

Shizuoka City's Initiatives for Promoting SDGs

February 13, 2019 (Wednesday)

Nobuhiro Tanabe, Mayor of Shizuoka City

1. Third Shizuoka City Comprehensive Plan and SDGs

Third Shizuoka City Comprehensive Plan (2015-22)

From April 2015

Goal: Realize “Shizuoka that Shines Globally”

- Three city-center building initiatives that enhance our global presence
- Two types of framework building that enhance the quality of life
- Promotion of the five main concepts

Adopted in September 2015

- Society that lets everyone utilize their underlying potential in an atmosphere of respect and equality
- Earth capable of supporting demand from current and future generations
- Prosperous and fulfilling lives for everyone, etc.

SDGs (2015-30)

SDGs initiatives support achievement of the goals and head in the same direction

February 2018
Announced a city policy to incorporate SDGs in the comprehensive plan
From April 2018
Started efforts to promote merging SDGs initiatives into the five main concepts being given priority

Fourth Comprehensive Plan (2023-30)

Comprehensive plan x SDGs

Realizing “Shizuoka that Shines Globally”

2. Shizuoka City x SDGs – Comprehensive plan and five main concepts

Community-building goal: “Realizing Shizuoka that Shines Globally”

Five priority projects for realizing the goal



Fostering historical culture sites



Fostering marine culture sites



Promoting a city of health and longevity



Fostering educational culture sites



Promoting the city as a theater

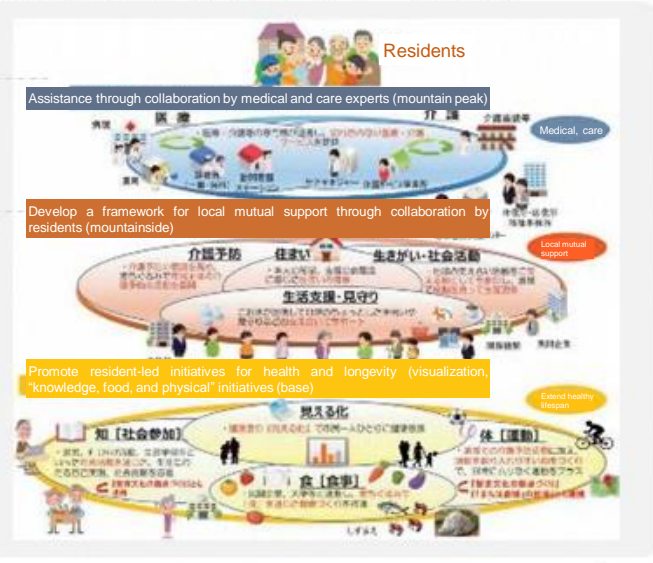
2. Shizuoka City x SDGs – Promoting a city of health and longevity x SDGs



Extracted the “health” component of SDGs

Fostering of a community that is healthy and has longevity in a Mt. Fuji style

Contribute to SDGs by fostering a community that is healthy and has longevity



New additions in light of SDGs

- Social**
 - Prevent infectious disease
 - Promote emotional health
 - Food security and safety
 - Prevent violence and abuse
 - Health assessment
 - Address poverty
 - Development an environment for birth and childrearing
 - Promote co-existence with disabled people
- Economic**
 - Foster industry
 - Harmonize the work-life balance, improve work environments
- Environmental**
 - Adapt to climate change
 - Prevent pollution (air, water, soil, etc.)

Expanded Five Concepts – Promote a community with health and longevity

Shift from measures focused on seniors to building a community that creates healthy conditions for everyone



* Image

3. Initiatives to raise awareness (1) – Community building sessions -



静岡の歴史を振り返り、世界水準の未来のまちを展望する

この冊子は、静岡市が2015年（平成27年）に策定した「静岡市都市計画（2015～2022）」の中期の取り組みに向けて、東区と駿河区を対象に、市の掲げる5大構想から「歴史文化」と「健康長寿」を軸としたまちづくり等について、市長が市民の皆さんとお話しします。お気軽にご参加ください。

市長 斎藤 隆夫



しずおかまちづくりセッション

奏でよう！ ～私たちの歴史 × 私たちの未来～

第3次静岡市都市計画（2015～2022）の中期の取り組みに向けて、東区と駿河区を対象に、市の掲げる5大構想から「歴史文化」と「健康長寿」を軸としたまちづくり等について、市長が市民の皆さんとお話しします。お気軽にご参加ください。

5/12 (土) 14:00～15:30 英生活学習センター (東区東山町3-18) 会場：1階ホール	5/19 (土) 14:00～15:30 東部生活学習センター (東区千代田7丁目9-15) 会場：3階ホール	5/20 (日) 14:00～15:30 奥田生活学習センター (駿河区寺田131-1) 会場：1階ホール
5/26 (土) 14:00～15:30 西部生活学習センター (東区田町3丁目46-5) 会場：2階ホール	6/16 (土) 14:00～15:30 駿河生活学習センター (駿河区小島2丁目25-45) 会場：3階ホール	6/17 (日) 14:00～15:30 環境県立山形文芸センター 受付ごころ (東区牛島2352) 会場：1階集会室 AB
6/23 (土) 14:00～15:30 南部生活学習センター (駿河区南/椿町25-21) 会場：1階ホール	6/24 (日) 14:00～15:30 東村生活学習センター (東区東本町5-9) 会場：2階ホール	6/30 (土) 14:00～15:30 教育センター (東区南一丁目17-10) 会場：2階 中研修室
7/14 (土) 14:00～15:30 大井生活学習センター (駿河区大井町57-5) 会場：2階ホール	7/17 (火) 14:00～15:30 井川生活学習交流館 (東区井川656-2) 会場：1階ホール	会場 持ってくるよ！ ※完全会場、手記活字対応有

申込み不要です。直接会場へ！公共交通機関等でお越しください。

※ 東・西部・駿河生活学習センターの3会場は、託元（6か月～3歳児）を募集します。
 ※ 参加予約が必要です。開催日の1週間前まで支店コールセンター（☎054-200-4894/FAX054-200-4895）に電話またはFAXにて予約してください。（無料）
 ※ FAXの場所は、希望日、保護者氏名、子ども氏名、住所、電話番号、子ども年齢をご記入ください。

（問合せ）会場について(広報紙) ▶ 054-221-1354 内容について(全欄) ▶ 054-221-1002
 広報課メール koho@city.shizuoka.jp 企画課メール kstaku@city.shizuoka.jp

Community building sessions held at 11 locations in the city. Mayor directly discussed the direction of community building and its relationship to SDGs with more than 1,500 residents.



3. Initiatives to raise awareness (2) – SDGs x Shizuoka City x media project –

Item	Content
Goal	Utilize media's communication reach to raise awareness of SDGs among residents and companies (established on July 20, 2018)
Activities	Hold meetings with local media companies in the city to improve their understanding of SDGs, etc.
Results	Four local broadcasters and one CATV station had booths (including a shared message board in each booth) at an event to raise SDGs awareness Announcers from the companies prepared a relay talk show on promoting SDGs awareness (about a minute and a half) and aired it at the event
Partners	Shizuoka Asahi Television, Shizuoka Broadcasting System, Shizuoka Telecasting, Shizuoka Daiichi Television Corporation, TOKAI Cable Network, NTT Data Institute of Management Consulting



SDGs × 静岡市 ×メディア プロジェクト



3. Initiatives to raise awareness (3) – SDGs Week –

Item	Content
Period	January 3 (Thursday) to 12 (Saturday), 2019
Goal	Reach 50% awareness of SDGs among residents
Basic policies	<ol style="list-style-type: none">1 Provide wide-ranging exposure to SDGs2 Promote projects through partnerships with a variety of stakeholders3 Present SDGs in a familiar way using music, dance, light, and other methods
Examples	Shizuoka City Coming-of-Age Ceremony (January 3) Shizuoka City x SDGs City elementary schools, junior high schools, high schools, and universities (January 5) Shizuoka SDGs Junior High School Student Summit (January 11) SDGs COLLECTION supported by TGC Shizuoka 2019 (January 12), etc.
Participants	Over 23,000 residents
Partners	City elementary schools, junior high schools, high schools, and universities, local NPOs, JICA, Shizuoka Chamber of Commerce, Junior Chamber International Shizuoka, local companies (banks, credit unions, retailers, etc.), Shizuoka Prefecture, etc.

SDGs Week Video

4. Results and issues

★Results

- Raise awareness (11% in November 2017 → **35.7%** on January 13, 2019 (preliminary value))
 - **Build partnerships with a variety of parties**, including city schools and universities, all private broadcast stations, Junior Chamber International Shizuoka, companies, and others
- Selection as an **SDGs FutureCity** in Japan (June 16)
- Approved as Asia's first **SDGs Hub City** by the United Nations (July 17)

★Issues

- **Awareness and understanding of SDGs still low** among residents and companies
- **Business opportunities for small businesses** with SDGs!