



【Session 3】

“SDGs Model:

A Method of Communication and Deployment to Achieve SDGs both Within Japan and Around the World”

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Main purpose of the session

- ❑ The “2030 Agenda for Sustainable Development”, adopted by the UN in September 2015, has been proclaimed to be an action plan for humans, and the planet to ensure our ongoing prosperity. **“Sustainable Development Goals (SDGs)”**, one of the agenda’s central concepts, have been accepted as a universal goal for international society as a whole. Separate actions by stakeholders around the world will not be enough to achieve the SDGs that were set for 2030. Achieving these goals will **require the creation of synergistic effects through partnerships and cooperation that transcends regions and countries.**
- ❑ Goal 17 “Partnerships for the goals” states: “Strengthen the means of implementation and **revitalize the global partnership** for sustainable development”. It lists 19 targets for stakeholders in developed and developing nations in the form of both roles and methods. For example, in Japan there are already advanced, practical examples of projects relating to target 17.7: “Promote the development, transfer, dissemination and diffusion of environmentally sound technologies to developing countries on favorable terms, including on concessional and preferential terms, as mutually agreed”. In addition, target 17.17 stipulates: “Encourage and promote effective public, public-private and civil society partnerships, building on the experience and resourcing strategies of partnerships”. This outlines the expectation that partnerships will be created through communication and deployment by stakeholders both within Japan and around the world.
- ❑ Events such as HLPF, the G20 Osaka Summit, TICAD7, and the first SDGs Summit Meeting (UN) have all been planned for 2019. This session will involve discussions relating to the perspectives and efforts that will be required to create an **‘SDGs Model’** that can be broadly communicated and deployed from Asia to the world. Based upon the introduction of successful examples, panelists will also discuss the significance and benefits “FutureCity” Initiative framework that the Japanese government has promoted as a leading method of city creation. Consideration will also be made regarding local/international cooperation and the potential for collaboration. Topics discussed will also include the expansion of inbound investments from international society that help contribute to regional revitalization in Japan, **as well as the creation of investment opportunities.**

Session discussion points

Implementation of Local Government SDGs for Regional Revitalization

1

Sharing precursors from domestic and overseas cities

1. Introduction of precursors for communication and promotion in Japan and around the world aimed at attaining SDGs
2. Significance and effect of communication and promotion in Japan and around the world
3. Features of country SDGs models

2

Observations on topics for international entities, the national government, and cities

1. Roles of stakeholders in communication and promotion in Japan and around the world
2. Outlook for communication and promotion by stakeholders

Content of Cabinet Office initiatives up to now

Overview

- The Cabinet Office gives assistance to local governments engaged in pioneering efforts to deal with environment, aging, decarbonization, and other issues
- It began development of model cases of local governments with precursor initiatives aimed at achieving SDGs from last year.
- Meanwhile, it is also necessary to present more advanced measures taking into account initiatives conducted up to now amid the growing importance of regional innovation initiatives prompted by public-private collaboration (role of private companies)

From 2008

From 2018

From 2019

Regional public groups

Private companies

Eco-model City

FutureCity

SDGs FutureCity

SDGs model project

FutureCity Initiative

Regional Revitalization Public-Private Partnership Platform

【①】
SDGs
model
project

【②】
Further
promotion of
public-
private
collaboration

- ✓ Eco-model City and Environment FutureCity initiatives began in 2008 as part of the Environment FutureCity concept addressing environment, aging, decarbonization, and other issues

- ✓ Selection of **SDGs FutureCity sites conducting precursor activities for realization of SDGs by local governments**, creation of success cases for local achievement of SDGs, and **promotion of these model cases to all local governments nationwide**

- ✓ **Formation of SDGs for Regional Revitalization Public-Private Partnership Platform as a forum for public-private collaboration that deepens the partnership and further acceleration of local government SDGs** through matching assistance, subcommittee meetings, and promotional activities

① Role of financial institutions in regional innovation

- ✓ Methods and issues for financing and other assistance that contributes to regional innovation by major financial institutions
- ✓ Holding study groups with experts in banking, securities, trusts, life insurance, casualty insurance, and other areas
- ✓ Discussion of ESG financing and other assistance by themes

② Creation of regional innovation models through public-private collaboration

- ✓ Domestic/overseas examples survey of initiatives led by private companies that contribute to regional innovation
- ✓ Analysis of issues faced by local financial institutions and future direction
- ✓ Interfering factors for matching with local governments (analysis of environment awareness)

Communication and promotion of Japan's regional innovation SDGs model at domestic and overseas meetings, etc.

HLPF official side event

Asia-Pacific region initiative aimed at realizing sustainable cities

The Cabinet Office explained the SDGs FutureCity, local government SDGs model project, and regional innovation SDGs public-private collaboration platform and spoke internationally about Japan's local government SDGs initiatives and assistance measures and there was an exchange of opinions with related parties at an HLPF official side event held at the United Nations Headquarters in New York City (United States) on July 17, 2018.

- ❑ Date: July 17, 2018 (Tuesday)
- ❑ Location: United Nations Headquarters (New York City, United States)
- ❑ Main sponsors and co-sponsors: Japan (Ministry of Environment, Cabinet Office, United Nations University Institute for the Advanced Study of Sustainability (UNU-IAS), United Nations Economic and Social Commission for Asia and the Pacific (UNESCAP), Institute for Global Environmental Strategies (IGES), Keio University Shonan Fujisawa Campus



10th East Asia Summit

High Level Seminar on Sustainable Cities in Indonesia

- Held to promote initiatives by cities toward achieving sustainable cities in the ASEAN region
- Cabinet Office delivered a keynote speech on Japan's regional revitalization SDGs model
- Participation by some local governments selected in FutureCity, Eco-model City, and SDGS FutureCity programs

Event overview

- Date: January 21 (Mon) and 22 (Tue), 2019
- Location: Bali, Indonesia
- Sponsors: Republic of Indonesia's Ministry of Environment and Forestry, Japan's Ministry of the Environment, ASEAN Secretariat, ASEAN Working Group on Environmentally Sustainable Cities (AWGESC)
- Participants: 10 countries (Cambodia, China, Indonesia, Philippines, Malaysia, Singapore, Vietnam, Thailand, Laos + Japan)
- Participants: 240 people (FY2017: 250 people)
- Attendees
 - Japan: Office for Promotion of Overcoming Population Decline and Vitalizing Local Economy in Japan, Cabinet Office, Ministry of the Environment
 - Indonesia: Ministry of Environment and Forestry General Director, Maritime Affairs Ministry, state governments, city majors, etc.

【Participating local governments】

Higashimatsushima City (Miyagi), Yokohama City(Kanagawa), Kawasaki City(Kanagawa), Shizuoka City (Shizuoka), Toyama City (Toyama), Nagano Prefecture, Maniwa City (Okayama), Kitakyushu City (Fukuoka), Oguni Town, Kumamoto

Group photo of participants



Keynote speech by the Cabinet Office



International Communication Opportunities for Japan

- Japan aims to contribute to global country building and people building based on the concept of “human security” focused on protection of individuals and strengthening capabilities in order to realize an abundant and vibrant society in which “no one is left behind”
- The SDGs Action Plan 2019 contains more detailed and expanded government initiatives for 2019 to leverage overall capabilities in addressing the eight priority areas from the SDGs Implementation Guiding Principles based on Japan’s SDGs model with the three pillars presented below.
- Ahead of the G20 Summit, TICAD7, First SDGs Summit Meeting, and other events in 2019, promote SDGs as part of domestic actions and international cooperation in the following areas while also coordinating with 1) priority issues for international society, 2) Japan’s experiences and strengths, and 3) important domestic policies

Three pillars of the SDGs Action Plan 2019

I. Promotion of Society 5.0 linked to SDGs

II. SDGs-driven regional innovation and fostering robust, attractive communities that are friendly to the environment

III. Empowerment of the next generation and women as SDGs agents

2019

G20 Osaka Summit
(June)

UN High-Level Political Forum
(Minister level, July, New York)

TICAD7
(August)

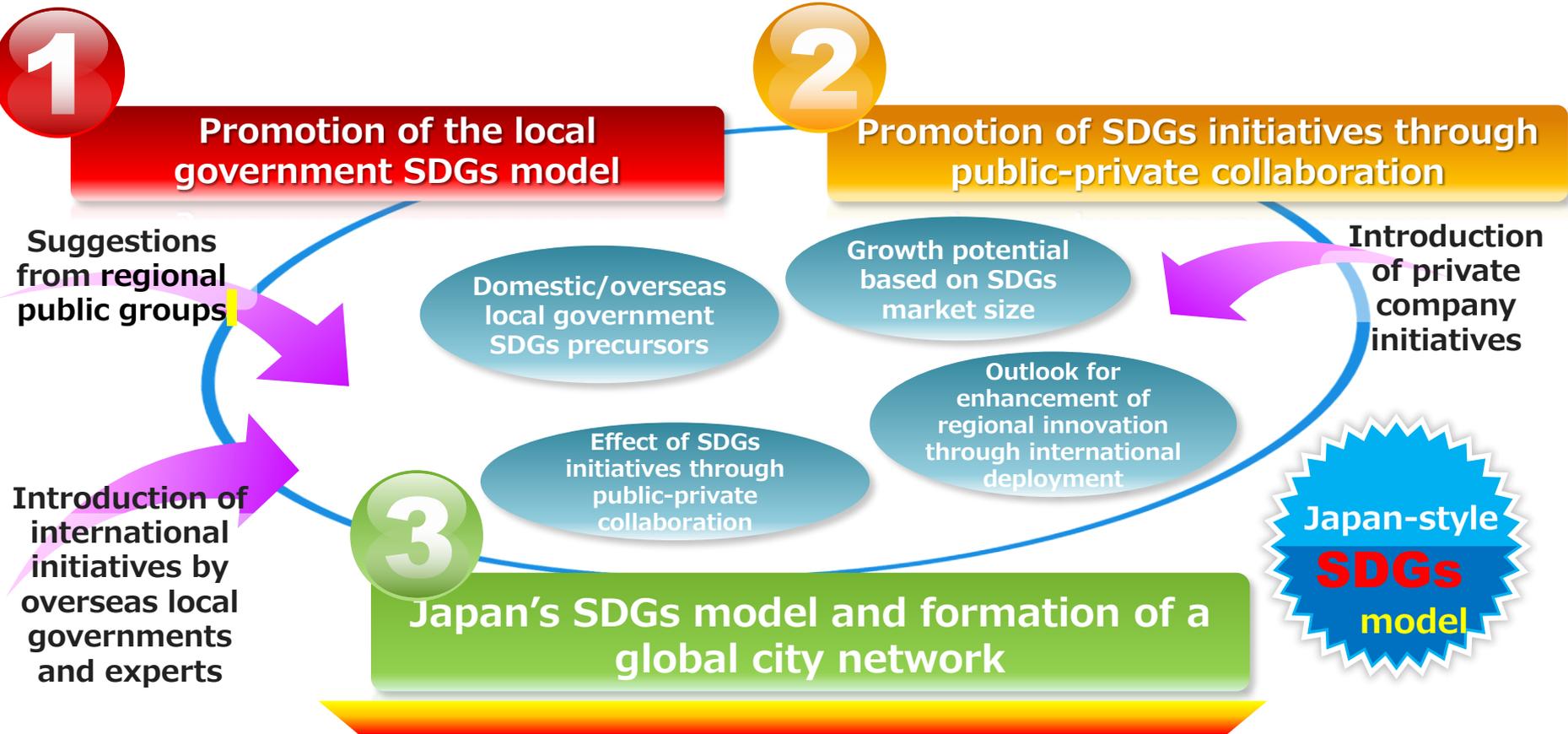
UN High-Level Political Forum
(Summit level, September, New York)

2020
Tokyo Olympics and Paralympics

2025
Osaka and Kansai World Expo

Communication of Japan's SDGs model in Japan and around the world

Discussion of local government SDGs, public-private collaboration, and domestic/overseas communication and deployment that contributes to regional revitalization and consideration of Japan's SDGs model strength and further advances; aim to bring together recommendations regarding communication of the SDGs model at future international meetings



Communication of Japan's SDGs model for regional revitalization in Japan and around the world