



# YOKOHAMA<sup>No. 5</sup>

Japan's "first port of call," Yokohama is a glittering city by the sea, just 30 minutes by train from Tokyo. Featuring historic buildings and a major Chinatown, Yokohama still contains many reminders of the 19th century when the port first opened. With its modern port contributing greatly to international trade, Yokohama seeks development in tune with the environment and the theme of sustainability.



Kanagawa Pref.

**9.24** million people



Prefecture GRP  
**35.2** trillion yen

Yokohama City

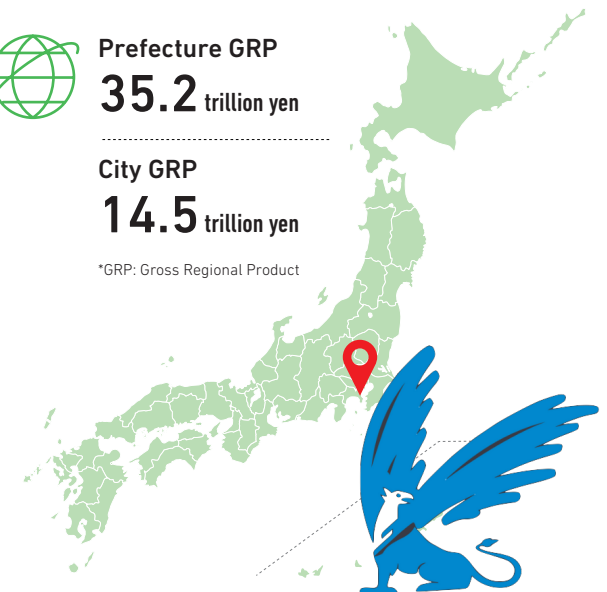
**3.77** million people

City GRP  
**14.5** trillion yen

\*GRP: Gross Regional Product



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## STRENGTHS

## Advantages and Characteristics



### A sustainable, cooperative community

- In Yokohama, citizens, businesses, and the government are all working together to build a green, sustainable community. The city offers everyone comfort and well-being, ideal conditions to generate new ideas through collaboration. Yokohama continues to adapt flexibly to the changing times, and to the evolving needs of every stakeholder.



### Decarbonizing meeting and event facilities

- Yokohama is improving the sustainability of its meeting and event venues. PACIFICO Yokohama is actively engaged in a wide range of initiatives including the reduction of CO<sub>2</sub>, energy conservation, and recycling.



©Japan Association for the International Horticultural Expo 2027, Yokohama

The World Horticultural Exhibition YOKOHAMA 2027 will serve as a showcase for progress toward the SDGs, decarbonization, biodiversity, and Green Transformation—a movement aimed at achieving clean energy usage.

### Major Events

- IEEE International Conference on Robotics and Automation (IEEE ICRA), 2024 (5,000 participants)
- Sustainable Brands 2022 Yokohama (4,500 participants)
- IEEE International Geoscience and Remote Sensing Symposium (IGARSS), 2019 (2,600 participants)
- Tokyo International Conference on African Development (TICAD7), 2019 (10,000 participants)



## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### Medium-Term Plan for 2022 to 2025

- Yokohama acts in accordance with the SDGs, allowing the city to better respond to diversifying social issues and civic needs.

#### Zero Carbon Yokohama

- Zero Carbon Yokohama envisions a decarbonized society in 2050. It aims to halve greenhouse gas emissions by 2030 (compared to 2013), which is ahead of the national target.

#### Yokohama Green Up Plan

- Yokohama introduced a Green Tax in 2009, and is conserving and creating green spaces in order to create a verdant city for the next generation to enjoy.

#### SDGs Future City Plan (2021 - 2023)

- Yokohama is working with its citizens to realize its vision for 2030: a bustling city that generates economic and cultural value while looking after the environment.

### The SDGs Future City Plan's vision of the future

#### Yokohama in 2030

**A city that exhibits strong economic growth, has cultural and artistic creativity, attracts tourism and business events, is environmentally conscious, and is full of green spaces.**

#### Economy

Yokohama is taking advantage of the Internet of Things (IoT) to create new businesses through open innovation. The aim is increased productivity and new cultural and artistic appeal. The city seeks to attract green companies in order to achieve a better balance both between labor supply and demand, and between environmental and economic activities.

#### Society

The city is working toward a society in which everyone can play an active role. It will improve the sustainability of regional activities, support the introduction of new technologies—such as the IoT—and use local resources in urban development.

#### Environment

Yokohama is actively pursuing decarbonization, and has built up a wealth of urban development know-how. It is sharing that expertise with the world via an international network of cities.





## Innovation at the Yokohama SDGs Design Center

The Yokohama SDGs Design Center is an organization jointly established and operated by the city government and private businesses. It supports many different groups, both in the city and elsewhere, in order to work toward the SDGs, and solve environmental, economic, and social issues.

The center offers advice on the SDGs, provides consultation services—including hands-on support—and can bring appropriate groups together. It also assists with numerous test demonstrations.

In addition, the Yokohama SDGs Design Center has partnered with DeNA Co., Ltd. to pursue sustainable urban development that contributes to the SDGs Future City Plan. They collaborate with other organizations to conduct fun, educational events about the SDGs, and to run electric vehicle sharing programs.



Electric vehicle sharing

## The Y-SDGs Certification System

Y-SDGs is a system that helps organizations in the city and elsewhere transition to sustainable management and practices. Companies, NPOs, and other groups are evaluated on 30 points in four areas—Environment, Society, Governance, and Community—and are certified at one of three levels. As of April 2023, 571 entities have obtained Y-SDGs certification. A goal for the future is for financial institutions to use the system when considering investments and loans.



## PACIFICO Yokohama

PACIFICO Yokohama, one of the largest convention facilities in Japan, implements many types of sustainability initiative.

It is located in the Minato Mirai 21 district, which features a heating and cooling system connected to 65 of its buildings. This centralized system conserves energy and reduces greenhouse gas emissions. It also reduces emissions of nitrogen oxide and sulfur oxide, which cause air pollution and acid rain.

There are many hotels, restaurants, tourist sites, and commercial facilities in the area, making it easy for event participants to access what they need—even on foot.

PACIFICO Yokohama has developed sustainable infrastructure for business events. Rooftop greening and heat-shielding window films provide energy conservation and CO<sub>2</sub> reduction. Rainwater collection on the roof of the exhibition hall has led to a 65% reduction in water usage. 45 chargers have been installed for electric and hybrid vehicles.

The center is moving towards a 100% waste recycling rate. The current rate is around 90%, which is one of the highest figures among global events facilities. Electricity generated from industrial and food waste is reused as electricity in the adjacent Rinko Park.



© PACIFICO Yokohama



## Sustainable food at a city hotel

The InterContinental Yokohama Grand, a Y-SDGs-certified hotel next to PACIFICO Yokohama, reduces food miles by using local ingredients. It serves Yokohama beer, and uses pork raised on eco-friendly feed made from recycled food.

When providing catering services for events at PACIFICO Yokohama, the hotel contributes to the recovery of ocean resources by using seafood products listed in the Blue Seafood Guide\*<sup>1</sup>.

Biodegradable straws and other materials with a low environmental impact are used at the hotel.



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Catering



Seafood that complies with the Blue Seafood Guide

\*<sup>1</sup> A guide that lists abundant seafood resources and promotes the recovery of resources depleted by global warming and overfishing.

## Sustainable suppliers

Among establishments serving Japanese cuisine, Kijima, a local restaurant and caterer, was the first in Japan to offer diners seafood certified by the MSC\*<sup>2</sup> and ASC\*<sup>3</sup>. These organizations have established standards for the sustainability of fisheries, both natural and aquaculture. Kijima is also aiming to eliminate synthetic surfactants derived from petroleum. It uses FSC-certified\*<sup>4</sup> chopsticks and building materials and has introduced carbon offsets. In 2020, Kijima was declared the winner of the leadership category in the Japan Sustainable Seafood Awards.

Ohkawa Printing, a local printing company, has introduced a carbon offset scheme called CO<sub>2</sub> Zero Printing. Annual CO<sub>2</sub> emissions from the company's electricity, gas, and vehicles are calculated and offset in advance.



Kijima's Japanese cuisine

\*<sup>2</sup> International certification that a seafood product meets sustainability standards

\*<sup>3</sup> International certification of eco-friendly and socially responsible aquaculture

\*<sup>4</sup> International certification that the material in a product is from a sustainably managed forest

## Mumei-an, a mobile tearoom

The construction company Hanamasu-mokko offers pop-up tearooms for business events. They are built using the techniques of the miyadaiku—master carpenters whose skills were inscribed by UNESCO as Intangible Cultural Heritage.

Miyadaiku uphold traditional methods that have been used to build and repair temples and shrines for over 1,400 years. They are expert artisans.

Wooden beams are joined with slotted cuts to create a frame. This is the same technique used in full-sized tearooms. No nails are needed, and so the structure can be dismantled and reused. It's a form of sustainable art.

Hanamasu-mokko also offers behind-the-scenes experiences. Participants can learn what it's like to be a miyadaiku apprentice. Through these programs, the company is promoting traditional skills and sharing other aspects of Japanese culture.



Mobile tearoom

## The Next Generation Project

Yokohama has a project that delivers lectures and workshops to children about cutting-edge technologies and information. This offers participants a chance to think about their career path.

One feature of the project is support for the organizers of international conferences and exhibitions who would like to arrange events with local schoolchildren.

At the International Geoscience and Remote Sensing Symposium (IGARSS) in 2019, the results of satellite observations were presented to elementary and junior high school students on a giant display called a Hyperwall. The event was called "Investigate from Space! Seeing the Earth through Remote Sensing."

At the 32nd Annual Meeting of the Japan Society for Endoscopic Surgery, also in 2019, junior high school students were able to learn about endoscopic and robotic surgery.



Next Generation Project





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## Sustainable Japan: Pioneering destinations with global appeal



<https://www.japanmeetings.org>

