

Let us join your event!

our flexible ideas are wonderful!

It's amazing how new technologies

corporate culture with continuity. ^\_^

Horizontal connections and informati

We are so grateful there are places

We support you!!

Let's make school partnerships a p

to work together with you!

We are very interested!

really feel your passion!

It's important to match ideas with the technolo

These are some of the messages of support and encouragement that appeared on the screens at the Forum venue.

Coordination and Liaison Division, Planning Office, Department of Policy and Planning, Osaka Prefectural Government

✉ osaka\_SDGs@gbox.pref.osaka.lg.jp



Website

Venue support : QUINTBRIDGE

# OSAKA SDGs Forum

## Road to EXPO 2025 Report



Expo 2025 Official character MYAKU-MYAKU © Expo 2025



# OSAKA SDGs Forum

Road to EXPO 2025

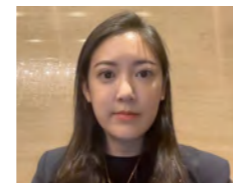
[Date]  
Tuesday, January 16, 2024  
[Venue]  
QUINTBRIDGE  
(4-15-82 Higashi Noda-machi, Miyakojima-ku, Osaka)  
[Number of participants]  
110 at the venue / 67 online

## Introduction

Osaka will host Expo 2025 Osaka-Kansai. The theme of this Expo is Designing Future Society for Our Lives. In the context of the happiness of each individual around the world, this Expo theme aligns with the SDG principle of "leaving no one behind." I hope to communicate to the world the efforts of the various stakeholders, both within and outside the Expo venue, to achieve the SDGs in 2025. The SDGs were adopted at the United Nations in 2015, and we are now at the start of the second half of achieving the SDGs by the target year of 2030. At this Forum, I hope we will hear and learn from the speakers and each other about the actions being taken to achieve the SDGs, and share the strong sentiment of Osaka being the driving force during this second half. As we take the next step forward towards realizing the SDGs, it is my earnest wish that Osaka will lead the world as it hosts Expo 2025 Osaka-Kansai.



Governor of Osaka Prefecture  
**Hirofumi Yoshimura**



The Murakami Family Foundation  
Representative Director  
**Rei Murakami Frenzel**

The Murakami Family Foundation has been supporting not-for-profit organizations that are working with Osaka Prefecture to find solutions to community issues. This Forum will feature presentations from six organizations that our Foundation supported last year. Each of these organizations is involved in extremely unique activities. I hope that through this Forum, many people will know more about these wonderful activities, so we can widen the circle of support that will help us to achieve the SDGs. Let's take even further action in Osaka to achieve the SDGs!

## Special Presentations

### SDGs and Regional Revitalization

Headquarters for the Regional Revitalization,  
Cabinet Office, Government of Japan  
Assistant Director to the Counsellor  
**Shuhei Kitamoto**



On December 19, 2023, the "SDGs Implementation Guiding Principles" were revised by the SDGs Promotion Headquarters, which is headed by the Prime Minister of Japan, Fumio Kishida. These Guidelines specify the expectations for local governments to make further efforts towards finding solutions to community issues through public-private partnerships. In response, the Cabinet Office has set up and is operating the "SDGs for Regional Revitalization Public-Private Partnership Platform." Currently, this Platform is being actively used for new business creation by matching private-sector companies with local governments that are seeking solutions to community issues. We expect the Platform to be increasingly used for further business creation going forward.

### SDGs Progress Report

United Nations Centre  
for Regional Development  
Researcher  
**Masako Izukawa**



In September 2023, the "SDG Summit 2023" was held at the United Nations Headquarters to mark the halfway point of the SDGs that were adopted in 2015. In the Progress Report that was published prior the Summit, only 15% of the SDG targets were on track to being achieved, while 48% were off track and 37% were lagging or completely stagnant. Moreover, the SDGs achievement rate in Japan has been on a downward trend, with Japan ranked 21 among 166 countries. The necessary steps to take are to know where Japan currently stands in terms of achieving the SDGs, review the actions being taken, encourage a change in awareness and behaviors, and use new technological innovations and partnerships to achieve the targets.

## Presentations of Organizations

Government agencies Corporations Organizations

[Order of presentations ]

1. spice cube. inc.
2. Toyonaka City
3. Kirin Children's Cheer Team
4. Tondabayashi City
5. Yamagata Kaihatsu Kogyo Co.,Ltd
6. NPO Tsunageru
7. Hannan City
8. CEREZO OSAKA CO.,LTD
9. Children's Place Support Osaka
10. Higashiosaka City
11. Japan Mottainai Food Center
12. RICOH JAPAN Corporation
13. Hirakata City
14. Work Style Franchise
15. Resona Holdings ,Inc.
16. Yao City
17. QWRC
18. The Dai-ichi Life Insurance Company, Limited
19. Sakai City



**spice cube. inc.**  
CEO Tsubasa Sugai

1



Website

### Small-scale plant factories contribute to solving all kinds of problems

Spice cube. inc. is an agritech startup that specializes in plant factories (agricultural facilities that use water and electricity to grow plants). We use vacant properties in metropolitan areas to build small-scale plant factories. The vegetables grown at these factories are supplied to restaurants in that particular area. This provides a solution to distribution issues, and stimulates the development of local economies. We have also set up small-scale agricultural equipment in offices and other vacant spaces, and are using these areas to help reduce CO2 emissions via photosynthesis, as well as to providing a community spot for locals to use.



**Toyonaka City**

Staff, Management Strategy Division,  
City Management Department  
**Hitomi Okada**

2



Website

### Promoting action from all aspects: environmental, social, and economic

Toyonaka City has been making efforts to achieve the SDGs, and we have been able to raise awareness by about 20%. However, an ongoing issue is how to turn this awareness into action. There are various reasons for this, including being aware about SDGs but not knowing what to do to achieve them. To address this issue, I believe that we need to create opportunities to encourage behavioral changes in all areas from the environment to society and the economy. Toyonaka City has launched the new "No. 1 Ease of Raising Children Project" promote the socialization of child raising. This initiative also contributes to promoting SDGs in the areas of society and the economy.



**Kirin Children's Cheer Team**

Representative Director  
**Hirotaka Mizutori**

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Website

### Creating places where children can step into their future

Our organization runs activities that focuses on children and their future. We are particularly focused on children who have stopped attending school. So, we have opened a free school for children who are having difficulties in assimilating into the school system. This includes an online free school. Through this initiative, we have been able to successfully support children in finding hope for their future, and in taking their first steps towards becoming a member of society. We will continue with our activities to support children, and bring hope and vitality to society.



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### Tondabayashi City

Acting Director,  
Children's Future Office,  
Child-Rearing & Welfare Department  
Yuichiro Ohori



Website

### Realizing a society with children at the center, Tondabayashi version

In order to apply the SDGs principle of "leaving no one behind" in policies for children and youth, Tondabayashi is working on various initiatives with the theme of a society with children at the center, starting with the Children's Rights Ordinance that are scheduled to be enacted in fiscal 2025. We will connect the SDGs principle with seeking solutions for new issues, based on the two themes of "realizing a society and community that prioritizes the best interests of children" and Expo 2025 Osaka-Kansai theme of "Designing Future Society for Our Lives."



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### NPO Tsunageru

Representative Director  
Michiko Nakahara



Website

### Using digital tools to solve the difficulties faced by families with multiple births

The NPO Tsunageru runs an online community to offer support in forming connections with and among multiple birth families. We hold online classes for pregnant mothers and child-raising forums, aiming to relieve the concerns and loneliness of women during a multiple-birth pregnancy. We have also expanded our support for pregnant women expecting multiple births, during the COVID-19 pandemic. We have built a community of over 10,000 registered members nationwide. Being aware of the effectiveness of digital tools, obstacles in introducing them, and the difficulties of connecting with one another for child-raising households, we are further strengthening our support for mothers who cannot leave their homes easily.



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### Yamagata Kaihatsu Kogyo Co.,Ltd

Senior Managing Director  
Ryuzo Yamagata



Website

### Creating a future society full of sustainable greenery through planting

In the 32 years since our company was founded, we have been leveraging the processing technologies we have accumulated in reinforcing steel construction to create opportunities to connect with the natural environment in urban settings, as well as to achieve the SDG on disaster preparedness and mitigation for natural disasters. We have also registered "KIOUETAI" in "Co-Creation Challenge" of TEAM EXPO 2025 Program, and we are partnering with Osaka Prefecture, Tennoji Zoo and other teams to hold events. Currently, there are over 650 people taking part in seedling planting activities, and we are teaching each participant some important tips and tricks to plant the seedlings so they will grow well.



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### CEREZO OSAKA CO.,LTD

CEO Hiroaki Morishima



Website

### Becoming the best city in the world together with the local community through the power of sport

Cerezo OSAKA is committed to contributing to local communities. We are focusing on five SDG goals, including entering the women's professional soccer league and providing support for the elderly and persons with developmental disorders. Specifically, we run public viewings and an Escort Seniors Program (Player escort) to invigorate the elderly, and offer sensory rooms and soccer classes for children with developmental disorders. We are using the power of sports to help people connect with each other. With the concept of "For Our Osaka" to mark the 30th anniversary of Cerezo OSAKA, we are taking on the challenge of making Osaka the best city in the world together with local communities.



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### Children's Place Support Osaka

Representative Director  
Hiromi Yokota



Website

### By raising my voice, the circle of support expands

While 225 organizations support over 10,000 children, a large amount of food loss is generated by companies. Consequently, some staff members of community cafeterias for children hope to collaborate with those companies; however, several issues, such as delivery fees, have made the collaboration difficult. Therefore, we requested delivery companies to cover the delivery cost and deliver food in bulk for distribution to each cafeteria. Through this initiative, we have realized the immense importance of collaboration with companies.



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### Hannan City

Acting Director,  
City Promotion Division,  
Future Creation Department  
Takeshi Kusumoto



Website

### Making the city even more attractive through SDGs initiatives

"Hannan Seven Sea Forest," which is active in the Hannan Sea, is one of the handful of pioneering examples in Japan that has been certified by the Ministry of the Environment as a site in harmony with nature. Going forward, we will work with other initiatives such as the "SDGs Future City" Program, and use Expo 2025 Osaka-Kansai as an opportunity to promote activities for finding solutions to community issues and regional revitalization, etc. We will support activities of the Co-Creation Challenge of TEAM EXPO 2025 Program, and create an even more appealing Hannan City.



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### Higashiosaka City

Chief Manager,  
Planning Office, Planning Division,  
Planning and Finance Department  
Kazuhiro Tani



Website

### From local events to building momentum for Expo 2025 Osaka - Kansai

On November 3rd and 4th, the "HANAZONO Expo 2023" was held in Higashiosaka City as an event to raise momentum for Expo 2025 Osaka-Kansai. This event was a huge success, attracting 80,000 visitors, over 300 companies, and organizations that set up booths with exhibits focusing on future technologies and SDGs. Visitors to the venue, including Higashi Osaka residents, were able to connect to Expo 2025 Osaka-Kansai through VR and AR experiences and an exhibit featuring an actual Advanced Air Mobilities. We are planning to hold this event again in fiscal 2024, with donations from companies via a corporate version of the hometown tax system. Please be sure to visit the next HANAZONO Expo!



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### Japan Mottainai Food Center

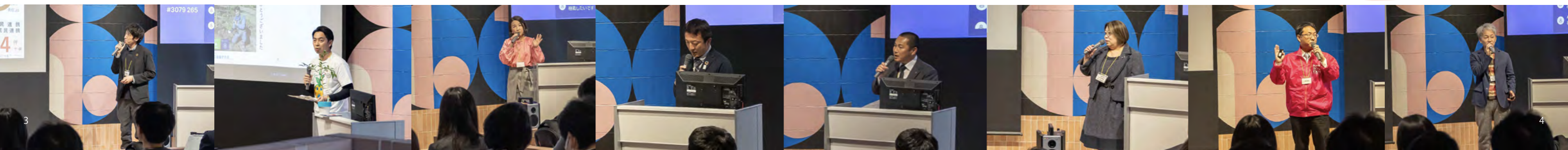
Representative Director  
Hiroshi Kozu



Website

### Aiming for "zero poverty and zero food loss"

The Japan Mottainai Food Center focuses on reducing food loss and supporting people facing economic hardship. We purchase food that is highly likely to be discarded, which is uncommon for an NPO. We then distribute those items nationwide through the "Ecoeat Shops" to reduce food loss. In 2023, we received over 3,000 tons of food items, distributed nationwide while keeping down delivery costs. In the same community, there are food items that can be eaten but are thrown away, and there are also people who have difficulties affording food. To eliminate this situation, we will continue our efforts to expand the 00 model in communities to realize "Zero Poverty and Zero Food Loss."



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### RICOH JAPAN Corporation

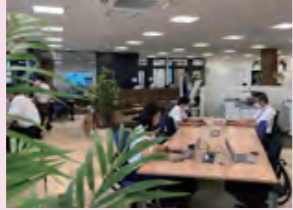
Leader, DX Promotion Group,  
Business Strategy Department Osaka Branch  
Fumiko Shimizu



Website

#### Achieving the SDGs together with our customers

RICOH JAPAN has dispatched about 730 "SDGs key persons" nationwide to drive forward community-specific SDGs initiatives. We are running SDGs seminars in Osaka, as a place where customers can share information and learn together for self-improvement. At the "Live Office ViCreA," users can experience the current transformation in workstyles, learn about various case studies at our company, and select from a range of useful services. RICOH JAPAN is aiming to be a company that can support customers in seeking solutions to SDG-related issues.



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### Hirakata City

Staff in charge, Policy Promotion Division,  
Planning and Policy Office, General Policy Department  
Ryo Tanaka



Website

#### Raising an awareness of "it's my problem" to realize a sustainable society

Hirakata City has set up the "Hirakata City SDGs Promotion Registration System" to propel forward SDGs initiatives. We have initiatives such as "Smile Members" for individuals and "Smile Project" for companies. An Initiative Sheet, which lists SDGs initiatives and business content for companies, is available from the Hirakata City website and other sources. We are also partnering with junior and senior high schools and other organizations. We will continue to expand partnerships with businesses and hold educational and awareness-raising events to make more people adopt an "it's my problem" way of thinking, and develop leaders who can contribute to creating a sustainable society.



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### Yao City

Assistant Manager,  
Waterworks Facility Improvement Division,  
Waterworks Bureau  
Kazuyuki Hayashi



Website

#### Further promoting SDGs with small hydropower generation

Yao City Waterworks contributes to the SDGs with micro hydroelectric power generation in the Takayasu Water Receiving Facility. We have set up four 75kW standard power generation equipment, which are arranged in parallel and are able to generate the planned value of an annual amount of 1.01 million kWh (▲374 t - CO<sub>2</sub>) of power. In fiscal 2022, we generated an annual amount of 1.07 million kWh (▲398 t - CO<sub>2</sub>) of power. In addition to providing opportunities to learn about water and water that is safe to drink and use, we are also helping to promote the use of recyclable energy. We received the Award for Excellence in the "Kinki Region Infrastructure DX Grand Prix", in recognition of our DX (digital transformation) initiatives in public-private partnerships. We will continue to be flexible and available for on-site educational tours and news coverage, etc.



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### NPO QWRC (Queer & Women's Resource Center)

Director Sachiko Katsuragi



Website

#### Toward the realization of a society where everyone can live in their own way

QWRC provides counselling and consultation services, and assists with the creation of places where the LGBTQ community and other gender-diverse people can live comfortably. We deal with a range of issues, with a focus on support for returning to the workplace and mental health. We have also set up places in Osaka where the LGBTQ and the wider communities can interact. The QWRC center includes welfare facilities, and we are partnering with organizations that are seeking solutions for other social issues in the community. This LGBTQ center in Osaka is the only one in Japan to have welfare facilities, and we hope to keep working on forming connections with other centers and communities.



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### Work Style Franchise

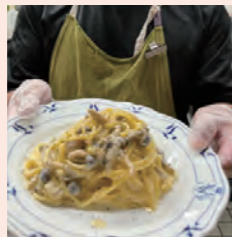
Representative Director  
Kyoko Ogasawara



Website

#### The joy of working and eating, delivered from food trucks

We are developing a new business model using food trucks. This circular food rail business provides a workplace for people with disabilities, the so-called NEET (those who are not in education, employment, or training) and Hikikomori (those who have withdrawn from society and stay at home). It also delivers food to people facing economic hardship and children who are isolated, and collects ingredients to help reduce food loss. Although it has been tough running this business, such as asking nearby farmers to provide vegetables in poor shape that cannot be sold, we hope to expand our activities in Osaka throughout Japan, to foster a greater understanding in communities and deliver the joy of working and eating to the local people.



15

### Resona Holdings ,Inc.

General Manager,  
Diversity Management Office,  
Human Resources Division  
Akiko Kurokawa



Website

#### Empowerment and Promotion of Women

The Resona Group set the empowerment and promotion of women as one of the Long-Term Sustainability Targets, and we are focused on gender equality to achieve that target by FY2030. "Resona Shock", the injection of public funds under the Deposit Insurance Act in 2003, prompted us to increase job fulfillment and improve worker friendliness for female employees. For example, we established the "Resona Women's Council", an advisory body operating directly under top management, to have female employees' voices heard by top management. Since there are still issues such as expanding the areas in which female employees work and encouraging male employees to play greater roles in parenting, we will continue to strive to create a company where each and every employee serves as a key workforce component regardless of gender.



18

### The Dai-ichi Life Insurance Company, Limited

Fellow, Total Life Planning and Sales Training Dept.  
Naoyuki Osawa



Website

#### Creating the "SDGs Guidelines" and supporting effective initiatives

Through the Dai-ichi Life Insurance Company's joint research with xSDG Laboratory, Keio Research Institute at SFC, we have created the "SDGs Guidelines for SMEs." These Guidelines summarize the SDGs in an easy-to-understand format, and from the perspective of what are effective initiatives for achieving the SDGs. They comprehensively cover initiatives with specific and measurable targets. These guidelines have resulted in examples of successful initiatives. We hope that these Guidelines will be a reference to help create future-oriented businesses, which will lead to sustainable corporate management.



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### Sakai City

Manager in charge of Public-Private Partnerships,  
Department of Policy and Planning, Mayor's Office  
Hiroshi Shirakawa



Website

#### Strengthening regional partnerships on an original platform

In May 2021 we launched the "Sakai SDGs Promotion Platform," with a network of about 1,500 member organizations within and outside Sakai City, including companies, organizations, and schools who want to work with us. This Platform is used for members to interact and collaborate with each other, and for sending out information via the Sakai City website. This Platform has generated various successful collaborations, such as projects to support single-family households by reusing school uniforms and industry-academia-government collaborations for "Monozukuri Manufacturing."

