



September 2019

# Hamamatsu Voluntary Local Review Report

“Hamamatsu, a creative city built on civil collaboration,  
shining into the future”

2019



## **Hamamatsu Voluntary Local Review 2019**

©2019 Hamamatsu City and Institute for Global Environmental Strategies (IGES)

All photos are provided by Hamamatsu City.

All copyrights are reserved.

The source must be clearly stated when this publication is cited, reproduced or transmitted in any form or by any means.

Published in September 2019

Hamamatsu City and Institute for Global Environmental Institute (IGES)

# Hamamatsu Voluntary Local Review 2019

“Hamamatsu, a creative city built on civil collaboration,  
shining into the future”

## Message from the Mayor of Hamamatsu



Hamamatsu has a range of diverse environments, from urban areas to the countryside and mountainous areas. Also, as the daylight hours are the longest in the country, the area is blessed with many agricultural and natural resources. We are very proud of this wonderful environment and climate.

Hamamatsu serves as a base for many world class businesses such as Suzuki, Yamaha, Kawai, Hamamatsu Photonics, Roland and FCC, and has been rapidly progressing as a manufacturing city by boldly taking on new challenges.

Our vision for Hamamatsu is to build a “Creative City” and “Bright Future” supported by our citizens. Through backcasting methods, we pursue policies that are in line with the SDGs to create a harmonious balance between the economy, society, and the environment. Among others, we have been focusing on three distinctive areas.

First is “forestry”. We have developed various policies to create a circular society connected to forests with sustainable forestry businesses and management practices, in line with the concept of “co-creating valuable forests” and the FSC International Forestry Standards Certification. We are also aiming to improve the lifestyles of citizens involved with the forests.

Second is “renewable energy”. We are aiming for the realisation of a resilient and low-carbon society with a reliable energy supply, leveraging the unique characteristic of our region, the long daylight hours, and our city currently holds top ranking positions in Japan for solar energy generation.

Third, we aim to increase “intercultural initiatives”. As the city with the highest Brazilian population in Japan, we have made it our key policy to raise and support the next generation, and to encourage school attendance rates and lower truancy. Hamamatsu is also a member of United Cities and Local Governments (UCLG), and the Intercultural Cities Programme by the Council of Europe, and is collaborating with various cities overseas to work toward the goal of interculturalism.

In June 2018, Hamamatsu was selected as a “SDGs Future City” by the Japanese government. This is because the work that Hamamatsu had done towards the realisation of the SDGs was highly valued by the national government.

We drew up the “Hamamatsu Voluntary Local Review 2019” together with the Institute for Global Environmental Strategies (IGES) with the aim of disseminating Hamamatsu City’s efforts to achieve the SDGs throughout Japan and around the world. This report illustrates Hamamatsu City’s basic ideas and goals for achieving the SDGs and collaboration with various stakeholders to promote sustainable urban management through civil collaboration.

Hamamatsu’s strengths are its rich environment, positive attitude, and its diverse and cooperative society. We will continue to work toward the realisation of the SDGs by collaborating with diverse stakeholders and fully utilising the regional resources which we are proud of.

September 2019

鈴木康友

Suzuki Yasutomo, Mayor, Hamamatsu City

## Message from the President of IGES



It is an honour beyond my expectations that the Hamamatsu Voluntary Local Review 2019, a collaborative effort between Hamamatsu City and the Institute for Global Environmental Strategies (IGES), is being released on the occasion of the SDG Summit 2019.

Hamamatsu is a large city with a population of 800,000, with a wide variety of natural, socio-economic features including urban, rural, and hilly and mountainous areas. This diversity can be a challenge when providing administrative services and carrying out urban development, but Hamamatsu takes advantage of this diversity and promotes sustainable and autonomous urban development. Hamamatsu City is also well known as a city to promote an intercultural society.

In 2015, the same year of adoption of the SDGs, Hamamatsu defined its future visions for the next 30 years in its comprehensive plan, the city's top-level government plan. The comprehensive plan and its promotion plan and individual project under the plan are now linked with the SDGs. In 2018, Hamamatsu was selected as a "SDGs Future City" by the Japanese government and recognized as an advanced city for SDG implementation. In addition, Hamamatsu is actively engaged in realisation of Regional Circular and Ecological Sphere, as detailed in Japan's "Fifth Basic Environment Plan" in line with localisation of the SDGs. Accordingly, Hamamatsu is one of the leading cities in sustainable city planning. As an only Japanese member of the United Cities and Local Governments (UCLG), Hamamatsu is also active in international community.

This is the voluntary local review of Hamamatsu City, following the format of the United Nations Handbook for preparation of Voluntary National Reviews (VNRs) where possible, and it illustrates actions taken by Hamamatsu for sustainable development and achievement of the SDGs. Since the High Level Political Forum on Sustainable Development in 2018, the momentum on the VLR has been increasing and I expect that the Hamamatsu's VLR helps the acceleration of efforts by local and regional governments not only in Japan but also in the rest of the world.

IGES launched "VLR Lab" an on-line platform of the VLR in March 2019 in partnership with UCLG Asia and the Pacific, and disseminates information on SDG localisation efforts by local and regional governments through the Lab. Going forward, IGES will continue its efforts to contribute to a sustainable future by sharing information and experiences of SDG localization and by making sure that IGES research outcomes on the SDGs reach all parts of Asia and the international community.

September 2019

A handwritten signature in black ink, appearing to read 'Kazuhiko Takeuchi', written in a cursive style.

Kazuhiko Takeuchi  
President, Institute for Global Environmental Strategies (IGES)

## Message on the Publication of the Hamamatsu VLR 2019



It was in 2018 when Voluntary Local Review (VLR) was first presented by Kitakyushu City, Shimokawa Town, Toyama City, and New York City at the High-Level Political Forum. I was pleased to participate in the launching in New York. At the 6th Asia-Pacific Forum on Sustainable Development in March 2019 in Bangkok, the Online VLR Lab was launched and now showcases a total of eleven (11) VLRs from across the world.

The increasing number of local governments undertaking VLR is promising. This process complements the Voluntary National Review carried out by national governments. At the same time, it serves as an expression of the commitment and effort made by cities and local governments to achieve the sustainable development goals. The VLRs help local governments integrate the SDGs in their local plans and actions and monitor the implementation.

UCLG ASPAC has been implementing the SDG localisation as we are aware that more than sixty percent of its targets are related to local actions. Therefore, the role of cities and local governments in achieving the SDGs is crucial and engaging them in the national process is a must.

I would like to congratulate Hamamatsu City, an active member of UCLG ASPAC, with support from the Institute for Global Environmental Strategies (IGES) and the Government of Japan, for completing the Hamamatsu Voluntary Local Review 2019. This report shows what empowered local governments can achieve given a good enabling environment provided by national government. The strong political will and leadership of Mayor Suzuki Yasutomo were instrumental to this remarkable accomplishment. We welcome this report and hope that it inspires more local governments to join the emerging movement on VLR and subsequently leave no one and no place behind.

September 2019

A handwritten signature in blue ink, appearing to read 'Bernadia'.

Bernadia Irawati Tjandradewi  
Secretary General  
United Cities and Local Governments Asia Pacific



## Hamamatsu Voluntary Local Review 2019

“Hamamatsu, a creative city built on civil collaboration, shining into the future”

### Table of Contents

Summary.....	2
Introduction .....	6
Preparation of This Report.....	7
Policies and Enabling Environment.....	8
Creating Ownership for the Sustainable Development Goals.....	8
Consistency with National Policies and Incorporation the SDGs into Local Policy Framework.....	10
Integration of Economic, Social and Environmental Aspects.....	12
No One Left Behind: Actions for an Intercultural Society.....	14
Governance.....	16
Structural Challenges.....	17
Goals and Targets.....	18
Measures and Means of Implementation .....	38
Conclusion: Looking Towards the Future .....	41

# Summary

Hamamatsu City is a government ordinance-designated city, located between Tokyo and Osaka along the Pacific coast, with an area of 1,558km<sup>2</sup> and a population of about 800,000. The population of the city is on a downward trend from its peak in 2008. It is projected that the population trend will continue and the aging ratio (27% as of 2018) will increase. One of the features with regard to population in Hamamatsu is the number of foreign nationals, which accounts for 3% of the total population, 1% higher than the national average.



As a result of the merger of 12 local municipalities in July 2005, Hamamatsu became the second largest municipal area nationwide with a diverse natural and social environment that includes urban, rural, mountainous and hilly areas. For this reason, it is referred to as a government ordinance-designated city that is a model of Japan in miniature. With rich forest and fishery resources, primary industry is thriving in Hamamatsu. In addition, the city is famous for manufacturing, and is the location of large corporations that are active on the global stage, such as Suzuki, Yamaha, Kawai, Hamamatsu Photonics, Roland, and FCC. Not only large companies but also small and medium enterprises (SMEs) and venture companies are also active. The higher ratio of primary and secondary industries compared to other government-ordinance designated cities in Japan is one of the characteristics of Hamamatsu.

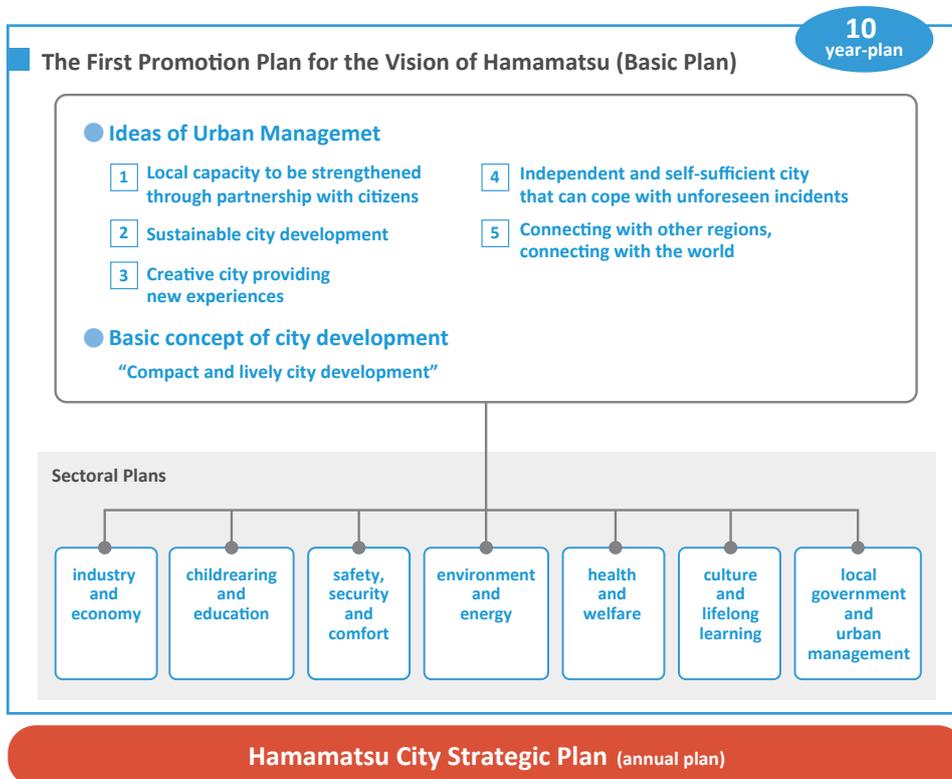
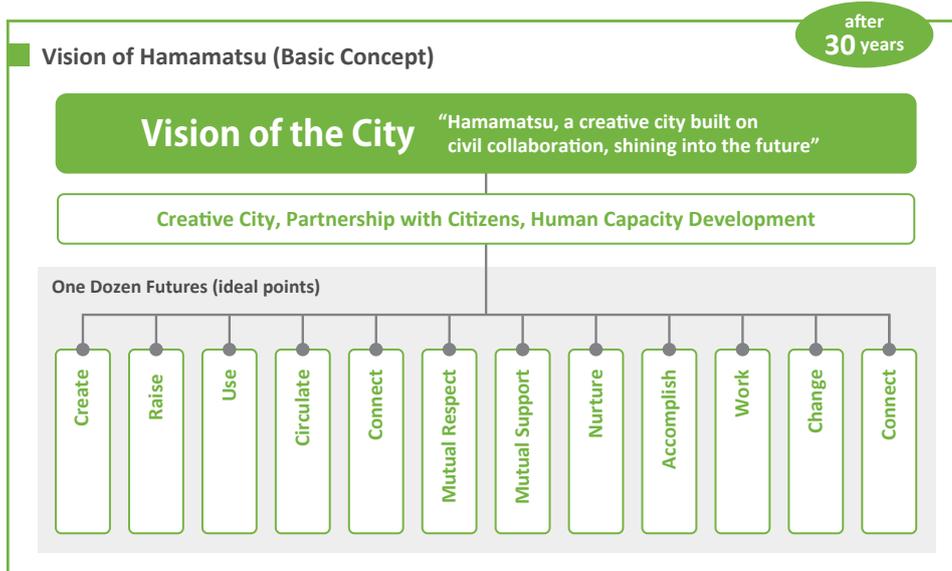
## <Challenges>

Hamamatsu City faces various challenges including the administrative costs to maintain and upgrade municipal services covering large administrative area, independence of underpopulated areas, administrative services that can meet to socio-economic environment and social needs that changes according to the population decline, low birthrate and progressive aging society, and co-existence with foreign residents. Against the background of the nuclear disaster as a result of the Great East Japan Earthquake and the subsequent deregulation of the electric power industry, Hamamatsu is also facing the need to put measures in place to continue to secure a stable supply of energy and to protect people's lives and livelihoods against natural disasters (disaster prevention and mitigation).

## <Localisation and mainstreaming of the SDGs in Hamamatsu City>

To tackle with a lot of local challenges, Hamamatsu City is managing city administration in partnership with various local stakeholders and by leveraging municipal budgets and local resources effectively. The Hamamatsu City Comprehensive Plan, the 30-year plan from 2015 is integrated with the principles of the SDGs, and therefore the city is promoting the SDGs implementation through the implementation of the comprehensive plan.

The comprehensive plan of the city was drawn up using backcasting techniques. The comprehensive plan includes 12 vision-points for the desirable future of city called the "One Dozen Futures" and sets out comprehensive policies to achieve the vision. In the process of making the comprehensive plan, "the Hamamatsu Future Design Council" composed of experts and citizens having different backgrounds was established to review and discuss the plan. In addition to the discussion at the Council, the city interviewed citizens to hear and reflect more voices from citizens.



Structure of Hamamatsu City Comprehensive Plan

In the comprehensive plan, the First Promotion Plan for the Vision of Hamamatsu (Basic Plan) was formulated with a planning period of 10 years from 2015 to 2024. Under the First Promotion Plan, indicators and targets have been set in seven sectoral areas: industry and economy; childrearing and education; safety, security and comfort; environment and energy; health and welfare; culture and lifelong learning; and local government and urban management. These indicators and targets are closely related to the objectives of the SDGs and Hamamatsu City promote the SDGs through implementation of the First Promotion Plan. In addition, when the “Hamamatsu City Strategic Plan”, an annual implementation plan under the comprehensive plan and “policy and project sheets” that describe more detail project plan are formulated, line departments are requested to indicate relevant goals and targets of the SDGs in addition to information on budget and department and sections in charge.

Hamamatsu City was selected as a SDGs Future City in 2018 by the Japanese government and also as one of the activity groups to build a local platform for realising the concept of a Regional Circular and Ecological Sphere (R-CES) that included in the government’s Fifth Basic Environment Plan. Hamamatsu’s actions are linking with the Japanese government policies to promote the SDGs and sustainable city development as such.

The SDGs Future City Plan, an action plan of Hamamatsu City as a SDGs Future City set three pillars of actions related to the economy, society and environment as explained below. The city will implement the plan by linking these three dimensions of sustainable development (economy, society and environment) effectively and also by involving various stakeholders.

**Economy: Promote initiatives making use of local resources and utilizing the characteristics of a diverse city as a “microcosm of Japan”**

Strengthen the resilience of the city and the “6th industrialisation”\* of Tenryu Forest by maximising the use of renewable energy and promoting self-sufficiency in energy.

\*6th industrialisation: Primary industries (generally production) + secondary industries (processing) + tertiary industries (distribution/sales)



**Society: Work to create a multicultural society focusing on development and support for the next generation**

Promote “Hamamatsu Model” for a “zero out-of-school rate” (or a 100% enrolment rate) of foreign children and promotion of the enrolment of children of foreign residents, as well a Career Support Project for Youths with Roots Abroad after they are too old to be in school, etc.



**Environment: Promote sustainable forest management and improve Hamamatsu’s model of green resilience that supports a balance between forest conservation and industrial development.**

Expand FSC forest certified areas with cooperation between the public and private sectors, develop forestry and timber into growth industries, provide support for expenses related to forest and environmental conservation, develop green infrastructure, etc.



**<Governance>**

Since SDG localisation is closely linked with policies in the context of regional revitalisation, Hamamatsu City Regional Revitalisation Promotion Headquarters, a body that manages the progress of the Hamamatsu “Yaramaika” (“Can-do Spirit”) Comprehensive Strategy (planning period: 2015-2019), formulated based on the national Act on Overcoming the Population Decline and Vitalizing Local Economy is responsible for promoting the SDGs. The headquarters is headed by the mayor with all departments in city hall cooperating and taking part. checks and verifies the progress and the achievements and provide advice. Review and guidance are provided by the Hamamatsu City “Yaramaika”

Comprehensive Strategy Promotion Council, which is made up of experts and individuals representing various sectors including local industry, government, academia, financial institutions, labour organisations, media, and law.

### <Partnership>

The Hamamatsu City SDGs Promotional Platform was established in order to implement and entrench the SDGs into every aspect of society in May 2019. As of September 2019, the platform has more than 120 private companies, organisations, and individuals. The “SDGs Future City Hamamatsu Partnership Symposium” was held on 27 August 2019 featuring panel discussions on the different roles of stakeholders under the theme of “civil collaboration” and information was disseminated and exchanged through panels and booth exhibits. Hamamatsu City also concluded mutual agreements of collaboration with private sector and universities has been promoted with aim to promote the SDGs. NPOs and other groups and individuals in the city area are also active in implementing awareness-raising activities. It is expected to further promote awareness on the SDGs and also enhance local SDG actions through these activities.

In addition, Hamamatsu City is tackling with local challenges and also to contribute global challenges, in partnership with neighbouring local governments through the San-En Nanshin Area Relationship Vision Progressive Conference (SENA) and international network including the United Cities and Local Governments (UCLG).



SDGs Future City Hamamatsu Partnership Symposium (August 2019)

### <A way forward>

To build a “Creative City” and “Bright Future” in Hamamatsu’s vision, the city has been promoting various policies and measures. By making the best use of its inherent strengths which lie in its rich environment described as a microcosm of Japan, its bold and challenging spirit, and diversely integrated and cooperative society, and rich local resources that Hamamatsu is proud of, Hamamatsu City has been working for achieving the SDGs. Hamamatsu City believes that action for the SDGs is also contributing to the realisation of the Hamamatsu’s vision and also promoting sustainable management of the city.

This voluntary local review report of Hamamatsu illustrates Hamamatsu City’s basic ideas and actions for achieving the SDGs. By disseminating and sharing this report, Hamamatsu City expects to contribute to promotion of the SDGs not only in Japan but also to the rest of the world. Hamamatsu City continues sharing its experience through the domestic and international networks that the city participates in.

# Hamamatsu Voluntary Local Review 2019

“Hamamatsu, a creative city built on civil collaboration, shining into the future”

## Introduction

Hamamatsu City is a government ordinance-designated city located between Tokyo and Osaka along the Pacific coast, with an area of 1,558km<sup>2</sup> and a population of about 800,000. As a result of the merger of 12 local municipalities in July 2005, Hamamatsu became the second largest municipal area nationwide with a diverse natural and social environment that includes urban, rural, mountainous and hilly areas. For this reason, it is referred to as a government ordinance-designated city that is a model of Japan in miniature. It differs from other ordinance-designated cities in that it is a city that has been developed through the power of industry although it is neither a prefectural capital nor one of the three major metropolitan areas.



Figure 1. Location of Hamamatsu City

Forests in the Tenryu River basin cover approximately 70% of the city area. Hamamatsu City’s primary industry is thriving compared with other ordinance-designated cities, with a forestry industry taking advantage of rich natural resources, an agricultural industry that harnesses the area’s warm climate, and a fishery industry in the Sea of Enshu, Lake Hamana and the Tenryu River. Starting with cotton textiles and lumber in the Edo period, Hamamatsu is also a manufacturing city with a diverse range of industries, including transportation equipment, musical instruments, optics and electronic technologies that have emerged as a result of constant innovation by brilliant entrepreneurs and researchers. Both large corporations that are active on the global stage, such as Suzuki, Yamaha, Kawai, Hamamatsu Photonics, Roland and FCC, and small- and medium-sized enterprises (SMEs) and venture companies, have located their operations here, building upon the city’s enterprising “can-do spirit”. Against this backdrop, Hamamatsu primary industry accounts for 3.9% of the city’s gross production, almost the same as the national average of 4%. The secondary industry accounted for 33.5%, exceeding the national average of 23.7%. These figures are higher than those of other ordinance-designated cities and give an indication of how different the industrial structure of Hamamatsu City is from other major Japanese cities.

Since peaking in 2008, Hamamatsu City’s population has been on a downward slide and is expected to continue along this vein. The population is expected to continue to age (the aging ratio as of 1 October 2018 is approximately 27%). Hamamatsu’s thriving economic environment has attracted a number of foreign nationals to the city who now make up about 3% of the total population (in contrast to 2% at the national level). Over 80% are long-term residents, including permanent residents. Foreign residents living in the region are a significant force of support to the local economy and are important partners in promoting the development of the city.

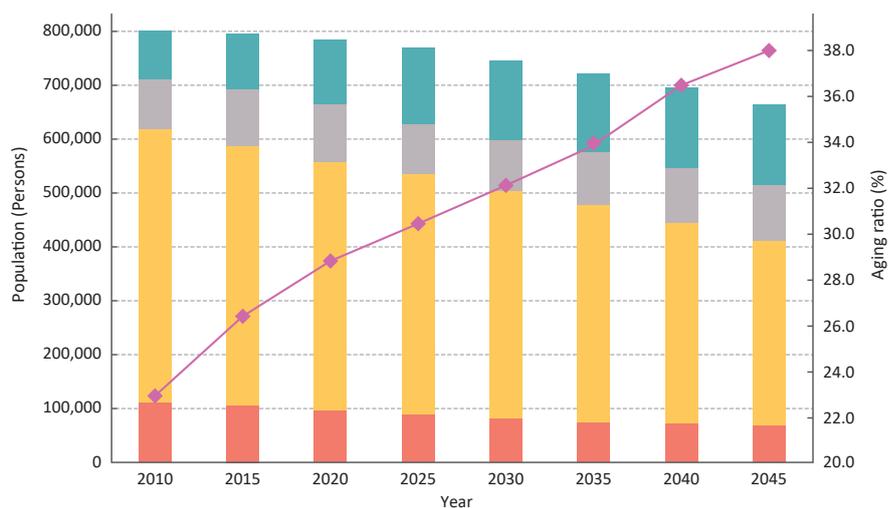


Figure 2. Population Projection of Hamamatsu City  
 (Source: Hamamatsu City “Projection of Population in Hamamatsu City (March 2013)”)

### Local Challenges

Hamamatsu City is confronting the same local challenges that many municipalities in Japan are experiencing, such as rising expenses for maintenance and updating local administrative services because of the city’s vast area, self-sustainability of depopulated areas, and methods of providing administrative services in response to the socio-economic environment and needs that are changing as a result of declining populations, low birth rates, and aging, and co-existing with foreign residents. Against the background of the nuclear disaster as a result of the Great East Japan Earthquake and the subsequent deregulation of the electric power industry, Hamamatsu is also facing the need to put measures in place to continue to secure a stable supply of energy and to protect people’s lives and livelihoods against natural disasters.

In the face of these many challenges, Hamamatsu City is effectively combining administrative and local resources and promoting urban management in cooperation with various local stakeholders towards its goal of the sustainable development of the region. Hamamatsu City’s 30-year comprehensive plan, which was formulated in 2015, specifies integrated policies to achieve 12 visions for the future called the “One Dozen Futures” which were drawn up using backcasting techniques. This comprehensive plan is aligned with the principles of the SDGs. Therefore, Hamamatsu City is implementing and verifying this comprehensive plan by linking with the SDGs.

### Preparation of This Report

This “Hamamatsu Voluntary Local Review 2019” is a collaborative effort between Hamamatsu City and the Institute for Global Environmental Strategies (IGES), which have a cooperative relationship in areas such as sustainable urban development and Regional Circular and Ecological Spheres (Regional CES). The information in this report has been compiled by IGES researcher through interviews with city officials and other stakeholders, such as NPOs and companies. The report itself has been created together with Hamamatsu City.

## Policies and Enabling Environment

### ■ Creating Ownership for the Sustainable Development Goals

With a target year of 2045, Hamamatsu City’s comprehensive plan which aligns the goals of the city with the SDGs, incorporates backcasting methods that take current challenges and solutions based on Hamamatsu’s ideals into account. During the review process, the Hamamatsu Future Design Council, chaired by the mayor, was established as a space where discussions could be carried out with the council’s 22 members which included experts from various positions in universities, companies and NPOs that were active in the city, as well as committee members, including students, who applied to be on the council through an open recruitment process. Between September 2013 and October 2014, the council met seven times and was the site of intense discussions. Prior to these meetings, citizens that were active in various fields such as industry, welfare, medical care, urban planning and education were selected based on gender, age, residential area and other demographic features, and interviewed to reflect more people’s ideas in the comprehensive plan. During the interviews, the city asked them about their dreams and expectations of Hamamatsu 30 years into the future and requested proposals to the government. The results of these interviews shaped discussions at the Hamamatsu Future Design Council and working groups within city hall. Public comments were also taken on the comprehensive plan. By securing such opportunities for the public to participate, Hamamatsu City was able to reflect the ideas and opinions of more residents in the comprehensive plan and foster a sense of public ownership through this process.

In May 2019, the city established the “Hamamatsu SDG Promotion Platform” to promote a wide range of activities by companies, organisations and individuals to achieve the SDGs. As a space to interact with members who are engaged or interested in activities related to the SDGs and exchange information, the platform plans to build partnerships by matching members, organise lectures by experts and hold study sessions by members. As of September 2019, the platform has more than 120 members, including private companies, organisations, and 27 individuals. The city organised “SDGs Future City Hamamatsu Partnership Symposium” on 27 August 2019 featuring panel discussions on the different roles of stakeholders under the theme of “civil collaboration” and information was disseminated and exchanged through panels and booth exhibits.



SDGs Future City Hamamatsu Partnership Symposium (August 2019)

Local NPOs and individuals have also been promoting awareness raising activities on the SDGs in the city (Box 1).

It is also important for local government officials to deepen their understanding of the SDGs to mainstream the goals in policies and policy measures, and then to promote SDG actions. Hamamatsu City hosted lectures by outside experts on the theme of “expectations for regional revitalisation through the SDGs Future Cities” that was organised by the Tokai Cities Cooperation Council, comprising 10 cities in the Tokai region on 20 December 2018, Hamamatsu City is also engaged in activities to improve its employees’ level of understanding of the SDGs. In January 2019, a lecture was held on the theme of the environment. In February, workshops were held on the themes of civil collaboration through the SDGs and based on partnership agreements with companies.

### **Box 1. Awareness-raising activities on the SDGs by stakeholders in the region**

Companies, NPOs and other groups and individuals in the city area are implementing awareness-raising activities and exchanging ideas on spreading the SDGs and initiatives for a sustainable society.

- 7 September 2019: A “Partnership Meeting” was hosted by the Hamamatsu Civil Collaboration Centre with booth displays by about 40 organisations, including NPOs, companies and the local government. Participating organisations aimed to build networks that crossed sectors and professions using the SDGs as the common language.
- 27 July 2019: The “Talk with City Council Members: NPO Roundtable 2019 ~SDGs x Hamamatsu City” was hosted by the Association of labourers’ Welfare Fund of Shizuoka Prefecture and run by N-Pocket, a local NPO in Hamamatsu. About 50 people attended, including city council members from Hamamatsu, civil society groups, the local government, and university and high school students, and it was a good opportunity to share local needs and challenges.
- 7 July 2019: An introductory course to the SDGs, “For a Sustainable Future: Understanding and using the SDGs”, was organised by the Association of Labourer’ Welfare Fund of Shizuoka Prefecture and N-Pocket, a local NPO in Hamamatsu. About 40 people, including civic groups and teachers, came together to think about the SDGs through this workshop.
- 18 March 2019: The “SDGs de Regional Revitalisation” Card Game Training Session” was held by a local group called “Will & Wheel 17Lab” to help people learn and think about the SDGs while having fun. About 40 people attended, including local government officials and companies.
- 13 March 2019: The Hamamatsu Civil Collaboration Centre organised the “Hamamatsu City Corporate CSR Symposium” with the participation of about 60 people, including company managers and staff in charge of CSR (corporate social contribution) activities, who introduced activities and shared challenges.
- Hamamatsu Iwata Shinkin Bank established an SDGs Promotion Department in January 2019 to launch policies to support SDGs-related activities by business partners. The bank is working on promotional activities, including explanations and lectures on the SDGs at the request of its customers and local schools. The bank has also concluded comprehensive collaborative agreements on the SDGs with Mitsui Sumitomo Insurance Company to promote the sustainable growth of its business partners and revitalise the local economy.

## ■ Consistency with National Policies and Incorporation the SDGs into Local Policy Framework

### Consistency with national policies promoting the SDGs

The Government of Japan established the Sustainable Development Goals (SDGs) Promotion Headquarters, chaired by the Prime Minister and with the participation of all Ministers of State, in order to comprehensively and effectively promote measures related to the SDGs in close coordination with related ministries, agencies and organisations. Included as one of three pillars in the SDGs Action Plans for 2018 and 2019 formulated each year by the Promotion Headquarters is the “realisation of regional revitalisation and resilient, environmentally-friendly and attractive city planning driven by the SDGs” that recommends activities be implemented taking local characteristics into account.

As one of the measures to promote the implementation of the SDGs, the Japanese government supports the activities of local governments and promotes information-sharing between municipalities. This support is provided through the SDGs Future City and Local Government Model Projects initiatives aimed at backing the implementation of the SDGs by local governments and promoting the sharing of best practices. Hamamatsu City was selected as an SDGs Future City in 2018 in recognition of its efforts in forestry, energy and diversity.



Selected as a SDGs Future City in 2018

In addition, Hamamatsu City was selected as one of the activity groups to build a local platform for realising the concept of a Regional Circular and Ecological Sphere (R-CES) that included in the government’s 5th Basic Environment Plan. Hamamatsu is involved in creating a decentraised system to promote the local production of energy for local consumption by using the local forest resources of the city.

#### Box 2. Regional Circular and Ecological Sphere (R-CES)

The Regional Circular and Ecological Sphere (R-CES) is a concept that has been incorporated into the government’s 5th Basic Environment Plan where each region aims to maximise the vitality of the region by making the most of local resources, such as the beautiful natural scenery in each location, while also forming a self-sufficient and decentralized society, and supplementing and supporting resources according to the characteristics of each region.

### Incorporating the SDGs in local policy framework

In 2014, Hamamatsu City formulated a comprehensive 30-year plan for the city (2015-2044). This comprehensive plan included Hamamatsu’s future vision of “a creative city built on civil collaboration, shining into the future” and illustrated vision-points or future ideals of the city entitled “One Dozen Futures”. This comprehensive plan is aligned with the principles of the SDGs, such as approaches to integrate the economy, society and environment, collaboration between diverse stakeholders, and creating a society acknowledged and supported by all for no one left behind. In addition, the comprehensive plan was formulated the same approach as the SDGs, i.e. backcasting approach in which the desirable “future” that can be felt emphatically throughout all generations was drawn first and then policies and plans were developed to achieve the future.

In the comprehensive plan, the First Promotion Plan for the Vision of Hamamatsu (Basic Plan) was formulated with a planning period of 10 years from 2015 to 2024. Under the First Promotion Plan, indicators and targets have been set in seven sectoral areas: industry and economy; childrearing and education; safety, security and comfort; environment and energy; health and welfare; culture and lifelong learning; and local government and urban management. These indicators and targets are closely related to the objectives of the SDGs and Hamamatsu City promote the SDGs through implementation of the First Promotion Plan. In addition, when the Hamamatsu City Strategic Plan, an annual implementation plan under the comprehensive plan and “policy and project sheets” that describe more detail project plan are formulated, line departments are requested to indicate the goals and targets of the SDGs in addition to information on budget and department and sections in charge.

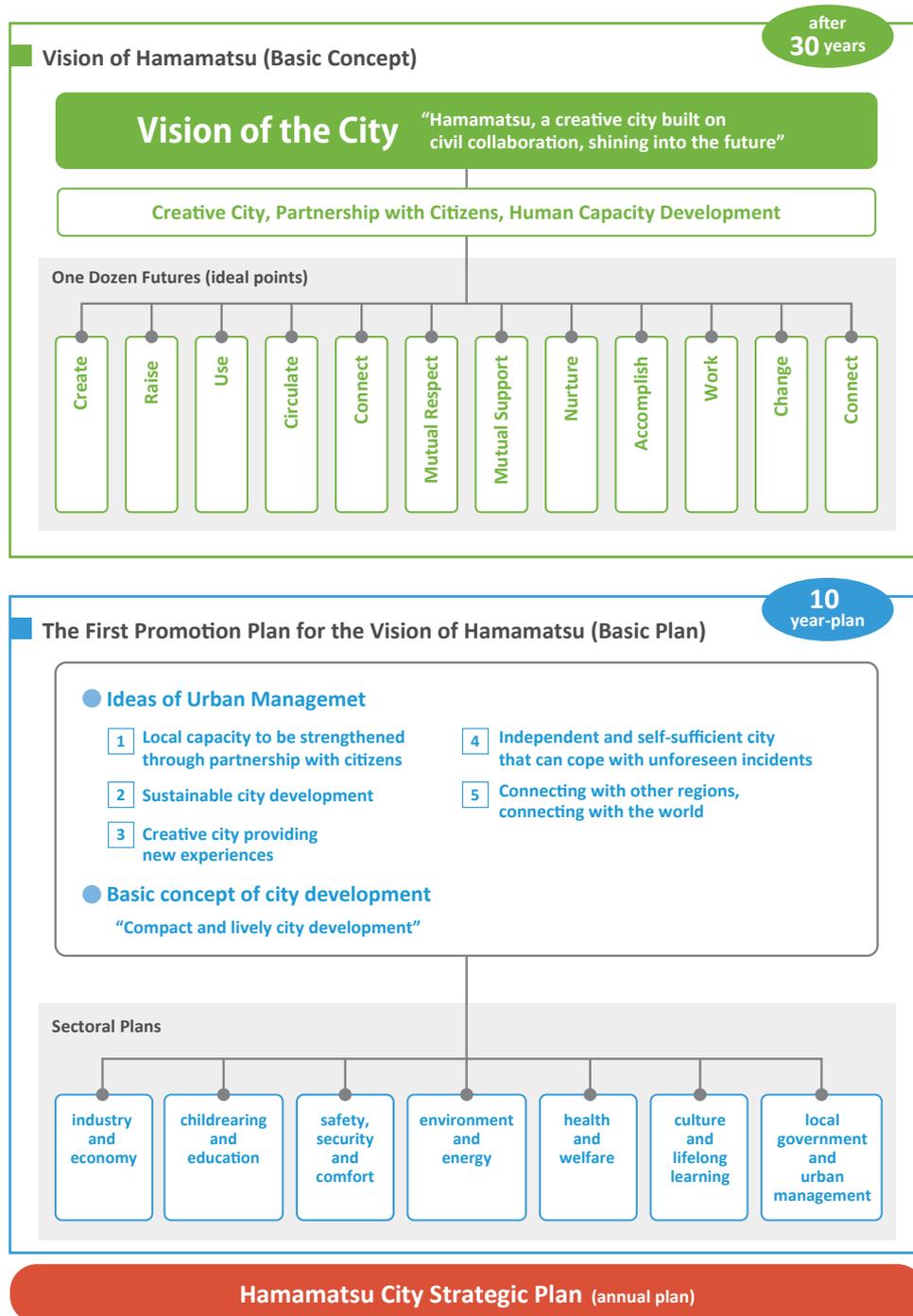


Figure 3. Structure of the Hamamatsu Comprehensive Plan

The Hamamatsu City also developed the SDGs Future City Plan in 2018 on the basis of the First Promotion Plan, and is implementing it as an action plan to promote the SDG action of the city as a SDGs Future City. The Hamamatsu “Yaramaika” (“Can-do Spirit”) Comprehensive Strategy (planning period: 2015-2019), formulated based on the national Act on Overcoming the Population Decline and Vitalizing Local Economy, is also closely related to the implementation of the SDGs within the context of regional revitalisation, and as such, the implementation system of the comprehensive plan is the same as the implementation system for the SDGs. In the second phase of the Hamamatsu City Comprehensive Strategy (planning period: 2020-2024), which will be formulated in the future, measures related to the SDGs will be developed and deployed in different fields to promote regional revitalisation that is driven by the SDGs, as the city aims to form a society where “no one is left behind”.

The SDGs will be introduced in individual plans for each field and correlations will be enhanced in time with review periods.

### ■ Integration of Economic, Social and Environmental Aspects

Hamamatsu City has developed measures taking the three dimensions of sustainable development (economy, society and environment) into account. For example, out of a total of 853 major projects positioned in the FY2019 strategic plan, 662 projects are being implemented in connection with more than one of the SDGs (This number excludes 191 projects that are difficult to associate with the SDGs, such as operation costs and funds.). Many of 662 projects are corresponding to Goal 11 (Sustainable Cities and Communities), Goal 4 (Quality Education) and Goal 3 (Good Health and Well-Being). Since each project corresponds to multiple goals, many fall under Goal 11, Goal 4, and Goal 3, which forms the foundation for ensuring a better quality of life for people (Figure 4).

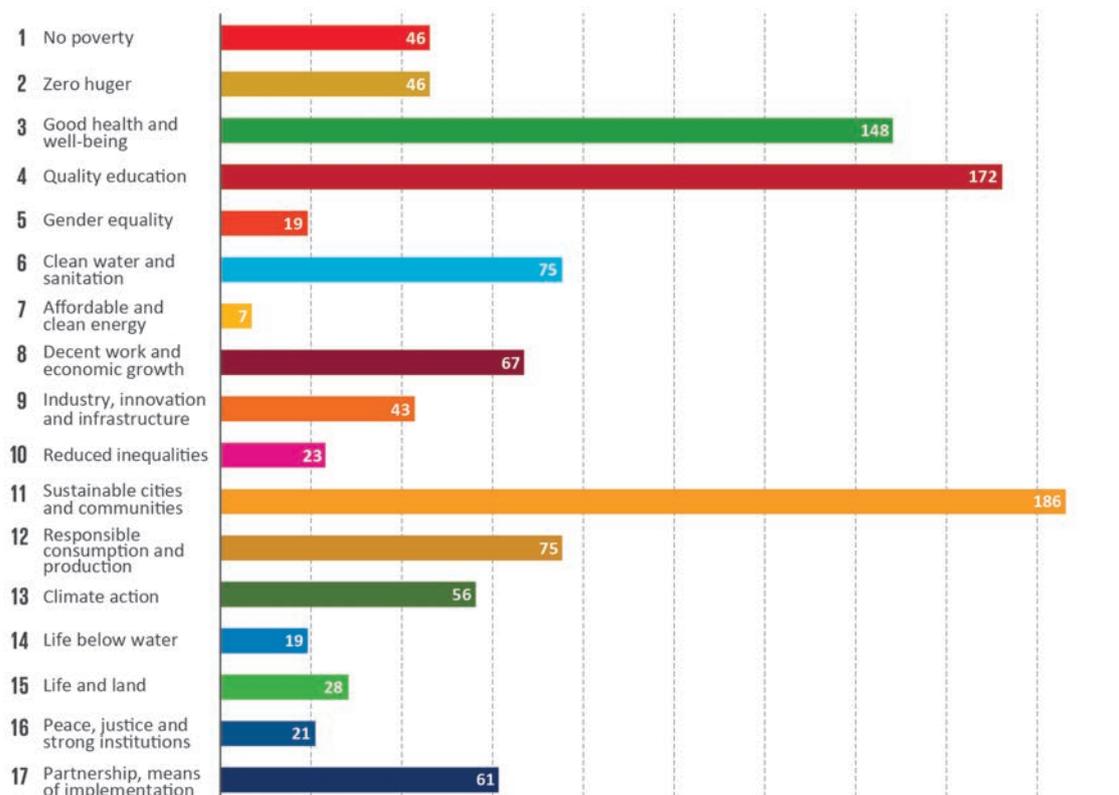


Figure 4. SDGs in Major Projects of Hamamatsu City  
(Based on the Policy and Project Sheet as of July 2019)

The SDGs Future City Plan, an action plan of Hamamatsu City as a SDGs Future City set three pillars of actions related to the economy, society and environment as explained below. The city will implement the plan by linking these three dimensions of sustainable development (economy, society and environment) effectively and also by involving various stakeholders.



**Economy: Promote initiatives making use of local resources and utilizing the characteristics of a diverse city as a “microcosm of Japan”**

Strengthen the resilience of the city and the “6th industrialisation”\* of Tenryu Forest by maximising the use of renewable energy and promoting self-sufficiency in energy.

\*6th industrialisation: Primary industries (generally production) + secondary industries (processing) + tertiary industries (distribution/sales)



**Society: Work to create a multicultural society focusing on development and support for the next generation**

Promote the “Hamamatsu Model” for a “zero out-of-school rate” (or a 100% enrolment rate) of foreign children and promotion of the enrolment of children of foreign residents, as well a Career Support Project for Youths with Roots Abroad after they are too old to be in school, etc.



**Environment: Promote sustainable forest management and improve Hamamatsu’s model of green resilience that supports a balance between forest conservation and industrial development.**

Expand FSC forest certified areas with cooperation between the public and private sectors, develop forestry and timber into growth industries, provide support for expenses related to forest and environmental conservation, develop green infrastructure, etc.



Initiatives to balance and integrate the three dimensions will be further promoted by incorporating an even more grounded perspective of the SDGs, in order to achieve the future vision of Hamamatsu as set out in the comprehensive plan.

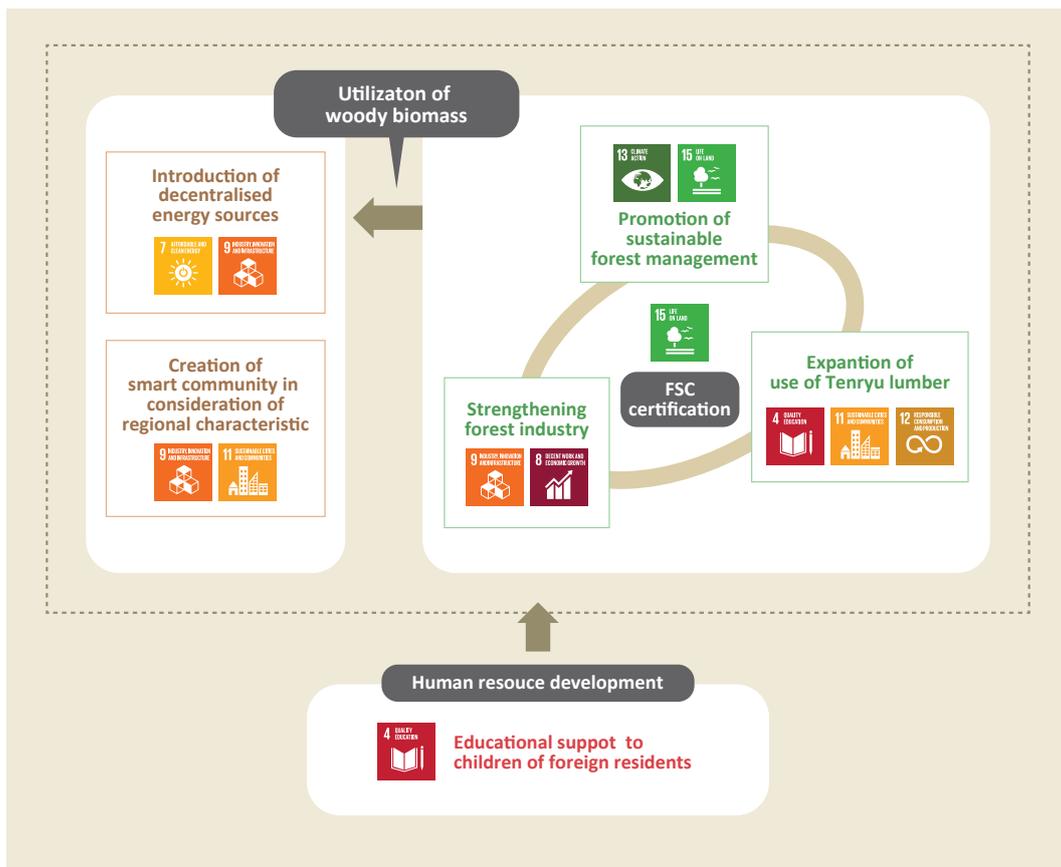


Figure 5. Activities in relation to Economy, Society, and Environment Aspects

## ■ No One Left Behind: Actions for an Intercultural Society

In the manufacturing city of Hamamatsu, many foreign nationals work primarily in the manufacturing industry. After the amendment and enforcement of the Immigration Control and Refugee Recognition Act in 1990, the foreign population in Hamamatsu City increased rapidly due to the arrival of South Americans of Japanese descent and their families who had no restrictions on employment. Since peaking in 2008, the foreign population in the city declined, but is now rising again. Foreign nationals comprise about 3% of the city population, making Hamamatsu one of the municipalities in Japan with a high concentration of foreign residents.

There has been an increase in troubles in daily life in communities due to differences in lifestyles, as well as the emergence of issues with the low enrolment of children of foreign residents who are not required to attend school, as well as with encouraging youth with roots overseas to be active members of society as more people settle in the area. In order to respond to these issues and create an environment where all children have equal opportunities for education and can play an active role in society, Hamamatsu City has positioned education and support of the next generation as a priority measure and is focusing on efforts to make sure that youth with roots overseas are enrolled in school and providing support for career development after compulsory education ends.

### Measures to ensure children of foreign residents are enrolled in school and career support

Hamamatsu launched a “zero out-of-school rate campaign” (or a 100% enrolment rate) for foreign children in 2011 with the cooperation of the Board of Education of Hamamatsu City, Hamamatsu Foundation for International Communication and Exchange and local related organisations (Brazilian

Consulate General in Hamamatsu, schools for foreign students, NPOs, community associations, etc.). This campaign was implemented with the aim to continue to understand the situation of school attendance for children of foreign nationals, achieve a zero out-of-school rate, and create a system that would encourage students to be enrolled in school. The campaign also aimed to promote school attendance through a smooth enrolment in both public and foreign schools and by promoting exchange between the foreign and local communities.

In this project, it was possible to maintain a continuous understanding of the enrolment status of foreign children based on changes in the Basic Resident Register of foreign residents, as well as the register of school-aged children that is put together and managed by the city's Board of Education of Hamamatsu City. Data managed by individual departments was linked in the project and this was for the first time in the country. Based on this information, the city visited the homes of families of children who may not be enrolled in school. At the same time, the city provided guidance and support to parents and guardians for enrolling their children in school when they moved into the city with the aim of having all children attend school. By continuing these efforts and collaborating with related organisations, 100% of school-aged children were enrolled in school by 2013.

This "Hamamatsu Model", a model of actions aiming at 100% enrolment based on the data managed by different department and implemented by all stakeholders in Hamamatsu that provide detailed support based, including guidance for enrolment when residents move into the city, home counselling and language support, has attracted attention from other local governments as well.

Today, even though Hamamatsu has reached a zero out-of-school rate, the Hamamatsu Model continues to be promoted with a liaison meeting held together with the above stakeholders once every two months to share information and discuss the challenges each stakeholder is facing. This multistakeholder approach helps to ensure effective implementation in consideration with actual situations in homes.

The educational support to children of school age has been strengthened, but lifestyle support and educational opportunities after formal schooling is finished have emerged as a new social issue. To cope with this, Hamamatsu City is also implementing a project called "Career Support Project for Youths with Roots Abroad". The high school entrance rate for foreign children who graduated from public school is high at 86.7% (as of the end of 2015), but there are a number of cases where students leave school or lack opportunities to obtain information on employment and designing their future, which is an indicator that additional support is needed. For this reason, Hamamatsu is carrying out projects to share information on trainings and employment in order to gain an accurate understanding of the actual situation, promote social participation, and help students develop an awareness of and think about the professional opportunities available in detail (Box. 3). In this project as well, the key to effective implementation is to cooperate and carry out studies with stakeholders both inside and outside the city to create opportunities for employment.



### Box. 3 All-Hamamatsu Initiative: Career Support Project for Youths with Roots Abroad

Hamamatsu City outsources the implementation of the Career Support Project for Youths with Roots Abroad to the Hamamatsu Foundation for International Communication and Exchange. This foundation collaborates and cooperates with part-time (night) high schools, schools for foreign nationals, the foreign community, researchers and organisations that provide support for employment opportunities to foreign youth and is involved in creating surveys and opportunities. In addition to target high schools, the Shizuoka Prefectural Multicultural Affairs Division, Shizuoka Prefectural Board of Education, Hamamatsu City’s International Division, university officials, the Japan International Cooperation Centre, NGOs, public employment security office (Hello Work) and other organisations review activities and exchange ideas at network meetings that involve the participation of related stakeholders in the region to ensure cooperation.

#### Project Outline (in FY2016)

- Visiting lectures at part-time (night) high schools  
Held a total of eight times (four times at two schools) with the participation of 50 students.
- Employment support seminars  
In addition to reports by foreign youth with work experience and talks by company managers, the city held individual consultations to create opportunities for employment in industries other than manufacturing and strengthen collaboration between companies and schools.
- Career support meetings  
Discussions were held with representatives from educational institutions, local governments and residents on sharing reports and creating opportunities, as well as required support.



## Governance

The Hamamatsu City Regional Revitalisation Promotion Headquarters, which manages the progress of comprehensive strategies is responsible for promoting the SDGs, as SDG actions contribute to the resolution of local issues and can be connected to regional revitalisation. The headquarters is headed by the mayor with all departments in city hall cooperating and taking part.

In order to steadily promote comprehensive strategies and ensure validity and objectivity when verifying effects, the headquarters is also equipped with check functions, such as verification through

the Hamamatsu City “Yamaika (Can-Do Spirit)” Comprehensive Strategy Promotion Council, which is made up of 23 experts from local industry, government, academia, financial institutions, labour organisations, media, and law, in addition to reports to the Special Committee on Regional Revitalisation of the city council.

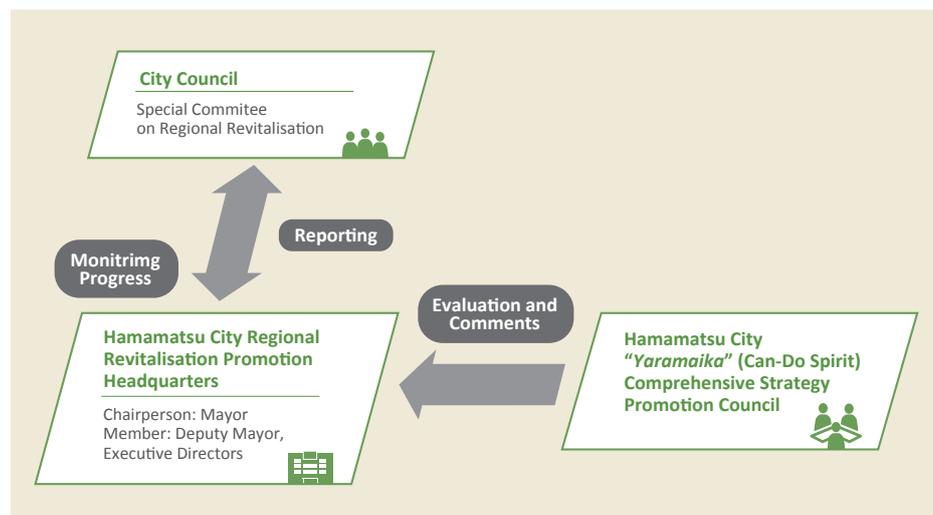


Figure 6. Institutional arrangements to promote the SDGs in Hamamatsu City

The Hamamatsu City SDG Promotional Platform was launched in May 2019 with the city's Planning Division functioning as the secretariat. The platform creates a space to revitalize activities through international and information exchange between members that are engaged or interested in activities related to the SDGs, in order to promote a wide range of activities by companies, organisations and individuals to achieve the objectives of the SDGs. Based on the idea that it is essential to collaborate with companies and universities with experts that contribute to the local economy and society in order to promote activities to achieve the SDGs, Hamamatsu is planning to further promote the participation of various stakeholders by utilising the Hamamatsu Yamaika (Can-Do Spirit) Comprehensive Strategic Promotion Council and cooperative partnership agreements with companies and universities that are involved in local creation.

Group photo of the SDG Promotion Platform at the SDGs Future City Hamamatsu Partnership Symposium, August 2019



## Structural Challenges

While not the seat of the prefectural government, Hamamatsu City has continued to develop as a local city far from the three major metropolitan areas (Tokyo, Nagoya, and Osaka). After the merger of the municipalities in the area, Hamamatsu became a government ordinance-designated city in 2007, and today, it is home to more than 800,000 people. To continue to develop into the future, Hamamatsu must overcome the challenges each local community is facing, from urban to rural, mountain and hilly areas through the power of the local communities. Hamamatsu City must work to resolve local issues in partnership with residents, local stakeholders and partners with comprehensive and individual plans that make use of the characteristics of each region.

In addition, partnerships not only in the city area, but also with neighbouring local governments that have similar issues or can provide support to solve issues are a powerful way of finding solutions to local challenges.

Hamamatsu City has a strong connection to the adjacent, historic area of Higashi Mikawa in the eastern part of Aichi Prefecture and the Minami Shinshu area in the southern part of Nagano Prefecture. People who once travelled along Shio no Michi (Salt Road) cultivated exchange between the sea and mountain areas. The development of exchange between the sea and mountains has built a connection between distinctive cultures, people, products and information, including modern folk art. In 2008, the San-en Nanshin Regional Collaborative Vision was formulated, and the San-En Nanshin Area Relationship Vision Progressive Conference (SENA) was established to promote the Programme. Hamamatsu is working together with other organisations to integrate, promote and develop this region through SENA based on collaboration and cooperation from key actors, namely residents, the business community, educational institutions, and the governments.

## Goals and Targets

This chapter will give an overview of the initiatives of Hamamatsu City concerning the SDGs, as well as relevant indicators. Indicators have been derived from targets designated in the Comprehensive Plan and Strategic Plan, and are aligned with the current policies of Hamamatsu. Moreover, because most policies and measures are related to achieving the SDGs, only major measures are included herein as examples; therefore, not all measures and projects are included. Additionally, individual measures are related not only to the achievement of a specific SDG, but in most cases, are relevant to the achievement of multiple SDGs. The Strategic Plan, formulated annually, lists connections with the SDGs on individual policy and project sheets, aiding in the promotion of integrated initiatives that bridge multiple goals.

### Goal 1 No Poverty

#### Related sectoral areas of the First Promotion Plan:

Childrearing and education; Safety, security and comfort; Health and welfare

#### Related sectoral plans:

Hamamatsu City Children and Youth Support Plan  
The Fourth Hamamatsu City Regional Welfare Plan



Hamamatsu City’s ratio of public assistance recipients is 0.93% (as of February 2017), lower than the national average of 1.69%, and the lowest among government-ordinance designated cities in Japan. In addition, for people who have difficulty living due to various factors, Hamamatsu accepts comprehensive consultations on life and financial issues, and provides close-by support for solving these issues.

#### Addressing child poverty

In Japan, one in six children is said to be living in a state of poverty. Hamamatsu is implementing initiatives based on cooperation between Local government and communities to address this nationwide social issue of “child poverty”.

Specifically, a survey was conducted in 2016 to ascertain the living conditions of children, targeting 5,101 households containing children in grade 2 of junior high school and grade 5 of primary school (response rate 47.1% (2,405 households)), as well as 2,000 single-parent families (23.2% response rate, (464 households)). Based on these results, the “Support Project for Children’s Future” (Child Poverty Alleviation Support Plan) was established. Based on the Plan, the city is developing projects such as study support and creation safe spaces in collaboration with local governments and communities (Figure 7). Coordinators for alleviating child poverty create systems to link supporting organisations with schools and also make sure children who need support can access those organisations.

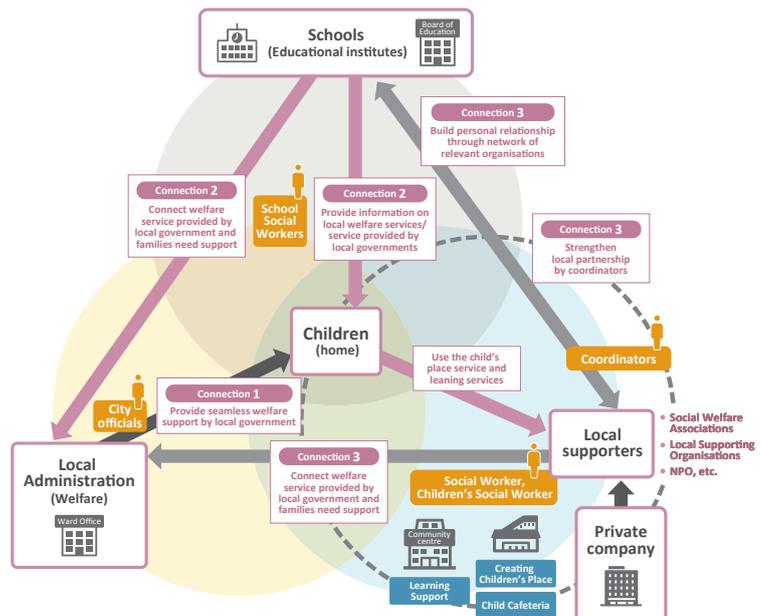


Figure 7. Framework of child support by community  
(Created based on Hamamatsu City Children and Youth Support Plan)

## Goal 2 Zero Hunger

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Safety, security and comfort; Health and welfare

### Related sectoral plans:

Hamamatsu City Agricultural Promotion Vision

Basic Concept on Strengthening of Agricultural Business



SDG 2 sets out targets related to issues such as zero-hunger, food security, improved nutrition and sustainable agriculture. Among these targets, this section focuses on city policies and actions on agriculture and fisheries.

### Innovations for agriculture and fisheries

The mild climate and rich natural environment of Hamamatsu provide for thriving agriculture and fisheries, which produce a wide array of agricultural and fisheries products. However, issues challenging the sustainability of the agriculture and fisheries industries include the problem of finding successors in the next generation due to an aging population, and improvement of earning power. For instance, the number of farmers is on a declining trend, and the population of persons employed in farming over the age of 60 has risen to 76% of total farmers, causing the industry to come face to face with issues including the aging society, and lack of successors/labour force. Further, concerns have arisen over declining size and dispersion of cultivated land should these trends continue. The fishery industry also faces resource declines such as clams and eels.

To address these issues, Hamamatsu is advancing the creation of a mechanism to facilitate the fluidisation of farmland, the sixth-sector industrialisation of agriculture and fisheries, introduction of smart agriculture through AI and ICT utilisation. Also, the city sets up a mechanism in which diverse persons can participate, and to produce agricultural and fisheries products with high added value. Further, the city is advancing initiatives in sustainable agriculture and fisheries from the three perspectives of society, economy and environment, thus guaranteeing the function of wholesale markets which enable citizens to gain easy access to safe food products, and promoting environmentally-sound agriculture and appropriate management of fisheries resources based on balanced and diverse fisheries.

### Related Indicators:

The accumulation rate of farmland to those responsible for it



## Goal 3 Good Health and Well-being

### Related sectoral areas of the First Promotion Plan:

Childrearing and education; Safety, security and comfort; Environment and energy, Health and welfare; Culture and lifelong-learning; Local government and urban management

### Related sectoral plans:

Hamamatsu City Children and Youth Support Plan

The Fourth Hamamatsu City Regional Welfare Plan

The Eighth Hamamatsu City Aged Welfare Plan and the Seventh Hamamatsu City Long-Term Care Insurance Project Plan (Hamamatsu Yu-ai no Koreisya Plan)

The Third Hamamatsu City Plan for the Persons with disabilities

Healthy Hamamatsu 21

The Second Hamamatsu Cancer Care Plan



Health and well-being are the foundation for citizen’s daily lives and are related to a variety of measures. Various measures are being carried out related to this goal, covering areas ranging from community medical care and support for children and youth, to measures on health of the elderly.

### Promotion of community welfare

The city aims to build communities where everyone can be themselves and live securely where they have grown comfortable living, even if they need support due to being elderly or having disabilities, based on broad participation by citizens. For example, efforts involve support to district social welfare councils and to allocation of community social workers. The city also promotes the establishment of comprehensive consulting system through multi-stakeholder partnership such as social-welfare sections and organisations to provide consultation to those who need it.

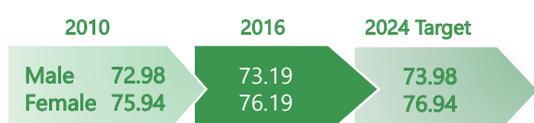
### Healthy life expectancy

With the population declining and aging, there is expected to be a sharp upturn in both the number of elderly people over 75 years old for whom the incidence of nursing care and dementia increase, and also in the number of elderly living alone. Considering this situation, Hamamatsu takes actions to extend healthy life expectancy, the period during which daily life is not limited by health concerns or the necessity for care.

According to a study by a research team at the Ministry of Health, Labour and Welfare, Hamamatsu ranked number one among major cities in 2016 for both men and women in healthy life expectancy (73.19 for men, 76.19 for women). The city also ranked number one in the same survey conducted in 2010 and 2013. Factors contributing may include the high employment rate of citizens, active participation in community activities, and the mild climate, seasonal food and medical system. Hamamatsu will continue to enhance activities for further extension of healthy life expectancy with three pillars, namely exercise, nutrition and social participation. Such activities include locomotion training, awareness raising on health promotion and nursing care prevention, and promotion of “sasaeai” points, local cashable points given to citizen’s social volunteer services at nursing facility and house of elderly people.

### Related Indicators:

Healthy life expectancy



Percentage of people consider medical and nursing care service is good



## Goal 4 Quality Education

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Childrearing and education;  
Safety, security and comfort; Environment and energy; Health and welfare;  
Culture and lifelong-learning; Local government and urban management

### Related sectoral plans:

The Third Hamamatsu Comprehensive Education Plan  
(Hamamatsu Future Plan for People)  
Hamamatsu Lifelong Learning Promotion Network  
Hamamatsu City Children and Youth Support Plan



One of the three pillars of Hamamatsu City's Comprehensive Plan is to foster human resources to take responsibility for a future Hamamatsu. To this end, Hamamatsu takes measures to provide education that cares for each child, maximizes children's potential, and ensures that children acquire the ability to live, not only in schools but also outside of schools in partnership with citizens. In addition, the city provides opportunities for children to experience art and music and local traditional culture aiming to foster children's creativity. As part of our multi-cultural coexistence policy, we are also promoting measures to support schooling and career development for children of foreign-nationals living in the city.

The city also provides support to school-refusers, in partnership with schools, families, and specialized institutions at municipal elementary and junior high schools. The city also supports lifelong learning by providing lectures at partnership and communication centres according to the needs of citizens in each area.

### Related Indicator:

Percentage of people who think their intellectual curiosity is satisfied such by lifelong learning facility and library



## Goal 5 Gender Equality

### Relation to the First Promotion Plan:

Industry and economy; Childrearing and education; Safety, security and comfort; Environment and energy; Health and welfare; Culture and lifelong learning; Local government and urban management

### Related sectoral plans:

The Third Hamamatsu City Basic Plan for Gender Equal Society  
Hamamatsu City Child and Youth Support Plan  
Hamamatsu City Plan for Human Right Policy Promotion



One of the global indicators of the SDGs is the percentage of female members of the city council. The percentage of female members of the Hamamatsu City Council is 26% (2019), which is third highest percentage out of all government-ordinance designated cities. Hamamatsu has been taking measures to create an environment in which women can play an active role in society, such as creation of an environment that makes it easier for women to give birth and carry out childcare, increase of the number and capacity of nursery school/facilities, support to community childcare programme, measures to reduce the number of children on nursery school waiting lists through certified nursery facilities. In addition, the city conducts activities to support the improvement of skills, career development, and continued employment for working women.

### Related indicator:

Percentage of people who consider raising children is easy in Hamamatsu



## Goal 6 Clean Water and Sanitation

### Relation to the First Promotion Plan:

Industry and economy; Safety, security and comfort; Environment and energy; Health and welfare; Culture and lifelong-learning

### Related sectoral plan:

Hamamatsu City Water Supply Vision



The water supply coverage rate for the population is 96.8% (FY2018) and sewerage coverage rate is 80.9% in Hamamatsu City in FY2018. “Providing water supply and sewage service to ensure safe water supply, comfortable life and good social environment through good water cycle” is one of the principal policies of the city’s Basic Plan and to this end, the city considers ways to ensure a sound water supply and service. In addition, the city promotes disaster-resilient water supply and sewage systems.

### Related indicators

	FY2015	FY2018
Rate of main water supply pipeline that meets seismic evaluation standards (%)	59	70.1
Rate of sewage pipeline that meets seismic evaluation standards (%)	83.4	88.3
Number of combined Jokaso (decentralized wastewater treatment system) (Units)	20,245	23,068

## Goal 7 Affordable and Clean Energy

### Related sectoral areas of the First Promotion Plan:

Safety, security and comfort; Environment and energy

### Related sectoral plans:

Hamamatsu City Energy Vision

Hamamatsu City Biomass Industrial City Plan



In response to the rising attention to safe energy generated by the Great East Japan Earthquake, the Hamamatsu City set up the “New Energy Promotion Project Headquarters” as a cross-sectoral specialized division directly answering to the Mayor in April 2012 and adopted “Hamamatsu City Energy Vision” in March 2013 as a ground design of the city’s policy on energy. The city envisions to “develop a resilient, low-carbon city with secure energy” as stipulated in the above-mentioned vision. The vision further articulates four commitments. (1) Introduction of renewable energy to raise the energy self-sufficiency rate; (2) Promotion of energy-saving measures to achieve low-carbon society; (3) Set up of the energy management system to optimize the energy use; and (4) Creating environment and energy focused industry to revitalize the local economy. With these actions, the city set the FY2030 goal of energy self-sufficiency rate at 20.3% (4.3% in FY2011) with a 10% reduction in energy consumption. Moreover, the city also strives to establish a decentralized energy system through smart communities in different parts of the city.

### Local production and consumption of energy

With rich environment, the city has a high potential to utilize the renewable energy such as solar power, biomass (wood etc.), wind, and small hydrogen. These local natural resources help the city to promote the decentralized energy system. To accelerate the energy transition, several policies have been implemented: hotline for solar power generation; partnership with local financial sectors to promote financial instruments such as “solar loans” to accelerate the solar power generation; and draft of guidelines to advance the appropriate introduction of renewable energy. All of these policies intend to maximize local resources. In the end of FY2018, the city has already exceeded its 2020 target of 10.7% of energy self-sufficiency rate, reaching 14.9%.

### Building a Hamamatsu Version of Smart City

To achieve the vision of “a resilient, low-carbon city with secure energy”, the city is making efforts to build smart communities that leverage regional differences. This has been done through a public-private-partnership (PPP) approach, in particular “Hamamatsu City Smart City Promotion Council”. This council has 153 companies as members (as of the end of March 2019). Currently, with strong leadership from companies, it is implementing the smart projects (three model projects, four model districts) to create smart communities.

### Optimisation of energy use and creation of new business and technology

Hamamatsu Energy Co., Ltd, local PPS (power producer and supplier) that Hamamatsu City is a capital investor of is supporting local energy production and consumption by providing locally generated renewable energy. Moreover, the company is encouraging the smart house that is equipped smart energy devices including those for solar power, as well as constructing eight micro grids to introduce the solar power generation and storage batteries in several public buildings (Hamamatsu City Micro Grids Project).

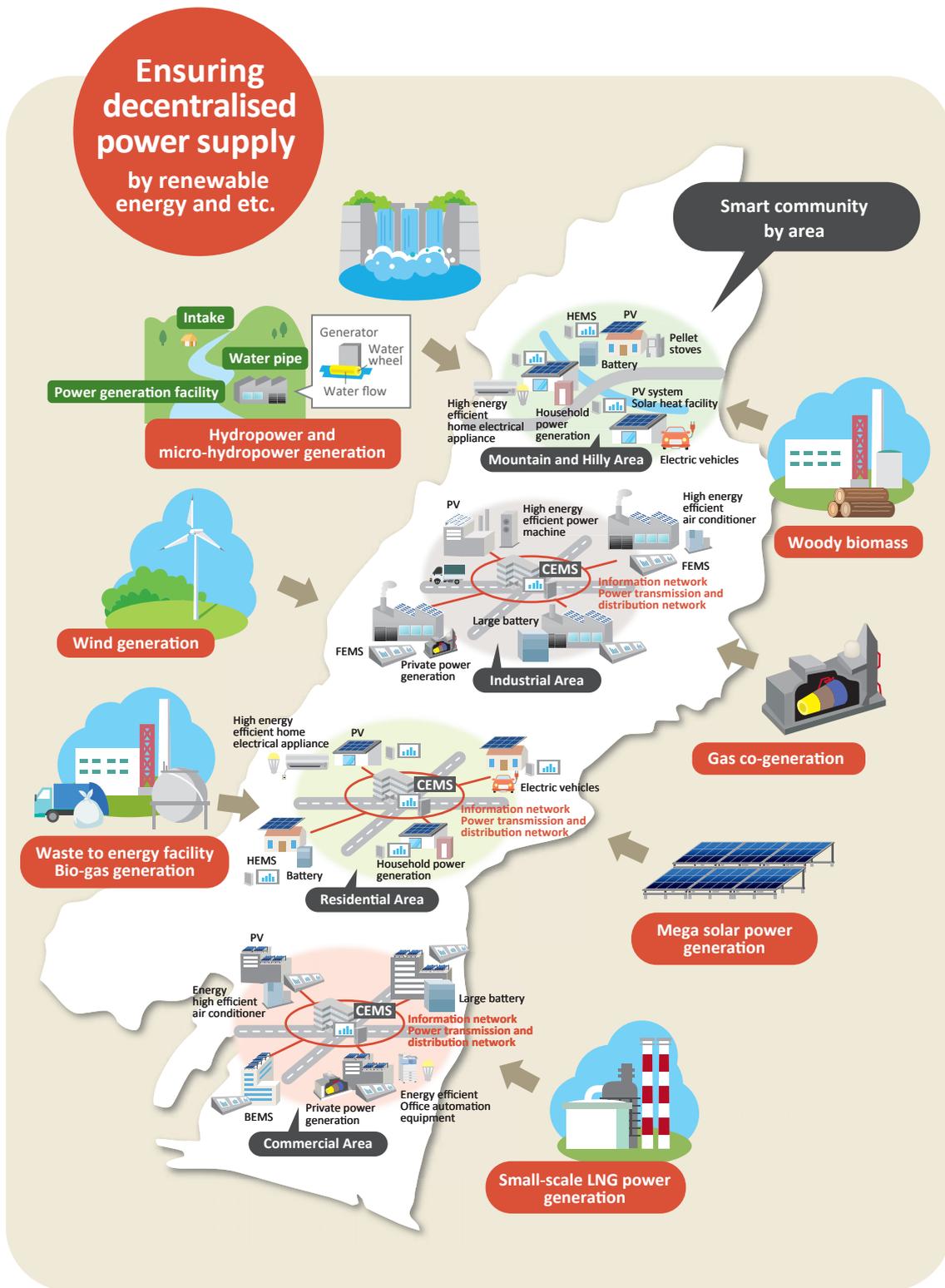


Figure 8. Image of Hamamatsu Version of Smart City  
 (Created based on the Hamamatsu Energy Vision (Summary version))

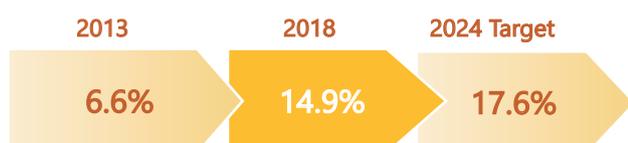
#### Box.4: Hamamatsu Energy Co., Ltd.

In response to energy system reform at the national level, including full liberalisation of energy retails, Hamamatsu City organized an internal consultation and decided to establish a local PPS. Hamamatsu Energy Co., Ltd., the local PPS was established in October 2018, financed by both 9 corporations and the city. This was the first local PPS financed by local government among government ordinance-designed city. The objectives of Hamamatsu Energy include: 1. Local production and consumption of renewable energy; 2. Maximizing the local resources; 3. Revitalize local economy; 4. Fostering popular awareness of energy-saving and protecting the environment; and 5. Developing a resilient, low-carbon society without energy concerns.

In order to develop an economy which circulates within the city and focuses on local consumption and production, the Hamamatsu Energy targets that energy self-sufficiency rate to be at about 80% (meaning that they purchase less than 20% of its electricity use from the market). This strategy distinguishes the company from other energy firms. In 2019, the Hamamatsu Energy began to provide low-voltage power supply to households, and it is expected that larger population starts to be able to consume locally generated energy.

#### Related Indicator:

Energy Self-sufficiency rate



#### Other Related indicators

	2015	2018
Solar Energy Generation Volume (MWh)	353,184	577,832
Electricity contracted with Hamamatsu PPS (kw)	--	16,600
Number of company member of Hamamatsu City Smart City Council	95	153

## Goal 8 Decent Work and Economic Growth

### Related sectoral areas of the First Promotion Plan:

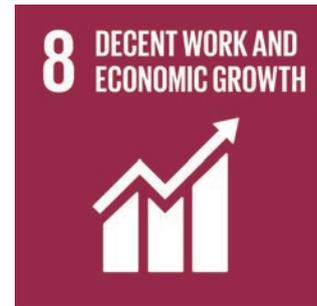
Industry and economy; Childrearing and Education; Safety, security and comfort; Health and welfare; Culture and lifelong-learning; Local government and urban management

### Related sectoral plans:

The Fourth Hamamatsu City Regional Welfare Plan

The Eighth Hamamatsu City Aged Welfare Plan and the Seventh Hamamatsu City Long-Term Care Insurance Project Plan (Hamamatsu Yu-ai no Koreisya Plan)

The Third Hamamatsu City Plan for the Persons with disabilities



Along with the declining birth rate, aging society and shrinking population, the working age population has also decreased, which is likely to result in labour shortages. Meanwhile, we need to review current male-centred employment practices and start to act to create an environment where women, persons of all abilities, and the elderly can play active roles and where each and every person can demonstrate their abilities and enjoy work-life balance. Hamamatsu City implements a variety of support measures to improve employment environments and enable each person to engage in meaningful work with peace of mind.

### Seminars and support projects for work-life balance and women's empowerment in the community

Hamamatsu City organises trainings for business owners and managers, and career advancement seminars for working women. The city also implements projects linked to the creation of diverse and flexible working environments and the promotion of women's empowerment via a certification system for workplaces promoting work-life balance.

### Work environments where all people play an active role

As a measure to create an environment where every worker can make use of their talents and individuality and to develop lifestyles full of motivation in life and decent work, Hamamatsu City supports the elderly in finding employment opportunities where they can draw upon their rich experience, knowledge and skills, such as through a programme that authorises business entities as "companies promoting employment for senior citizens". The city also supports people of all abilities to find workplaces where they can perform to their full potential and satisfy their needs. Further, based on the fact that children and young persons with roots in foreign countries do not always have opportunities to access information on employment and future planning, the city conducted a survey on the status and needs and implements support projects (career support training, etc.) based the survey results.

### Support for starting a business

The city set up a one-stop counter to support those interested in business start-up and those planning to establish a business.

### Comprehensive information provision

Aiming to improve citizens' access to support employment information, the city issued a guidebook (Hamamatsu Guidebook on Livelihood and Employment Support) that outlines and gives contact information for employment and livelihood support provided by public bodies other than Hamamatsu City, such as the national and prefectural government.

**Related Indicator:**

Percentage of persons who are satisfied with employment opportunities

**Other Related indicators**

	2015	2018
Number of persons transferred from welfare employment to regular employment (persons/fiscal year)	147	150
Employment rate of member of Silver Human Resource Centre (organisation provides support to elderly persons in finding work opportunities) (%)	76.9	76.3
Employment rates of women that received supports (%)	47	41

**Goal 9 Industry, Innovation and Infrastructure****Related sectoral areas of the First Promotion Plan:**

Industry and economy; Safety, security and comfort; Environment and energy; Health and welfare; Culture and lifelong learning

**Related sectoral plans:**

Hamamatsu Industrial Innovation Concept

Hamamatsu City Basic Plan for the Act to Promote Regional Future Investment



Hamamatsu City has a history of developing as a city of manufacturing, challenging technological development and innovation, and creating new things. At Hamamatsu City, we support the development of new businesses, innovations and entrepreneurship of local companies, while strengthening the spirit of the initiative to actively embrace new things in everything, and the tolerant civic ability to embrace different cultures. We are pursuing policies to promote industries that utilize local resources. In addition, in the future image of Hamamatsu City, which is depicted in the comprehensive plan, information and communication technology (ICT) is used wisely to connect people and things in various situations such as working, learning, living, and playing. We are drawing up a society in which convenience and people's choices increase, and for this reason, the city promotes ICT in the educational field and creation of businesses that are easy to understand by using ICT.

**Related Indicator:**

	2015	2018
Number of commercialisations such as the development of new technologies and new products in the industrial innovation promotion business (cases)	47	53

## Goal 10 Reduce Inequalities

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Safety, security and comfort; Environment and energy;  
Health and welfare; Culture and lifelong-learning

### Related sectoral plans:

Hamamatsu City Human Rights Policy Promotion Action Plan  
The Fourth Hamamatsu City Regional Welfare Plan  
The Third Hamamatsu City Plan for the Persons with Disabilities  
Hamamatsu Intercultural City Vision  
Hamamatsu City Universal Design Plan



Hamamatsu City states its vision for the future to be “A Creative City Energized with Diversity”. To realise the vision, the city is working to create communities where citizens support each other and make our city one where all people can lead active lives that fulfil their needs, regardless of gender, age, disability, nationality or ethnicity.

Because many people of foreign nationality or foreign roots live in the city, the city is working to build environments in which foreign residents can play active roles through projects on multiculturalism and inclusivity. Based on these measures, we participate in the Intercultural Cities network, an urban policy programme aimed at translating multiculturalism and diversity into strengths for city growth, launched in 2008 by the Council of Europe (EC).

### Support for persons with disabilities

In Hamamatsu City, the number of persons carrying disability passbooks is on an increasing trend. Further, the number of persons using disability welfare services has exceeded the growth of persons with disability passbooks, with a particularly high growth rate among those under 18 years of age. In addition, the aging of persons with disabilities has revealed a trend in the increasing severity of disabilities and instances of multiple disabilities. Accordingly, the need for support and services has risen, and those needs have diversified. Under the basic concept of “a city where people live in community they get used to live in hope and security with mutual support of citizens”, Hamamatsu City carries out initiatives to support the independence and participation in society of persons with disabilities.

### Initiatives in universal design and barrier-free standards

Hamamatsu hosts the pre-games training camp for the Brazilian Olympic and Paralympic teams, leading up to the Tokyo Olympic and Paralympic Games to be held in 2020. With this, in August 2018, the city was certified as a “Leading Host Town of a Harmonious and Inclusive Society” by the Prime Minister’s Office Headquarters for the Promotion of the Tokyo Olympic and Paralympic Games. Among the “Host Towns of a Harmonious and Inclusive Society” that engage in community-led initiatives to realize inclusive societies, this certification is given to local governments with advanced initiatives in universal design and barrier free standards.



Exchange training with Brazil wheelchair marathon athletes  
(November 2018)

## Goal 11 Sustainable Cities and Communities

### Related sectoral areas of the First Promotion Plan:

Industry and Economy; Safety, security, and comfort; Environment and energy; Health and welfare; Culture and life-Long learning; Local government and urban management

### Related sectoral plans:

Hamamatsu Urban Planning Master Plan  
 Hamamatsu City Local Disaster Management Plan  
 Hamamatsu City Tsunami Disaster Prevention City Planning Plan  
 Hamamatsu City Crime-free, Safe and Secure City Development Plan  
 The Second Basic Environment Plan



The Comprehensive Plan envisions a city which encourages its residents to protect their own lives and wealth from the risk of disasters, crimes, and accidents as well as a compact city where residential areas. To achieve this, many actions have been taken.

### Basic concept of city development (Compact and lively city development)

Hamamatsu City aims at a network-type urban structure in which residential areas are aggregated at the nodes of public transport and along major roads and railways, residences, industrial areas and natural conservation areas are clearly delineated, and there is a clear distinction between high and low population density areas as a result. This structure is effective for urban management that makes the best use of various local characteristics and resources, addresses social issues such as declining populations, falling birthrates and aging, and takes environmental conservation into consideration.

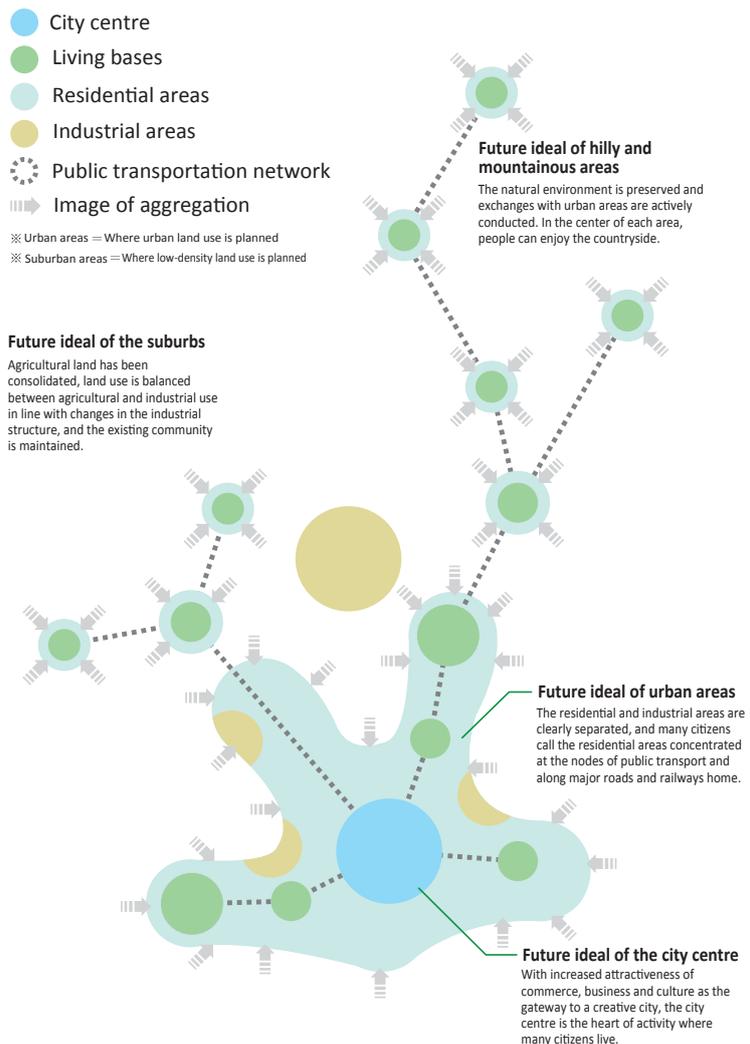


Figure 9. Basic concept of urban development (source: Hamamatsu City Comprehensive Plan)

### Disaster management and risk reduction

Hamamatsu City Action Plan against Earthquake and Tsunami 2013 (revised in June 2019) defines concrete actions, targets, and indicators to protect as many lives as possible.

### Making the city safe

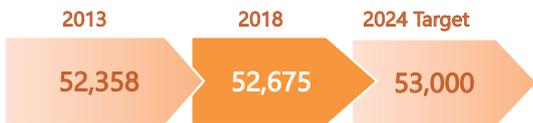
To make a safe city free from crime in partnership with citizens, the city is encouraging communities to establish “District Safety Meeting” as a voluntary group to conduct crime prevention activities. In addition, the city is supporting security associations within the six local police department so as to enhance local crime prevention activities.

### Protecting the environment

Based on the Hamamatsu City Basic Environment Regulations and the Basic Environment Plan, the city implements countermeasures against air and water pollution, and conducts waste management.

#### Related indicators:

Number of persons who live in the major nodes in the city's urban development master plan



Percentage of person who think they live with care of the environment



## Goal 12 Responsible Consumption and Production

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Childrearing and education; Safety, security and comfort; Environment and energy; Health and welfare; Culture and lifelong learning

### Related sectoral plan:

The Second Environmental Basic Plan



### Waste reduction and recycling

Hamamatsu City is implementing various initiatives to reduce waste volume, promote waste recycling and to build an environmentally sound resource recycling society. For example, the city tried to raise citizen awareness on waste reduction and recycling by distributing goods to drain water from kitchen garbage and sorting bags for mixed paper, as well as giving lectures on waste reduction and the 3Rs (reuse, reduce, recycling). The city also promotes policies and initiatives to recover rare metals from electronic waste (e-waste), promote 3R activities in which local governments, citizens and businesses understand their roles and fulfil their respective responsibilities, and enhance longer-term and effective use of waste treatment facilities and landfill sites.

### Promotion of food education and ethical consumption

Promoting ethical consumption is an important indicator of sustainable consumption and production. Under the National Act on the Promotion of Consumer Education, local governments are responsible for consumer education in schools, communities, homes, and workplace, and Hamamatsu City arranges and provides lectures for citizens to promote ethical consumption, with a focus on fair trade. In FY2018, various initiatives were carried out to promote Fair Trade Town. For example, school lunches using sesame and sesame oil that with fair trade certification were provided at model schools by the Inasa School Meal Centre.

The city also tackles food loss issues that are prevalent in Japan. The city encourages local food providers to register themselves as shops to support food loss reduction. In 2018, 161 companies registered and conduct food loss reduction promotion activities at shops.

### Related indicator:

Per capita waste volume/day



## Goal 13 Climate Action

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Safety, security and comfort; Environment and energy;  
Health and welfare; Culture and lifelong learning

### Related sectoral plans:

Hamamatsu City Global Warming Countermeasures Action Plan  
Hamamatsu Regional Disaster Prevention Plan  
Hamamatsu City Tsunami Disaster Prevention City Planning Plan



Hamamatsu City conducts activities to reduce the burden on the environment in citizens' daily lives, and promotes efforts to mitigate global warming. In addition, the city implements various disaster risk reduction measures to protect the lives of local people from disasters.

### Climate mitigation

Hamamatsu City Action Plan for Global Warming Countermeasures (Local Area Measures) set 26% greenhouse gas emission reduction as the medium-term target in FY2030 (baseline year: 2013) and 80% in FY2050 as a long-term target. In order to achieve these goals, four principal policy measures were identified, namely (1) promotion of energy conservation in business, citizens, and local government's activities, (2) promotion of introduction of renewable energy, (3) realisation of low-carbon society through promotion of low energy consumption buildings and infrastructure, and the spread of next-generation vehicles such as hybrid vehicles, electric vehicles and fuel cell vehicles, (4) promoting sound forest management, revitalisation of agricultural sector, and ensuring carbon sinks through greening. Information on greenhouse gas emissions and the status of implementation of climate policies and measures is open to the public, and the action plan will be revised every three years in consideration of social and economic changes.

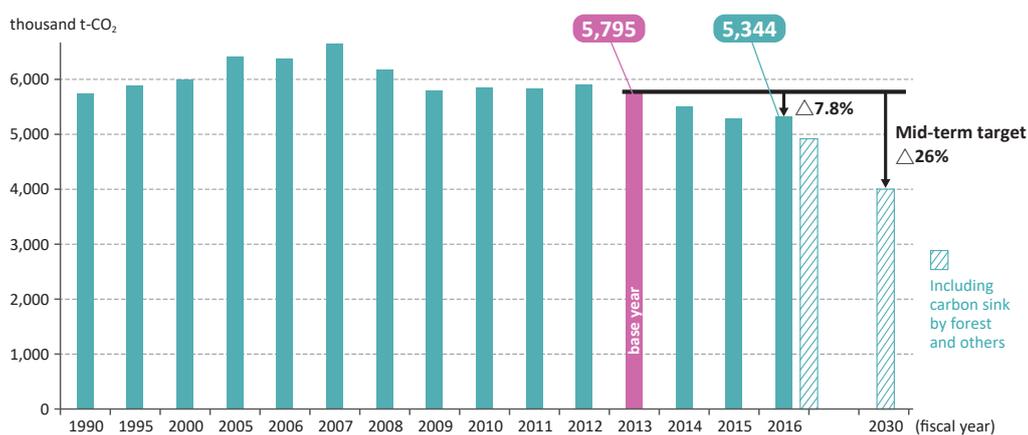


Figure 10. Trends of Greenhouse Gas Emissions in Hamamatsu City  
(Source: Hamamatsu City)

### Adaptation

The Action Plan also incorporates "adaptation measures" to the impacts generated by global warming. The measures include such as sharing information among relevant five departments namely, agriculture and fishery, water resources, natural disaster, health, and ecosystems, and impact assessment and planning of adaptation measures

in cooperation with experts. “Hamamatsu City Wide-Area Support Plan” was established to protect citizen’s life and safety by securing a system so that Hamamatsu can smoothly accept human and material resources that are scarce in the event of a large-scale disaster from other administrative agencies and effectively implement disaster emergency measures.

**Related indicator:**

Percentage of persons who think they are ready to secure their own lives and property in case of disaster



**Other Related indicators:**

	2015	2018
Percentage of road lighting switched to LED (%)	10	34
Completion rate of breakwater (%)	20	59
Rate of earthquake-proof measure implementation for bridges on emergency transport roads (%)	74	88

**Goal 14 Life Below Water**

**Related sectoral areas of the First Promotion Plan:**

Industry and economy; Environment and energy; Culture and lifelong learning

**Related sectoral plans:**

Hamamatsu Biodiversity Strategy  
The Second Basic Environment Plan



In order to protect the richness of the sea, Hamamatsu City maintains fishing ports, manages and protects fishery resources, and supports the modernisation of the fishing industry. In addition, the city takes measures to prevent marine pollution from inland sources by conserving the water quality of rivers and lakes and reduction and appropriate management of municipal solid wastes. The city strives to conserve a wide variety of flora and fauna, based on the "Hamamatsu Biodiversity Strategy".

## Goal 15 Life on Land

### Related sectoral areas of the First Promotion Plan:

Industry and economy; Safety, security and comfort; Environment and energy; Health and welfare; Culture and lifelong-learning; Local government and urban management

### Related sectoral plans:

Hamamatsu City Forest and Forestry Vision  
Hamamatsu Biodiversity Strategy



Hamamatsu's total area is made up of 66% forest, including the Tenryu Birin Forest, known as one of Japan's three most beautiful planted forests. Hamamatsu promotes sustainable forest management utilising the "FSC certification" system that certifies that global standards for appropriate forest management are being met. We aim to strengthen the multi-faceted functions of forests by promoting the creation of new projects and expanded sales of "Tenryu lumber" and revitalizing the forestry and wood industry in an integrated manner.

### Promoting Hamamatsu's version of green resilience

After 18,400ha of land in the city received FSC forest management certification in 2010, the area of certified land in the city was expanded, and has now reached 45,270ha, ranking number one in Japan for certification area by city. Further, more than 70 business entities obtained certification of FSC CoC (Chain of Chain of Custody), which confirms identification and separation of FSC material for forest products throughout the entire supply chain, from processing and manufacturing to distribution, right up to reaching the end user. As such, Hamamatsu is one of the area that FSC certifications are widely applied in entire forest businesses. Variety of stakeholders are involved in the FSC certification such as forest owners, those who are engaged in unsawn timber, lumbering, distribution, constructors, wood processing and product sales. Therefore, Hamamatsu City are advancing these initiatives based on partnerships and the participation of many stakeholders, including the national government, prefectural government, city government, six forestry unions and private companies. Further, as a way of promoting the use of Tenryu lumber, Hamamatsu city has provided support for housing construction using Tenryu lumber. The city is now expanding this programme to non-residential use such as shop and office construction .

Additionally, several initiatives are underway that make the most of the multi-faceted values of forests. Such initiatives includes the development of "green breakwaters" with participation of citizens that aim to reduce the risk of flash floods and landslides by maintaining and expanding forest capacity to replenish groundwater, implementation of environmental education programmes to enhance understanding on forests and their utilisation, and use of woody biomass for energy.



Using Tenryu lumber at a convenience store in the city



Lecture by a forest association

Hamamatsu’s version of green resilience adds another step to the typical “plant”, “grow”, “cut down”, “use” cycle. Specifically, before “use”, an extra step in the process is inserted focused on innovation. The step of “innovation” aims to add value to the forest products and the city has been promoted “innovation” through public-private partnership and participation of various local stakeholders. Further, by protecting and utilizing community forest resources, these initiatives also contribute to the achievement of multiple SDGs.

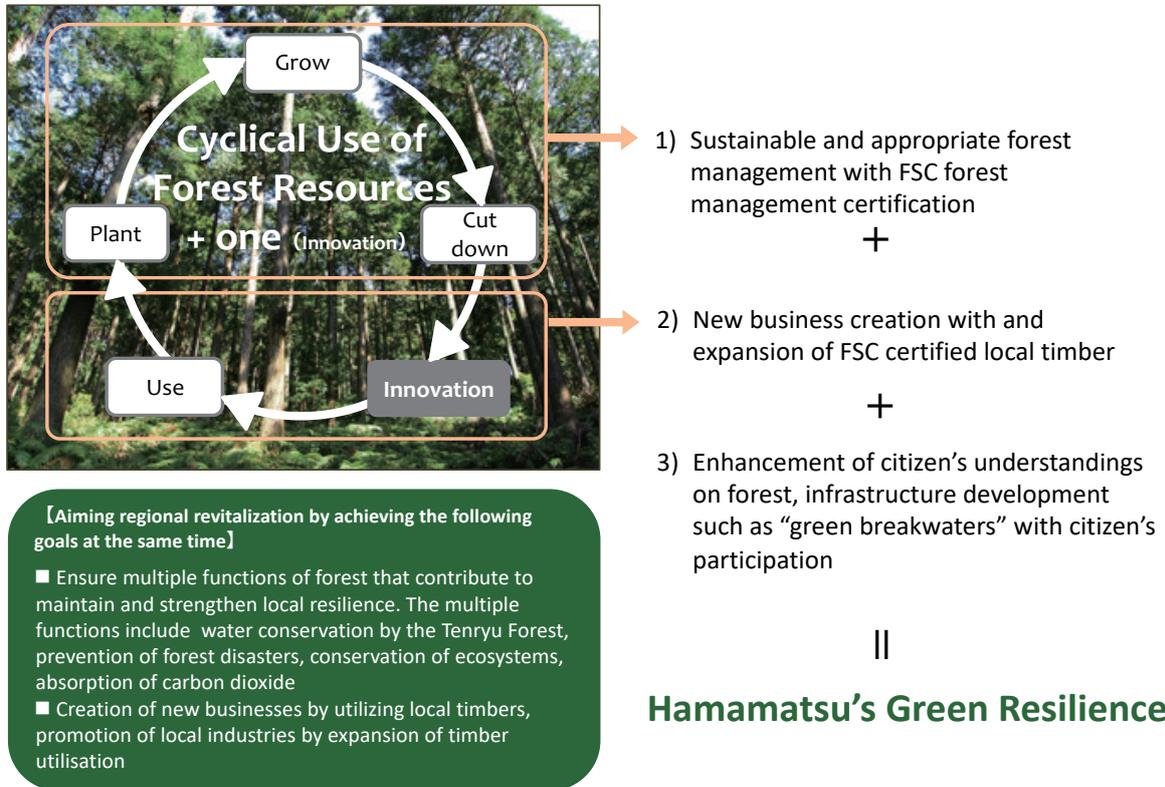


Figure 11. Overview of the Hamamatsu's Green Resilience

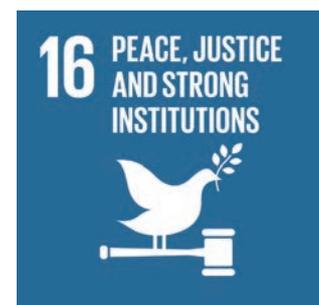
## Goal 16 Peace, Justice and Strong Institutions

### Related sectoral areas of the First Promotion Plan:

Childrearing and education; Health and welfare; Local government and urban management

### Related sectoral plans:

Hamamatsu City Plan for Human Right Policy Promotion



### Measures to prevent the abuse and exploitation of children

In order to prevent child abuse and for improved early detection and response, personnel are actively put in place including social workers, clinical therapists, and public health nurses, aiming to expand support based on more expert knowledge and techniques. Further, as part of measures to provide family care environments for victims of child abuse, we are raising public awareness on our foster parent system (giving lectures at companies and universities, holding salons and trainings for foster parents) and providing support to foster parents. We also provide support to children that cannot get support from their parents and are living in facilities without foster parents, helping them to attend university.

## Goal 17 Partnerships for the Goals

### Related sectoral areas of the First Promotion Plan:

Safety, security and comfort; Health and welfare; Culture and lifelong-learning;  
Local government and urban management

### Related sectoral plans:

Hamamatsu City Ordinance to Promote Civic Cooperation and  
Hamamatsu City Basic Principles to Promote Civic Cooperation



### Encouragement of multi-stakeholder partnership

The Hamamatsu City Future Vision has designated “Hamamatsu, a creative city built on civil collaboration, shining into the future” as the ideal of the city. To address local challenges, the collaboration and partnership of diverse actors including citizens, civil society groups, businesses and the municipal government is key. To facilitate such collaboration and partnership, the city government has been trying to create an enabling environment that connects diverse stakeholders, creates partnership, and promotes collaboration among citizens. The city allocates community support staff in ward offices and carries out other activities to promote the public’s autonomy, collaboration among citizens, and the development of a liveable city. Community support staff promotes collaborative community development by providing guidance and assistance to community activities and development. The city also established the Hamamatsu Citizen Cooperation Centre in 2010 as base to facilitate collaboration among citizens and provide support to various citizens groups. In addition, a “Student Volunteer Centre” was set up to encourage collaboration among student volunteer groups and disseminate information on volunteer activities aiming to energise social contribution activities by students. Collaboration with the private and academic sectors is also promoted in terms of the SDGs.

Along with partnerships among local stakeholders in Hamamatsu, cooperation with other local governments in Japan in addressing local challenges and participation in international networks has allowed Hamamatsu City to enjoy opportunities for mutual-learning and to disseminate information on the city’s charms and initiatives. The city has strengthened cooperation with local governments in the San-en Nanshin area and is the only member from Japan in the United Cities and Local Governments (UCLG), the world’s largest organisation of local governments. The city also a member of the Alliance for Healthy Cities (AFHC) with 173 member cities and organisations mainly from the Asia-Pacific region. Hamamatsu is also a member of the UNESCO Creative Cities Network (music), which promotes partnerships between culturally-diverse cities with potential for the development of creative industries.

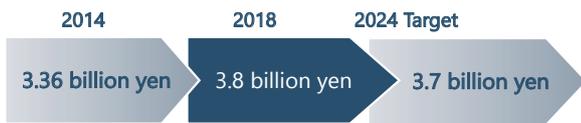
### Measures for a sustainable city

For Goal 17, “measures for a sustainable city” encompass finance, capacity, monitoring and government accountability. Hamamatsu City has designated “Local government and Urban Management” as a key area of the First Promotion Plan. The city promotes provision of open data to create an environment where anyone can access data that has been compiled by government and public institutions, aimed at appropriate organisational frameworks, improved administrative services, administrative transparency, new services and business creation. The city promotes utilisation of open data, which includes 256 types of data that are available on the city’s website and data listed in Shizuoka Prefecture’s open data catalogue. The number of data provisions in fiscal year 2018 greatly exceeded the target of 180, reaching 256 and showing how utilisation has progressed.

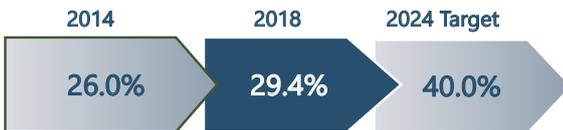
Additionally, revenue sources and appropriate financial administration are required for good governance. Hamamatsu aims to advance independent and autonomous city management through optimisation of administrative work based on appropriate management of public facilities and digitalisation of open bids.

**Related Indicators:**

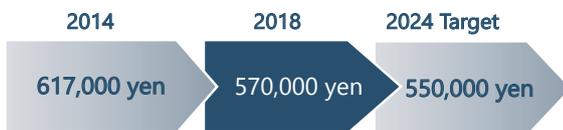
Project budget of registered NPOs



Percentage of person who think they receive necessary administration information



Municipal bond balance per capita



## Measures and Means of Implementation

Under the comprehensive plan, Hamamatsu City promote necessary measures to realise ““One Dozen Futures” by positioning and linking the SDGs with the strategic plan (annual implementation plan) and policies and project sheets. In addition, the city will also monitor and evaluate the progress of implementation in conjunction with the evaluation of the comprehensive plan and the "Yaramaika" comprehensive strategy. In order to implement and entrench the SDGs into every aspect of society, it is important to collaborate not only with local governments, but also with various stakeholders. With the establishment of the "Hamamatsu City SDGs Promotional Platform", the city is aiming to promote the SDGs with all stakeholders in Hamamatsu and collaborate with companies and universities seizing upon the SDGs as an opportunity.

### Examples of partnership agreements with private sector

Month and year	Name of company and title of agreement	Contents
August 2019	Agreement on cooperation with BizReach, Inc.	Responses to shortages of human resources and labour shortages in a society with declining population, as well as diversified administrative issues, sustainable development of local industries, etc.
August 2019	Agreement with Seven Bank, Ltd. on promoting a multicultural society	Promoting a richer life for foreign residents and an inclusive way of life in local communities, etc.
July 2019	Comprehensive partnership agreement with Ricoh Co. Ltd. and Ricoh Japan Corp. on regional revitalisation	Mutual cooperation on promoting the SDGs, revitalisation of local communities through the use of ICT, industrial promotion, educational/cultural promotion, tourism promotion, environmental conservation/energy measures, etc.
May 2019	Comprehensive partnership agreement with Mitsui Sumitomo Insurance Company, Ltd. on regional revitalisation	Cooperation on initiatives to achieve the SDGs, revitalisation of the local economy, cooperation in making the region and lifestyles of people safer and more secure, disaster prevention/disaster countermeasures, promotion of local welfare, tourism promotion, and promotion of a sharing economy, etc.
January 2019	Comprehensive partnership agreement with the Dai-ichi Life Insurance Company, Ltd. on regional revitalisation	Revitalisation of the local economy, raising youth, realisation of safe and secure lives for residents, tourism promotion, health promotion, municipal administrative information, etc.
December 2018	Comprehensive partnership agreement with Seven-Eleven Japan Co., Ltd.	Promotion of community-based welfare, promotion of disaster prevention and safe/secure community development, strengthening of regional disaster prevention, promotion of environmental measures, promotion of food education and local production for local consumption, etc.
December 2017	Comprehensive partnership agreement with Aioi Nissay Dowa Insurance Co., Ltd. on regional revitalisation	Local safety, disaster prevention/disaster countermeasures, industrial promotion/SME support, tourism promotion, community welfare, etc.
November 2017	Comprehensive partnership agreement with Tokio Marine & Nichido Fire Insurance Co., Ltd. on regional revitalisation	Strengthening local industrial power, developing capabilities of labour supply, support for marriage, pregnancy, childbirth, and childcare, development of safe and secure communities, creation of vitality, development of local communities through mutual support
November 2015	Mutual cooperation and partnership agreement with the Iwata Shinkin Bank* on regional revitalisation * Company name at the time of the agreement	Industrial promotion, business start-up and SME support, employment support, promotion of the employment, promotion of immigration and settlement
October 2015	Mutual cooperation and partnership agreement with the Shizuoka Bank	Industrial promotion, business start-up and SME support, employment support, expansion of sale channels in other cities including the metropolitan areas, information provision and advice on business opportunities in overseas, support the efforts to attract companies, information dissemination within and outside of the city, promotion of immigration and settlement

Month and year	Name of company and title of agreement	Contents
August 2015	Comprehensive partnership agreement with the Hamamatsu Shikin Bank* on regional revitalisation *Company name as of the agreement	Revitalisation of the local industries, support to SMEs, employment support, community development, local revitalisation, support to the child-raising, support of school education, etc.
August 2015	Comprehensive partnership agreement with the Enshu Shinkin Bank on regional revitalisation	Revitalisation of the local industries, support to SMEs, employment support, community development, local revitalisation, support to the child-raising, support of school education, etc.
August 2015	Comprehensive partnership agreement with the Sizuoka Prefecture Western Region Sinkin Economic Research Institute	Revitalisation of the local industries, support to SMEs, employment support, community development, local revitalisation, support to the child-raising, support of school education, etc.
December 2011	Comprehensive partnership agreement with Aeon Co., Ltd.	Promotion of musical culture, promotion of commerce, tourism and the city, environmental and greening measures, disaster countermeasures, promotion of traffic safety, support for the elderly and persons with disabilities, and childcare support, promotion of partnerships in the San-en Nanshin region



Agreement with Ricoh Co. Ltd, and Ricoh Japan Corp.



Agreement with Mitsui Sumitomo Insurance Co., Ltd.



Agreement with Seven-Eleven Japan Co., Ltd.



Agreement with the Sizuoka Prefecture Western Region Sinkin Economic Research Institute, Hamamatsu Shikin Bank (Hamamatsu Iwata Shinkin Bank at present), and Enshu Shinkin Bank

## Examples of partnership agreements with Universities

Month and year	Name of university and title of agreement	Contents
January 2018	Comprehensive partnership agreement with Seirei Christopher University	Promotion of community health and welfare, education and human resources development, academic research, and local communities for the creation of an inclusive society, etc.
December 2017	Comprehensive partnership agreement with Hamamatsu University School of Medicine	Educational support, promotion of academic research, health/medical care/welfare, industrial promotion, etc.
March 2017	Comprehensive partnership agreement with Tokoha University	Community development and revitalisation of local industry, educational support, development of human resources, and childcare, promotion of health/medical care/welfare, local disaster and crime prevention, sports and culture
November 2015	Agreement with Aichi University on mutual cooperation and collaboration	Creation of human resources, promotion of development of hilly and mountainous areas, promotion of inbound measures
January 2015	Agreement with Hamamatsu Gakuin University Junior College on mutual cooperation and collaboration	Creation of human resources, child-raising and childcare support, enhancing education and welfare, organisation of open lectures, intercultural society
March 2014	Agreement with Shizuoka University of Art and Culture on mutual cooperation and collaboration	Education/human resource development, universal design, lifelong learning/multicultural societies, cultural promotion, industry/government/academic research, disaster preparation



Agreement with Seirei Christopher University



Agreement with Tokoha University

## Conclusion: Looking Towards the Future

Hamamatsu City has been promoting city development from the perspective of regional revitalisation and sustainable urban management by making effective use of local resources, with the city vision of “Hamamatsu, a creative city built on civil collaboration, shining into the future” in the Comprehensive Plan of Hamamatsu City. The comprehensive plan depicts the future vision of Hamamatsu in 30 years, and then develops individual plans, measures, and projects to achieve the vision. The comprehensive plan formulated by such a backcasting planning approach contains a lot in common with what the SDGs are aiming for. Based on the comprehensive plan, Hamamatsu City develops and implements individual plans in consideration of the linkage with the SDGs, aiming to create synergy effects among different sectors.

“Sustainable forestry businesses and management practices in line with the FSC International Forestry Standards Certification”, “Realisation of the Hamamatsu Smart City, a resilient and low-carbon society with a reliable energy supply”, and “initiatives for intercultural society” are the three pillars of the SDGs Future City Plan of Hamamatsu. They are a good representation of the policy direction in which Hamamatsu is headed. These measures are related to other sector-by-sector measures, and we will continue to prioritize them when implementing the SDGs and to realize the “Regional Circular and Ecological Sphere” that the Japanese government is promoting for transformation to the sustainable society.

Partnership with various local stakeholders such as citizens, the private sector, academics and NPOs, and this type of partnership is recognised as a very important element in implementation of many policies and measures of the city. Therefore, SDG 17 (Partnership) is critical for sustainable city development of Hamamatsu. In May 2019, the Hamamatsu SDG Promotion Platform was established as a venue for organisations, the private sector, and individuals to exchange information and ideas. Hamamatsu City will support their activities through the Platform in order to enhance individual SDG actions and also to create new actions through the exchange. There is still not much awareness of SDGs by citizens, companies, and organisations in Hamamatsu. On the other hand, there are a growing number of activities to raise the awareness about the SDGs for organisations and companies in the city. Hamamatsu city continues to take actions to create an environment where more and more people will learn about and take action on the SDGs.

As a result of the merger of 12 local municipalities in July 2005, Hamamatsu became the second largest municipal area nationwide with a diverse natural and social environment that includes urban, rural, mountainous and hilly areas. Hamamatsu faces challenges that are common not only of large cities but also small and medium cities such as a declining birthrate and an increasing aging population, as well as looking to revitalize local industries, and dealing with energy issues. Because of these regional characteristics, Hamamatsu is referred to as a government ordinance-designated city that is a model of Japan in miniature or a microcosm of Japan. By making the most of the rich natural environment with warm climate of Hamamatsu described as a microcosm of Japan, its spirit of taken on challenges with proactive initiatives, as well as its diversity and mutually beneficial communities, Hamamatsu will make full use of its world-class local resources and work to promote the SDGs and create a model of sustainable city development. Through such actions, Hamamatsu aims to create a city where young people and future generations will want to continue to live in the city.

Through disseminating and sharing actions and experiences of Hamamatsu City through this VLR report through the domestic and international network the city is involved in, the city expects to contribute to sustainable development not only for the city but also the rest of Japan and the world.

**Planning Division,  
Planning & Coordinating Department,  
Hamamatsu City**

103-2 Motoshiro-cho, Naka-ku,  
Hamamatsu City, 430-8652 JAPAN

**IGES** Institute for Global  
Environmental Strategies

2108-11, Kamiyamaguchi,  
Hayama, Kanagawa, 240-0115, Japan  
Tel: +81-46-855-3700  
Fax: +81-46-855-3709  
E-mail: [iges@iges.or.jp](mailto:iges@iges.or.jp)  
URL: <http://www.iges.or.jp/>