

# OSAKA JAPAN SDGs Forum

SDGs National Forum 2025

Event Report



Osaka Prefectural Government



OSAKA SDGs



# OSAKA JAPAN SDGs Forum

— Change the world via collective wisdom —

With the achievement of the SDGs in view, diverse forces for action will converge on the stage of Expo 2025 Osaka, Kansai, Japan.  
From dialogue to action, from learning to transformation.

This forum, launched from Osaka to the world, not only charts a pathway toward achieving the SDGs, but also envisions “SDGs + beyond”  
—a new vision for a better future beyond 2030— connecting each individual’s actions today to a sustainable future.

**Date & Time :** Friday, September 5, 2025, 13:00–17:30  
**V e n u e :** EXPO Hall (Shining Hat), at Expo 2025 Osaka, Kansai, Japan  
**Participants :** 1,552  
**Organizer :** Osaka Prefectural Government  
**Supporters :** Cabinet Office, Government of Japan / Ministry of Foreign Affairs of Japan / Ministry of the Environment, Government of Japan / Ministry of Economy, Trade and Industry / SDGs Promotion Platform for Public-Private Partnership for Local Revitalization / United Nations Centre for Regional Development (UNCRD)  
 Japan Business Federation / Japan Civil Society Network on SDGs / National Governors’ Association / Japan Association of City Mayors / National Association of Towns and Villages / Shiga Prefecture / Kyoto Prefecture / Hyogo Prefecture / Nara Prefecture / Wakayama Prefecture  
**Cooperation for the Resource Corner** Cabinet Office, Government of Japan / United Nations Centre for Regional Development (UNCRD) / Saitama Prefecture / Sagami-hara City, Kanagawa Prefecture / Gifu City, Gifu Prefecture / Toyota City, Aichi Prefecture / Shiga Prefecture / Sakai City, Osaka Prefecture / Hannan City, Osaka Prefecture / Hyogo Prefecture / Okayama City, Okayama Prefecture / Higashihiroshima City, Hiroshima Prefecture / Minami Town, Tokushima Prefecture / Fukuoka Prefecture / Okinawa Prefecture



# 01 Opening Remarks

## ■ Hirofumi Yoshimura Governor of Osaka Prefecture

As the Expo's host city, the Osaka Prefecture endeavors to become an "SDGs Advanced City" that leads the global achievement of the SDGs. Our initiatives include the Osaka Blue Ocean Vision shared in the G20 Osaka Summit Leaders' Declaration, as well as the SDGs Declaration Project driven by residents and businesses across Osaka Prefecture.

The forum's concept, "Change the world via collective wisdom" expresses our determination to unite the passion and ideas of diverse stakeholders and foster new co-creation toward a sustainable and prosperous society.

With five years remaining until the SDGs' target year of 2030, we aim to accelerate sustainable actions together from Expo 2025 Osaka, Kansai, Japan positioned as an "EXPO for SDGs."

We hope today's program will encourage your engagement in initiatives, promote sustainability, and deepen collaboration, translating diverse perspectives into concrete practices for a better future.



# 02 Opening Act



## ■ "Hikari Musubi"

The opening program featured the dance performance Hikari Musubi (Light Weaving), presented by the Dance Company DAZZLE and the Dance Unit BOTAN with approximately 70 participants, including individuals with disabilities, selected through an open call.

The performance portrayed a small light being born and gradually coalescing with others into a radiant glow.

It showed that even the smallest lights, when united, can become a source of hope, symbolically connecting people, tradition, past and future, and innovation through "light."

The vibrant energy of life resonated throughout the venue, leaving a strong impression and drawing warm applause for the dancers' inspiring performance.

# 03 Guest Address

## ■ Takeshi Iwaya

Minister for Foreign Affairs of Japan ※Title at the time of the event

The theme of Expo 2025 Osaka, Kansai, Japan is "Designing Future Society for Our Lives," and efforts to safeguard people's lives deserve the utmost respect. The Government of Japan has been aiming for a world where individuals can live in dignity, free from fear and want. This concept, human security, is exactly what drives the SDGs. Japan has been actively working towards achieving the SDGs both domestically and internationally with a united effort between the public and private sectors, in areas such as renewable energy, a circular economy, and climate change. However, achieving the SDGs requires more than just efforts at the national level; Creativity of local governments is essential. Efforts tailored to the reality of the regions are the key for achieving the SDGs. I am deeply encouraged by Osaka Prefecture's aim for Osaka to become an "SDGs advanced city" and continued commitment to new challenges.

I am confident that this forum will be a valuable opportunity to share advanced initiatives, and deepen discussions on the "SDGs + beyond" after 2030 and will greatly contribute to the achievement of the SDGs throughout the world.



## ■ Shigeo Murata

Head, United Nations Centre for Regional Development (UNCRD)

The United Nations Centre for Regional Development collaborates with the United Nations Department of Economic and Social Affairs to promote the SDGs worldwide. We sincerely appreciate Osaka Prefecture's continued cooperation with our activities and its proactive efforts, as well as the efforts of all participants here today, to advance SDGs localization.

In 2025, 10 years after the adoption of the SDGs, "The Sustainable Development Goals Report 2025" showed progress in education, health, and energy, while overall advancement remains insufficient. With five years remaining until 2030, accelerating action is an urgent priority. I hope this forum will serve as a platform to share knowledge and success stories and further accelerate implementation.

## ■ Li Junhua

Under-Secretary-General for Economic and Social Affairs, United Nations

A decade into the 2030 Agenda, significant challenges persist. Only 35 per cent of measurable targets are on track or making moderate progress, underscoring the urgent need for accelerated actions. In September last year, the Summit of the Future marked a significant milestone with the adoption of the Pact for the Future - a global commitment to accelerate the SDG implementation through stronger cooperation. This Forum is a vital space to share these successes, exchange knowledge, and foster collaboration across sectors and borders. Let us reaffirm our shared commitment to building inclusive, resilient, and sustainable societies for future generations, leaving no one behind. Your leadership is the key to our collective success.



## 04 Keynote Speech

### ■ Norichika Kanie

Professor, Graduate School of Media and Governance, Keio University

With five years remaining until the SDGs' target year of 2030, we must recognize that the SDGs do not end there—they must continue beyond that point. This is why sustainability matters. Listening carefully to the voice of science is essential.

Data show rising levels of carbon dioxide and methane, indicating that the Earth is approaching its limits. We are now in the Anthropocene era—in which human activity shapes the planet. If human behavior changes, the state of the Earth can also change; however, the path forward is extremely narrow. We must address poverty and hunger while also tackling climate change and coexisting with nature. Simultaneously advancing these goals is challenging and requires transformation.

The first step toward transformation is measurement and visualization. By making progress visible, we can identify what needs improvement, reinforce what works, and expand effective actions by engaging more partners.

Furthermore, it is time to begin thinking seriously about what follows the SDGs. In Osaka, the “Public Private Forum on Beyond SDGs” has officially launched to explore the future beyond 2030. By combining public and private efforts, this initiative seeks to promote dialogue over confrontation and to share its approach globally. If Japan can communicate this vision to the world and advance it together with international partners, it will become a powerful force—not only for Japan, but for the global community.



## 05 Special Presentation



### ■ Ryoko Aoyagi

Country President, Schneider Electric Japan

“Our participation today is based on the external recognition Schneider Electric has received. We have been named the World’s Most Sustainable Company by TIME magazine and others for two consecutive years, and were ranked first in global sustainability corporate rankings announced at the World Economic Forum in both 2021 and 2025.

Schneider Electric began focusing on sustainability 20 years ago, in 2005. We were the first in the world to introduce a sustainability barometer, quantifying and publicly disclosing our sustainability initiatives. As society has evolved, we have adapted this approach, and today we disclose our Sustainability Impact progress on a quarterly basis.

We view sustainability not as a matter of compliance or rules, but as something firmly linked to corporate performance.

Sustainability-centered business generates new ideas, builds trust with investors and stakeholders, and that trust becomes our strength. This creates a virtuous cycle in which business performance delivers positive environmental and social impact, while sustainability initiatives drive further growth.

Under the message ‘IMPACT starts with us,’ we aim to act as an impact maker contributing to Japan’s future and to the advancement of sustainability in Japan. The power to change the future exists within each of you as well.”

# 06 Panel Discussion 1

Theme

## Project for Everyone to Reduce CO2 (Genkotsu) From Osaka to Japan and the World —Advancing Carbon Neutrality Together with Consumers

"Project for Everyone to Reduce CO2 (Genkotsu)" aims to shift consumer mindset for knowing and buying eco-friendly products. The discussion noted the importance of public-private collaboration—combining consumer education by governments, promotion by manufacturers and retailers, and financial institutions' support. Participants confirmed the project's value from various views and ways to expand the actions.

panelists

### Tsutomu Sasaki

Chief Specialist, Center for the Strategy of Emergence, The Japan Research Institute, Limited

### Yasumi Takahashi

Executive Officer and Head of SCM HQ, Ezaki Glico Co., Ltd.

### Toshihiro Michioka

Representative Director and Deputy President, Sumitomo Mitsui Banking Corporation

### Koji Harada

Director-General, Department of Environment, Agriculture, Forestry and Fisheries, Osaka Prefectural Government

### Ryuichi Kouno

Managing Director, Mandai Co., Ltd.

### Tsutomu Sasaki

We view consumer purchasing behavior as a vote for the future. Our goal is to create a movement in which people help change society. Environmentally friendly products often cost more, making them harder for consumers to choose. Additionally, many people are either unaware of such products or cannot find them in stores.



To overcome these challenges, it is essential to first raise awareness of environmentally friendly products and foster



support among consumers for them. While local governments and schools promote educational initiatives, the private sector works through retail settings to encourage recognition and purchasing. Through cross-sector collaboration, we aim to expand this initiative from Osaka to a wider national and global scale.

### Toshihiro Michioka

At SMBC, we have supported corporate decarbonization, but we believe that achieving a decarbonized society also requires changes in consumer behavior and awareness. Therefore, we are advancing initiatives for individual customers, such as the SMBC Green Project, which uses cost savings from digital passbooks to support forest conservation, as well as experiential environmental education programs for children.



We believe that real experiences—not merely the provision of knowledge—catalyze behavioral change. By collaborating with diverse partners, we hope to expand social transformation and share this collaborative model with the world as a Japan-origin initiative.



### Ryuichi Kouno

As time efficiency has gained importance and retail spaces become increasingly crowded with information, communicating "Project for Everyone to Reduce CO2 (Genkotsu)" to consumers has grown more challenging. This year, however, all 169 stores promoted the campaign by explicitly linking participation to a five-yen donation for environmental protection, attracting over 3,000 participants. In August, promotional tools were also distributed at selected stores, with some households using them for children's summer assignments, generating many positive responses.



### Yasumi Takahashi

In addition to reducing CO2 emissions through efficiency improvements in logistics, production, and procurement, we are advancing technological development for next-generation energy. However, simply asking consumers to accept higher prices for eco-friendly products is ineffective. To address this, we are enhancing product value through marketing and product development, integrating Glico's commitment to taste and health with added value at the point of consumption. While measuring and visualizing CO2 emissions through the Carbon Footprint is costly, collaboration among producers, logistics providers, retailers, local governments, and media is essential to sustaining these efforts and driving customer purchases.



### Koji Harada

In Osaka Prefecture, alongside the CO2 Reduction Project, we are promoting the Osaka Carbon Footprint Project, which clearly displays CO2 reduction information for products and services that contribute to decarbonization. While the initiative currently focuses on locally produced agricultural products (Osaka-mon), we plan to expand it to services such as shared bicycles, as well as clothing recycling and reuse. Finally, the recovery of the ozone layer offers an important lesson. Since the adoption of the Montreal Protocol in 1987, the ozone layer has steadily improved and is expected to fully recover by the 2060s. This demonstrates that individual efforts can contribute to solving global challenges. We kindly request your continued cooperation toward the realization of a decarbonized society.



# 07 Awareness Program on Assistance Dogs for Persons with Physical Disabilities

Assistance dogs are essential partners for persons with visual, hearing, and physical impairments, playing a vital role in building an inclusive society. While users are legally entitled to be accompanied by their assistance dogs in public facilities, cases of assistance-dog entry refusal, unfortunately, continue to occur. Following the screening of an awareness-raising video, special guest Mitsuko Nakamura, a singer who has long supported guide dog training and development, took the stage. She discussed how sustained individual awareness and action can contribute to the realization of an inclusive society, and concluded by performing her signature song, “Kawachi Otoko-bushi.”



# 08 Forum Pre-Event Report



**Teppei Shimokawa**  
Manager, Future Business Co-Creation Office,  
Corporate Planning Department, NTT WEST, Inc.  
Open Innovation Designer, QUINTBRIDGE

QUINTBRIDGE is an open innovation facility in Kyobashi, Osaka, operated by NTT West, where diverse stakeholders have generated projects through co-creation. Guided by the philosophy “Self-as-We,” the facility promotes addressing social challenges not as individuals seeking others’ support, but as “we,” working together from the outset. Based on this philosophy, QUINTBRIDGE co-hosted a series of pre-events for this forum in collaboration with Osaka Prefecture.



**Yoichi Wada**  
Senior Staff, Coordination and Liaison Division,  
Planning Office, Dept. of Policy and Planning,  
Osaka Prefectural Government

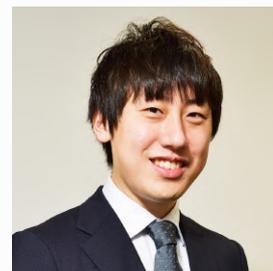
Two pre-events themed around “The Value of SDGs and Business” have been held to date. The first focused on why SDGs × Business initiatives have not expanded, while the second explored how such initiatives can be scaled. Interest from participating companies was strong, and each session featured highly engaged and energetic discussions. Building on this momentum, we plan to continue developing initiatives centered on “The Value of SDGs and Business” after the forum.

# 09 Presentation

## ■ Shun Kawakubo

Associate Professor, Dept. of System Design Engineering, Faculty of Science and Technology, Keio University

Under Osaka Prefecture’s My SDGs Declaration Project, more than 5,000 resident-submitted SDGs declarations are publicly accessible. We analyzed which keywords frequently appear together within these declarations. Many Osaka residents frequently associated SDGs Goal 14, Life Below Water, with terms related to waste and marine plastic pollution. This trend is likely influenced by Osaka’s role as the host of the G20 Summit and extensive awareness-raising efforts related to the Blue Ocean Vision, which have elevated public concern about marine plastic pollution. Such analysis enables individuals and organizations to better understand their current position, recognize strengths and challenges, and promote dialogue, collaboration, outcome creation, and impact evaluation.



# 10 Youth-Led Initiatives and Presentations

## ■ Haruna Nakao

Nonprofit Organization Deep People

Launched in 2019, “Kansai SDGs Youth Action” collects and recognizes actions and ideas proposed by young people in the Kansai region to advance the SDGs, while also providing support for their implementation. The initiative offers learning and presentation opportunities, particularly during summer breaks, and this year also gave students the opportunity to present at the Expo. Some award-winning ideas have been realized, including publication as picture books. High school students are not only learning about the SDGs in school, but are also taking action on their own. To further expand this initiative, we warmly welcome encouragement and collaboration from all stakeholders.



### Toward a Future Society Without Hearing Barriers

■ SOS Card Research Team  
Kansai University Hokujo Senior High School

The SOS Card is a portable communication tool designed to help persons with hearing impairments communicate during disasters and emergencies. Developed over several years since the first year of high school, the card set integrates a ring-bound format with optional lights and a pen for ease of use. It includes cards covering evacuation, post-evacuation, and daily situations for quick accessibility. With universal design principles, the evacuation cards use yellow and black to convey urgency. Blank cards allow for additional writing. The cards are now distributed by the Higashiyodogawa Ward Office and are scheduled to be provided to international athletes at the Deaflympics.



### ReVibe: Creating “Renewal” and “Wave” Effects in Social Through Investment

■ My blue sparkling  
Yamawaki Gakuen Senior High School

With the theme “Creating “Renewal” and “Wave” Effects in Social Through Investment”, the team proposes “ReVibe”, an ESG investment-focused app aimed at increasing public engagement with sustainable finance. In Japan, ESG investment remains relatively limited, with short-term profits often favored. ReVibe connects companies and investors with short videos explaining ESG initiatives, user-based ESG scoring, and incentives for supporting high-scoring companies. User evaluations and support will motivate companies to boost their ESG efforts. The app is free, earning revenue through corporate usage fees and premium plans.

# 11 Initiatives by Universities in Osaka

## ■ Tomikazu Saito

Administrative Manager, Office of Co-Creation, The Ritsumeikan Trust

Ritsumeikan University promotes the “Socially Connected Campus” concept and has established “TRY FIELD,” a hub for social co-creation at its Osaka Ibaraki Campus. Through the Ritsumeikan Innovation Network for Co-creation (RINC), students work with companies and local governments to address social challenges through hands-on experience, fostering their growth. The university is also collaborating with Microsoft on student-led AI development and expanding SDGs-related initiatives with Osaka Prefecture. For updates on the activities, visit the university’s website and social media.



# 12 Panel Discussion 2

Theme

## Content Presented by the Next Host City

In collaboration with Toyota City, the next host city of the SDGs National Forum, a panel discussion was conducted to explore the promotion of the SDGs through public-private partnerships.

panelists

**Toshihiko Ota**  
Mayor, Toyota City

**Yumi Otsuka**  
Senior General Manager, Sustainability,  
TOYOTA MOTOR CORPORATION

**Norichika Kanie**  
Professor, Graduate School of Media and  
Governance, Keio University

### Toshihiko Ota

Toyota City promotes the SDGs in collaboration with diverse partners, including companies and research institutions. By expanding learning opportunities through tools such as card games, the city lowers participation barriers and promotes initiatives rooted in citizens' daily lives, reflecting the strengths of a local city. The city also works with the United Nations to assess SDG progress using jointly developed indicators, visualizing strengths and challenges, and emphasizes implementing the VLR (Voluntary Local Review) to report initiatives and progress. Using the SDGs as a common language for problem-solving, Toyota City aims to expand these efforts nationwide. The city plans to host the 2025 International Mayors Forum in October. Leveraging these opportunities, let us advance the SDGs together—from local communities to the world—guided by the principle “Think locally, act globally.”



### Yumi Otsuka

At TOYOTA MOTOR CORPORATION, we are advancing our transformation into a mobility company, guided by our founding philosophy of working “for someone else.” Our mission is to “Producing Happiness for All.”



By responding to diverse needs and creating widespread happiness, we believe we can shape the mobility society we seek to realize. In advancing sustainability, a key concept we value is “Best-in-town.” Rather than aiming to be number one globally, we strive to be trusted and appreciated by local communities. By staying close to communities and collaborating with partners, we hope to turn the future of mobility into a shared reality.



### Norichika Kanie

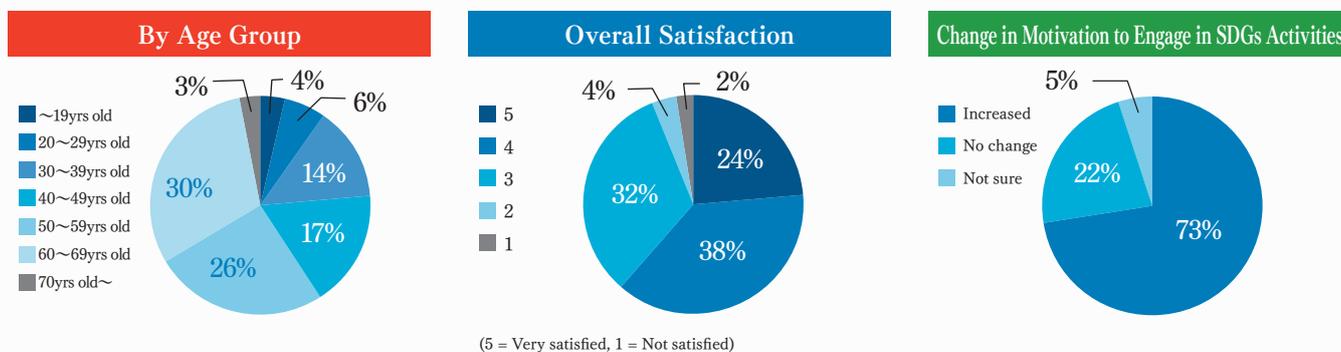
Sustainability emerges from actions rooted in local culture and everyday life. Connecting individual, place-based actions and expanding them for broader impact is increasingly important. As a shared global framework, the SDGs enable objective progress assessment through common indicators, fostering learning and collaboration among local governments. Toyota City's proactive implementation of the VLR (Voluntary Local Review) provides a valuable opportunity for municipalities to share their experiences internationally and build mutual learning relationships. Collaborative examples between regions and companies—such as the FIA World Rally Championship (WRC) hosted in Toyota City—also hold significant potential. Leveraging local strengths while flexibly incorporating ideas from other regions will lead to truly sustainable initiatives.



# 13 Visitor Survey Results

Google Forms responses: 164 participants

※ Selected results from the survey  
 ※ Rounded to one decimal place



# 14 Voices from Participants

※ Selected Excerpts

- Amid rising inflation, getting consumers to choose sustainable products requires not only raising awareness, but also offering smaller, more affordable options.
- I was impressed by high school students' engagement in ESG investment and expect the younger generation to produce future innovators.
- To see global challenges as our own and create an environmental movement, recognizing each person's role in building a sustainable society is important. Passing this to the next generation toward beyond SDGs is crucial.
- I valued viewing the SDGs not as compliance, but as a way to improve society through business and innovation.
- I didn't know about the high awareness of SDGs in Japan, or the 35% global achievement rate. Leveraging this awareness, I hope both successful and insufficient initiatives will be more widely promoted.
- Working in renewable energy fields, I was inspired by the global efforts beyond my own experience.
- "I was surprised by how rapidly discussions on SDGs + beyond are advancing at the United Nations—within just two years—and would be eager to participate."
- I realized the importance of collaboration among companies, local governments, and communities in driving behavioral change and contributing meaningfully to preserving the planet. More events would be appreciated for networking.

