

The Kitakyushu City Plan for the SDGs Future City

(SDGs: the Sustainable Development Goals)

—Fostering a trusted “Green Growth City”

with true wealth and prosperity, contributing to the world—

The City of Kitakyushu

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1. Overall Plan

1.1 Future Vision

(1) Regional Profile

(Characteristics of the region)

① Geographic characteristics

<Domestic>

Kitakyushu is “Kyushu’s primary point of origin” for national roads and railways, just across the sea from Honshu (the main island of Japan), making it the doorway to Kyushu, with convenient transportation links and logistical benefits.

<World>

Situated halfway between Tokyo and Shanghai, Kitakyushu has developed as a “gateway to Asia” due to its geographical proximity to rapidly developing Asia and infrastructure such as Kitakyushu Airport and Kitakyushu Port, providing excellent transportation access in every direction.



② Population

Although the population of Kitakyushu showed an increasing trend following the merger of the former five cities in 1963, it has been consistently declining since its peak in 1979. The current population is about 940,000 (as of Jan. 2017) and its aging rate is 29.6% (as of March 2017), positioning the city as the fastest growing aging population of all ordinance-designated cities in Japan.

Kitakyushu was one of the first cities in Japan to face the prospective challenges of population decline and aging society. By making the most of opportunities, Kitakyushu can be an urban model for other cities as it develops into a “sustainable resident-friendly city”.

③ Industrial structure

Kitakyushu is representative of an industrial city in Japan, and is home to various types of companies, which require technology advancing with the times, such as material industries (steel, chemicals, etc.), processing assembly industries (machinery, automobiles, etc.) and environment related industries (recycling, etc.). For example, the headquarters of global companies such as Yasukawa Electric Corporation, TOTO Ltd. are located in Kitakyushu. In addition, as Kitakyushu is less prone to earthquakes and disasters than other parts of Japan, there has been an increase in companies that select Kitakyushu to establish their facilities in view of their BCP (Business Continuity Plan).

④ Regional resources (Regional strengths)

a. Strength of economic dimension

(a) Highly advanced technical capabilities through accumulation and extension of manufacturing industry

There is a cluster of manufacturing industries, which are mainly material industries such as steel and chemicals, processing assembly industries such as machinery.

In recent years, automobile industries and environment related industries are being developed.

(b) Matured urban and industrial foundation

Industrial infrastructure and urban infrastructure are in place, including roads (Kyushu Expressway, Higashi-Kyushu Expressway, Kitakyushu Expressway), international hub port, 24-hour operating airport, and a vast waste disposal site.

(c) Accumulation of environmental industry and technology

Kitakyushu is home to many demonstration sites including Higashida district that is designated as part of the national program on "Demonstration of Next-generation Energy Social Systems", and as a "Next-generation Energy Park" where various types of renewable energy are produced, as well as a "Water Plaza" which develops advanced technology on water circulation systems and disseminates information.

A number of recycling related companies are established in "Kitakyushu Eco-town", which promotes comprehensive activities from research and development to pilot plants and commercialization.

(d) Accumulation of knowledge ("Kitakyushu Science and Research Park" etc.)

A total of ten universities with distinct features are located in Kitakyushu,

including the Kyushu Institute of Technology, University of Occupational and Environmental Health, and the University of Kitakyushu.

(e) Utilization of National Special Strategic Zone (Development of nursing care robots)

Expecting a further increase in elderly population, Kitakyushu is implementing the demonstration of advanced nursing care using nursing care robots, taking advantage of the National Strategic Special Zone.

b. Strength of social dimension

(a) Community planning through the "Community Planning Council" and others using civic power

Organizational systems such as the "Community Development Council", which is organized horizontally with various entities such as the neighborhood self-governing body and the Social Welfare Council, have been established in each elementary school district. Unique activities are developed based on the citizen center in harmony with the characteristics and issues of each community.

Kitakyushu is also tackling regional challenges in collaboration with the region and city administrations under the model project of "Visualize local issues" in collaboration with the Community Development Council.

(b) Efforts for ESD and women's full participation

Citizens are carrying out ESD activities based on the "Kitakyushu Manabito ESD Station". In particular, university students in the city are collaborating with NPOs and others to conduct activities such as garbage pick-up on the street and networking exchange events among citizens. Such actions led by citizens not only bring about human resource development but also foster civic pride.

Furthermore, gender equality and women's opinions are promoted to be reflected in the city development through the establishment of Kitakyushu IkuBoss Alliance by the heads of companies and organizations, and the achievement of having the proportion of women committee members in affiliated organizations in the city exceeding 50% for the first time for the ordinance-designated cities of Japan.

c. Strength of environmental dimension (Strength of international partnerships)

(a) Collaboration with Japanese international organizations

- Japan International Cooperation Agency (JICA)
- Japan External Trade Organization (JETRO)

(b) International cooperation in environmental issues (Environmental sister cities)

- Indonesia (Surabaya City) (Environmental sister city)
- Vietnam (Hai Phong City) (Environmental sister city)
- Cambodia (Phnom Penh City) (Environmental sister city)
- Philippines (Davao City) (Environmental sister city)

(Challenges to be tackled in the future)

There are various challenges facing large Japanese cities in the future such as population decline, aging society, and industrial structural change, and Kitakyushu is confronted with these challenges earlier than other cities.

(1) Population decline

There are many reasons for the population decrease in Kitakyushu, including the decline in natural dynamics due to the birthrate decline and aging population.

In the areas of social dynamics, the number of people who relocated exceeded 15,000 in previous years, but in the last five years (2013 to 2017) this number has stabilized due to the past efforts, with an average of about 1,000 people relocating each year. On the other hand, statistics by generation reveal that the young generation in particular in their 20s and 30s exceeded the number of those who relocated. Therefore, a critical issue is how to encourage young people to move in and prevent them from moving out.

(2) Declining birthrate and aging population

The rate of aging in Kitakyushu is 29.6% (as of March 2017), positioning the city as the fastest growing aging population of all ordinance-designated cities in Japan, and the number of households headed by single seniors is also increasing.

Amid this situation, aging is progressing even in the neighborhood associations, and various issues are rising such as social participation of seniors and ways to watch over the community.

(3) Response to changes in industrial structure

Since 1901, when the state-run Yahata Works started operations in Yahata, Kitakyushu is driving the modernization of Japan as one of the Japan's four major industrial regions. Since the 1990s, however, the proportion of manufacturing industries which has been the signboard of Kitakyushu is diminishing.

(4) Impressions of the city

Kitakyushu has the historical background of its development as an industrial city and port city, so it still retains a rather negative image of being a "polluted" city (air pollution and others).

(5) Response to increasing foreign residents

Due to the increase in non-Japanese and multi-national residents in recent years, the city is not always able to respond adequately to those residents who are unable to communicate fully in Japanese. Therefore the city needs to create an environment where residents of all nationalities can coexist and live comfortably by improving the system to accept non-Japanese students at elementary schools and junior high schools, etc.

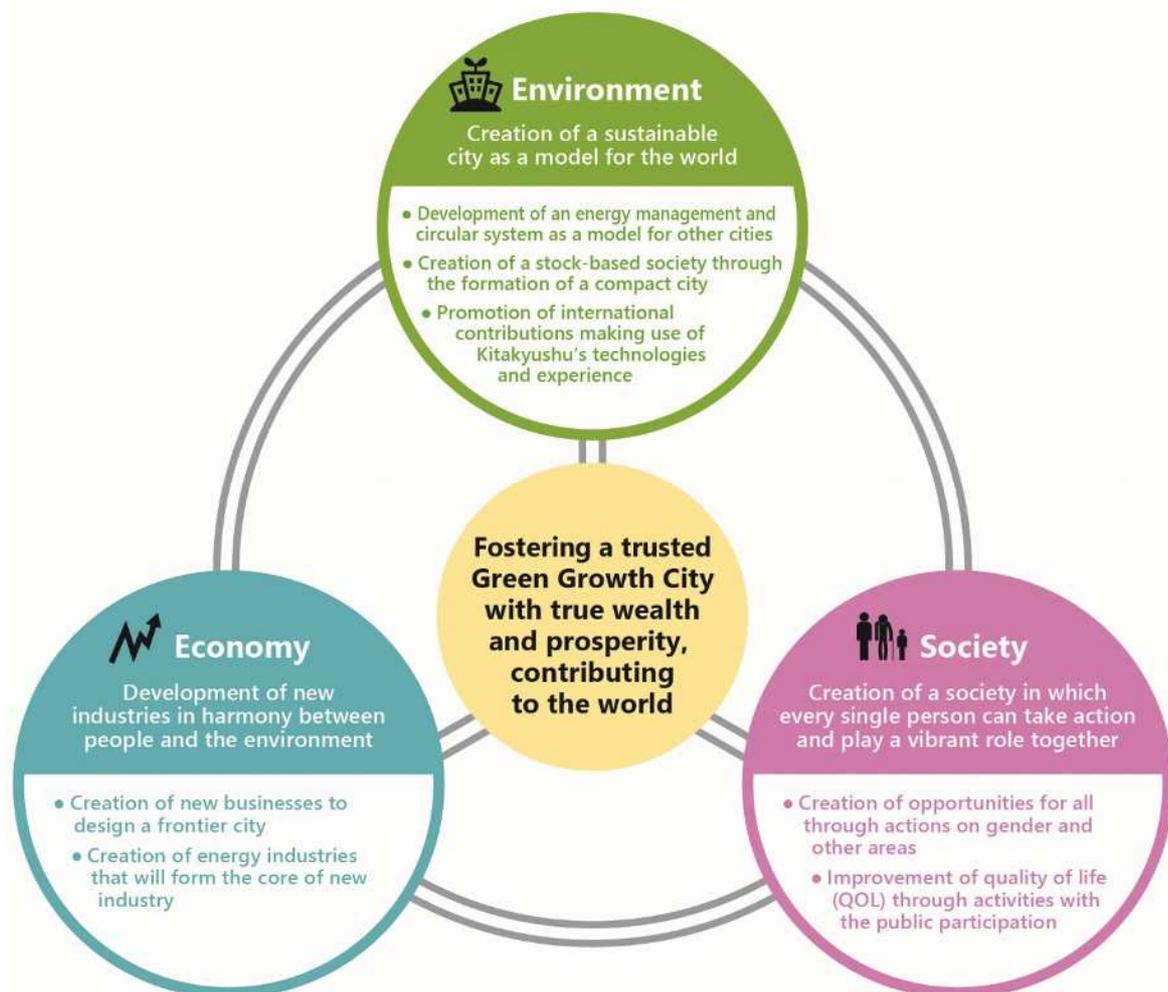
(2) Ideal situation in 2030

【Ideal situation in 2030】

[SDGs Strategy of Kitakyushu City (Vision)]

**Fostering a trusted “Green Growth City”
with “true wealth” and prosperity, contributing to the world**

- 1 Development of new industries in harmony between people and the environment [Economy]
 - City aiming to become a frontier city by creating new business, including the development and application of new technologies and systems, such as robot artificial intelligence (AI) and autonomous driving in anticipation of labor shortages due to declining birthrates and the aging population
 - City creating energy industries that will form the core of new industries through offshore wind farms that package together offshore wind power, maintenance technologies and parts manufacturing, and advanced energy management, etc.
- 2 Creation of a society in which every single person can take action and play a vibrant role together [Society]
 - City creating spaces where everyone can play a role and be involved according to his or her own characteristics, such as being a woman, elderly, or a person with disabilities, and including gender equality initiatives
 - City aiming to improve quality of life (QOL) through public participatory-type activities, such as multi-generational and multi-cultural exchange making use of ESD and using civic power and local networks to minimize disasters (mitigate disasters)
- 3 Creation of a sustainable city as a model for the world [Environment]
 - City creating a material-cycle system as a model for other cities to advance the recycling technologies of rare metals, promote waste reduction and resource recycling with the participation of residents, and utilize waste power generation, etc.
 - Stock-type society that maximizes the use of existing public facilities and public transport facilities with longer service lives in a compact city
 - City contributing to the sustainable development in cities around the world through its past experiences and technologies



- Kitakyushu will further enhance and compile the civic power by encouraging citizens to understand that every activity in the everyday life of each person will lead to the achievement of SDGs, and that all citizens must work together as one.
- By utilizing Kitakyushu's strengths including manufacturing technology and experience of overcoming pollution, Kitakyushu aims to realize a vision of "Fostering a trusted Green Growth City with true wealth and prosperity, contributing to the world" through disseminating and developing an approach (problem-solving model) that integrates economy, society, and environment targeting cities both in Japan and overseas (wider Asian region, etc.) that will be confronted with challenges in the future.

(3) Priority goals to realize the ideal situation in 2030

(Economy)

Goal/Target	KPI (Key Performance Indicator)	
  8. 2 9. 4	Indicator: GDP in the city per worker (nominal)	
	Present (2014): JPY 8,016,000	2030: JPY 9,320,000

Kitakyushu will make efforts including “creation of a new business style by utilizing nursing care robots, etc.”, “creation of energy industries that will form the core of new industry”, with the aim to achieve “development of new industries in harmony between people and the environment”.

(Society)

Goal/Target	KPI	
 5. 5	Indicator: Proportion of women committee members in organizations affiliated with the City of Kitakyushu	
	Present (July 2018): Proportion of women committee members in the city-affiliated organizations exceeds 50% on average	2030: Proportion of women committee members in all affiliated organizations, etc. will exceed 50%
 8. 5	Indicator: Employment rate	
	Present (2015): 52.8%	2030: 56.7%

Kitakyushu will make efforts including “creation of opportunities for all through actions on gender, etc.”, “improvement of quality of life (QOL) through activities with public participation”, with the aim to achieve “creation of a society in which every single person can take action and play a vibrant role together”

(Environment)

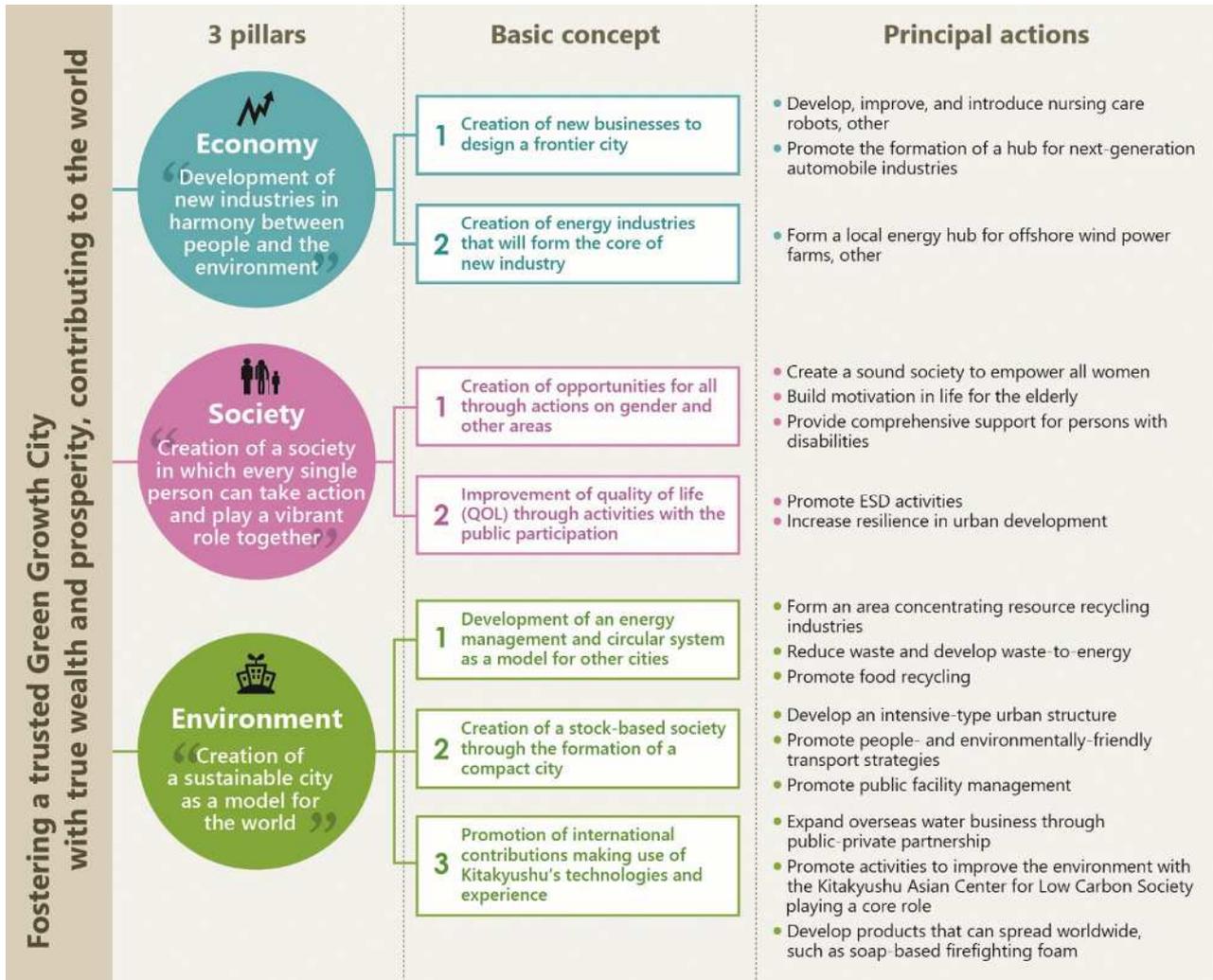
Goal/Target	KPI	
  7. 2 13. 2	Indicator: Amount of introduction of renewable energy etc.	
	Present (July 2018): 288,000kW	2030: 700,000kW
  11. 6 12. 5	Indicator: Amount of household waste	
	Present (July 2018): 164,330t	2030: 159,652t
 17. 9	Indicator: Number of accepted researcher/trainees for development of human resources in environment field in Asia (cumulative total)	
	Present (March 2018): 9,083 people	2030: 10,000 people

Kitakyushu will make efforts including “development of an energy management and circular system as a model for other cities”, “creation of a stock-based society through the formation of a compact city”, “promotion of international contributions making use of Kitakyushu’s technologies and experience”, with the aim to achieve “creation of a sustainable city as a model for the world”.

1.2 Measures to Promote the SDGs of Local Government

(1) Summary of measures to promote the SDGs in municipalities (FY2018-2020)

Measures for Kitakyushu's SDGs Strategy (Vision)



(Economy)

【Creation of new businesses to design a frontier city】

① Develop, improve, and introduce nursing care robots, etc.

Goal /Target	KPI	
 <p>8. 2</p>	Indicator: Number of development and improvement cases based on verification results of nursing care robots, etc.	
	Present (FY2016): 3 cases	(FY2017-2019): 9 cases

- Kitakyushu promotes the development and manufacturing of nursing care robots, taking advantage of Kitakyushu’s strength in manufacturing technologies, as well as their introduction to nursing care facilities.
- By doing so, Kitakyushu aims to not only improve efficiency, but also to support the independence of the elderly, reduce staff workloads, and achieve a state of “advanced nursing care” that will enhance the expertise and motivation of staff.
- In addition to reducing social insurance costs in Japan, Kitakyushu also strives to connect these initiatives with international technical cooperation and businesses targeting the aging society through the development of overseas markets in the future, including with Asia.

② Promote the formation of a hub for next-generation automobile industries

Goal /Target	KPI	
 8. 2 9. 4	Indicator: Accumulated number of researchers related to autonomous driving	
	Present (FY2018): 64 people	FY2020: 79 people

- In recent years, Kitakyushu has built a mobility system that utilizes the most high-profile autonomous driving technologies, aiming to develop a base for next-generation automobile industries.
- Kitakyushu supports the movement of residents, including the elderly, and supplements public transportation in depopulated areas by expanding applications for autonomous driving.
- These actions will lead to a reduction in the number of traffic accidents and a more efficient flow of human and logistical traffic, as well as reduction in CO₂ emissions resulting from a shortage of labor.

【Creation of energy industries that will form the core of new industry】

③ Form a local energy hub for wind power, etc.

Goal /Target	KPI	
  7. 2	Indicator: Amount of renewable energy introduced	
	Present (July 2018): 288,000 kW	FY2020: 360,000 kW

- Kitakyushu advocates for the installation of wind power using the sea area and high-efficiency thermal power plants making use of biomass to generate electricity.
- From the vantage point of using power, Kitakyushu strives to provide a low-carbon, stable supply of power both within and outside the city and reduce energy costs

through energy management by a “local energy company”.

- Kitakyushu promotes the introduction of renewable energy and the reduction of CO₂ emissions, in addition to its development as a model local energy base.

(Society)

【Creation of opportunities for all through actions on gender and other areas】

① Create a sound society to empower all women

Goal /Target		KPI	
	5. 5	Indicator: Number of annual new users of the Work Women Café Kitakyushu	
	8. 5		
		Present (FY2017): 3,276 people	FY2019: 4,000 people

- Kitakyushu offers support to women in employment, those looking to improve their career prospects, and those eyeing a return to the labor force, with the Woman Work Café Kitakyushu serving as a base and Gender Equality Center to provide total support for working women.
- These actions will further fuel the participation of women in society and lead to the creation of a society with a new perspective.

② Build motivation in life for elderly

Goal /Target		KPI	
 	4. 7	Indicator: Number of users of the Ikigai Activity Station (finding the sense of purpose in one’s life)	
		 	
		Present (FY2017): Homepage browsing : 39,624 cases Visitors to the station : 4,555 people	FY2020: Homepage browsing : 40,000 cases Visitors to the station : 5,200 people

- Kitakyushu also supports volunteer and economic activities by the elderly that make full use of their rich life experiences, knowledge and skills through the training university for the elderly, activity station for finding the sense of purpose in one’s life, and cram school for being active in one’s lifetime.
- Kitakyushu provides support to the elderly for employment to allow them to continue to work and enjoy an active lifestyle, focused around the Senior Employment Support Center and the Senior Hello Work Tobata.
- These actions will lead to improvements in the health of the elderly and resolve issues on the lack of workers in a society with a rapidly declining population, allowing each person to v a fulfilling life as they gain new resolve.

③ Provide comprehensive support for persons with disabilities

Goal /Target	KPI	
 10. 2	Indicator: Establishment of the Regional Life Support Center, etc.	
	Present (FY2017): 0	FY2020: 1 case
 8. 5	Indicator: Transition of welfare facilities to general employment Aiming as 1.5 times the results of transition to general employment in FY2016	
	Present (FY2016): 177 people	FY2020: 266 people

- Based on the Kitakyushu City plan for support persons with disabilities, Kitakyushu will implement comprehensive and systematic measures to support the independence and participation of persons with disabilities in society.
- By doing this, Kitakyushu aims to create a society where persons with disabilities can enjoy active lives as members of society.
- Kitakyushu will also provide support to general employers through the Kitakyushu work support center for persons with disabilities to promote employment for those who may have difficulty in traditional forms of employment, such as improving wage levels by raising the standards of welfare-type work.

[Improvement of quality of life (QOL) through activities with public participation]

① Promote ESD activities

Goal /Target	KPI	
 4. 7	Indicator: Total number of users of ESD activity base and participants of ESD awareness raising events. etc.	
	Present (FY2016): 18,520 people	FY2020: 24,000 people

- Kitakyushu supports the operation of the Kitakyushu Manabito ESD Station, which is the base for all ESD activities in the city, in order to further expand civic activities carried out primarily by the city's residents that can be connected to the SDGs.
- Kitakyushu implements the number of courses, events, and programs in collaboration with residents, universities and other stakeholders to raise awareness and foster local leaders of the SDGs/ESD.
- These actions will improve the inherent power of each and every resident and lead to the development of a sustainable city by all residents.

② Increase resilience in urban development

Goal /Target	KPI	
 11. b 17. 17 	Indicator: ① Number of school districts that established community networks of disaster management ② Number of people who foster new leaders of regional disaster management	
	Present (FY2017): ① 14 school districts ② 298 people	FY2020: ① 50 school districts ② 420 people

- Kitakyushu will support the development of a voluntary disaster-prevention system in communities based on the Kitakyushu City community disaster prevention plan, so that the city's residents can live in comfort and safety.
- Through these actions, Kitakyushu can improve its local disaster prevention capabilities, such as fostering an awareness of "self-help" for people to learn how to protect themselves and creating a climate of "mutual assistance" to help one another in the community.

(Environment)

[Development of an energy management and circular system as a model for other cities]

① Form an area concentrating resource recycling industries

Goal /Target	KPI	
  12. 5 17. 7    	Indicator: Number of commercialized research and development subsidized by Environment Future Technology Development Project Subsidy (subsidy of Kitakyushu City)	
	Present (FY2016): 34 cases	FY2020: 38 cases

- Kitakyushu is further encouraging the separation of resources, such as cans, bottles, and PET bottles, and local environmental activities by residents for used papers and clothes.
- Kitakyushu aims to improve recycling technologies for rare metals and lithium ion batteries.
- By developing new businesses both in Japan and overseas and building a sound material-cycle society in the Asian region, Kitakyushu aims generate employment in the environmental industry.
- These actions will not only raise recycling rates in the city, it will also improve recycling rates and promote the development of recycling businesses throughout the world.

② Reduce waste and develop waste-to-energy power plant

Goal /Target	KPI	
  8. 2	Indicator: Amount of daily household waste per capita	
  9. 4	Present (July 2018): 471g	FY2020: 470g

- Kitakyushu organizes lectures and classes on composting organic waste and separating resources at civic centers and elementary schools, etc., as well as “declaration of no leftover food” campaign for reducing food loss in collaboration with the city’s residents and NPOs, in order to improve the awareness of each and every resident on waste reduction.
- Kitakyushu develops networks and expands businesses on waste-to-energy (power generation by waste) in cooperation with neighboring municipalities.
- The development of projects overseas, including in Asia, will not only reduce the volume of waste and CO₂ emissions in Japan, it will also lead to reductions in waste and CO₂ emissions around the world.

③ Promote food recycling

Goal /Target	KPI	
  4. 7	Indicator: Visiting lectures on food recycling at schools, etc.	
 12. 8	Present (FY2017): Number of participating schools: 1 school	FY2020: Number of participating schools: 2 schools

- Kitakyushu is further promoting the reduction of food waste from school lunches and the recycling (composting) of vegetable waste and leftover food generated during the cooking.
- Kitakyushu also utilizes the compost produced through recycling for flowerbeds at schools and creates a space for education on both food and the environment.
- Learning about the importance of reducing and separating waste will lead not only to the development of an environment where children can be healthy and live active lives, it will also help with the development of human resources who can contribute to the creation of a sustainable society.

【Creation of a stock-based society through the formation of a compact city】

① Develop an intensive-type urban structure

Goal /Target	KPI	
 <p>11. 3</p>	Indicator: New housing supply by public works within the resident-inducing district	
	Present (FY2017): Number of housing supply: 0	FY2020: Number of housing supply: 400

- Kitakyushu implements actions to promote the involvement of residents and businesses, etc. with an aim to form an intensive urban structure (compact city) based on the Kitakyushu City optimal location plan.
- These actions will lead to the concentration of various functions in the city, such as commerce, medicine, welfare, and administration, which will in turn create vibrant bases, stabilize the operation of public transport, and promote the efficient provision of administrative services, even with a declining population.
- These actions will also contribute to reducing disaster risks in sloped areas, promote healthy lifestyles by increasing opportunities for the elderly to take part in outdoor activities, and reduce CO₂ emissions by encouraging the use of public transport and making economic activities more compact.
- Kitakyushu ensures the easy-to-live city environment for everyone including the elderly and persons with disabilities by promoting the residence in the inner city.
- Together with the city's residents, Kitakyushu will share its future ideal image of an intensive-type urban city (compact city) with the use of "i-Urban Renaissance" promoted by the Cabinet Office.

② Promote people-and environment-friendly transport strategies

Goal /Target	KPI	
 <p>11. 1</p> <p>11. 2</p>	Indicator: Population coverage ratio of public transportation	
	Present (August 2014): 79.5%	FY2020: 80%
	Indicator: Share ratio of public transportation	
	Present (August 2014): 21.9%	FY2020: 24%
	Indicator: CO ₂ emissions of private automobiles (Compared to FY2005)	
	Present (August 2014): Reduction of about 2.4%	FY2020: Reduction of about 6%

- Kitakyushu promotes a total of 30 transportation policies including "the consideration of the next-generation urban transportation system" and "enhancement of functionality of

main bus routes” based on the “Kitakyushu City environmental capital comprehensive transportation strategy (Kitakyushu City plan for the formation of a local public transportation network).” Especially, Kitakyushu plans to achieve the main pillar, “provision of a community-based bus network” that will provide transport services in line with the actual situation in areas, which is one of the pillars of this plan.

- Through these actions, Kitakyushu will form a sustainable public transportation network that can support the declining population and super-aging society.
- Kitakyushu is actively engaged in mobility management for the elderly which will lead to the promotion of the use of public transportation and contribute to a reduction in traffic accidents, promotion of healthy lifestyles through walking, and reduction of CO₂ emissions.

③ Promote public facility management

Goal /Target	KPI	
 8. 2 9. 4	Indicator: Reduced area occupied by public facilities (total floor space) aligning with the “Five-year Action Plan” (formulated in March 2017) based on “Kitakyushu Public Facility Management Execution Plan”	
	Present (FY2017): 2,486 m ² reduction	FY2021: 29,700 m ² reduction

- Kitakyushu aims to efficiently manage public facilities by guaranteeing a long service life and safety, including the elimination and consolidation of facilities, based on the city’s implementation plan for the management of public facilities.
- These actions will reduce any future financial burden related to public facilities, which is a major issue for societies with declining populations, and secure optimal civic services.
- Cleanup activities for public facilities by resident volunteers through existing activities, such as the Kitakyushu City Road Supporters and Park Society, will provide safe access to facilities and lead to the creation of a clean city and preservation of the community.

[Promotion of international contributions making use of Kitakyushu’s technologies and experience]

① Expand overseas water business through public-private partnership

Goal /Target	KPI	
 6. 1 6. 2 17. 7	Indicator: Number of accepted trainees from overseas (Water supply/sewage)	
	Present (FY2017): Total annual acceptance: 410 people (Water supply) 26 people (Sewage) 384 people	FY2020: Total annual acceptance 255 people (Water supply) 55 people (Sewage) 200 people

- Kitakyushu develops business overseas, mainly in Asian markets where growth is significant, with the public and private sector acting in partnership by combining the superior technical capabilities of businesses, business management and operational know-how in the fields of water supply and sewerage that have been developed in Kitakyushu throughout the past, and the city's information gathering capabilities and credibility, drawing fully upon the human networks built up over the past decades through international technical cooperation (exchange).
- Kitakyushu can achieve the supply of potable water and prevent water leakages in developing countries through the provision of Kitakyushu's technologies and know-how on water supply and sewerage to countries overseas.
- In addition to international cooperation and the creation of business opportunities for companies, these actions will lead to the image of Kitakyushu overseas as a trusted partner.

② Promote activities to improve the environment with the Kitakyushu Asia Center for Low Carbon Society playing a core role

Goal /Target	KPI	
 17. 7	Indicator: Number of low-carbon projects implemented in Asia	
	Present (FY2017): 164 cases	FY2020: 184 cases

- Kitakyushu promotes international business development with public and private partnership by utilizing the environmental-related technologies and city-to-city collaboration frameworks, which have been built in Kitakyushu.
- Kitakyushu also expands training opportunities for human resources from overseas through training and dispatch in Japan and overseas.
- These actions will not only strengthen the international competitiveness of local businesses, it will also stimulate the local economy and create jobs. In this way, Kitakyushu will also be able to contribute to low-carbon development around the world.

③ Develop products that can spread worldwide, such as soap-based firefighting foam

Goal /Target	KPI	
 17. 7	Indicator: Number of selected products for the Kitakyushu Eco-Premium	
	Present (FY2017): 208 cases	FY2020: 240 cases

- Kitakyushu develops products, such as eco-friendly soap-based foam fire extinguishers, by taking advantage of the manufacturing technologies of local businesses to meet needs in Asian cities.
- Kitakyushu also uses its overseas networks to promote the expansion and use of these

products.

- These actions will not only promote the development of business by local companies with other companies overseas, it will also contribute to identifying solutions to problems faced by cities around the world.

(2) Information dissemination and public awareness measures of local government SDGs 【Development of information dissemination and public awareness of local government SDGs in Kitakyushu】

(For Kitakyushu area)

- PR using major events
 - Eco-Technology Exhibition Kitakyushu (About 30,000 visitors) <Company: PR>
 - Sewage Exhibition 2018 Kitakyushu , Sewage International Symposium in Kitakyushu (About 30,000 visitors) <Citizen/ Company: PR>
 - Wasshoi Hyakuman Summer Festival (About 1.5 million visitors) <Citizen/ Companies: PR>
 - Kitakyushu Marathon (About 12,000 runners) <Citizen/ Companies: PR>
 - Kitakyushu Eco-Life Stage (About 100,000 visitors) <Citizen/ Companies: PR/ Exchange>

- PR using facilities
 - Kitakyushu Manabito ESD Station <Citizen/ Company: PR/ Exchange/ Human resource development>
 - Citizen Center <Citizen: PR/ Exchange/ Human resource development>
 - “Information Corner for City Administration (Citizen Hall)” at the first floor of the City Hall (main building) <Citizen: PR>
 - Elementary schools and junior high schools in the city <Citizen: PR>
 - Environment Museum (About 130,000 visitors/year) <Citizen: PR>
 - Eco-town Center (About 30,000 visitors/year) <Citizen: PR>
 - Mikuni World Stadium Kitakyushu (About 194,000 visitors/year) <Citizen/ Companies: PR>

- Other
 - Establishment of Kitakyushu SDGs Club <Citizen/ Company: PR/ Exchange>
 - Kitakyushu City World Environmental Capital Examination (About 4,000 examinees/year) <Citizen: PR>
 - Use of Kitakyushu’s environmental mascot “Teitan” <Citizen/ Companies: PR>
 - Homepage of the city (Total annual access: about 40 million times) <Citizen/ Companies: PR>
 - Production of PR materials (posters, fliers, pamphlets) <Citizen/ Companies: PR>
 - Production of badge, name cards, etc. with SDGs logo <Citizen/ Companies: PR>
 - J-league team “Giravanz Kitakyushu” (About 95,000 visitors/year) <Citizen/ Companies: PR>
 - PR by partnership agreement, etc. for SDGs with private company <Companies: PR>

(For outside of Kitakyushu (Domestic))

- “Eco-Pro” (Held in Tokyo, about 160,000 visitors)

(For overseas)

- Kitakyushu disseminates the efforts related to SDGs of the city by utilizing the international network formed through receiving trainees from overseas, etc.

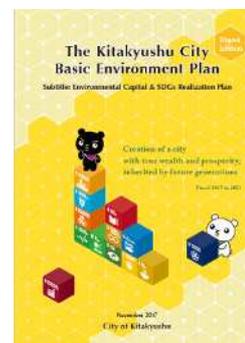
1.3 Promotion Structure

(1) Situation of reflecting the SDGs in the city plans

■The Kitakyushu Basic Environmental Plan (revised in Dec. 2017)

“The Kitakyushu Basic Environmental Plan” was revised in November 2017 to promote the policies related to environmental preservation comprehensively and systematically. The subtitle, “Environmental Capital & SDGs Realization Plan” was added to pursue the basic philosophy to lead the city to the future through achieving the SDGs by tackling environmental, economic, and social issues simultaneously.

In the revision, the icons for the SDGs goals are indicated for each measure.



■Other city plans of various sectors

Similar to the Kitakyushu Basic Environmental Plan, Kitakyushu will incorporate the SDGs into all other administrative plans including the Kitakyushu City Basic Master Plan, “Genki Hasshin! Kitakyushu Plan” as well as to accelerate revisions by displaying the SDGs icons to show how they are connected.

<Reference> Kitakyushu City’s major plans of various sectors

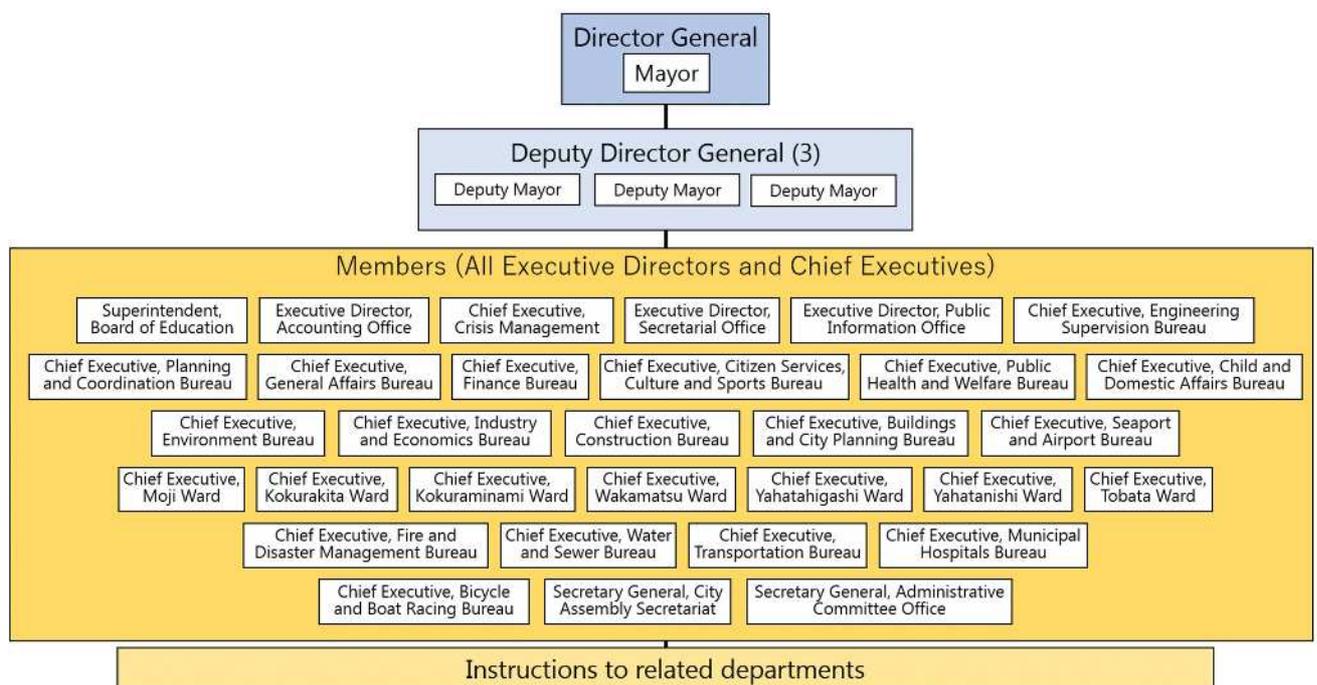
- “Genki Hasshin! Kitakyushu Plan” (master plan) (Revision planned in FY2020)
- The Kitakyushu City Comprehensive Strategy for Overcoming Population Decline and Vitalizing Local Economies (Revision planned in FY2019)
- The Kitakyushu City Basic Plan for Gender Equality (Revision planned in FY2018)
- The Kitakyushu City Cultural Promotion Plan (Revision planned in FY2020)
- The Kitakyushu City Administrative Guidance on Human Rights (Revision planned in FY2022)
- The Kitakyushu City Welfare (Regional welfare plan) (Revision planned in FY2020)
- The Kitakyushu City Plan for Vital Longevity (Revision planned in FY2020)
- The Kitakyushu City Plan for Support of Persons with Disabilities (Revision planned in FY2022)
- The Second Kitakyushu City Plan for Health Promotion (Revision planned in FY2022)
- The Kitakyushu City Plan for Children (Revision planned in FY2020)
- The Kitakyushu City New Growth Strategy (Revision planned in FY2021)
- The Kitakyushu City Urban Planning Matter Plan (Revised in FY2017)
- The Kitakyushu City Strategy for Environmental Capital Comprehensive Transportation (Revision planned in FY2020)
- The Kitakyushu City Education Plan for Children’s Future (Revision planned in FY2018)
- The Kitakyushu City Promotion Plan for Lifelong Learning (Revision planned in FY2020)

(2) Implementing structure of internal administration

■ Kitakyushu City “SDGs Future City” Promotion Headquarters (Established in February 2018)

To promote the municipal SDGs, Kitakyushu established the Kitakyushu City “SDGs Future City” Promotion Headquarters headed by the Mayor as an internal body of the city, with the aim of strengthening the close mutual collaboration among related departments in decision-making for policies related to the entire city. The Headquarters shares information and discuss issues including how to proceed with efforts on SDGs in the future.

Kitakyushu City “SDGs Future City” Promotion Headquarters



■ The Kitakyushu City In-house Working Group (Since July 2017)

Kitakyushu established “The Kitakyushu City In-house Working Group” consisting of director-level city officials of each department to discuss and share information on the SDGs at working level.

(Other) Related Entity

■ The Kitakyushu City Promotion Headquarters for Overcoming Population Decline and Vitalizing Local Economies (Established in Nov. 2014)

Kitakyushu established the “Kitakyushu City Promotion Headquarters for Overcoming Population Decline and Vitalizing Local Economies” headed by the Mayor, as an internal body of the city to collaborate with the national “Headquarters for Overcoming Population Decline and Vitalizing Local Economies” to promote measures for preventing population decline and

revitalizing the region.

In light of “the Comprehensive Strategy for Overcoming Population Decline and Vitalizing Local Economies” revised in 2017 (Cabinet decision on Dec. 22, 2017), which believes that municipal SDGs contribute to realizing regional revitalization, Kitakyushu promotes municipal SDGs with participation from citizens, companies, and others through the Kitakyushu City Promotion Headquarters for Overcoming Population Decline and Vitalizing Local Economies.

(3) Collaboration with stakeholders

(Collaboration in the region)

- The Kitakyushu City Promotion Council for Overcoming Population Decline and Vitalizing Local Economies (Citizen, Company, Finance, Education)
- The Kitakyushu SDGs Council (Citizen, Company, Finance, Education)

■ Networks on mainly economic aspects

- The Kitakyushu Conference for Promoting the Integration of Environment and Industry (Citizen, Company)
- The Kitakyushu City Gathering for Promoting the New Growth Strategy (Citizen, Company)
- Techno-Mix Kitakyushu (Citizen, Company)
- The Kitakyushu Overseas Water Business Association (Citizen, Company)

■ Networks on mainly social aspects

- The Kitakyushu City General Association for Neighborhood Self-governing Body (Citizen)
- The Kitakyushu City Conference for Promoting Safety and Security (Citizen, Company, Education)
- The Kitakyushu City for Disaster Management (Citizen, Company, Education)
- The Kitakyushu City Conference for Children and Child-raising (Citizen, Education, NPO)
- The Kitakyushu City Council for Promoting Gender Equality and Life-work Balance (Citizen, Company, NPO)
- The Kitakyushu City Association for Promoting Regional Welfare (Citizen, Company, NPO)

■ Networks on mainly environmental aspects

- The Kitakyushu ESD Council (Citizen, Education, NPO, Company, Administration)
- The Kitakyushu City General Association for Environmental Hygiene (Citizen)

- The Kitakyushu Conference on Regional Promotion of the Eco-Model City (Citizen, Company)
- Agreement on Collaboration on the SDGs with Sompo Japan Nipponkoa Insurance Inc. (Company)

(Collaboration among Municipalities (Domestic))

- Promotion Council for the "FutureCity" Initiative

【Networks on mainly economic aspects】

- Concept for Collaboration of Central Metropolitan Area in Kitakyushu Metropolitan Area



【Networks on mainly social aspects】

- Collaboration with Shimonoseki City (Kanmon collaboration)



- Collaboration with Kamaishi City of Iwate Prefecture
- Collaboration with Fukuoka City (Fukuhoku collaboration)
- Collaboration with major four cities along the Kyushu Shinkansen Lines (4-city collaboration)

【Networks on mainly environmental aspects】

- Collaboration with Eco-Model City (Oguni Town of Kumamoto Prefecture)



(International Collaboration)

【Networks and goals for mainly economic aspects】

- The Organization for the East Asia Economic Development
- The Asia Environmental City Network
- Conclusion of collaborative agreement with Japan External Trade Organization (JETRO) (2013)
- Comprehensive Agreement with Japan International Cooperation Agency (JICA) (2013)



【Networks on mainly social aspects】

- International educational exchange in the University of Kitakyushu



【Networks on mainly environmental aspects】

- City-to-City Collaboration for Improvement of Air Pollution in China (Shanghai City, Tianjin City, Wuhan City, Dalian City, Tangshan City, Handan City)

- Conclusion of Friendship Sister City Agreement with Dalian City of China (1979)



- Conclusion of Friendship Sister City Agreement with Hai Phong City of Viet Nam (2014)

- Conclusion of Friendship Sister City Agreement with Phnom Penh of Cambodia (2016)



- Conclusion of Environmental Sister City Agreement with Surabaya City of Indonesia (2012)



- Conclusion of Environmental Sister City Agreement with Davao City of Philippines (2017)



【Other】

- Mutual collaboration with Friendship Sister Cities in environmental sector (Future consideration)
 - The United States of America: Norfolk City and Tacoma City
 - The Republic of Korea: Incheon City

Introduction of New Efforts

About the Kitakyushu SDGs Club (established in FY2018)

It is indispensable to promote a wide range of activities by industry, academic, government, and citizen to achieve the SDGs.

Therefore, Kitakyushu created the "Kitakyushu SDGs Club", in which organizations, companies, individuals, etc. who are engaged or interested in the SDGs can participate, aiming to activate each activity through networking and information exchange among the members.

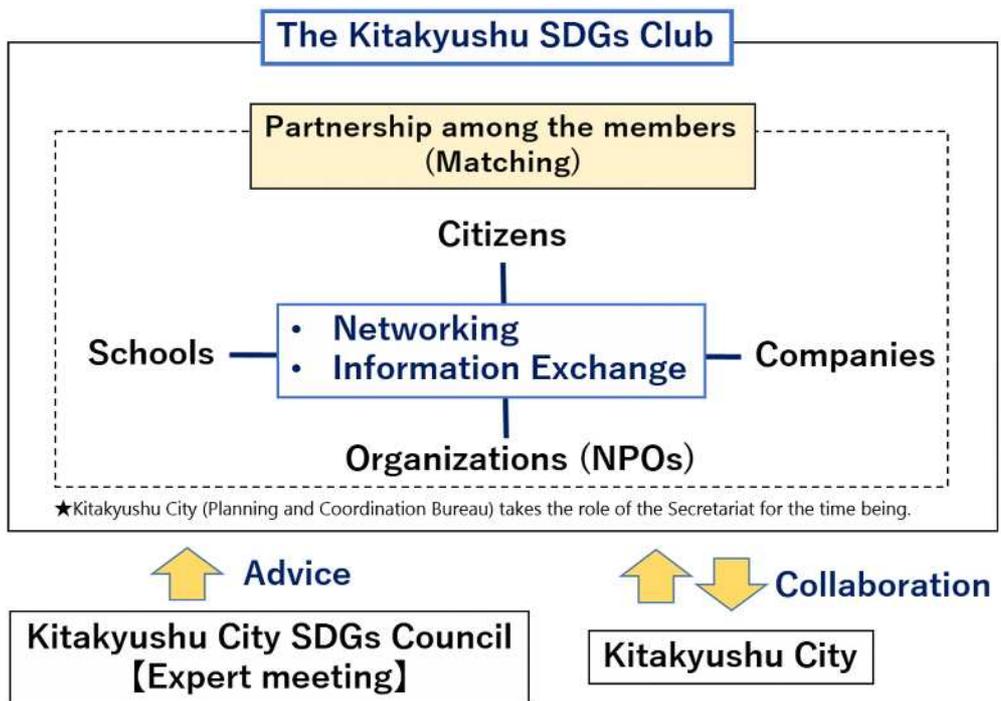


Image of the Kitakyushu SDGs Club