

# The 1st International Forum on SDGs for Regional Revitalization



**“Promoting SDGs that Create Regional Revitalization”**

Hakaru Tamura

Director General,

Office for Promotion of Overcoming Population Decline and Vitalizing Local Economy in Japan,

Cabinet Office, Government of Japan

# Today's themes

- 1 . Trends related to SDGs**
- 2 . Necessity of regional revitalization**
- 3 . Realization of regional revitalization: The fundamental driving force behind SDGs**
- 4 . Goals for this forum**

# **1 . Trends related to SDGs**

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# SDGs (Sustainable development goals)

- Adopted unanimously at a United Nations Summit in September 2015
- **17 international goals** for realization of a sustainable, diverse, and inclusive society with “no one left behind” by 2030 (basis for 169 targets and 232 indicators)
- Has five main features

**Universal**

Action by all countries including developed countries

**Inclusive**

“No one left behind” as fulfillment of the human security principle

**Participatory**

Roles for all stakeholders

**Integration**

Integrated economic, social, and environmental initiatives

**Transparency**

Periodic follow-up



# Sustainable development goals (SDGs) details

<p>Poverty</p> <p>1 NO POVERTY</p>	<p>Hunger</p> <p>2 ZERO HUNGER</p>	<p>Health</p> <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>Education</p> <p>4 QUALITY EDUCATION</p>	<p>Gender</p> <p>5 GENDER EQUALITY</p>	<p>Water and Sanitation</p> <p>6 CLEAN WATER AND SANITATION</p>
<p>Energy</p> <p>7 AFFORDABLE AND CLEAN ENERGY</p>	<p>Growth and Employment</p> <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>Innovation</p> <p>9 INDUSTRY, INNOVATION AND INFRASTRUCTURE</p>	<p>Inequality</p> <p>10 REDUCED INEQUALITIES</p>	<p>City</p> <p>11 SUSTAINABLE CITIES AND COMMUNITIES</p>	<p>Production and Consumption</p> <p>12 RESPONSIBLE CONSUMPTION AND PRODUCTION</p>
<p>Climate Action</p> <p>13 CLIMATE ACTION</p>	<p>Ocean Resources</p> <p>14 LIFE BELOW WATER</p>	<p>Land Resources</p> <p>15 LIFE ON LAND</p>	<p>Peace</p> <p>16 PEACE, JUSTICE AND STRONG INSTITUTIONS</p>	<p>Implementation Strategy</p> <p>17 PARTNERSHIPS FOR THE GOALS</p>	<p>SUSTAINABLE DEVELOPMENT GOALS</p>

Logos: United Nations Information Centre)

① Empowerment of All People

② Achievement of Good Health and Longevity

③ Creating Growth Market, Revitalization of Rural Areas, and Promoting Technological Innovation

④ Sustainable and Resilient Land Use, Promoting Quality Infrastructure

⑤ Energy Conservation, Renewable Energy, Climate Change Countermeasures, and Sound Material-Cycle Society

⑥ Conservation of Environment, including Biodiversity, Forests and Oceans

⑦ Achieving Peaceful, Safe and Secure Societies

⑧ Strengthening the Means and Frameworks of the Implementation of the SDGs

# Establishment of the domestic foundation to implement SDGs and detailed government initiatives



2015

September 2015

**United Nations Summit that adopted SDGs**  
Prime Minister Abe explained Japan's intentions to put its fullest efforts into implementing SDGs

2016  
May

## First Meeting: Established the SDGs Promotion Headquarters

Established **SDGs Promotion Headquarters** with the Prime Minister as the chair, the Chief Cabinet Secretary and Foreign Minister as vice chairs, and all ministers as members

May 2016

**G7 Ise-Shima Summit**  
Commitment to domestic and overseas implementation as the first G7 Summit since adopting SDGs



December

## Second Meeting: Formulated the "SDGs Implementation Guiding Principles"

July 2017

**UN High-Level Political Forum**  
(Minister level, New York)  
Announced Japan's Voluntary National Review

2017  
June

## Third Meeting: Created the Japan SDGs Award



December

## Fourth Meeting: Decided the SDGs Action Plan 2018 and conducted the first Japan SDGs Award

2018  
June

## Fifth Meeting: Decided the Expanded SDGs Action Plan 2018



December

## Sixth Meeting: Decided the SDGs Action Plan 2019 and conducted the second Japan SDGs Award



# Planned government initiatives and communication and actions

1st half of 2019

Implement government initiatives based on the SDGs Action Plan 2019, **provide more details and broaden, and build Japan's "SDGs model"**

2nd half of 2019

Revise SDGs Implementation Guiding Principles

From 2020

Attain SDGs by 2030

Communicate Japan's SDGs model to the world

**G20 Osaka Summit**  
(June)

**United Nations High-Level Political Forum**  
(Minister level, July, New York)

**TICAD7**  
(August)

**United Nations High-Level Political Forum**  
(Summit level, September, New York)

**2020 Tokyo Olympics and Paralympics**

**2025 Osaka and Kansai World Expo**



## *Utilize initiatives and communication to....*

- ◆ Raise awareness of SDGs throughout the country via activities for further adoption and awareness
- ◆ Support companies and regions implementing SDGs in specific actions with government tools
- ◆ Aggressively promote concepts, methods, and technologies for SDGs promotion obtained through public and private best practices

Realize sustainable growth for the Japanese economy by securing markets and employment created by SDGs and attaining SDGs in Japan and abroad



# Key Points of the SDGs Action Plan 2019

- 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, and first SDGs Summit Meeting, 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

## I. Promote Society 5.0 linked to SDGs

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

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

Strengthen SDGs initiatives at small businesses

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

Promote SDGs FutureCity selection and a regional revitalization SDGs public-private collaboration platform

Empowerment of the next generation and women

Promotion of science and technology innovation (STI)

Build a cyclical society that is robust and friendly to the environment

Initiatives in education and health care

### Rollout and follow-up

- Promote rollout of Japan’s SDGs model in international society with Southeast Asia and Africa as priority regions
- Review initiatives up to now based on international indicators, etc. and revise the SDGs Implementation Guiding Principles in the second half of 2019

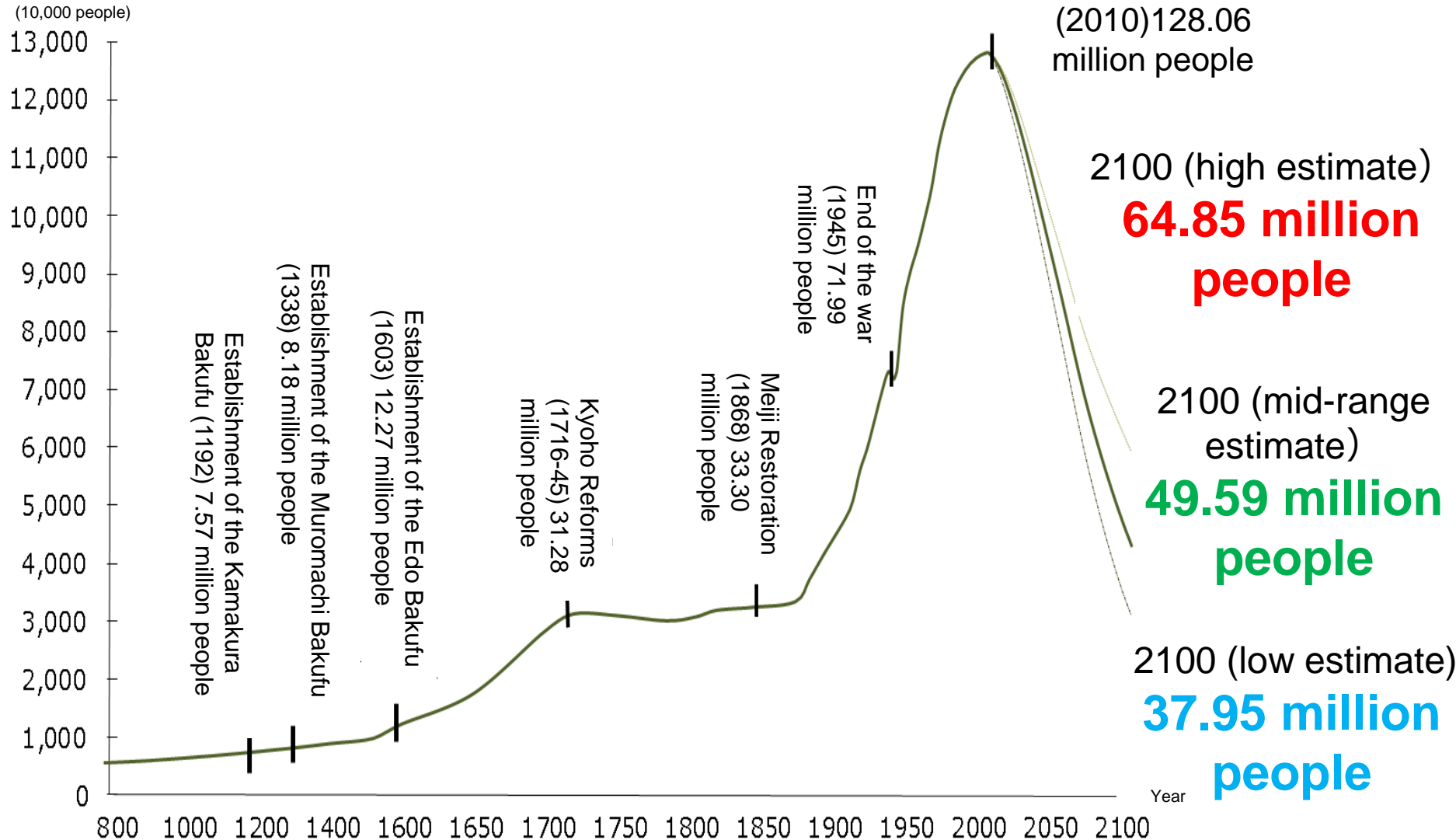


## **2. Necessity of regional revitalization**

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# Long-term trend in total population and future estimates

- Possibility of Japan's total population returning to the level from 100 years ago (late Meiji period) over the next 100 years
- This change is very rapid and unprecedented in the past thousand years

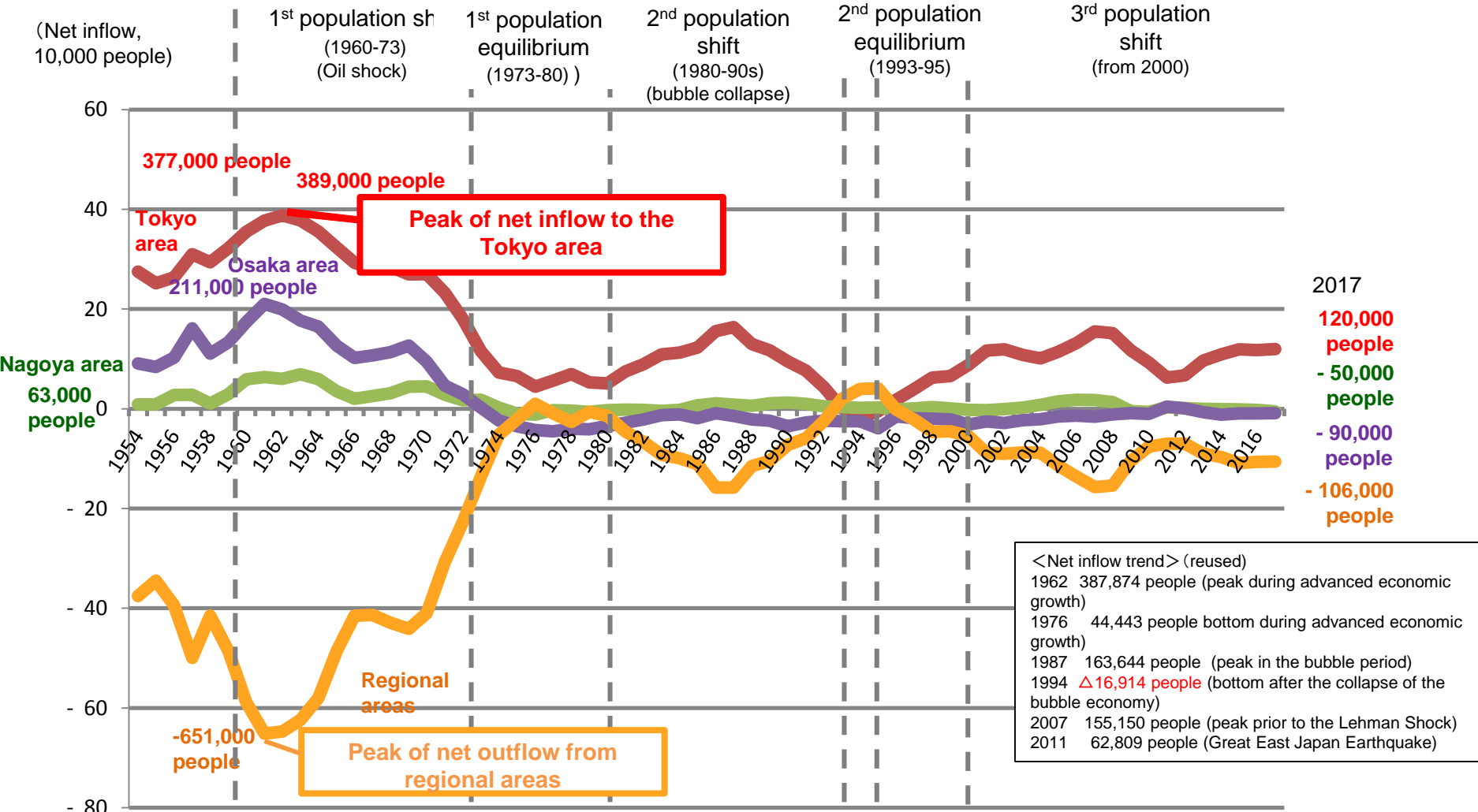


(Source) Population prior to 2010: Prepared by by Ministry of Land, Infrastructure, Transport and Tourism's (MLIT) Policy Bureau from the Ministry of Internal Affairs & Communications "National Census" and MLIT's "Long-Term Time Series Analysis of Population Distribution on the Japanese Islands"; From 2010: Prepared by the MLIT's Policy Bureau from the National Institute of Population and Social Security Research's "Japan's Future Estimated Population (January 2012 estimates)"

# Population trends

○ Three major population migrations to major urban areas (particularly the Tokyo area) up to now

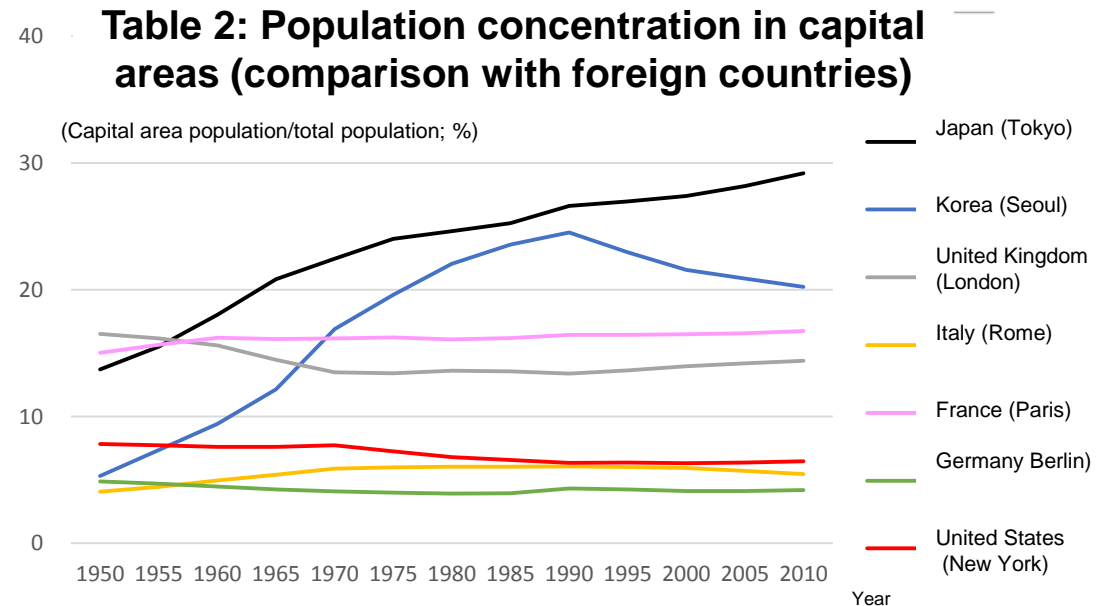
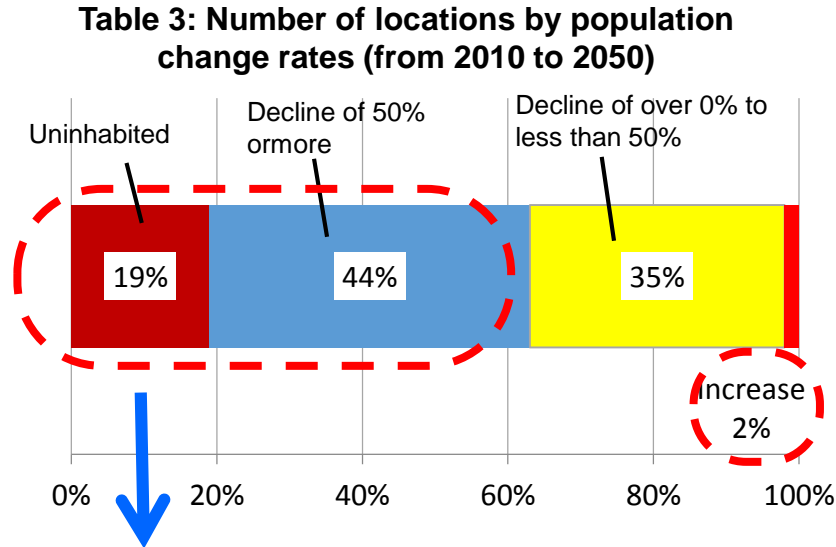
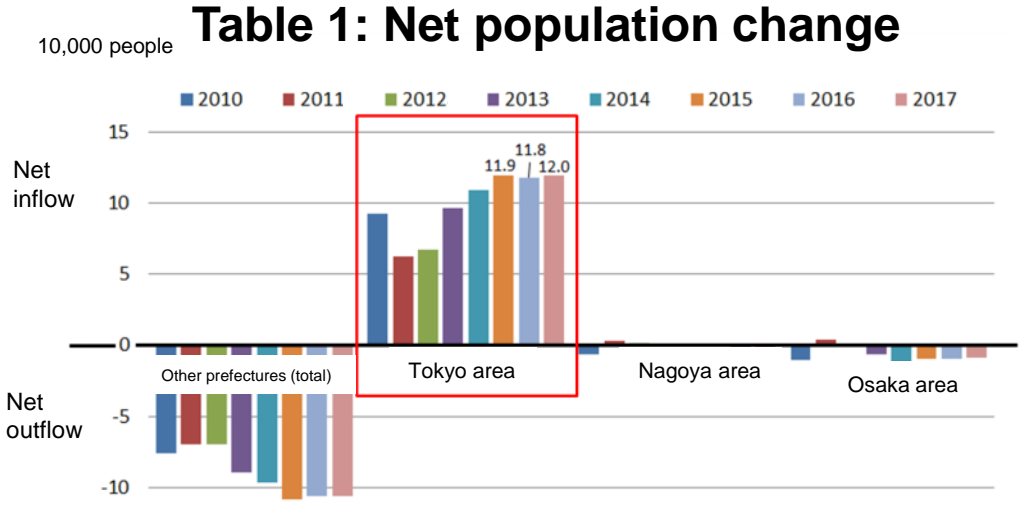
Population movements (net inflow) in the three major urban areas and regional areas



(Source) Ministry of Internal Affairs & Communications' Annual report on internal migration in Japan derived from the basic resident registration (Japanese population)  
 (Note) Above-mentioned regional districts are defined in the following way.  
 Tokyo area: Saitama, Chiba, Tokyo, Kanagawa Nagoya area: Gifu, Aichi, Mie Osaka area: Kyoto, Osaka, Hyogo, Nara  
 Three major urban areas: Tokyo area, Nagoya area, Osaka area Regional areas: Areas outside of the three major urban areas

# Population concentration in Tokyo and increase in regions with population decline

○ Population is concentrating in the Tokyo area with inflow of population; internationally population concentration levels are high too  
 ○ Meanwhile, more than 60% of regions will drop to half of their sizes by 2050 and 20% will become uninhabited



**20% of areas with residences will become uninhabited**

(Material sources, etc.)  
 Table 1: Ministry of Internal Affairs & Communications' Annual report on internal migration in Japan derived from the basic resident registration (2010-17, Japanese population); Tokyo area: Tokyo, Kanagawa, Saitama, Chiba Nagoya area: Aichi, Gifu, Mie Osaka area: Osaka, Hyogo, Kyoto, Nara  
 Table 2: Prepared from UN World Urbanization Prospects The 2011 Revision  
 Table 3: Ministry of Land, Infrastructure, Transport and Tourism, Policy Bureau's "National Grand Design 2050" (July 4, 2014) related materials

# Impact of the population decline trend on socioeconomic conditions

## Difficulty sustaining social entitlements, etc.

- Larger burden per worker and negative affect on work motivation

## Decline in vibrancy of mountainous areas, etc.

- Trouble maintaining villages

## Steep rise in seniors in the Tokyo area for the time being

- Ensuring sufficient medical and care services
- Absorption of young workers into the Tokyo area

2015



2.28 workers (production age population) supporting one senior

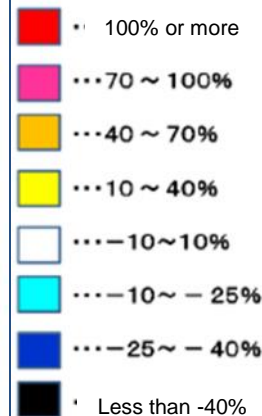
2042



1.48 workers (production age population) supporting one senior

Source: Prepared from the National Institute of Population and Social Security Research's "Japan's Future Estimated Population (January 2017 estimates)"

2010 → 2040 Change in the percentage of people aged 75 or more in the Tokyo area



This diagram shows the areas around Tokyo with particularly sharp increases in the population aged 75 or more from 2010 through 2040. Populations of people aged 75 or more likely to increase by at least 100% from 2010 through 2040 in western Chiba, eastern and central Saitama, and northern Kanagawa.

Many regions are likely to weaken and Japan might weaken as a whole too

Overcome population decline and bring innovation to regions and Japan

# Significance of local governments promoting SDGs as regional revitalization

- It is important to promote sustainable community building with a longer-term outlook in order to deepen regional innovation.
- Initiatives aimed at realizing SDGs by local governments should contribute to realization of regional innovation and it is necessary to promote these efforts.

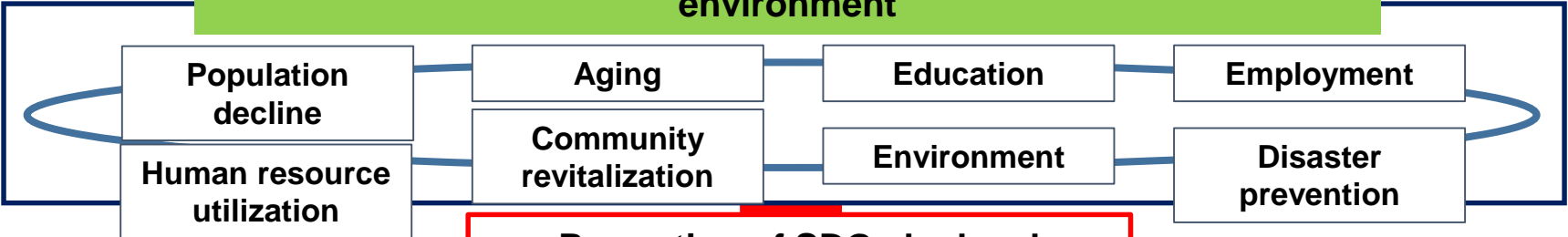
## Goals of regional innovation

Overcome population decline and shrinkage of local economies/foster towns, people, and cities and solidify beneficial cycles

Foster sustainable towns where people can live securely, develop sustainable communities, and achieve local revitalization  
 Rollout local innovation success models within Japan and communicate information abroad

Synergy effect: Total optimization of policy promotion and acceleration of local issue resolution

Promote measures that integrate the economy, society, and environment



Promotion of SDGs by local governments

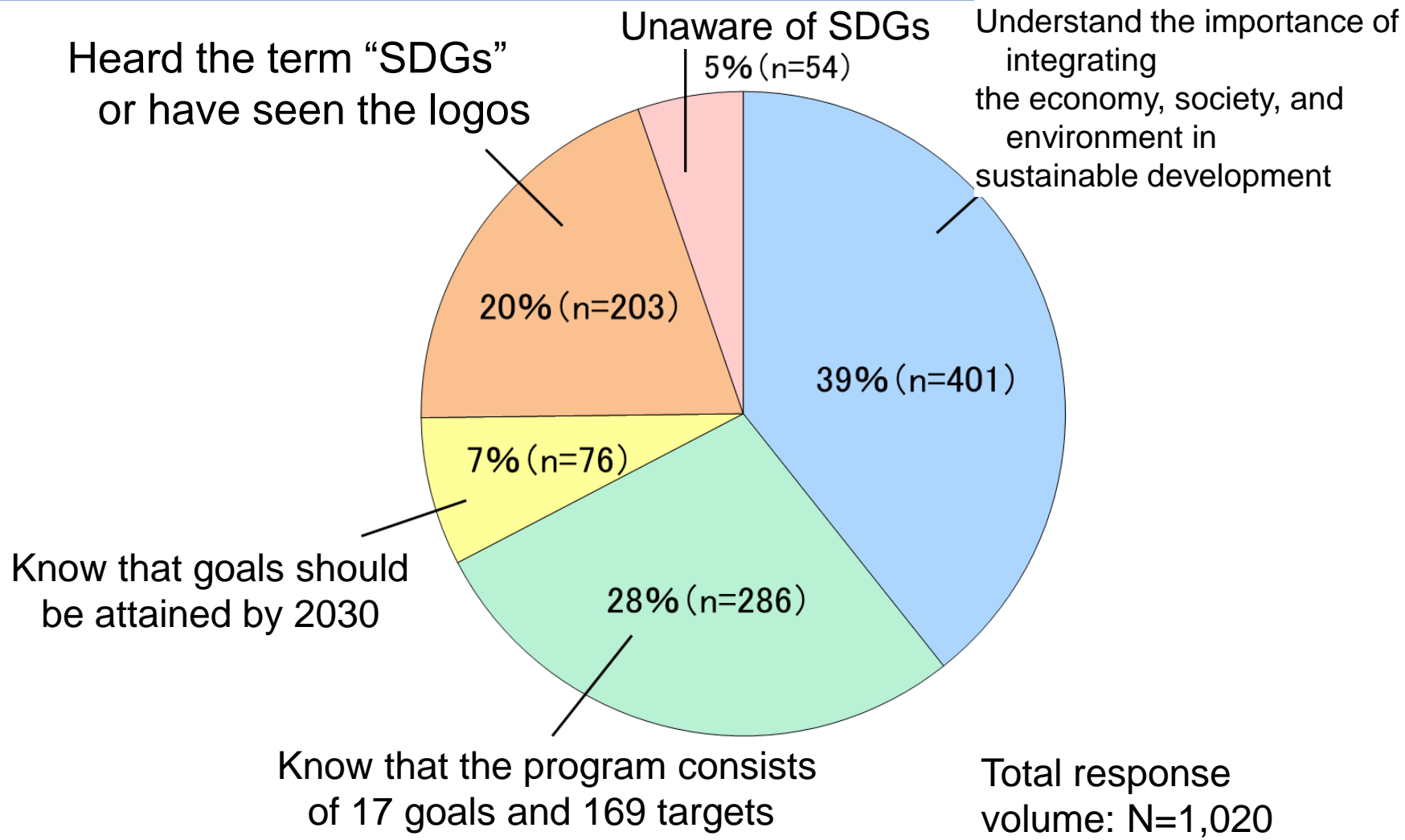
- Formulate a future vision
- Create operations
- Reflect goals in various plans
- Collaboration with stakeholders
- Communicating information and sharing results
- Define local indicators

### **3. Realization of regional revitalization: The fundamental driving force behind SDGs**

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# Results from a questionnaire survey regarding SDGs in fiscal 2018 (sent to local governments; abridged) – Awareness of SDGs

■ Only 5% local governments responded that they were not aware of SDGs; majority of local governments know about SDGs (though understanding levels vary)

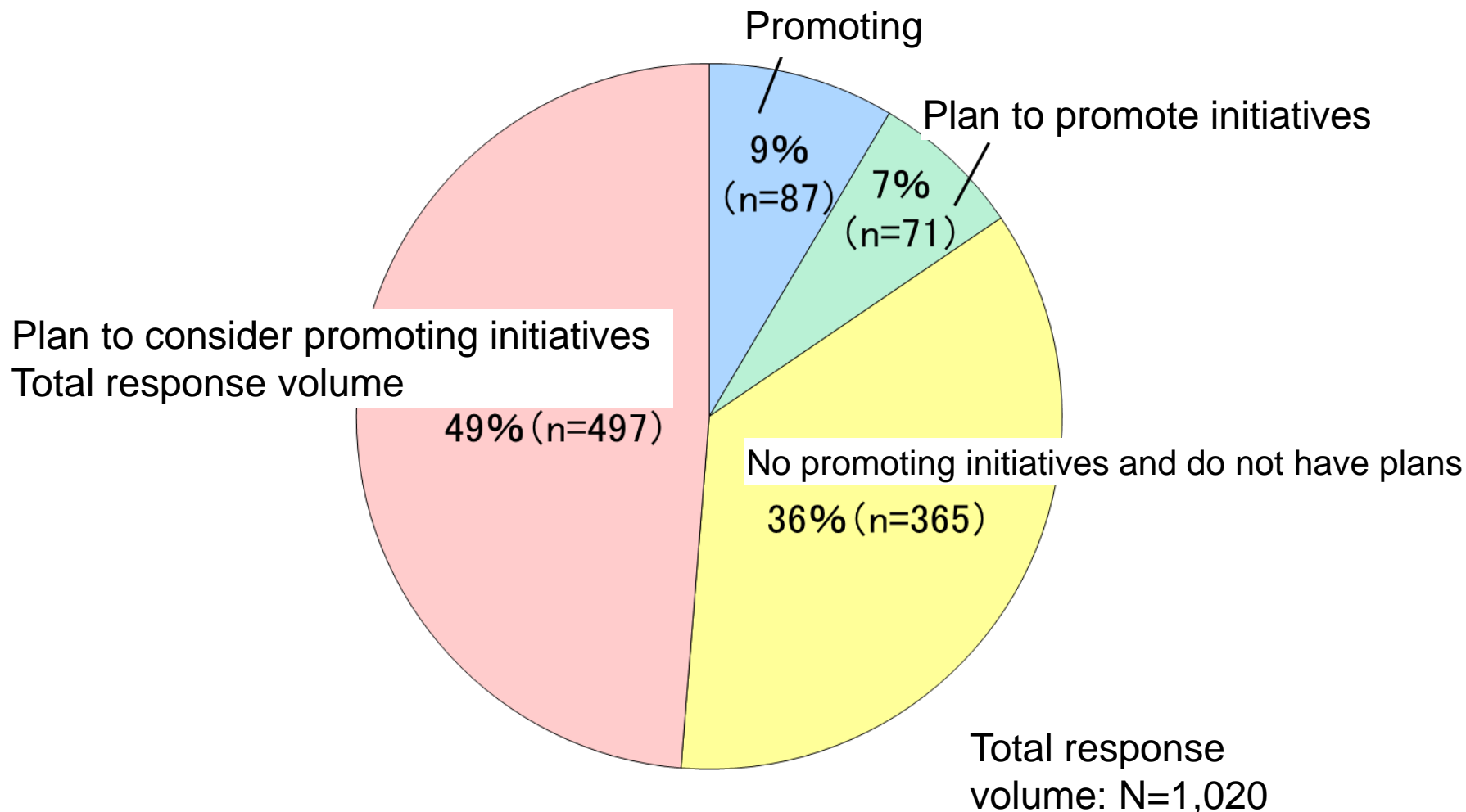


※Survey source: Local Government SDGs Promotion Assessment and Survey Study Group; survey conducted from October 1 to November 16, 2018  
 ※Number of local governments covered: 1,788 local governments (prefectures, municipalities): Responses: 1,020 local governments (40 prefectures, 980 municipalities), 57.0% response rate



# Results from a questionnaire survey regarding SDGs in fiscal 2018 (sent to local governments; abridged) – Are you implementing initiatives to achieve SDGs?

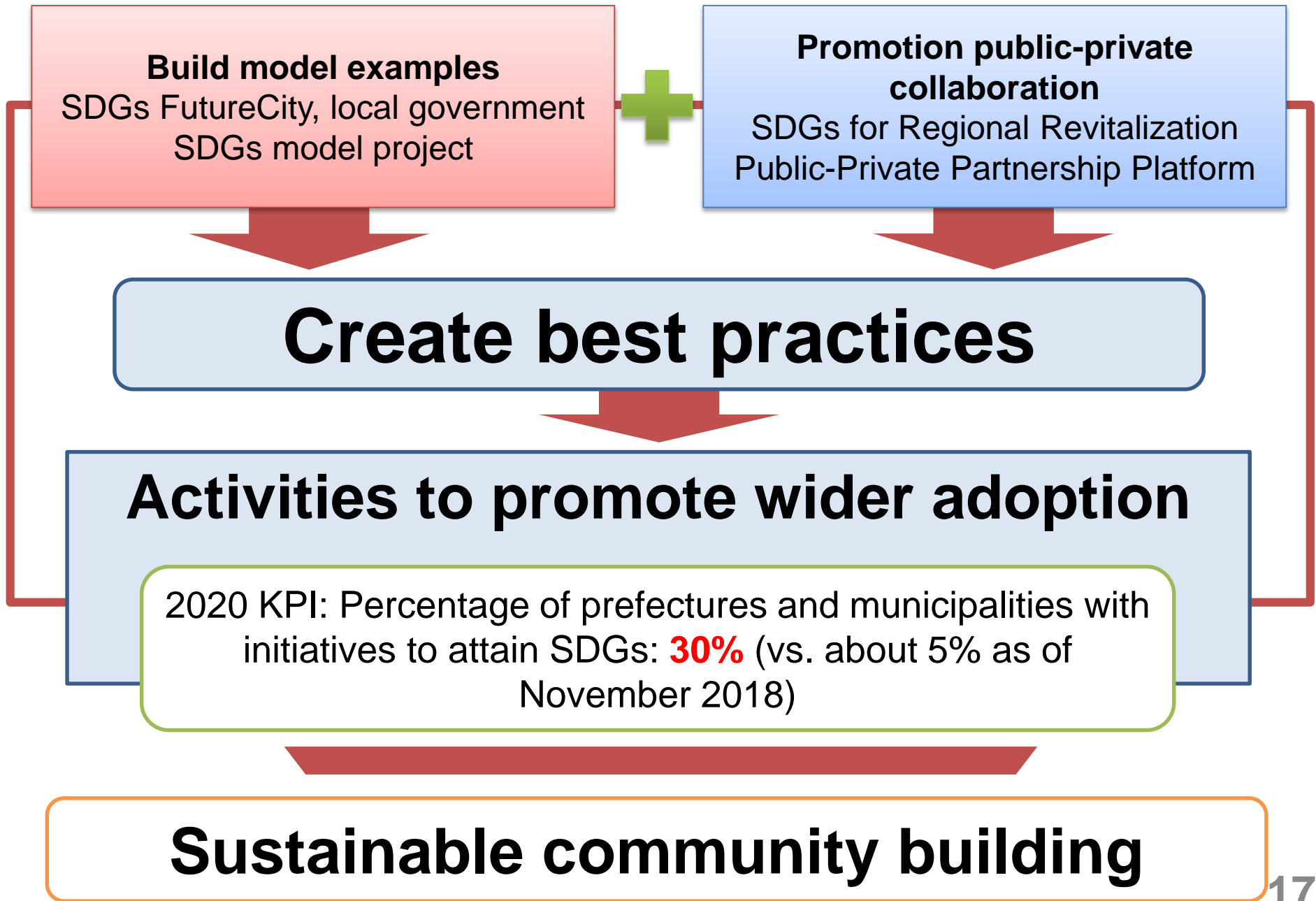
■ Anticipating further SDG initiatives by local governments amid heightened awareness of SDGs



※Survey source: Local Government SDGs Promotion Assessment and Survey Study Group; survey conducted from October 1 to November 16, 2018

※Number of local governments covered: 1,788 local governments (prefectures, municipalities): Responses: 1,020 local governments (40 prefectures, 980 municipalities), 57.0% response rate

# Promotion of initiatives to attain SDGs by local governments



# SDGs FutureCity and local government SDGs model project

- Selected about 30 SDGs FutureCity sites as cities proposing excellent initiatives to attain SDGs (by local governments) from fiscal 2018 to assist regional revitalization SDGs
  - Also selected about 10 projects as “local government SDGs model projects” for particularly pioneering efforts
- \* Fiscal 2018 is the first fiscal year, fiscal 2019 is the second year (planned)

## SDGs FutureCity

Initiatives to promote SDGs by local governments

Implementation of projects to attain SDGs

### Local government SDGs model project

#### Local government SDGs promotion project cost subsidies

Fiscal 2019: Up to 30 million yen per city  
• Fixed-sum assistance: Up to 20 million yen  
• Fixed-rate assistance (1/2): Up to 10 million yen

- ① Create synergies through integrated initiatives for the economy, society, and environment
- ② Collaboration with diverse stakeholders
- ③ Build self-driven beneficial cycles

Assistance across ministries and agencies through a task force of related ministries and agencies to promote local government SDGs

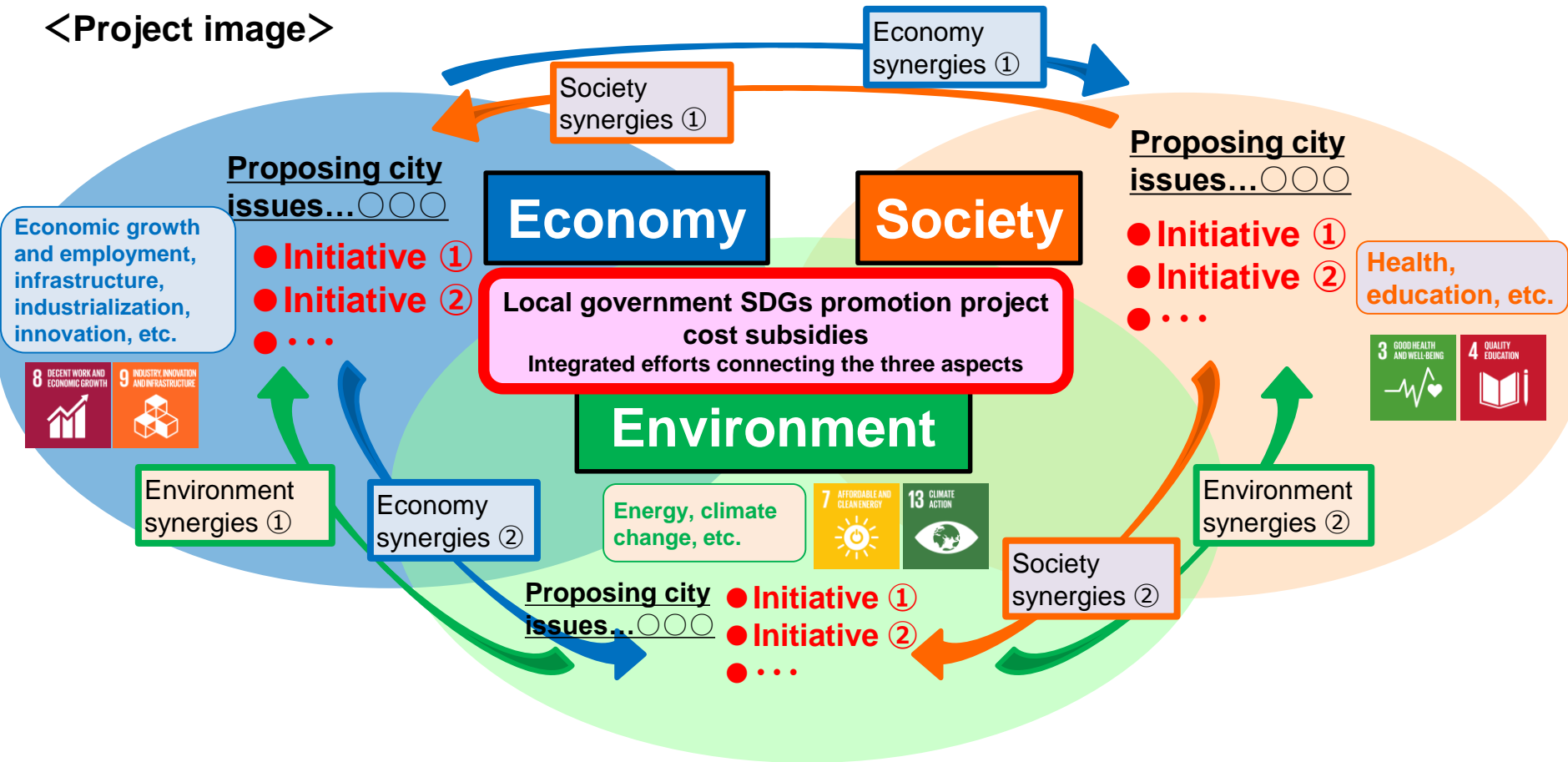
### Promote rollout of success cases

Communicate information on selected-city success cases in Japan and abroad

- Hold events
- Conduct activities to raise awareness in a broad range of generations, etc.

# Local government SDGs model projects

<Project image>

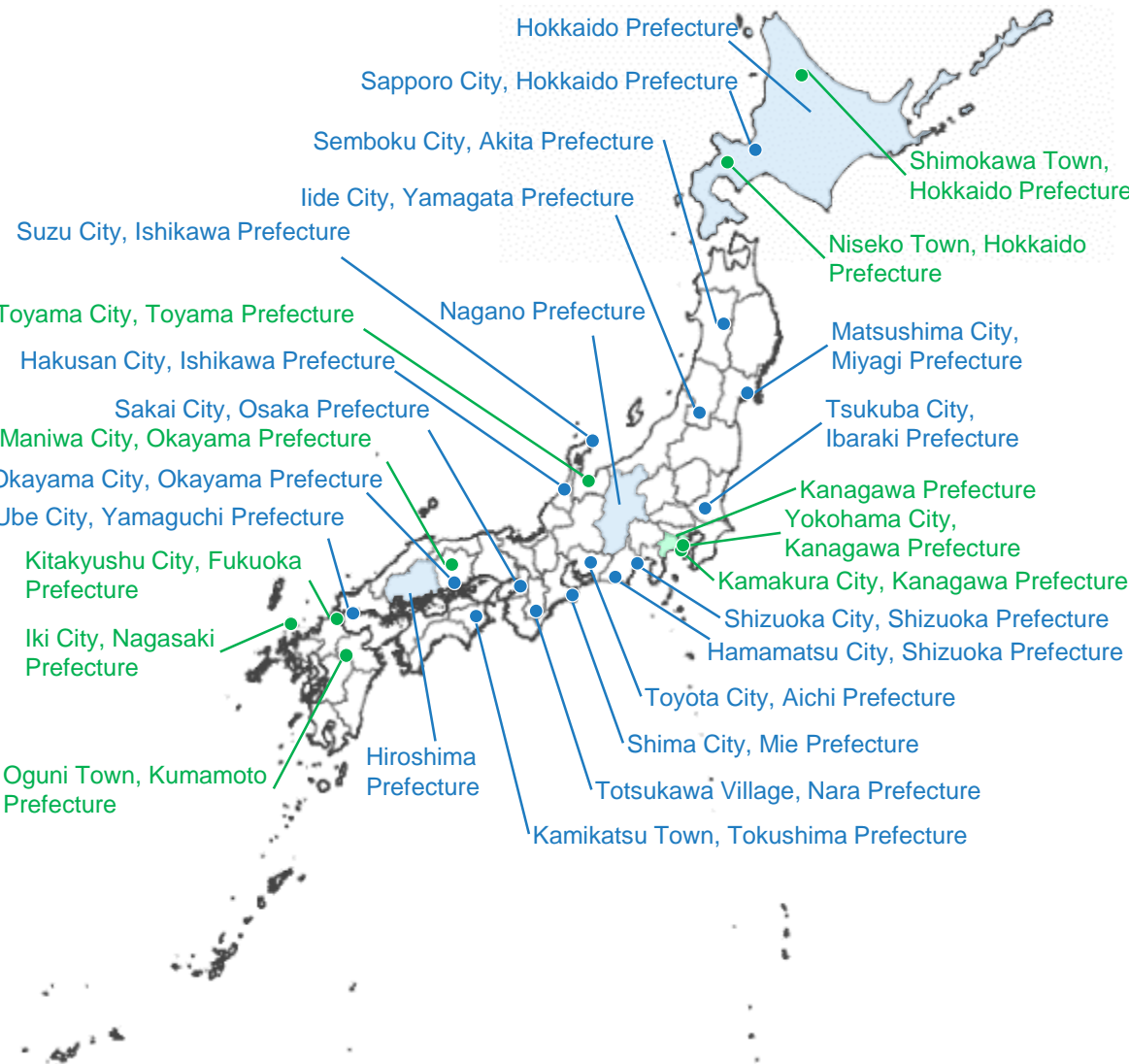


Select SDGs goals in accordance with the proposing city issues



# List of fiscal 2018 selected cities for SDGs FutureCity and local government SDGs model

Green: SDGs FutureCity (including local government SDGs model projects) 10 cities  
 Blue: SDGs Future City 19 cities  
 ※Full prefecture colored in cases of prefecture selection



## Fiscal 2018 SDGs FutureCity selection certificate receipt (June 15, 2018)

SDGs FutureCity selection certificates handed out to the 29 selected cities after opening remarks by Prime Minister Abe. Photos taken with individual city and the Prime Minister and other government officials.



Opening remarks by Prime Minister Abe

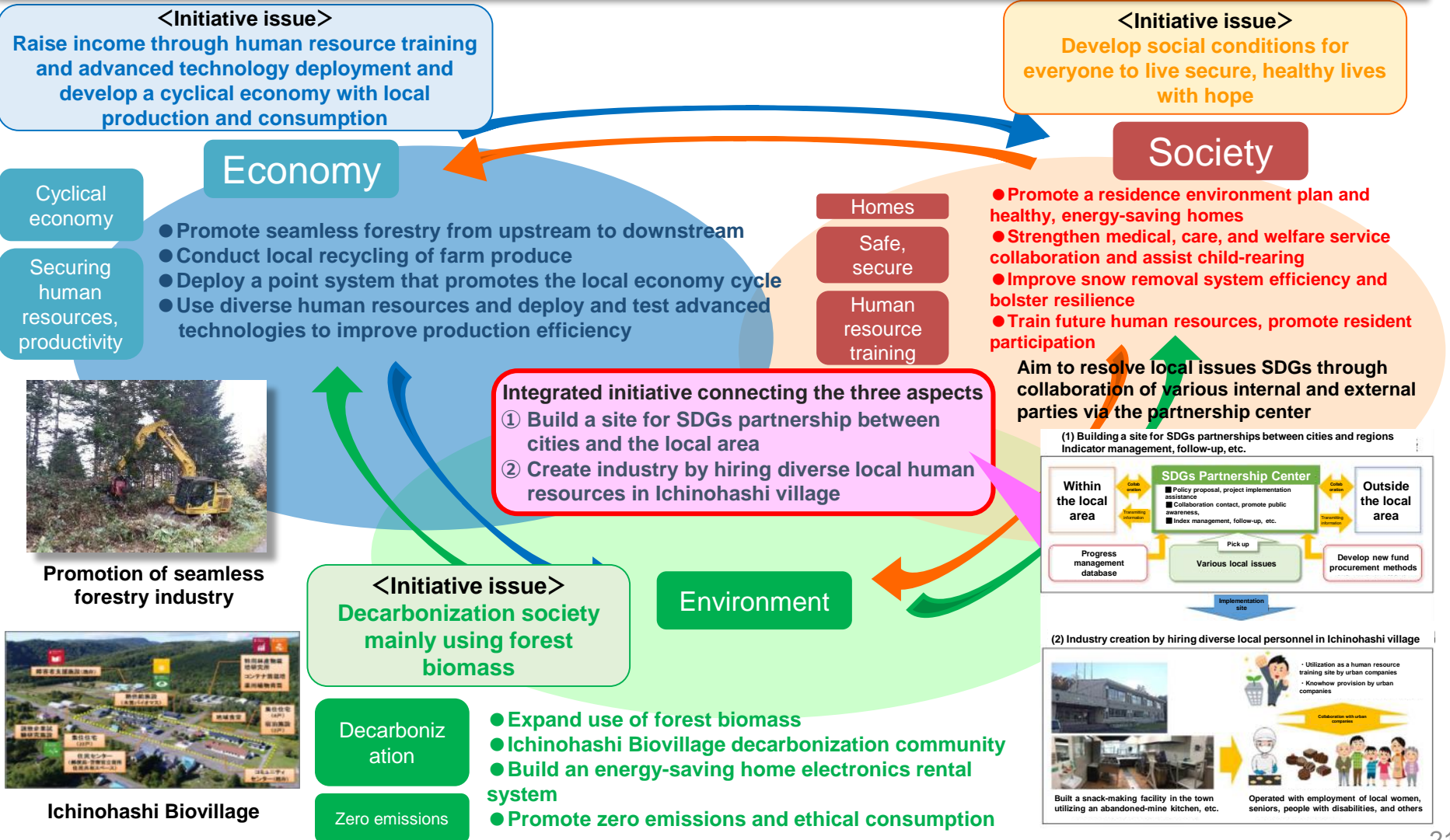


SDGS FutureCity photo (Ex: Kanagawa Prefecture)

Source: Prepared using the Geospatial Information Authority of Japan's website (<https://maps.gsi.go.jp/>) blank map

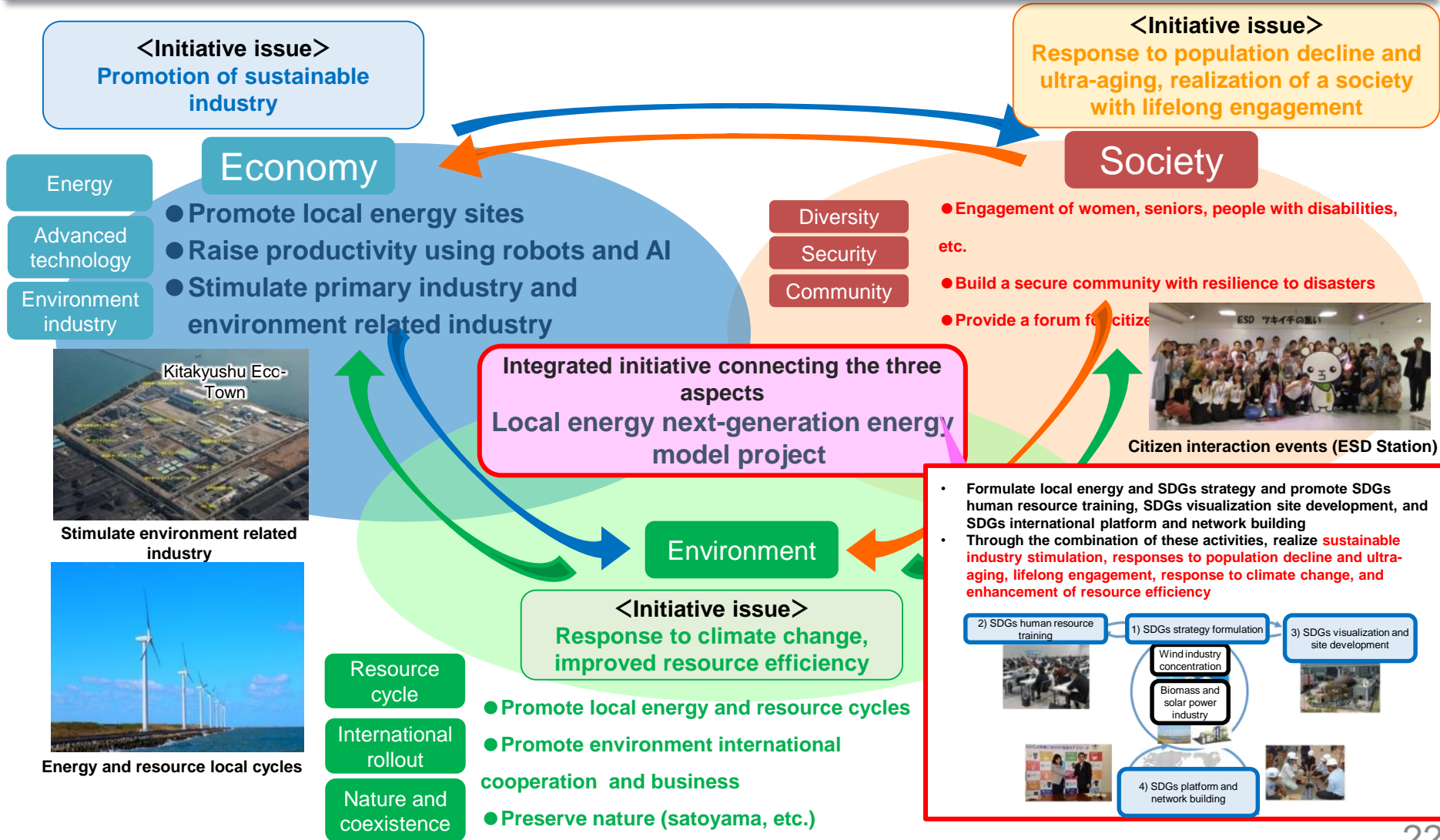
# [Example ①] Project to create a quality lifestyle through SDGs partnership

- Build and utilize an SDGs partnership center and leverage synergies from the various aspects while promoting seamless forestry industry from logging and afforestation to processing and distribution using ICT and IoT, developing healthy and energy-saving homes, providing snow removal and disaster response capabilities, and expand use of renewable energy (particularly forest biomass)



# 【Example ②】Local energy next-generation model project

- Implement issue resolution projects utilizing technology and citizen capabilities mainly involving energy
- Specifically, promotion of low-carbon energy, stimulation of environment industry, engagement of women, seniors, and people with disabilities, and improvement of technology and overseas rollout of energy and recycling industries



## Purpose of establishment

The Cabinet Office established SDGs for Regional Revitalization Public-Private Partnership Platform on August 31, 2018 as a forum for public-private collaboration with the aim of promoting SDFs in Japan and further advancing regional innovation.

## Members: 565 organizations

\*As of end-December 2018; Aiming for 900 organizations by 2020

Prefectures and municipalities	Related ministries and agencies	Private organizations, etc.
<b>231 organizations</b>	<b>12 organizations</b>	<b>322 organizations</b>



# Content of regional revitalization SDGs public-private platform initiatives

## 1. Matching assistance

Share information in study groups, form issue resolution communities

## 3. Promotional activities

Hold international forums, participate in exhibitions, communicate information on the website and via mailing lists, Issue platform supporter names, etc.

## 2. Subcommittee meetings

Set up subcommittees based on member proposals  
Create projects aimed at resolving issues, etc.



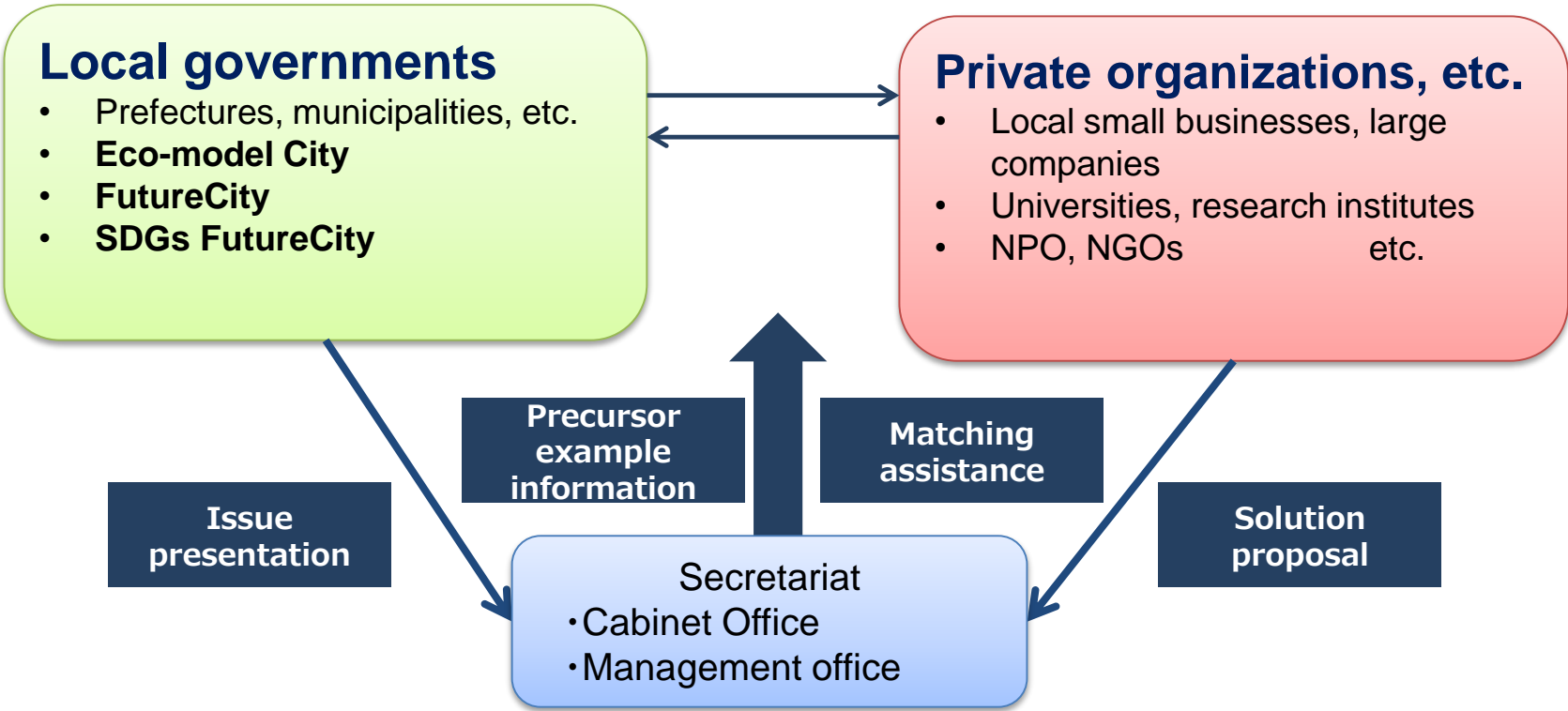
**Create precursor initiatives (projects) through public-private collaboration**

**Realize regional revitalization by attaining SDGs and building sustainable communities (economy, society, environment)**














○ Promote public-private information sharing (including public-public and private-private cases) with the platform as the information-sharing foundation as a way of sharing issues for realization of future visions and knowhow and knowledge to solve these issues

# Matching assistance

Information exchange  
Promote collaboration



# SDGs for Regional Revitalization Public-Private Partnership Platform (subcommittee meetings)

	Proposer name	Themes	SDGs 17 goals
01	Comolevi City Project	Industry, government, and academia collaborative survey and review of city warming measures and city building with QOL enhancement just by living there	
02	Uniground (NPO)	Resources 360°	
03	Mono: Factory	Building a social foundation (platform) for goods traceability and cycles	
04	Value Drivers	Creation of a variety of approaches to realizing the goal of halving food waste	
05	PwC Consulting	Regional innovation subcommittee on precursor digital technology and community building development methods	
06	Kokusai Kogyo, ESRI Japan	Review visualization of utilizing Japan-style SDGs indicators and GIS	
07	Business Consultant	Building community through tool development for studying SDGs and learning	
08	Toppan Printing	Visualization of needs in promoting local government SDGs and development of information communication approaches	
09	Hakuhodo Kyushu Branch	Pursuit of social deployment of SDGs in Kyushu through design development	
10	Mobile Solutions	Creation of local energy business for regional innovation	
11	Kanagawa Prefecture	SDGs social investment promotion subcommittee	
12	Seibu Shinkin Bank	Review the role of regional financial institutions in promoting wider adoption of SDGs and pursue advances in and creation of specific initiatives	
13	Cabinet Office	Promotion of SDGs utilizing the corporate hometown tax	

# 【Example ①】 Promotion of SDGs using a corporate hometown tax

Subcommittee proposer: Cabinet Office

<b>Subcommittee purpose</b>	Review necessary initiatives for utilization of the corporate hometown tax on SDGs-related projects promoted by local governments and building win-win relationships between companies and local governments
<b>Issues addressed</b>	<ul style="list-style-type: none"> <li>• Raise awareness of benefits for companies engaged in SDGs-related projects to utilize the corporate hometown tax</li> <li>• Matching local governments and companies with SDGs-related projects</li> </ul>

## Subcommittee activity content and anticipated results

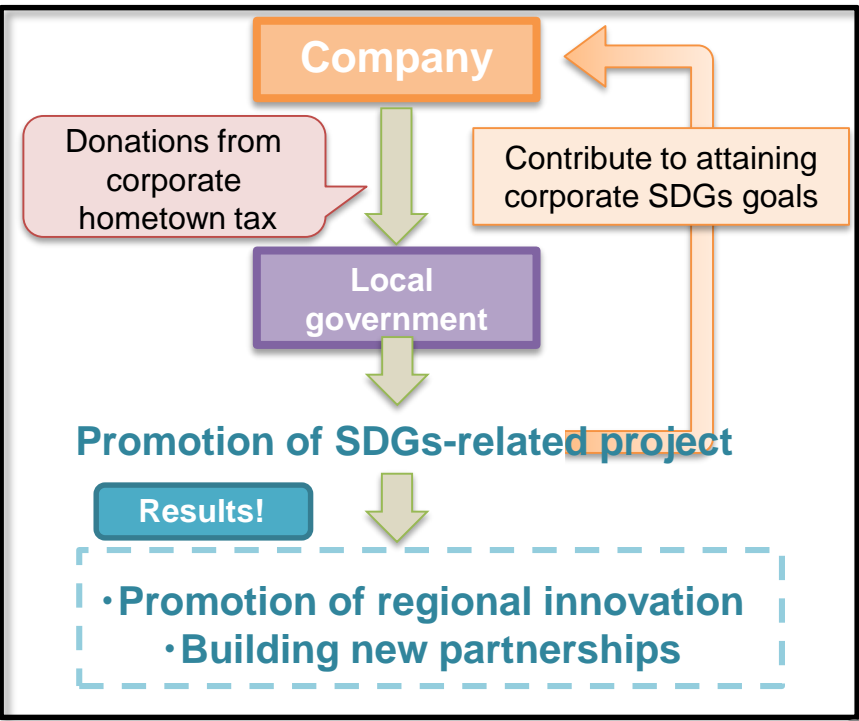
**Activity ① : Keynote speech**  
 Speech on examples of companies making donations via the corporate hometown tax with results in SDGs-related projects

**Activity ② : Opinion sharing**  
 Opinion sharing on SDGs-related projects utilizing the corporate hometown tax



- Further promotion of regional innovation
- Building new partnership between local governments and companies

## Related goals



# SDGs for Regional Revitalization Public-Private Partnership Platform (promotion activities)

- Promotional activities at symposiums, seminars, exhibitions, and other events
- Issue the platform's supporters list and dispatch experts and Cabinet Office staff to symposiums and seminars held by members, etc.

## Promotional activities at an international forum

Holding an International Conference with speeches by domestic and overseas cities and experts on themes of local government SDGs, public-private collaboration, and domestic and overseas communication and rollout aimed at realizing regional revitalization driven by SDGs

The 1st International Forum on SDGs for Regional Revitalization (February 13, 2019) Otemachi, Nikkei Hall

Theme: Promoting SDGs that Create Regional Revitalization

-Communicating and Deploying the SDGs Model-

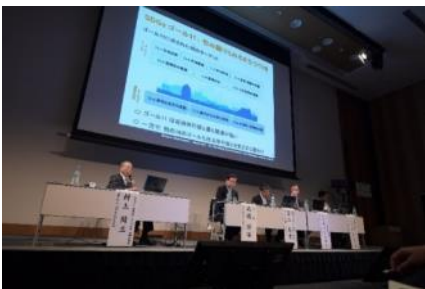
## Promotional initiatives at an exhibition

Introduction of SDGs and FutureCity and Eco-model City precursor examples and wide-ranging activities through participation at exhibitions and other events

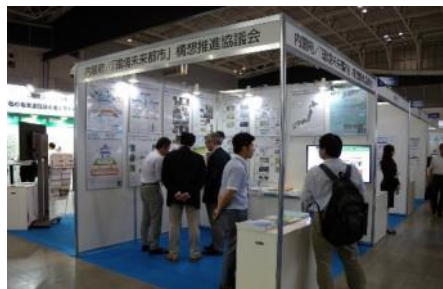
20th Eco Pro 2018  
(December 2018)



Overall meeting



Panel discussion



Cabinet Office booth



Stage event

\* Photos from the fiscal 2017 event

# 4. Expectations for the forum

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