

# **Regional Revitalization: The Fundamental Driving Force Behind SDGs**

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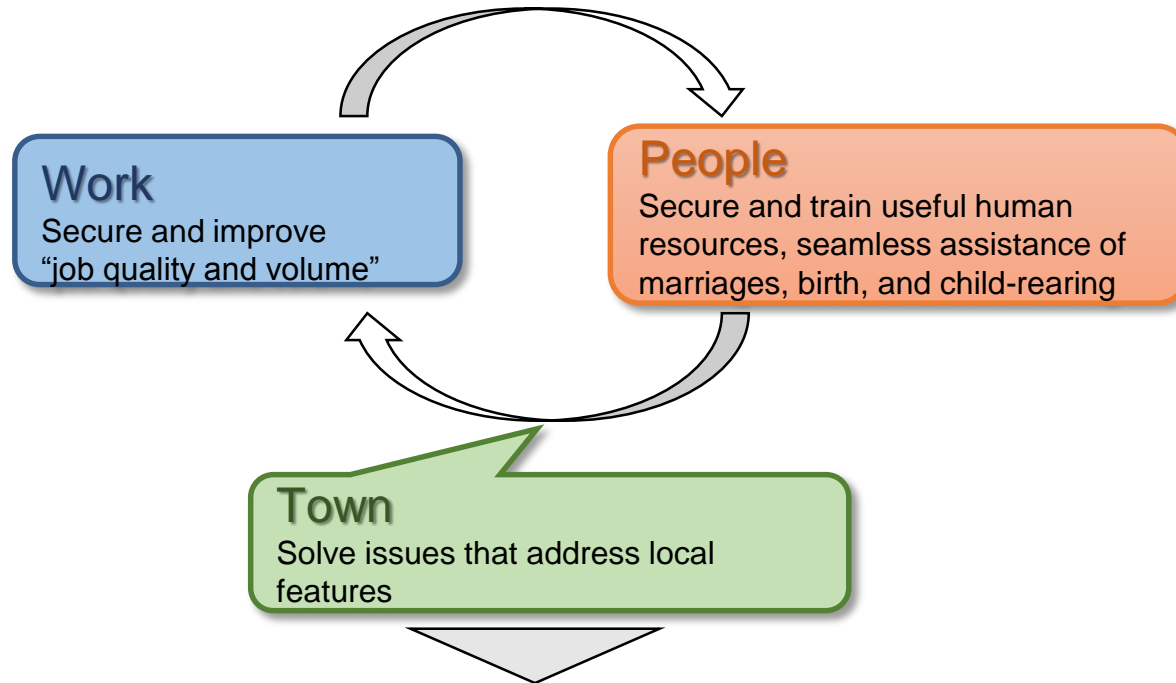
# Discussion points

**1. Regional creation and SDGs**

**2. Implementation of local  
government SDGs**

⇒ **How to smoothly implement SDGs at  
local government entities**

# “Town, people, and work creation methods” and SDGs



- People congregate if there is work and this fosters a lively town
- People and companies leave if town lack appeal

**Sustainable development and attractive community building utilizing SDGs**

# Three pillars of the SDGs Action Plan 2019

SDG Promotion Headquarters (4<sup>th</sup> Meeting, December 2018)

(Companies)

## 1. Promotion of Society 5.0 linked to SDGs

- Society 5.0 (through destructive innovation) and productivity revolution
- Support revisions to Keidanren's Charter of Corporate Behavior and private corporate initiatives

(Local governments) (Young people, women)

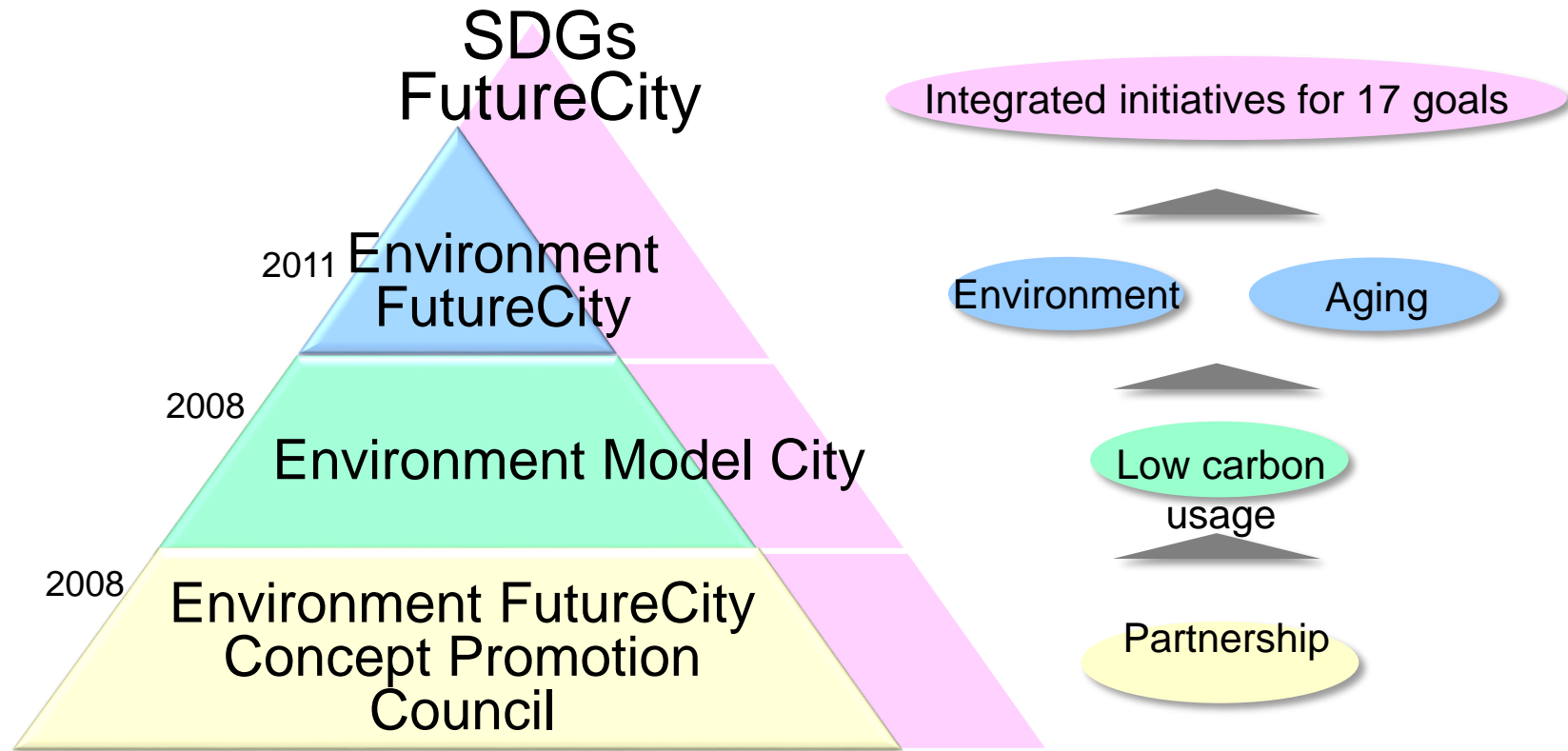
## 2. Regional creation with SDGs as a driving force

- Regional creation and robust town building that is also conscious of the environment
- Unified government promotion of the SDGs Future City Project and assistance for model local government entities

## 3. Next-generation and female empowerment

- Empowerment of the next generation and women (SDG goal)
- Steadily implement work style reforms, promotion of utilizing women, and personnel training reforms

# Government initiatives for regional creation: Environment FutureCity and SDGs FutureCity



- ⇒ Major results of the Environment FutureCity concept
  - Creation of environment value, social value, and economic value
- ⇒ Harmonization of SDGs and the Environment FutureCity Concept

# International presentations of the Environment FutureCity concept

## 1. Official side event hosted by the Japanese government at (Rio + 20) “Future Cities We Want”



Minister of Foreign Affairs opening comments



(Rio + 20: United Nations Conference on Sustainable Development)

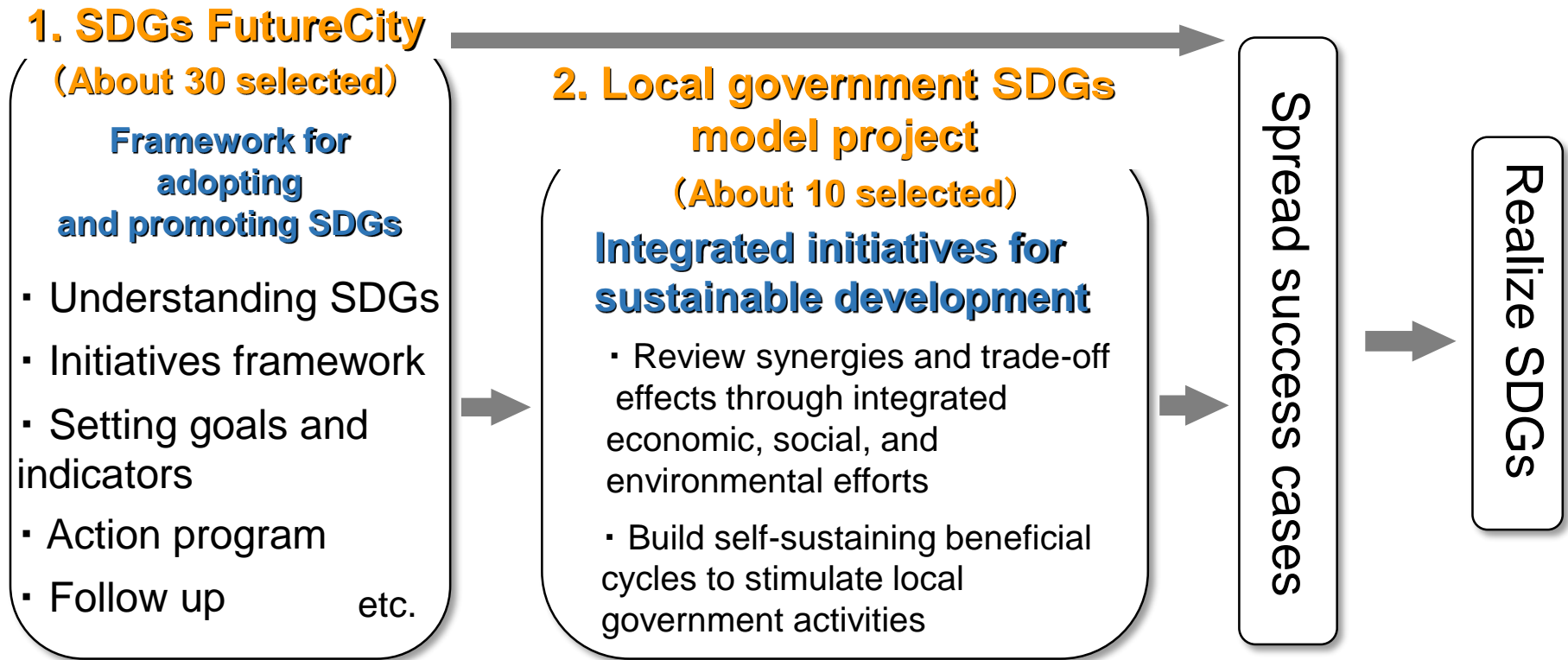


Shuzo Murakami (Experts Review Committee, Chair)

Introduction of the Environment FutureCity concept

## 2. International forum events in domestic and overseas cities: Held nine times

# Framework of SDGs FutureCity promotion



- ⇒ Continue for three years (planned)
- ⇒ Aim for adoption of SDGs at 30% of local government entities nationwide

# Selected SDGs FutureCity locations (June 2018)

**Blue:** SDGs FutureCity (29 cities)

**Green :** Cities selected for the **Local government SDGs model project** (10 cities) out of the 29 cities



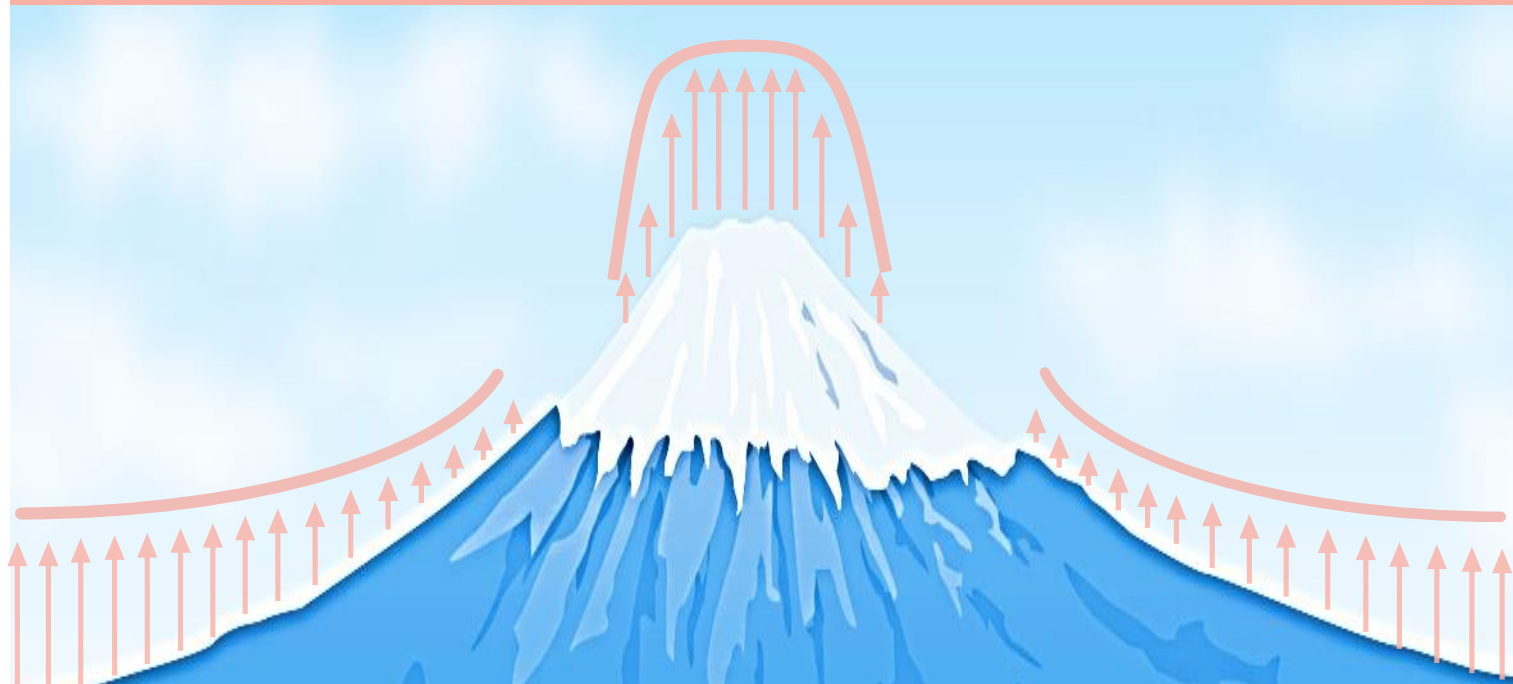
⇒ Share best practices achieved in selected cities among all cities



# Aim of the SDGs FutureCity concept

① Raise the peak, ② Lift the horizon

① Raise the peak ⇨ Government certification of high-quality local governments



② Lift the horizon ⇨ Spread best practices and arrange partnerships

⇨ What can be done to lift the horizon?

⇨ How can SDGs be smoothly rolled out?

# What measures support smooth roll out of SDGs?

- Promote understanding of SDGs
  - Build systems (government and local government entities
  - Provide guidelines (local government entities and private groups)
- etc.



## Guidelines example



# Why are guidelines necessary?

## 1. 2030 Agenda: “Revolutionizing our society”

- ⇒ SDGs present ambitious and bold goals and targets for building sustainable societies

## 2. SDGs just a list of goals and targets

- ⇒ Scenarios for stimulating local government activities not given

## 3. Need to present a method of fashioning a scenario to stimulate local government activities based on SDGs

- ⇒ Formulation of guidelines

## 4. Too many goals and targets

- ⇒ Edit goals and targets and develop a sustainable scenario

## 5. How should editing be performed?

- ⇒ Comprehensive initiative based on three pillars – economy, society, and environment

# Requirements for guidelines: Promotion of integrated initiatives

## 1. SDGs features: Integration

- Sustainable development cannot be achieved with standalone efforts
  - ⇒ Take into account balance among the economy, society, and environment
- Requires integrated handling that reflects mutual relationships rather than approaching goals and targets separately

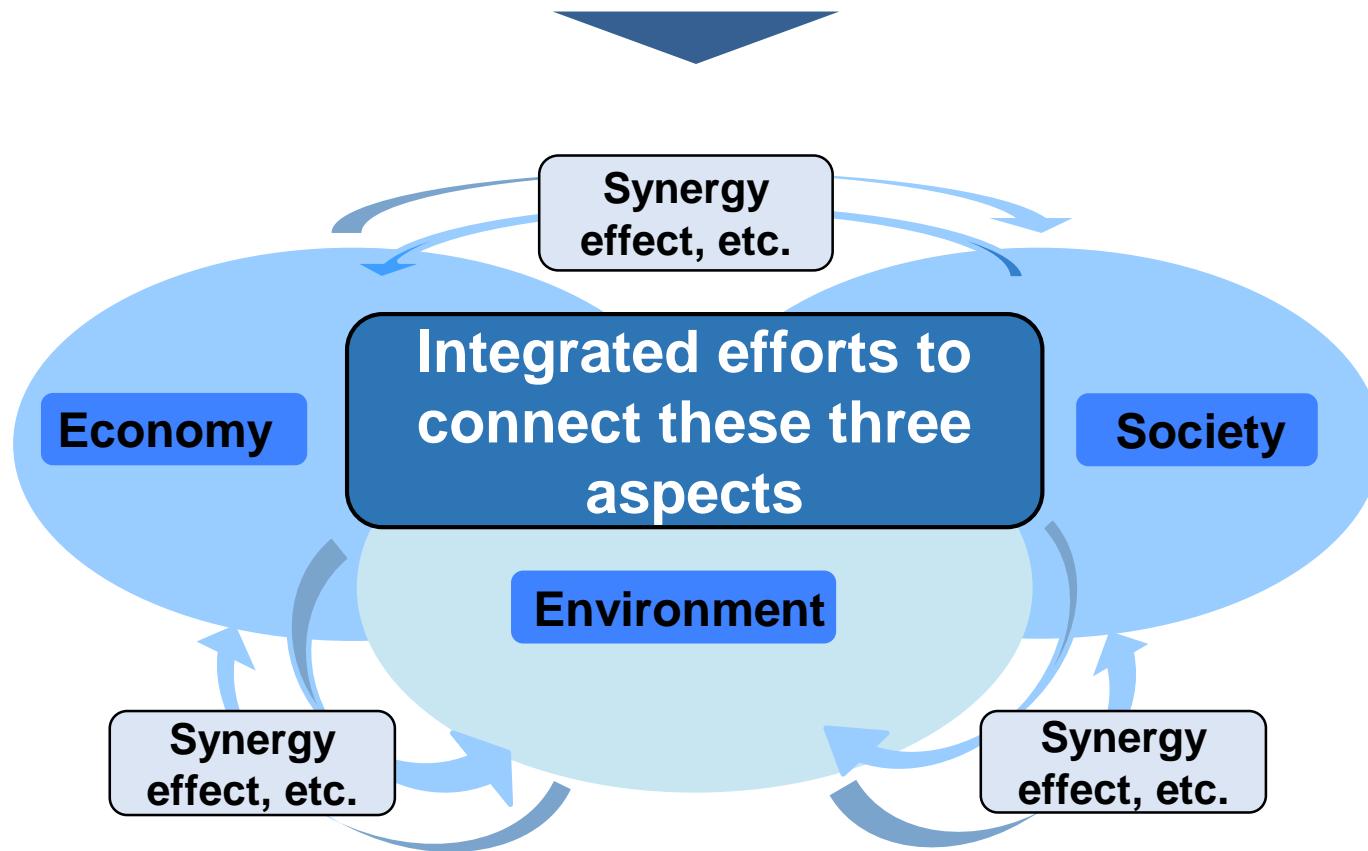
## 2. Organize and integrate goals based on three pillars (economy, society, environment)

- Grouping by the three pillars: Integration within groups
- Then, integration among groups

## 3. Benefits of integrated initiatives

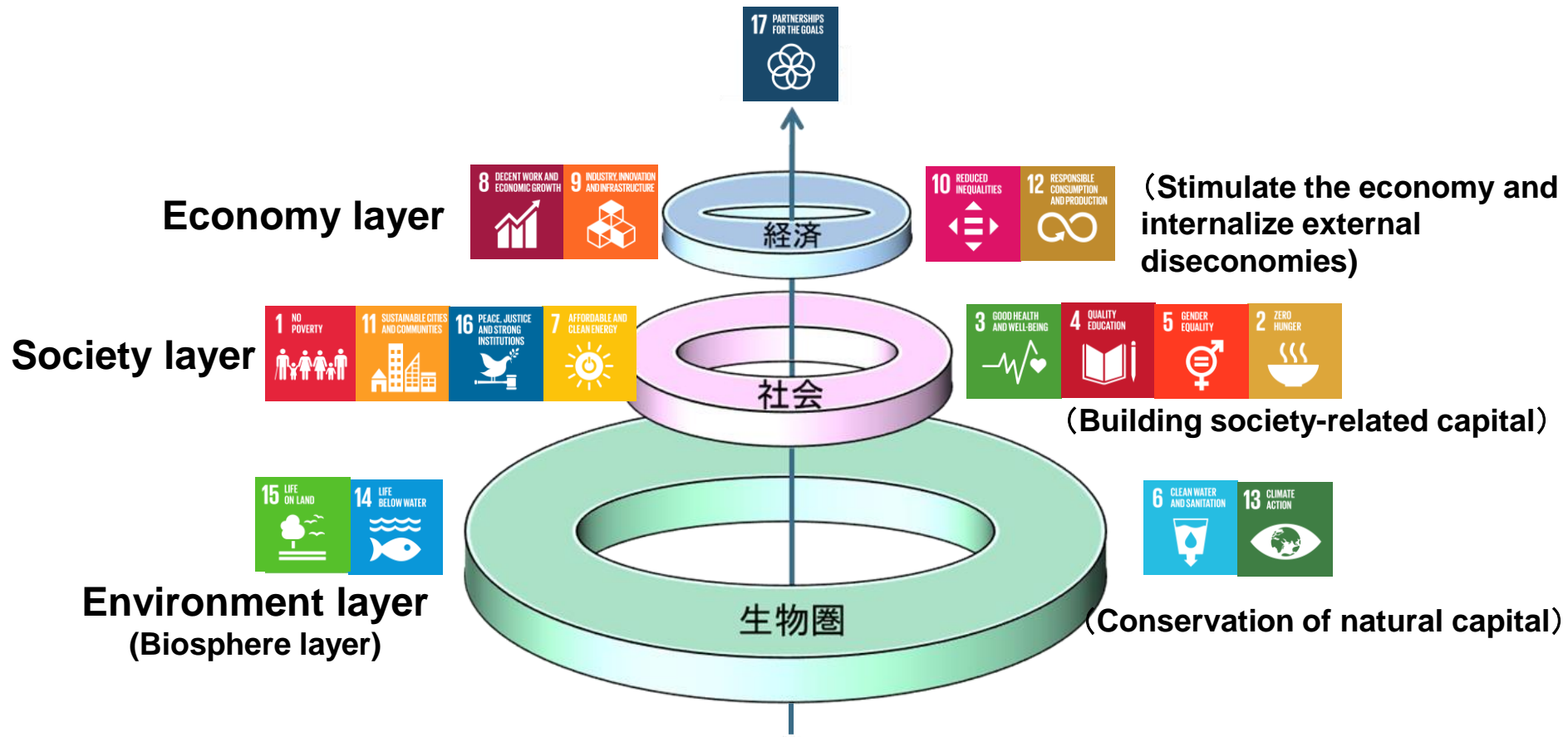
- Overall awareness of issues that need to be addressed:  
Grasp correlation among issues
- Shift from partial optimization to overall optimization
- Easing trade-offs
- Pursue synergies, etc.

# Integrated initiatives in SDGs



➡ **Proceed toward realizing sustainable development**

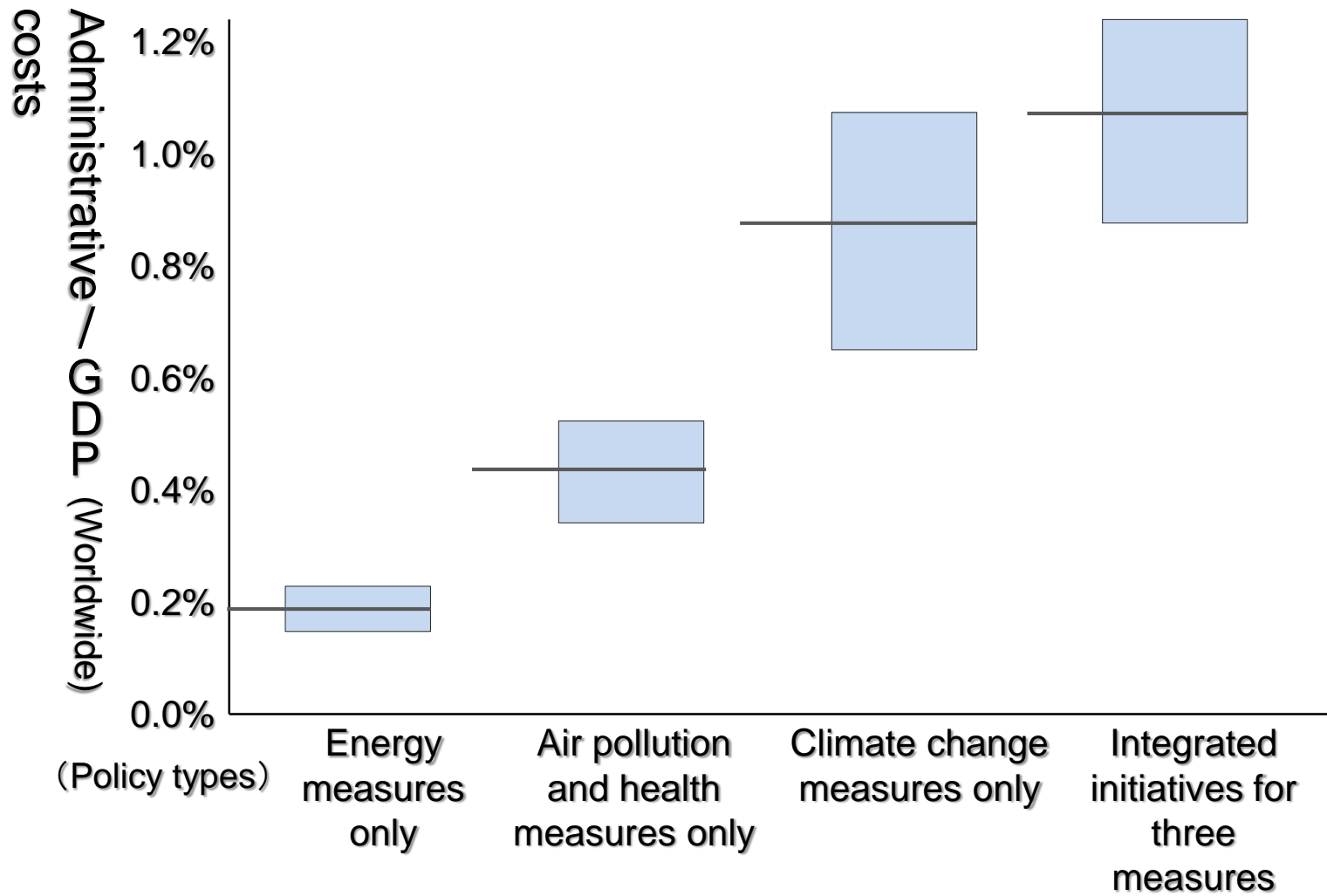
# Integration example: SDGs wedding cake \* 1



⇒ **Build a scenario by organizing goals and targets**

\* 1 : SDGs "wedding cake" illustration presented by Johan Rockström and Pavan Sukhdev 14

# Example 1: Integrated initiatives for global environment issue measures



➡ Steep reduction of administrative costs with integrated initiatives



# Example 2: Promotion of the lumber industry through integrated initiatives

① Resource cycle



② Land conservation



③ Biodiversity



④ Decarbonization



⑤ Local employment



⑥ Health/comfort



⑦ Technology development



⑧ Green production, consumption, and distribution



- ➡ Simultaneous solution achievement for multiple issues from upstream to downstream through integrated initiatives
- ➡ Stimulate local areas with sustainable development



# SDGs deployment plan and localization

## 1. Reflection of uniqueness

- ⇒ SDGs adoption plans must factor in unique features of the formulating entity

## 2. Feasibility and selection

- ⇒ Assess goals and targets presented as global standards and select items required for your organization
- ⇒ A single local government cannot handle all the goals and targets

## 3. Localization

- ⇒ Redefine selected goals and targets as your own goals and targets that reflect the local government's situation

# Utilization of guidelines: Goal mapping and setting goals

これまでの取組を  
SDGsに関連づける  
(後づけマッピング)

自身の取組をレビューし、SDGsとの関連を紐付ける

(事例)

ゴール	取組状況
1	貧困 △
2	飢餓 ×
3	健康 ◎
4	教育 △
5	ジェンダー ○
6	水 △
7	エネルギー ○
8	経済成長 ◎
9	産業 ○
10	不平等 ◎
11	まちづくり ◎
12	資源循環 ○
13	気候変動 ○
14	海 ×
15	森 △
16	平和 ×
17	パートナーシップ △

2030年を展望した取り組みべきビジョン

これからの取組を  
SDGsの観点から順位づけ  
(先づけマッピング)

自身の自治体の目標を、SDGsの視点も加えて再整理  
(ローカライズ)

SDGsの観点からの順位づけ  
(マテリアリティ)

(事例)

ゴール	重要度
11	高
12	高
9	高
8	高
3	高
17	高
13	高
7	高
15	高
4	高
5	高
10	高
1	高
2	高
16	高
6	高
14	高

高  
自治体とステークホルダーにとっての重要度  
低

政策目標、達成目標の設定