

Promotion of community building that enhances local appeal

Looking Ahead to the Future – Ube SDGs



SUSTAINABLE
DEVELOPMENT
GOALS

2030年に向けて
世界が合意した
「持続可能な開発目標」です

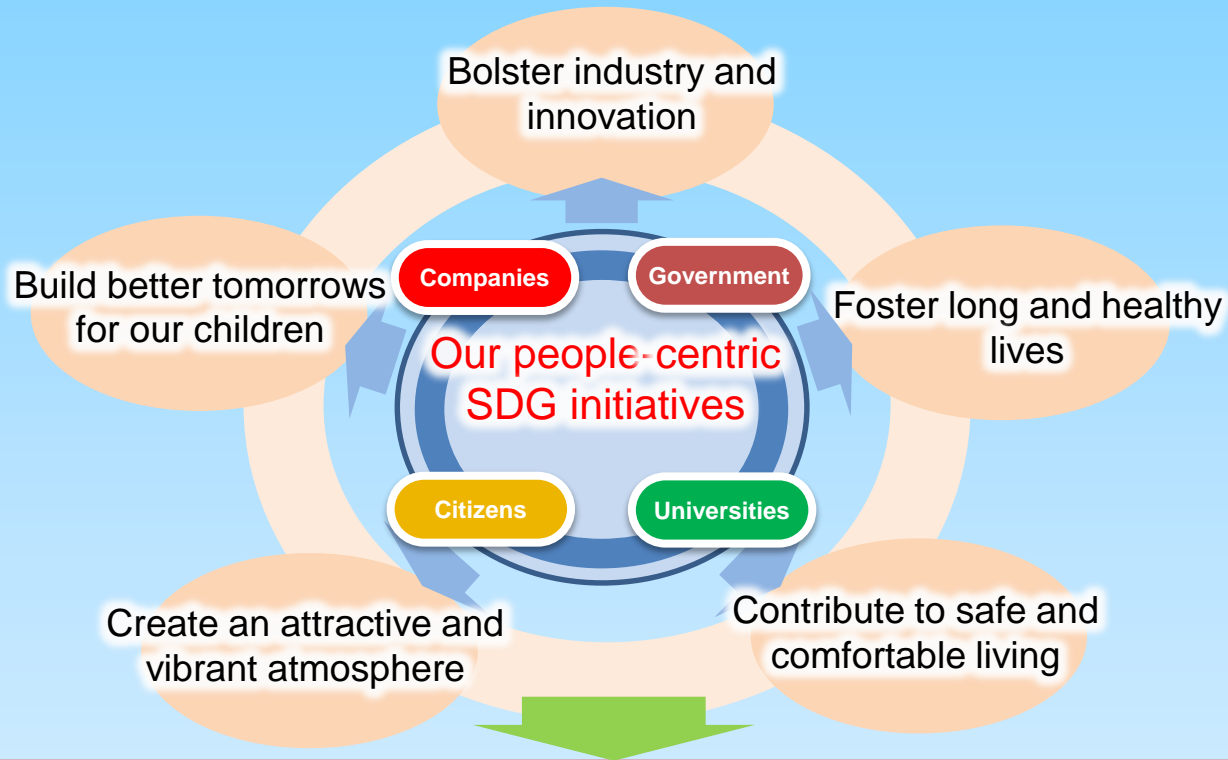
100 Years as a City and Beyond

February 13, 2019

Mayor of Ube City Kimiko Kubota



Ube SDGs Future City - Our Vision for Ube in 2030



Materializing urban development goals and SDGs

Ube's SDGs promotion platforms

Society

Building a next-generation traffic system



BRT



Personal mobility

Economy

Harnessing digital technologies to grow local industry



Improving productivity at smaller companies



Contents industry hub

Next-generation primary industry



Environment

Building a local cyclical co-existence environment



Ube-version Stadtwerke



Utilization of bamboo resources

Community building sites

SDGs promotion site
(Provisional) "SDGs Promotion Center"

Innovation creating site
"Ube Start Up"



Companies



Citizens



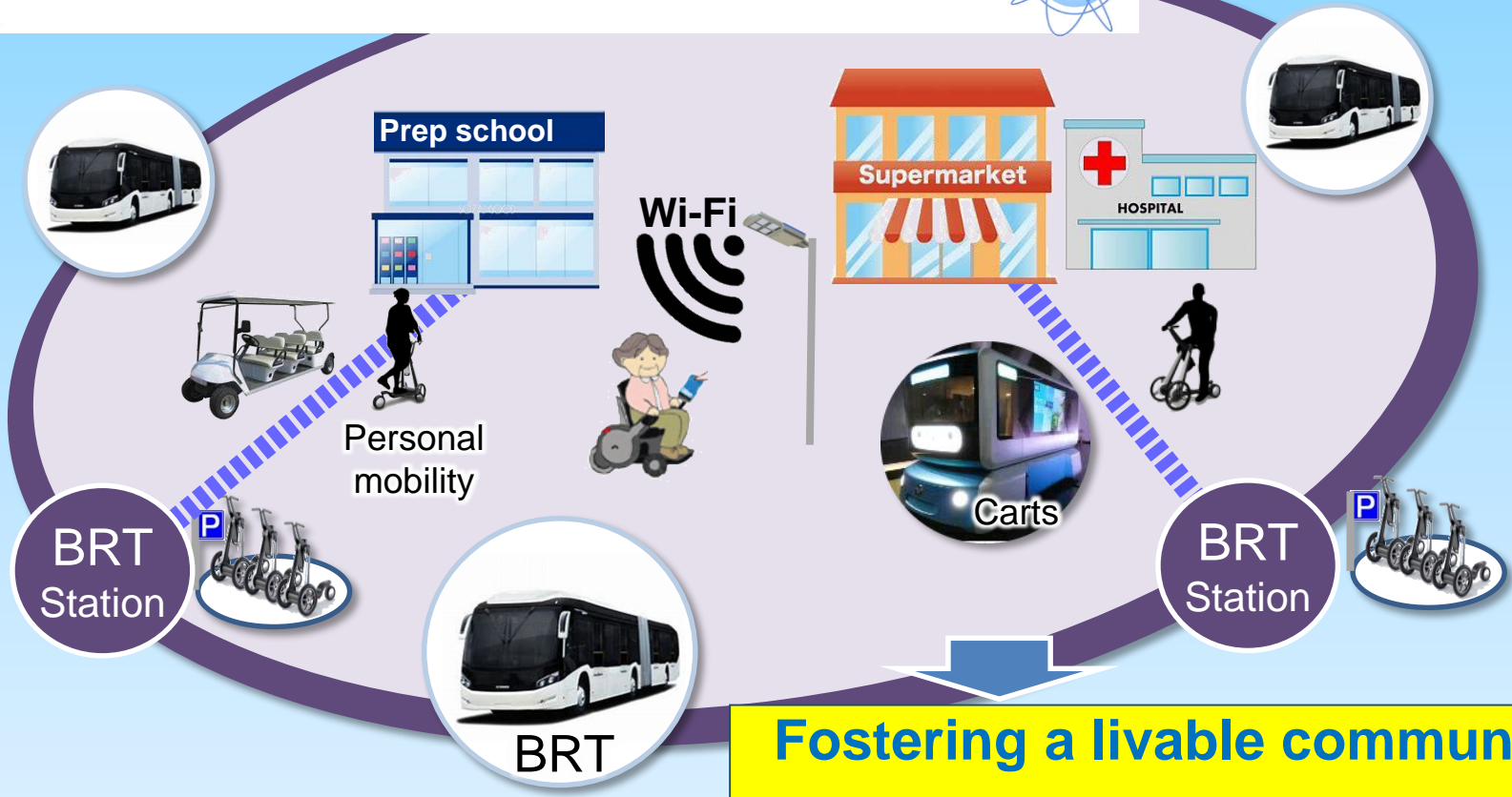
Universities



Government

Building a next-generation transportation system

Building a system collaboratively with companies



Harnessing technology to drive local industries



Smaller businesses

Improve productivity using digital technologies

Deployment

Contents industry

Cultivate ICT creative personnel

Next-generation primary industry

Resolving manpower shortages with IoT and AI

Digital office trial

Digital government office

Special effects technology
Movies, Art works, Contents

Tea Olives Tomatoes Flowers

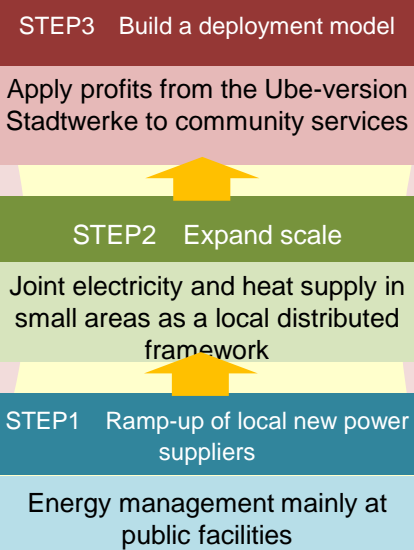
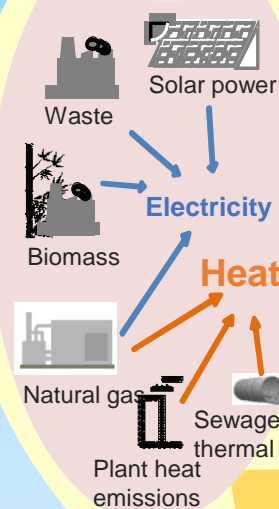
Productivity improvement

Solidify profit-earning abilities

Building a local cyclical co-existence environment

Ube-version Stadtwerke

Local renewable energy



Local energy demand

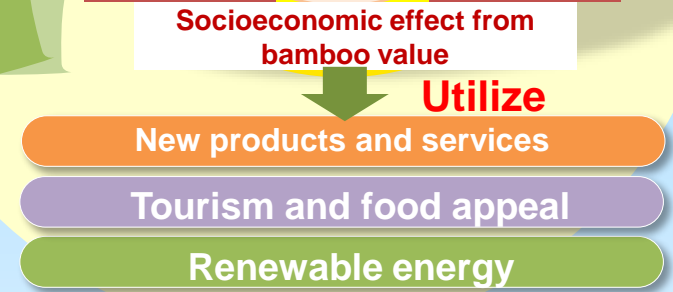
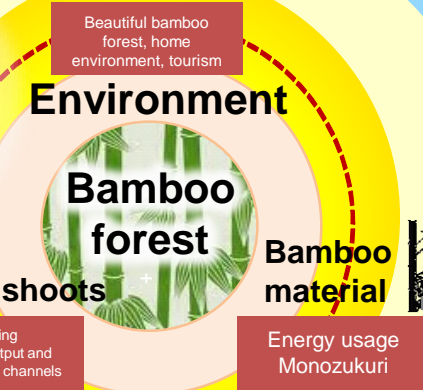
Entire city area

Small areas

Public facilities

Utilization of bamboo resources

Bamboo lab
Private company agreement
February 2019



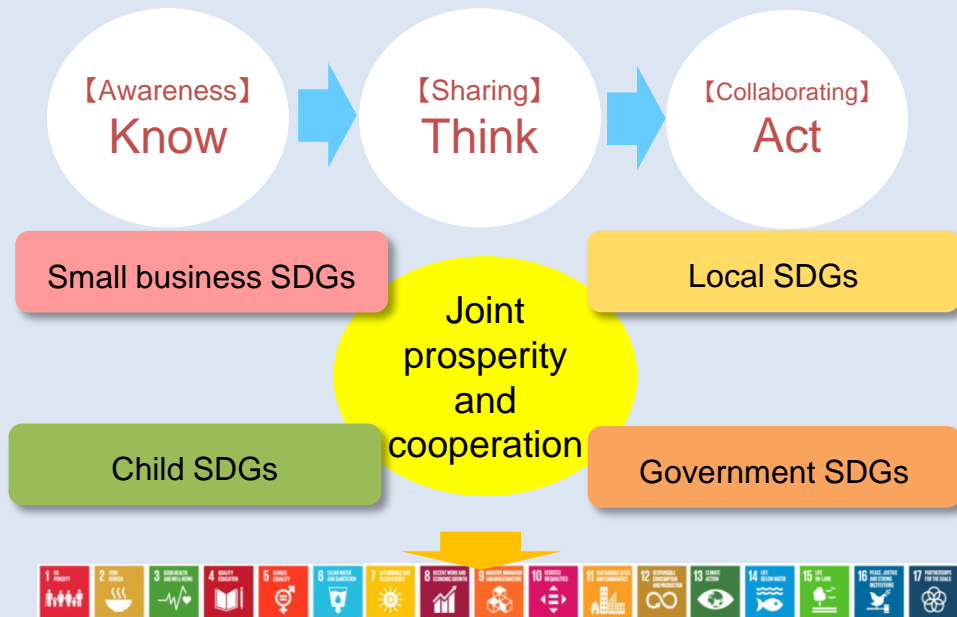
Create employment using energy and bamboo resources

Develop human resources for a sustainable society with a people-centric approach

Cultivating SDGs human resources

Targeting goals through collaboration by a variety of groups

- 1 Spreading awareness of SDGs to various groups
- 2 Sharing issues and initiatives with a variety of groups
- 3 Targeting goals through collaboration



Educating children about SDGs

Global Animals Environmental Meeting

1 Issue discovery

Discover issues affecting the world from an animal's perspective

2 Communication

Broadly and deeply understand issues through interaction with children from other regions and countries

3 Training SDGs human resources for the future

Training people capable of diverse ideas and actions based on a global and third-party perspective



Global Animals Environmental Meeting
(C) NURUE



2019.1 Kibe Elementary School

An aerial photograph of a city and a large lake. The city is visible in the background, with a bridge crossing the lake. In the foreground, there are green fields, a parking lot, and a building. The text is overlaid on the image in a bold, brown font with a white outline.

**Materialize an ultra-smart Society 5.0 and
use technology to
build a hopeful future
Thank you**