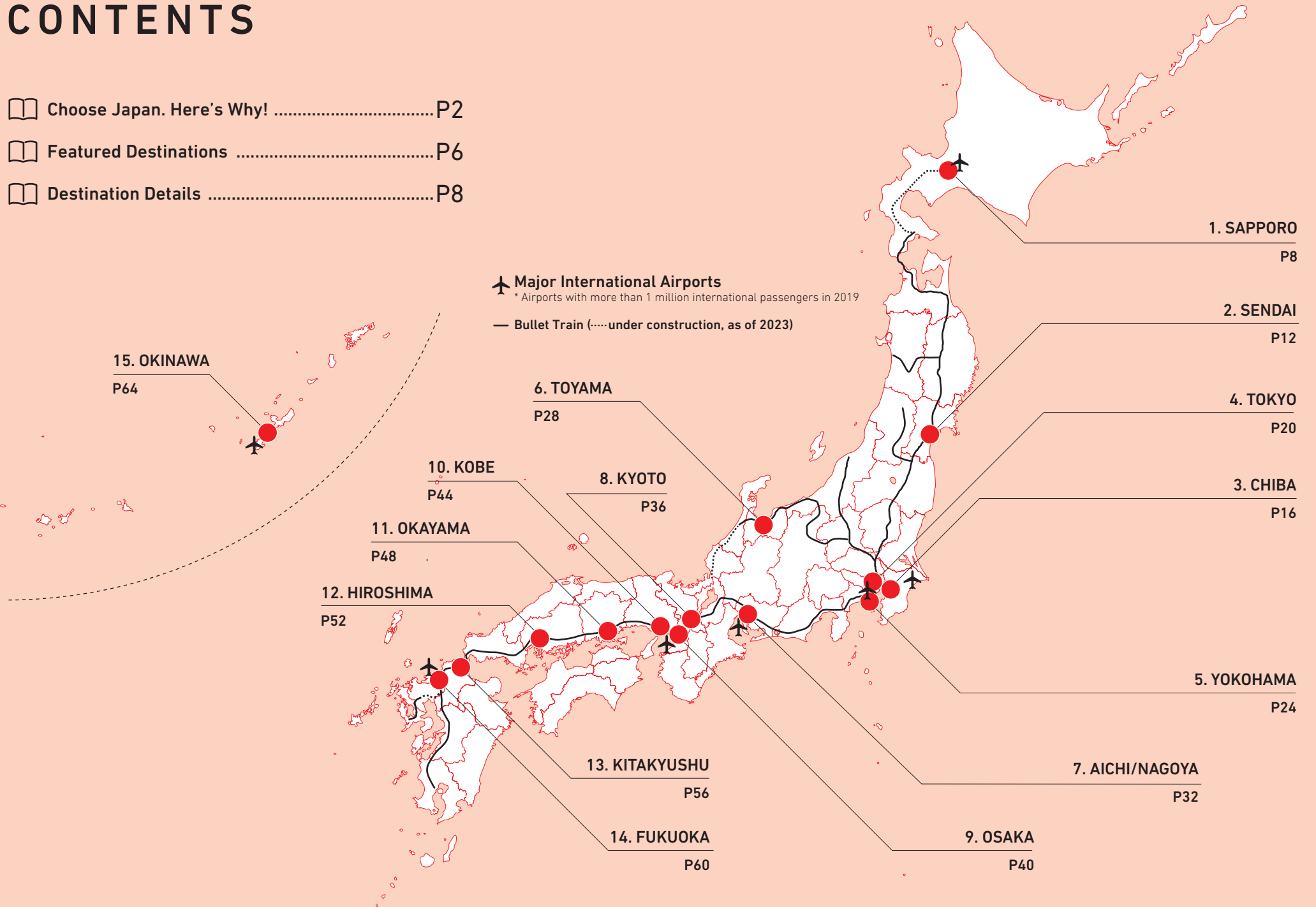
Families, villages, towns, cities, and entire regions can draw on centuries of tackling climate volatility, resource stress, disaster, disease, and other threats to everyday life. That heritage now drives diverse new ways to tackle carbon emissions, renewable energy, food waste, and other contemporary sustainability concerns.

And so when you visit Japan, you can look forward to a strong sense of mindfulness in relation to the environment. Throughout the nation, buildings, transportation, and other forms of infrastructure minimize resource waste and maximize productive user time. Japan empowers everyone to do everything efficiently and effectively.

This booklet presents 15 major meeting and event destinations where the community is devoted to a better future for all. In each destination, as well as enjoying the flowering of a sustainability tradition that has been cultivated for years, you will encounter new efforts to sow seeds of wisdom for the benefit of generations to come.

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# Choose Japan. Here's Why!

Japan has a national action plan to achieve the SDGs. Local governments and private companies are committed to the cause. Areas of special focus include carbon neutrality, energy-saving, renewable energy, and the reduction of food loss.

Those in the meetings industry soon experience Japan's forward-looking approach in many contexts: cutting-edge infrastructure, advanced transit systems, accessible facilities, and, of course, highly attentive professionals. Your partners in Japan will typically go well beyond the call of duty to deliver the best possible solutions.

And wherever you go to enjoy Japan's beautiful scenery and fascinating heritage, you will encounter instructive examples of environmental stewardship, technological breakthroughs, and corporate innovations that contribute to sustainable solutions.

## Government SDGs Action Plan

Since embracing the SDGs in 2015, the Japanese government has played a key role in formulating strategies and promoting measures to accomplish the goals. The SDGs Action Plan, published annually since 2018, summarizes the measures and budgets adopted by the government to achieve the SDGs. The aim is to make the practical contribution of each undertaking clearly visible.

### People: diversity, inclusion, well-being

1. Equality for all, with everyone empowered to contribute
2. Health and longevity

### Prosperity: a virtuous circle of growth and distributed wealth

3. Market growth, regional vitality, innovative science and technology
4. A sustainable, resilient nation with high-quality infrastructure

### Planet: contributing to the future

5. Energy efficiency, renewable energy, disaster reduction, climate change countermeasures, with a focus on reuse, reduce, recycle.
6. Conservation of biodiversity, forests, and oceans

### Peace: embracing universal values

7. A peaceful, safe, secure society

### Partnership: strong public-private and international cooperation

8. Systems and mechanisms to achieve the SDGs

Source: SDGs Promotion Office, *SDGs Action Plan 2023*

## Achieving the SDGs in Japan

Municipalities proposing outstanding initiatives to achieve the SDGs are designated as SDGs Future Cities. Exceptionally pioneering initiatives are supported as Municipality SDGs Model Projects.

### SDGs Future Cities

**124** Municipalities

(FY 2021)

### Municipality SDGs Model Projects

**40** Projects

(FY 2021)

Source: Office for the Promotion of Regional Revitalization, Cabinet Secretariat

## SDGs status

Japan was the top-ranking country in Asia in the Sustainable Development Report 2022.

**No. 1 in Asia**

(2022)

### Key achievements



Sources: Bertelsmann Stiftung, *Sustainable Development Solutions Network*, *A Global Initiative for the United Nations* and Cambridge University Press, *Sustainable Development Report 2022*

## CO<sub>2</sub> emissions reduction targets

Japan is committed to realizing net zero carbon emissions by 2050.

CO<sub>2</sub> emissions target FY 2050

# Net Zero



FY 2030 (compared to FY 2013)

**46%**  
reduction



934 municipalities have pledged to achieve net zero carbon emissions by 2050 (as of March 2023)

Percentage of Japan's population covered by cities pledging net zero carbon emissions

**99.7%**

(approx. 126 million people)



Sources: Ministry of the Environment, *2050 Zero Carbon Cities in Japan*  
Statistics Bureau, Ministry of Internal Affairs and Communications, *Population Estimates* (as of October 2022)

## Food waste reduction targets and initiatives

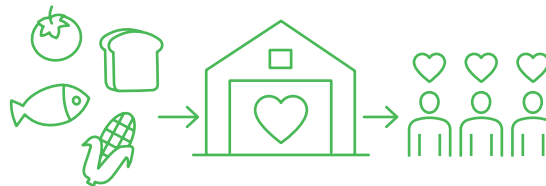
There's a national movement to cut food waste. Food banks distribute excess food from companies and households to struggling homes and welfare facilities, free of charge.



Number of food bank initiatives

**178**

(2022)



Source: Japan Food Bank Promotion Council, *Trends and Issues in Food Bank Activities*

## A green, efficient transport network

Japan's comprehensive public transport network is environmentally sound, and offers you a wide range of convenient means to reach your destination.

City residents within walking distance of regular public transport

**72%**<sup>\*1</sup>

<sup>\*1</sup> The percentage of city residents within walking distance of railway stations or bus stops with 30 or more services per day.

Source: Ministry of Land, Infrastructure, Transport and Tourism, *Handbook on Evaluation of Urban Structures*

Rail usage

**No. 1 in the world**

(approx. 3,450 kilometers per year per person, 2017)

Source: The World Bank, *World Development Indicators*

## Social support by academic institutions

Academic institutions are actively involved in social initiatives. In Asia, Japan was the top contributor to *Impact Rankings 2022*<sup>\*2</sup>, a list of universities' contributions to sustainability.

Participating universities in *Impact Rankings 2022*

**No. 1 in Asia**

(84 universities)

Japanese universities in the global Top 100 for individual SDG performance

**74**

<sup>\*2</sup> 1,524 universities from 110 countries and regions participated  
Source: Times Higher Education, *Impact Rankings 2022*

## Cultural and historical appeal

Japan has 20 World Cultural Heritage sites, 5 World Natural Heritage sites, and 22 Intangible Cultural Heritage assets. Local traditions and cultural elements are presented as stories, known as Japan Heritage. This helps to conserve regional culture, and to share it with visitors.

World Heritage sites  
**No. 3 in Asia**  
(25 sites, 2023)



Intangible Cultural Heritage assets  
**No. 2 in Asia**  
(22 assets, 2023)

Japan Heritage stories  
**104**  
(2020)

Source: Agency for Cultural Affairs

## A dependable business environment

Japan's risk-minimizing political and legal outlook, along with remarkable public security, create a stable environment for business. Nowhere in the world has more companies that were established over 100 years ago.

Companies founded at least 100 years ago  
**No. 1 in the world**  
(approx. 37,000 companies, 2022)



Source: Nikkei BP Consulting/Anniversary Business Lab

## A safe and secure society

Japan is widely renowned for safety and security. It is also highly regarded for food security, as measured by food quality, safety, and supply stability.

### Global safety ranking

**No. 2 in Asia**  
(2022)



Source: Institute for Economics and Peace (IEP), *Global Peace Index*

### Global food security ranking

**No. 1 in Asia**  
(2022)



Source: Economist Impact, *Global Food Security Index*

## Working for comprehensive accessibility

Laws, regulations, and other measures are implemented fairly and systematically, contributing to a society where everybody, regardless of age or physical capability, can live and work in safety and comfort.

### Sharing of information about Universal Design (percentage of prefectures)

**100%**  
(2023)

Source: Prefectural websites

## Health support

In order to extend life expectancy with high quality of life, and to reduce discrepancies related to health, everyone in Japan is encouraged to exercise, eat well, not smoke, and receive medical checkups.

### Average healthy life expectancy

**No. 1 in the world**  
(74.1 years)



Sources: WHO and Ministry of Health, Labour and Welfare

## Walkable communities

Many cities promote walking and are working to make it an easier and more agreeable activity. This is part of an effort to build integrated, low-carbon communities.

### Cities that promote walking

**346**  
(2021)



Source: Ministry of Land, Infrastructure, Transport and Tourism, *Walkability Promotion Cities*

## Sustainability at travel destinations

Japan ranks first in the World Economic Forum's Travel & Tourism Development Index, for which sustainability is a key criterion.

### Travel & Tourism Development Index

# No. 1 in the world

(2021)



Source: World Economic Forum, *Travel & Tourism Development Index 2021*

Since 2018, 24 Japanese cities have been listed in the *Green Destinations Top 100*, which are destinations offering sustainable tourism as defined by GSTC\* standards.

### Green Destinations Top 100

# 24 cities



\*GSTC® (The Global Sustainable Tourism Council) manages the GSTC Criteria, the global standard for sustainable travel and tourism.

Source: Green Destinations, *Green Destinations Top 100*

## Japan Sustainable Tourism Standard for Destinations (JSTS-D)

The Japan Sustainable Tourism Standard for Destinations (JSTS-D) contributes to sustainable tourism by helping destinations welcome visitors appropriately, protect the natural landscape, and preserve local heritage. Each section of the JSTS-D reflects Japanese characteristics, while complying with the Global Sustainable Tourism Criteria for Destinations (GSTC-D).

### Regions committed to developing sustainable tourism (2025 target)

# 100

Category	Perspectives
A. Management	(a) Management organization and framework
	(b) Stakeholder participation
	(c) Management of burdens and changes
B. Socio-economic	(a) Contribution to the regional economy
	(b) Social welfare and burdens
C. Culture	(a) Protection of cultural heritage
	(b) Visits to cultural sites
D. Environment	(a) Conservation of natural heritage
	(b) Resource management
	(c) Waste and emissions management

## Sustainable travel experiences in Japan

A pamphlet published by the Japan National Tourism Organization (JNTO) introduces aspects of sustainable tourism in Japan, with a special focus on the natural world and the culture with which it co-exists.



### Contents

1. Adventure in the Great Outdoors
  2. Explore Diverse Ecosystems
  3. Eco-friendly Accommodation
  - Special Feature (1): Recovery Through Tourism in Tohoku
  4. Japan's Food Culture
  5. Healing Powers of Hot Springs
  6. Gain Insight into Japanese Beliefs
  7. Traditional Towns and Heritage Stays
  - Special Feature (2): Japan's Ainu Indigenous People
  8. Traditional Arts Rooted in Community
  9. Experience Japanese Festivals with History
  10. Discover Japanese Craftsmanship
- International certifications and awards  
About Us



<https://partners-pamph.jnto.go.jp/simg/pamph/1683.pdf>

# Featured Destinations

This document introduces 15 cities and regions in Japan that are well suited to hosting business events. It presents their advantages and characteristics in relation to sustainability.



## Destination Details

### Page 1: Overview

**TOKYO**<sup>14</sup>

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

Area Pop. 14.01 million  
Prefecture GDP 116 billion yen  
GDP per capita 827,000 yen

### Page 2: Strengths, identity, and sustainability plans

**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 metropolitan areas. It is a world leader in terms of its advanced infrastructure, high-quality urban environment, and high level of safety and security.
  - Tokyo is also a leading global city in terms of its natural environment, with a high level of green space and a high level of air quality.
- Sustainable initiatives by businesses and DMOs**
  - Numerous private-sector business activities include the establishment of green HR programs for hosting events sustainably.
  - Many Sustainable Management Organizations (SMOs), NGOs, and other facilities engage actively in forward-looking sustainable initiatives.

**STRENGTHS Sustainability Strategies and Plans**

These are examples for the SMOs.

People	Talent and security	Global leadership	Attractiveness	Peace	SD-Target achievement
<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> <li>• Promote the growth of green HR programs for hosting events sustainably.</li> </ul>

These pages cover the distinctive features and strengths of each city or region. They introduce sustainability strategies, and list examples of major events.

### Pages 3-4: Sustainability initiatives

**TOKYO Sustainability Initiatives**

**The Tokyo MICE Sustainability Guidelines**

In 2019, the Tokyo Convention & Exhibition Bureau (TCB) introduced the Tokyo MICE Sustainability Guidelines. These guidelines are designed to help event organizers and attendees to contribute to a sustainable and vibrant Tokyo. The guidelines cover various aspects of sustainability, including environmental, social, and economic factors.

**'Sustainability Experience in Tokyo for International Conferences'**

This is a guide published by TCBE for conference organizers. It provides practical advice on how to make a conference in Tokyo a sustainable and enjoyable experience for international attendees. The guide covers topics such as transportation, accommodation, and local activities.

**TOKYO Sustainability Initiatives**

**Hotels**

Hotels in Tokyo have been early adopters of sustainability initiatives. Many hotels have implemented various measures to reduce their environmental impact and improve their social and economic performance. These initiatives include energy efficiency, waste reduction, and community engagement.

**DMOs**

DMOs (Destination Marketing Organizations) in Tokyo are also implementing sustainability initiatives. They are working to promote sustainable tourism and to support local businesses and communities. DMOs are also involved in various sustainability programs and initiatives.

These pages describe specific initiatives implemented in each city or region.

1

## SAPPORO

### Advantages and Characteristics

- An environmental capital
- Adventures in a rich natural and cultural world

2

## SENDAI

### Advantages and Characteristics

- A world leader in disaster risk reduction
- "City of Trees"

3

## CHIBA

### Advantages and Characteristics

- Region-specific renewable energy
- A balance of industries and a diverse natural environment

4

## TOKYO

### Advantages and Characteristics

- A leading global city in balance with nature
- Sustainable initiatives by businesses and DMOs



5



## YOKOHAMA

### Advantages and Characteristics

- A sustainable, cooperative community
- Decarbonizing meeting and event facilities

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## OSAKA

### Advantages and Characteristics

- Green policies and a circular economy
- Partnerships at Expo 2025 Osaka, Kansai

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## KITAKYUSHU

### Advantages and Characteristics

- A "Green Growth City"
- Industrial tourism

6



## TOYAMA

### Advantages and Characteristics

- Using water resources for renewable energy
- A circular society through public-private partnerships

10



## KOBE

### Advantages and Characteristics

- A city that overcame an earthquake
- Local agriculture and fisheries

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## FUKUOKA

### Advantages and Characteristics

- Community development in coexistence with nature
- Promoting innovation for sustainable growth

7



## AICHI/NAGOYA

### Advantages and Characteristics

- Creating innovation through public-private partnerships with local universities
- Tourism focus: history and industry

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## OKAYAMA

### Advantages and Characteristics

- Education for Sustainable Development (ESD)
- Balancing natural and urban environments

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## OKINAWA

### Advantages and Characteristics

- Beautiful nature and diverse biological communities
- Ryukyu culture passed down through many generations

8



## KYOTO

### Advantages and Characteristics

- Advanced global warming countermeasures
- A cultural capital

12



## HIROSHIMA

### Advantages and Characteristics

- An international city of peace and culture
- Traditional culture and multiculturalism



# SAPPORO<sup>No. 1</sup>

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

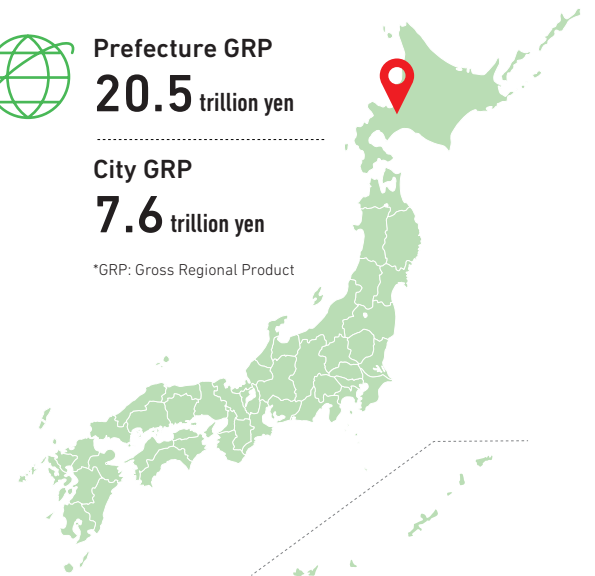
Sapporo City  
**1.97** million people



Prefecture GRP  
**20.5** trillion yen

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

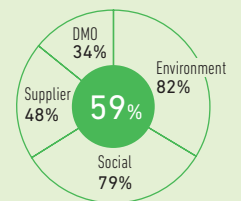
A society where people can stay healthy, learn new skills, and follow their own path

##### 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.

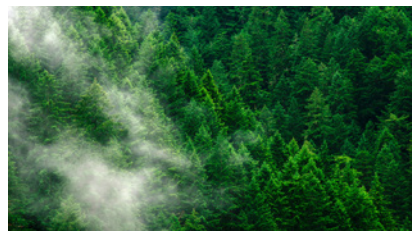


The Sapporo Convention Center

## 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. CO<sub>2</sub> 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

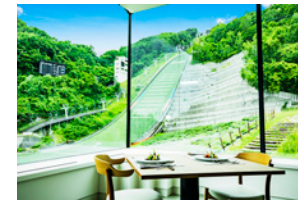
\* An environmentally friendly convention that connects with local culture and industry

## 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 CO<sub>2</sub> 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.

### 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



# SENDAI <sup>No. 2</sup>

Sendai enjoys 80% coverage in greenery. This “City of Trees” has nurtured a rich natural environment in collaboration with its citizens. Reflecting lessons learned after the Great East Japan Earthquake (GEJE) in 2011, Sendai embraces a “Disaster-Resilient and Environmentally-Friendly City” plan that builds disaster risk reduction (DRR) and environmental considerations into all policies.



Miyagi Pref.  
**2.29** million people

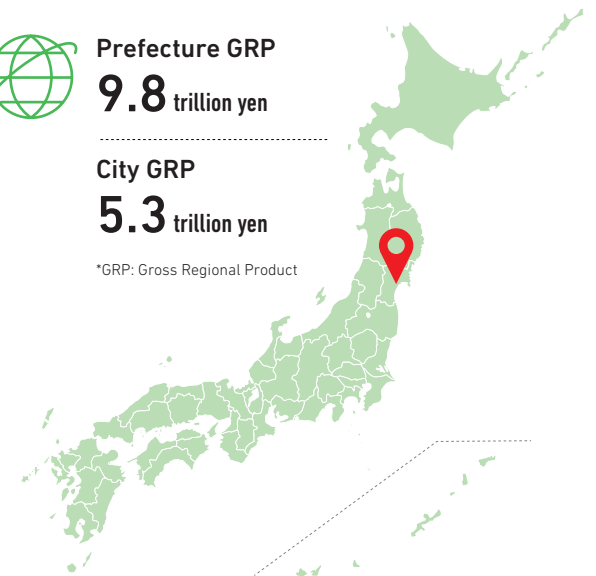


Prefecture GRP  
**9.8** trillion yen

Sendai City  
**1.1** million people

City GRP  
**5.3** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### A world leader in disaster risk reduction

- The Sendai Framework for Disaster Risk Reduction 2015-2030\*, an international guideline for DRR, was adopted in Sendai. Lessons learned as a result of the earthquake are shared with the world, contributing to global DRR.

\*Together with the SDGs and the Paris Agreement (adopted in the same year), this framework is one of three global agendas for 2030. It describes comprehensive disaster risk management and directly contributes to target #11 of the SDGs, "Sustainable Cities and Communities."



### Sendai City Green Bonds

Sendai was the first municipality in Tohoku\* to issue green bonds. This accelerates the development of a disaster-resilient, environmentally-friendly, decarbonized society.

\*The northeast of Japan (not including Hokkaido)



### "City of Trees"

- Recycling and climate change initiatives are being undertaken as part of Sendai's effort to be a "City of Trees," a sustainable community where residents enjoy the blessings of nature.



### Major Events

- World BOSAI Forum / IDRC in SENDAI, 2023
- G7 Science and Technology Ministers' Meeting in Sendai, 2023
- 17th World Conference on Earthquake Engineering, 2021 (3,000 participants)
- The 3rd United Nations World Conference on Disaster Risk Reduction, 2015 (6,500 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Sendai City SDGs Future City Plan

- Sendai's vision for 2030 is to become a "Disaster-Resilient and Environmentally-Friendly City" through sustainable and attractive urban development.

#### Furusato-no-Mori Regeneration Project

- Residents and businesses are assisting with tree-planting activities that are regenerating and creating green spaces in coastal areas that were severely damaged in the GEJE. Coastal disaster reduction forests provide multiple layers of defense from tsunamis and have contributed to environmental education in the area. Sendai also received the first Green Infrastructure Award (Disaster Prevention and Mitigation Division) sponsored by the Green Infrastructure Public-Private Partnership Platform.

#### Sendai City Global Warming Countermeasures Promotion Plan (2021-2030)

- The plan sets a goal of net zero greenhouse gas emissions by 2050.

### Initiatives contributing to the 2030 vision



### A zero-carbon city

In March 2021, Sendai announced its aim to become a zero-carbon city. Disaster-resistant solar power generation systems combining solar power and storage batteries have been installed in all designated evacuation centers that serve as disaster management bases. This initiative was advanced because of the energy disruption that occurred after the 2011 disaster. Efforts are being made to reduce disaster risk and environmental impact during times of stability.



Solar panel installation



Tree-planting project

### Human Resource Development

In 2015, Sendai hosted one of the largest international UN conferences ever held in Japan: The 3rd United Nations World Conference on Disaster Risk Reduction. During the event, the Sendai Framework for Disaster Risk Reduction, an international DRR guideline, was adopted. Since then, a regular event called the Sendai Symposium for Disaster Risk Reduction and the Future has given citizens a chance to gather, learn, and think about DRR. This forum is highly regarded for its role in nurturing future DRR leaders.

The 2015 conference strengthened Japanese and international networks, leading to further events relating to earthquakes and DRR, such as the 17th World Conference on Earthquake Engineering. Lessons learned from the GEJE continue to be communicated.

In Sendai, a midterm review of initiatives based on the Sendai Framework is being conducted in cooperation with Tohoku University's International Research Institute of Disaster Science. This is an unprecedented independent evaluation and the local government will publish the results.



Sendai Symposium for DRR and the Future

### Building Multicultural Communities

The Sendai Multicultural Center is within the Sendai International Center, the city's main convention facility. Its services include multilingual consultation and interpretation. The Center provides international exchange information for citizens, multilingual living information for foreign residents, and tourist information for visitors.

SenTIA is promoting a multicultural outlook through community building and human resource development. It helps business events to respect cultural differences and offers information in multiple languages.



Sendai Multicultural Center

### Multilingual disaster support

The Sendai Tourism, Convention and International Association (SenTIA) is carrying out regional DRR efforts from a multicultural perspective. During a disaster, the Disaster Multilingual Support Center will offer foreigners in the area relevant information in multiple languages. SenTIA is also training language volunteers who can provide information in various languages.



Disaster Multilingual Support Center website

### Convenient and eco-friendly transport

The convention area is just a five-minute subway ride from Sendai Station, the city's main terminal. The Loope Sendai bus offers easy access to sightseeing locations, and Sendai MaaS, a smartphone app, lets the user search routes and buy tickets, making public transport even more accessible.

Shared cycle ports for rental bicycles have been installed in the city center, including on the premises of Sendai International Center, giving event participants another green transport option.



Loope Sendai



Shared Cycle Port (DATE BIKE)



### Cultural Experiences and Excursions

#### Activities

SenTIA offers various activities and cultural experiences. Tourists can make their own chopsticks by hand using leftover construction materials. The workshop has been included in international conferences and participants have praised it as a fun, eco-friendly initiative.



Handmade Chopstick Workshop

#### Excursions

Sendai cooperates with schools and business to offer excursions with themes relating to community resilience and sustainability. At Sendai Arahama Elementary School, participants can see clear traces of the disaster. Exhibits show the scenery before and after, deepening an understanding of the threat that tsunamis pose.

Other excursions introduce the sustainability initiatives of local businesses. Participants can see how factories use cutting-edge technology to recycle resources and conserve energy.



Sendai Arahama Elementary School

### The Sendai International Center

The Sendai International Center implements various sustainability initiatives.

Waste Reduction	<ul style="list-style-type: none"> <li>• Horizontally recycled*<sup>1</sup> plastic bottles</li> <li>• Business cards made using Sendai Tanabata Fukinagashi*<sup>2</sup></li> </ul>
Energy Conservation	<ul style="list-style-type: none"> <li>• LED lighting</li> <li>• Shared cycle ports for "DATE BIKE" rental bicycles</li> </ul>
Green Space Conservation	<ul style="list-style-type: none"> <li>• Cherry blossom tree planting</li> <li>• Regular professional inspection and maintenance of trees</li> </ul>
DRR	<ul style="list-style-type: none"> <li>• Acting as a backup Disaster Response HQ for the city government</li> <li>• Disaster stockpiles and disaster relief vending machines</li> </ul>
Universal Design	<ul style="list-style-type: none"> <li>• Pictogram displays</li> <li>• Barrier-free maps</li> </ul>



\*1 A system that uses old products as a material to make the same product anew  
 \*2 Decorations featuring colorful tape attached to paper balloons or balls.

### Eco-Friendly Business Certification

Local businesses that reduce waste and promote recycling are certified as Eco Niko Meisters, and the most actively committed companies are certified as Eco Niko Gold Meisters. The system was introduced in 2019 as a way to promote green initiatives among local businesses. As of October 2022, 137 organizations, including SenTIA, the Sendai International Center, and various public transport operators were certified. This initiative supports the holding of environmentally friendly business events.



Eco Niko Meister Certification Mark



# CHIBA <sup>No. 3</sup>

Chiba Prefecture, home to Narita International Airport, is also just a short distance from Haneda Airport. These two airports, Japan's top two in terms of passenger numbers, offer outstanding access to destinations within Japan and around the world. Chiba's own visitor resources include traditional townscapes, sake breweries, hot springs, and celebrated theme parks. Popular sports events take full advantage of Chiba's abundant nature and unique characteristics.

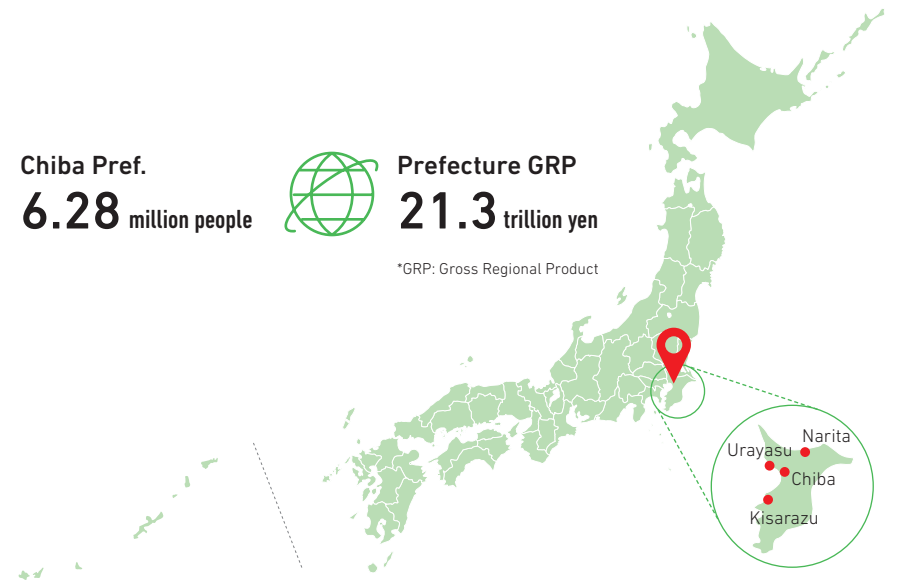


Chiba Pref.  
**6.28** million people



Prefecture GRP  
**21.3** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

### Advantages and Characteristics



#### Region-specific renewable energy

- Chiba takes advantage of its natural environment with a great number of solar and onshore wind-power generation facilities. It has the second largest installed capacity in Japan, and plans to build large-scale offshore wind facilities off the Pacific coast. Large-scale wood biomass facilities are in operation in the Tokyo Bay Waterfront zone, and other forms of biomass, such as sewage sludge, will be used in the future.



#### A balance of industries and a diverse natural environment

- Chiba has a balanced industrial structure that includes many materials and energy enterprises. Its agriculture, forestry, and fishery industries produce one of the highest outputs in Japan.
- A rich natural environment includes marshes, long sandy beaches, waterfront spaces such as rivers and swamps, hills, and lush mountains. Each area has its own distinctive cultural features.



Chiba Prefecture is located in the Tokyo Metropolitan Area, and is blessed with a rich natural landscape. It has strong agriculture, forestry, and fisheries industries, and works hard to promote local products.

#### Major Events

- 33rd International Conference on Arabidopsis Research (ICAR), 2023
- 16th World Congress of the International Association of Institutes of Navigation (IAIN), 2018 (350 participants)
- 10th Asia Pacific Conference on Speech, Language, and Hearing (APCSLH), 2017 (500 participants)
- Gastech Japan, 2017 (5,500 participants)



## STRATEGIES

### Sustainability Strategies and Plans

#### SDGs Strategy

##### Chiba Prefecture Comprehensive Plan

- The prefectural government is unified in its support of the SDGs, and by promoting the policies and measures listed in the Chiba Prefecture Comprehensive Plan, it is steadily working towards a sustainable society.
- The government recognizes the importance of the SDGs for Chiba's future, and is taking a cooperative approach to achieving them.

##### Net Zero Carbon Emissions 2050 Declaration

- In February 2021, Chiba Prefecture issued the "Net Zero Carbon Emissions 2050 Declaration." Residents, businesses, and municipalities will cooperate towards achieving the national goal of Carbon Neutrality by 2050.
- These integrated, collaborative efforts are seen as essential for building a sustainable prefecture that future generations can enjoy.

#### Sustainability initiatives in four event-hosting cities

Chiba Prefecture has four major cities that host business events and conventions. Each one implements sustainability initiatives that make the most of local characteristics.

##### Chiba

The city of Chiba combines beautiful natural features with advanced urban design. It is self-sufficient in electricity, and conducts green tourism. In November 2022, Chiba was selected by the Ministry of the Environment as a "Decarbonization Leading Area."

##### Kisarazu

Kisarazu has rustic woodland and seaside districts, allowing its residents to enjoy a variety of lifestyles. It is working towards becoming an "organic city."

##### Narita

Narita's townscape evokes a traditional, historic atmosphere, but there's an international influence too, thanks to the presence of Narita International Airport. The city is nurturing tourism-related human resources, and is actively conserving local traditions.

##### Urayasu

With theme parks, hotels, and many international visitors, Urayasu is embracing diversity, and has created a system whereby sexual-minority couples can pledge an oath of partnership as citizens of the city.

### The Chiba SDGs Partner Registration System and the Chiba SDGs Promotion Network

In 2021, Chiba Prefecture established the Chiba SDGs Partner Registration System. This keeps track of companies and organizations promoting voluntary initiatives related to the environment, society, and the economy. Participants are required to set specific targets and their efforts are detailed on the prefectural government’s website. As of January 30, 2023, 1,614 organizations were registered on the scheme. Local financial and economic organizations that share the system’s goals have been brought together via the Chiba SDGs Promotion Network\*. In February 2023, the network was awarded the Cabinet Office’s “Regional Revitalization SDGs Financial Award,” in recognition of its achievements in raising awareness, and bringing public and private sectors together.



Chiba Prefecture’s mascot, CHI-BA+KUN

\*A network that supports the sustainability initiatives of companies in the prefecture, and contributes to the sustainable development of the local economy.

### Local products and cuisine

The cuisine of Chiba Prefecture makes use of fresh ingredients available from the ocean and the countryside. Thick-rolled sushi, a typical local dish, was one of the “top 100 rural culinary dishes” selected by the Ministry of Agriculture, Forestry, and Fisheries. This has been served at international conferences including a G20 meeting held at Makuhari Messe. In the city of Chiba, 47 restaurants (as of the end of January 2023) are registered as Chiba Tsukutabe Suggested Restaurants. Observing the ethos of “local production and local consumption,” they make active use of Chiba agricultural and livestock products.



Vegetables grown in Chiba Prefecture



Thick-rolled sushi

### Traditional performing arts

The Chiba Convention Bureau can facilitate access to various forms of traditional performing arts and unique venues that celebrate Chiba’s history. One such venue is Takabe Shrine, the only Japanese shrine dedicated to the deity of cuisine. Visitors can watch Hocho-shiki (Knife Ceremony), a solemn ritual in which fish are filleted with no direct hand contact.

Featuring traditional performing arts and local cultural experiences in business events helps Chiba to share their appeal with an international audience and pass them on to the future.



Knife ceremony

### Sustainability initiatives in convention facilities

Convention facilities in Chiba Prefecture actively implement sustainability initiatives. Makuhari Messe, a major venue that hosted events in the Tokyo 2020 Olympic and Paralympic Games, features advanced accessibility. For wheelchair users, it offers special maps of the facility and its surroundings.

The Kazusa Arc complex in Kisarazu, surrounded by green spaces and water, is committed to environmental preservation. The adjoining hotel has been actively reducing the use of plastics by eliminating small toiletry bottles and introducing paper straws in restaurants.



Makuhari Messe



Kazusa Arc

### Chiba: Introducing self-driving vehicles

In Makuhari, the area of Chiba where Makuhari Messe is situated, self-driving vehicles are being introduced in an effort to make local travel quick and easy. In a demonstration at CEATEC 2019 (Combined Exhibition of Advanced Technologies), a self-driving bus took people around the Makuhari Messe Convention Complex. At upcoming events, it will become even easier to move around conveniently and comfortably.



© Chiba City

Self-driving vehicles



© Chiba City

Personal mobility vehicles

### Kisarazu: Offering educational programs

Kisarazu’s sustainable farm and park, KURKKU FIELDS, implements initiatives such as organic agriculture, natural energy usage, and animal manure composting.

The facility makes these initiatives accessible to visitors, and holds educational programs for students and companies. This encourages participants to think of sustainability issues as their own responsibility. Systematic learning opportunities can be tailored to individual needs. Workshop participants are invited to consider related social issues and potential solutions. Incorporating these programs into incentive tours can raise sustainability awareness and promote corporate initiatives related to the SDGs.



Manure composting



Workshop

### Narita: Creating an environmentally friendly airport

“Sustainable NRT 2050” presents the Narita International Airport Corporation’s strategy for addressing climate change up to 2050. Its goal is to achieve net zero CO<sub>2</sub> emissions by that year. Initiatives include solar power generation, the carbon neutralization of buildings, the purchase of renewable energy, LED aviation lights, and reduced vehicle pollution. Sustainability initiatives at international airports contribute significantly to reducing the environmental impact associated with business events.



Narita City Sakura-no Yama Park



© Narita International Airport Co., Ltd.

Narita International Airport

### Urayasu: A carbon offset agreement

In 2022, Urayasu signed an agreement with Sanmu, a city in northeast Chiba with bountiful forest resources, covering the implementation of forest improvement in Sanmu. Urayasu will bear part of the cost, and will use the forest’s increased carbon dioxide absorption capability to offset Urayasu’s own emissions.



Resort hotels in Urayasu City



Forest in Sanmu City



# TOKYO <sup>No.</sup>4

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.

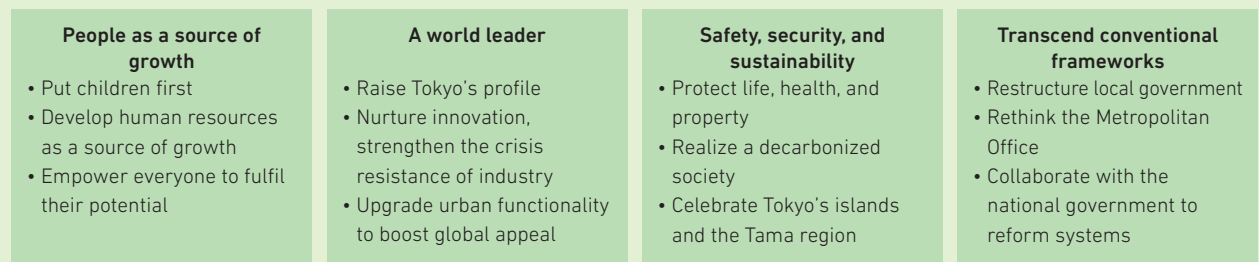
#### Zero emissions

- In 2019, Tokyo developed a strategy for achieving its goal of zero CO<sub>2</sub> 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

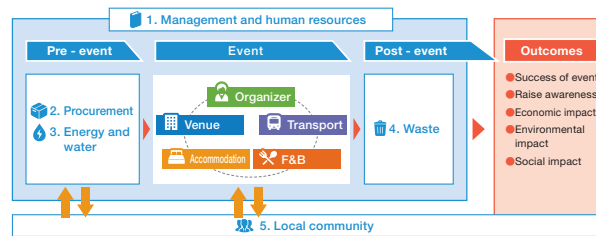
In 2019, the Tokyo Convention & Visitors Bureau (TCVB) formulated the Tokyo MICE (Meetings, Incentives, Conventions and Exhibitions) Sustainability Guidelines for organizers and related businesses in Tokyo. These guidelines conform to global criteria with respect to the ISO 20121 standard for environmental 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.

CO<sub>2</sub> 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.



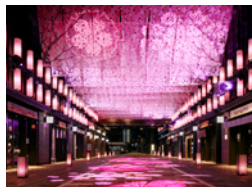
### DMO Roppongi

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

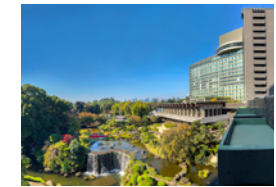
## Hotels

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 CO<sub>2</sub> 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 CO<sub>2</sub> 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



# YOKOHAMA <sup>No.</sup>5

Japan's "first port of call," Yokohama is a glittering city by the sea, just 30 minutes by train from Tokyo. Featuring historic buildings and a major Chinatown, Yokohama still contains many reminders of the 19th century when the port first opened. With its modern port contributing greatly to international trade, Yokohama seeks development in tune with the environment and the theme of sustainability.



Kanagawa Pref.  
**9.24** million people

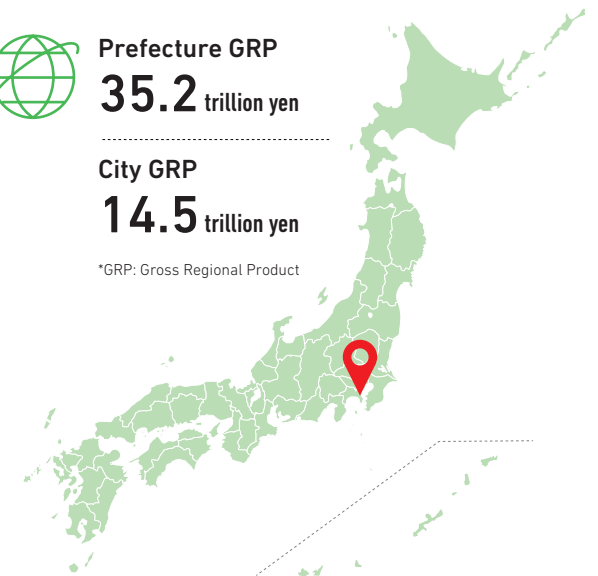
Yokohama City  
**3.77** million people



Prefecture GRP  
**35.2** trillion yen

City GRP  
**14.5** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### A sustainable, cooperative community

- In Yokohama, citizens, businesses, and the government are all working together to build a green, sustainable community. The city offers everyone comfort and well-being, ideal conditions to generate new ideas through collaboration. Yokohama continues to adapt flexibly to the changing times, and to the evolving needs of every stakeholder.



### Decarbonizing meeting and event facilities

- Yokohama is improving the sustainability of its meeting and event venues. PACIFICO Yokohama is actively engaged in a wide range of initiatives including the reduction of CO<sub>2</sub>, energy conservation, and recycling.



©Japan Association for the International Horticultural Expo 2027, Yokohama

The World Horticultural Exhibition YOKOHAMA 2027 will serve as a showcase for progress toward the SDGs, decarbonization, biodiversity, and Green Transformation—a movement aimed at achieving clean energy usage.

### Major Events



- IEEE International Conference on Robotics and Automation (IEEE ICRA), 2024 (5,000 participants)
- Sustainable Brands 2022 Yokohama (4,500 participants)
- IEEE International Geoscience and Remote Sensing Symposium (IGARSS), 2019 (2,600 participants)
- Tokyo International Conference on African Development (TICAD7), 2019 (10,000 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Medium-Term Plan for 2022 to 2025

- Yokohama acts in accordance with the SDGs, allowing the city to better respond to diversifying social issues and civic needs.

#### Zero Carbon Yokohama

- Zero Carbon Yokohama envisions a decarbonized society in 2050. It aims to halve greenhouse gas emissions by 2030 (compared to 2013), which is ahead of the national target.

#### Yokohama Green Up Plan

- Yokohama introduced a Green Tax in 2009, and is conserving and creating green spaces in order to create a verdant city for the next generation to enjoy.

#### SDGs Future City Plan (2021 - 2023)

- Yokohama is working with its citizens to realize its vision for 2030: a bustling city that generates economic and cultural value while looking after the environment.

### The SDGs Future City Plan's vision of the future

#### Yokohama in 2030

**A city that exhibits strong economic growth, has cultural and artistic creativity, attracts tourism and business events, is environmentally conscious, and is full of green spaces.**

#### Economy

Yokohama is taking advantage of the Internet of Things (IoT) to create new businesses through open innovation. The aim is increased productivity and new cultural and artistic appeal. The city seeks to attract green companies in order to achieve a better balance both between labor supply and demand, and between environmental and economic activities.

#### Society

The city is working toward a society in which everyone can play an active role. It will improve the sustainability of regional activities, support the introduction of new technologies—such as the IoT— and use local resources in urban development.

#### Environment

Yokohama is actively pursuing decarbonization, and has built up a wealth of urban development know-how. It is sharing that expertise with the world via an international network of cities.

### Innovation at the Yokohama SDGs Design Center

The Yokohama SDGs Design Center is an organization jointly established and operated by the city government and private businesses. It supports many different groups, both in the city and elsewhere, in order to work toward the SDGs, and solve environmental, economic, and social issues.

The center offers advice on the SDGs, provides consultation services—including hands-on support—and can bring appropriate groups together. It also assists with numerous test demonstrations.

In addition, the Yokohama SDGs Design Center has partnered with DeNA Co., Ltd. to pursue sustainable urban development that contributes to the SDGs Future City Plan. They collaborate with other organizations to conduct fun, educational events about the SDGs, and to run electric vehicle sharing programs.



Electric vehicle sharing

### The Y-SDGs Certification System

Y-SDGs is a system that helps organizations in the city and elsewhere transition to sustainable management and practices. Companies, NPOs, and other groups are evaluated on 30 points in four areas—Environment, Society, Governance, and Community—and are certified at one of three levels. As of April 2023, 571 entities have obtained Y-SDGs certification. A goal for the future is for financial institutions to use the system when considering investments and loans.



### PACIFICO Yokohama

PACIFICO Yokohama, one of the largest convention facilities in Japan, implements many types of sustainability initiative.

It is located in the Minato Mirai 21 district, which features a heating and cooling system connected to 65 of its buildings. This centralized system conserves energy and reduces greenhouse gas emissions. It also reduces emissions of nitrogen oxide and sulfur oxide, which cause air pollution and acid rain.

There are many hotels, restaurants, tourist sites, and commercial facilities in the area, making it easy for event participants to access what they need—even on foot.

PACIFICO Yokohama has developed sustainable infrastructure for business events. Rooftop greening and heat-shielding window films provide energy conservation and CO<sub>2</sub> reduction. Rainwater collection on the roof of the exhibition hall has led to a 65% reduction in water usage. 45 chargers have been installed for electric and hybrid vehicles.

The center is moving towards a 100% waste recycling rate. The current rate is around 90%, which is one of the highest figures among global events facilities. Electricity generated from industrial and food waste is reused as electricity in the adjacent Rinko Park.



© PACIFICO Yokohama

### Sustainable food at a city hotel

The InterContinental Yokohama Grand, a Y-SDGs-certified hotel next to PACIFICO Yokohama, reduces food miles by using local ingredients. It serves Yokohama beer, and uses pork raised on eco-friendly feed made from recycled food.

When providing catering services for events at PACIFICO Yokohama, the hotel contributes to the recovery of ocean resources by using seafood products listed in the Blue Seafood Guide\*1.

Biodegradable straws and other materials with a low environmental impact are used at the hotel.



© PACIFICO Yokohama

Catering



Seafood that complies with the Blue Seafood Guide

\*1 A guide that lists abundant seafood resources and promotes the recovery of resources depleted by global warming and overfishing.

### Sustainable suppliers

Among establishments serving Japanese cuisine, Kijima, a local restaurant and caterer, was the first in Japan to offer diners seafood certified by the MSC\*2 and ASC\*3. These organizations have established standards for the sustainability of fisheries, both natural and aquaculture. Kijima is also aiming to eliminate synthetic surfactants derived from petroleum. It uses FSC-certified\*4 chopsticks and building materials and has introduced carbon offsets. In 2020, Kijima was declared the winner of the leadership category in the Japan Sustainable Seafood Awards.

Ohkawa Printing, a local printing company, has introduced a carbon offset scheme called CO<sub>2</sub> Zero Printing. Annual CO<sub>2</sub> emissions from the company's electricity, gas, and vehicles are calculated and offset in advance.



Kijima's Japanese cuisine

\*2 International certification that a seafood product meets sustainability standards

\*3 International certification of eco-friendly and socially responsible aquaculture

\*4 International certification that the material in a product is from a sustainably managed forest

### Mumei-an, a mobile tearoom

The construction company Hanamasu-mokko offers pop-up tearooms for business events. They are built using the techniques of the miyadaiku—master carpenters whose skills were inscribed by UNESCO as Intangible Cultural Heritage.

Miyadaiku uphold traditional methods that have been used to build and repair temples and shrines for over 1,400 years. They are expert artisans.

Wooden beams are joined with slotted cuts to create a frame. This is the same technique used in full-sized tearooms. No nails are needed, and so the structure can be dismantled and reused. It's a form of sustainable art.

Hanamasu-mokko also offers behind-the-scenes experiences. Participants can learn what it's like to be a miyadaiku apprentice. Through these programs, the company is promoting traditional skills and sharing other aspects of Japanese culture.



Mobile tearoom

### The Next Generation Project

Yokohama has a project that delivers lectures and workshops to children about cutting-edge technologies and information. This offers participants a chance to think about their career path.

One feature of the project is support for the organizers of international conferences and exhibitions who would like to arrange events with local schoolchildren.

At the International Geoscience and Remote Sensing Symposium (IGARSS) in 2019, the results of satellite observations were presented to elementary and junior high school students on a giant display called a Hyperwall. The event was called "Investigate from Space! Seeing the Earth through Remote Sensing."

At the 32nd Annual Meeting of the Japan Society for Endoscopic Surgery, also in 2019, junior high school students were able to learn about endoscopic and robotic surgery.

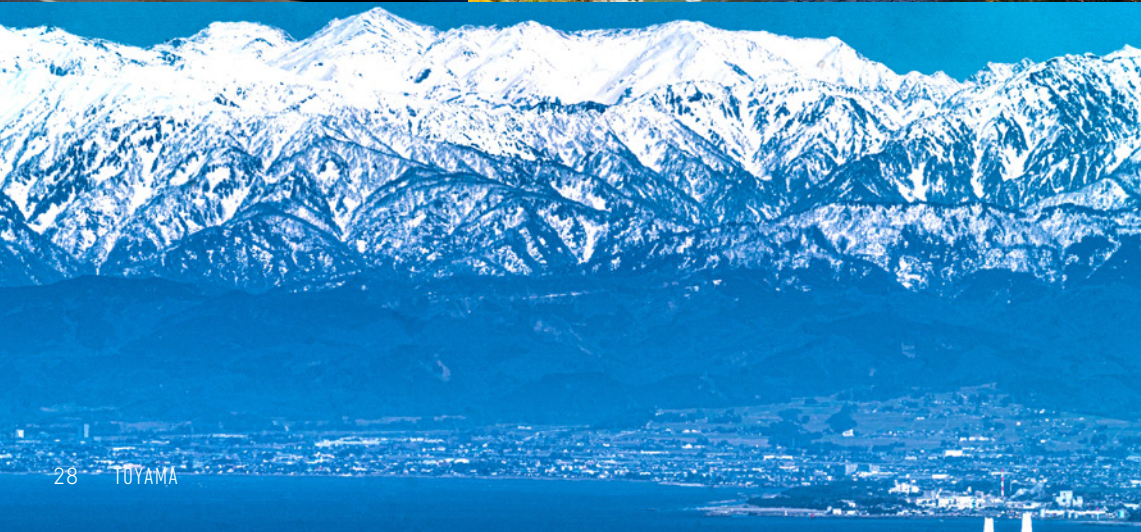



Next Generation Project



# TOYAMA <sup>No. 6</sup>

With clear rivers flowing down from the Tateyama Mountains and the ocean bounties of deep Toyama Bay, Toyama Prefecture lives up to its billing as the “Kingdom of Water.” Contemporary initiatives focus on using local water resources effectively in renewable energy, building a resource circulation system, and promoting a compact city strategy so as to transform Toyama into an advanced prefecture for the environment and energy.



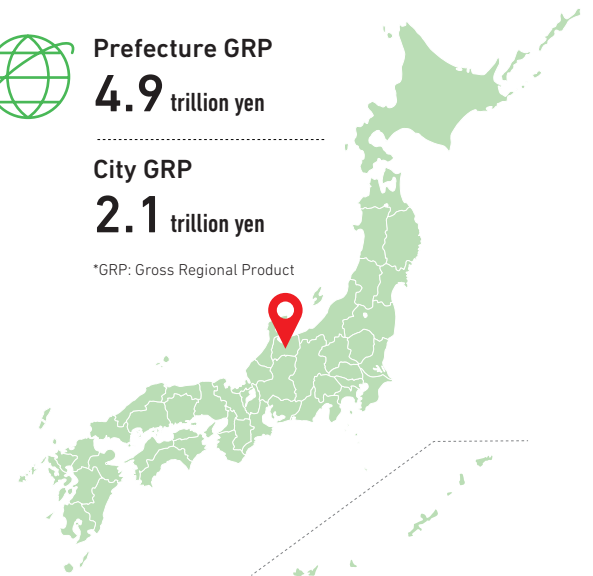
 Toyama Pref.  
**1.03** million people

Toyama City  
**0.41** million people

 Prefecture GRP  
**4.9** trillion yen

City GRP  
**2.1** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### Using water resources for renewable energy

- Toyama Prefecture is a major global tourism destination with inspiring and diverse scenery. The 40-50 km Toyama Plain connects the Tateyama Mountain Range, which has 3,000-meter peaks, to Toyama Bay, which in places is over 1,000 meters deep. From top to bottom that's 4,000 meters. A key objective is to achieve sustainable economic development using the abundant water resources with which Toyama is blessed.
- Hydropower accounts for about 60% of the electricity generated in the prefecture. Toyama is one of Japan's leading prefectures for renewable energy.



### A circular society through public-private partnerships

- Administrators, companies, and consumers are working together to realize the Toyama Framework on Material Cycles adopted at the G7 Toyama Environment Ministers' Meeting. This involves promoting resource efficiency, following the 3Rs (reduce, reuse, recycle), reducing food loss and food waste, and realizing the vision of a recycling-oriented society.



Cruise along the canal that flows through the city, or stroll around the park next to the canal.

©Toyama Tourism Organization

### Major Events



- World's Most Beautiful Bays Club World Congress, 2019 (130 participants)
- Progress in Electromagnetics Research Symposium (PIERS-Toyama), 2018 (1,400 participants)
- The 10th World Congress of International Federation of Esthetic Dentistry, 2017 (2,100 participants)
- G7 Toyama Environment Ministers' Meeting, 2016

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### SDGs Future City Plan (Phase 2)

- Toyama is building a sustainable society and striving to be a leader in terms of energy and the environment.
- The prefecture is advancing toward carbon neutrality through the use of local resources to generate renewable energy. Toyama's abundant hydropower potential will be tapped by opening more small-scale facilities. Other measures will target reduced carbon and saved energy. Hydrogen will be generated and used at production bases and stations.
- Toyama is promoting eco-friendly lifestyles and business activities. By reducing waste, recycling local resources, and encouraging ethical consumption, Toyama is on the path to a circular economy. The development of recycling-related industries will lead to economic growth and job creation.

#### Toyama Zero Carbon Promotion Declaration

- In 2020, Toyama Prefecture was among the bodies that jointly issued the Toyama Zero Carbon Promotion Declaration, which aims for net zero greenhouse gas emissions by 2050.

### Toyama's Vision: A regional leader in energy and the environment

#### Economy

Economic development using water resources

- Extract value from the Tateyama Kurobe environment
- Leverage inclusion in "The World's Most Beautiful Bays Club"
- Promote the fisheries industry and improve the branding of seafood from Toyama Bay
- Introduce renewable energy and develop ways to use new energy sources

#### Society

The Toyama Model for the Toyama Framework on Material Cycles

- Create a decarbonized, recycling-oriented society
- Establish the Toyama Model for implementing the Toyama Framework on Material Cycles that was adopted at the G7 Toyama Environment Ministers' Meeting

#### Environment

Conservation of the natural and aquatic environment

- Conserve Toyama's rich natural environment, including Tateyama Kurobe
- Contribute to environmental conservation around the Sea of Japan
- Conserve and use clean water resources
- Create new bodies of water and forests

## The Toyama Model for the Toyama Framework on Material Cycles

The Toyama Framework on Material Cycles was adopted at the G7 Environment Ministers' Meeting held in Toyama Prefecture in May 2016. It specifies a common vision and goals for the G7 in relation to resource efficiency and the 3Rs.

To bring the Framework to life, Toyama Prefecture is devising a Toyama Model that will include provisions for reducing emissions from waste, the proper disposal of waste, and addressing food loss and food waste. The intention is for these activities to spread throughout the Sea of Japan region and across Asia.

### The Toyama Eco Store System

Toyama is conducting various activities that will improve resource efficiency and promote the 3Rs. One example is the Toyama Eco Store System. This is a register of retail stores that actively engage in pro-environmental activities such as eliminating the free distribution of plastic bags. Other examples of store activities include collaborating with consumers to collect recyclable materials and setting eco-friendly air-conditioning temperatures.



### The Toyama Food Loss Zero Campaign

In April 2020, Toyama Prefecture launched a campaign to accelerate food loss reduction. Consumers, businesses, and administrators are working together to determine the facts of food loss, develop effective countermeasures, and circulate information.

One specific initiative is the reduction of food loss in the food chain. Leftovers are minimized at banquets and meals. Unused food is distributed to food banks, food drives, and children's cafeterias. Where appropriate, food waste is converted into animal feed, fertilizer, and energy.

## A compact city

Toyama will increase sustainability and generate value by promoting compact urban development centered on public transportation. In 2018, Toyama joined the ranks of Japan's SDGs Future Cities.

The hub of the city's rail and tram (LRT) network is Toyama Station, where the shinkansen bullet train arrives and departs. To the south, the network loops around the city center. To the north, it links with the old townscape of Iwase. Visitors can use the LRT to reach Toyama International Conference Center, hotels, and major tourist spots. This allows for "compact" business events with a reduced environmental impact.



©Toyama Tourism Organization

A city tram

## Nanto: The Eco-Village Initiative

Nanto City, in the southwest of the prefecture, features abundant natural and cultural resources. This area is home to the World Heritage villages of Ainokura and Suganuma, which successfully blend the worlds of tourism and daily life.

The Nanto Eco-Village concept, established in 2013, envisions the city as an independent region with a focus on local resources, a circular economy, and mutual support. The concept promotes the local consumption of energy and the spread of organic agriculture. In 2019, Nanto, too, became an SDGs Future City. The aim is to build on the eco-village concept so that Nanto offers residents and visitors alike a first-class countryside experience.

The city's facilities include Sakura Crea, also known as the Nanto City Creator Plaza. The hall can accommodate up to 120 people.



©Nanto City

Sakura Crea



### ANA Crowne Plaza Toyama

The ANA Crowne Plaza Toyama hotel is popular with business event participants. Situated in the center of Toyama City, it is right next to Toyama International Conference Center, which was used as the venue for the G7 Toyama Environment Ministers' Meeting in 2016. The hotel is undertaking various sustainability initiatives.

- Takeout lunchboxes featuring leftover breakfast buffet ingredients
- An automated food waste-tracking tool
- Opt-in eco-cleaning for guests staying consecutive nights
- The reduction of single-use amenities and disposable bottles
- The discontinuation of plastic straws
- Eco-friendly organic food items produced without harmful substances such as pesticides
- The donation of 15% of the accommodation charge to charitable organizations
- Renewable energy from local hydroelectric power plants, etc.
- A program to establish sustainable fisheries by collaborating with local high school students to develop and sell new products.

The takeout boxes are an original initiative by ANA Crowne Plaza Toyama. They are sold twice each month as part of the Toyama Food Loss Zero Campaign.

The hotel has previously catered for a vehicle manufacturer with a menu focused on food loss reduction, and the aim is to respond flexibly to the requirements of event organizers.



© ANA Crowne Plaza Hotel Toyama

ANA Crowne Plaza Toyama (left)  
Toyama International Conference Center (right)



A takeout box

### Eco-friendly programs across the prefecture

Toyama runs various programs that allow event participants to experience nature, culture, and traditional crafts. Many event stakeholders are conscious of sustainability, and it is possible to hold fully sustainable business events.

#### Toyama Bay sushi

Toyama Bay has been described as a natural fish tank. It's a treasure trove of marine resources featuring around 500 types of fish. Many shops and restaurants sell sushi made using only fresh and seasonal local fish. Not simply delicious, these meals reduce transport-related CO<sub>2</sub> emissions.



©Nature's Fish Tank Toyama Bay Sushi

#### Nousaku: A metal-casting manufacturer

Nousaku is a metal-casting product manufacturer that upholds the 400-year-old craft traditions of Takaoka Copperware. Popular factory tours and casting experiences enable visitors to get a close look at the artisans' handiwork.

Nousaku practices environmentally and socially friendly manufacturing. Metal pieces generated in the manufacturing process are reused, Nousaku tin products that are no longer used in homes are collected, and solar panels have been installed at its main factory.



©Nousaku Co., Ltd.

#### Traditional houses at Gokayama Gassho-no-sato

While it is now easily accessible, the Gokayama area is deep in the mountains, and its traditional buildings, culture, and scenery are all protected. Photogenic highlights include "gassho-zukuri" houses with roofs that resemble hands held in prayer.

Gokayama Gassho-no-sato is an accommodation facility adjacent to the World Heritage site of Suganuma Village. Here, visitors can sample the old ways of life, enjoy folk music, and try traditional food.



©Toyama Tourism Organization


Traditional performance outside a gassho-zukuri house



# AICHI / <sup>No. 7</sup> NAGOYA

Aichi Prefecture is close to the center of the Japanese archipelago and Nagoya is its largest city. This region is a leading base of monozukuri, the craft-inspired approach to manufacturing for which Japan is globally renowned. Building on world-leading technology and know-how, Aichi/Nagoya is now actively pursuing initiatives for sustainable growth, including the cultivation of a startup ecosystem through collaboration among industry, academia, and government.



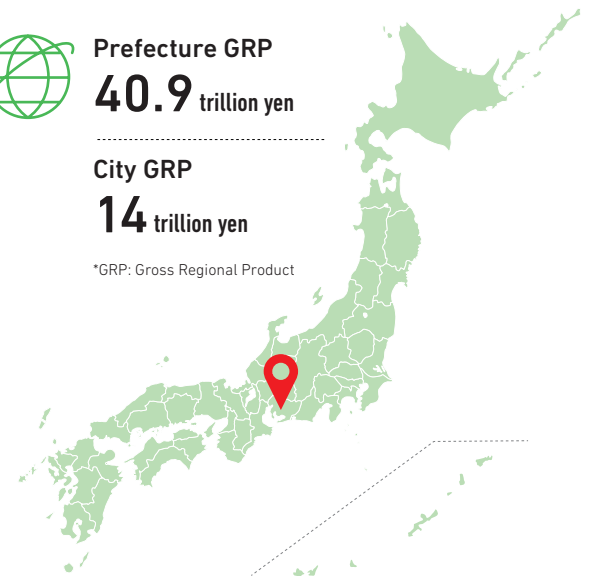
 Aichi Pref.  
**7.52** million people

 Prefecture GRP  
**40.9** trillion yen

Nagoya City  
**2.33** million people

City GRP  
**14** trillion yen

\*GRP: Gross Regional Product



# STRENGTHS

## Advantages and Characteristics



**Creating innovation through public-private partnerships with local universities**

- Aichi Prefecture seeks to attract and foster startups by drawing attention to the advantages of its diverse manufacturers, ranging across automobiles, aviation, space, and much more.
- Universities, businesses, and administrators collaborate to support regional innovation in realms including the environment, manufacturing, and mobility services.



STATION Ai, a startup support base



**Tourism focus: history and industry**

- Several of Japan's most famous samurai warlords were born in Nagoya. The city developed as a castle town under the control of the Owari Tokugawa family. Today, the city is at the heart of a globally prominent manufacturing region.
- This history, culture, and world-leading technology are leading a drive to transform Nagoya into a top tourist destination.

### Major Events



- The 11th Asian Conference on Machine Learning (ACML), 2019 (450 participants)
- RoboCup 2017 (3,000 participants)
- Annual Conference of the International Association for Impact Assessment (IAIA), 2016 (1,200 participants)
- UNESCO World Conference on Education for Sustainable Development (ESD), 2014 (3,500 participants)

# STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### SDGs Future City Plan

- Aichi's 2030 vision is for life, the economy, and the environment to be in harmony.
- In the run-up to 2030, Nagoya's policy for urban development is to be a world-leading city. The aim is to innovate, develop the Maglev Chuo Shinkansen, and promote green energy use.

#### A decarbonized society

- Aichi Prefecture's aim is to achieve carbon neutrality by 2050. The target for 2030 is to reduce greenhouse gas emissions by 46% compared to the 2013 fiscal year.
- Initiatives are advancing to transform Nagoya into a comfortable, low-carbon city by 2050.

	Environment	Society	Economy
Aichi Prefecture	<b>Green Capital Aichi</b> <ul style="list-style-type: none"> <li>• Implementing the Aichi Global Warming Prevention Strategy 2030 (revised version)</li> <li>• Building a recycling-oriented society in balance with nature</li> </ul>	<b>Vibrant, active lives for all</b> <ul style="list-style-type: none"> <li>• Introducing new activities for young people, women, the elderly, people with disabilities, and non-Japanese residents</li> </ul>	<b>Nurturing innovation</b> <ul style="list-style-type: none"> <li>• Deploying innovative technologies in society</li> <li>• Innovating through startups, etc.</li> </ul>
Nagoya	<b>A sustainable future</b> <ul style="list-style-type: none"> <li>• Supporting green energy use</li> <li>• Promoting low-carbon lifestyles and business practices</li> </ul>	<b>Strengthening Urban Functions</b> <ul style="list-style-type: none"> <li>• Promoting the Asian Games and Asian Paralympic Games</li> <li>• Preparing the area around Nagoya Station for the opening of the Maglev Chuo Shinkansen</li> </ul>	<b>Innovation strategy</b> <ul style="list-style-type: none"> <li>• Operating as a hub for innovation</li> <li>• Facilitating exchange through business events</li> </ul>

### The Aichi startup ecosystem

Aichi Prefecture is building a startup ecosystem that will serve as a foundation for local innovation. Startups will become a catalyst for sustainable growth and productive economic activities.

The prefecture leads international programs that support innovation. It offers entrepreneurs financial support and provides mentoring programs in cooperation with universities and institutions outside Japan that support startups.

STATION Ai is a startup support base that will open in 2024. The focus of the city's efforts to create, develop, deploy, and attract startups, this facility will contribute to growing the economy in a sustainable way.



### The Aichi Sky Expo

Green energy from in-house solar power generation and local circular clean energy accounts for 100% of the electricity used at Aichi Sky Expo.

At the International Conference on Sustainable, Resilient Cities and Transport, held in autumn 2021, the city implemented the following green initiatives.

- Decorating the stage with recyclable materials
- Using recycled paper
- Using local timber, obtained via forest thinning, for name cards
- Providing tap water in aluminum cans rather than plastic bottles



Aichi Sky Expo

### Innovation through collaboration with local universities

In the region centered on Nagoya, 21 universities are promoting an entrepreneurship development project called Tongali. This involves cooperation between industry, academia, and administrators, including the Nagoya City government. The project nurtures outstanding human resources, new businesses, and novel designs. The broader aim is to create new value, products, technologies, and industries in the region. In cooperation with event venues, Tongali promotes open innovation through symposiums and business pitch contests, as well as demonstration and implementation activities.



An event run by Tongali

### Sustainability through collaboration

Nagoya has established the Nagoya City SDGs Promotion Platform for companies, universities, and other organizations. This contributes to sustainable communities by facilitating partnerships between industry, academia, and administrators.

Port Messe Nagoya, the largest international trade fair venue in Nagoya, works with private companies to sustainably offer more value and convenience. Related initiatives include technology and service pitch contests that take the SDGs into account. Through the hosting of international conferences and exhibitions, this venue facilitates face-to-face engagements between academia and industry, two of Nagoya's top strengths. Academic research results can be deployed in society more quickly, and innovation encouraged in the field of sustainability.

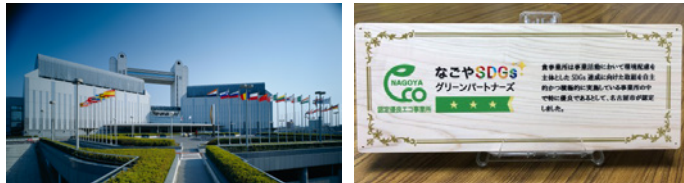


Port Messe Nagoya

## The Nagoya Congress Center

Nagoya Congress Center is designed to be a green, low-carbon venue. It has hosted international environmental conferences including COP10, the UNESCO World Conference on ESD, and the International Association for Impact Assessment (IAIA).

Using an SDGs Green Partners\* system, Nagoya has certified the Nagoya Congress Center as "Excellent," the highest rating.



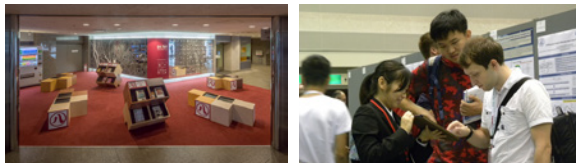
Nagoya Congress Center

\* Nagoya certifies businesses that work towards the SDGs as "SDGs Green Partners."

## Revitalization and development at the Nagoya Congress Center

In order to develop and activate its facilities, Nagoya Congress Center eagerly engages with the human resources and expertise available at local academic institutions. This approach contributes to regional revitalization and the further development of human resources.

The center worked with local universities to renovate its information space, OCTET. Students have helped to conduct surveys that measure the satisfaction with facilities and services of foreign attendees at international conferences. The Nagoya Congress Center is rooted in the community and will continue to operate sustainably.

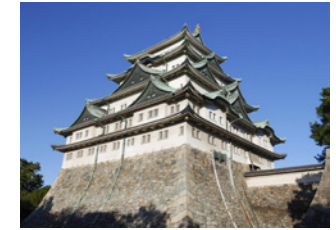


Information space OCTET

## Developing a welcoming environment

Aichi Prefecture is developing human resources who can achieve sustainable growth in tourism-related industries and convey the appeal of the region to a diverse range of visitors.

Nagoya Castle offers multilingual guidance. Information can be accessed with QR codes and AR technology. English speakers, Chinese speakers, and volunteer interpreters are available. Castle content can also be tailored to the requirements of international conferences and incentive travel.



Nagoya Castle

## Industrial tourism

Nagoya is famous for monozukuri, a craft-inspired approach to manufacturing, in fields such as automobiles, aviation, and space. Visitors can tour factories and museums, and experience the city's industrial heritage for themselves.

At the Toyota Commemorative Museum of Industry and Technology, established by the Toyota Group, you can enjoy dynamic demonstrations of how textiles and automobiles are made. Other popular destinations include the Maglev and Railway Museum, and the Aichi Museum of Flight.




©Toyota Commemorative Museum of Industry and Technology



# KYOTO <sup>No. 8</sup>

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.



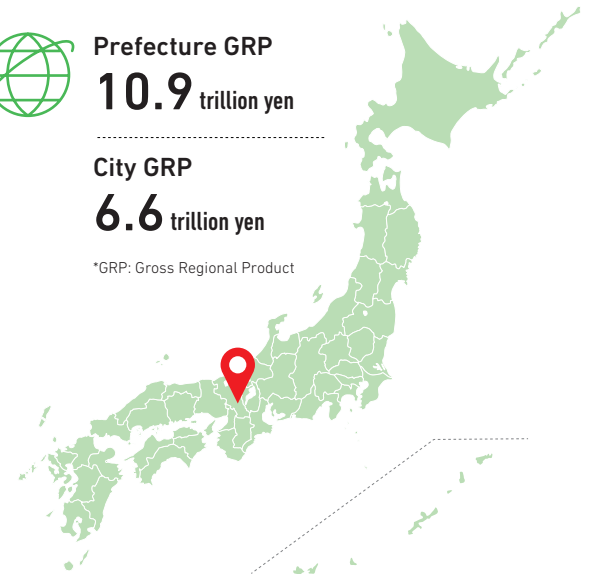
 **Kyoto Pref.**  
**2.56** million people

 **Prefecture GRP**  
**10.9** trillion yen

**Kyoto City**  
**1.45** million people

**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 CO<sub>2</sub> 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 CO<sub>2</sub> 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 CO<sub>2</sub> 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



# OSAKA<sup>No. 9</sup>

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.”



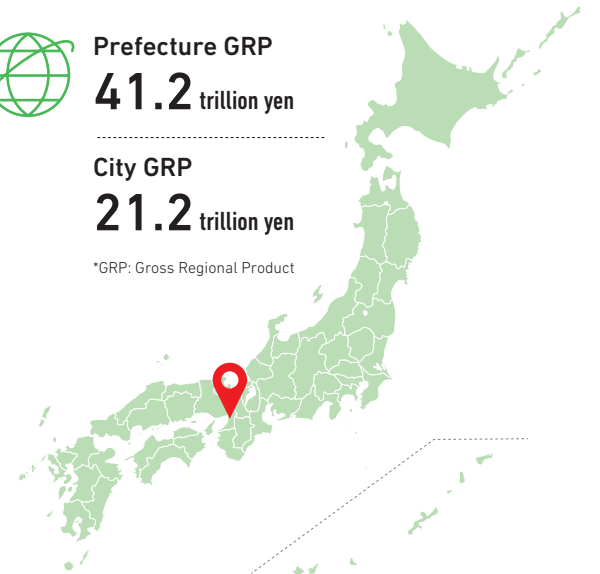
 Osaka Pref.  
**8.81** million people

Osaka City  
**2.76** million people

 Prefecture GRP  
**41.2** trillion yen

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.



©Expo 2025

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.



© Osaka Convention & Tourism Bureau

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.



© Osaka Convention & Tourism Bureau

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



# KOBE No. 10

After the Port of Kobe opened to the world in 1868, local people enthusiastically adopted cosmopolitan lifestyles. Kobe went on to become an international trading hub shaped by historical and cultural diversity. The city is also blessed with the natural beauty of the Seto Inland Sea, the mountains of Rokko, and traditional satoyama rural areas. Having battled back after the Great Hanshin-Awaji Earthquake in 1995, Kobe is a leader in disaster reduction. First-hand knowledge is harnessed to contribute to greater global safety.



Hyogo Pref.  
**5.43** million people

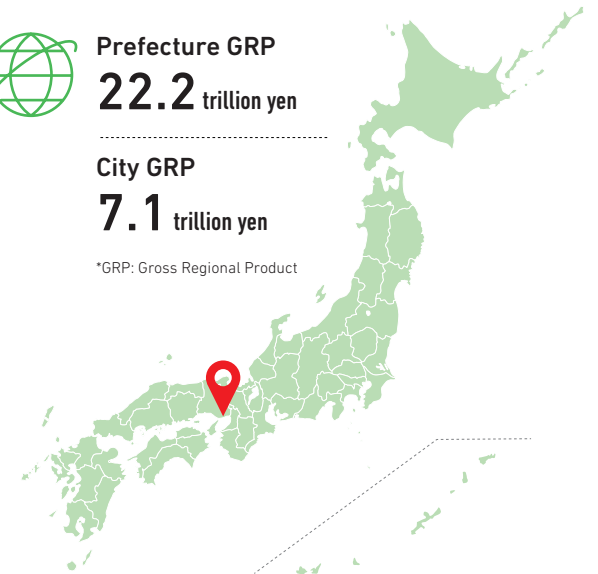


Prefecture GRP  
**22.2** trillion yen

Kobe City  
**1.51** million people

City GRP  
**7.1** trillion yen

\*GRP: Gross Regional Product



# STRENGTHS

## Advantages and Characteristics



### A city that overcame an earthquake

- Kobe's culture of kindness and compassion is one of its great strengths. With international support, it battled back from the Great Hanshin-Awaji Earthquake, and the city continues to support reconstruction and revitalization in affected communities.
- Lessons learned at the time of the earthquake are shared with citizens so that they are better prepared for disaster. Citizens, companies, and administrators are working together to improve self-reliance and to promote disaster prevention and reduction.



1.17 Gathering  
Because the tragic earthquake hit on January 17, 1995, January 17 was established as Civil Disaster Prevention Day. Experiences and lessons learned from the earthquake are shared, and participatory activities contribute to disaster preparedness.



### Local agriculture and fisheries

- Kobe is on the Seto Inland Sea. With urban and rural areas in close proximity, the area produces and ships high-quality agricultural and fishery products. Because Kobe flourished mainly as a port city, its culinary traditions are both diverse and distinct.
- One key aim is for the city to be known as Food Capital Kobe, a world-class and sustainable food community. New businesses linked to local agriculture and fisheries are being nurtured as part of the process of developing a sustainable food culture.



### Major Events

- The 17th International Society for Prosthetics and Orthotics World Congress (ISPO), 2019 (4,600 participants)
- 13th International Society of Physical and Rehabilitation Medicine World Congress (ISPRM), 2019 (2,800 participants)
- G8 KOBE Environment Ministers Meeting, 2008
- The 2nd UN World Conference on Disaster Risk Reduction, 2005 (40,000 participants)

# STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Kobe's vision for 2025

- Kobe has a vision for 2025, and has set out the measures that will be taken to achieve it. The aim for Kobe, a city nestled between land and sea, is to cultivate local seeds of global contribution.
- The city's many strengths include a rich natural environment, community diversity and multiethnicity, and distinct art and culture. Having recovered from the Great Hanshin-Awaji Earthquake in 1995, people in Kobe seek to harness the city's advantages and experiences to foster a spirit of mutual aid. Kobe also promotes environmental conservation and other forms of community development that contribute to a better world. The goal is for Kobe to be a city where every citizen can feel safe, secure, and happy.

#### 2050 Carbon Neutral Declaration

- Kobe has declared a net zero carbon emissions target for 2050.

### Basic Objectives

1. Economic growth through job creation and collaboration between industry and academia
2. Enhanced child support and special educational environments
3. Diverse culture, art, and attractions
4. A safe social system reflecting the lessons of disasters and infectious diseases
5. Safe, healthy, comfortable lifestyles
6. Sustainable urban spaces and infrastructure
7. Revitalizing local communities through diversity and participation

### Economy

- Kobe is revitalizing existing industries and promoting new ones.
- The city promotes the Rokko Sanjo Smart City Vision and the Satoyama Rural Area Revitalization Vision.
- Fresh efforts are being made to revitalize agriculture and fisheries, and the Food Capital Kobe concept is being harnessed to promote Kobe's food to the world.

### Society

- Kobe is working to provide seamless support for childbirth, parenting, and education so that all citizens who wish to raise children can do so with peace of mind.
- In the context of disasters and infectious diseases, support is being offered to those. A multimedia communication system is being built that everyone, Japanese and foreign alike, can understand.

### Environment

- Kobe's decarbonization efforts focus on expanding the use of renewable energy, with the ultimate aim of building a sustainable society.
- The city is raising funds from SDG bonds and loans to implement projects that contribute to environmental and social sustainability.

### Disaster reduction activities established after the earthquake

Disaster reduction activities following the Great Hanshin-Awaji Earthquake in 1995 led to Kobe's being chosen as the venue for the 2nd UN World Conference on Disaster Risk Reduction, held in 2005.

Kobe supports the Disaster Prevention Welfare Community, a voluntary organization formed after the earthquake whose outputs are being disseminated internationally. Initiatives that raise awareness of disaster preparedness include the field trial of a disaster information system that makes use of social media.

Hyogo Prefecture established the Great Hanshin-Awaji Earthquake Memorial Disaster Reduction and Human Renovation Institution to share experiences and lessons relating to the earthquake, and to highlight the importance of disaster preparedness. The institution's educational program enables participants to relive the experience of the devastating earthquake. International visitors, too, can learn about this aspect of Kobe history and become better prepared for disaster.



Great Hanshin-Awaji Earthquake Memorial Disaster Reduction and Human Renovation Institution

### Passing down traditional food culture

Situated between the mountains and the sea, Kobe has access to a wide range of agricultural and fishery products. It has fostered a diverse food culture as a port that is open to the world. Through food, traditions are passed down and Kobe's distinct appeal is communicated.

The Nadagogo sake breweries, which are certified as Japan Heritage, offer Incentive programs that incorporate traditional food culture. Participants can compare not only different types of sake but also different cuts of Kobe beef. Kobe Shushinkan, one of the Nadagogo breweries, was the first company in the world to sell sake that generates zero CO<sub>2</sub> emissions in the manufacturing process.



Sake produced and selling in Kobe Shushinkan

Sake brewery

### Decarbonization

Kobe is cooperating with other countries in an effort to realize a decarbonized society. It is the only Japanese municipality in the World Energy Cities Partnership (WECP).

#### Hydrogen Smart City Kobe Initiative

The aim of the Hydrogen Smart City Kobe Initiative is to expand the use of hydrogen. Industry, academia, and the city government collaborated to construct a hydrogen supply chain at Kobe Port. In April 2018, a gas turbine power generation system became the first in the world using 100% hydrogen fuel to successfully supply heat and electricity to surrounding facilities. The Kobe International Exhibition Hall has also successfully tested power supplied from a hydrogen power generation demonstration facility.



©Supported by The New Energy and Industrial Technology Development Organization (NEDO)

Hydrogen power generation demonstration facility

#### Decarbonization Initiatives

Initiative	Results
Power generation using heat from waste incineration	Power generation: 220 GWh/year (2021) (annual electricity consumption of approx. 60,000 households)
Use of digestion gas from sewage treatment	85% of the digestion gas is used as fuel for power generation (2021)
Creation of blue carbon	Issuance of 9.3 t-CO <sub>2</sub> of J Blue Credits* (Kobe Airport Island in 2022)



The sea around Kobe Airport

\* A carbon credit system established and operated by the Japan Blue Economy Technology Association (JBE)



### Resource circulation in agriculture

Kobe has an initiative to promote the resource circulation of phosphorus, a component of fertilizer required for food production.

While Japan relies almost exclusively on imports, in Kobe phosphorus is collected from sewage.

This phosphorus is used to produce an organic compound fertilizer called Kobe Harvest, which is supplied to farmers in the city. Kobe SDGs Fertilizer, meanwhile, is sold to the general public as a horticultural fertilizer. Recovered phosphorus has contributed to raising public awareness of resource recycling initiatives and the SDGs.



Kobe SDGs Fertilizer

### Protecting marine resources and Japan's food culture

In 2022, a cooperative agreement was signed by Kobe City, the Kobe City Fisheries Cooperative, and city hotels with the aim of protecting Kobe's marine resources and food culture. The city is developing processed products made from "Less Popular Fish"\* and promoting them internationally.

Since June 2021, the Kobe Kitano Hotel has been offering an SDGs Sustainable Menu featuring Less Popular Fish. Sustainable seafood activities of this sort will be expanded so that Less Popular Fish can be served in meals at business events.



Sustainable seafood

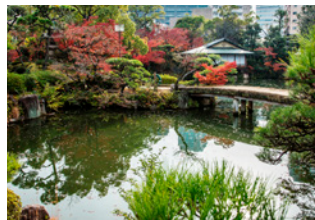
\* Fish that are not often eaten because they're low value, small, unfamiliar, unpopular, or from a catch too small to be commercialized.

### Cultural properties and museums

Many of Kobe's cultural properties are protected by national laws and ordinances. In addition, the city has independently designated many locations of historic and cultural value as Kobe Historical Heritage. Great efforts are made to look after and make use of Kobe's cultural assets, and to share the city's heritage with future generations.

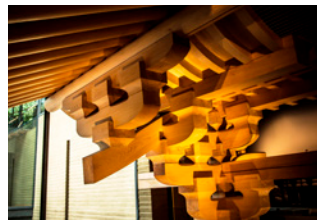
Sorakuen Garden, a Kobe Historical Heritage property, is a registered monument of Japan. Offering the atmosphere of a large garden in the 19th century, it is used as a venue for business events.

The Takenaka Carpentry Tools Museum is very popular with international visitors. The museum offers demonstrations of traditional techniques associated with valuable old Japanese buildings. Visitors can even have a go themselves at a traditional woodworking class for beginners.



©KOBE TOURISM BUREAU

Sorakuen Garden



©KOBE TOURISM BUREAU

Takenaka Carpentry Tools Museum

### Diverse history and culture in a truly exotic city

Kobe developed as an international port. It has a long history and a diverse community. Its special visitor resources include Nankinmachi, a well-known Chinatown.

Another example is Kobe Kitano Ijinkangai, a neighborhood where Japanese lived alongside foreigners who arrived after the port opened in 1867. Its well-preserved traditional buildings offer visitors a window on the history of Japan's engagement with the West. The Former Rein Residence is a unique venue available for events.



©REINTEI KOBE KITANO IJINKAN

Former Rein Residence



©KOBE TOURISM BUREAU

Nankinmachi



# OKAYAMA <sup>No.</sup> 11

Okayama is a pivotal city linking the Chugoku region of western Japan with Shikoku, the smallest of Japan's four main islands. Okayama also has a shinkansen bullet-train station and an international airport. Unspoiled scenery and rivers flowing into the Seto Inland Sea contribute to the area's natural green appeal. In 2005, Okayama was recognized by the United Nations University Institute for the Advanced Study of Sustainability as one of the world's first Regional Centres of Expertise for Education on Sustainable Development.



Okayama Pref.  
**1.88** million people

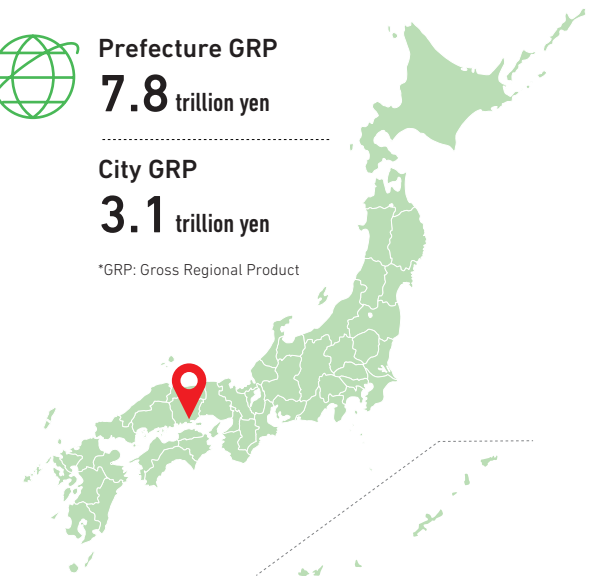


Prefecture GRP  
**7.8** trillion yen

Okayama City  
**0.72** million people

City GRP  
**3.1** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### Education for Sustainable Development (ESD)

- Since 2005, Okayama has been promoting ESD (Education for Sustainable Development), which aims to develop human resources. And in 2014, the city hosted stakeholder meetings in conjunction with the UNESCO World Conference on ESD.
- The “Okayama Model,” which promotes ESD in community centers, schools, and other local facilities, is used around the world.



### Balancing natural and urban environments

- Okayama is an attractive city whose urban hub links smoothly to the nearby rural, coastal, and mountainous areas. Residents and visitors alike can enjoy a blend of natural features and high-quality modern facilities.



First Regional Centres of Expertise Thematic Conference  
The First RCE Thematic Conference, an international event about working towards the SDGs, was held at Okayama Convention Center.

### Major Events



- G20 Okayama Health Ministers' Meeting, 2019 (350 participants)
- International Conference on Strongly Correlated Electron Systems (SCES), 2019 (900 participants)
- First RCE Thematic Conference: Towards Achieving the SDGs, 2017 (120 participants)
- Stakeholder meetings in conjunction with the UNESCO World Conference on Education for Sustainable Development (ESD), 2014 (2,000 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### SDGs Strategy

#### Okayama City SDGs Future City Plan

- Okayama was selected as an SDGs Future City in 2018. The aim is for Okayama to become “a city where everyone can learn from each other, and enjoy healthy, active lives.” It has implemented various initiatives relating to health and well-being.
- Health-related efforts for citizens have been yielding results. The next step is to empower everyone to play an active role in society. The goal is for all residents to enjoy a fulfilling, settled civic life.
- To this end, the city has been pursuing sustainable urban development that generates vitality and dynamism by improving “livability” in economic, social, and environmental terms.

#### Net zero carbon emissions by 2050

- In 2021, Okayama declared a target of net zero carbon emissions by 2050.

### Goals for 2030

#### Vision

1. Improve citizens' health (by extending healthy life expectancy, etc.)
2. Allow everyone to play an active role (employment support for the elderly, promotion of women's active participation and gender equality, etc.)
3. Create a livable city for all (decarbonization, development of transport networks, etc.)

### Priorities for 2030

#### Economy

Okayama is promoting strategic industrial development to create new jobs, attract business, and develop industries that use local resources.

#### Society

Okayama is promoting healthy habits and develop an environment where citizens can act to improve their own health, thereby extending healthy life expectancy.

#### Environment

Okayama is creating an environmentally friendly, low-carbon city by promoting sustainable energy and reducing greenhouse gases.

## The Okayama ESD Project

The Okayama ESD Project involves working with stakeholders, including Okayama University, to offer participatory ESD opportunities in community facilities such as schools and community centers. These activities have earned international acclaim and in 2016, the project was awarded the UNESCO-Japan Prize on ESD\*. Community centers have become tour destinations for teachers and other academic professionals visiting from outside Japan.

The Okayama SDGs Plaza at Okayama Convention Center communicates information about Okayama's initiatives in Japan and abroad. It enables local residents to learn more about the SDGs.



SDGs Forum at Okayama University

\* A UNESCO prize targeting organizations around the world that have demonstrated excellence in ESD initiatives. Three awards are given each year.

## ESD activities in schools

Okayama promotes ESD initiatives in schools and conducts training for teachers in all municipal elementary and junior high schools. The city has about 130 elementary and junior high schools, of which 51 are registered as UNESCO Associated Schools. These are bases for promoting ESD.

Many school officials visit from outside Japan, contributing to the international promotion of ESD.



Local children learn about the SDGs

## History and culture at unique venues

Okayama offers unique venues that showcase traditional culture. Okayama Castle and Nohgakudo Hall Tenjin 9 are particularly popular among international visitors.

Okayama Castle's tower is an events venue where visitors can try on clothing worn by feudal lords and princesses. Tenjin 9 can be adapted to various purposes, for example by removing the pillars used for Noh and adding a temporary stage. It is a popular forum for lectures, exhibitions, and corporate ceremonies.

Incorporating cultural heritage into business events is a way to share traditional value with future generations. These facilities differentiate Okayama in Japan as well as abroad.



Nohgakudo Hall Tenjin 9



Trying on traditional clothing at Okayama Castle

## SDG Tours

Okayama has created SDG experience tours in cooperation with other cities in Okayama Prefecture. These tours promote the SDGs and draw visitors to areas of value.

The tours showcase various sustainability initiatives. Destinations include a biogas power generation facility that uses food waste as a source material, and a "community fridge" that provides food and daily necessities donated by companies and shops to citizens who are economically vulnerable.

As these tours evolve, they will increasingly include content for visitors who don't speak Japanese.



GREENable HIRUZEN



Fishing experience

### Muslim-friendly sightseeing spots

Three municipal governments, including Okayama City, teamed up with private companies to establish the Okayama Health Tourism Coordination Council. The aim is for Okayama to be a truly welcoming destination for visitors from other countries.

Anticipating a growing number of Muslim visitors to Japan, the council has been increasing the availability of halal food. The Peach Mark system identifies accommodations and restaurants that can satisfy the requirements of Muslim visitors. Other initiatives include a Muslim Hospitality Handbook.

These and other efforts have made Okayama accessible to a wider range of business-event participants, including Muslims.



The Peach Mark



Muslim-friendly farmhouse stay

### Using oyster shells in recycled products

The Setouchi Oyster Shell Agri-Business, run by JA Group Okayama, uses oyster shells from the Seto Inland Sea as agricultural fertilizer and livestock feed.

By purchasing the resulting produce, consumers help to protect the nature and agriculture of the Seto Inland Sea and of Okayama in particular. The initiative has been recognized for its contribution to the SDGs. The awards it has earned include the Excellence Prize in the 9th Discover Countryside Treasures in Japan Awards, organized by the Ministry of Agriculture, Forestry and Fisheries.



Satoumi rice



Satoumi eggplants

### Hayashi Grape Labo

Okayama Prefecture is known as the Kingdom of Fruit. Grape production has thrived since ancient times, and modern growers are making the most of the favorable climate conditions to create new, improved varieties.

Hayashi Grape Labo in Okayama researches and develops grapes unique to Okayama. Visitors can enjoy picking grapes, and learning about them via lectures. They also have a chance to compare the flavors of many different grape varieties.

The facility will continue to boost accessibility and strengthen promotional activities to welcome a broad range of conference attendees and incentive tours participants. Engagements of this kind also contribute to the ongoing success of Okayama's specialty products.



Grape cultivation



A lecture about grapes

### Sustainability initiatives at leading hotels

Hotel Granvia Okayama has been reducing food waste by running a food sharing service. Since 2021, about 47 tons of hotel food waste has been provided each year to a biomass power generation plant, which contributes to clean energy.

ANA Crowne Plaza Okayama uses FSC-certified\* wooden card keys to reduce the use of plastic. It also promotes diversity and inclusion in its hiring or interns and by holding events in collaboration with local facilities for those with disabilities and with high schools for those with special needs.



©Bio Diesel Okayama Co., Ltd.

Biomass power generation plant



FSC-certified wooden card key

\*Certification indicating that the product comes from a forest managed from an ESG perspective



# HIROSHIMA <sup>No.</sup> 12

The tragic site of the first-ever atomic bombing, Hiroshima is now a bustling modern city in the Chugoku-Shikoku Region (Western Honshu). The city's goal is abolition of nuclear weapons and lasting peace for the world. Six rivers flow through Hiroshima and into the Seto Inland Sea. As a "City of Water," Hiroshima constantly strives for urban development in harmony with nature.



Hiroshima Pref.  
**2.78** million people

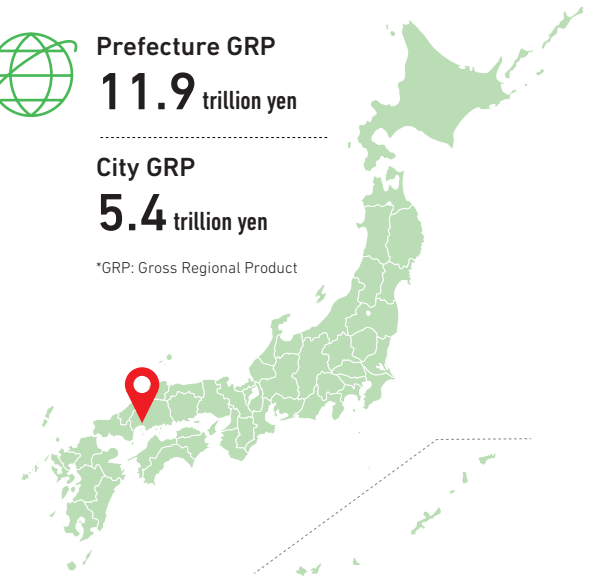
Hiroshima City  
**1.19** million people



Prefecture GRP  
**11.9** trillion yen

City GRP  
**5.4** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### An international city of peace and culture

- Hiroshima was first city in the world to suffer, then recover from, atomic bombing. Its goal is abolition of nuclear weapons and lasting peace for the world. The city promotes "peace tourism," which encourages visitors to consider peace-related issues and share ideas, with a focus on empathy.



### Traditional culture and multiculturalism

- Hiroshima takes great care of its World Heritage sites, including Itsukushima Shrine; traditional crafts, such as Kumano brushes; and performing arts, such as kagura. The city supports visitors in learning about and experiencing the local history and culture.
- Hiroshima receives countless visitors from all around the world. The city celebrates diversity in race, gender, and beliefs. It is a community where people work to achieve a society in which everyone can realize their potential. The local hospitality industry is fully attuned to personal dietary requirements.



In 2023, the G7 Hiroshima Summit was held in Hiroshima. World leaders discussed recovery from the devastation of war, and took steps to achieve lasting peace in the world.

### Major Events

- 24th International Conference on Photochemical Conversion and Storage of Solar Energy (IPS24), 2024
- G7 Hiroshima Summit, 2023
- World Conference on Computers in Education (WCCE), 2022 (400 participants)
- One World, Many Voices: Science and Community (IFA, ICA, ISA, JSSF and JSGA Joint World Congress), 2018 (600 participants)



## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Hiroshima City's Comprehensive Plan

- Hiroshima strives to embody three identities: a global beacon of peace; a vibrant, international community; and a society enriched by living culture.
- "Leave no one behind" is a central premise of the SDGs, and it's analogous to Hiroshima's goal of lasting peace. It has been established as a guiding principle of the city's comprehensive plan.

#### Hiroshima City's Basic Environment Plan

- Hiroshima is working to limit global warming, and is aiming for net zero greenhouse gas emissions by 2050.

### The three identities encompassed by the Comprehensive Plan

#### Hiroshima

### An international city of peace and culture

#### A global beacon of peace

As the first city in the world to have suffered and recovered from an atomic bombing, Hiroshima is working with cities and other groups around the world to promote a message of peace.

##### Initiatives

- Increase the number of Mayors for Peace member cities
- Call for leaders and politicians to visit the site of the atomic bombing
- Strengthen the communication skills of people sharing the experiences of atom bomb survivors

#### A vibrant, international community

As the largest city in Chugoku-Shikoku Region (Western Honshu), Hiroshima has excellent urban facilities. It is an open and vibrant city where a diverse population engages in lively economic activity and cultural exchange.

##### Initiatives

- Improve facilities and creating accessible spaces
- Develop the waterfront, and strengthen an image of Hiroshima as a "city of water"
- Enhance public transport
- Strengthen the competitiveness of the manufacturing industry
- Promote tourism, international exchange, international cooperation, and multicultural coexistence

#### A society enriched by living culture

Hiroshima fosters a rich cultural ecosystem, where healthy citizens with diverse values enjoy active lives, and help each other to succeed.

##### Initiatives

- Promote local employment
- Promote gender equality
- Promote lifelong education
- Promote culture and sports
- Revitalize local communities
- Promote global warming countermeasures

### The abolition of nuclear weapons and lasting peace

Many citizens, including high school students, work to encourage all countries to sign the Treaty on the Prohibition of Nuclear Weapons as soon as possible. This is one example of Hiroshima's efforts to achieve its core goal.

Another key activity is communicating a message of peace to tourists.

#### Peace Tourism

Through Hiroshima's Peace Tourism program, tourists visit major peace-related facilities. This nurtures empathy among Japanese and foreign tourists, and contributes to a shared desire for peace. Visitors learn about the history and culture of Hiroshima in the years before the atomic bombing. They see the destruction, and the subsequent hardships, caused by the bomb. They hear what citizens experienced on that tragic day, and they learn about the hard work that went into the city's reconstruction. They see what the city is doing to achieve a world free of nuclear weapons. A dedicated website facilitates searches for peace-related tourist spots, such as the Peace Memorial Museum, and the preserved ruins of buildings struck by the bomb.



Peace Memorial Park

#### Recycling paper cranes

Origami cranes are a traditional Japanese symbol of peace. People in Japan and across the world send them to the Children's Peace Monument in the Peace Memorial Park. In an effort to preserve the sentiments expressed by these gifts, Hiroshima distributes the origami cranes to organizations that produce recycled paper, towels and clothing. The thoughts and feelings embodied by the origami cranes are transformed and re-shared, via paper products that are used around the world. Some of the sales proceeds supports peace projects in Hiroshima City and the preservation of the Atomic Bomb Dome.



Paper products made using origami cranes

### Diversity and inclusivity

Hiroshima promotes multicultural coexistence, in accordance with the diverse needs of its population.

#### Food sensitivity

Hiroshima receives visitors from all around the world, and endeavors to accommodate different food cultures and eating habits, including of course vegetarianism and veganism.

The Hiroshima Convention & Visitors Bureau promotes food accessibility by providing maps of vegetarian- and vegan-friendly restaurants, and by holding seminars for restaurants and hotels.

Vegetarian and vegan versions of Hiroshima's local specialty, okonomiyaki\*, are available. The city is capable of accommodating all food requirements for international conferences and incentive travel programs.



Vegetarian-friendly okonomiyaki

\* A savory pancake made from shredded cabbage, flour, egg, and water. It's grilled on an iron plate, and topped with meat, seafood, or other ingredients.

#### Gender Equality: Childcare Service Grant

The Hiroshima Convention & Visitors Bureau has established a subsidy system so that childcare services can be used by participants at large-scale conferences. The scheme helps to address the work-life balance of conference participants, and allows parents to participate even while raising children.



Childcare services



### Attractions featuring traditional performing arts

Traditional Japanese culture is deeply rooted in Hiroshima. Visitors can enjoy watching kagura, a type of dance performed at shrines.

Internationally acclaimed Kumano brushes are made in Hiroshima Prefecture. These high-quality items are used by top professionals to apply cosmetics at major international fashion shows, and also make great souvenirs for those attending business events.

Experienced artisans are also available to teach the basics of Miyajima-bori wood carving. Traditional crafts flourish in Hiroshima, and the city helps visitors to experience them.



Kumano Brush



Kagura

### Urban development in the City of Water

Six rivers flow through the city and into the Seto Inland Sea. As a "City of Water," Hiroshima promotes urban development and tourist attractions that showcase its waterways and waterfront.

The Hiroshima World Heritage Route is a direct link between two World Heritage sites: the Atomic Bomb Dome and Itsukushima Shrine. It highlights the culture that has developed along the river, and tells the story of the waterway's history.

Open cafés on the riverside offer a space for people to gather, relax, and enjoy the view.



A riverside view

### Grand Prince Hotel Hiroshima

The Grand Prince Hotel Hiroshima, which hosted the G7 summit in 2023, is actively helping to protect the environment and promote peace.

Hotel staff take care of the Motoujina National Park—which still has virgin forests—and the local coastline by participating in trips for employees and for interested guests where they clear up garbage.

The hotel offers products made from recycled origami cranes, and operates cycling tours where visitors can learn about the history of Hiroshima.

The contribution that this hotel and other local businesses are making to sustainability are widely recognized in the local community



Cleaning activities

### Green, people-friendly public transport

As the city proceeds with the reconstruction of JR Hiroshima Station, movement between different methods of transport is being facilitated. The Hiroshima Electric Railway, which operates trams in the city center, is promoting green, people-friendly measures, including the introduction of LRT\*, and the removal of steps so that tram floors and stops are on the same level.

As these initiatives advance, business event attendees will be able to enjoy increasingly sustainable and convenient transportation to venues, hotels, and other destinations.



Hiroshima Station (post-reconstruction depiction)



Hiroshima Electric Railway tram

\* A rail system that allows small, lightweight vehicles to travel on simple tracks. They emit less carbon dioxide than a regular car.



# KITA <sup>No. 13</sup> KYUSHU

Kitakyushu has been transformed from one of Japan's leading heavy industry zones into a "Green Growth City." Citizens, companies, universities, and local government officials work tirelessly to address the challenges of pollution and to improve activities relating to the regional environment. Kitakyushu is held in high regard around the world as an advanced environmental city.



Fukuoka Pref.  
**5.12** million people

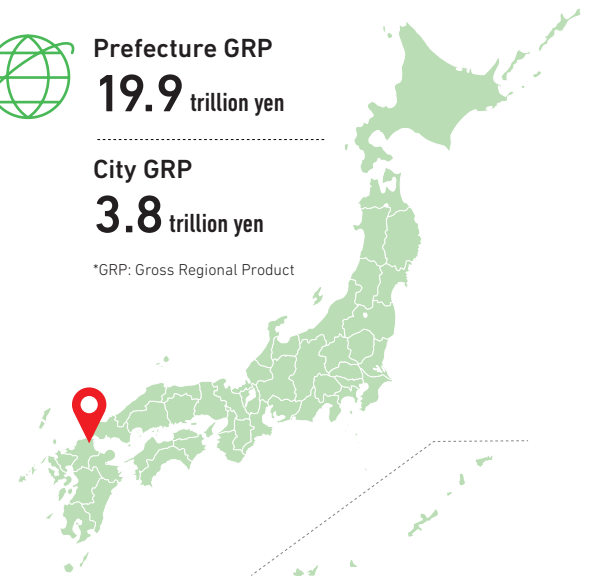


Prefecture GRP  
**19.9** trillion yen

Kitakyushu City  
**0.92** million people

City GRP  
**3.8** trillion yen

\*GRP: Gross Regional Product



# STRENGTHS

## Advantages and Characteristics



### A “Green Growth City”

- Kitakyushu is tackling pollution, fostering new green industries, promoting international cooperation on environmental issues, and nurturing a recycling-oriented society.
- The aim is for Kitakyushu to become a “Green Growth City” and a trusted global contributor.



“A Territorial Approach to the Sustainable Development Goals in Kitakyushu, Japan.” Kitakyushu’s initiatives are introduced as one of nine model cities selected by the OECD.



### Industrial tourism

- Japan’s modern steel industry began in Kitakyushu, where a wide range of materials and products are manufactured, including chemicals, ceramics, and electrical appliances. Visitors can learn about Kitakyushu’s role as a focal point for Japan’s industrial development and see different generations of state-of-the-art technology.
- The main industrial tourism facilities are just 15 minutes by public transport from the international conference hall.



### Major Events

- The 38th International Conference on Advanced Information, 2024 (1,000 participants)
- Asian Conference on Chemical Sensors (ACCS), 2024 (800 participants)
- The 7th Asian Conference on Pattern Recognition (ACPR), 2023 (900 participants)
- International Conference on Condition Monitoring and Diagnosis (CMD), 2022 (1,600 participants)

# STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### An advanced environmental city

- In April 2018, Kitakyushu was selected as an SDGs Model City by the OECD. In June of the same year, it was selected as the first SDGs Future City in Japan.

#### Kitakyushu City SDGs Future City Plan, Phase 2

- The plan is for Kitakyushu to be a “Green Growth City” and a trusted global contributor by 2030. Phase two of the city’s strategy, the Kitakyushu City SDGs Future City Plan, specifies an integrated approach on economic, social, and environmental measures.

#### Zero Carbon City Declaration

- In October 2020, the city declared that it would be decarbonized by 2050.

### SDGs Strategy: A “Green Growth City” and a trusted global contributor

#### Vision

- Sustainable businesses emerge and grow, helping to solve social issues.
- Diversity is celebrated, and everyone plays an active role.
- Human resources develop through education based on the SDGs.
- The environment and economy form a positive loop that develops into a zero-carbon society.
- The city inspires green cities around the world, especially in Asia.



#### Economy

Harmony between people and the environment leads to new industries.

#### Society

Everyone can contribute, and can enjoy a vibrant life.

#### Environment

The city becomes a global model for sustainability.

### Green management goals

The Kitakyushu Convention and Visitors Association improves conservation initiatives, reduces environmental burdens, and advances towards a sustainable society.

Specifically, the Association sets green management goals and strives to conserve resources and energy in all of its business activities, including the organization of programs, conventions, and facilities.

#### Green management goals and initiatives

<p>Reduced CO<sub>2</sub> emissions</p> <ul style="list-style-type: none"> <li>• Reduced electricity consumption</li> <li>• Reduced fuel consumption</li> </ul>	<p>Promotion of environmental businesses</p> <ul style="list-style-type: none"> <li>• Improved environmental events</li> <li>• Raised awareness among users</li> </ul>
<p>Reduced emissions from industrial goods</p> <ul style="list-style-type: none"> <li>• Reduced industrial waste</li> <li>• Promotion of the 3Rs (reduce, reuse, recycle)</li> </ul>	<p>Promotion of green activities</p> <ul style="list-style-type: none"> <li>• Use of green power</li> <li>• Offset carbon through green purchasing</li> </ul>
<p>Reduced water use</p> <ul style="list-style-type: none"> <li>• Raised awareness among users</li> </ul>	

### A recycling-oriented society

Since FY 2021, 100% of the electricity used at the Kitakyushu International Conference Center has come from the incineration of city garbage. (2021: approx. 466,000 kWh was generated, reducing CO<sub>2</sub> emissions by approx. 181,000 kg-CO<sub>2</sub>) The plan is to continue generating electricity from renewable sources, and to support international conferences that have a low environmental impact.



Kitakyushu International Conference Center

### Using public transport

The International Convention Zone contains the Kitakyushu International Conference Center and the West Japan General Exhibition Center, as well as many other facilities and hotels. It is directly connected to JR Kokura Station's Shinkansen exit. Less than 15 minutes away by public transport are such unique venues as Kokura Castle and the monorail, as well as industrial tourism facilities including TOTO Museum. Visitors are encouraged to use public transport as this reduces environmental impact and contributes to the compactness of international conferences.



Kokura Station and the monorail

### Building a paper-recycling system

Kitakyushu is advancing towards the SDGs by supporting citizen-led proposals to address regional issues. For example, the city is backing a project that upcycles used paper waste generated locally and returns it to the community. Wastepaper was used to make souvenirs for athletes and others involved in the 2021 Artistic and Rhythmic Gymnastics World Championships. This project brings together schools and support facilities to generate employment for people with disabilities and to develop human resources. SDGs initiatives led by local businesses are also incorporated into international events and incentive trips.



Souvenirs made from recycled paper

### Industrial tourism and environmental studies

Kitakyushu offers industrial tourism and environmental study opportunities at facilities such as the Kitakyushu Eco-Town Center, the museum of the sanitaryware manufacturer TOTO, and the factory of the industrial robot manufacturer Yaskawa. The city also offers many opportunities to experience local nature and culture. Visitors can enjoy Orio Kagura, a local form of entertainment, and caving tours at Hiraodai, a national park on the Karst Plateau.

Participants at the G7 Kitakyushu Energy Ministerial Meeting in 2016 inspected a regional power conservation station with a CEMS (Community Energy Management System), and enjoyed a test ride in a hydrogen fuel cell vehicle.

Various hands-on activities take advantage of Kitakyushu's many environmentally advanced facilities as well as the local culture and nature.



Kitakyushu Eco-Town Center



©TOTO Ltd.

TOTO Museum



Orio Kagura



Hiraodai Nature Village

### Products that reuse resources

Companies in Kitakyushu are proactive in developing products made from reused resources.

One company cooperates with a local university and an urban mining recycling business to make bookmarks using gold extracted from discarded consumer electronic devices, such as mobile phones. Medals made from recycled materials were used at the 2021 Artistic and Rhythmic Gymnastics World Championships in Kitakyushu. The use of items like these at business events helps to promote the region's drive for resource recycling.



Gold bookmarks

### SDG product enhancement

Local companies sell various SDG-related products in the city.

One company uses bamboo lanterns from the Kokura Castle Bamboo Akari event to produce incense. Bamboo cylinders can be repurposed as containers for pens and other small items.

Local high school students led the development of coffee and sweets made from edible bamboo charcoal powder. These products make use of bamboo that is discarded in large quantities during forest maintenance, and they are made at the city's disability welfare center.

The products are used as souvenirs at international conferences and in incentive travel programs.



Bamboo incense



Kokura Castle Bamboo Akari



# FUKUOKA <sup>No.</sup> 14

A vibrant gateway between Japan and other countries in Asia, Fukuoka is an exciting catalyst for new forms of exchange involving people, products, and information. Essential infrastructure elements including an international airport, port, rail stations, and convention facilities are all found within a 2.5-km radius of the city center. Environmental conservation is a key focus in Fukuoka, which is surrounded by natural beauty.



Fukuoka Pref.  
**5.12** million people

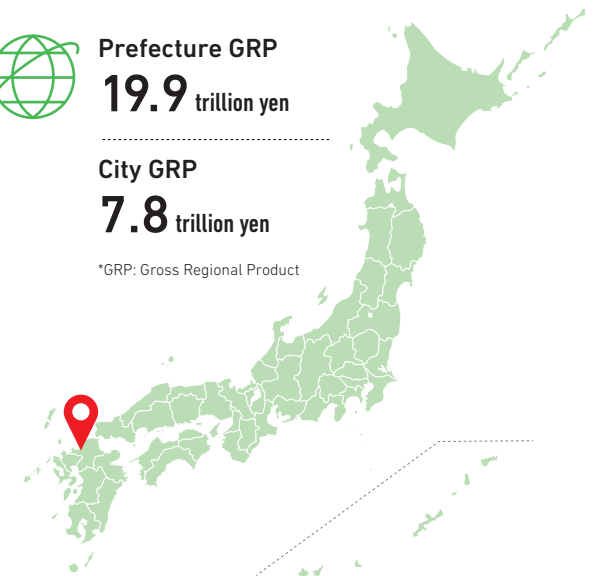


Prefecture GRP  
**19.9** trillion yen

Fukuoka City  
**1.63** million people

City GRP  
**7.8** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### Community development in coexistence with nature

- Fukuoka has set itself the challenge of achieving net zero greenhouse gas emissions by FY 2040, and its reduction target for FY 2030 is 50% compared to FY 2013.
- A third of the city's land is forested, and these green spaces blend into the urban landscape. Fukuoka promotes the creation of forests that contribute to climate change measures and biodiversity conservation.
- Urban development in step with the natural world is pursued in the city center, and at events venues.



### Promoting innovation for sustainable growth

- Fukuoka has a focus on supporting startups, and boasts Japan's highest startup rate for a metropolitan area.
- Sustainable economic growth and decent work\* are promoted. Green innovation is supported through assistance to small and medium-sized enterprises developing products that contribute to carbon neutrality.

\* Meaningful and humane work. More specifically, productive work for all; work with freedom, fairness, security, and human dignity.



CDP, an international non-profit organization, assigned Fukuoka the highest rating in its 2022 CDP Cities program, which assesses climate change countermeasures taken by municipalities.

### Major Events



- The XXXVI International Congress of the International Academy of Pathology, 2026 (3,000 participants)
- The 27th Asia Pacific League of Associations for Rheumatology Congress, 2025 (3,000 participants)
- G20 Finance Ministers and Central bank Governors Meeting in Fukuoka, 2019
- The 16th ITS Asia-Pacific Forum FUKUOKA 2018 (3,500 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs strategy

#### Ninth Fukuoka City Master Plan and Fifth Fukuoka City Global Warming Prevention Action Plan

- Based on the Ninth Fukuoka City Master Plan, the city government pursues compact and sustainable community development that balances economic growth with safe, secure, high-quality life.
- Through cooperation with the UN-Habitat Fukuoka Office, the Asian-Pacific City Summit, and others, Fukuoka is contributing to the SDGs in Asian cities, and taking advantage of its strengths in the fields of water, sewerage, and the environment.
- The Fifth Fukuoka City Global Warming Prevention Action Plan, launched in August 2022, sets out the city's fundamental global warming countermeasures. The Plan contributes to the global goal of carbon neutrality, protects the safety and security of citizens, and contributes to protecting life and culture—nurtured in a rich natural environment—for future generations.

#### Fukuoka City Well-being & SDGs Registration System

- The Fukuoka City Well-being and SDGs Registration System was established in April 2022. It supports businesses working to improve well-being (satisfaction, fulfillment, etc.), and contributes to the SDGs.

#### Zero Carbon City Declaration

- Fukuoka is working towards a zero-carbon society, with a target of net zero greenhouse gas emissions by FY 2040.

### Target

#### Net zero emissions by FY 2040

By FY 2040, the sum of greenhouse gas emissions in the city will be less than or equal to the sum of emission reductions through contributions relating to Fukuoka, but outside the city, plus the city's own greenhouse gas absorption initiatives.

City emissions ≤ Emission reductions outside the city plus absorption

### Key points

- **Transform lifestyles and business styles**  
(Ethical consumption, ESG metrics, conversion to online activities, etc.)
- **Look to the next generation**  
(Promote environmental education and learning, etc.)
- **Partnerships**  
(Industry-academia-government, between cities, international contribution, regional environmental parks, etc.)
- **Proactive innovation**  
(Support for startups, introduction of technologies, etc.)

### Active use of renewable energy and hydrogen

Fukuoka is promoting the use of renewable energy in municipal facilities as part of its push for net zero greenhouse gas emissions by FY 2040. Part of this initiative involves introducing and expanding photovoltaic power generation facilities, including a third-party-owned model with zero initial investment. In addition, hydrogen is being produced from household sewage. The gas is used at the world's first hydrogen station supplying fuel cell vehicles (FCVs), and at "Moving e," a mobile power generation and power supply system.

Kyushu University has one of the largest hydrogen-related research facilities in the world. The university is collaborating with industry as part of an effort to achieve a society based on hydrogen energy.



Mobile power generation and supply system "Moving e"



Hydrogen station

### Support for startups, including Fukuoka Growth Next

Fukuoka supports startups in various ways. One example is Fukuoka Growth Next, a public-private startup support facility that uses the school buildings of closed elementary schools. There's also a hands-on support program. These measures contribute to local economy vitality and create jobs.



Startup support facility Fukuoka Growth Next

### A welcoming environment

Citizens and companies work together to strengthen the community. In the "One Citizen, One Flower" Flower City project, flowers displayed at gateways to the city, including the airport and train stations, contribute to a warm welcome for visitors.

The Fukuoka International Congress Center and the ACROS Fukuoka area are part of the All Fukuoka system, which unites citizens, companies, and the city government. This creates opportunities for engagement between members of the local community and participants in international conferences and incentive trips.



The "One Citizen, One Flower" Flower City project

### An international conference hall in harmony with nature

ACROS Fukuoka, an international conference center in the center of Fukuoka, is an uplifting space that pursues the theme of coexistence with nature.

Greenery covers around 5,400 square meters of rooftop space from the 2nd through 14th floors. In 1995, 37,000 trees in 76 species were planted. More species were added, or brought in by wild birds, and now the total is about 200 species. The site mitigates the heat island effect, contributing to ACROS Fukuoka's image as an environmentally friendly facility.



1995



Present day



### Providing convenient transport information

Fukuoka is a compact city that can respond to every need. The airport is close to the city center, where the international conference center is located, and there is an excellent public transport network. Adding to travel convenience is the MaaS\* system, made possible by cooperation among operators of local transport. Visitors to Japan can buy tickets for use on various different forms of transport.

Itoshima, a popular nearby coastal community, offers multimodal route search. This combines public transport with taxis, car share services, and car or bike rental. These benefits are available to both residents and visitors, including international conference and incentive tour participants.



© Nishi-Nippon Railroad Co., Ltd.

\* Mobility as a Service: A service that responds to the needs of residents and visitors on a trip-by-trip basis. It optimally combines multiple transport options to offer all-in-one functionality: search, reservation, and payment.

### Venues and attractions rooted in history and tradition

Fukuoka’s cultural facilities of interest to meeting planners and participants include the Fukuoka Art Museum and the Ohori Park Noh Theater. The city’s history and culture are also showcased at unique venues like the Kawabata Shopping Arcade.

Fukuoka CVB offers programs that showcase Fukuoka’s customs and culture. Performances featuring Hakata spinning tops, for example, have over 470 years of history. Business event participants can also take part in a wide range of activities with an emphasis on sustainability. The “inclusive kimono experience” is an opportunity to try on hakama and kimono without conventional gender restrictions, and the “slow food experience” is a chance to savor local food.



Kawabata Shopping Arcade

### International cooperation at the Asia-Pacific City Summit

Since 1994, Fukuoka City has hosted the Asia-Pacific City Summit, an international conference where city leaders in the Asia Pacific region can discuss challenges and solutions, and strengthen their network.

This network has led to the overseas urban development of the “Fukuoka system,” a waste landfill technology. By way of the Asia-Pacific City Summit and cooperation with the UN-Habitat Fukuoka Office, Fukuoka is advancing the efforts of cities across the Asia Pacific region to achieve the SDGs.



The 12th Asian-Pacific City Summit

### Sustainable Tourism

The local government works with tourism-related businesses to promote tourism sustainability that takes the environment and local culture into account.

The city organizes model tours for residents and visitors. Participants might try using waste materials to make products, or use environmentally friendly means of transport, or harvest food to be consumed locally. Carbon offsets are used to compensate for transport emissions. In these ways, tourism is contributing to the goal of carbon neutrality.



E-bike tours



A harvesting experience promoting local production and local consumption

# OKINAWA No. 15

Okinawa Prefecture is a subtropical archipelago of 160 islands that showcase stunning natural beauty. Many animals and plants in Okinawa are found nowhere else in the world. Trade with neighboring lands shaped a strong local identity during the centuries when these islands were ruled by the Kingdom of Ryukyu. Visitors can still engage with and enjoy Okinawa's distinct culture in many ways, including natural and cultural World Heritage Sites.

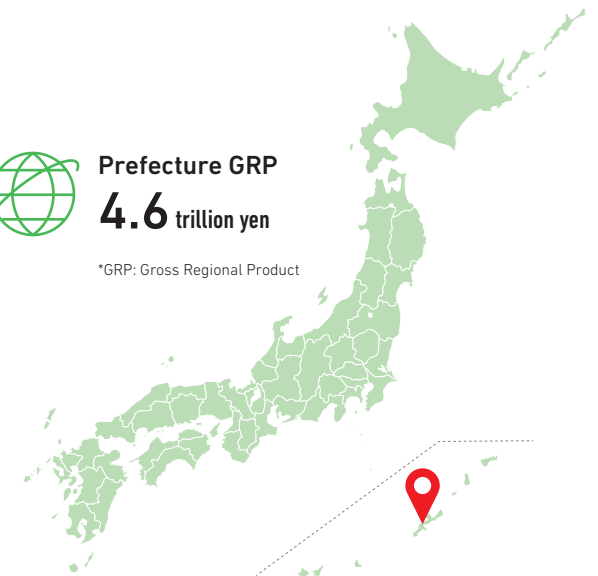


Okinawa Pref.  
**1.47** million people



Prefecture GRP  
**4.6** trillion yen

\*GRP: Gross Regional Product



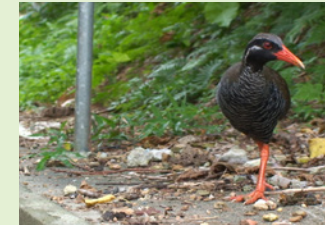
## STRENGTHS

## Advantages and Characteristics



### Beautiful nature and diverse biological communities

- Okinawa is a subtropical region with a welcoming climate throughout the year.
- Its blue ocean is home to coral reefs and a kaleidoscopic variety of colorful fish. The northern part of Okinawa's main island and some of its remote islands are inhabited by animals, plants, and insects that are rare both within Japan and globally. The Biodiversity Strategy of Okinawa aims to conserve these diverse ecosystems.



Okinawa rail, an endemic species

Many endemic species are found in Okinawa's rich natural environment, and this ecosystem is being looked after for future generations.

©OCVB



### Ryukyu culture passed down through many generations

- Various cultural traditions have been passed down from the time of the Ryukyu Kingdom to the present day. These include performing arts such as dance, kumiodori, classical music, and folk songs. Crafts include banana fabric, kasuri resist-dyed textiles, bingata fabric, lacquerware, pottery, and glass. Karate, "the martial art of peace," also originated in Okinawa.



### Major Events

- The 20th International Conference on Systems Biology (ICSB), 2019 (440 participants)
- The 13th Pacific Rim Conference on Ceramic and Glass Technology (PACRIM13), 2019 (1,600 participants)
- Strings 2018 (400 participants)
- The 4th World Congress of Reproductive Biology (WCRB), 2017 (1,200 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Okinawa Prefecture's SDGs Future City Plan

- Here is the prefecture's core philosophy: "Seek peace, begin a new era, interact with the world, support others, leave no one behind, and realize a sustainable Okinawa."
- This approach includes both preservation and transformation with a clear sense of Okinawan identity.
- Specific goals are presented in three areas: the economy, society, and the environment.

#### Clean Energy Initiative

- This initiative was formulated in 2021 and the aim is to decarbonize energy by 2050.

### Core Philosophy

**Seek peace, begin a new era, interact with the world, support others, leave no one behind, and realize a sustainable Okinawa.**

### Vision for 2030

#### Economy

- Build a strong, independent economy and establish the Okinawa tourism brand
- Improve productivity by fostering high-value industries
- Prioritize the SDGs in economic activities
- Develop Okinawan tourism into a world-class brand

#### Society

- Pass down Okinawa's spiritual culture and foster community pride
- Make it easier to raise children and protect children from poverty
- Diversify working styles and improve working environments
- Promote long, healthy lives

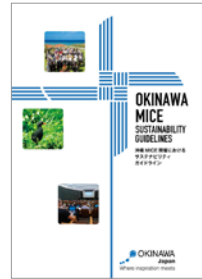
#### Environment

- Protect the environment and ecosystems
- Introduce and expand renewable energy
- Create a society that coexists with nature
- Reduce environmental impact through measures such as food waste reduction

### Okinawa MICE Sustainability Guidelines

Okinawa Prefecture and Okinawa Convention & Visitors Bureau have formulated the Okinawa MICE Sustainability Guidelines to support the sustainable initiatives of both MICE (Meetings, Incentives, Conventions and Exhibitions) suppliers and organizers.

The guidelines introduce many examples of sustainability initiatives, encouraging MICE suppliers to act. This makes it possible for organizers to hold more sustainable business events while also helping organizations and businesses to develop.



The guidelines

#### Specific Content

Participating entities are divided into eight categories: organizers, venues, venue planning operators, accommodation, technical services, tourism facilities, food and drink, and transport. A checklist has been established in six fields: management/education, resources, energy/water, community contribution, diversity, and nature/culture. Each checklist shows specific examples of initiatives, targets, difficulty levels, and the relevant SDGs.

Organizations can determine their current status in each field, conduct reviews after events are held, and measure their contribution to sustainability.

### Yambaru, a World Natural Heritage Site

JALJTA Sales offers travel activities in Okinawa that include guided tours of Yambaru Forest, a World Natural Heritage Site. Participants ride Yambaru Kugani, an electric bus.

Guided tours conform to voluntary rules based on GSTC (Global Sustainable Tourism Council) standards. These green measures include using an electric bus and driving slowly to protect wildlife.

The company hired local guides familiar with Yambaru Forest, thereby invigorating the local economy through job creation and environmental conservation.



Guided tour

### Learn about Okinawan nature and culture

The world's oldest fishing hook was discovered in the Valley of Gangala. Inside a natural limestone cave is Cave Café, a unique venue available for private use. This is the starting point for daily guided tours that aim to protect the area and share its story with future generations. These tours are a popular pre-party activity.

BAGASSE UPCYCLE supports local, sustainable fashion. It rents out Kariyushi-wear\*1 made using fabric derived from sugarcane bagasse. Worn-out garments are turned into charcoal, using a low-carbon processing method, and returned to the sugarcane fields. This eco-friendly recycling initiative is drawing a lot of attention.



©Valley of Gangala



Cave Café

©BAGASSE UPCYCLE

Kariyushi-wear

\*1 Local casual wear that first appeared in the 1970s. Comfortable even in the heat of summer, it contributes to Okinawa's friendly and welcoming image.

### Okinawa Churashima Carbon Credit

Okinawa Churashima Carbon Credit is a mechanism for recycling J-Credits\*1 created in the region. Purchasing these credits supports energy-saving activities by local companies as well as regional circulation and revitalization.

The Okinawa Convention & Visitors Bureau supports the sustainability of local businesses by using the carbon credit scheme to offset carbon emitted during the production of congress bags\*2.



Okinawa's logo for offsetting carbon



Congress bag

\*1 A system under which the national government certifies, as credits, CO<sub>2</sub> reductions achieved through energy-saving equipment and renewable energy, as well as sequestration achieved through forest management.

\*2 604g of CO<sub>2</sub> is saved per bag (including emissions from raw material procurement, processing, and distribution)

### OIST conferences welcoming different customs and religions

The Okinawa Institute of Science and Technology Graduate University (OIST) is a world-class research base. In cooperation with businesses and residents, it actively holds international conferences, workshops, and events to strengthen its ties to other research institutions, universities, communities, and companies.

At past international symposiums, OIST has collaborated with local sushi restaurants to provide sustainable seafood sushi and vegetarian sushi. This helps to conserve marine resources and caters to various religious and personal preferences.



Okinawa Institute of Science and Technology Graduate University



Vegetarian sushi

### SDG initiatives at Okinawa Resort Hotels

In the past, coral reef ecosystems have been damaged by the outflow of soil (red clay) from development sites and agricultural land. In Onna Village, which has a beautiful reef that is popular with tourists, sunflowers and other plants are being grown to prevent red clay runoff. Hyatt Regency Seragaki Island Okinawa, a nearby hotel, supported the initiative at one time by selling sweets and drinks made using local honey.

Loisir Hotel Naha partly covers its energy requirements with water-soluble natural gas, a by-product of pumping hot spring water. This is a source of clean energy that helps to reduce CO<sub>2</sub> emissions.



Sweets made using honey from Onna Village



Local natural gas heats the spa water in this hotel

### A special souvenir

As a souvenir for event participants, Okinawa Congrès Inc. offers the first sunscreen in Japan that does not negatively impact coral reefs. A portion of the income from sales is donated to coral transplant operations and ocean conservation efforts. Participants may also receive a bag made of cassava (the plant used to make tapioca). This makes the bag biodegradable.



A cassava bag



Sunscreen that does not negatively affect coral reefs

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