

# Report on the Holding of Japan SDGs Action Festival

Reconstruction from the coronavirus pandemic and action





## Chairman's Remarks

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The Japan SDGs Action Promotion Council was inaugurated in the summer of 2020 to get the “10-year action” initiative in Japan rolling. Its members include the central government, the business community, municipalities, civic groups, and youth organizations.

This festival brought together various stakeholders for discussion on five themes — “climate change,” “poverty, inequality and people’s lives,” “youth generation and gender,” “sustainable financial systems,” and “localization.” It was hoped that we could share information with participants concerning what should be overcome to achieve the SDGs, past examples of activities, advanced cases, and what action should be taken for now. This discussion would give an impetus to the ongoing reconstruction from the coronavirus pandemic and action.

Specifically, 20 sessions have already been live streamed over two days via two channels. Younger generations who will become the main players of society in 2030 spoke at many sessions of the festival to propose specific actions to be taken and send messages on social changes.

We have learned from the spread of the novel coronavirus that the behavior of each member of society has significant effects on our society and economy. The pandemic has highlighted the negative aspects of globalization and unsustainable society in various ways.

When the economy recovers, top priority must be given to helping the people who have suffered most. Nobody should be left behind in the process. Based on this philosophy, the SDGs should now play a role in guiding society for future actions. It was under these circumstances that this festival was held, and it was very timely.

Given that this festival was held under the catchphrase “get together to create our future,” I hoped that we would be united in overcoming the coronavirus pandemic and bringing our reconstruction efforts to a successful conclusion.

Before closing my remarks, I would like to express our gratitude to all the people who have played a great role in realizing this festival despite the pandemic — presenters, corporate partners, municipalities, and other stakeholders. We would also like to thank the health care providers who are still supporting our lives through their long struggle with the coronavirus.



**Norichika Kanie**  
Chairman, Japan SDGs Action Promotion Council



## Outline of festival

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<b>Name of festival</b>	Japan SDGs Action Festival
<b>Schedule</b>	26-27 MARCH 2021
<b>Purpose of festival</b>	<p>This festival included various conferences aimed at evoking specific actions by presenting examples of various activities for “reconstruction from the coronavirus pandemic and action.”</p> <p>These conferences was held in collaboration with Japan SDGs Action Promotion Council member organizations, domestic SDGs-related organizations, and Japanese media organizations.</p>
<b>Main themes</b>	<ul style="list-style-type: none"> <li>- climate change</li> <li>- poverty, inequality and people’s lives</li> <li>- youth generation and gender</li> <li>- sustainable financial systems</li> <li>- localization</li> </ul>
<b>Streaming</b>	<p>Live streaming (via two channels)</p> <p><a href="https://www.japan-sdgs-action-festival.jp">https://www.japan-sdgs-action-festival.jp</a></p> <p>Number of audience on the day:16,641</p>
<b>Archive</b>	<a href="https://www.japan-sdgs-action-festival.jp/live/">https://www.japan-sdgs-action-festival.jp/live/</a>
<b>Presenters</b>	Total of 165 persons
<b>Organizer</b>	Japan SDGs Action Promotion Council





## List of sessions

For information on each session, please refer to the page shown in < >.

26 MARCH, 2021		
	Channel 1	Channel 2
10	10:00~11:10 Opening <P.5-6> Aimed at realizing "Vibrant INOCHI" future society through SDGs actions -reconstruction from the coronavirus pandemic and action <P.7>	
11	11:30~12:10 A new way of promoting reconstruction, led by each person's power <P.17>	11:10~12:40 List of awards related to SDGs! <P.16>
12	12:30~14:10 Everybody has the power to change the world. -Message of action from younger generations <P.12>	12:50~13:20 SDGs through the Analects of Confucius and a Japanese abacus - Learning from Eiichi Shibusawa <P.14>
13		13:30~14:40 SDGs that can enhance corporate value - Region x SDGs x Business Future changed by SDGs indicators <P.15>
14	14:30~17:00 Designing local SDGs -How to create a regional circular and ecological sphere <P.17>	14:50~15:50 Students connected with foreign countries and Japanese schools <P.17>
15		16:00~17:00 Aim for Zero Hunger in collaboration with the United Nations World Food Programme (WFP) (SDGs actions you can start today) <P.17>
16		

27 MARCH, 2021		
	Channel 1	Channel 2
10	10:00~12:00 SIMULTANEOUSLY HELD ME-BYO Symposium 2021 - Health enhancement through improvement from pre-symptomatic conditions and measures to combat infectious diseases <P.10>	10:00~11:30 Kanagawa Prefecture tournament of SDGs Quest Mirai Koshien <P.13>
11		11:40~12:20 What you can do to reduce meteorological disasters in 10 years' time <P.17>
12	12:20~13:40 Preserve biodiversity through local production and local consumption! <P.17>	12:30~13:00 How to get the SDGs known to the public <P.17>
13		13:10~13:50 Fashion and the SDGs <P.17>
14	14:00~16:00 Climate Change Forum - Efforts to overcome climate change and attain "green recovery" from the coronavirus pandemic <P.8>	14:00~14:30 Actions toward the future! - High school volunteers <P.17>
15		14:40~15:20 Soichiro Tahara's frank interview with a Z-generation environmentalist <P.17>
16		15:40~16:20 How we became junior and senior high school students of action <P.17>
	16:20~17:00 Closing <P.18-19>	





## Opening

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**Amina J. Mohammed**  
United Nations Deputy  
Secretary-General

### Excerpt from message

Last year, at the United Nations High Level Political Forum, Governor Yuji Kuroiwa spoke passionately about Kanagawa's efforts to deliver the sustainable development goals. So it is a great honor for me to join the governor and all of you for Japan's very own SDG Action Festival.

Now, it's time for transformation for courage and action. The global goals are our North Star. Our task is to show that COVID-19 response and recovery efforts help accelerate progress.

Since 2019, local governments across Japan has signed on the declaration on the SDGs Japan Model. It is vital that this enthusiasm expand across Japan throughout the Decade of Action.

So I congratulate chairman Kanie and the members of Japan SDGs Action Promotion Council. And I encourage you to see this opportunity to reignite the SDGs and deliver for people on the planet.



**Achim Steiner**  
United Nations  
Development Programme  
Administrator

### Excerpt from message

This festival is playing a crucial role and highlighting the local innovative efforts to advance the SDGs. It will provoke debate in areas, including climate change, poverty and inequality, youth and gender, as well as sustainable finance and localization.

Japanese leaders in government, business and academia also share their knowledge and skills to fulfill the promise of greener and more sustainable future. In this respect, I would like to pay tribute to Kanagawa Prefecture for providing a platform through this festival to explore new approaches and solutions to challenges that communities are facing on a daily basis. UNDP would like to further leverage the deep know how of Japan in the digital sphere to help developing countries to take advantage of this key enabler and accelerate our development. And together the people of Japan and UNDP continue to partner in pivotal areas, including our work to end poverty and inequality, and our efforts to shape a global green economy.

Ultimately, we are helping countries and communities to build forward better from this pandemic. In doing so, we are gradually seeing the sustainable development goals coming to ever clear focus on the horizon.





**Takashi Uto**  
State Minister for  
Foreign Affairs of  
Japan

### Excerpt from message

At a time when the world is facing big changes, Japan must embark on efforts to realize social change for its new era and future. It is crucially important for all players — the central government, international organizations, municipal governments, private businesses, and individuals — to work from their own standpoints and collaborate with each other to make change happen.

I hope that this event will spur the formation of new partnerships and that initiatives to realize the SDGs will gather momentum across Japan and throughout the world.



**Yuji Kuroiwa**  
Governor, Kanagawa  
Prefecture

### Excerpt from message

I would like to pay my respects and express my gratitude to all concerned parties including the United Nations Development Programme (UNDP) for their efforts in bringing the Japan SDGs Action Festival to Kanagawa Prefecture. Our prefecture has endeavored to link all policy measures — medical services, environment, energy, and community-building — for the “Vibrant INOCHI” Kanagawa — an idea that directly leads to the SDGs. These efforts have received high acclaim from the United Nations and subsequently I was invited to deliver a speech at a U.N. high-level political forum, leading to the signing of a Statement of Intent (SOI) between the UNDP and Kanagawa Prefecture and the holding of this festival.

We have learned much from the coronavirus pandemic. What is most important regarding the SDGs is to regard them as a matter of personal concern and to utilize them to promote behavioral change. To make such change happen, we will use “ME-BYO INDEX,” aimed at visualizing pre-symptomatic conditions, to clarify what is really going on. Furthermore, we aim to realize “Vibrant INOCHI” whose concept is for people to lead meaningful lives, extend healthy life expectancy, and build a community full of people’s smiles.

I am looking forward from the bottom of my heart to seeing the world link up through this festival and the SDGs being spread further.





## Aimed at realizing “Vibrant INOCHI” future society through SDGs actions

reconstruction from the coronavirus pandemic and action

### OUTLINE

- The coronavirus pandemic’s global effects amid efforts to realize the SDGs were explained based on data.
- In light of the effects of the coronavirus pandemic, a total of 12 policy proposals were presented, including viewpoints other than economic rationality that have been recognized worldwide and the use of online and digital technologies recommended as a key tool to achieve the SDGs following the coronavirus pandemic.
- It was pointed out that a characteristic of data is that it can be shared, which makes it possible to give consideration to diversity. It was also pointed out that, in a world where data cannot be ignored, new kinds of economic activity will be required.
- It was shared that, since Japan leads other advanced countries in terms of facing aging and other challenges, how Japan, as a front-runner, can exercise “best-practice” measures to overcome these challenges is a focus of worldwide attention.
- It was also shared that new approaches should be realized to achieve the SDGs through the use of data. Specifically, a scientific response will be necessary to cope with misinformation or rumors and data should be used to determine response measures against poverty and inequality at an earlier stage.

### PRESENTERS

- **Norichika Kanie**, Chairman of Japan SDGs Action Promotion Council
- **Kaoru Nemoto**, Director of United Nations Information Centre in Tokyo
- **Hiroaki Miyata**, Professor at Keio University School of Medicine
- (moderator) **Ayako Sakurada**, “eco” announcer/board member of Kiko Network, a nongovernmental and nonprofit organization





## Climate Change Forum

Efforts to overcome climate change and attain “green recovery” from the coronavirus pandemic

### REMARKS



Environment Minister **Shinjiro Koizumi**

#### Excerpt from message

The coming five to 10 years are crucially important for Japan to achieve carbon neutrality by 2050. Not only technological innovation but also rules-related innovation is necessary. Japan will strive to promote the use of renewable energy, curtail disposable plastic products, and develop a circular economy by encouraging carbon pricing, amending the law to promote anti-global warming measures, and establishing a new legal framework on the use of plastics.



**Takejiro Sueyoshi**, Representative of Japan Climate Initiative

#### Excerpt from message

The world is viewing the current climate situation as a “climate crisis” rather than “climate change” and the Paris Agreement is challenging us to shift the climate goal from low carbon to decarbonization. To show the world how serious it is about climate issues, Japan has no option but to raise its climate goals significantly. It is also important for the country to work on biodiversity. The year 2021 marks “a super year” for decarbonization and an important year that as a turning point for “green recovery.”



## TALK SESSION

### OUTLINE

- The coronavirus crisis and the climate crisis are inseparable as issues endangering the global environment. Further negative impacts may be expected in the future unless drastic measures are taken to change people's lifestyles and economic and social systems. Specifically, given that achieving carbon neutrality is difficult, drastic change is urgently necessary.
- Green recovery incorporates anti-crisis measures into economic policy.
- Measures against climate change tend to be seen negatively in Japan, a sense of value that has served as a drag on the country's environmental efforts.
- In Japan, morale is high, technology is abundant, and human resources are rich. Japan is a country that can do many things. People's values concerning the environment should be changed and lofty goals should be set to make its society carbon free.

### PRESENTERS

- **Hiroko Kuniya**, Newscaster/ specially appointed professor at Keio University graduate school
- **Seita Emori**, Deputy Director at Center for Global Environmental Research, National Institute for Environmental Studies
- **Yukari Takamura**, Professor at Institute for Future Initiatives, University of Tokyo





SIMULTANEOUSLY HELD

## ME-BYO Symposium 2021

Health enhancement through improvement from pre-symptomatic conditions and measures to combat infectious diseases

### KEYNOTE SPEECH



Chiaki Mukai, Doctor/astronaut

### OUTLINE

- What struck me when I returned to earth was that my hands on my lap felt soft and my helmet was heavy. Through this experience, I came to realize that we are living in a special environment and I was fascinated that human beings have led their lives by overcoming gravity.
- Symptoms stemming from the special conditions of outer space (microgravity, radiation, closedness, etc.) are similar to the symptoms that appear in the aging process. Medical knowledge acquired through experiences in space can therefore be applied to people's health on earth. In that sense, space medicine is the ultimate form of preventive medicine.
- Conventional medicine classifies people's health condition into only two categories – being healthy (white) or being sick (red). This categorization cannot apply to what we call the pre-symptomatic state, which is a concept in which being healthy and being sick are regarded as part of a continuous phenomenon. This idea is wonderful and similar to space medicine.
- In order for people to thrive from the viewpoint of space, it is important to explore, solve common problems, and embrace diversity.
- Amid today's accelerating globalization, each of us needs to think not only about his or her community but also about the coexistence of all people.



## TALK SESSION

### OUTLINE

- Having a sense of “being connected” is most important to achieve the SDGs and realize “Vibrant INOCHI.” It is necessary to connect everything, from medicine to the environment and the economy.
- We must understand that everything is connected and behave accordingly because all of us are members of Spaceship Earth. The World Health Organization (WHO), for example, does not categorize our world into humans, animals, and environment. It is essential that each of us personalizes “Vibrant INOCHI” and acts with an awareness of connection.
- The pillars of our efforts to improve our pre-symptomatic condition should be food, exercise, and participation in society. As for social participation, community is important. The importance of strengthening connections and possibilities for using technology have been highlighted again as people have tended to stay at home more during the coronavirus pandemic. In the future, STI for SDGs will become increasingly important.

### PRESENTERS

- **Yuji Kuroiwa**, Governor, Kanagawa Prefecture
- **Chiaki Mukai**, Doctor/astronaut
- **Yoichiro Matsumoto**, President, Tokyo University of Science





# Everybody has the power to change the world.

Message of action from younger generations

## KEYNOTE SPEECH

- **Cosmo Takagi**, Specially appointed assistant professor at Keio University graduate school

### OUTLINE

The SDGs are a policy goal that should be identified after a desirable situation in 2030 —10 years from now — is defined through a planning method called “backcasting.” Younger generations will also need to work backwards to decide what should be done now by defining how a desirable future should be.

## TALK SESSION

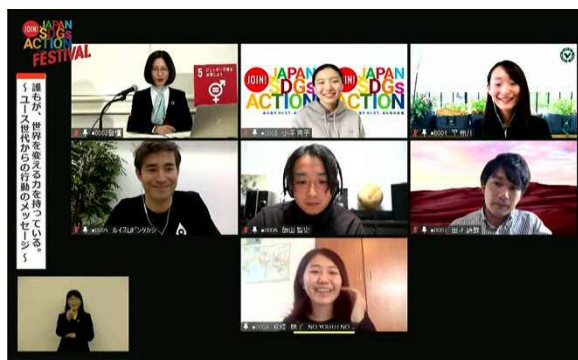
### OUTLINE

Young people from their teens to their 30s held a “cross-talk” session on topics ranging from how to disseminate information on their own activities and gender issues to a post-coronavirus society. The following is a list of opinions proposed by participants as a way of supporting their actions.

- Start with what we can do in our daily lives. It is also necessary to change our society into one where using a personal bottle or an eco-bag is regarded as cool.
- Get acquainted with people with different backgrounds, broaden our perspectives, and take action.
- Establish friendship with people who can enjoy working with us and continue to take action to change society.
- Some things become clear only when you persevere, so you should value a sense of discomfort and continue your activities.
- Send our messages from our own viewpoints as young people and build up our activities based on past experiences of the world.
- Team up with more people who can work with us to change social systems.

### PRESENTERS

- **Kyoko Ozawa**, First Chief Future Officer (CFO) of euglena
- **Kei Taira**, Compost advisor at NPO Junnamaken, Sustainable Lifestyle Laboratory
- **Robin Takashi Lewis**, Co-Founder & Director of Social Innovation Japan
- **Satoshi Iiyama**, Co-Founder of EMPOWER Project
- **Ryoya TASAI**, Junior Program Officer of Sasakawa Africa Association
- **Momoko Nojo**, Director of NO YOUTH NO JAPAN





## Kanagawa Prefecture tournament of SDGs Quest Mirai Koshien

This is a contest among high school students, major players in society in the future, on ideas for “SDGs actions,” aimed at building a sustainable society. Ten teams selected from among 94 applicants presented such ideas.

Team names	Study themes
SKY'S THE LIMIT	Build an ecology society to enhance people’s health and safety - People with an allergy can dine out without worry
SKY Blue	Dietary project - Bridge between local people and experts
World Conquest from YIS	Shift to vegetable foods in school meals
Tachibana Gakuen High School railroad study club	To prevent extinction of a town - Proposal to Matsuda Town
Onion Sisters	Opening of an SDGs restaurant in Kamakura! - Contribute to revitalization of Kamakura and reduction of food waste
Toin Gakuen high school GIS seminar	BOSAI plan 3.0 for all people
Transition Seminar Association	Disabilities are part of individuality - Experiences of para sports
Sophomore Standard Specializing Team	STAYHOME DE SDGs Produce and play English “Karuta” card game
Hadano Senior High School firefly search club	Protection of what gives poetic charm to Japan’s summer - Fireflies Now
Hamayuu	Declaration of zero garbage at Hiratsuka beach! - Let’s reduce greenhouse gases by cutting down on plastic products

### SDGs ACTION GRAND PRIX

(Most outstanding idea for action that can contribute to achieving SDGs)

#### Study themes

Disabilities are part of individuality - Experiences of para sports

#### Outline of the idea

The idea is designed for people to take part in a Paralympic sports experimental session, developed to eradicate the general public’s discrimination and prejudice towards disabled people. The plan is also meant to solve gender issues by having women and other socially vulnerable people experience para sports. With the expansion of the sports market for disabled people through this idea, new employment will be created and work motivation can be enhanced, leading to the expansion of the leisure market.



Transition Seminar Association





# SDGs through the Analects of Confucius and a Japanese abacus

Learning from Eiichi Shibusawa

## OUTLINE

- Shibusawa is widely known as the father of Japanese modern capitalism. The Analects of Confucius and a Japanese abacus, both advocated by him, seem totally different at first glance. But if they are connected, they will provide a bridge between the present and future, which is important.
- It is also important to expand human capability, which can lead to the building of bridges between the present and future. Since only humans can do this, the development of human resources is all the more important.
- Human resources need to be refreshed as we have entered a new era. Creativity is necessary for connection. Different countries can be connected. People in management positions can be connected with young employees. In the SDGs too, something new can be created through connections.
- Having a future-oriented attitude and putting the right person in the right post are important. Almost all people are uncertain which job suits them. However, if they are put into different environments, they may get to know themselves better. A seniority-based system and gender equality problems have stood in the way of efforts to put the right person in the right post.
- “Made with Japan” is what Japan should aim for at present. During the Showa era, mass production was important as characterized by the phrase “made in Japan.” During the Heisei era, the phrase “made by Japan” resonated with people. During the Reiwa era, we should strive to grow with the rest of the world and build a better world based on the “made with Japan” concept.

## PRESENTERS

- **Ken Shibusawa**, Representative Director of Shibusawa & Co./ Director and Chairman of Commons Asset Management Inc.
- **MITSUMI**, FM Yokohama DJ/Kanagawa SDGs “smile” ambassador





## SDGs that can enhance corporate value

Region x SDGs x Business Future changed by SDGs indicators

### KEYNOTE SPEECH

- Shun Kawakubo, Associate professor at Hosei University

#### OUTLINE

Indicators are something that should lead to the next actions through deeper understanding of the status quo. U.N. global indicators are basically developed for developing countries. Many such indicators cannot apply to advanced countries like Japan. It is necessary to make local indicators more transparent in line with regional characteristics. Using a database for SDGs Compass indicators (business indicators) will lead to corporate SDGs action.

### PANEL DISCUSSION

#### THEME: Possibility of indicators

- The use of indicators has spread among regional governments. However, indicators have not been shared much by regional private companies. If action is taken in line with indicators, activity will be accelerated.
- There has been a strong affinity between the business models of Japanese companies and SDGs. Now is the turning point from shareholder-oriented capitalism as in the United States and Europe to stakeholder-oriented capitalism as in Japan.
- SDGs should be incorporated into lifelong education for adults. Ultimately, personal indicators are important.
- Fostering genuine leaders would serve the interests of regions and their economies. School-level education on the SDGs has advanced. When young people choose their job, whether a company is positive about the SDGs is an important factor.
- The SDGs are not something we want to be done by somebody else but something we should do ourselves. Indicators are thus important and have great potential.

#### PRESENTERS

- Shun Kawakubo, Associate professor at Hosei University
- Asuka Yoshihashi, Global Issues Cooperation Division, International Cooperation Bureau, Ministry of Foreign Affairs of Japan
- Makoto Haraguchi, MS&AD InterRisk Research & Consulting, Inc.
- Hidetaka Ishida, Junior Chamber International Japan



## List of awards related to SDGs!

Award names	Group names	Outline
JAPAN SDGs AWARD	Minna-denryoku, Inc.	The awardee commercialized an “electricity traceability system” using blockchains for the first time in the world. The system visualized the amount of electricity bought by each power station.
	Japan Food Ecology Center, Inc.	The awardee developed fermented liquid feed (liquid eco feed), aimed at promoting the effective use of food waste, in collaboration with the business and academic communities. A business model built through the development takes two aspects into consideration — one for the waste disposal industry and the other for the feed-producing industry.
	Kawasaki City-run Hirama Elementary School	The awardee undertook various projects together with local parties while utilizing regional resources as much as possible. These projects provided children with opportunities to think and act proactively while inviting various stakeholders to have the children learn about SDGs.
STI for SDGs AWARD	WheelLog	The awardee developed a smartphone app that enables the sharing of barrier-free information, regarded indispensable for all people who find moving about a difficult task, including senior citizens and the child-rearing generation using strollers.
SDGs CREATIVE AWARD	Uomachi commercial district promotion association	The awardee’s video recorded the local community’s efforts to achieve the SDGs, showing autonomous efforts by people of all ages and vocations in the community to promote SDGs activities and form partnerships with other parties.
Carbon-Free Challenge Cup	Morisho Group	The awardee undertook various SDGs projects focusing on woody biomass power generation. Specifically, it teamed up with the forestry sector to promote woody biomass power generation while providing locally generated electricity to all local elementary school, junior high schools, and public facilities.







## List of other sessions

Session names	Outline
A new way of promoting reconstruction, led by each person's power	A new way of supporting reconstruction in the areas affected by the Great East Japan Earthquake in 2011, led by each person's power, was discussed 10 years after the disaster.
Designing local SDGs - How to create a regional circular and ecological sphere	Advanced cases of a regional circular and ecological sphere (local SDGs) were presented, and viewpoints and elements deemed necessary to create commercial businesses from the spheres were discussed.
Students connected with foreign countries and Japanese schools	This session provided an opportunity for participants to think about future actions to be taken regarding support for children connected to foreign countries through school education, based on the experiences of young people who were taught at elementary schools and junior high schools in Kanagawa Prefecture.
Aim for Zero Hunger in collaboration with the United Nations World Food Programme (WFP) (SDGs actions you can start today)	Worldwide efforts by the U.N. WFP and other organizations supporting it to achieve Goal 2 (Zero Hunger) were explained.
Preserve biodiversity through local production and local consumption!	A talk session was held to discuss the importance of biodiversity and its relationship with the SDGs, with participants including a socially influential goodwill ambassador, called the "morisatokawaumi" ambassador (ambassador of forests, villages, rivers, and sea).
What you can do to reduce meteorological disasters in 10 years' time	Specific actions and ideas were discussed to reduce meteorological disasters in 10 years' time.
How to get the SDGs known to the public	How to get the SDGs known to the general public was discussed by editors of a journalistic magazine and a women's magazines from their respective standpoints.
Fashion and the SDGs	The sustainability of apparel brands and their SDGs actions were discussed.
Actions toward the future! - High school volunteers	Senior high school students' strong aspirations, flexible ideas, and energetic actions were introduced along with their future messages.
Soichiro Tahara's frank interview with a Z-generation environmentalist	A 20-year-old university student and environmental activist explained why she decided to take leave of absence from university to focus on giving lectures on environmental activism.
How we became junior and senior high school students of action	Hints on making actions by youth generation were shared through talks from three sets of junior and senior high school students who have been continuing activities even amid the coronavirus pandemic.



### REMARKS



**Marina Ponti**  
Director of the SDG  
Action Campaign

#### Excerpt from message

World leaders have begun to understand it is possible to break away from bad practices and habits. Through this festival, I found the opinions of young people, especially young women, impressive. Therefore, I think world standards should be based on the opinions of such people.

In 2021, the Tokyo Olympics and Paralympics are scheduled to be held, while Expo 2025 Osaka, Kansai, is planned to be held in 2025. I believe these events will provide Japan with opportunities to take leadership in the global community. If we are united, we can be stronger. This festival is just a beginning. It was able to attract a large number of participants as a result of using social media and technologies. The festival left me convinced that we can hold a similar event by combining virtual and real methods.



**Yuji Kuroiwa**  
Governor, Kanagawa  
Prefecture

#### Excerpt from message

What impressed me particularly through this action festival was that a greater-than-expected number of young people have been working on solving social problems in an innovative and passionate manner. From now on it will be important to see whether society as a whole can appropriately listen to voices of young people and how their proposals can be converted into the next concrete actions. Kanagawa Prefecture is prepared to strengthen its partnership with a variety of stakeholders and play a leading role in getting Japan's SDGs promotion efforts rolling.

Through the festival, I was convinced anew that Japan can lead the world in the promotion of the SDGs by respecting values such as "Vibrant INOCHI" and "brilliant Inochi (lives)." We will continue to reinforce our collaboration with the UNDP and disseminate Japan's unique SDGs approaches to the rest of the world through the action festival.

### GUEST SPEECH

- **Yoshimasa Sakai**, Director-General of Public Relations Strategy Bureau, Japan Association for the 2025 World Exposition

#### Excerpt from message

The theme of the Expo 2025 Osaka, Kansai is "Designing Future Society for Our Lives." Let's work together to design future society for our lives and work together to realize a future society designed by all of us — through our action!

## MESSAGE FROM YOUNGER GENERATIONS

Action by young people is meaningful as they are major players in the future and the world needs change. It is important to design a plan for young people to participate in the decision-making process regarding the SDGs. We want to work on this with young people. I hope that younger generations will accelerate their action efforts from the viewpoint of realizing a wonderful future and that they will keep a positive attitude towards this task.



- ◆ Let's enjoy SDGs activities!
- ◆ Let's start with what we can do!

## TALK SESSION

### THEME: Fruits of the action festival to be carried over

#### □ Masahiro Kawatei, General Producer

Holding the Japan SDGs Action Festival was made possible by the inauguration of government-private councils backed by the Foreign Ministry and other government agencies, and collaboration with many corporate partners. Localization of the global festival also became possible in cooperation with the UNDP, which was a great achievement.



#### □ Aya Yoshida, Director, Global Issues Cooperation Division, Ministry of Foreign Affairs of Japan

Participation by multiple stakeholders is most important for transformation of the SDGs. I believe that the festival marked the first step toward achieving this goal.

#### □ Norichika Kanie, Chairman, Japan SDGs Action Promotion Council

We were able to connect with various people because the festival was held online. However, expanding the festival into broader fields is also possible. The festival showcased good examples of SDGs, providing opportunities for other people to follow suit and work together.

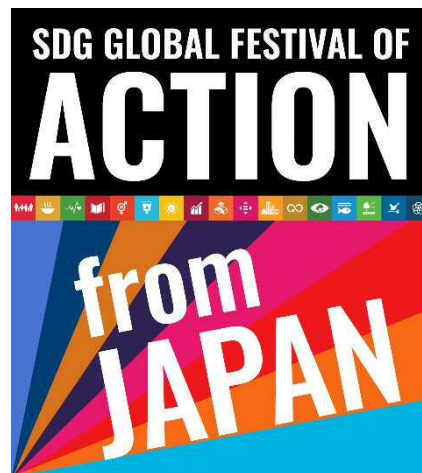
## CLOSING MESSAGE

One thing to say at the end of the festival.  
There is much we can learn from failure.  
Let's take action without fear!  
Join Japan SDGs Action!



PARTIALLY SIMULTANEOUSLY HELD EVENT

## SDG GLOBAL FESTIVAL OF ACTION FROM JAPAN



This event was co-hosted by United Nations SDG Action Campaign, a UNDP initiative taken on a U.N. Secretary-General order for U.N. agencies and countries in the world, and Japan SDGs Action Promotion Council. Through the campaign, world SDGs leaders have gathered in Germany since 2017 to hold SDG Global Festival of Action. In 2021, the festival was held online for the first time. The latest festival, hosted from Japan, marked the first local version.

The festival's theme is "Let's turn it around for people and the planet ." At a time when the coronavirus pandemic, the climate crisis, and growing inequality threaten the world, and people and the planet are at a turning point, participants in the festival emphasized that now is the time to use the compass for the future — achieving the Sustainable Development Goals (SDGs) — and rethink the way we have been living while changing the world to get reconstruction efforts on a better track.





## Outline of festival

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<b>Name of festival</b>	SDG Global Festival of Action from Japan
<b>Schedule</b>	25-26 MARCH 2021
<b>Theme</b>	<p>Let's turn it around for people and the planet            #TurnItAround for People and the Planet</p> <p><b><u>Four pillars</u></b></p> <p>Measures against climate change, Poverty and inequality,            Gender equality, Comprehensive systems and sustainable            finance</p>
<b>Language</b>	<p>English            ( Simultaneous interpretation from English to Japanese is            available. )</p>
<b>Streaming</b>	<a href="https://globalfestivalofaction.org/">https://globalfestivalofaction.org/</a>
<b>Archive</b>	UN Web TV
<b>Applications for participation</b>	<p>SDG Global Festival of Action</p> <p>About 24,000 people (including about 2,600 people from Japan)</p>
<b>Organizers</b>	<p>United Nations SDG Action Campaign / UNDP</p> <p>Japan SDGs Action Promotion Council</p>



## List of sessions

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Session names	Outline
LIGHTNING TALK: MESSAGE FOR OUR FUTURE	Actress Misako Konno, serving as UNDP Goodwill Ambassador, spoke on the theme “Message for Our Future,” introducing messages from Japanese senior high school and university students working on environmental preservation as part of efforts to achieve the SDGs. She told participants, who differ in nationality, age, and gender, “We are all different but we are one of one mind” and “Let’s learn together and take action through the festival.”
LIGHTNING TALK: TALK BY UNHCR GOODWILL AMBASSADOR MIYAVI	Musician and actor, Miyavi, serving as UNHCR Goodwill Ambassador, talked about people he met in Lebanon, Bangladesh and Kenya, and his experiences in these countries. His strong message at the festival was characterized by his remarks, “Music can change people, and people can change the world,” and “It doesn't matter how much we can do – the important is that everyone shares the common sense of wanting to create a better world and a better future.”
LIGHTNING TALK: CHALLENGE STEREOTYPES AND UNLOCK YOUR POTENTIAL	Comedian Yuriyan Retriever staged a performance titled “Challenge Stereotypes and Unlock Your Potential.” Saying, “This is me,” she expressed women’s empowerment.
A WORLD WITHOUT HUNGER	Japanese staff of the U.N. World Food Programme (WFP), the recipient of the 2020 Nobel Peace Prize, spoke from Sudan, Rwanda and Mongolia, explaining the growing hunger in the world and the U.N. agency’s efforts to save people’s lives and improve their livelihood, including providing school meals.
FINANCING FOR CLIMATE ACTION	An International Monetary Fund expert talked about economic prospects after the coronavirus pandemic, followed by discussion by people including Ken Shibusawa, Chairman of Commons Asset Management Inc., on building a sustainable society and creating a financial system that is harmonious with society, the economy, and the environment to expedite recovery in the aftermath of the pandemic.
STEP UP! GEAR UP! TRANSFORMATIVE EQUALITY AND EMPOWERMENT	The session’s participants issued a warning, saying that gender equality is one of the basic human rights and that it can act as a prime mover for the achievement of the SDGs, but efforts to advance the initiative on gender equality were lagging due to the pandemic. Specifically discussed at the session were actions deemed necessary for abolishing marriage between children and promoting the leadership of women.

Session names	Outline
ACHIEVING SDG12: THINKING ABOUT OUR FUTURE THROUGH WASTE	Actions against waste and recycling of waste were discussed, with comedian and producer Daimaou Kosaka expressing his willingness to send a message on waste issues as problems everybody faces in their daily lives, based on his visit to a garbage collection center in Thailand.
TRANSFORMING THE WORLD WITH DIGITAL TECH AND INNOVATION	Discussion also focused on society's rapid digitalization driven by the coronavirus pandemic, exemplifying cases of technological benefits, including the changes in the daily lives of people in an unelectrified African village following the introduction of electric power and internet systems. Participants discussed how technologies can be used to create a world in which nobody is left behind and what risks may arise from the use of technology.
YOUTH IN BUILDING COALITIONS FOR A BILLION ACTS OF PEACE	Young leaders from South Sudan, Iraq, Japan and the United States presented innovative peace-building projects making use of AI, ICT, art, and music. They discussed important roles to be played by young people for peace action, together with Izumi Nakamitsu, United Nations Undersecretary-General and High Representative for Disarmament Affairs.
WORKSHOP: VOICES OF YOUTH – THE SDG ACTION CATALYST IN THE COVID ERA	Thirteen young leaders from around the world presented their activities and the challenges they face in achieving the SDGs, calling for the world to join hands with them in driving the SDGs movement.
WORKSHOP: STORIES FROM SDG STARTUPS	Four young entrepreneurs in Asia and Africa told their stories, focusing on how they started their businesses, how they overcame their failures, and their current thoughts.
WORKSHOP: GOING FOR THE GOLD WITH THE GLOBAL GOALS: THE POWER OF SPORT FOR REFUGEES	Refugees from South Sudan working on promoting sports activities and International Paralympic Committee President Andrew Parson, for example, spoke as presenters, referring to the possibility of incorporating sports promotion into global support of refugees as part of efforts to realize a world in which nobody is left behind.
FILM SCREENING: OFFSIDE	The film depicts an Arabic boy who lives in Switzerland as an immigrant experiencing exposure to bullying due to cultural differences. The film highlights the plight and hopes of the boy and his parents.
EL DIA DE LA VIRGEN	The film depicts people living in a culturally mixed community where three different languages are spoken. Out of dissatisfaction and fears of riots, people there built a wall in the town, leaving the audience wondering what would happen to the divided families.



# Localizing the SDGs: Bring about change through local actions!

**SDG GLOBAL FESTIVAL OF ACTION**  
**from JAPAN**  
#TurnItAround

**AKIKO TAKATOU**  
MANAGER, TV CONTENTS  
PRODUCTION DEPT, RKB  
MAINICHI BROADCASTING CORP.

**ELDO CASIÑO**  
BARANGAY CAPTAIN, BARANGAY  
22, CAGAYAN DE ORO CITY

**MUKUDZAISHE SHYLEEN**  
SHANTEL KASUKUSA  
OPERATIONS COORDINATOR,  
IMPACT HUB HARARE

**YUIKO TAIRA**  
PRESIDENT, LOCAL FOOD CYCLING CO. LTD.

**YUJI KUROIWA**  
GOVERNOR, KANAGAWA  
PREFECTURE, JAPAN

**ACTION CAMPAIGN**  
globalfestivalofaction.org

**SDGSを身近に：  
ローカルな活動で変革を！  
LOCALIZING THE SDGS: BRING ABOUT  
CHANGE THROUGH LOCAL ACTIONS!**

企画者  
国連人間居住計画福岡本部(UN-HABITAT)  
国連開発計画(UNDP)

LIVE  
26 MARCH 2021  
9:15 - 10:00 CET

This session was designed to provide suggestions for each municipality and community to solve issues that stand in the way of their efforts to achieve the SDGs, by presenting examples of their activities. The session focused on what kinds of issues they faced and how they found solutions.

### Case 1 Kanagawa Prefecture

Yokohama's "Wakabadai" housing complex was taken up as a model case for municipal efforts to survive the rapid aging of society based on the "ME-BYO" concept. Residents of the complex are working on realizing the "Vibrant INOCHI" campaign, aimed at revitalizing their community and transforming it into one filled with people's smiles in line with the concept of "ME-BYO," pre-symptomatic conditions of diseases. Among their efforts was a theatrical performance by a local troupe of elderly people, staged amid the coronavirus pandemic.

A key to making such efforts successful is for people to take issues occurring around them as their own problems and make behavioral changes. Kanagawa Prefecture will continue to use the "ME-BYO INDEX," which aims to visualize pre-symptomatic conditions, in order to realize "Vibrant INOCHI."

### Case 2 Fukuoka Prefecture

Community efforts to resolve social issues including the greying of society and social withdrawal were explained, with measures focusing on establishing a sustainable nutritional recycling system through the effective use of household garbage and restaurant leftovers, composting of residue, and operations of community-based farms, roof gardens, and marches.

### Case 3 Zimbabwe

Efforts to support Zimbabwe to enhance the solidarity of local people and revitalize local communities were explained with measures including the provision of IT training, fostering of entrepreneurs, and building of sustainable communities in cooperation with international agencies, universities, and private businesses.

### Case 4 The Philippines

Waterway rejuvenation projects were explained.



# SDG GLOBAL FESTIVAL OF ACTION



## HIGH LEVEL OPENING: WELCOME TO THE SDG GLOBAL FESTIVAL OF ACTION

### SPEAKERS

- **Achim Steiner**, Administrator, UNDP
- **Maria Flachsbarth**, Parliamentary State Secretary, BMZ
- **Jutta Urpilainen**, European Commissioner for International Partnerships, European Commission
- **Katja Dörner**, Mayor, City of Bonn
- **Norichika Kanie**, Chairman of Japan SDGs Action Promotion Council, etc.

Chairman of Japan SDGs Action Promotion Council, Norichika Kanie, was proud to represent Japan as they became the first country to host a local edition of the Festival - the SDG Global Festival of Action from Japan, an integral component of this year's Global Festival.

### Excerpt from message

COVID-19 started as a disease, but it has become a crisis and we will only recover by acting holistically, and simultaneously meeting the needs, rights and aspirations of people, particularly those who are most vulnerable.

We therefore welcome the SDG Global Festival theme of making 2021 a turning point. The devastation and suffering of the pandemic should not be in vain.

Like all other UN member states, Japan is also committed to accelerating our efforts to achieve the SDGs domestically and internationally. In Japan, I see increased public awareness of the SDGs and growing efforts by the private sector, but the challenge remains further enhanced actions by people.

This is why we supported the Japan spin off and this is why we are organizing a local event to inspire and encourage local actions in Japan.

# Japan SDGs Action Festival

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<b>Organizer</b>	Japan SDGs Action Promotion Council Members: Ministry of Foreign Affairs of Japan / Cabinet Office / Financial Services Agency / Ministry of Economy, Trade and Industry / Ministry of the Environment / SDGs for Regional Revitalization Public-Private Partnership Platform / Japan Business Federation (Keidanren) / Japan Association of Corporate Executives / Global Compact Network Japan / Junior Chamber International Japan / Japan Civil Society Network on SDGs /SDGs-SWY / Next-Generation Platform for Promoting SDGs / xSDG Laboratory, Keio University Institute at SFC/ Kanagawa Prefecture
<b>Premium Partners</b>	au Jibun Bank Corporation / MS&AD Insurance Group Holdings,Inc. / Shimizu Corporation / Seven & i Holdings Co.,Ltd. / Toyo Rice / Toppan Inc. / Flagsport Inc. / Nikkan Kogyo Shimbun,Ltd. / NGK Insulators,Ltd. / Minna-denryoku,Inc. / Lion Corporation / LINE Corporation / Rengo Co.,Ltd.
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Secretariat of Japan SDGs Action Promotion Council

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