

Toyota City, SDGs Future City 

Incorporating SDGs in Toyota City

Advanced City Promotion Division,
Planning Department, Toyota City
for
Council of the City of Kuching South, Malaysia
5 September 2018



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Toyota City, SDGs Future City 

Selected as SDGs Future City, 15 June 2018



SDGs
Future City Toyota
Everybody is connected
To be connected to Future
Smart City



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Holding of SDGs related events Toyota City, SDGs Future City

In January 2015 **“High-Level Symposium on Sustainable Cities
 ~Connecting People, Environment and Technology~”**



Toyota City World Environment Week 2015

United Nations Department of Economic and Social Affairs (UN DESA), UNCRD, Toyota City,
 250 participants (106 were from overseas) from
 23 countries, 7 international organizations
 ⇒ “Toyota Statement” was released by UN in March 2015



In February 2018 **“International Symposium on the Implementation of SDGs –
 Role of Technology, Partnership and City-to-City (C2C) Cooperation for
 Building Resilient and Sustainable Societies”**



UNCRD, Toyota City
 180 participants from 4 countries






Related event:
“Think SDGs”
 @Ecoful Town

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Towards 2030 Toyota City, SDGs Future City

Toyota City is “Miniature” of Japan, City facing “advanced” issues

Major issues of Toyota City

- Regional issues are compounded due to large municipal area
- Progress of depopulation

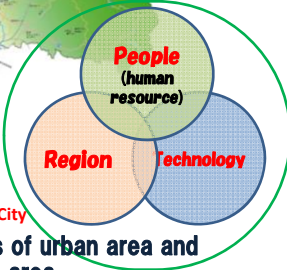
Future issues

Rapid progress of super aged society
 Changeover of industrial structure
 Possibilities of large scale natural disasters
 Sudden drop of the city revenue

➔

Solution


Strength of Toyota City



Two aspects of urban area and mountainous area


If problems in Toyota City could be solved,
 it could contribute to solving problems in other regions of Japan

**With connection of “People x Region x Technology”
 Problems are solved**





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Various kinds of activity bases

Toyota City, SDGs Future City 

Economy

- *Monozukuri* Creative Base (SENTAN)
- *Monozukuri* Support Center
→ Development of *Monozukuri* Human Resource/ Creation of Innovation
- Work Support Terrace for Women (*Cappuccino*)
→ Support for women's career development

Economy

+

Environment

+



Society

× (Region) Human Resource

= Creation of plus value by "connecting" in each field

Society


- *Tsuku-Rasseru*
→ Community activity base/ Sharing office
- Agricultural Life Creation Center
→ Promotion of agricultural leaders / Support of life-purpose type of agriculture
- *Suge-no-sato*
→ Experience of vicinity mountain life





Environment

- Toyota Ecoful Town
→ Model district of low carbon society
- Eco-T
→ Environment learning
- Forest of nature observation
→ Nature experience/learning

Two major platforms in Toyota City

Toyota City, SDGs Future City 



<Urban area>

Toyota City Connecting Social Verification Promotion Council

○ Having Toyota city as its field through **verification and implementation of advanced technology and solving regional problems, contribute to build sustainable society** in Toyota city and inside/outside of the country

Aims

- ① Local production and local consumption of resources/energy
- ② Measures for super aged society
- ③ Promotion of traffic safety
- ④ Cross-cutting use of advanced technology (AI IoT big data)


Major activities

Results

- No. of members : 52 (as of 29 May 2018)
- No. of verifications : total 23 (No. of new verifications in FY 2017 was 5)

Awards etc.

- Regional council in regional vitalization comprehensive special zone
- Local version of IoT Acceleration Lab (Ministry of Economy, Trade and Industry)
- Promotion body related with regional revitalization



<Mountainous area>

Oiden-Sanson Center

○ By connecting people/region (main actors of activities) develop activities aiming to **solve problems of both urban and rural areas**, and realize a community where urban and rural areas support each other and people **can choose various life styles.**

Aims

- ① Coordination of exchange of rural and urban areas
- ② General contact window for country life
- ③ Study and implementation of "Society of Mutual Support"

Results

- No. of coordination (FY2013-16) : 137
- No. of migrants (FY2013-16) : 80 households, 207 persons
- No. of round table meetings of rural and urban areas (FY2013-16) : total participated persons 450

Awards etc.

- Excellent project to promote self-reliance and revitalization of depopulated areas (awarded in FY2017)

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Versatile approaches: SDGs Good Practices

[Issue] Damage caused by wild boars and countermeasures

<Causes>

- People do not enter village vicinity mountains
- **Increase of wild boars and deer**
- **Damage of crop fields** became serious
- **Only 10% of their meat** is used

<Countermeasures>

- **Matching project of urban and rural areas**
- **“Commercialization of curry sauce using wild boar meat” (Oiden-Sanson Center)**

Private company (product development /restaurant operation)

- × Processing and selling shop of wild animal meat
- × local high school students

<Impacts>

Increase of capture
 (Decrease of damage of farm land)

Revitalization of village vicinity mountains

- Meat processing shop : Yamakei Co., Ltd.
- Product development : Wise Co., Ltd. (Operating 15 CoCo Ichibanya curry restaurants in Aichi pref.)
- Design of mascot : Asuke Senior High School

Toyota city hereafter as SDGs Future City hereafter

Toyota City, SDGs Future City

By harmonizing and interacting with “urban” and “rural”, Toyota City is going from “City facing advanced issues” toward “City solving advanced issues”

◎By centering two major platforms, Support community development and Connect and collaborate firmly with various stakeholders

◎By developing local human resources and establishing foundation for SDGs promotion, create and disseminate new values with bottom up style (Open innovation)

Another myself realized in Toyota

«3-year Schedule of project development (2018~2020)»

<Main activities>

- Human resource development
- Increase public awareness/Review of support measures

The 2020 Tokyo Olympics and Paralympics

2018

Dissemination of information, learning, participation for stakeholders/Research, Review

2019

Follow-up, Horizontal development/ Construction of support measures

2020

Self-reliance, Spiral up/ Implementation of supporting measures

※Transmitting information domestically and abroad through international events

Lastly . . .

If individual actions for SDGs are connected and expanded to families, communities, regions, countries and the world...

【The world with no one to be left behind】
【Sustainable society】

where the earth with rich nature is sustained peaceful,
and next generations will live vigorously
will be realized

SDGs
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Thank you for listening

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“Satisfied Life City” Toyota City

Urban and mountainous areas are supported each other

~ Activities of an intermediate support organization, *Oiden-Sanson Center* ~



SDGs Future City

5 September 2018

for
Council of the City of
Kuching South,
Malaysia

※“Oiden”, a dialect of
Mikawa region, means
“Welcome”

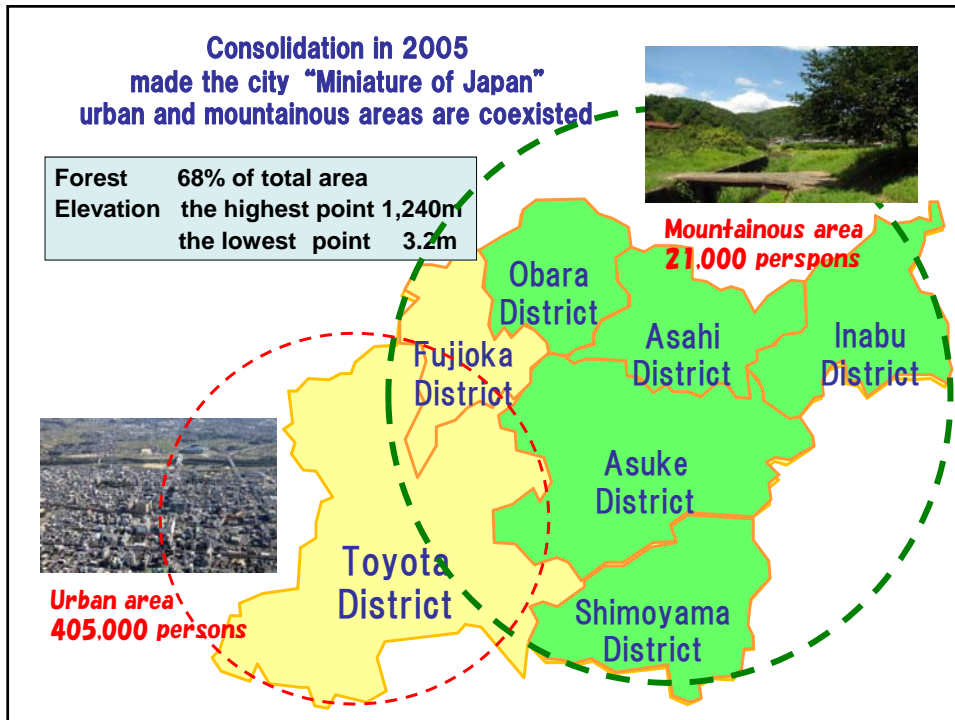


Myself on weekdays

Myself on weekends

Another myself realized in Toyota City

Poster featured “Shape of My Happiness” of Mr. Shinji Fukuro, Engineer of Toyota Motor Co.



Intermediate support organization
 to develop **Urban area** and **Mountainous area** strength and complement weakness each other

Mountainous area



Strength: rich natural environment, spirit of mutual support
Weakness: progress of depopulation and ageing, disappearance of settlements, expansion of abandoned farm land, devastation of forest

Urban area



Strength: advanced urban functions, convenient life, accumulation of industries
Weakness: shortage of nature, heat island, creation of something worth living for after retirement, weakening of human relations




8 August 2013
Establishment of
Oiden-Sanson Center



Oiden-Sanson Center is...

Platform
 where people, community, organizations and private companies in urban and rural areas are **to be connected**



Director

Toyota City

➔

General Incorporated Association
Oiden-Sanson

Commission operation/management to the center

Platform Meeting
 NPOs, researchers, citizens, staff

Consultation/management by citizens' initiative

Expert subcommittee

- ① Local small business study group
- ② Migration/settlement group
- ③ Growing forest group
- ④ Food and agriculture group
- ⑤ Fostering next generations group
- ⑥ Outdoor environmental education program group

Study and Implementation/
Development of network

We are doing these activities:

- ① **Coordination of exchange of rural and urban areas**
- ② **General contact window of country life**
- ③ **Study and implementation of "Society of mutual support"**

※①and② are commissioned project from Toyota city
 ③is our own project

Activities of *Oiden-Sanson Center* ①

Coordination of exchange of rural and urban areas

- ① Private company philanthropy/ training (47 projects)
- ② Research work of universities and institutions (22 projects)
- ③ Agricultural experience for urban people (63 projects)
- ④ Support of starting business in mountainous areas (25 projects)
- ⑤ Support of succession of local festivals (18 projects)

Total 175 projects (as of March 2018)



▲ Experience school of rice cultivation by labor union of Toyota Motor Co. (Shinmoricho)



▲ Management of abandoned farm land by CSR of Daiwa House Co. (Kuwabaracho)

Example of Coordination

“Genki Farm” by Man to Man Co., Ltd.



Man to Man Co., Ltd. (urban)
 × Tsukuba Agricultural Association (rural)

▲ This center attracted the company training by using 2,000m² of abandoned farm land in Ikumacho. It contributed to improve young staff skills and vitalization of the mountainous area. (July 2015~)

Example of Coordination

Joint development by Wise Co., Ltd. × Asuke Sr. High School × Yamakei Co., Ltd.
Sale of curry sauce using wild boar meat from Toyota vicinity mountains

Aug. 2017
 The 1st product:
 wild boar meat Keema curry

June 2018
 The 2nd product:
 Japanese taste
 wild boar meat curry

Wise Co. (urban) ×
 Asuke Sr. High School/ Yamakei Co. (rural)

▲Coordinated by this center. Wise was inspired by the agricultural training, and the three parties jointly developed and started to sell products.
 “Connecting” creates new values.

Example of Coordination

“Forest of *GENKI*” by
 Sumitomo Rubber Industries Ltd.

Nagoya Plant, Sumitomo Rubber Industries Ltd. (urban)
 × Resident association of Higashi-Hagihiracho (rural)

▼The center coordinated “The Partnership Agreement” for maintenance of 2ha of “Sumitomo Rubber Industry’s Forest of GENKI” started in 2010 for five years in Higashi-Hagihiracho. Long term maintenance of the forest was promised by the agreement. (Aug. 2014)

Examples of Coordination

Mulberry cultivation by Mulberry Club (NPO)



Mulberry Club (NPO) (urban)
 × Oshii Agricultural Association (rural)

▲ Young mulberry trees were planted by this NPO, which is promoting the 6th industrialization by utilizing mulberries cultivated in unused farm land and processing such as tea etc. They planted young mulberry trees in 1,000m² of unused farm land. The students of national institute of technology, Toyota College also cooperated this project. (April 2017-).



Activities of Oiden-Sanson Center ②

General Contact Window of Country Life

Targeting migration of 40 young households with small children every year

- ① Holding “Open House Day” to show inside of vacant houses and their life.
- ② Publication of guidebooks of country life, transmission of information through web-site, SNS etc.
- ③ Support of exchange events such as “Cultural festival of rural and urban areas”.
- ④ Holding “Put on Lights in Vacant Houses Project” “Country Life Exhibition”



▲ “Open House Day” to show life of people moved to the countryside.



▲ Publication of a countryside guidebook “Sato co” by young women in mountainous area.

Activities for mountainous area

Put on Light in Vacant Houses Project !

11 住み続けられるまちづくりを
 17 パートナーシップで目標を達成しよう

Staff of Toyota *Shinkin* (credit union) Bank (urban)
 × Vacant houses in Obara District (rural)
 ▼ “Operation of Clearing Vacant Houses” aimed mountainous area to be sustainable by distributing vacant houses in the market channel which are estimated to be increased in large number in the future and by welcoming migrated people. This event was to draw attention to vacant houses. 40 volunteers were participated.



▲Promotion poster of the project



Activities for urban areas

とよすこのいなか移住計画
 豊田市移住体験交流Webサイト

Country Life Exhibition

開催期間 平成29年 10月9日(月)~12月10日(日)

11 住み続けられるまちづくりを
 17 パートナーシップで目標を達成しよう

21 programs were implemented during the term in 2017
 30 programs are under planning in 2018
 ▼ Casual discussion with seniors of country life (Shimoyama District)



▲ Teku Teku Farm “WS on Taking a life with respect” (Asahi District)



Activities of *Oiden-Sanson* Center ③

Study and Implementation of “Society of Mutual Support”

- ① Study of regional small business, support of starting new business in mountainous areas
- ② Support of “Health check-up” for forest restoration, “School for Part time farming and forestry”
- ③ Study and seminars on continuation of farming, appropriate diet etc. in mountainous areas
- ④ Support of human resource development project, study on development of future generations etc.



▲ Field work of “The 2nd term School for part time farming and forestry” by the growing forest group



▲ Seminars on “Child rearing” by the fostering next generations group

Examples of HR Development



Toyomori *Nariwai* (Livelihood) School

Human resource development project by CSR of Toyota Motor Co. (Joint project of NPO and Toyota City)
 The center is supporting their field activities in mountainous area.(2009-)

People learning how to live (urban)
 x Villages in mountainous area (rural)






Example of HR Development

Outdoor Environmental Education Program

Urban primary school students (urban)
 × Urban and Mountainous Exchange Network (rural)

▼ This program is for urban primary school students to experience country life for 2 nights and 3 days during spring/ summer holidays. 11 programs are held with participation of 200 students every year. This is very popular as the number of applicants is four times of the capacity (August 2013-)

Starting Small Business

Opening of “Azemichi”

Day care service type facility for mentally handicapped people:
 Community activity support center

Michi, NPO, started this business with desire to make everybody shining in the community” in Asuke District in May 2017. The center coordinated the community, house owners etc.






Opening ceremony (5, 2017)

Starting Small Business

Confectionery making “*Sugin Koubou*” by migrated young women



5 ジェンダー平等を実現しよう
8 働きがいも経済成長も
11 住み続けられるまちづくりを
17 パートナーシップで目標を達成しよう

Migrated young women's group started small business. Their attachment to use local ingredients is gaining popularity.

▲Open on Thursday. The shop is also used as a community salon.

After 5 years of activities... What we are seeing now

- ① “Intermediate support” to connect urban and mountainous areas is necessary
- ② Sustainability of mountainous area is feasible by accepting migrants
- ③ Polishing up to make urban is real urban, mountainous is real mountainous
- ④ Vitalization is sustainability of secured life
- ⑤ Sustainable society starts from mutual support of urban and mountainous areas