January 10, 2020 International Forum on SDGs for Regional Revitalization 2020

[Session 1] Further Promotion of the SDGs for Regional Revitalization

- Second stage: Towards Revitalizing Cities, People, and Careers

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Purpose of This Session

- This fiscal year is the final year of Phase I of the "Comprehensive Revitalization Strategies for Cities, People, and Careers," and is an important year aimed at the creation of Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers" starting next fiscal year. In December 2019, "using the currents of the times as a driving force" was added as a cross-cutting goal in Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers," and regional revitalization Strategies for Cities, People, and Careers," and regional revitalization driven by SDGs has been positioned as one of the key initiatives within that. Promoting initiatives for the realization of sustainable urban development and regional revitalization in line with the principles of the SDGs, can produce the synergistic effect of optimizing overall policies and accelerating the resolution of regional issues, as well as contribute to further enhancing and deepening regional revitalization initiatives.
- In this session, an overview of leading examples of local government SDGs in Japan and around the world will be given and discussions will be held on the importance of initiatives by local governments aimed at the achievement of SDGs, as well as the characteristics and relevance of model examples in Japan and around the world. An exchange of views will also be conducted on issues to be tackled in the future towards the further deepening of regional revitalization by local governments centered on SDGs going forward.

Key Issues to be Discussed in This Session

~ Further Promotion of the SDGs for Regional Revitalization ~

Review of Outstanding Urban Policies and Initiatives in Japan and Around the World

- 1. Introduction of "SDGs FutureCity" initiatives and prospects for the future
- 2. Introduction of examples of initiatives by local governments overseas aimed at the achievement of SDGs
- 3. The significance and necessity of initiatives by local governments and expectations for the future
- 4. The significance and relevance of "SDGs FutureCity" as models for Japan



Examination Aimed at the Realization of Regional Revitalization Centered on SDGs by Local Governments

- 1. Current issues in the initiatives by local governments aimed at the achievement of SDGs
- 2. Expectations for future initiatives by local governments aimed at the achievement of SDGs
- 3. Tips for scaling up initiatives such as new areas and perspectives that Japan should undertake towards the achievement of SDGs
- 4. Implementation of successful examples through the common language of SDGs (inter-city partnerships, public-private partnerships, etc.)

Policy Structure of Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers"

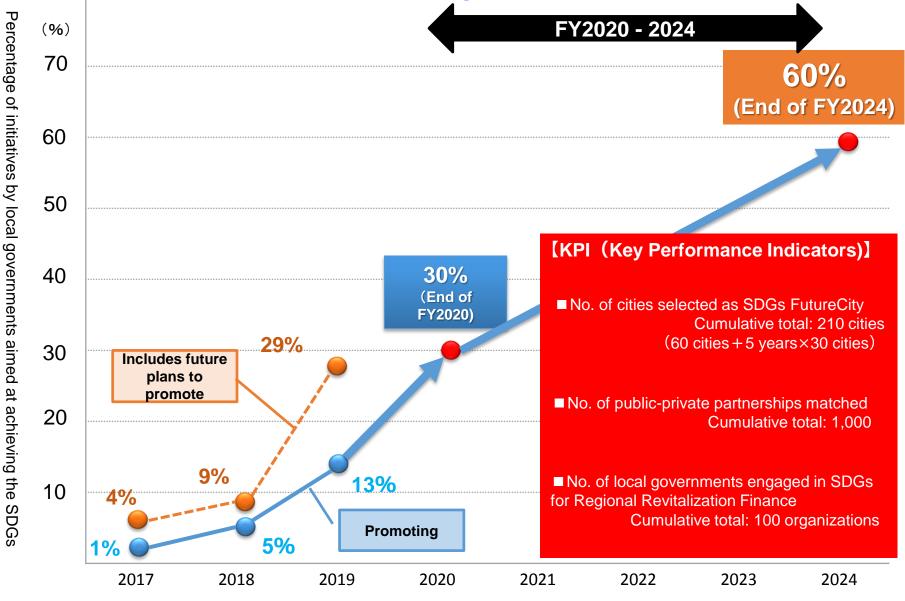
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Future that we should aim fo	Basic goals Direction of main measures	Cross-cutting goals
Realization of a dynamic regional society into the	(1) Create a region with earning power, and make it possible for people to work with peace of mind ORealization of a region with high productivity and earning power, matching the characteristics of the O Strengthen regional competitiveness by utilizing	Promo
future	region ◆Increase in the number of workers in the regions, including young people regional resources and industries O Secure and develop professional human resources	ote the a O Pro O Pro the curre O Pro O Su
Mitigate population decline	ORealization of an environment in which people can work with peace of mind Percentage of full-time, regular workers among the	trive parti → No. omotion or → Imp nnts of the nmote Soc → Nun future future stainable → Per achiev
Fulfill hopes of marriage, childbirth, and childrearing	younger generation, etc.	e participation of the regional revita ♦ No. of NPOs, of e Improve the er • Improve the er • of the times as a the Society 5.0 in ♦ Number of loc: future technology future technology nable urban deve • Percentage of achievement of S
Percentage of people who think that we are headed towards the realization of a warm	(2) Build connections with the regions, and create flows of people to the regions	n of dive svitaliza DS, etc. Os, etc. onal soco onal soco ne emplo ne emplo emplo em
society for marriage, pregnancy, and children and childrearing	O Promote relocation and settling into regions Number of entrepreneurs/workers through UIJ- turn, etc. O Promote relocation in the regions O Promote settling into the regions through the study/employment of young people	the active participation of diverse human ⊃ Promote regional revitalization through ◆ No. of NPOs, etc. designated ⊃ Promotion of a regional society where ◆ Improve the employment rate currents of the times as a driving force ⊃ Promote Society 5.0 in the region ◆ Number of local governments future technology, and number c Sustainable urban development such a ◆ Percentage of initiatives by pr achievement of SDGs
Develop appeal and attract people ORealize hopes of living	OBuild connections with the regions Number of local governments engaged in creating and expanding the "relevant population" O Create and expand the "relevant population" O Create and expand flows of funds into the regions	an reso ad bas e evel te of v tte of v n ts tha n as th prefec
in the regions	(3) Fulfill the hopes of marriage, childbirth, and childrearing O Support for marriage, childbirth, and	tive pa on the ne car nen s of su ealiza es, cit
Increase earning power from outside the region, and realize economic cycles within the region	ODevelop environments that facilitate marriage, childbirth, and childrearing A Rate of women who continue to work after	ources. active participation of diverse ed on the Local Revitalization yone can play an active role. vomen thave resolved/improved regionses of such issues resolved/improved regionality of SDGs for
	giving birth to their first child, etc.	on of dive evitaliza active ro active ro s resolve s resolve s resolve s and v
Create regions that are adapted to population decline	(4) Create an attractive region where people can gather and live with peace of mind	n of diverse people svitalization Act, etc. active role. proved regional issu resolved/improved Gs for regional revit s, and villages that a
Correction of overconcentration in the Tokyo Metropolitan region	O Enhance urban functions for high-quality living O Create highly unique regions by taking advantage of the regional resources	 participation of diverse people the Local Revitalization Act, etc. can play an active role. resolved/improved regional issues by using such issues resolved/improved such issues resolved/improved ization of SDGs for regional revitalization cities, towns, and villages that are aimed at
Moving in and out of regions/Tokyo Metropolitan region	increase in the proportion of the population living in "residential inducement" districts O Urban development that allows people to live with peace of mind	n ising ad at the

Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers"

Cross- cutting goals	 OPromotion of Society 5.0 in the regions OSustainable urban development such as the realization of SDGs for regional revitalization Percentage of initiatives by prefectures, cities, towns and villages that are aimed toward the achievement of SDGs
	toward the achievement of SDGs

- i. Roll-out of activities to promote and popularize SDGs for regional revitalization
- ii. Creation of model projects by local public governments aimed at the achievement of SDGs
- iii. Promoting participation by the private sector through the SDGs for the Regional Revitalization Public-Private Partnership Platform
- iv. Promoting SDGs for Regional Revitalization Finance

KPI for SDGs for Regional Revitalization in Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers"



(Fiscal year) [Data sources] : National Questionnaire Survey concerning SDGs conducted on local governments, and other sources

[Reference] SDGs for the Regional Revitalization Public-Private Partnership Platform

With the aim of promoting the implementation of SDGs in Japan as well as the Eco Model City initiative which contributes to that, and of contributing further to regional revitalization, the Cabinet Office established the SDGs for Regional Revitalization Public-Private Partnership Platform on August 31, 2018, as a space for strengthening public-private partnership with a wide range of stakeholders, including NGOs, NPOs, universities, and research institutes that have expertise, and corporations that create new added value for local governments and local economies.



Executive Officers of the Platform

Chairperson : Kenji Kitahashi Mayor of Kitakyushu

Vice Chairperson : George Nakavama Chair, Committee on Responsible Business Conduct & SDGs Promotion, Keidanren Secretary : Shuzo Murakami President, Institute for Building Environment and Energy Conservation (IBEC) Secretary : Norichika Kanie

Professor, xSDG Laboratory, Keio Research Institute at SFC and Graduate School of Media and Governance, Keio University

Secretary : Sachiko Seki Secretary: Ayako Sonoda Representative Director, Cre-en Inc.

Representative Director, Local First Laboratory

Activities

1.Support for match-making

Creation of communities for exchanging information and resolving issues in the research seminar

2. Convention of subcommittee meetings

Establishment of subcommittees based on proposals by members Creation of projects aimed at resolving issues, etc.

Promotion and popularization activities

Convention of international forums, exhibiting in fairs, dissemination of mail magazines, issuance of names of platform supporters

4. Promotion of public-private partnership at the regional level

Implementation of survey on the visualization of public-private partnership for SDGs at the regional level Support for public-private partnership initiatives toward the achievement of SDGs, implemented at the regional level

No. of Platform members (As of November 30, 2019)

1089 organizations are members of the SDGs for Regional Revitalization Public-Private Partnership Platform.

[Breakdown of members]

- Tier 1 members (Local governments: 423 organizations
- Tier 2 members (Relevant ministries and agencies): 13 organizations
- Tier 3 members (Private-sector corporations, etc.): 653 organizations

Support for individual match-making through the matching sheet

Implementation method

•Members, such as local governments, present the goals they wish to achieve or issues they wish to resolve as a "Local Government Request Sheet," while corporate members, etc. submit the "Private Sector Proposal Sheet" in response.

Match-making is carried out based on the "Local Government Request Sheet" and the "Private Sector Proposal Sheet."

Local governments that have submitted a request sheet (12 cities,

14 cases)

Hiratsuka City/Kanagawa Prefecture, Tomi City/Nagano Prefecture, Ibigawa Town/Gifu Prefecture, Kvoto Citv/Kvoto Prefecture, Ibaraki City/Osaka Prefecture, Tondabayashi City/Osaka Prefecture, Hannan City/Osaka Prefecture (2 cases), Sango Town/Nara Prefecture, Maniwa City/Okayama Prefecture, Tosa Town/Kochi Prefecture, Matsuyama City/Ehime Prefecture (2 cases), Osaki Town/Kagoshima Prefecture

(Some) Local Government **Request Sheets are published** on the Cabinet Office website



Survey on the visualization of public-private partnership for SDGs at

the regional level

Survey subjects

The survey is conducted on initiatives for which (1) to (3) below apply.

(1) Initiatives carried out through public-private partnership, and which include "SDGs" in the name of the organization or initiative

(2) Initiatives led by, or which involve the active participation of, Tier 1 members (local governments) (3) Activities that are implemented continuously for the achievement of the SDGs

Categories: I. Meetings and committees; II: Registration/Certification systems; III: Establishment of bases; IV: Conclusion of agreements; V: Others

Results of survey

Total: 22 local governments submitted 35 projects

- I. Meetings/Committees: 8 projects
- II. Registration/Certification systems: 6 projects
- III. Establishment of bases: 4 projects
- IV. Conclusion of agreements: 14 projects V. Others: 7 projects
- There are plans to continue

conducting the survey in future

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Future Outlook

- Under the measures related to Phase II of the "Comprehensive Revitalization Strategies for Cities, People, and Careers," spreading the status of SDGs initiatives among local governments, including the SDGs FutureCity initiative, is becoming increasingly important.
- Through means such as partnerships with local governments overseas and private corporations, there is a need to roll-out leading examples of initiatives to promote SDGs for regional revitalization in Japan, to countries around the world.