

English



SDGs 未来都市とよた
Achieving Tomorrow's Standards



With an eye on 2030, the Sustainable Development Goals have been agreed upon by the nations of the world.

SDGs are 17 goals that will change the world.

The world we live in currently faces many issues. To work towards resolving these issues, the United Nations adopted the SDGs (Sustainable Development Goals) in 2015. Seventeen goals were established, with the aim of achieving them by 2030. All 193 member nations of the UN are taking aim together towards a future in which “No one will be left behind.”



Source:
TEEB “SDGs Wedding Cake”
<http://www.teebweb.org/sdgs/>
Graphics by Jerker Lokrantz/Azote
Designers: Johan Rockström and Pavan Sukhdev

A rich biosphere supports both society and the economy.

It is not good enough to achieve any one of the 17 SDGs alone. Rather, if each goal is connected and they are achieved in a united way, this will result in a sustainable world. The foundation for this is a rich biosphere. Our society is able to exist, our economy is able to move, and we are able to live rich, full lives thanks to the blessings that Earth provides.

Toyota City is seeking to be an SDGs Future City.

To protect our irreplaceable biosphere and live comfortably without burden or waste in pursuit of the Tomorrow's Standards, Toyota has given shape to cutting-edge technology and new social systems. As a local government taking the lead in initiatives seeking to achieve the SDGs, the city of Toyota has been selected as an SDGs Future City by the Cabinet Office of the national Government of Japan.

Toyota City's two major platforms focused on SDGs.

In Toyota City, urban areas and mountain villages coexist and it is brimming with diversity in its people, regions, companies, and technology.

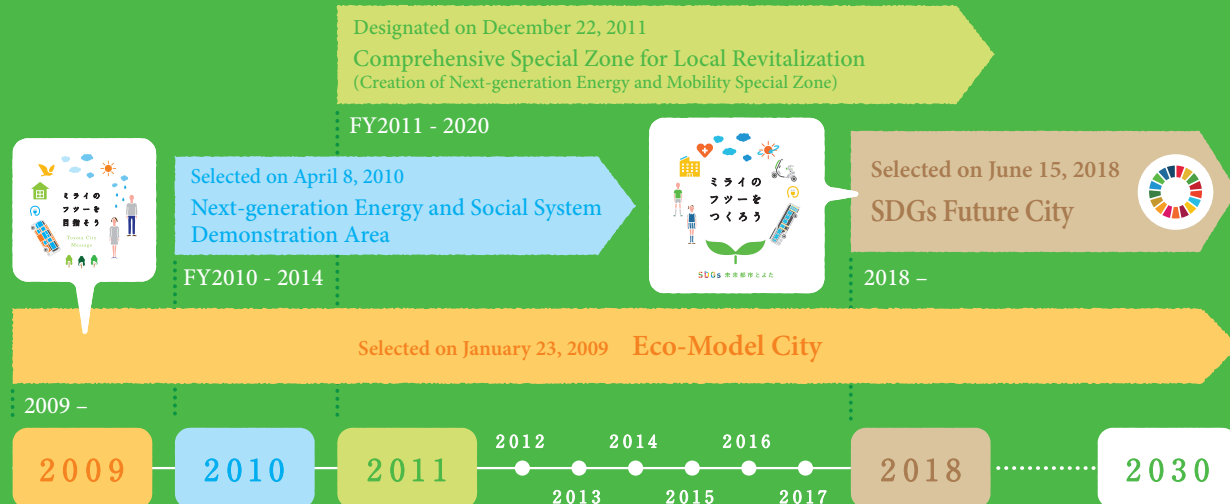
Connecting each and every one of these strengths, and focusing on Energy, Mobility, and Wellness, these initiatives are being unfurled in an effort to achieve our Sustainable Development Goals (SDGs).

Achieving Tomorrow's Standards: Toyota's journey

Image of a City of the Future

Connect and achieve
A fun city to live in, Toyota

By deepening, mutually recognizing, and utilizing connections between people and the local region, and with nature, Toyota seeks to be a city where it is possible to create diverse values and potential, while also being a fun place to live.



Urban Areas



**Toyota City
Connected Society
Verification Promotion
Council**

Regional issues are resolved through verification and installation of advanced technologies and systems.

This platform connects citizens, companies, financial institutions, education/research facilities, and government, promoting research, development and verification for new technologies and social systems.

It takes on the issues of promoting the local production and consumption of resources and energy, how to deal with an ultra-aging society, and traffic safety.

Mountainous Rural Areas



**Oiden-Sanson
Center**

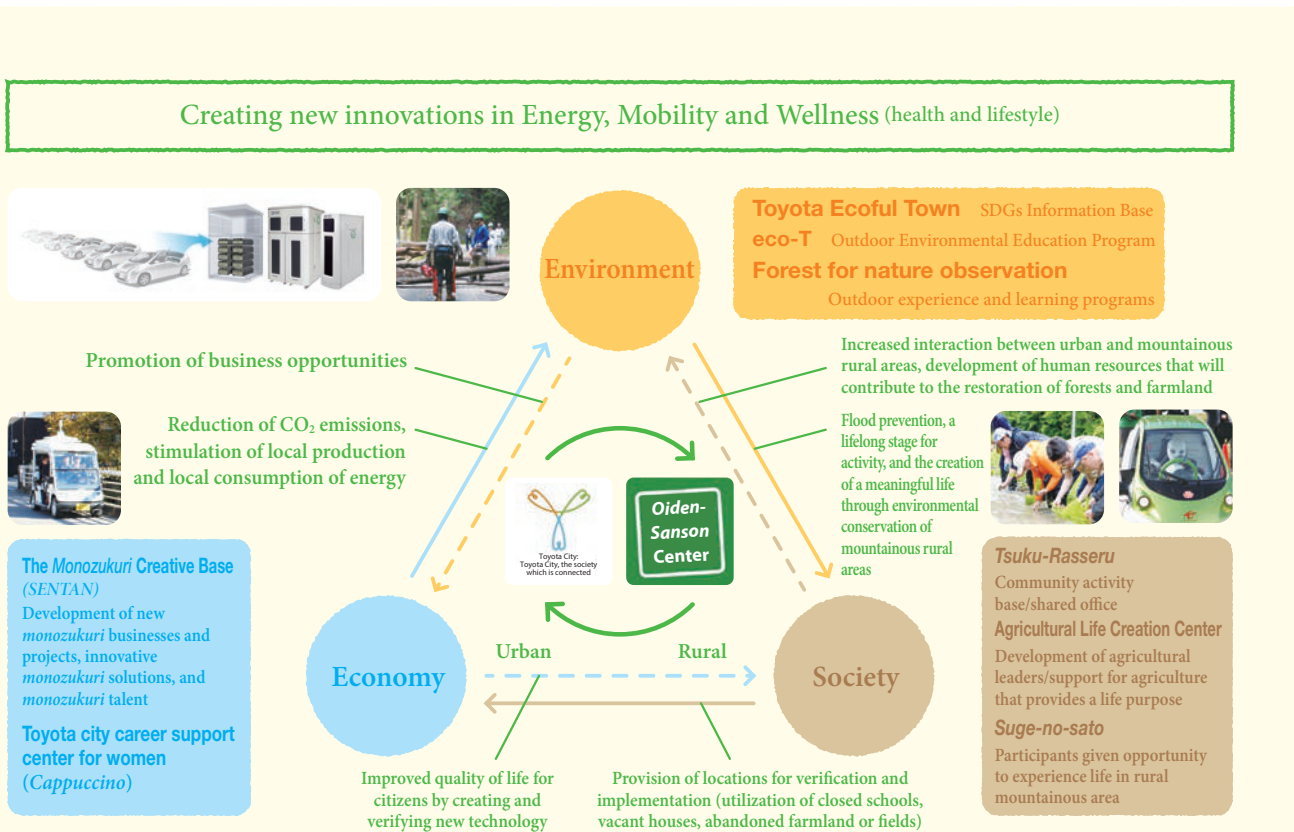
Connecting rural and urban areas to offer an abundant lifestyle

This platform coordinates interaction between urban and rural areas, connecting people with other people, local regions and companies/organizations. It resolves various urban and rural issues, supporting diverse life-styles and the creation of new regional appeal.

Connected community development will accelerate achievement of our SDGs.

Connecting different traits allows us to impact our future and create new strengths.

Focusing on our two major platforms of the “Toyota City Connected Society Verification Promotion Council” and the “Oiden-Sanson Center”, facilities within Toyota City and the diverse people and groups who gather there are able to overcome barriers between their fields of endeavor to achieve our SDGs and move forward with sustainable community development.



Various Toyota City Facilities Providing a base for SDGs activities (examples)

Environment



Toyota Ecoful Town

In looking towards the achievement of a sustainable and connected society, this facility provides an opportunity to experience Toyota City initiatives and a diverse range of cutting-edge technology. Along with an exhibit related to SDGs in the facility's Pavilion, visitors to the facility will enjoy a taste of the future while also delving deeper into the thinking behind the initiatives.

Society



Tsuku-Rasseru

This is a facility where people can gather, work, and make things. The building of the old (now closed) Tsukuba Elementary School has been refurbished and is utilized for co-working and shared office space, drawing and manual arts room, electrical work room, café, exercise facilities and others.

Economy



Monozukuri Creative Base SENTAN

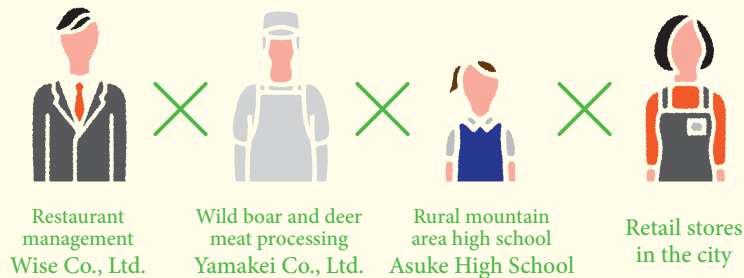
This is a collaboration between the Toyota Innovation Center and Toyota City, providing support for businesses and organizations looking to develop new products, open up new sales routes, and develop monozukuri talent. This facility connects monozukuri skills with the next generation.



Toyota city career support center for women, Cappuccino

This facility provides consultation services supporting women who want to re-start a career after leaving their jobs to get married, give birth, raise children, or care for an aging or invalid relative. Career consultants provide career counseling, and through various seminars and other events, detailed support is provided up until the user is hired at a new job.

Toyota Mountainous Area Wild Boar Meat Curry Project



Bounty of nearby mountains transformed into curry, leading to various valuable creations

With the philosophy of “learning about the actual site where food ingredients are made or grown”, Wise Co., Ltd., a company managing a franchise of curry specialty restaurants has its employees carry out agricultural training based on the matching program at the *Oiden-Sanson* Center. It was here that their employees came face to face with the rural mountain issue of crop damage caused by wild animals and they became determined to utilize their knowhow from restaurant management to contribute to the local community. Collaborating with Yamakei Co., Ltd. a wild game processing facility, they developed a wild boar minced meat (Keema) curry and a Japanese style wild boar curry. Asuke High School students demonstrated their abilities with ideas for the product’s mascot character and marketing activities. This was followed by many retail stores in the city cooperating in the sale of the products. The wild boar bounty of the nearby mountains was transformed into a delicious product, and in the process, created a wide-ranging sensation, including animal damage control activities, development of wild game meat processing, food culture, and education through tourist business.

GOAL



Winter of 2016

A product development meeting was held at the *Oiden-Sanson* Center. This was followed by a compilation of many activities, including the making of samples, taste-testing, and marketing strategy planning.



Summer of 2017

A product presentation was made by Asuke High School. General sale of the product was launched in the city. As of December 2018, sales had exceeded 20,000 servings.



Autumn of 2018

The wild boar curry initiative was selected as an outstanding example of the “Discover Countryside Treasures in Japan” sponsored by the Japanese Government Cabinet Secretariat / Ministry of Agriculture, Forestry and Fisheries. Sold at *Marché* in Tokyo and on the internet, it is being promoted on a national scale.

Wooden Name Tag Case Project



Promotes utilization of lumber produced in Toyota City and leads to flourishing forests 100 years from now

About half of the forests in Toyota City were planted and it is estimated that about 60% of these planted forests require periodic thinning. Thus, Toyota City is making strong efforts to carry out the proper thinning needed to ensure bountiful forests for 100 years to come. The promotion of Toyota City produced lumber utilization is one of the City’s initiatives to protect its woodlands. At the same time, through the auspices of the Toyota City Forestry Office, Toyota City’s joint ordering outlet, Aldi Co., which is dedicated to improving wages and salaries of disabled people, collaborated with the Forest Owners Cooperative, Asahi Lumber Cooperative, and *Azemichi*, an organization supporting work for disabled people, to take on the challenge of developing wooden products. The advisor for this product development was an expert woodworker who lives in Toyota City. These project participants all pooled their strengths to complete a warm and friendly wooden product. The name tag case is used by approximately 2500 Toyota City employees, communicating to all the importance of forest management.

GOAL



Toyota City produced lumber brand logo “Craft Wood” is printed on the back.



Wood produced in Toyota City is cut to size by the Asahi Lumber Cooperative and the people working at *Azemichi* carefully handmade each case. Made by the hands of many, the finishing touches on these name tag cases convey a sense of warmth and humanity.

What actions are being taken to achieve the SDGs?

An indispensable element to achieving the SDGs is a spirit of unity felt by all.

If we all have our eyes on common goals people from various different fields cooperate together, this can yield an enormous power to move the world in a better direction.

Let's all share these goals and each and every one of us start down the path towards these goals with actions we can take today.

How will this “abundant lifestyle” take shape in the Toyota City of the future?



From the Toyota City Connecting Social Verification Promotion Council's "Toyota City of the Future Vision"



Pioneering education

Expanding the talents of our children to make dreams come true

Advanced lifestyles

Work and lifestyles compatible with individual needs

Lifelong activities

People of all ages participating in activities

Coexistence with nature

Development of agriculture and forestry and preservation of a natural environment familiar to all

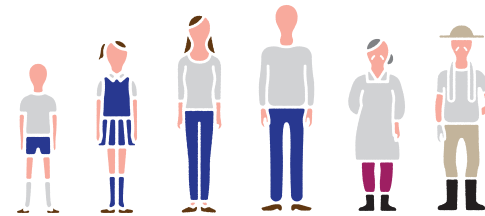
Let's all make an abundant future together.

SDGs are not a remote concept.

Rather, they are what will connect us

directly to tomorrow.

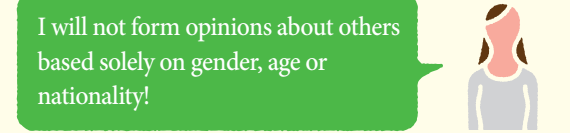
That one step forward you take for yourself will create an abundant future of lifestyles that bring a smile all.



My SDGs declaration!



I will prepare meals in an appropriate amount so that everyone can enjoy a delicious meal without waste!



I will not form opinions about others based solely on gender, age or nationality!



I will not leave electricity on and always turn it off when not using it!

What about you?



Our future will be created by the united strength of us all. Let's start with what we can do, one thing at a time.



豊田市

Toyota City