



Toyota City's experience to contribute to the achievement of SDG14

- River-to-sea ecosystem including coastal protection of rivers and management of water quality

Toyota City is a “microcosm of JAPAN”



Whole area of
Toyota City



Rural Areas: 70%

Urban Areas: 30%



Aqueous surfaces, rivers,
and channels: 3%

Others: 10%

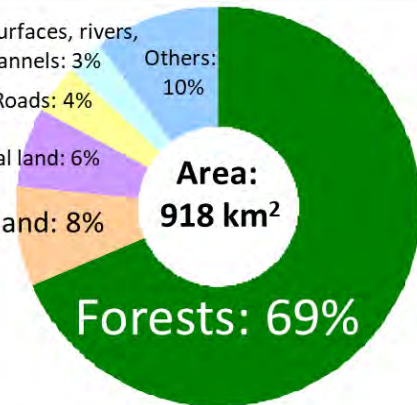
Roads: 4%

Residential land: 6%

Farmland: 8%

Area:
918 km²

Forests: 69%



Our symbolic river "Yahagi River", that supports citizens' lifestyle



Length of mainstream: 118 km
Catchment area: 1830 km²

A first-class river that has its source in Nagano Prefecture, spans Gifu and Aichi Pref., and empties into Mikawa Bay.

The river used to be a mayor artery of trade, industry, and transportation.

Even today, water from Yahagi River is used for many purposes, including drinking water, agricultural water, and water for power generations.



History of Yahagi River -The 1970s



Various types of pollution occurred throughout Japan due to urban development after World War II.

River pollution was also a serious problem in Toyota City at that time.

In 1972, a torrential downpour was occurred, and a large amount of soil and sand from the disaster recovery work washed into the river, causing much damage to marine products such as clams and seaweed.

Survey of damage
to clams caused by
sludge accumulation
- Aichi Pref. Pollution
Prevention Committee



Source: Toyota City, Yahagi River Basin Water Quality Preservation Association

History of Yahagi River – Nowadays



Learning from the past pollution experience, Toyota City is working to clean up rivers based on strict standards.

None of the 43 monitored rivers exceed the Environmental Quality Standards for the protection of human health.

As a result, natural sweetfish, which can only live in clean water, now live in Yahagi River.

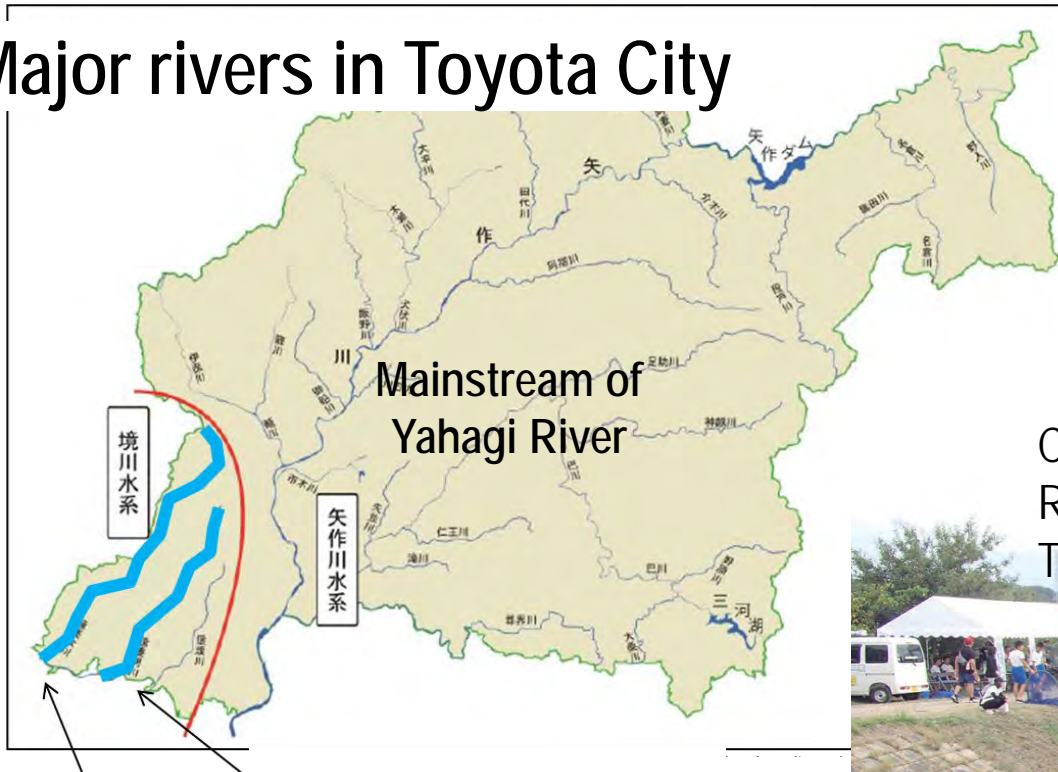
↓ People fishing for sweetfish in the Yahagi River



Environmental Conservation Activities in the local Communities



Major rivers in Toyota City



Aizuma Ogawa River

Aizuma Megawa River



Clean-up activities in Aizuma Megawa River jointly conducted by residents and Toyota City Government.



International Conference on the SDGs

co-organized with the United Nations

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| Name of the event | 2025 International Mayors Forum |
| Date | 14-16 October 2025 |
| Theme | "Actions Today for a Resilient Future" |
| Venue | Meitetsu Toyota Hotel and Hotel Toyota Castle |
| Participants | Approximately 250 people from 40 countries including Mayors, national governmental officials, UN organization, experts, etc. |
| Organizer | Department of Economic and Social Affairs, United Nations |
| Co-organizers | Toyota City and other international organizations (tbc.) |
| Supporters | Ministry of Foreign Affairs of Japan, Ministry of Land, Infrastructure, Transport and Tourism of Japan, Ministry of Environment of Japan, Cabinet Office of Japan, Aichi Prefecture and Nagoya City (tbc.) |
| Contents | Toward the achievement of the SDGs by 2030, international leaders and experts will discuss on the SDG implementation at the local level and formulate "Toyota City Action Plan (tbc.)". |

