“Designing Future of Kanagawa for Our Lives” by SDGs

Yuji Kuroiwa
Governor of Kanagawa Prefecture, Japan
July 30, 2019
Kanagawa for Vibrant Lives

Vibrant Lives

Diet
Medical Service
Inclusive Society
Education
Community Planning
Industry
Labor
Environment
Farming
Energy
Sustainable Development Goals (SDGs)

SDGs Promotion of Kanagawa
- Establishment of Special Assistant to the Governor
- Establishment of Promotion Headquarters
Certificated as “SDGs Future City” and “the municipality SDGs model project”

With the Prime Minister of Japan and His Cabinet on June 15, 2018
SDGs social impact assessment

SDGs × Evaluation × Finance

SDGs social impact assessment model

‘Visualization’

Data

Evaluation

ESG investment

SDGs Businesses

Social investments

Fund providers

Sustainable Initiatives
Baby Blue Whale Stranding on the YUIGAHAMA Beach, Kamakura AUG 2018
Kanagawa Zero Plastic Waste Declaration

~Message from the whales~
Supporting municipalities 148 (34 prefectures, 114 municipalities) (as of July.18 2019)
26 municipality heads to sign declarations on the day
Declaration on “SDGs Japan Model”

We, local governments, will promote collaboration between public and private sectors, towards finding a solution to social issues and encouraging sustainable regional development.

148 local governments
SDGs collaboration agreement with the Bank of Yokohama
SDGs promotion agreement with Keikyu Corporation
SDGs promotion agreement with Nippon Life Insurance
Agreement with SoftBank for Society 5.0
Agreement with Seven & i HLDGS. for SDGs promotion
Agreement with Mitsui Sumitomo Insurance for SDGs promotion

Mitsui Sumitomo Insurance

MS&AD
Agreement with Odakyu Railway for SDGs promotion
Super-Aged Society in Kanagawa

1970

2050

Men

Women

(10K)
What is ME-BYO

“Me-Byo“

「未病」

The state in between health and illness
What is ME-BYO

Healthy  Sick
What is ME-BYO

Healthy  ME-BYO  Sick
Managing ME-BYO

Three factors

- Diet
- Exercise
- Social Activities

3. Good Health and Well-Being
4. Quality Education
11. Sustainable Cities and Communities
17. Partnerships for the Goals
Healthcare New Frontier

Advanced Medical Technologies

Managing ME-BYO

Fusion

Healthy Longevity  New Markets/Industries
Kanagawa’s Global Collaboration Platform

EUROPE
- UK
- Finland
- Germany
- WHO

ASIA
- Singapore
- India
- China

U.S.A.
- Massachusetts
- Maryland
- Stanford University

Commonwealth of Massachusetts
State of Maryland
Stanford University
Cell Therapy Catapult, UK
Oulu City, Finland
Baden-Württemberg, Germany
WHO
Singapore
Ministry of AYUSH, India
Liaoning, China
Populations are getting older all over the world.

From WHO website
Share of older people and those requiring care in Wakabadai Housing Complex, Yokohama

Ratio of people aged 65+: Nationwide - 28.0%
Ratio of people aged 65+: Wakabadai - 47.8%
Ratio of people requiring nursing care: Nationwide - 18.0%
Ratio of people requiring nursing care: Wakabadai - 12.2%

2008 - 2017
Features of Wakabadai Housing Complex

- Active residents association
- Multi generational community
- Various sport events planning
HLPF in NY (7/16)

HIGH-LEVEL POLITICAL FORUM on Sustainable Development

LOCAL 2030: LOCALIZING THE SDGS
Japan Night for the SDGs (7/16)
Meeting with UNDP Administrator (7/17)
HLPF2019 Side Event (IGES) (7/17)
Development of the ME-BYO Index

(October 20 - 21, 2017 – Hakone town Kanagawa, Japan)
Developing the ME-BYO index in collaboration with WHO

（November 21 – 22, 2017 – Geneva, Switzerland）
ME-BYO Index: Building ME-BYO Social System

Big Data + Technologies

Data Science, AI

ME-BYO Index

Visualization of ME-BYO Status, future health risks

Behavior Change
いのち 輝く
Vibrant “Inochi”
≒ Lives
Vibrant “Inochi”
Vibrant “Inochi”

Well-being

Healthy Longevity

Positive Spirit

Full of Laughter

Purpose in Life

Good Community & Environment

DIVERSITY