

SDGs for Regional Revitalization

Driven by Public-Private

Partnerships

Shuzo Murakami

Emeritus Professor, The University of Tokyo

**Institute for Built Environment and Carbon Neutral for
SDGs (President)**

**Chairperson of the Local Government SDGs Promotion
Evaluation and Study Group (Cabinet Office)**

Agendas

1. Government Initiatives for SDGs for Regional Revitalization

2. Promotion of SDGs for Public-Private Partnerships by the Cabinet Office

1. SDGs Future City

2. Public-Private Partnership Platform

3. SDGs Finance

3. Future Direction: Further Deepening SDG Initiatives

International Comparison of SDGs Initiatives: Positioning of Japan by the Sustainable Development Solutions Network (SDSN)

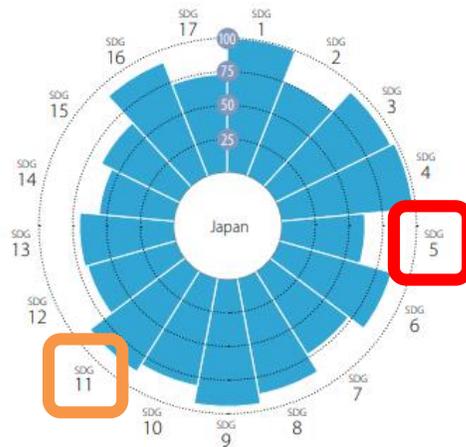
1. Country Rankings

JAPAN

19 / 163

Japan is ranked 19th in the world ranking for SDG achievement rate

2. SDGs Goal-Specific Scores



Low score for “5. Gender Equality”



High score for “11. Sustainable cities and communities”

⇒ Moving into a stage that requires further deepening of community development SDGs

Japanese Government's Main SDG Implementation-Related Initiatives

**September
2015**

UN Sustainable Development Summit

- "The 2030 Agenda for Sustainable Development," adoption of Sustainable Development Goals (SDGs)

**May
2016**

1st SDGs Promotion Roundtable Meeting

- Establishment of SDGs Promotion Headquarters

(Prime minister as director, chief cabinet secretary and minister of foreign affairs as deputy director, and all cabinet ministers as members)

**December
2016**

2nd SDGs Promotion Roundtable Meeting

- Formulation of "SDGs Implementation Guiding Principles"

**September
2019**

SDG Summit 2019 at UN Headquarters

Followed up on SDG initiatives in the previous four years at the prime minister level

Former Prime Minister Abe announced decision to accelerate private-sector initiatives, domestic and international initiatives for regional revitalization, etc.

**December
2021**

11th SDGs Promotion Roundtable Meeting

- Established "SDGs Action Plan 2022"
- Conferment of 5th Japan SDGs Awards

Achieve SDGs by 2030



Initiatives for Regional Revitalization Under SDGs Implementation

Guiding Principles

(Revision of SDGs Implementation Guiding Principles (Summary), SDGs Promotion Division (December 2019))

1. Promote regional revitalization driven by SDGs
2. Solve regional issues through public-private partnerships
3. Create autonomous virtuous cycles through SDGs regional revitalization finance
4. Accelerate initiatives for achieving SDGs and promote excellent case studies domestically and internationally
5. Promote inter-municipal partnerships

“Vision for a Digital Garden City Nation” and SDGs for Regional Revitalization (Cabinet approval in June 2022) (Excerpt)

- 1. Create model projects for achieving SDGs**
- 2. Promote private-sector participation through public-private partnership platform**
- 3. Promote SDGs regional revitalization finance**
- 4. Promote SDGs for regional revitalization domestically and internationally**

 Solving regional social issues using the power of technology

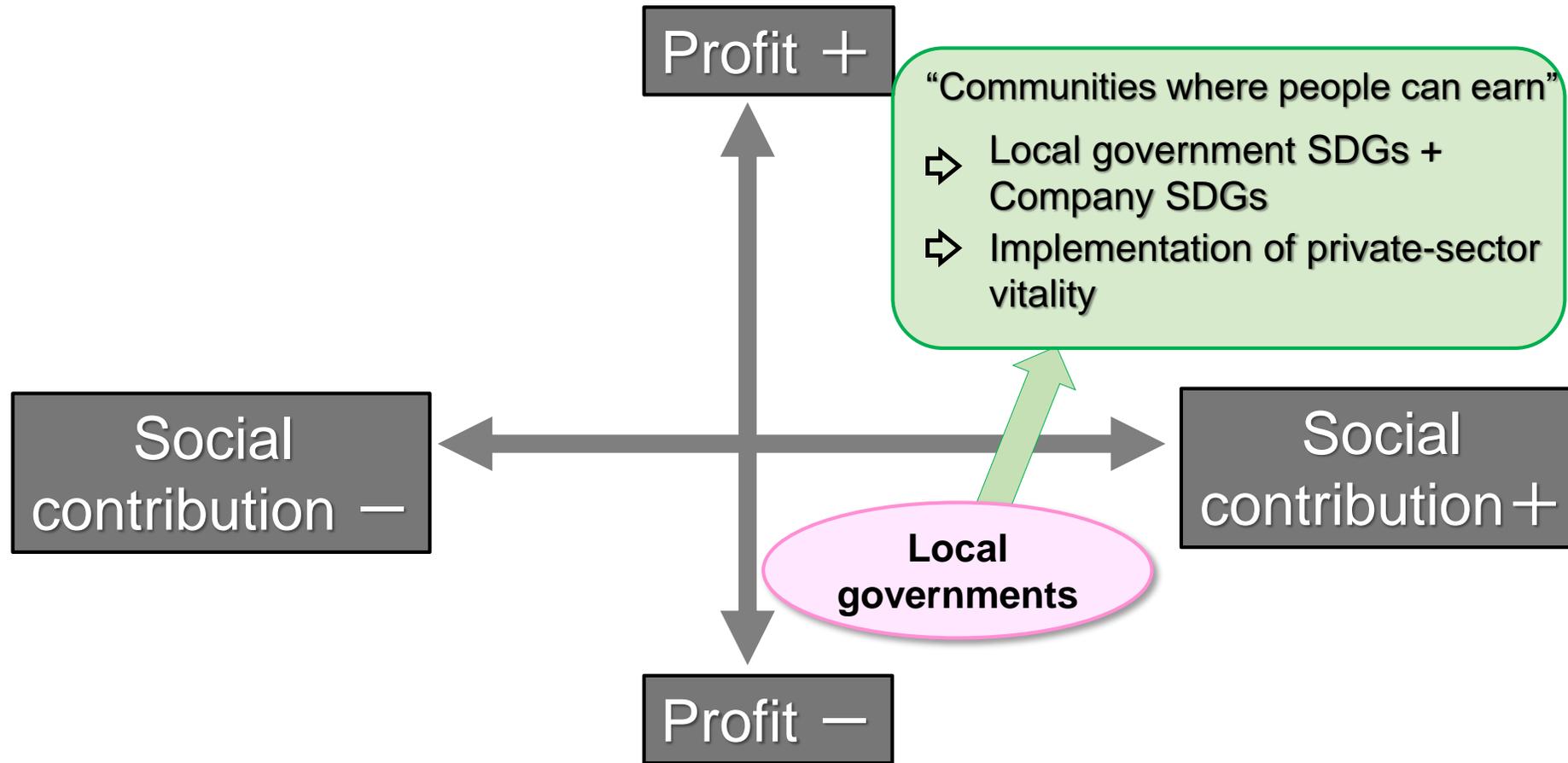
Pillars of Regional Development: Basic Goals of “Comprehensive Revitalization Strategies for Cities, People, and Careers” (2nd term / Cabinet approval on December 20, 2019)

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**

⇒ **Four basic goals as social issues**

⇒ **“Communities where people can earn”
as an economic issue**

Local Government Management to Create “Communities Where People Can Earn”



⇒ **Regional economic vitalization and solving of social issues through local government-corporate partnerships**

Positioning of SDGs Within Companies

1. Contributing to the establishment of a sustainable society

- Solving of social issues
- Increase in non-financial value (brand, governance, personnel, etc.)

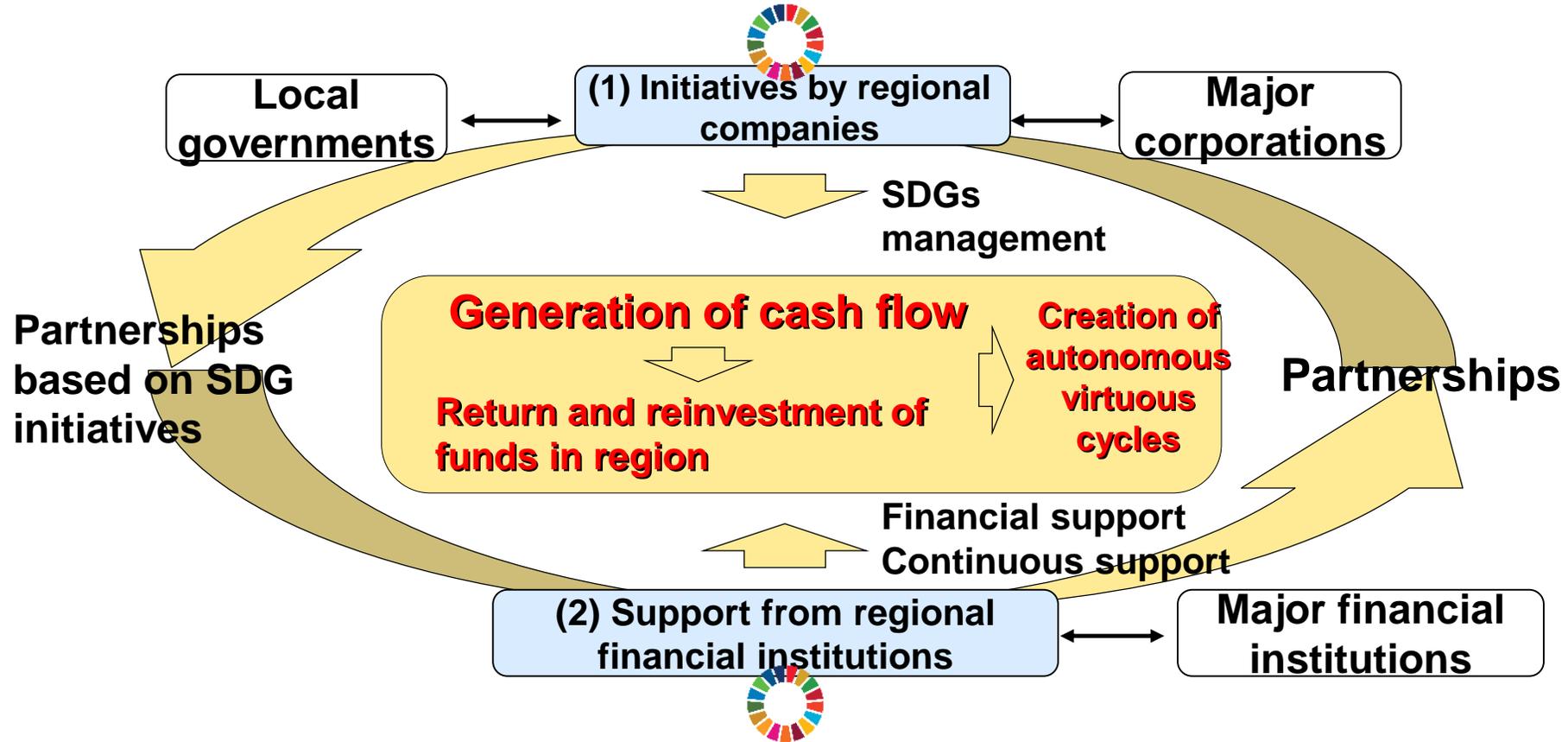
2. Participating in SDGs projects

- Enormous market created by global SDGs initiatives
- New business opportunities created by participation in SDGs
- Increase in financial value (revenue)

3. Discovering/solving management issues

- Comprehensive, economic-social-environmental initiatives based on three layers (goals, targets, and indicators)
- Discovery of new management issues from the global perspective
- Breakthroughs for solving issues based on the SDGs framework

Embodiment of “Communities Where People Can Earn”: Creation of Autonomous Virtuous Cycles Through Corporate SDGs and Financial SDGs



➡ Create a new cash flow through partnerships between regional companies and regional financial institutions

➡ Reinvest this in the region to realize “communities where people can earn”

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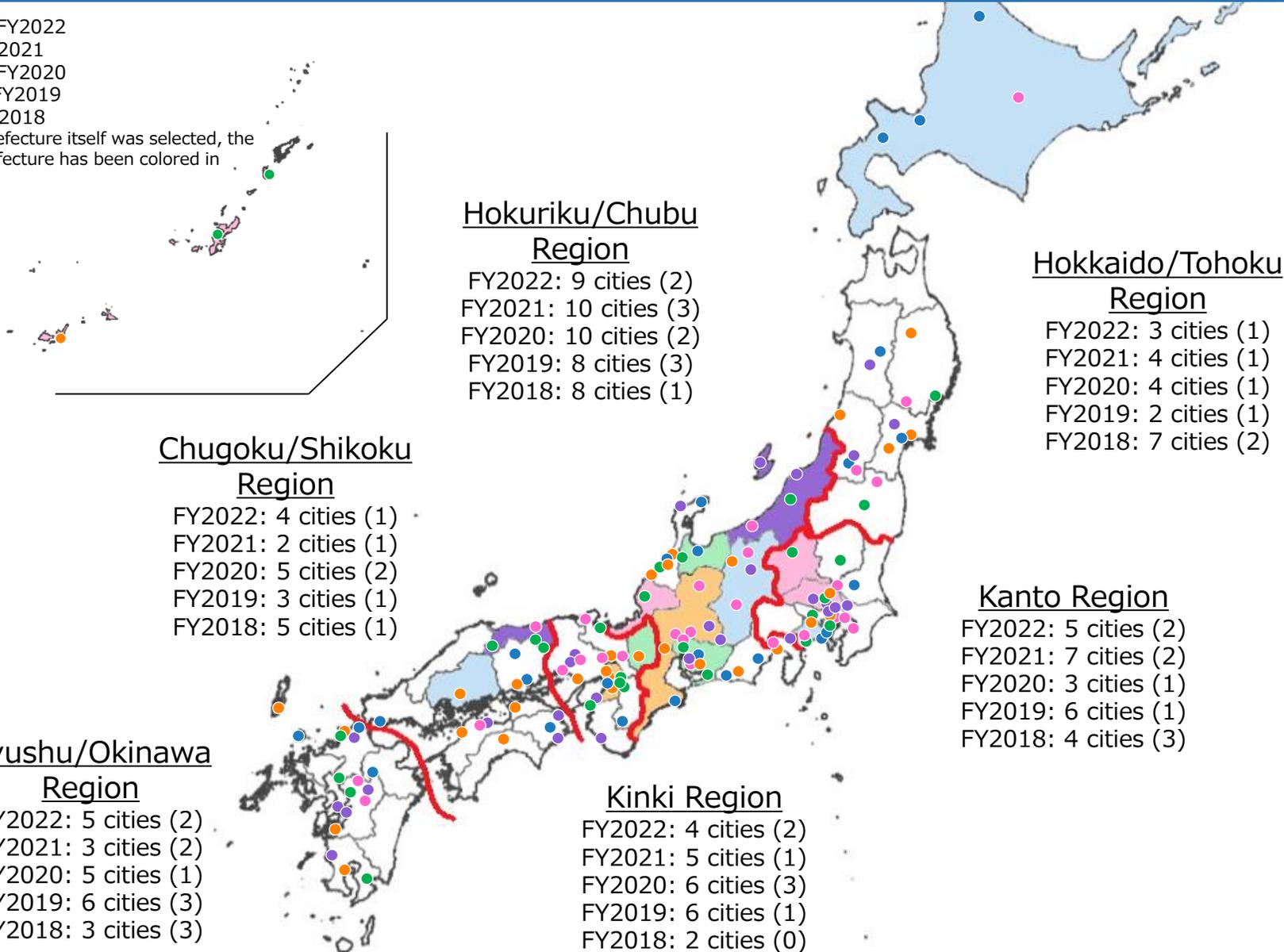
3. SDGs Finance

3. Future Direction: Further Deepening SDG Initiatives

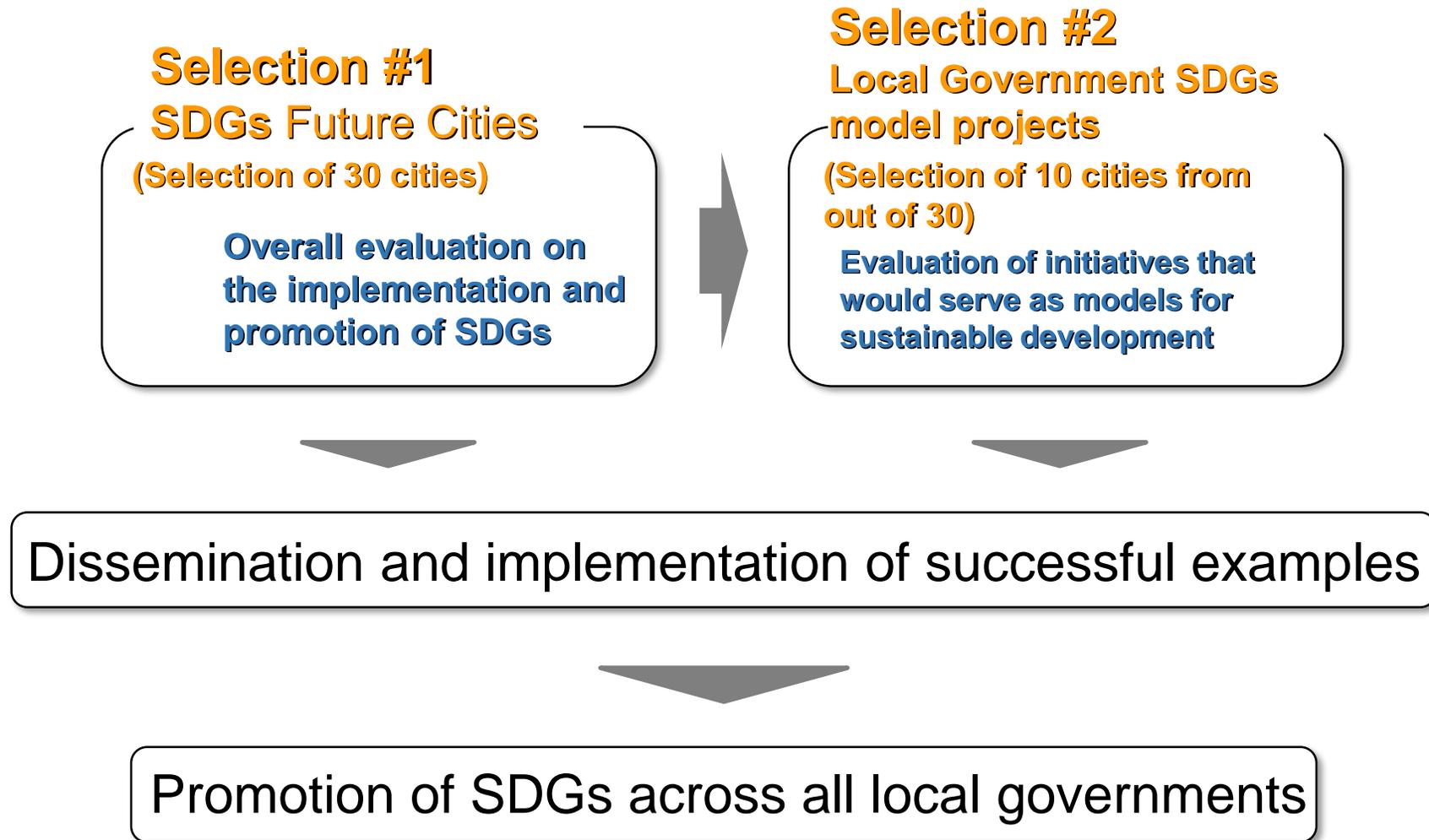
Locations of SDGs Future Cities (154 cities total) (5 years, from 2018-2022)

Purple: FY2022
Pink: FY2021
Brown: FY2020
Green: FY2019
Blue: FY2018

*If the prefecture itself was selected, the entire prefecture has been colored in

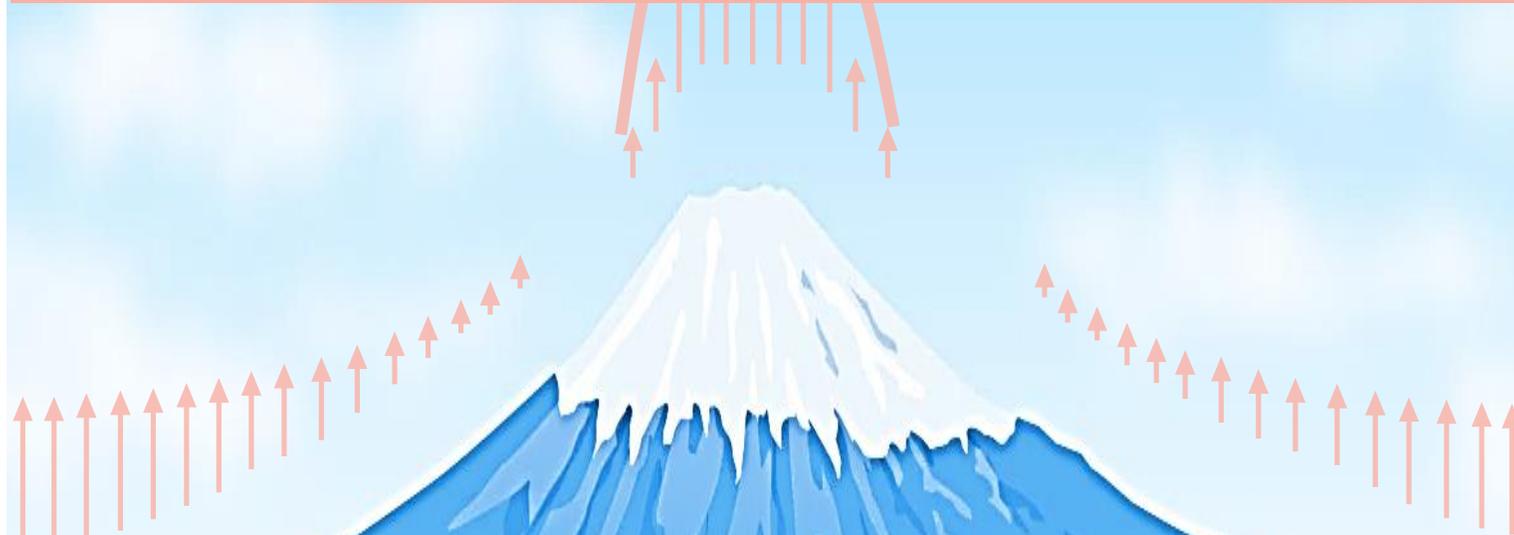


Framework for Selecting SDGs Future Cities



Aim of SDGs Future City Concept, etc.:
(1) Raise “peak” (2) Raise general awareness

(1) Government recognizing high-performing local governments ⇨ Raise “peak”



(2) Share best practices ⇨ Raise general awareness

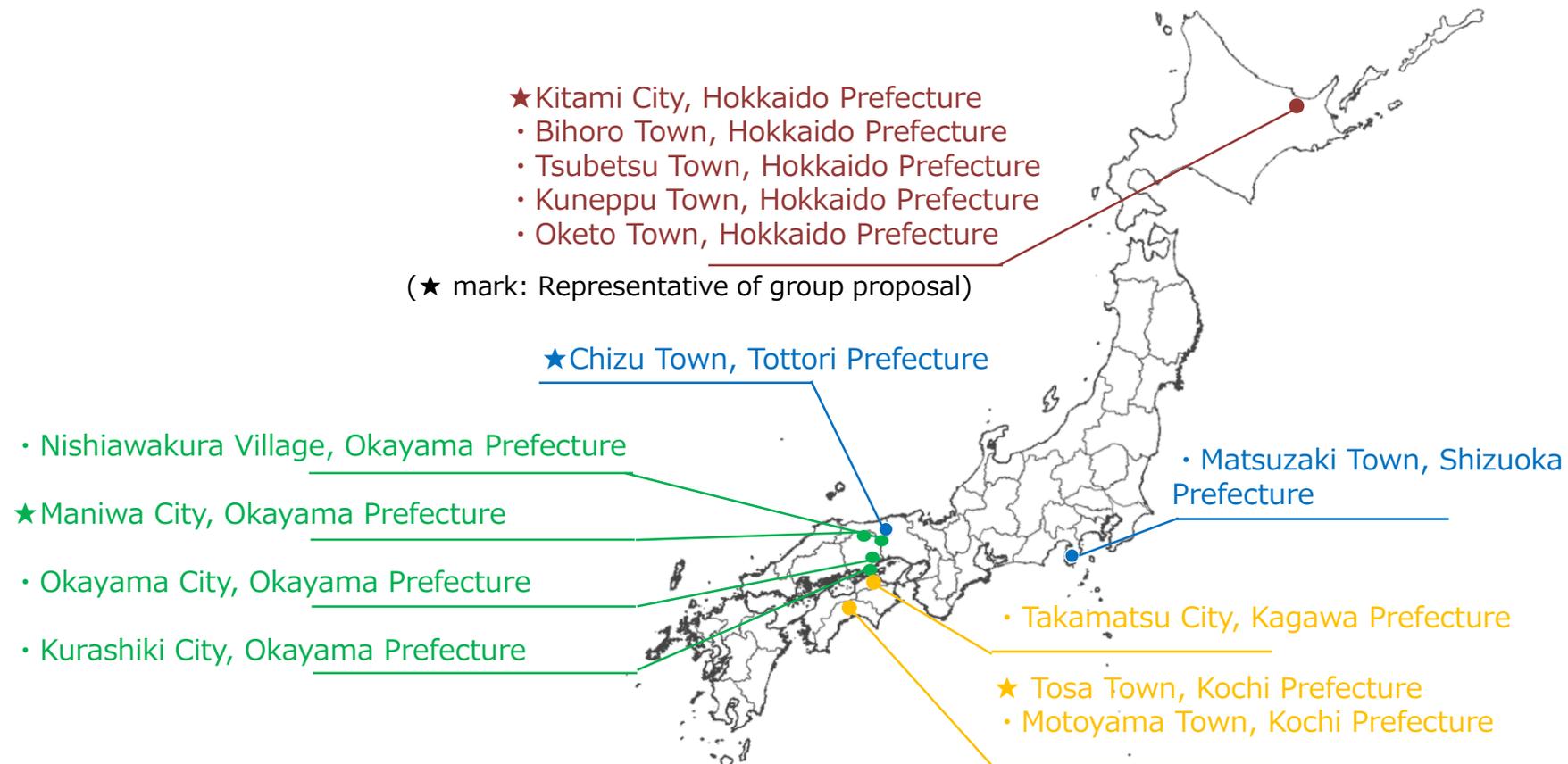
⇨ **Revitalization of local governments across Japan
due to increase in general awareness**

Promotion of SDGs Model Projects Through Wider-Area Partnerships

Aim of Policy: Expand and deepen SDGs initiatives with synergistic initiatives based on partnerships across multiple local governments

- Complementarity
- Sharing of goals
- Broadening of services, etc.

⇒ **Select excellent examples as model projects**



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Revitalization Through Public-Private Interaction Needed for SDGs for Community Development

Background of Public-Private Partnerships

- The participation of private companies is essential in the creation of "communities where people can earn"
- Facilitate public-private dialogue/interaction through the sharing of the SDGs framework

Benefits for Local Governments

- Access to ideas from throughout the country
- Able to deliberate on ideas prior to budget actions
- Strengthening of local government management through implementation of corporate culture

Benefits for Private Companies

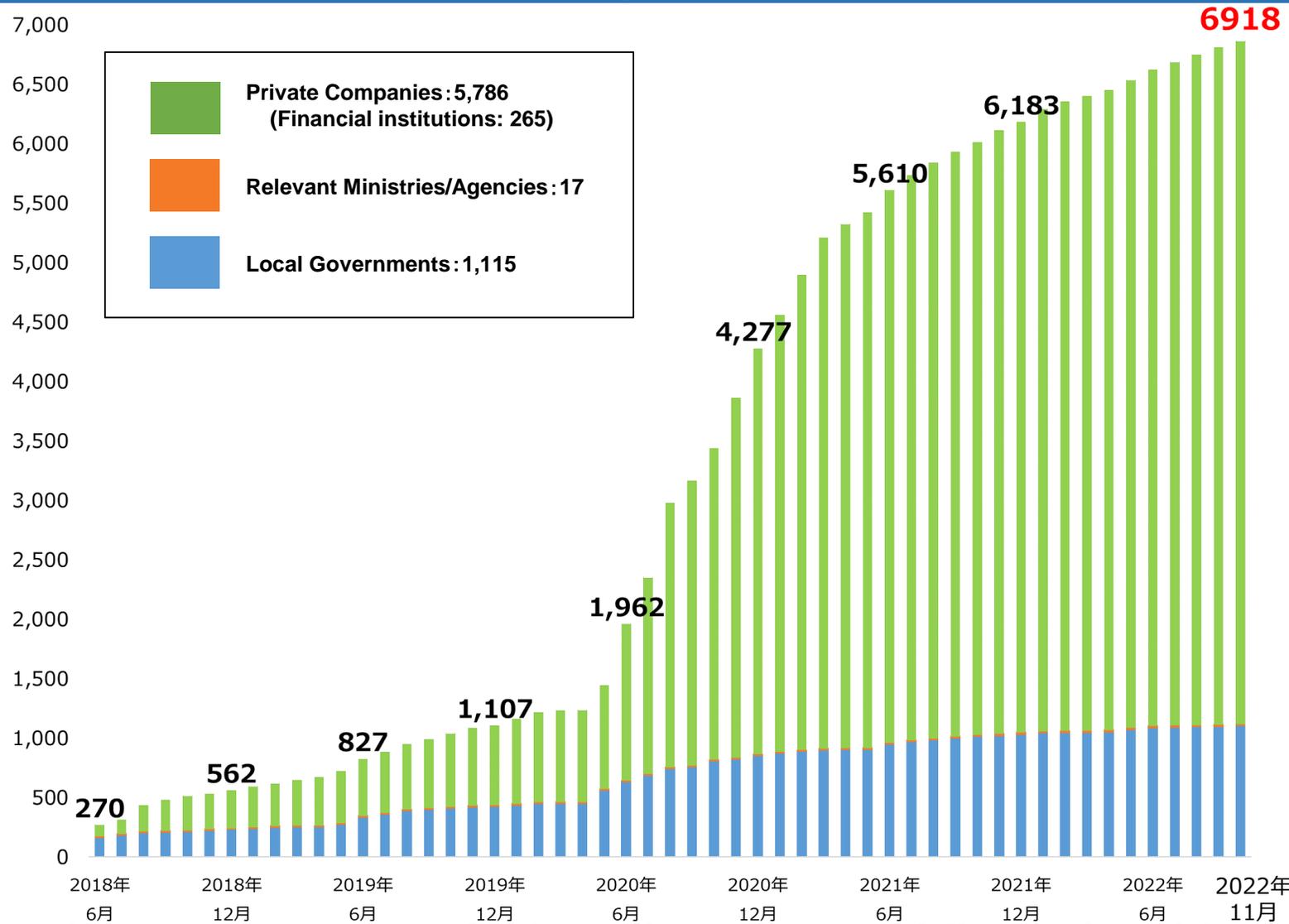
- Increase in company brand due to external promotion
- Vertical → Horizontal partnerships
- Accumulate information on local government administration, regional finance, etc.

Establish settings for unstructured interaction = Public-private partnership platform

- **Local Governments: Propose areas and needs**
- **Private Companies: Provide know-how**

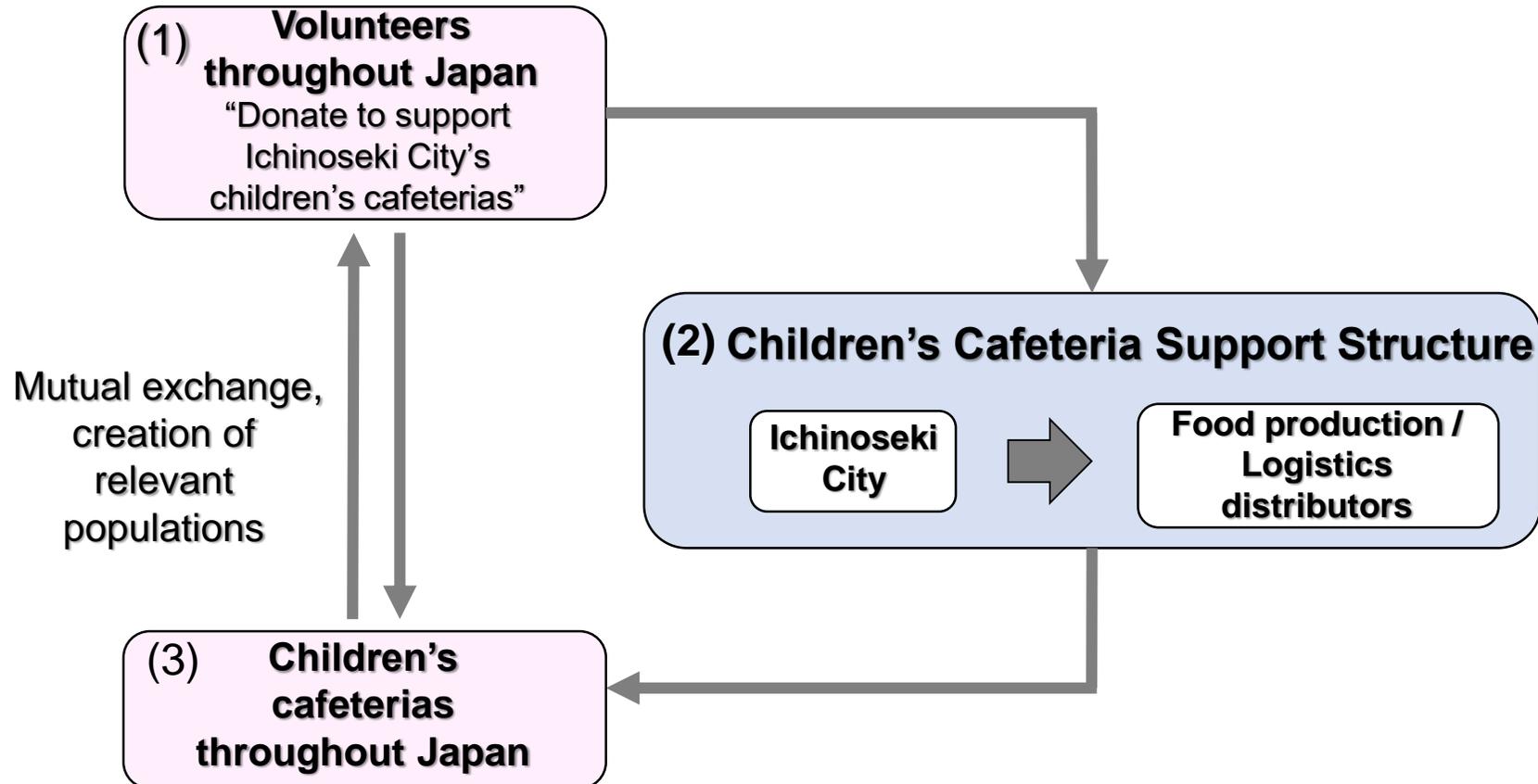
Turn projects into a reality through matching

Number of Members on Public-Private Partnership Platform: 6,918 Organizations



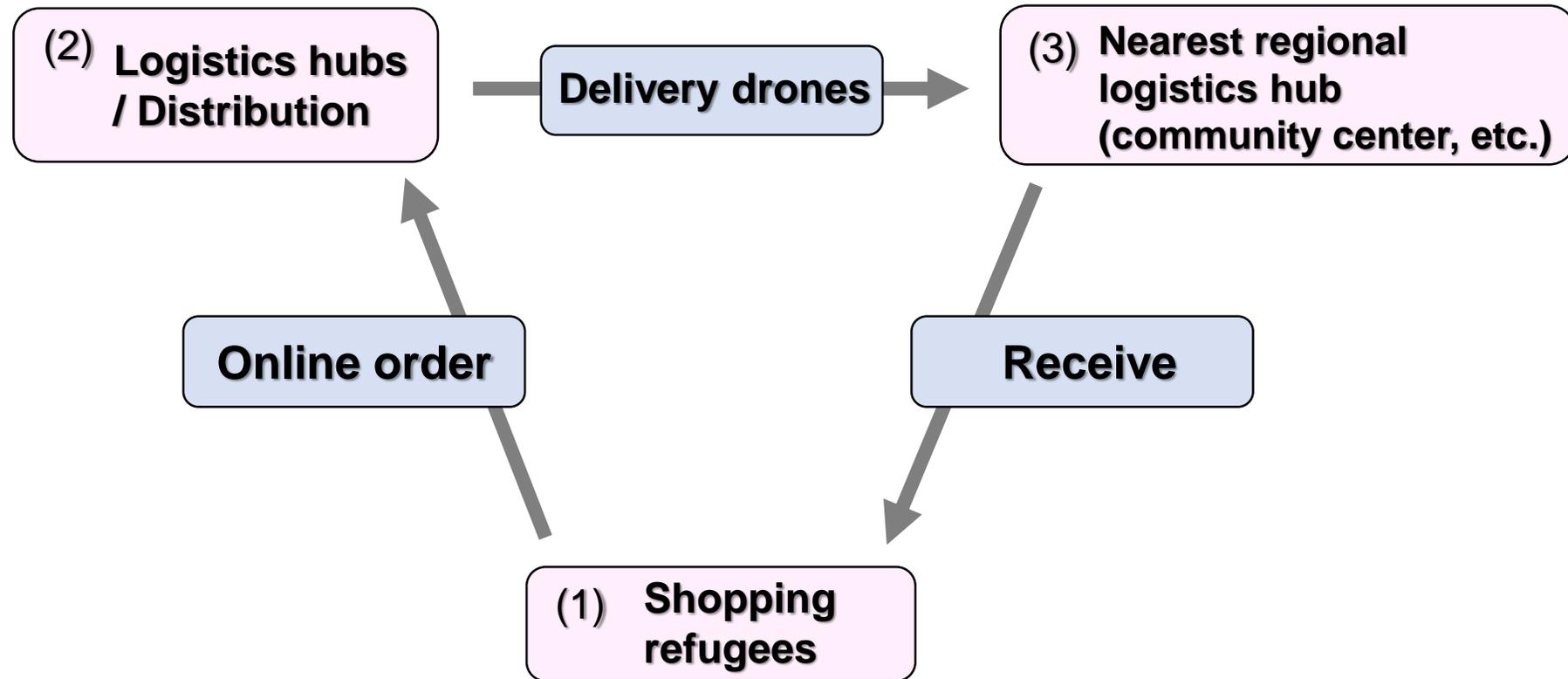
➡ **Has grown to a scale that allows for multidimensional fusion
in public-private partnerships**

Ichinoseki City (Iwate Prefecture) “Supporting Children’s Cafeterias Through Hometown Tax Payments”



- ⇒ **Solving of social issues such as Goal 1 (poverty) and Goal 2 (hunger)**
- ⇒ **Acquisition of funds through partnership with the hometown tax payment system**

Ina City (Nagano Prefecture) “Building Drone Logistics Services in Mountainous Areas”



- ⇒ Initiative to solve the social issue of shopping refugees
- ⇒ Operation of drone delivery project by Ina City and KDDI

Recognition of Excellent Public-Private Partnerships

1. Purpose / Objective

- Wide public appeal for excellent case studies
- Recognize excellent examples that will serve as models throughout Japan

2. Judging Criteria

1. Perspective of SDGs for regional revitalization
2. Partnerships with stakeholders
3. How well it serves as a model / Ripple effects

3. Past Results

- Number of applications 71 (2021), 77(2022)
- Number of awards conferred 6 (2021), 6 (2022)

⇒ **Awards ceremony will be held during today's program**

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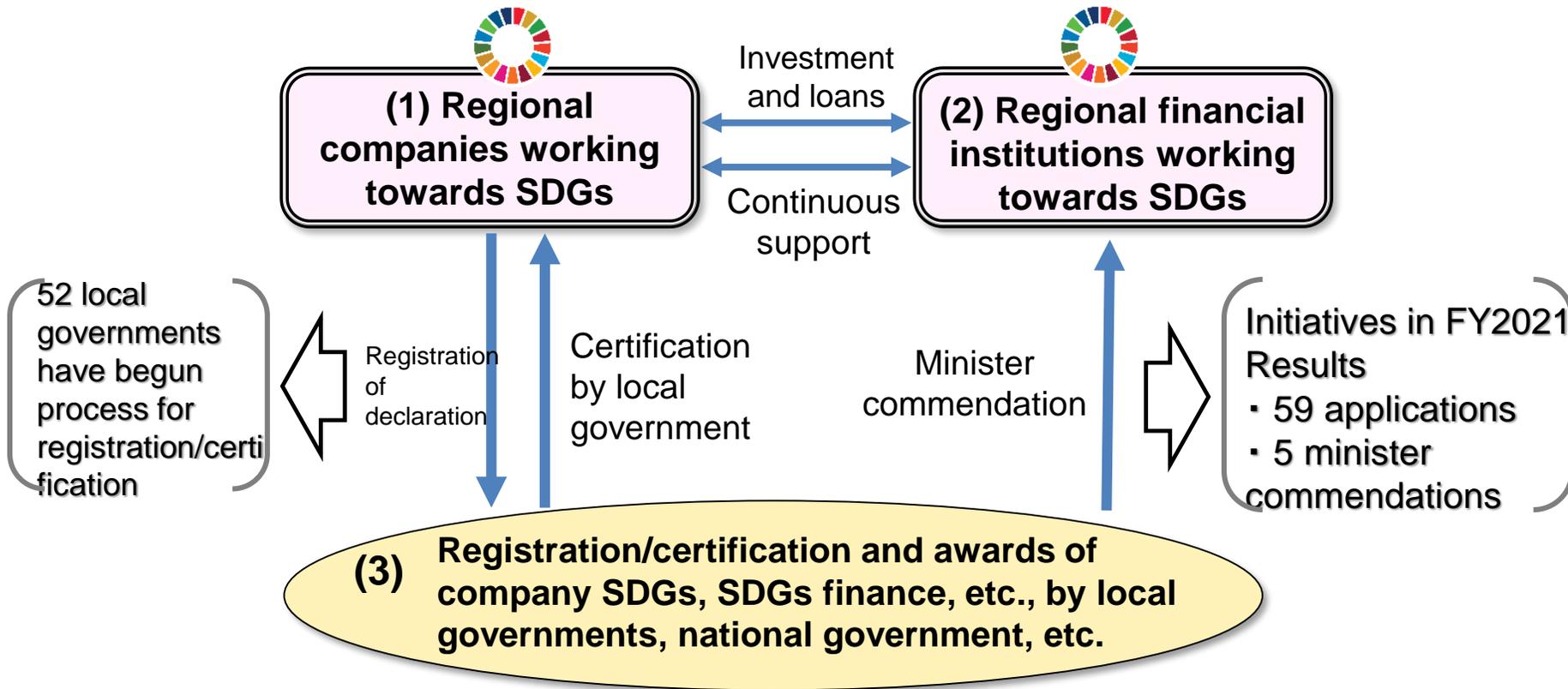
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Initiatives in SDGs Finance for Creation of Autonomous Virtuous Cycles: Promotion of Public-Private Partnerships Through Certification/Awards



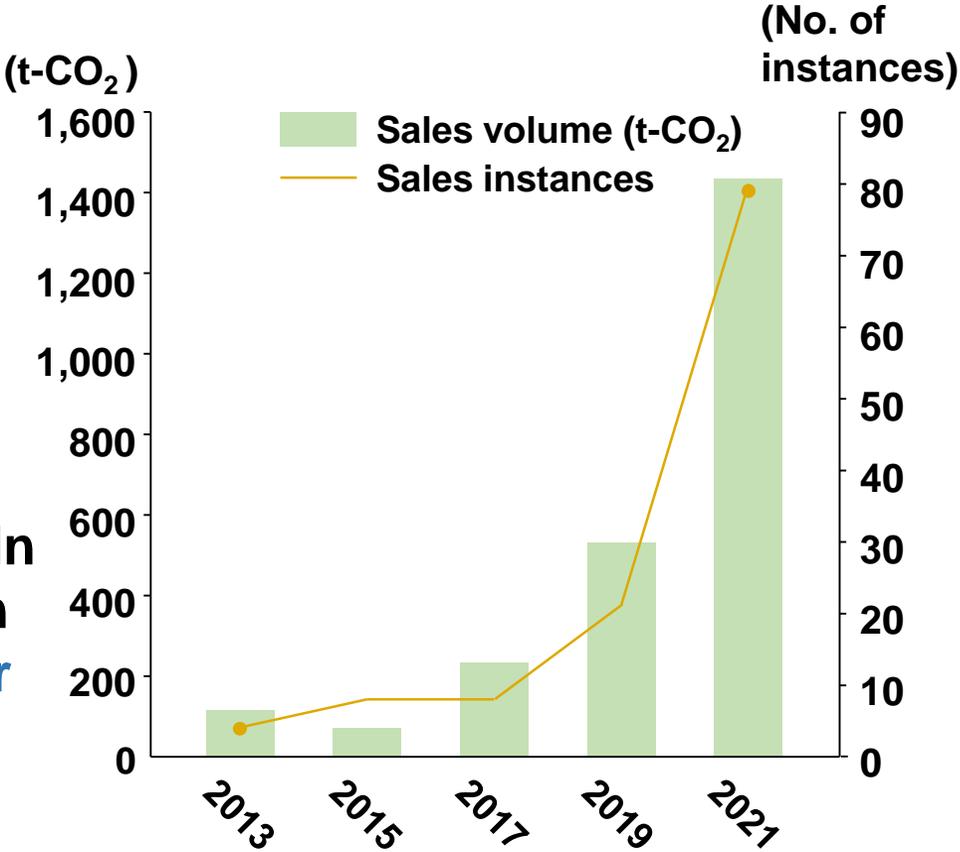
➤ Visualization and revitalization of initiatives by regional companies/local governments towards the realization of “communities where people can earn”

Minister Commendation (Example 1): Nichinan Town (Tottori Prefecture) + The San-In Godo Bank

- Succeeded in monetization using J-Credits
- Coordinator system through partnership between local government and financial institution

1. Nichinan Town acquired J-Credits for town-owned forest
2. Sale of J-Credits used to promote forestry and ecosystem conservation
3. Partnership between The San-In Godo Bank and Nichinan Town “J-Credit Regional Coordinator Contract”

⇒ Provides support to regional businesses from the sale of credits to contract signing



Sales Results of J-Credits for Nichinan Town-Owned Forest

Minister Commendation (Example 2): Nagano Prefecture + Ueda Shinkin Bank

- Partnership between Nagano Prefecture registration system and Ueda Shinkin Bank financial support
- Leading example of SDGs finance for regional revitalization

1. Nagano Prefecture created the first **registration system** in Japan in 2019 (Currently registered: 1,329)
2. Regional businesses submit a **declaration** and **checklist of initiatives** related to their achievement of SDGs according to the registration system
3. The Ueda Shinkin Bank evaluates the checklists from the perspective of **business potential**, and provides financial support
 - ⇒ Gives regional businesses **incentive to make initiatives for the SDGs**
 - ⇒ **Total of over 1 billion yen in financing for 24 companies** (as of December 2021)

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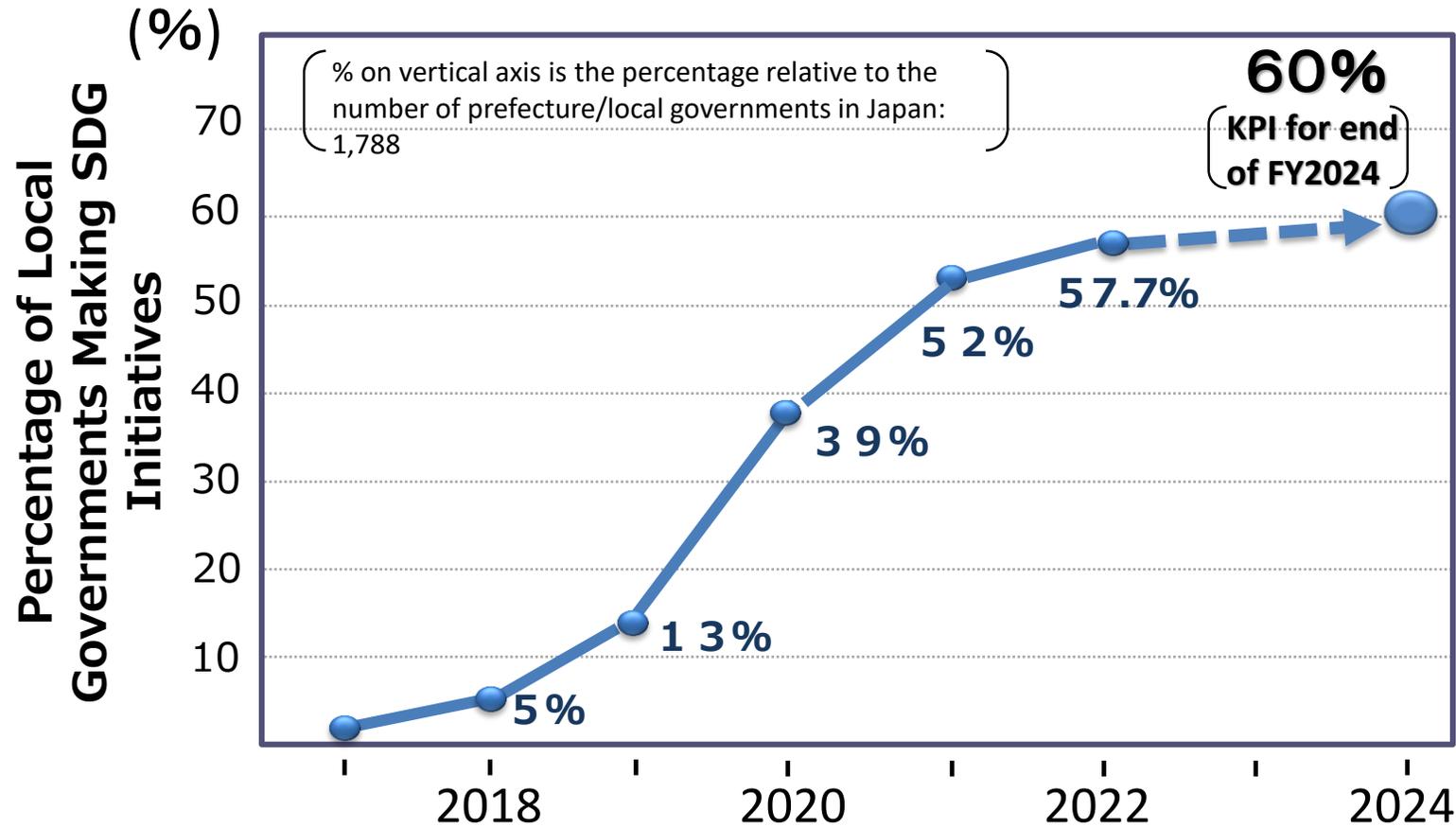
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Current SDG Implementation and Future Issues



- ⇒ Very high rate of implementation compared to the rest of the world
- ⇒ Moving from the popularization of SDGs to the deepening of initiatives
- ⇒ Need to support small local governments

1. Personnel training

- Establishment of a personnel training course by the Cabinet Office (FY2022)
- Oriented towards small local governments in particular

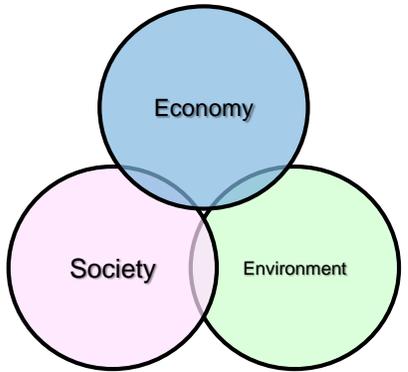
2. Promote structuring of action plans:

Further visualize content and results of initiatives

- Logic model to explain cause-effect within initiatives
- Impact evaluation to give an idea about results, etc.
 - ⇒ List on “Proposal Sheet of SDGs Future City in FY2023, etc.” “Registration/Certification Systems for SDGs for Regional Revitalization,” etc.
 - ⇒ Strengthen support of such initiatives by local governments/companies

Making SDGs Implementation Process Concrete

Policy/management issues



(1) Mapping
 ↔
 Outside-in perspective
 (Global values)



(2) Materiality (Priority issues)

(3) Logic model

(4) Setting of objectives



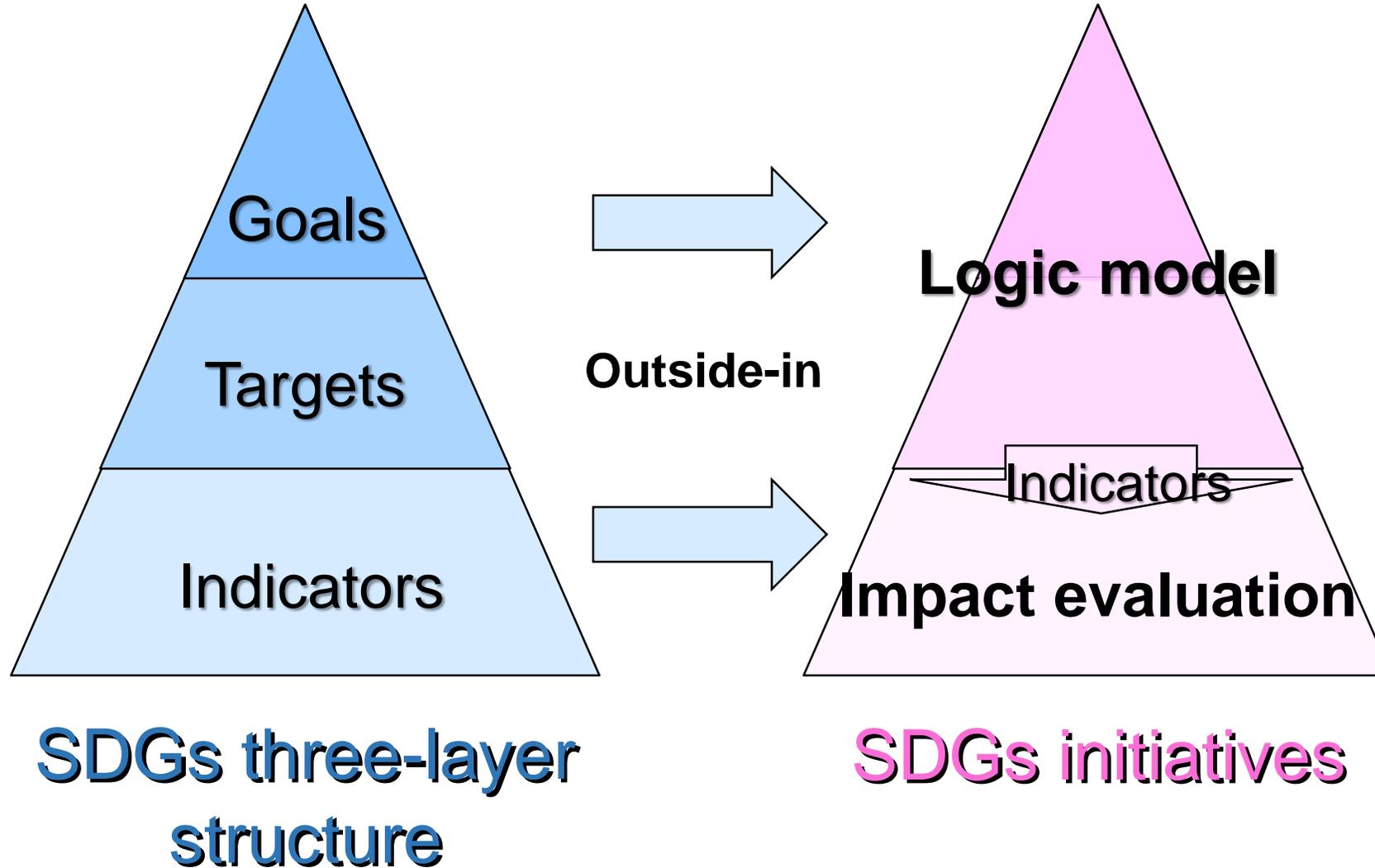
Three-layer structure and indicators

(5) Action plan

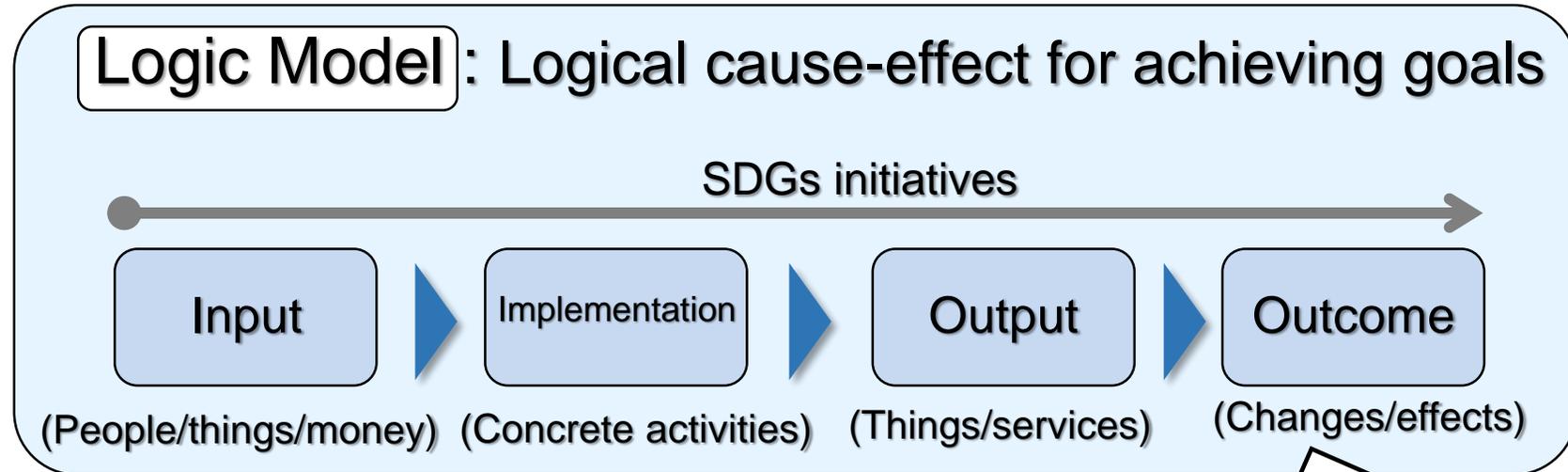
(6) Impact evaluation

(7) Progress management through backcasting

From SDGs Three-Layer Structure to Logic Model to Impact Evaluation



Logic Model and Impact Evaluation



Impact evaluation :
Evaluation of outcomes from a mid- to long-term perspective and as SDGs results

➡ **Deepen structure of SDGs initiatives by local governments/companies**

Example of Impact Evaluation Categories: Impact Leader by United Nations Environment Programme Finance Initiative (UNEP FI)

Environment

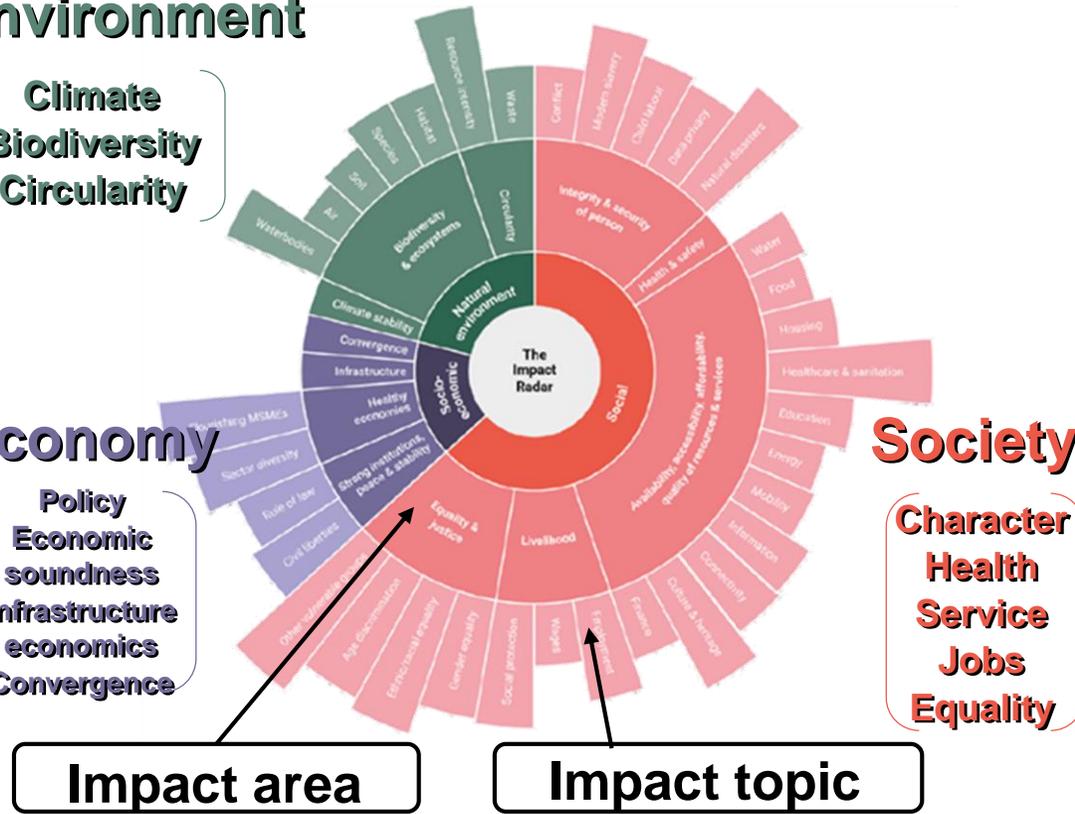
Climate
Biodiversity
Circularity

Economy

Policy
Economic soundness
Infrastructure
economics
Convergence

Society

Character
Health
Service
Jobs
Equality

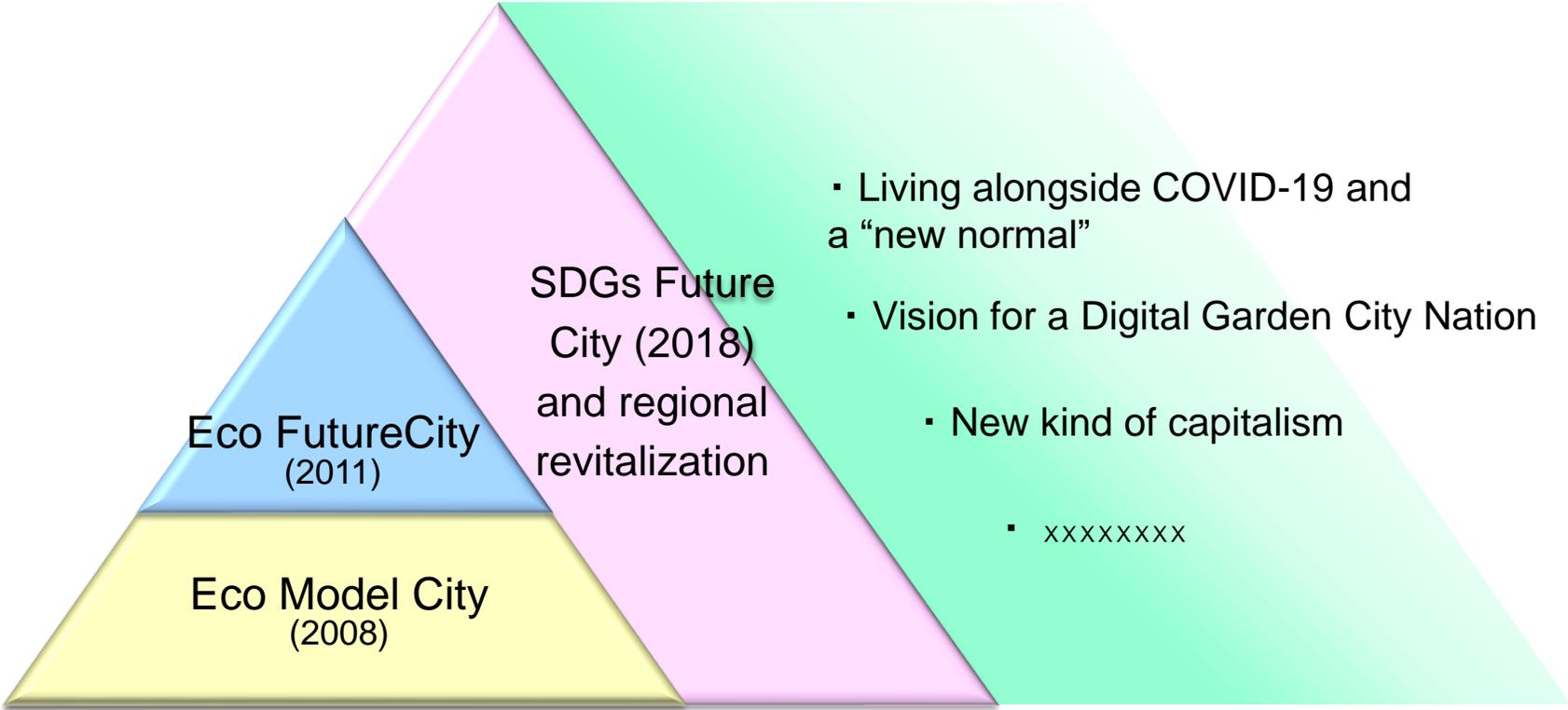


1. Tool to comprehensively analyze positive/negative impact of industrial and economic activities
2. Classification according to the three pillars of economy, society, and environment
3. Structured into **12 impact areas** and **34 impact topics** (sub-concepts)

➔ Restructure SDGs from the perspective of the positive/negative impacts caused by business initiatives

Source: Positive Impact Real Estate Framework. Additions by Murakami

From Eco Model City to SDGs Future City: New Developments Based on SDGs for Regional Development



- ⇒ **FY2012: 1st International Forum “Eco-Model City Initiative”**
- ⇒ **FY2022: 14th International Forum “SDGs for Regional Revitalization”**

Thank you for your attention

IBEC^S 一般財団法人 住宅・建築 SDGs 推進センター
Institute for Built Environment and Carbon Neutral for SDGs
<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
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