

A diverse set of social issues face the region, including both declining and super-aging populations. Japan is aiming to become a country leading the way on SDGs, and contribute to the international community in cooperation with a broad range of local governments, private sector companies and NPO to achieve the SDGs to find solutions for these challenges. The world will become sustainable if each of us takes a voluntary step beyond our limits towards the realization of the 17 SDG goals. Today is one of those starting points.

# SDGs All Japan Meeting 2019 Summary Report

Wednesday, January 30th, 2019  
at PACIFICO Yokohama, Convention Center 503

SUSTAINABLE DEVELOPMENT GOALS





# SDGs Japan Model

## SESSION 1 Adoption of SDGs Japan Model

### Declaration on "SDGs Japan Model"

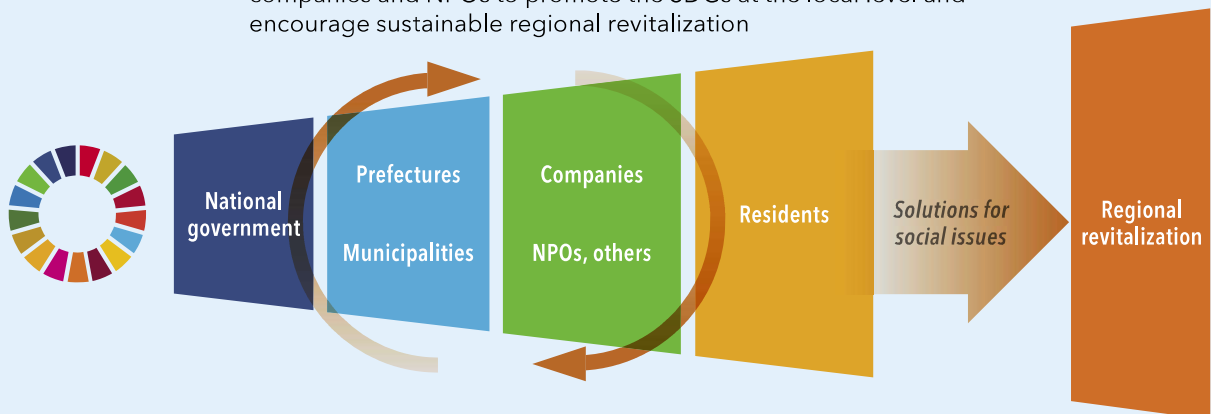
We, local governments, hereby declare that we shall convey the "SDGs Japan Model" to the world, promoting collaboration between public and private sectors including companies and organizations, schools, research institutions and residents, towards finding a solution to social issues such as population decline and a super-aging society, and encouraging sustainable regional development.

Agreement by  
**93**  
local governments  
as of January 30, 2019

- 1** We shall create vitality and wealth in the region, promoting cooperation among local entities and spearheading partnerships linking public and private sectors in the region, with SDGs as a common goal.
- 2** We shall tackle local challenges working with the private sector, through expansion of social investment and introduction of innovative technologies.
- 3** We shall promote the SDGs with residents playing a leading role through dialogue with the next generation and realization of gender equality, striving for a society full of smiles.

### SDGs Japan Model

Cooperation of local governments with national government, private companies and NPOs to promote the SDGs at the local level and encourage sustainable regional revitalization



#### National government

- Action policies by national government
- Support to local governments

#### Prefectures

- Promotion of cooperation beyond municipal borders
- Development and provision of useful policy tools

#### Municipalities

- Formation of policies to promote projects
- Promotion of projects through public-private and civic cooperation

#### Private companies, NPOs, others

- Development and provision of problem-solving techniques
- Business contributions to regional revitalization



## Opening Remarks

### Enhance understanding and individual directions on the SDGs

The Declaration on the SDGs Japan Model, which promotes public-private partnerships and aims to solve local problems and revitalize the region leading with local actions on the SDGs, has been approved by 93 municipalities throughout Japan. The purpose of this meeting is to extend this movement to other municipal leaders. We hope that this meeting will serve as an opportunity to encourage a deeper understanding of the SDGs with discussions on how to incorporate the SDGs into local policies, introduction of precedents, promotion of the SDGs with the dynamism of finance and business, and introduction of messages from the perspective of ethical consumption and newer generations. I hope that we can all together enhance our individual directions on the SDGs.

**Yuji Kuroiwa**  
Governor, Kanagawa Prefecture

## Guest Remarks

### Shared throughout the world as a symbol of Japan's contribution to sustainable development

Immediately after the United Nations raised the SDGs flag, the SDGs Promotion Headquarters was set up under Prime Minister Abe to promote the implementation of the SDGs both in Japan and through international cooperation. What is important to the success of the SDGs and further promotion of regional revitalization is close contact with the lives of residents as well as the development of policies based on the history and characteristics of the area. There should be participation from everyone involved and close coordination with diverse stakeholders. As an entity to make this happen, I believe that efforts and the role played by everyone involved in local government is extremely important. With today's "Declaration on the SDGs Japan Model", I hope that everyone's efforts will be shared not only throughout Japan but also with the rest of the world through the universal theme of the SDGs, which is a symbol of Japan's contribution to international society.

**Satsuki Katayama**  
Minister appointed by the Cabinet Office  
(Minister of State for Regional Revitalization, Minister of State for Regulatory Reform, Minister of State for Gender Equality)

### Global demonstration of the state of local governments at the cutting edge

This year, international conferences featuring the SDGs as the main agenda, such as the TICAD7 to be held in Yokohama and the G20 Osaka Summit to be held this June, are in full swing. Today, new partnerships are emerging in various municipalities that position the SDGs as the common language. I would like Japan to show the world how the country's local governments are at the cutting edge. International organizations are also engaged in open innovation utilizing the capabilities of the private sector. I would like to share with the international community Japan's know-how towards sustainable society development with ODA. The Ministry of Foreign Affairs also supports local governmental cooperation and strongly promotes the SDGs throughout Japan.

**Toshiko Abe**  
State Minister for Foreign Affairs

### Local governments breathe life into the SDGs

Local governments were the leading figures at the "UN High-Level Political Forum" on SDGs last year. To be viable, sustainable areas, local governments must be present in all aspects of the SDGs. In order to develop action on climate change and form an equal and inclusive society, local governments must encourage the involvement of companies and breathe life into the SDGs. I believe that the "SDGs Japan Model" will connect national and local governments, businesses, NPOs and civil society, and thus local governments nationwide cooperating and working comprehensively on various issues will play a significant role in solving different challenges. I hope that you will work to disseminate this model around the world.

**Kaoru Nemoto**  
Director, United Nations Information Centre



## SESSION 2 Role of Local Governments in the SDGs Japan Model

### Keynote Address

#### SDGs Policy Trends for Regional Revitalization

##### Kentaro Endo

*Counsellor, Office for Promotion of Overcoming Population Decline and Vitalizing Local Economy in Japan, Cabinet Office, Government of Japan*



One initiative currently promoted by the national government is the “formulation of SDGs model cases”. A system to support these activities was launched in 2018, with local governments raising their hands for selection as SDGs Future Cities and SDGs Model Projects. A second initiative is to find ways to “match up private companies to the public-private system”, which aims at the development of a platform where the public and private sectors can work in collaboration to revitalize the region. From these policies, we hope to create best practices to achieve the SDGs and will use the plans obtained through these initiatives in promotional activities that will be expanded throughout the country (excerpt from keynote address and abstract).

#### SDGs from the Perspective of Local Governments

##### Kotaro Katsuki

*Director, Global Issues Cooperation Division, International Cooperation Bureau, Ministry of Foreign Affairs*



We are involved in the three pillars of the government-promoted SDGs Action Plan—“Business and the SDGs”, “Regional Revitalization and the SDGs”, and “Empowerment of the Next Generation and Women”—and creating a style of SDGs that is unique to Japan to spread the vitality of the SDGs throughout the country. There are movements to work on the SDGs, which are mainly being promoted by major corporations, but in the future, a significant challenge for small and medium-sized enterprises (SMEs) will be the question of how to use the SDGs to create vitality for growth. We would like to create an environment in which employees and services in SMEs that are involved in the SDGs are highly valued by the market, in a way that will improve the overall business environment. I hope that local governments will become involved in various initiatives as the glue that holds everything together and work to revitalize regions (excerpt from keynote address and abstract).

### Panel Discussion

#### Proposals from SDGs Future Cities

##### Panelists

**Yuji Kuroiwa**  
*Governor, Kanagawa Prefecture*

**Takashi Matsuo**  
*Mayor, Kamakura City*

**Hyakuo Makino**  
*Mayor, Sabae City*

**Yasutomo Suzuki**  
*Mayor, Hamamatsu City*

**Chihiro Takeuchi**  
*Mayor, Shima City*

Moderator **Hiroko Kuniya**, *Newscaster*

As movements grow around the world, five leaders who are actively developing local governmental strategies based on the philosophy of the SDGs were invited as panelists to introduce successful examples of the SDGs in each region and discuss issues concerning the expansion of reforms across Japan. Ms. Kuniya reported on the active discussions that took place with the participation of businesses, universities and various NGOs at the SDGs tents and labs that were set up around the Davos meeting site. Upon remarking that “SDGs carried out in Japan also have a focus on improving the sustainability of local governments”, discussions developed dynamically on issues of renewable energy, diversity and gender-free movements. Discussions were diverse, ranging from collaboration between prefectures and cities, businesses and NGOs, and how SMEs can become aware of and utilize the business opportunities offered by the SDGs. The panelists conveyed their strong intentions to create an SDGs movement throughout Japan, with local governments as the driving force.

### Successful cases by participating local governments

**Eri Nakajima**  
*Vice Governor, Nagano Prefecture*

Nagano Prefecture’s registration system for companies promoting the SDGs, promotion of ethical consumption, city exchange through electric power supply

**Wakako Yufu**  
*Vice Governor, Shiga Prefecture*

Japan’s first declaration on bringing the SDGs into prefectural policies, solution-based new business, conservation and utilization of Lake Biwa

**Eriko Yakushizi**  
*Director, Climate Change Policy Headquarters, Yokohama City*

Yokohama SDGs Design Center, disseminating the SDGs to the world through international events and meetings



## SESSION 3 Financial Model and Business

### Panel Discussion

## What do we need to create a financial business model for the 21st century?

#### Panelists

##### Tsukasa Kanai

Executive Fellow and Chief Sustainability Officer  
Sumitomo Mitsui Trust Bank Ltd.

##### Masahiro Mizuno

President and Representative Director  
TREE Inc.

##### Minoru Matsubara

Group Leader, Responsible Investment Group  
Asset Management Division  
Resona Bank, Limited

#### Moderator

**Mariko Kawaguchi**, Chief Researcher, Daiwa Institute of Research

**Kawaguchi:** "The history of the earth spans 4.6 billion years, while our human history is only a few million years old. The current form of the economy only began about 200 to 300 years ago. We must reverse the current misconception of prioritizing the economy over the earth. The SDGs are actually a shift from an 'economy-first society' to an 'earth-first society'. To accomplish this, we must not only change our consciousness, but also implement concrete changes. I believe that finance is the foundation for creating that eco-system."

**Kanai:** "In the global financial world, the 'ESG investment market in Japan and overseas' is a large market of more than JPY 230

#### Message from PRI (Principles for Responsible Investment)



We do not inherit the earth from our ancestors,  
We borrow it from our children.

—Native American wisdom

Source: Public domain Q, free material



The SDGs are tools for change. How do we make consumption sustainable? How can we make production sustainable? How do we make energy or finance sustainable? —**Kuniya**

We have set an ideal basic policy that aims at, "Lives shining in Kanagawa." The availability of extensive health care alone is not enough for life. The biggest problem is that each department in charge is different and there are no connections between individual departments. Therefore, it is important to make progress together with challenges such as environment and education; this is what SDGs are all about. —**Kuroiwa**



How will we master "industrial, governments, academic and civic" cooperation in the future? It is important for local governments to take the lead in developing cooperation and engaging in initiatives throughout the entire city. —**Matsuo**

We focus on profitability as our city has a number of family cottage industries with less than four people. We are considering how to impart a sense of the crisis we are facing. —**Makino**



We are involved in solar power generation and have created a local power company in collaboration with public and private sectors. It is cities that make the first move, but once you start the momentum, various groups will join you. —**Suzuki**

Change starts at the local level. Focus on creating systems and valuing a spirit for achieving the goals of the SDGs. For the children of the future as well. —**Takeuchi**



#### Examples (excerpt)

##### Kenichi Kato

Mayor,  
Odawara City

Regional self-sufficient sphere for preserving life, Odawara citizen school

##### Toshio Kimura

Mayor,  
Samukawa Town

Economic gardening to revitalize the local economy, development of a town centered on sports

##### Kazuaki Uga

Mayor,  
Manazuru Town

Forest preservation project with fish, revitalization project encouraging young people and workers to settle in the town



## Business Dynamics for the SDGs Japan Model

trillion (ESG investment = investment in companies that focus on the environment, society and governance). This market has finally come under the spotlight in Japan. Money is needed to find solutions for the SDGs. Transparency, not greed, is important to allow us to continuously visualize progress in order to help financial capitalism work well for the SDGs."

**Matsubara:** "Many companies have a philosophy of wanting to contribute to society and make people happy. To that end, the best initiatives are needed to create a sustainable society. According to a Native American saying, 'We do not inherit the earth from our ancestors, we borrow it from our children.' I believe that trade-ons in the long run will function as an engine to promote the SDGs."

**Mizuno:** USD 97 trillion is needed to achieve the SDGs targets. It is not necessary to prioritize new markets or economies; rather, we should connect points to society, the environment and the economy. In other words, we should change the flow of money."

**Kawaguchi:** "What are your expectations from local governments and public institutions?"

**Mizuno:** "That the local government will organize itself together with finance and civil society."

**Kawaguchi:** "In other words, it is easy for the government to create partnerships. I would also like to ask you what role finance should play in achieving the targets of the SDGs?"

**Mizuno:** "Launch an assessment platform to visualize business."

**Matsubara:** "Create a society that welcomes the birth of children."

**Kanai:** "Create a new mechanism for positive impacts."  
(Summary of discussion)

### Role of Finance in Achieving the SDGs



Source: Azote Images for Stockholm Resilience Centre

USD 97 trillion is needed to close the financial gap in order to achieve the SDGs

New business opportunities  
Creation of new markets for integrated solutions to social, environmental and economic challenges

To that end, action is needed in direct and indirect finance with an understanding of the SDGs and business!

### Special Collaborators

#### Fancl Corporation

FANCL

正直品質。



**Hiromi Usuki**  
Manager,  
CSR Promotional Office

Fancl Corporation was founded in 1980 as a company engaged in the manufacturing and sales of additive-free cosmetics. The company may have been started by one man, but Fancl owes its great success to the involvement of women and it positively promotes women's participation. The company is also engaged in supporting persons with intellectual disabilities to be more independent, and a special subsidiary, Fancl Smile, has been established under the Fancl Group. In June 2018, the Fancl Group formulated a Sustainable Declaration, called "Building a Bright Future Together".

<https://www.fancl.jp/index.html>

### 2nd Japan SDGs Award Kanagawa Prefecture's Award Winning Companies

#### Japan Food Ecology Center, Inc.

Koichi Takahashi, *President*



Food waste is separated, crushed, disinfected and fermented to produce liquified animal feed. In addition to a reduction in food loss, the company obtained revenue from both food companies and livestock companies. The company was highly evaluated as a consistent business model.

<http://www.japan-fec.co.jp/jfec/index.html>

#### Ohkawa Printing

Tetsuo Ohkawa, *CEO*



In 2005, Ohkawa Printing aims to become a "social printing company" that consistently reduces environmental impacts from printing to delivery. Ohkawa Printing is the only company in Japan that carries out zero-carbon printing. It is widely known that what small- and medium-sized enterprises can offer to society in terms of solving issues for the SDGs is by no means small.

<https://www.ohkawa-inc.co.jp>



# Lifestyle

## SESSION 4 Future Lifestyles from the SDGs Model and Messages from Newer Generations

### Cross-Talk

### Emergence of ethical and healthy lifestyles

**Norichika Kanie**  
Professor, Graduate School of Media and Governance, Keio University

**Rika Sueyoshi**  
Representative Director, Ethical Association in Japan

**Souichi Ueda**  
Director, Think the Earth

**Kaori Kuroda**  
Secretary General & Director, CSO Network Japan

**Kuroda:** "What do the SDGs mean to you?"

**Sueyoshi:** "If I have to say it straight, it is almost like a double-edged sword. The potential is huge, but there are also risks involved. It depends on how the goals will be used. You could say they are a 'compass for the heart and mind.'"

**Ueda:** "In terms of social design, SDGs are excellent. They encourage spontaneity and are intended to consider every aspect of society."

**Kanie:** "It is a huge challenge. This is the first time that all countries have agreed on something this size, which is amazing. There are answers (future) that we are aiming at, so we've got a collection of problems that we need to think about solving. We have to think about how to do this ourselves."

**Kuroda:** "They pose an exciting, future-oriented challenge, don't they?"

**Ueda:** "When you think about the future towards 2030, what

are your expectations of the next generation?"

**Sueyoshi:** "Young people will be angry with us. They'll say, 'You've left us holding the future. What are we supposed to do with it?' I want to entrust the future to the next generation. Everything might be difficult, but we can pass on knowledge and skills so that we can change the world together."

**Kanie:** "I would like the next generation to think about the impossible. Adults end up thinking about what they need to do next with what they have now. However, the SDGs can bring about some fantastic ideas."

**Ueda:** "Creativity and imagination of the youth is very important to change the world. Adults need to accept their creativity and prepare an environment where young people can reach their potential"

**Kanie:** "Local governments should not mount a resistance, but should have various ideas. If we can create a system and atmosphere that can absorb such ideas, it may create a basis for the development of a diverse society."

**Sueyoshi:** "Patagonia founder, Yvon Chouinard, said that if you don't take action, you are part of the problem. If you continue to take action, you can be part of the solution. Action changes society and the world."

**Kuroda:** "The important point of the SDGs is that problems cannot be solved just by one local government or one company alone. The SDGs are a common language to help different people work together. It is important to build partnerships with diverse stakeholders and create a system for collaboration."

(Summary of discussion)

### Message from the Next Generation Shonan Gakuen Junior & Senior High School

#### Learning about modern society through the lens of SDGs can enrich our lives

Reports from students looked at the future generations who will take the baton from us to take action, how they will seize upon the SDGs as they venture out into society in 2030, the target year of the SDGs, and what voluntary actions are being taken in schools. Actions included "Choco Pro", a group of first year junior high school students who took an idea from geography class and are working to find solutions to child labor. There are also students who relate to and participate in the "Kanoya 100 Challenge", a local activity in Kanoya City in Kagoshima Prefecture. The format of connecting "learning" to "action",

such as school SDGs photo contest linking the school trips, SDGs and Instagram to learn about SDGs with fun, provides a deeper impression of the potential of the SDGs. The students spoke passionately about the "need to take action in teams that include students in order to improve the level of awareness of the SDGs" and that the "SDGs have the power to take cues that can be used to move deeper into other issues as well. That is what we can learn about the modern society in which we find ourselves now so that we can enrich life in the future" and the audience gave them a warm round of applause.

## Concluding Remarks

The Declaration on the “SDGs Japan Model” is not something that is limited to local governments themselves, but rather is a declaration of the need to work with people from all walks of life. The future can be changed not just through public-private collaboration, but with intergenerational partnerships as well.



# SDGs All Japan Meeting 2019

1,215 participants

Kanagawa Declaration on Zero Plastic Waste



<b>Date</b>	Wednesday, January 30th, 2019
<b>Venue</b>	PACIFICO Yokohama. Convention Center 503, 1-1-1, Minato Mirai, Nishi-ku, Yokohama, Japan
<b>Organizer</b>	Kanagawa Prefecture
<b>Co-organizers</b>	Yokohama City, Kamakura City
<b>Supporters</b>	Cabinet Office, Ministry of Foreign Affairs, Ministry of the Environment, Regional Creation SDGs Public-Private Partnership Platform, Japan Civil Society Network on SDGs, KEIDANREN (Japan Business Federation), United Nations Information Centre, Global Compact Network Japan, National Governors' Association, Japan Association of City Mayors, National Association of Town and Villages
<b>Collaborator</b>	Institute for Global Environmental Strategies (IGES), Junior Chamber International Yokohama
<b>Media partners</b>	The Asahi Shimbun, The Kanagawa Shimbun
<b>Special Collaborators</b>	FANCL CORPORATION

For details of the Forum, please visit Kanagawa Prefecture website.



Editorial cooperation / Asahi Shimbun SDGs project

**Comprehensive Policy Division, Policy Bureau, Kanagawa Prefecture**

1 Nihon-odori, Naka-ku, Yokohama City, Kanagawa Prefecture, 231-8588 TEL: +81-45-285-0908



**SDGs Future-City**  
Kanagawa committed to SDGs