

New Development of SDGs for Regional Revitalization

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Evaluation and Study Group (Cabinet Office)**

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Agendas

- **Comprehensive Revitalization Strategies for Cities, People, and Careers**
- **SDGs FutureCity**
- **Public–Private Partnership Platform**
- **Autonomous Virtuous Cycles**
- **Finance Framework**
- **COVID-19 Measures and SDGs**

History of International Forums

① 1st International Forum on the “FutureCity” Initiative

2012.2. Chiyoda-ku, Tokyo

② 2nd International Forum on the “FutureCity” Initiative

2013.2. Shimokawa Town, Hokkaido

③ 3rd International Forum on the “FutureCity” Initiative

2013.10. City of Kitakyushu, Fukuoka

④ 4th International Forum on the “FutureCity” Initiative

2014.12. Higashimatsushima City, Miyagi

⑤ International Forum on the “FutureCity” Initiative in Malaysia

2015.2. Johor Bahru, Malaysia

⑥ 5th International Forum on the “FutureCity” Initiative

2015.10. Toyama City, Toyama

⑦ International Forum on the “FutureCity” Initiative in Portland

2016.2. Portland, Oregon, USA

⑧ 6th International Forum on the “FutureCity” Initiative

2016.8. City of Yokohama, Kanagawa

⑨ 7th International Forum on the “FutureCity” Initiative

[Eco FutureCity Initiatives and SDGs' Principles]

2017.10. Kashiwa City, Chiba

⑩ 1st International Forum on SDGs for Regional Revitalization

2019.2. Tokyo

⑪ 2nd International Forum on SDGs for Regional Revitalization

2020.1. Tokyo

⑫ 3rd International Forum on SDGs for Regional Revitalization

2021.1. Online

Three Pillars of SDGs Action Plan 2019

SDG Promotion Headquarters (2018.12)

Corporations

1. Promotion of Society 5.0 linked to SDGs

- Realize “Society 5.0” and “productivity revolution” through destructive innovation
- Agree to revision of Keidanren’s “Chapter of Corporate Behavior” and further encourage private sector initiatives

(Local governments)

2. Regional revitalization driven by SDGs

- Realize regional revitalization and build a resilient and Earth-friendly society
- Promote **SDGs Future City Initiatives**
Support local governments that can serve as **a leading model**

(Youth and Women)

3. Empowerment of next generations and women

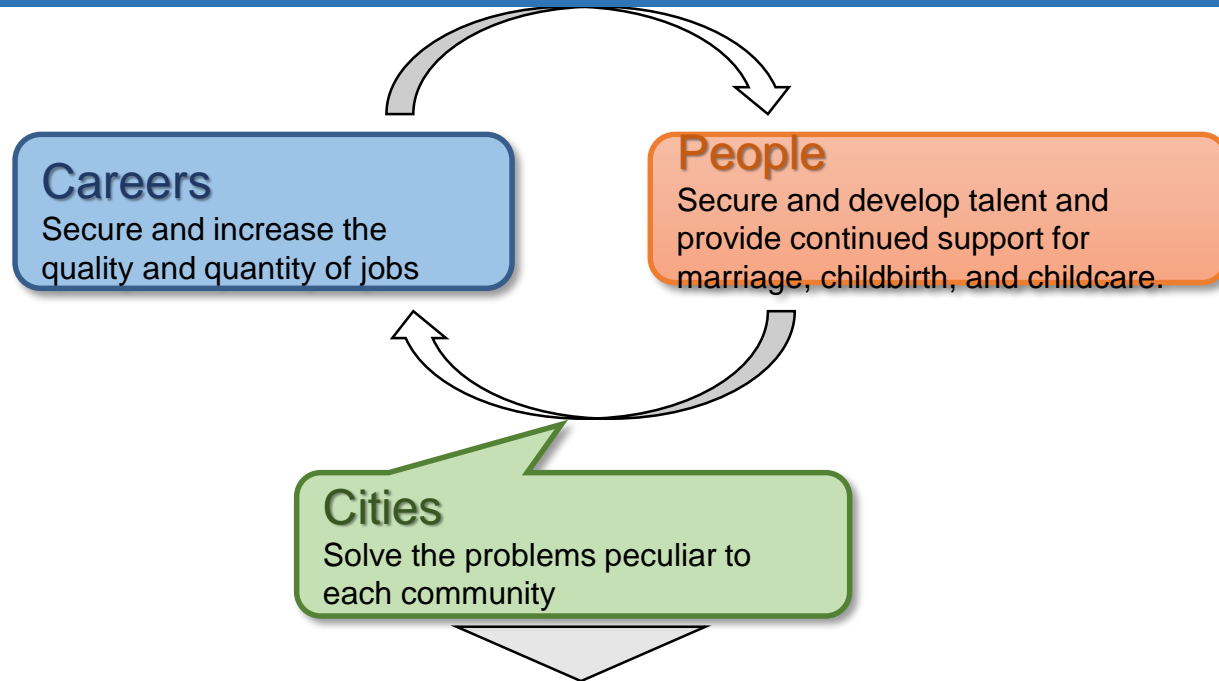
- Empower next generations and women as bearers of SDGs
- Steadily implement “workstyle reform,” “promotion of women’s advancement,” and “human resource development reform”

Basic Goals of the Policy Framework for the 1st Term “Comprehensive Revitalization Strategies for Cities, People, and Careers” (2014–19)
(Cabinet Secretariat)

1. Create stable **jobs** for local people
2. Create new **flow of people** to local communities
3. Fulfill the younger generation’s hopes for **marriage, childbirth, and childcare**
4. Build a generation-friendly community to protect **safe living** and promote inter-regional partnership

⇒ **Basic goals that align with SDGs’ principles**

Revitalization of Cities, People, and Careers and SDGs Initiatives



- “Jobs” attract “people” and then revitalize “cities.”
- Cities with no charm lose people and businesses.

Create autonomous virtuous cycles and revitalize regions through the integrated initiatives for SDGs

Initiatives for Regional Revitalization SDGs

2008–
(Eco-model City Initiative)

2014
(1st term Comprehensive Revitalization Strategies for Cities, People, and Careers)

2019

2020
(2nd term)

Eco-Model City
(2008)

Eco FutureCity
(2011)

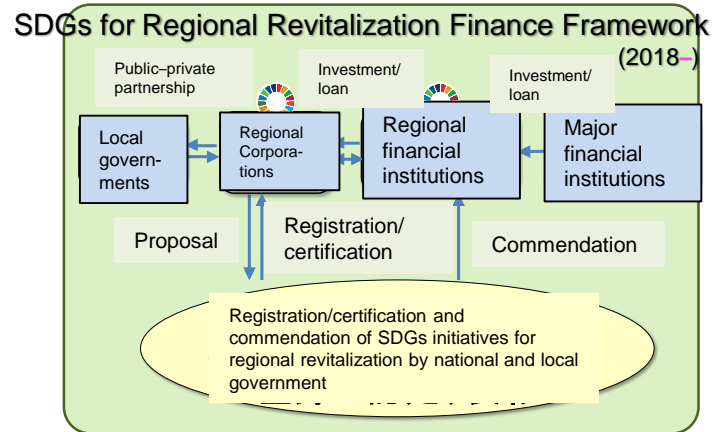
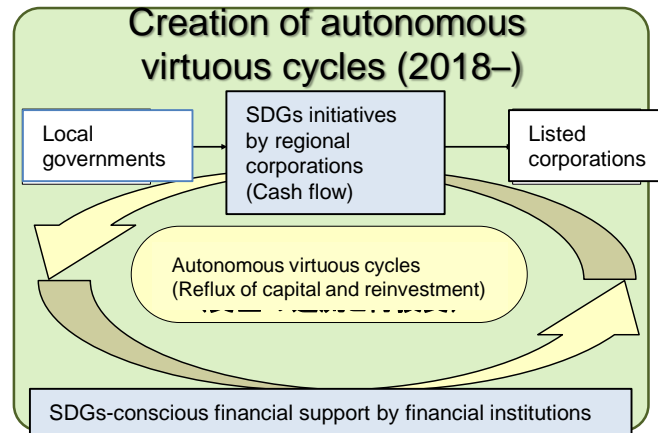
Promotion Council for
the Eco FutureCity
Initiative (2008)

Local Government SDGs
Promotion Evaluation and
Study Committee (2017)

SDGs FutureCity
(2018)

SDGs Model Projects
(2018)

Public-Private
Partnership Platform
(2018)

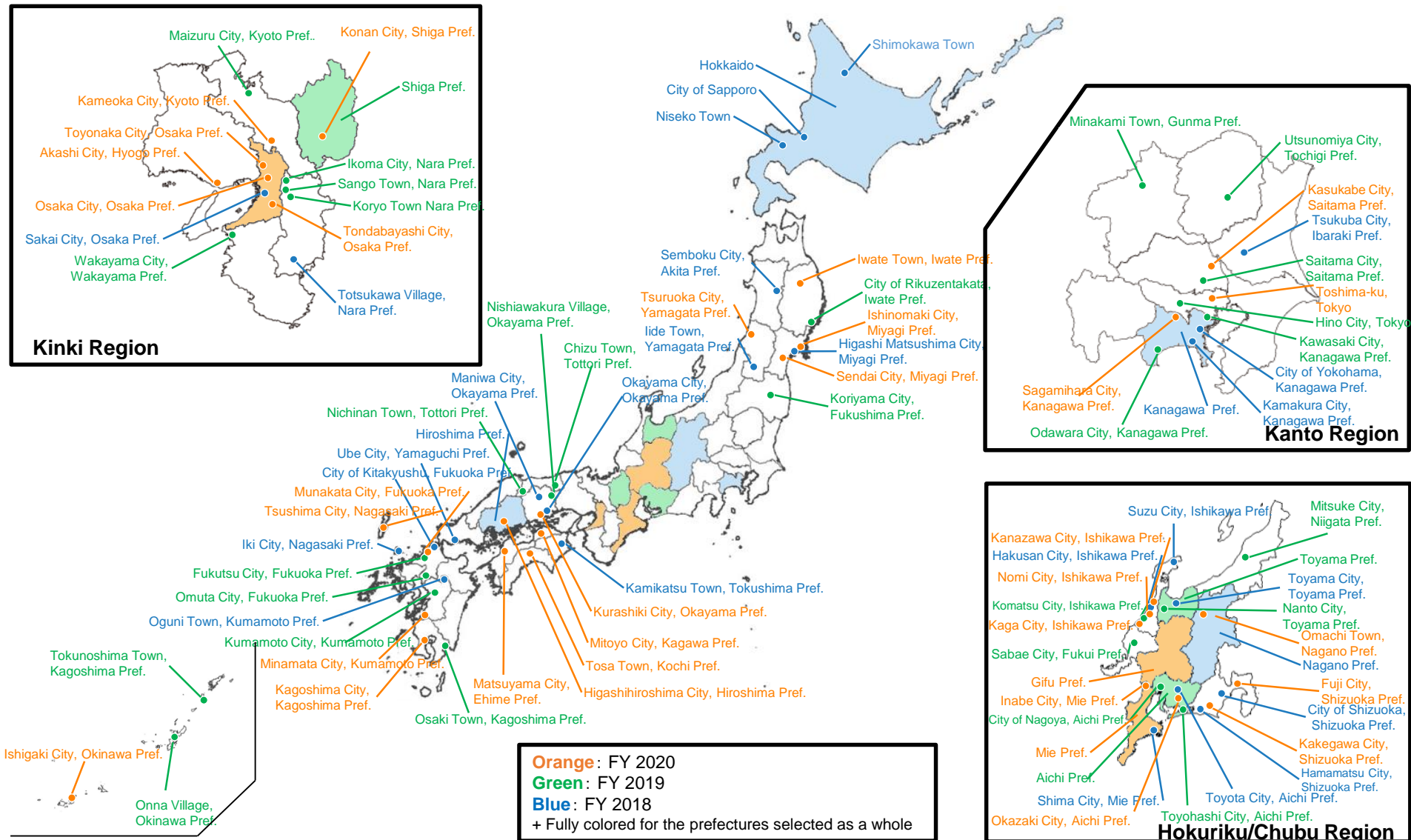


Local governments
as key players

Public-private
partnership

Involvement of private
corporations as key players

Selected SDGs FutureCity (for three years, 2018–20)



Source: Compiled on the blank map on the website of the Geospatial Information Authority of Japan (<https://maps.gsi.go.jp/>)

Selected SDGs FutureCity (June 2018)

Blue: SDGs FutureCity (29 cities)

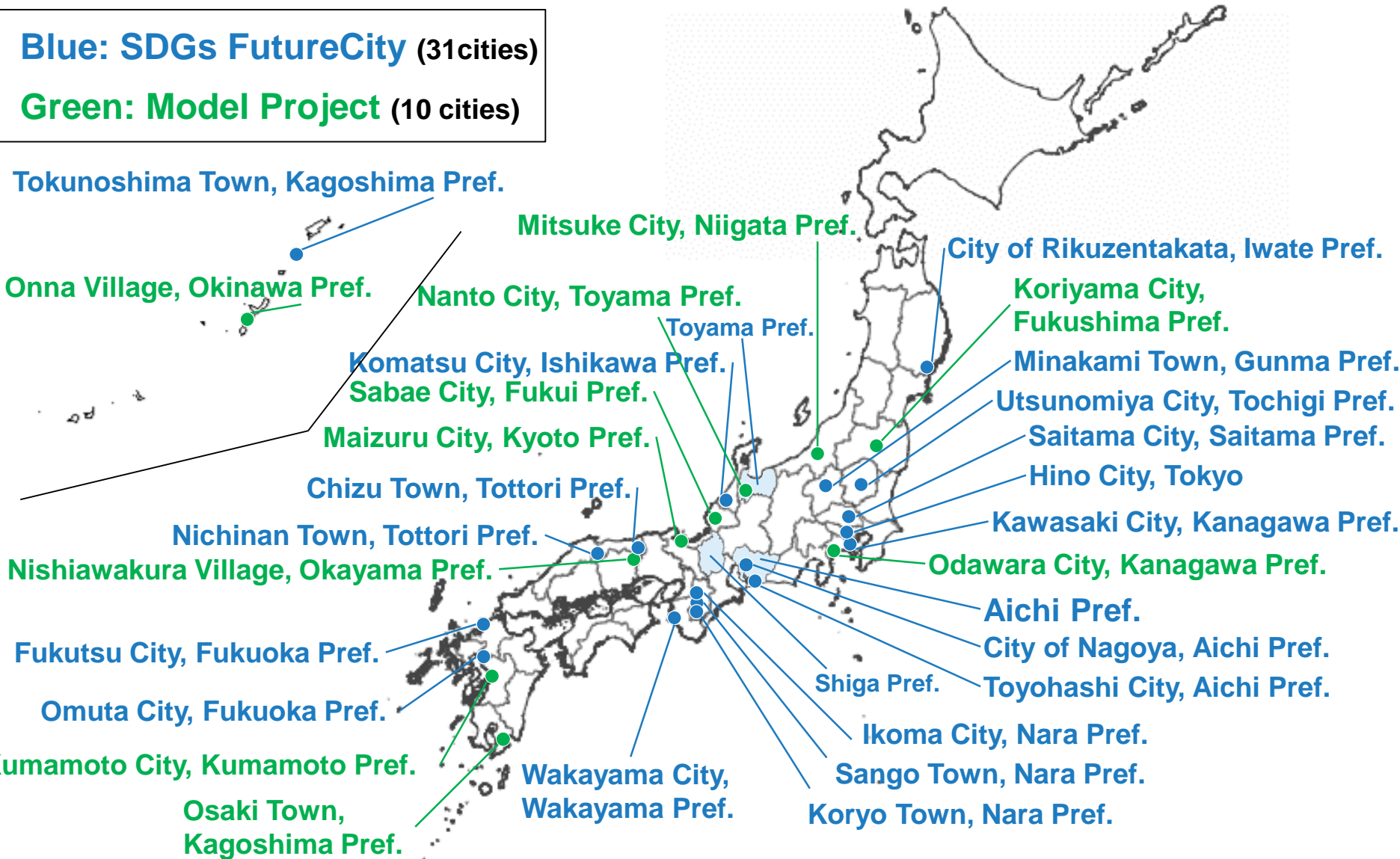
Green: Model Project (10 cities)



Selected SDGs FutureCity (July 2019)

Blue: SDGs FutureCity (31 cities)

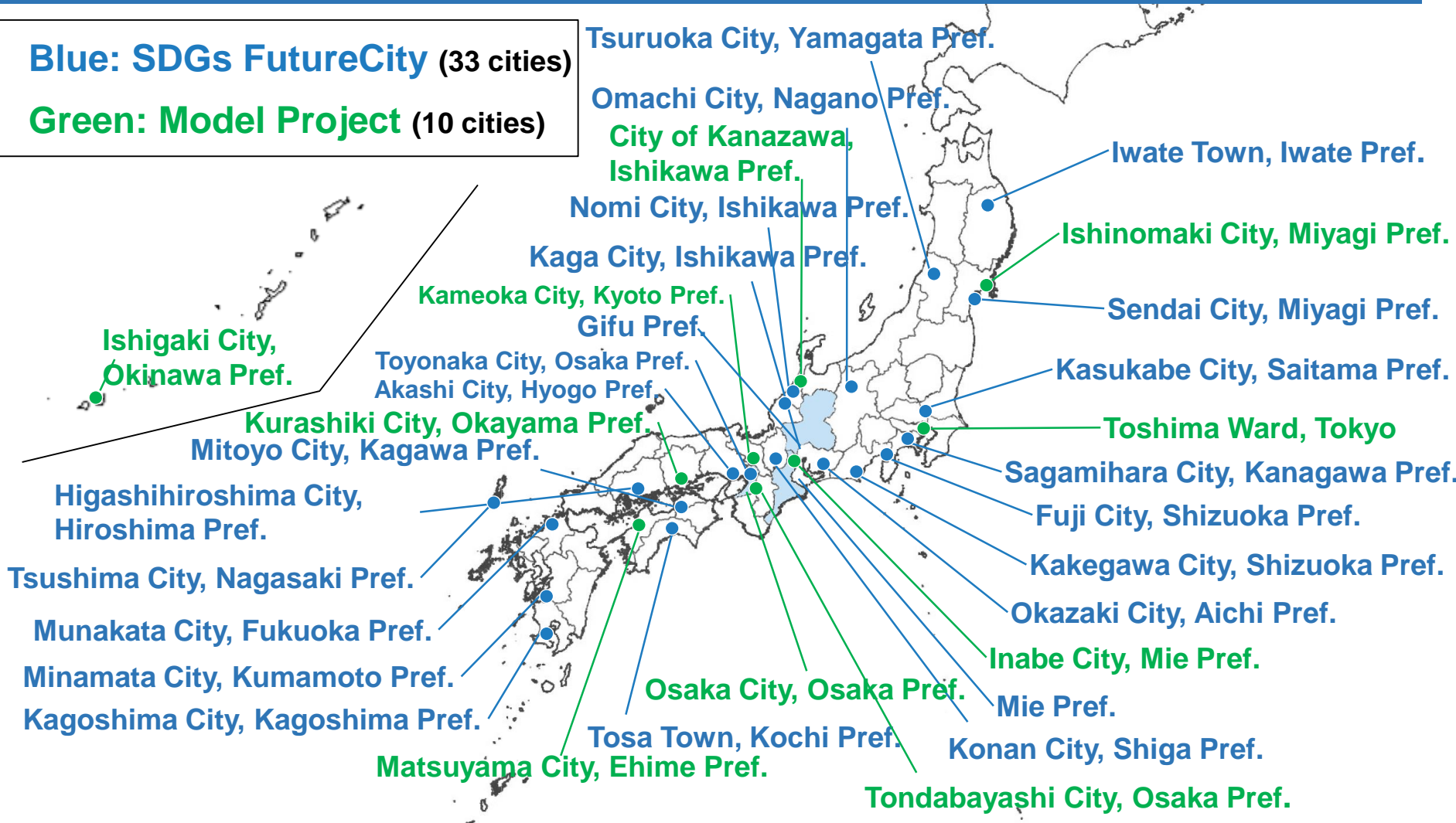
Green: Model Project (10 cities)



Selected SDGs FutureCity (July 2020)

Blue: SDGs FutureCity (33 cities)

Green: Model Project (10 cities)



⇒ **Selections scheduled for more four years; total seven years (210 cities by 2024)**

Selection Criteria of SDGs FutureCity

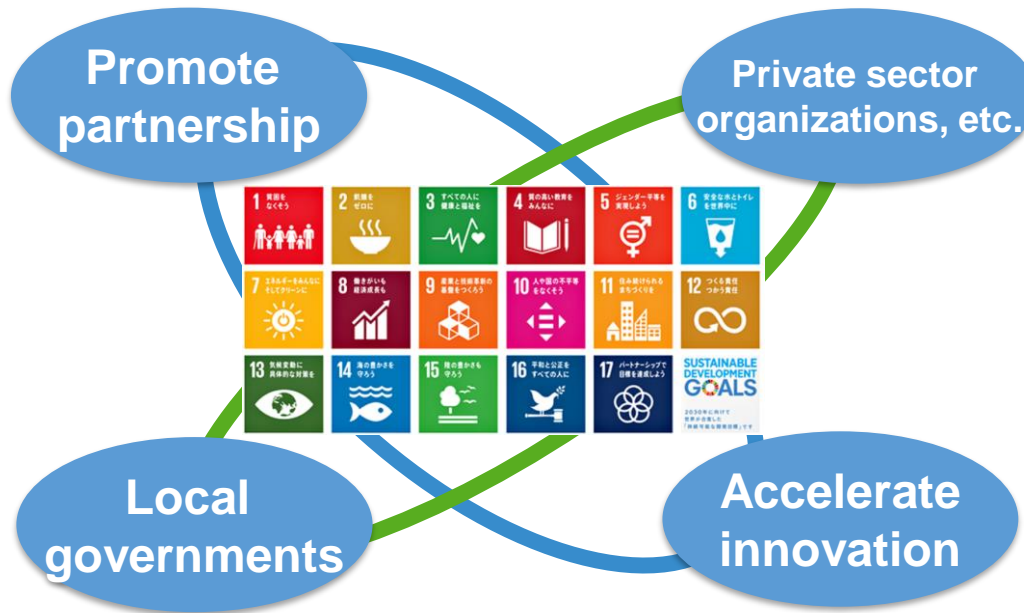
(Evaluation items and score (150 points in total))

1 General Plan (75 points)	
1. Future vision	15 in total
(1) Current status	(0 – 5)
(2) Ideal vision for 2030	(0 – 5)
(3) Major goals for 2030 vision achievement	(0 – 5)
2. Initiatives to promote local government SDGs	20 in total
(1) Initiatives to promote local government SDGs	(0 – 10)
(2) Information dissemination	(0 – 5)
(3) Expandability (including model project development)	(0 – 5)
3. Promotion structure	30 in total
(1) Incorporation into each plan	(0 – 5)
(2) Execution system inside the government	(0 – 5)
(3) Cooperation with stakeholders	(0 -10)
(3-1) Stakeholders inside and outside the region *Local residents, corporations, financial institutions, etc.	
(3-2) Local governments (national network)	
(3-3) International network	
(4) Build a system to create autonomous virtuous cycles, etc.	(0 – 10)
4. Feasibility of local government SDGs initiatives	10 in total
Feasibility of the initiatives to promote local government SDGs	(0 – 10)

2 Model Project of Local Government SDGs (75 points)	
1. Effects on achievement of selected goals and targets	(–)
(1-1) Economic aspects	(0 – 5)
(1-2) Social aspects	(0 – 5)
(1-3) Environmental aspects	(0 – 5)
2. Initiatives to integrate the above three aspects	(–)
(2-1) Total optimization through the integrated initiative	(0 – 15)
(2-2) Synergy effects, etc. on economic, social, and environmental aspects	(0 – 15)
3. Cooperation with various stakeholders	(0 – 5)
4. Implementation of the project to create autonomous virtuous cycles	(0 – 15)
5. Feasibility of the model project of local government SDGs	(0 – 10)

⇒ **Focus on the initiatives to revitalize regional economies through autonomous virtuous cycles**

Public–Private Partnership Platform for Regional Revitalization SDGs (established by the Cabinet Office in August 2018)



1. Matching support

- No. of supports provided: **285** (2020)
- **New KPIs: 1000** (2024)

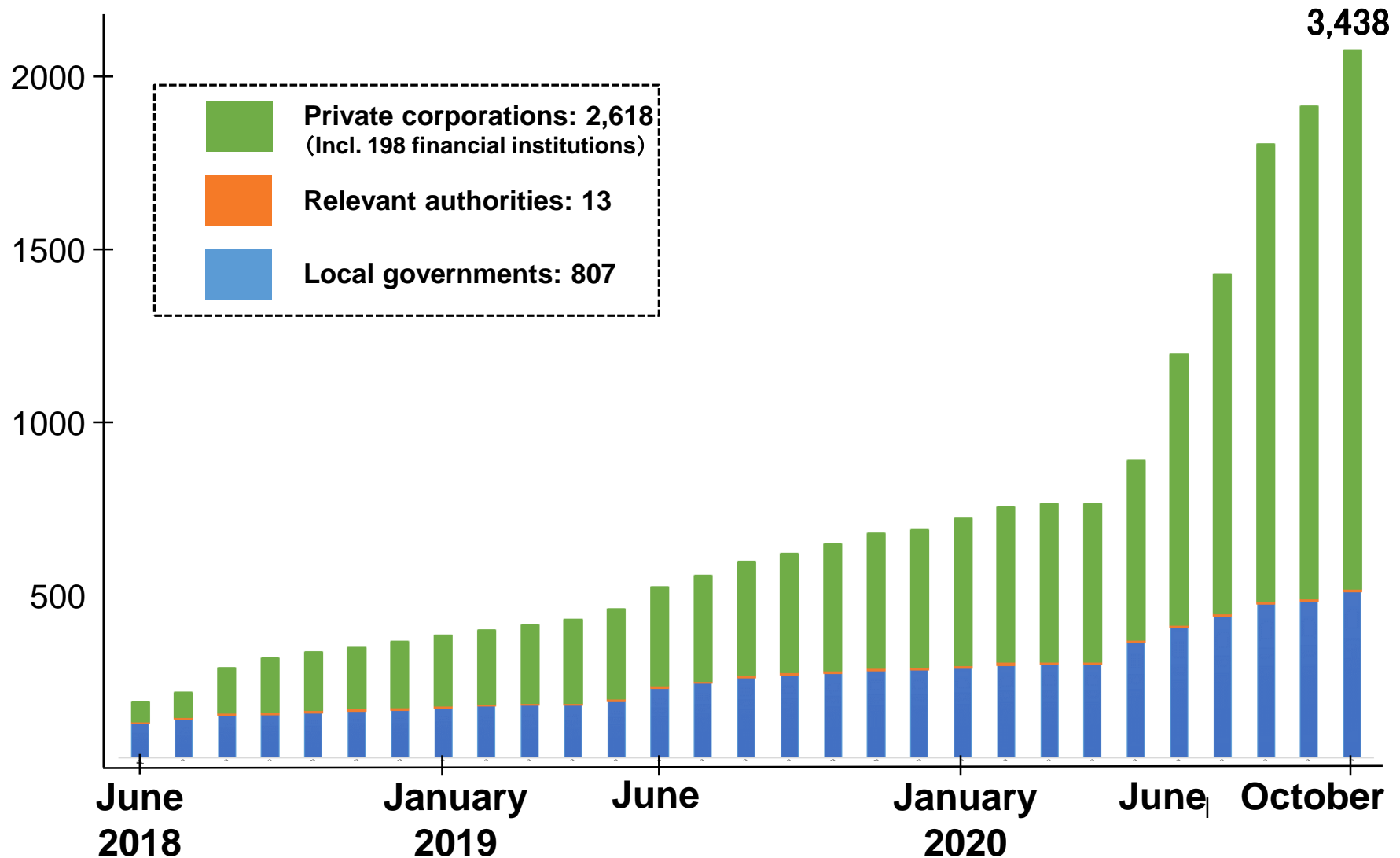
2. Number of subcommittees: 77

3. Promotion activities

Promote private sector involvement in regional revitalization SDGs

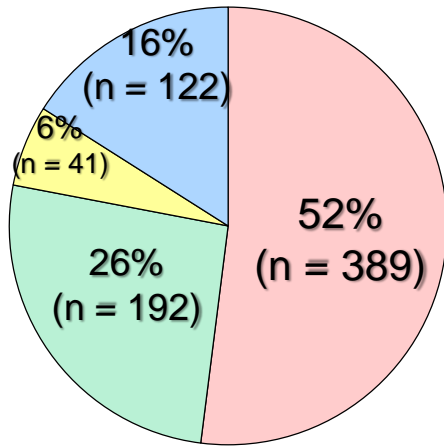
Develop concrete projects through public–private partnerships

Number of Platform Members: 3,438 organizations



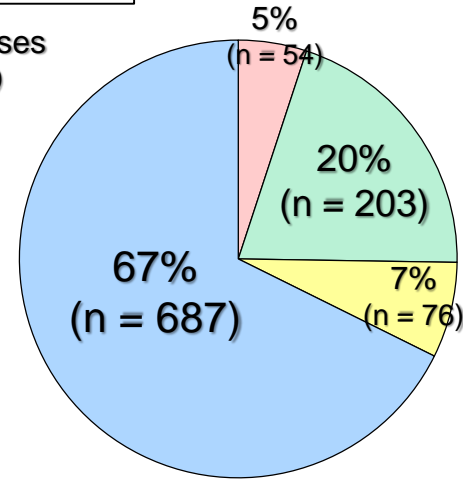
Survey on SDGs Recognition: Questionnaire to Local Governments Nationwide (Cabinet Office)

FY 2017 (Sep.)



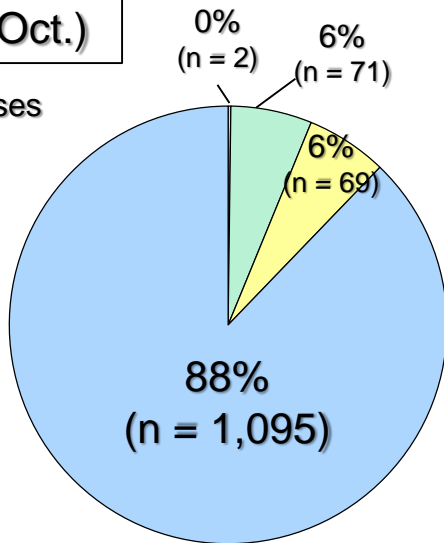
FY 2018 (Oct.)

(Total responses
N = 1,020)



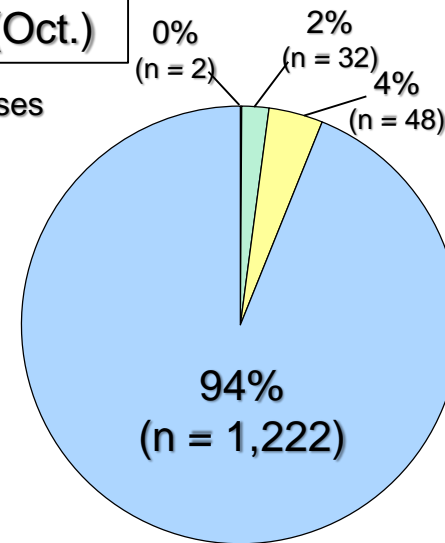
FY 2019 (Oct.)

(Total responses
N = 1,237)



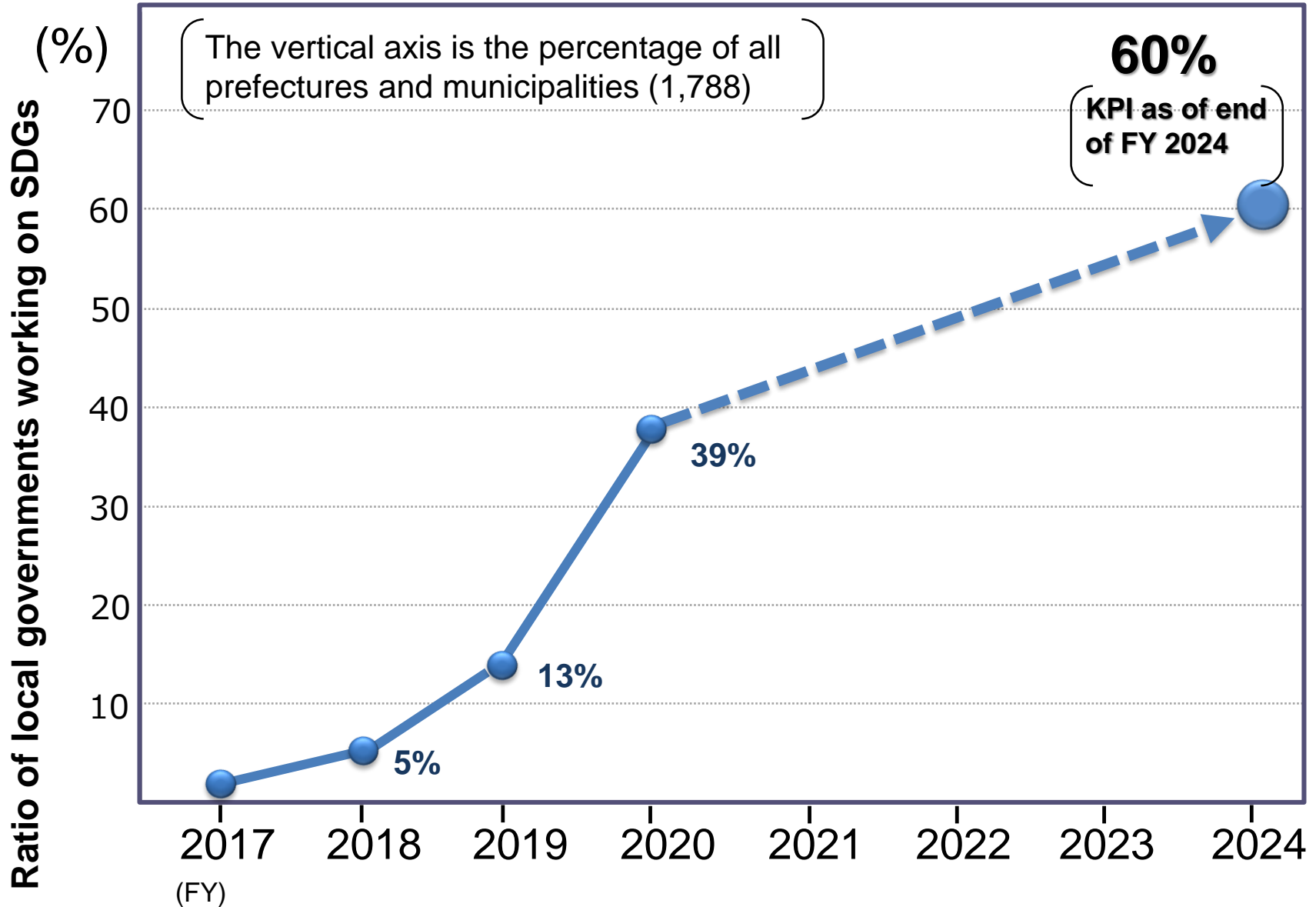
FY 2020 (Oct.)

(Total responses
N = 1,303)



- Don't know
- Have heard of the term "SDGs"
- Know they are the goals to be achieved by 2030
- Know they are the goals/targets of sustainable development

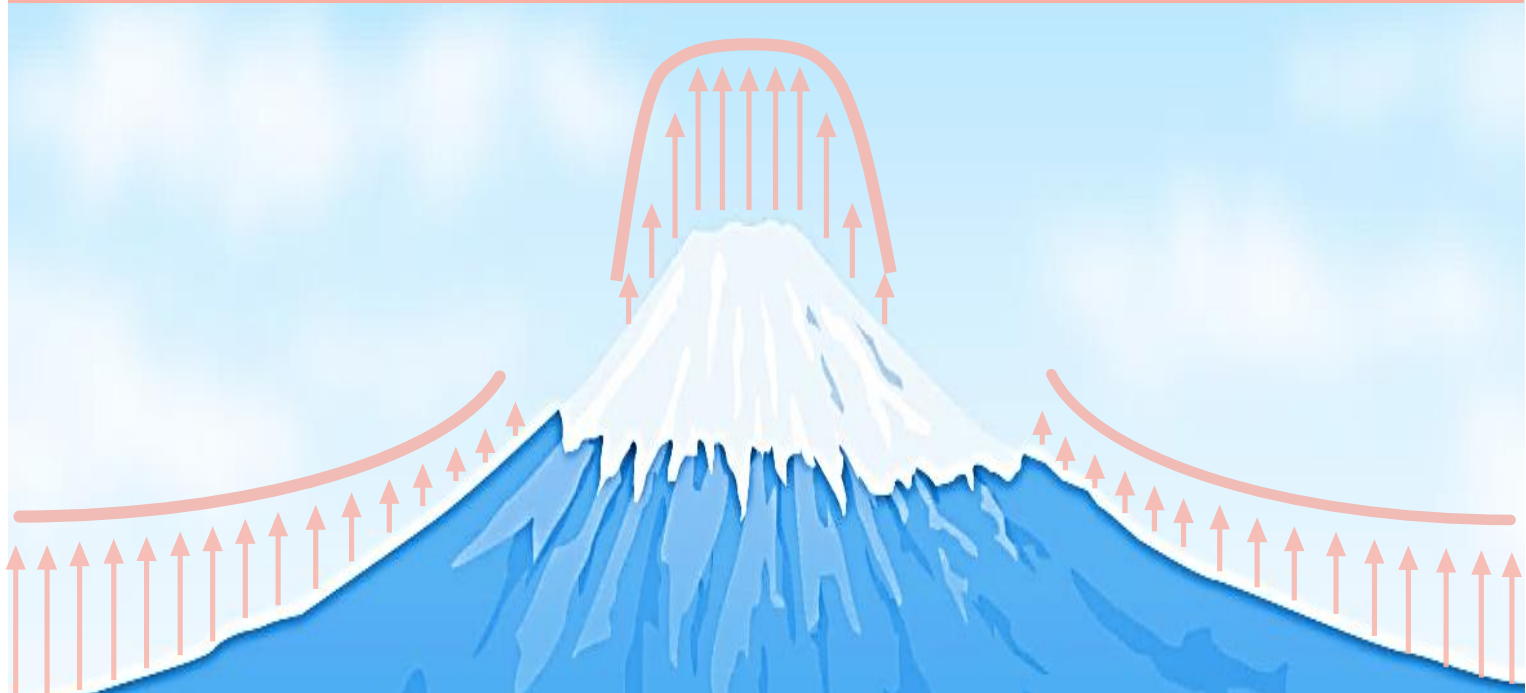
Percentage of Local Governments Working on SDGs



Aims of SDGs FutureCity Initiative, etc.

1) Set a higher peak. 2) Raise and expand a base.

1) National government's approval of excellent local governments → Higher peak



2) Sharing best practices and partnership → Wider, thicker base

→ **Wider base contributes to “Comprehensive Revitalization Strategies for Cities, People, and Careers”**

Basic Goals of the Policy Framework for the 2nd term “Comprehensive Revitalization Strategies for Cities, People, and Careers “
(Cabinet approval on Dec. 20, 2019)

1. Create **communities where people can earn** and **work safely**
 2. Build a connection with, and create a new **flow of people** to, local communities
 3. Fulfill their hopes for **marriage, childbirth, and childcare**
 4. Create an attractive community where people gather and **live safely**
- ⇒ **Autonomous virtuous cycles and finance framework as specific initiatives for regional economy revitalization**

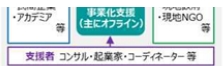
Regional Revitalization SDGs Initiatives in the "Expanded SDGs Action Plan 2019" (SDGs Promotion Headquarters, June 2019)

2019年6月、G20大阪サミットにおいて「STI for SDGsロードマップ 策定のための基本的考え方 (Guiding Principles)」を発表

2019年5月、『SDGs経営ガイド』策定。企業のSDGs経営の推進とESG投資の呼びかけを目的とした施策を推進

Science and Technology Innovation

用し、「SDGsのため I for SDGs)」を推進：を通じて、支援 STIシー



ズをマッチングするプラットフォームを構築
③ODAと連携した国際共同研究の強化等

2019年5月、平成31年度 地域循環共生圏づくりプラットフォームの構築に向けた地域循環共生圏の創造に取り組む活動団体の選定団体一覧 (この他、モデル実証事業を夏頃決定予定)

- 長沼町
- (特非) 仕事人倶楽部
- (一社) Reborn-Art Festival
- (一社) サステイナビリティセンター
- (株)会津森林活用機構、会津地域森林資源活用事業推進協議会
- 小田原市
- 国立大学法人富山大学

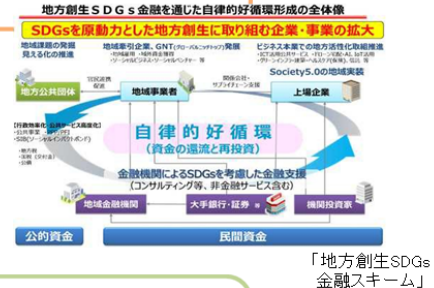
環境×地方創生：地域資源を持続的な形で最大限活用。自立・分散型の社会を形成しつつ、各地域が補完し支え合う地域循環共生圏の創造に向け、プラットフォーム構築(ソフト面)及び地域社会インフラの脱炭素化モデル

Regional Cycle Co-existence Zone

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> ■富士宮市 ■裾野市深良地区まちづくりコンソーシアム ■おわせSEAモデル協議会 ■(認定特非) まちづくりネット 東近江 ■亀岡市 ■環境アニメイティッドやお ■(公財) 地球環境戦略研究機関 (IGES) | <p>推進協議会</p> <ul style="list-style-type: none"> ■那智勝浦町 ■(株) AMAホールディングス ■真庭市 ■(株) エーゼロ ■(認定特非) 定着推進連絡協議会 ■宗像国際環境会議実行委員会 | <p>協議会</p> <ul style="list-style-type: none"> ■小国町(熊本県) ■熊本県、南阿蘇村 ■奄美市 ■徳之島地区自然保護協議会 ■宮古島市 ■国頭村 |
|--|---|---|

Guide for SDGs Business Management

- ①『S』
 - ②『E』
 - ③『G』
- 化する等を通じ、SDGs経営を後押しする長期投資を促進
SDGsに関する投資等に係る国際的ルールメイキングに貢献



Regional Revitalization SDGs

開を図り、多様なステークホルダーが連携し「地方創生SDGs金融フレームワーク」構築を目指す。



「地方創生SDGs金融フレームワーク」

Overview of Regional Revitalization SDGs Initiatives

地方創生
SDGsと持
続可能な
まちづくり

1. 地方創生SDGs達成に向け
自律的好循環の形成を目指し、
地方創生SDGs金融の普及・
展開を図る
2. 多様なステークホルダーが連携し
「地方創生SDGs金融フレームワーク」
構築を目指す



Creation of
autonomous
virtuous
cycles



フェーズ1 地域事業者のSDGs達成に向けた取組の見える化

- 「登録/認定制度」を構築し、地域事業者のSDGs達成に向けた取組を見える化
- 登録/認定制度を通じて幅広い地域事業者の参画を促し、SDGs達成に取り組む主体の裾野を拡大

フェーズ2 SDGsを通じた地域金融機関と地域事業者の連携促進

- 地域金融機関が、与信先企業に対してEニタリング、フォローアップを実施することで育成・成長に貢献
- モニタリングを通じて得られた知見を自らの目利き力やコンサルティング能力等の強化に活かす

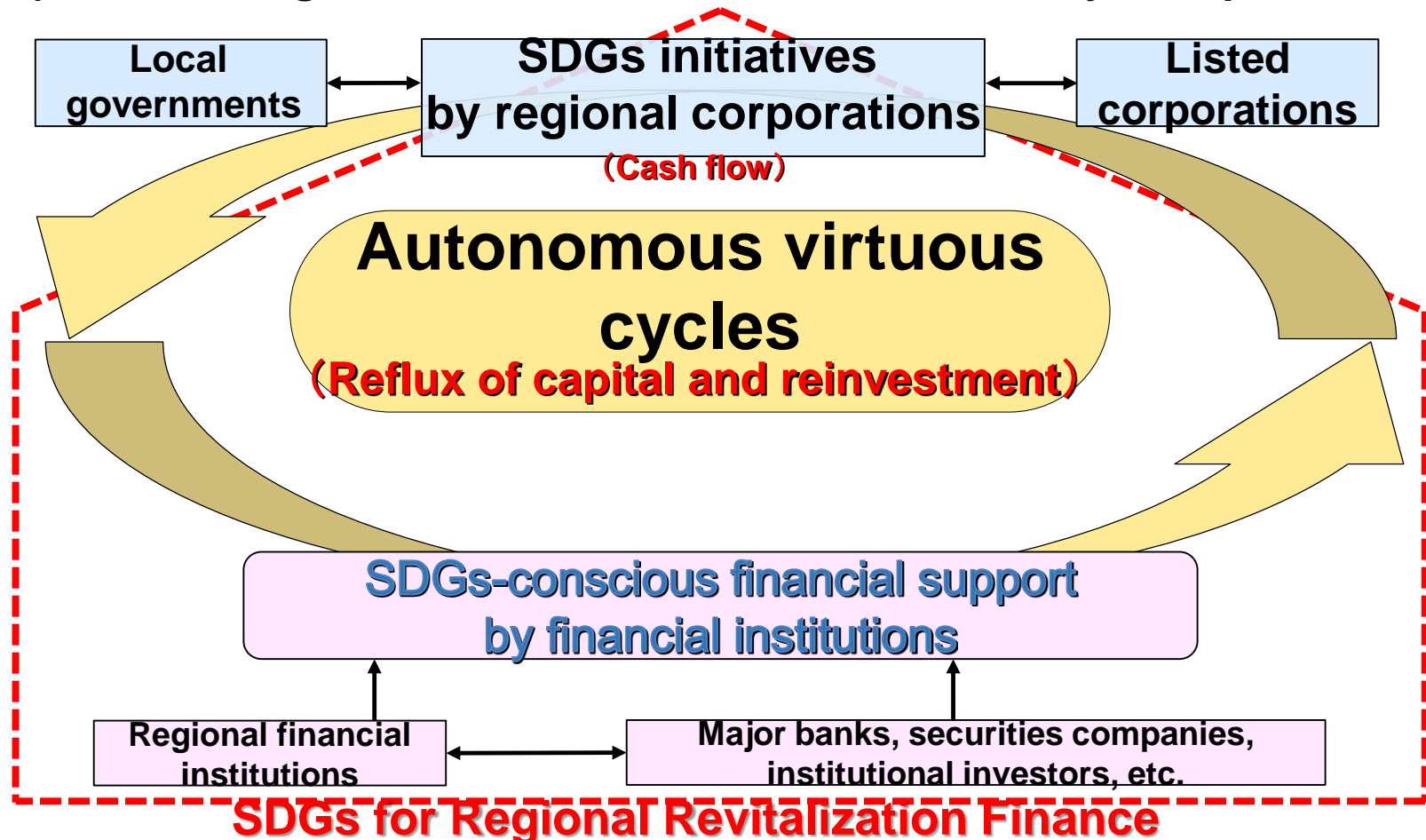
フェーズ3 SDGsを通じた地域金融機関等と機関投資家・大手銀行・証券会社等の連携促進

- フェーズ2の実践を通じて働いた取組を行った地域金融機関を政府が表彰する制度を創設
- 機関投資家等と地域金融機関の協調・協業を推進

SDGs for Regional
Revitalization
Finance Framework

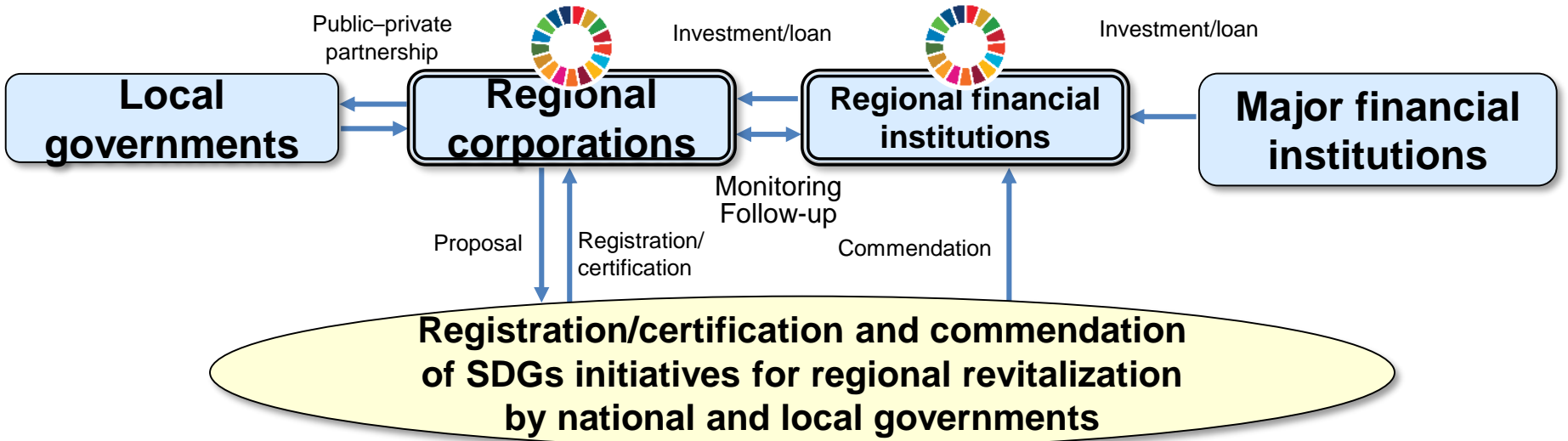
Autonomous Virtuous Cycles and Regional Revitalization SDG Finance (Cabinet Office, 2018)

(SDGs for Regional Revitalization/ESG Finance Study Group (March 2019))

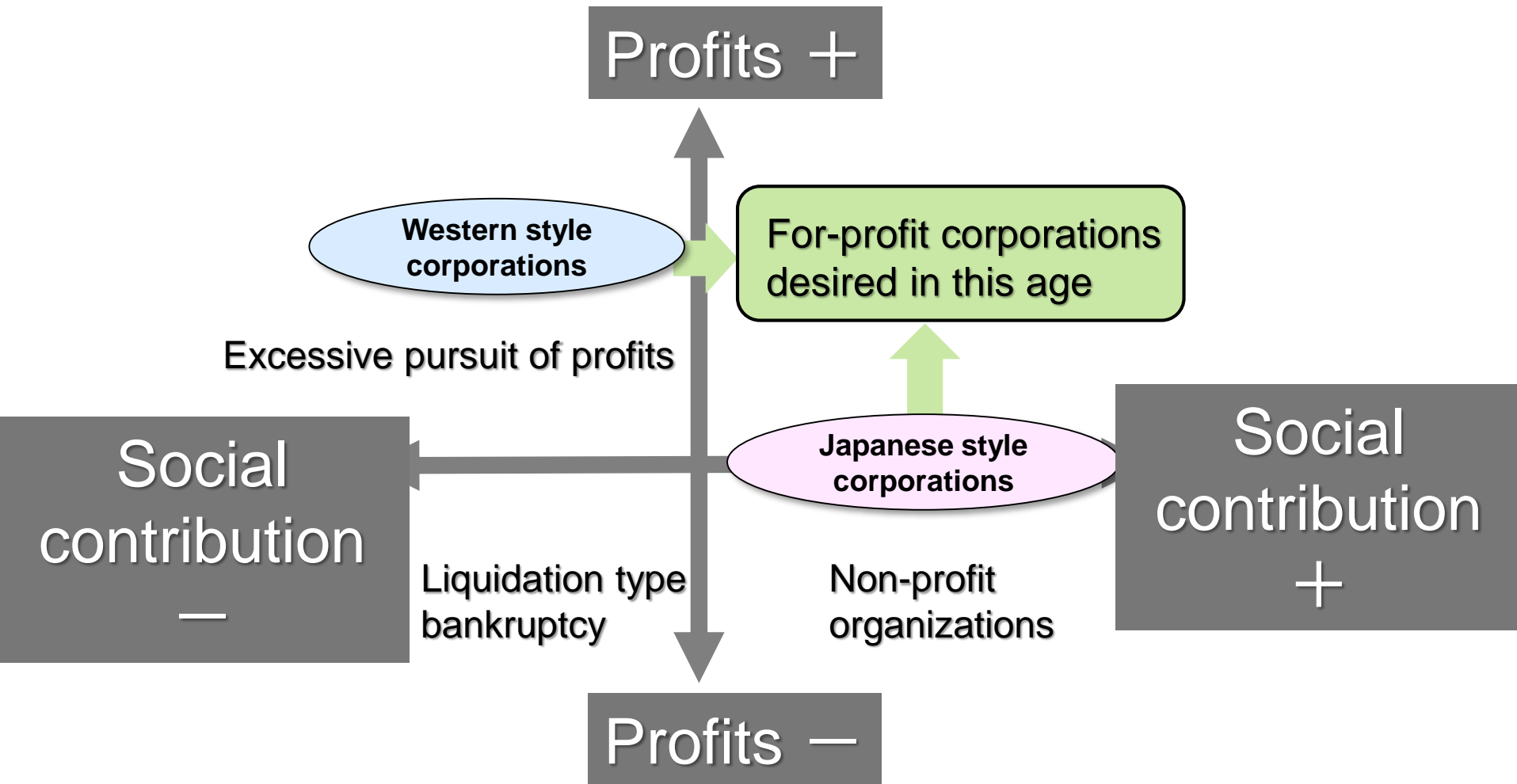


- ➡ Regional corporations generate new cash flows while resolving regional issues through business activities
- ➡ Profits gained are reinvested into the region to create autonomous virtuous cycles

SDGs for Regional Revitalization Framework Towards Revitalization of Regional Corporations

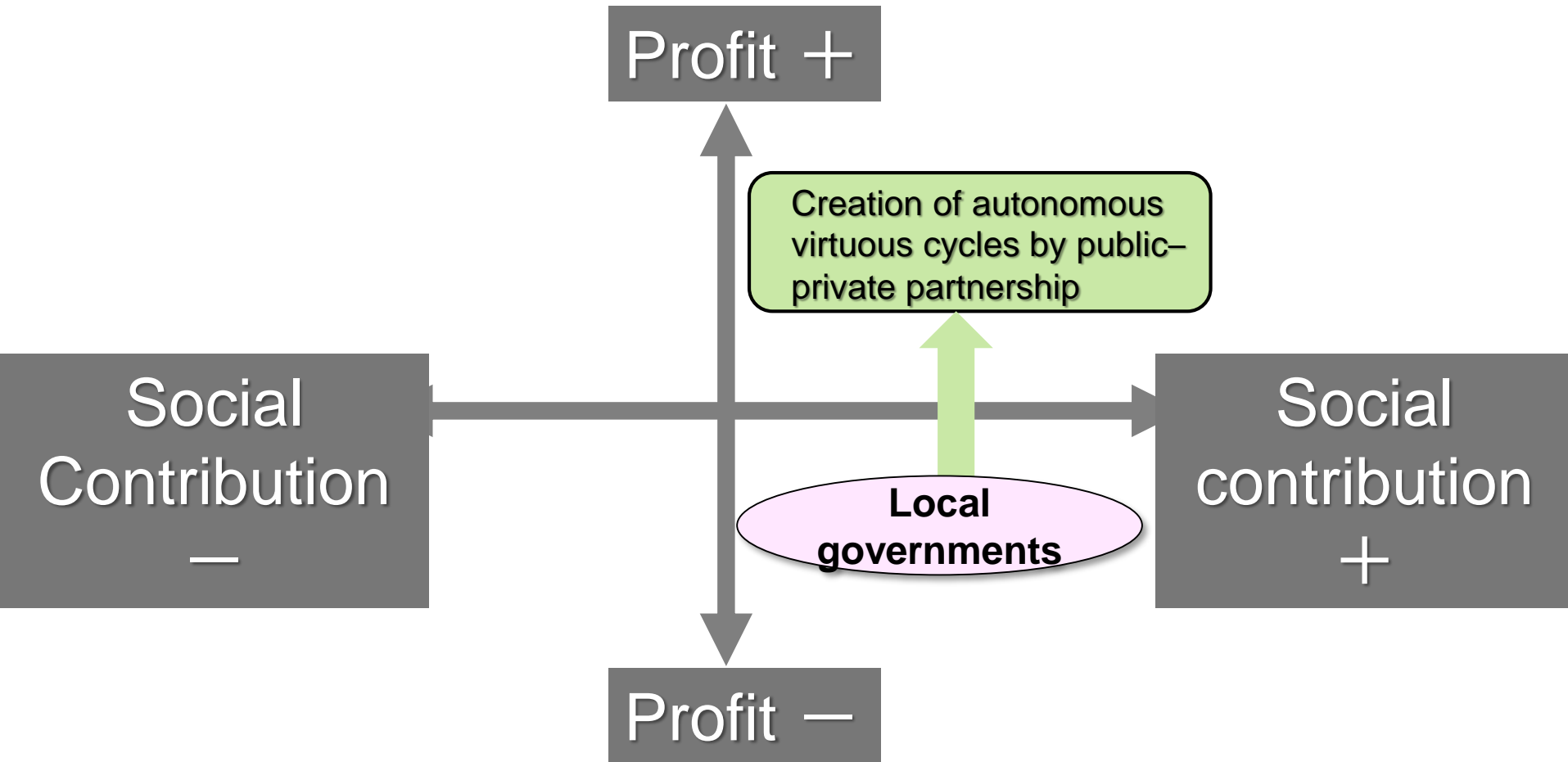


Corporate Management in the Age of SDGs: Profits and Social Contribution



➡ **Direction of SDGs initiatives: From shareholder capitalism to stakeholder capitalism**

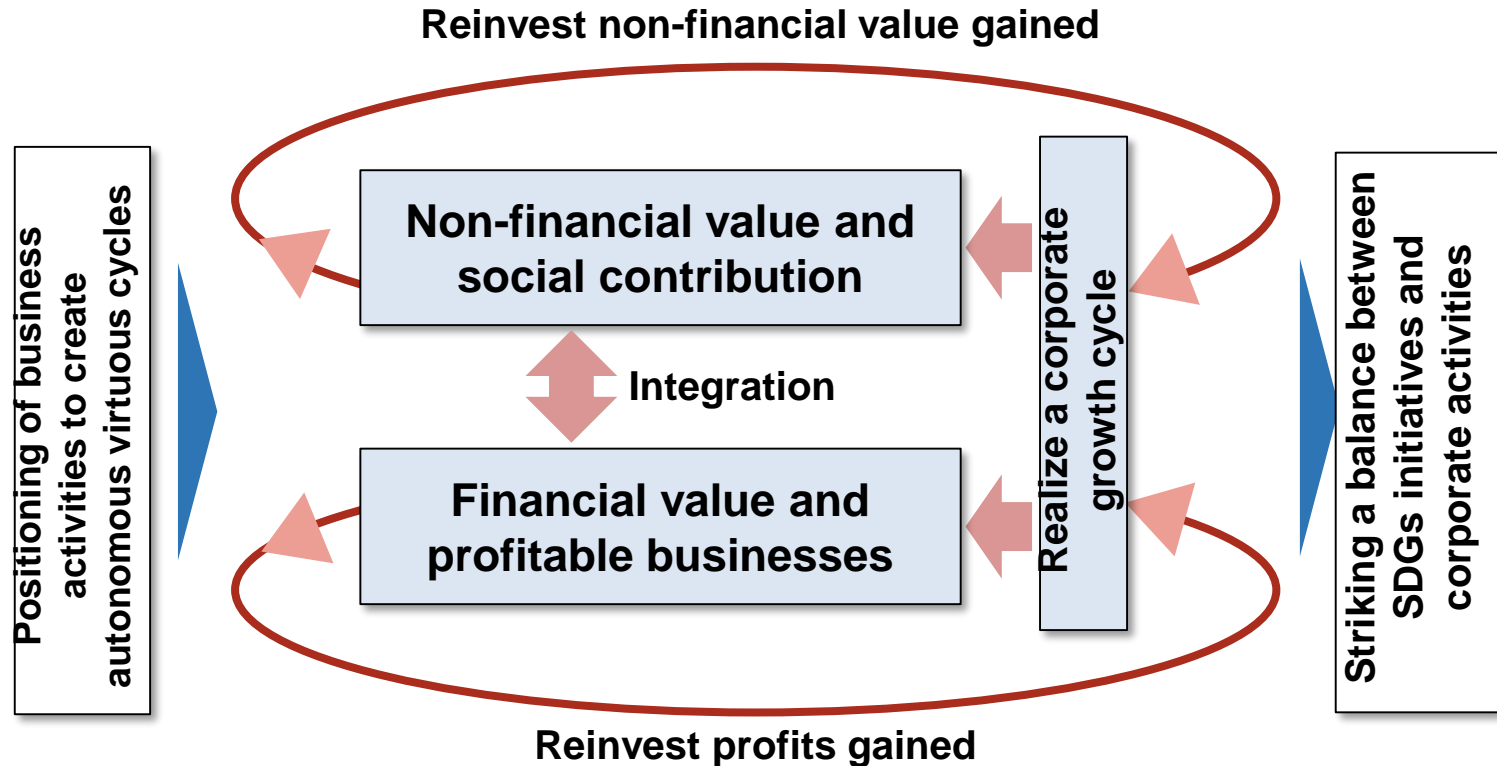
Local Government Management in the Age of SDGs: Regional revitalization under partnership between local governments and corporations



⇒ **“Create a community where people can earn and work safely”**

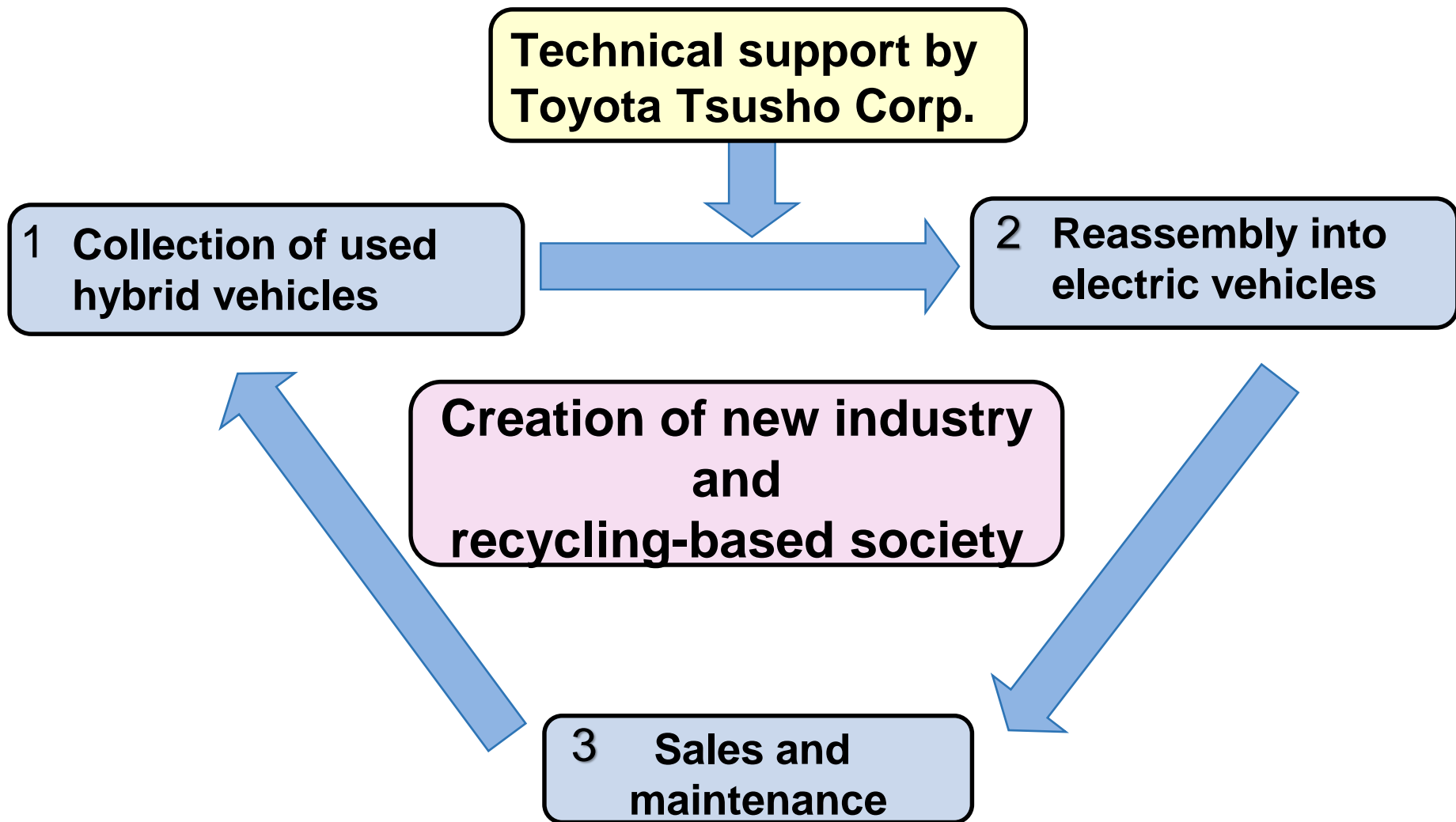
Corporate Activities toward Creation of Autonomous Virtuous Cycle

Various initiatives to achieve SDGs

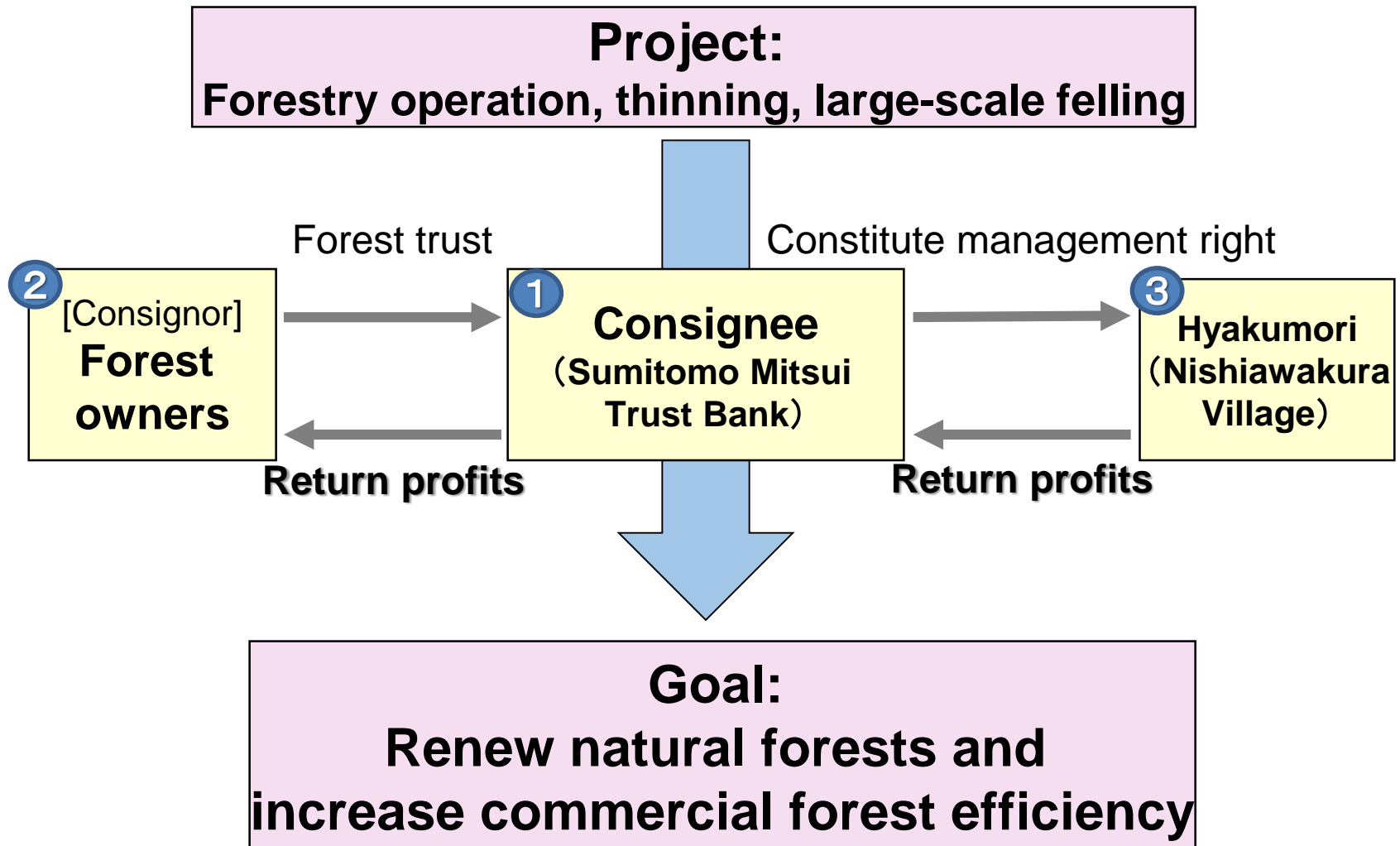


- ➡ Business activities to achieve SDGs create both financial value (profits, etc.) and non-financial value (brand, talent, technology, etc.)
- ➡ Generating profits and paying taxes are also corporations' important social contributions

Example of Regional Industry Promotion in SDGs FutureCity Ishinomaki City (Miyagi Prefecture): Creation of new industry of used hybrid vehicles

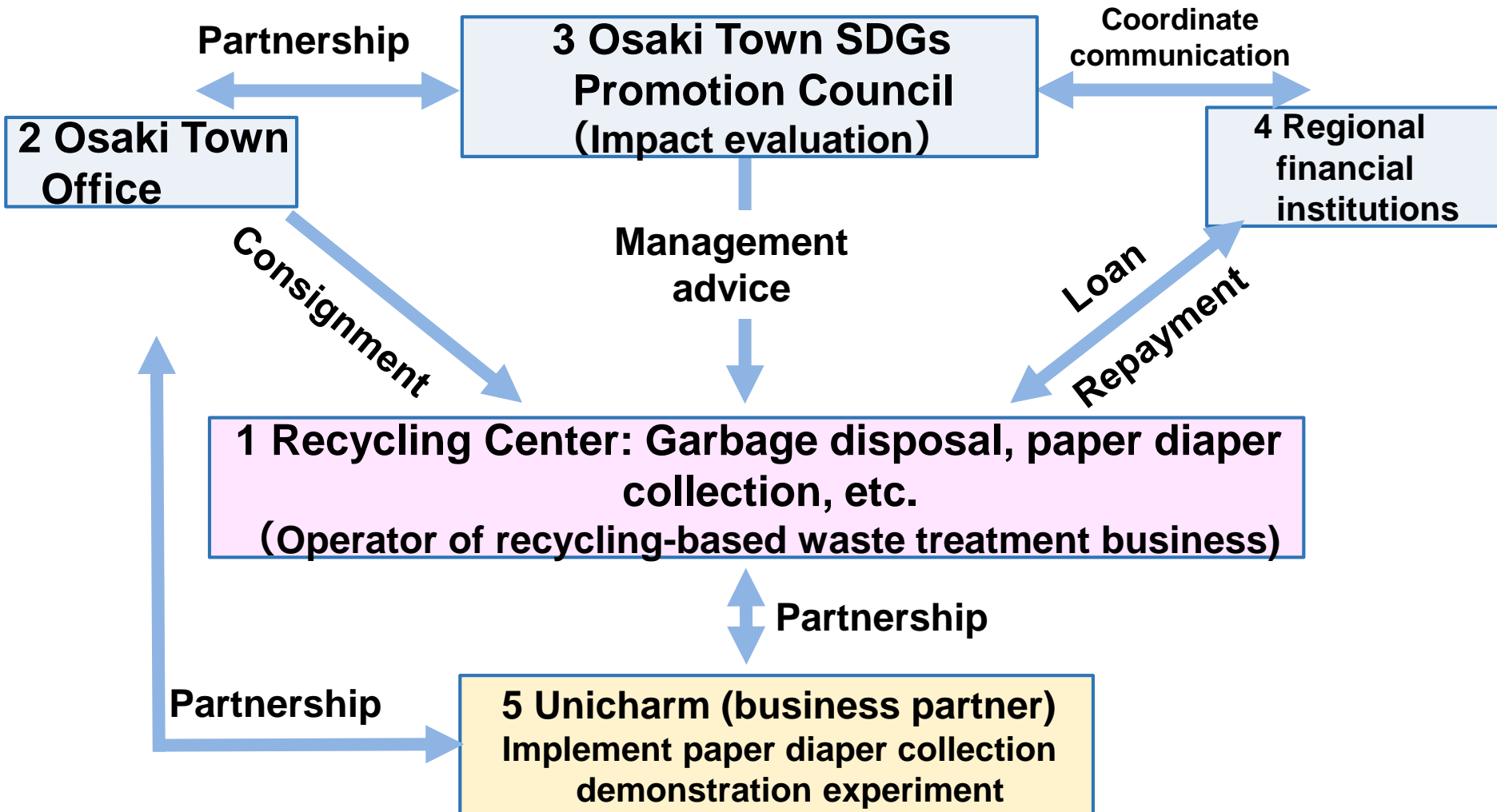


Example of Regional Industry Promotion in SDGs FutureCity
Nishiawakura Village (Okayama Prefecture): Forest Trust Project with Sumitomo
Mitsui Trust Bank



Example of Regional Industry Promotion in SDGs FutureCity

Osaki Town (Kagoshima Prefecture):
Osaki Model of Recycling-based Waste Treatment



Proposal on Regional Revitalization SDGs and COVID-19 Measures

Local Government SDGs Promotion Evaluation and Study Group

Working Group to Study Regional Revitalization SDGs and COVID-19 (Sept.2020)

(Secretariat: Office for Promotion of Overcoming Population Decline and Vitalizing Local Economy in Japan, Cabinet Office)

Overview

- 1. Local government administration and COVID-19**
- 2. Organize COVID-19 measures under the SDGs framework**
- 3. Potential effects of COVID-19 on Regional Revitalization SDGs initiatives and countermeasures**

Working Group Members

Shuzo Murakami (Chairperson)

Hiroko Akiyama

Hideaki Shiroyama

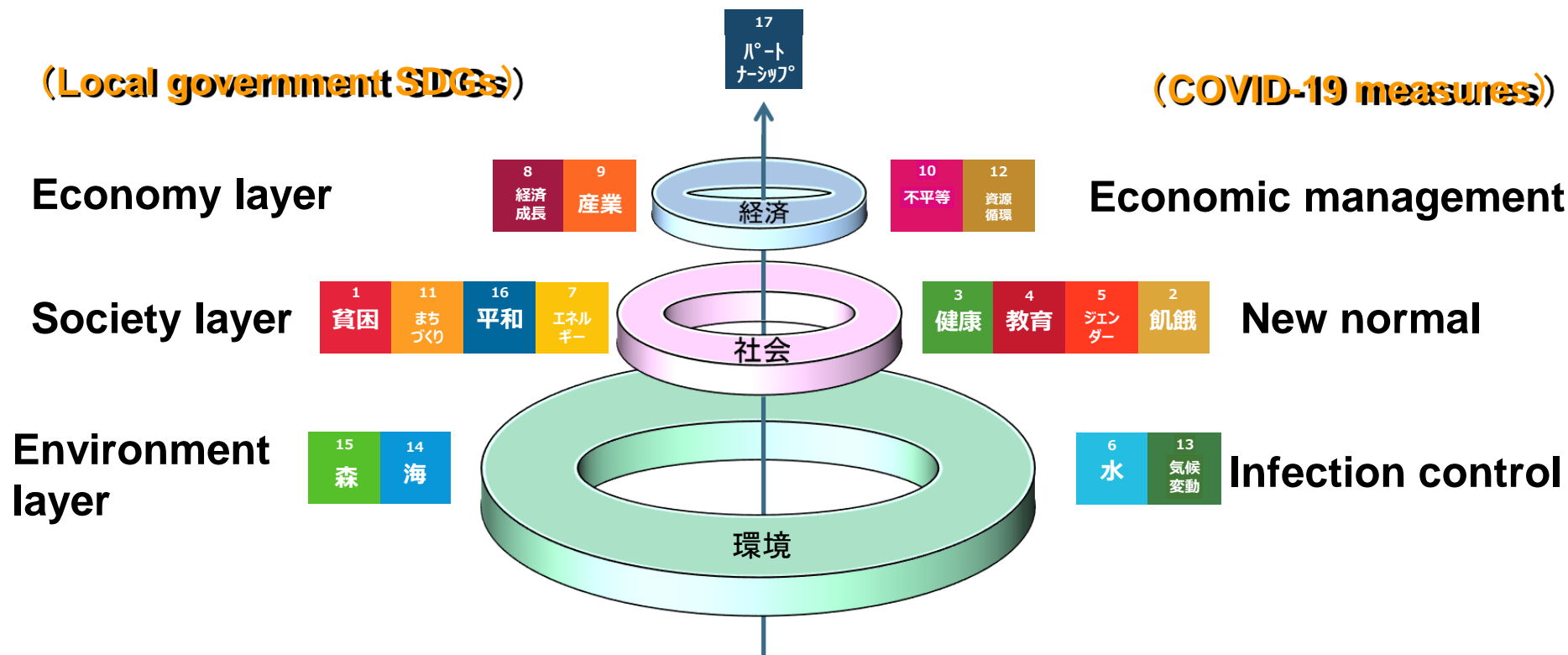
Sachiko Seki

Tsuyoshi Fujita

COVID-19 Measures and SDGs: Positioning as Sustainability Issue

- 1. Affinity between SDGs and COVID-19 measures: both aim to effect change** ⇒ SDGs advocate transforming the world (2030 Agenda)
 - 2. Similarity in terms of “risk management”**
⇒ Global environment risk and pandemic risk
 - 3. Commonality of the integrated initiatives**
⇒ They share the framework of economy, society, and environment
 - 4. Synergy and trade-off effects of the initiatives**
⇒ Synergy effects of digital revolution: avoid 3Cs and save energy
⇒ Trade-off issue: (environment) × (society) × (economy)
 - Similar trade-off often takes place, in COVID-19 measures and environmental measures
- ⇒ **Partnership with various SDGs initiatives is effective to overcome serious trade-off in economy, society, and environment**

SDGs Wedding Cake



- ⇒ Effectiveness of the framework centered on economy, society, and environment of SDGs and COVID-19 measures
- ⇒ Collaborative promotion is effective in both initiatives

Source: SDGs “wedding cake” illustration presented by Johan Rockström and Pavan Sukhdev

New Issues in Local Government Administration: The New Normal

1. Design for the New Normal

- ⇒ Possibility of abrupt change; extremely urgent
- ⇒ Policy issues never experienced before

2. Judgement of what parts of the new normal will or will not be rooted in society

- ⇒ Chance to draw a new future of local governments

3. Promotion of the new normal and its relation to SDGs initiatives

- ⇒ Current SDGs initiatives to be suspended or accelerated

4. Alleviation of trade-off and maximization of synergy effects in linking COVID-19 measures and SDGs

- ⇒ **Insight into long-term macrotrends in local government administration**

1. Digitization

⇒ e-commerce, e-service

2. Future work style

⇒ Remote work (teleworking)

3. Change in consumer demands

⇒ Transactions other than face-to-face

4. Resilience

⇒ Resilience in the medical system

5. Environment and social/public goals

⇒ Viewpoints of support for vulnerable people

6. International and national interaction

⇒ Despite restricted travel, distance constraints are being eliminated due to the spread of online meetings

Development of Local Government SDGs in Consideration of COVID-19 Measures

1. Identify the effects of COVID-19 on local government administration

⇒ Macrotrends and 17 goal-specific analyses

2. Develop a new local government plan from the viewpoints of the “new normal”

- Create COVID-19 resistant social environments
- Establish the new normal as a new lifestyle
- Economic plan to overcome trade-off between infection control and economic management in particular

3. Develop a program for further revitalization by linking COVID-19 measures and SDGs initiatives

⇒ Structural reform of current local communities stuck by various regulations, with responses to the new normal as a turning point

4. Use COVID-19 materials/data provided by Cabinet Office

1. Proposal on Regional Revitalization SDGs and COVID-19 Measures
2. Regional Future Plan 20
3. Application examples, etc.

Thank you very much
for your attention

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建築環境・省エネルギー機構
Institute for Building Environment and Energy Conservation

<http://www.ibec.or.jp/index.html>

JSBC 一般社団法人
日本サステナブル建築協会
Japan Sustainable Building Consortium

<http://www.jsbc.or.jp/index.html>