

Japan's efforts for promoting the SDGs



**Creating a prosperous and vibrant future
through promoting the SDGs**

Japan is committed to make every effort both domestically and internationally to achieve SDGs. To this end, Japan has established the “SDGs Promotion Headquarters” that is led by Prime Minister Abe and consists of all Ministers, as well as the “SDGs Promotion Roundtable Meeting” as a multi-stakeholder framework in May 2016. The Headquarters formulated the “SDGs Implementation Guiding Principles” and created the “Japan SDGs Award” at its past meetings, and has just held its fifth meeting on June 15, 2018 with the following outcomes.

1. Core message of the meeting: Setting SDGs as the pivot of Japan's national strategies

- Japan intends to lead the promotion of the SDGs in the international community, building upon its strength in traditional wisdom, cutting-edge technologies and information as well as its conviction not to leave anyone behind based on the concept of human security. Especially, Japan is willing to take initiative to demonstrate how to realize a rich and vibrant future amid of globalization and population aging as Japan's SDGs Model.
- To this end, Prime Minister Abe expressed his determination to set SDGs as the pivot of Japan's national strategies at the 5th Meeting. Actually, Basic Policies 2018 and Economic Growth Strategy 2018, decided by the cabinet on the same day, clearly committed to promote SDGs through collaborating with the private sector and promoting international cooperation. Japan is also interested in accelerating innovative financing.
- The Headquarters decided the “Expanded SDGs Action Plan 2018” building upon the basic three directions of Japan's SDGs Model, which were set forth as a part of the “SDGs Action Plan 2018” at the 4th meeting last December, as well as its major efforts. Prime Minister instructed all Ministers to steadily implement the Expanded Action Plan along with the above-mentioned Policies and Strategy, and to further strengthen and expand their respective efforts in the latter half of 2018.
- The GoJ aims to communicate and outreach such SDGs Model to the world, taking the opportunities of hosting the G20 and Tokyo International Conference on African Development (TICAD) in 2019, the Tokyo Olympic and Paralympic Games in 2020 and others where Japan is expected to lead global agenda.



5th Meeting of the SDGs Promotion Headquarters

2. Promotion of concrete efforts based on the three basic directions of Japan's SDGs Model

(1) Promotion of Society 5.0 that corresponds to SDGs

- Promote Society 5.0 and “Productivity Revolution” (that tries to materialize Society 5.0 with IoT, Big Data and AI) in order to respond to any challenges related to SDGs.
- Fully **support the implementation of the revised Charter of Corporate Behaviors** by the Japan Business Federation (Keidanren) that commits to SDGs through promoting the Society 5.0.



- Lead Science, Technology and Innovation (STI) for SDGs** in the international community, making the most of Japanese technologies. To this end, highlighted SDGs in the Integrated Innovation Strategy and the Intellectual Property Strategy Vision decided in mid-June. **Also drafted the framework of “STI Roadmap for SDGs,”** and shared it at the 3rd UN STI Forum held on June 5-6.
- Launched an “Initiative for Promoting SDGs Management,”** in order to support Japanese companies to manage their business and deploy them in ways conducive to SDGs.

(2) Regional vitalization driven by the SDGs

- Promote the SDGs in local areas making the most of their unique needs and strengths, and thereby vitalize local areas and make communities more resilient with the measures of disaster risk reduction, environmental-friendly and attractive.
 - Newly launched a project “SDGs Models of Local Governments”** through which the entire central government intensively supports selected local governments in their SDGs implementation, and then expand success and lessons learnt to other local governments. Under this project, **selected 29 municipal governments as “SDGs Future City.”**
 - Communicate the local efforts for SDGs towards the world, through holding G20 Summit and ministerial meetings in 9 cities as well as bidding for Expo 2025.
 - Make the Tokyo Olympic and Paralympic Games conducive to SDGs.** To this end, highlighted the promotion of SDGs in the Sustainability Plan Version 2 together with the Plan's guiding principle, both of which were decided in mid-June.



(3) Empower next generations and women

- Empower next generations who have rich creative and communication skills and women who are the SDGs goal.
- Domestically, promote steadily the “work-style reform,” women’s active role and “a revolution in human resources development,” all of which are the priority agenda for the Abe Administration.
- Internationally, promote international cooperation in the major areas of the SDGs based on the concept of Human Security.



Actions

- Launch a “Next-Generation Platform for Promoting SDGs” by the end of 2018 to mobilize the power of next-generations to promote SDGs.
- Hold WAW! (World Assembly for Women) and W20 (Women’s engagement group under G20) back-to-back next spring in order to putting public and private leadership together in promoting the active role of women.
- Accelerate Japan’s efforts in the areas of health and education, especially targeting next-generations, leading up to G20 and TICAD in 2019.
- Has been contributing to “the Global Partnership to End Violence against Children” from financial and policy aspects.
- Accelerate the drafting of Japan’s National Action Plan on Business and Human Rights.



3. Implement and expand major efforts by the GoJ to crystalize the Japan’s SDGs Model

- Based on the three basic directions of Japan’s SDGs Model, the GoJ doubled the number of its specific efforts which are incorporate in the Extended SDGs Action Plan 2018 mostly with their respective budgets in comparison with the SDGs Action Plan 2018 decided last December and categorized by the following eight priority areas of the SDGs Guiding Principles (decided at the 2nd meeting held in Dec. 2016):
 - (i) Empowerment of All People, (ii) Achievement of Good Health and Longevity, (iii) Creating Growth Market, Revitalization of Rural Areas, and Promoting Technological Innovation, (iv) Sustainable and Resilient Land Use, Promoting Quality Infrastructure, (v) Energy Conservation, Renewable Energy, Climate Change Countermeasures, and Sound Material-Cycle Society, (vi) Conservation of Environment, including Biodiversity, Forests and Oceans, (vii) Achieving Peaceful, Safe and Secure Societies, and (viii) Strengthening the Means and Frameworks of the Implementation of the SDGs.
- The GoJ will proactively disseminate the best practices of both public and private sectors, including the efforts highlighted at the 1st Japan SDGs Award. To this end, it will launch a new SDGs web-platform in June.



Efforts by the SDGs Promotion Headquarters

Communication towards the international community

May, 2016	Established the SDGs Promotion Headquarters led by PM and participated by all ministers
December, 2016	Stipulated Japan's "SDGs Promotion Guiding Principles" at the 2 nd meeting
June, 2017	Created the Japan SDGs Award at the 3 rd meeting
December, 2017	Shared the major efforts by the government and private actors through announcing "SDGs Action Plan 2018" at the 4 th meeting and holding the 1 st SDGs Award ceremony in Dec. 2017, followed by " Expanded SDGs Action Plan 2018 " decided at the 5 th meeting in June 2018.
June, 2018	
2 nd half of 2018	Crystalizing Japan's SDGs Model by implementing the above-mentioned major efforts and further concretizing and expanding those efforts
Summer 2019	Will conduct the first follow-up of the "SDGs Promotion Guiding Principles"
Winter	Will revise those "Guiding Principles"
2020 and beyond	Will achieve the SDGs by 2030

Communicating and outreach Japan's SDGs Model

At G7 Ise-Shima Summit
Committed to implement the SDGs domestically/internationally as the first G7 Summit after the SDGs adoption

At the HLPF (Ministerial-level)
Presented Japan's Voluntary National Review (VNR)

At the HLPF (Ministerial-level) in July, 2018

At the UN HLW in September 2018

At the HLPF (Leaders-level) in September, 2019

G20 Summit and TICAD 7 held in Japan in 2019

Tokyo Olympic and Paralympic Games in 2020

Expo 2025

Outline

- Companies, local governments and CSOs making outstanding efforts, either domestically or internationally, to achieve SDGs are eligible for the Award.
- The SDGs Promotion Headquarters decided award winners based on the opinions of a wide-range of stakeholders who have expertise in the SDGs.
- Selection criteria are universality, inclusiveness, participation, integration, and transparency and accountability, which are the main principles of the "SDGs Implementation Guidelines" stipulated by the Headquarters.
- The Award ceremony took place at the Prime Minister's Office on Dec. 26, 2017.

The UN Secretary-General's Message to the Award ceremony



In the message, the UNSG

- commended the Government of Japan for creating this award to raise awareness of the SDGs
- extended his congratulations to the winners of this year's SDG awards, having the initiative to become agents of change in their communities.

Winners

Chief's Award (by Prime Minister)

- ◆ Shimokawa-town, Hokkaido (Successfully realizing regional vitalization through the SDGs)

Deputy-chiefs' Award (by Chief Cabinet Secretary)

- ◆ NPO Shinsei (Supporting the employment of those with disabilities in the disaster-affected areas)
- ◆ Palsystem Consumers' Co-operative Union (Promoting ethical purchase and consumption)
- ◆ Kanazawa Institute of Technology (Fostering SDGs young leaders with concrete projects)

Deputy-chiefs' Award (by Foreign Minister)

- ◆ Saraya.Co.Ltd (Promoting hand-washing campaign to improve health in developing countries)
- ◆ Sumitomo Chemical Co., Ltd. (Addressing infectious diseases with their cutting-edge mosquito net)

Special Award (SDGs Partnership Award)

- ◆ Yoshimoto Kogyo Co.,Ltd. (Raising domestic awareness of the SDGs through entertainment)
- ◆ ITO EN. LTD. (Making their entire tea-making value chain sustainable)
- ◆ Yanagawa Elementary School, Koto-ku, Tokyo (Leading education for sustainable development (ESD))
- ◆ Okayama University (Aligning its entire educational program with the SDGs)
- ◆ JOICFP (Comprehensively supporting maternal and child health in developing countries)
- ◆ Kitakyushu-city, Fukuoka (Supporting cities in developing countries to be more environmental friendly)





Parliamentary Vice-Minister Okamoto attended the UN HLPF in July. The Government of Japan hosted a reception at the UN headquarters, and played up Japan's nation-wide efforts to promote SDGs towards 2030 in cooperation with including companies, civil society and international community. Japan's major efforts on SDGs at this year's HLPF based on the three key areas of the "Extended SDGs Action Plan 2018" are as follows.

The reception hosted by the GoJ

Promotion of Japan's efforts on SDGs through bidding for Osaka-Kansai Japan Expo 2025

At the reception, the government of Japan headed by VM Okamoto, in cooperation with Mr. Yoshimura, Mayor of Osaka, and other wide range of organizations including Japan Business Federation (Keidanren), private companies and civil societies, appealed Osaka-Kansai Japan EXPO 2025 and played up Japan's initiative to promote SDGs.

3. Empowerment next generations and women

Communicate Japan's efforts on empowerment of the next generation and women

The government of Japan communicated Japan's efforts toward achieving SDGs based on three key areas of "Extended SDGs Action Plan 2018" at the panel discussion on G20 and SDGs. In particular, the GoJ expressed Japan's determination to lead human resource development, especially empowerment of next generation and women, as a host country of next year's G20 and TICAD. The GoJ also exchanged views on the efforts of next generation on SDGs with other panelists such as Y20.

1. Promotion of society 5.0 that corresponds to SDGs

Contribution to drafting the framework of "STI Roadmap for SDGs"

Ambassador Hoshino, as a co-chair of the 3rd STI Forum, reported the outcome of the forum to the participants of HLFP. In particular, they exchanged views on topics such as the efforts on drafting "the STI for SDGs roadmap" and digital divide.

2. Regional vitalization driven by the SDGs

Communicate the local efforts for SDGs towards the world

Shizuoka-City and Kitakyushu-City, as "SDGs Future City", appealed their efforts to achieve SDGs at the side event of HLPF.



Students Awards

and will be the perfect place for trial and error.