

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 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 ~

1

## 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

2

## 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”

Future that we should aim for

Realization of a dynamic regional society into the future

Mitigate population decline

Fulfill hopes of marriage, childbirth, and childrearing

◆Percentage of people who think that we are headed towards the realization of a warm society for marriage, pregnancy, and children and childrearing

Develop appeal and attract people

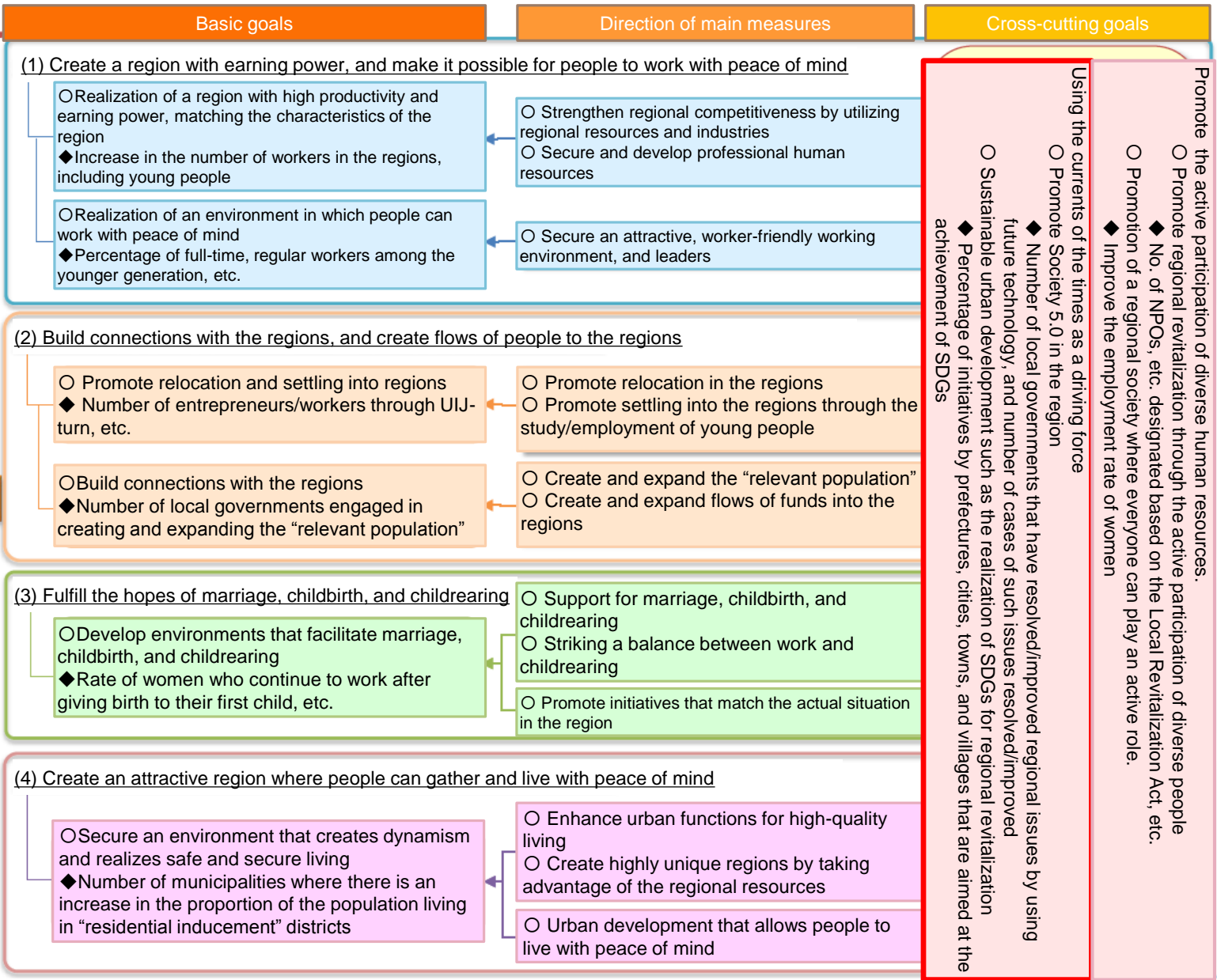
○Realize hopes of living in the regions

Increase earning power from outside the region, and realize economic cycles within the region

Create regions that are adapted to population decline

Correction of overconcentration in the Tokyo Metropolitan region

Moving in and out of regions/Tokyo Metropolitan region



Promote the active participation of diverse human resources.

○ Promote regional revitalization through the active participation of diverse people

◆ No. of NPOs, etc. designated based on the Local Revitalization Act, etc.

○ Promotion of a regional society where everyone can play an active role.

◆ Improve the employment rate of women

# Phase II of the “Comprehensive Revitalization Strategies for Cities, People, and Careers”

## Cross-cutting goals

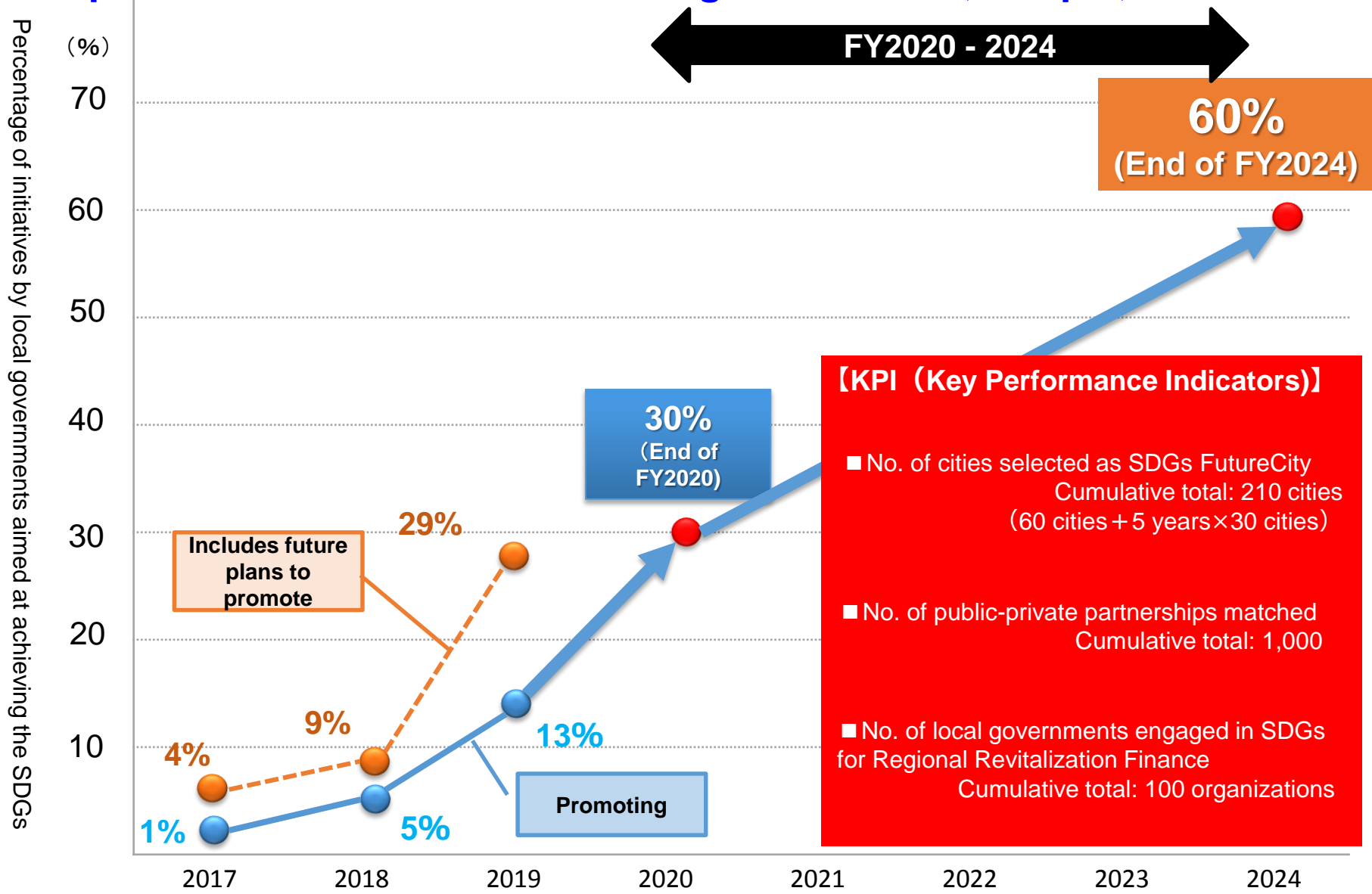
○Promotion of Society 5.0 in the regions

**○Sustainable 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

- 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.



Realization of regional revitalization through achieving the SDGs and sustainable urban development

Creation of concrete projects through public-private partnerships

## Executive Officers of the Platform

- Chairperson : **Kenji Kitahashi** Mayor of Kitakyushu  
 Vice Chairperson : **George Nakayama** 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** Representative Director, Local First Laboratory  
 Secretary: **Ayako Sonoda** Representative Director, Cre-en Inc.

## 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.

### 3. 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, Kyoto City/Kyoto 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.
- Initiatives carried out through public-private partnership, and which include "SDGs" in the name of the organization or initiative
  - Initiatives led by, or which involve the active participation of, Tier 1 members (local governments)
  - 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

- Meetings/Committees: 8 projects
- Registration/Certification systems: 6 projects
- Establishment of bases: 4 projects
- Conclusion of agreements: 14 projects
- Others: 7 projects

**There are plans to continue conducting the survey in future**

取組名 (○プラットフォーム、○登録制度等)  
主催: 国

趣旨	○○○
取組タイプ	・会団体 ・登録制度 等
取組詳細	設立時期 ○○ 会員数 ○○名
取組イメージ	関連するゴール  連絡スケジュール
関連URL	○○○

# 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.**