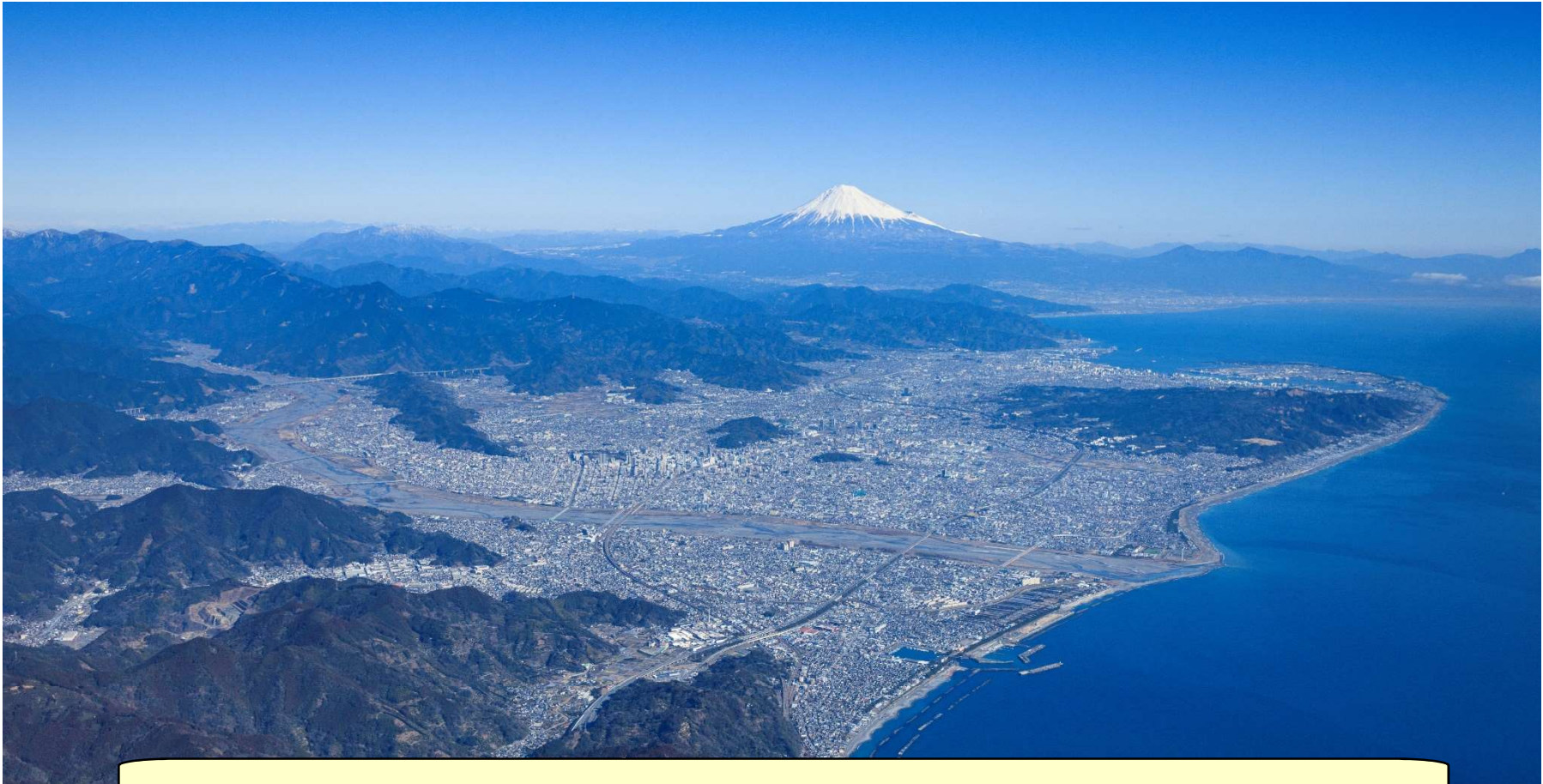


Shizuoka City



Achieving the vision of “Shizuoka, a city of world standards” with citizens

◆ Comprehensive urban design × Five main concepts × SDGs

Shizuoka city is the first city in Japan to incorporate the concept of SDGs into its comprehensive urban design and there are five main concepts. These ideas are pivotal for the prompt realization of “Shizuoka, a city of world standards” .

- 1 Creating the Activity Base of History Culture
- 2 Creating the Activity Base of Marine Culture
- 3 Creating the Activity Base of Education Culture
- 4 Promoting “the city of Health and Longevity”
- 5 Promoting “the city of Streets are a Theater”



SDGs have been established by the idea “Global Goals are a universal call to action for a means to end poverty, protect the planet and ensure that all people enjoy peace and prosperity” , for advanced and developing countries the same. Also it can be expressed as a “Comprehensive plan of the United Nations” from 2016 to 2030.



Shizuoka city is now working on the “Shizuoka Joshi Kira☆Project “ to support the women’ s continuous employment and career development.

One project representative of this, is “Shizuoka Joshi Kira☆Brand “. This is a project where the city gives approval of high quality product proposals from women and certifies them as a brand.

As a result, enterprises then show interest in those products, raising the motivation of women, leading to the realization of gender equality.



Shizuoka city’ s vision of achieving “Citizens peace and happiness” corresponds with that of the SDGs of global society. In order to join the realms of a city of world standards, it would be necessary to broaden our perspectives and have a higher outlook.

Therefore, Shizuoka city has based its third comprehensive scheme on the SDGs of global standards, for the promotion and facilitation of its goal of becoming “Shizuoka, a city of world standards” .

1 Creating the Activity Base of Historical Culture

16



SDGs No.16:
Peace, Justice and Strong Institutions

Shogun Ieyasu TOKUGAWA ended the Sengoku Period (period of warring states) and established a peaceful period lasting 260 years. Shizuoka city promotes itself as a "Peaceful city" and at the same time attempts to revitalize the regional economy by attracting visitors to the Sumpu Castle area where Shogun Ieyasu spent his latter life.

- Build historical and cultural facilities to introduce the history of Shizuoka city.
- Excavate foundation of Sumpu Castle tower and operate a boat excursion in the moat.
- Reconstruct the Cultural Hall of Shizuoka City into a concert hall and Arena.



2 Creating the Activity Base of Maritime Culture

14



SDGs No.14:
Life Below Water

Shizuoka city proposes the promotion and further advancement of “International maritime culture city” to increase the number of visitors from within the country and from abroad through the following methods.

- Working on the conservation of the regional maritime environment and development of human resources for the research of marine biotechnology.
- Promotion of maritime related industries and influx of nonresident population, revitalization of regional economies through cooperation with government, private enterprises and educational institutions around Shimizu port.
- Attract further Cruise Ships as an attractive destination and revitalize the bay area.
- Build a world standard maritime cultural facility.
- Improve the urban administrative functions through the reconstruction of the Shimizu branch of Shizuoka city hall.



3 Creating the Activity Base of Education Culture

4



SDGs No.4 :
Quality Education

Due to the fast-paced social changes in recent years, it has become imperative to provide an environment for lifelong learning. Shizuoka city strives to create an opportunity for the people living around the Shizuoka and Kusanagi station area, to receive high quality education, revitalize regional economies, and interact with young generations.

- Support the active interaction of young generations into society by cooperating with Universities.
- Utilize “Higashi Shizuoka Art and Sports Plaza”.
- Provide an environment for lifelong learning.



4 Promoting “A City of Health and Longevity”

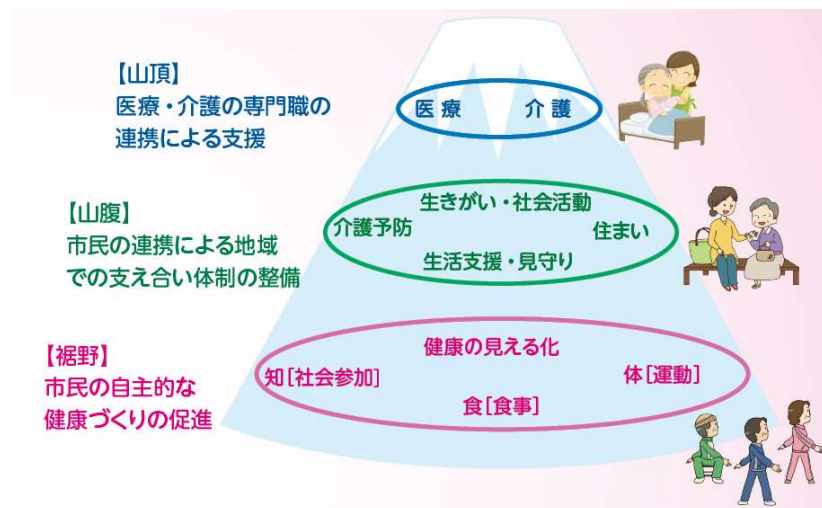
3



SDGs No.3 :
Good Health and Well-Being

With a lifetime lasting a 100 years, Shizuoka city strives to build communities where people of all ages can maintain and enjoy a healthy life for as long as possible in their familiar environments.

- Become the world No1 city for Good health and longevity.
- Create a system where people can reside in their homes for as long as possible with peace of mind.
- Endorsing a model district which supports lifelong activity of senior citizens.



5 Promoting “the city is a Theater”

8



SDGs No.8 :
Decent Work and Economic Growth

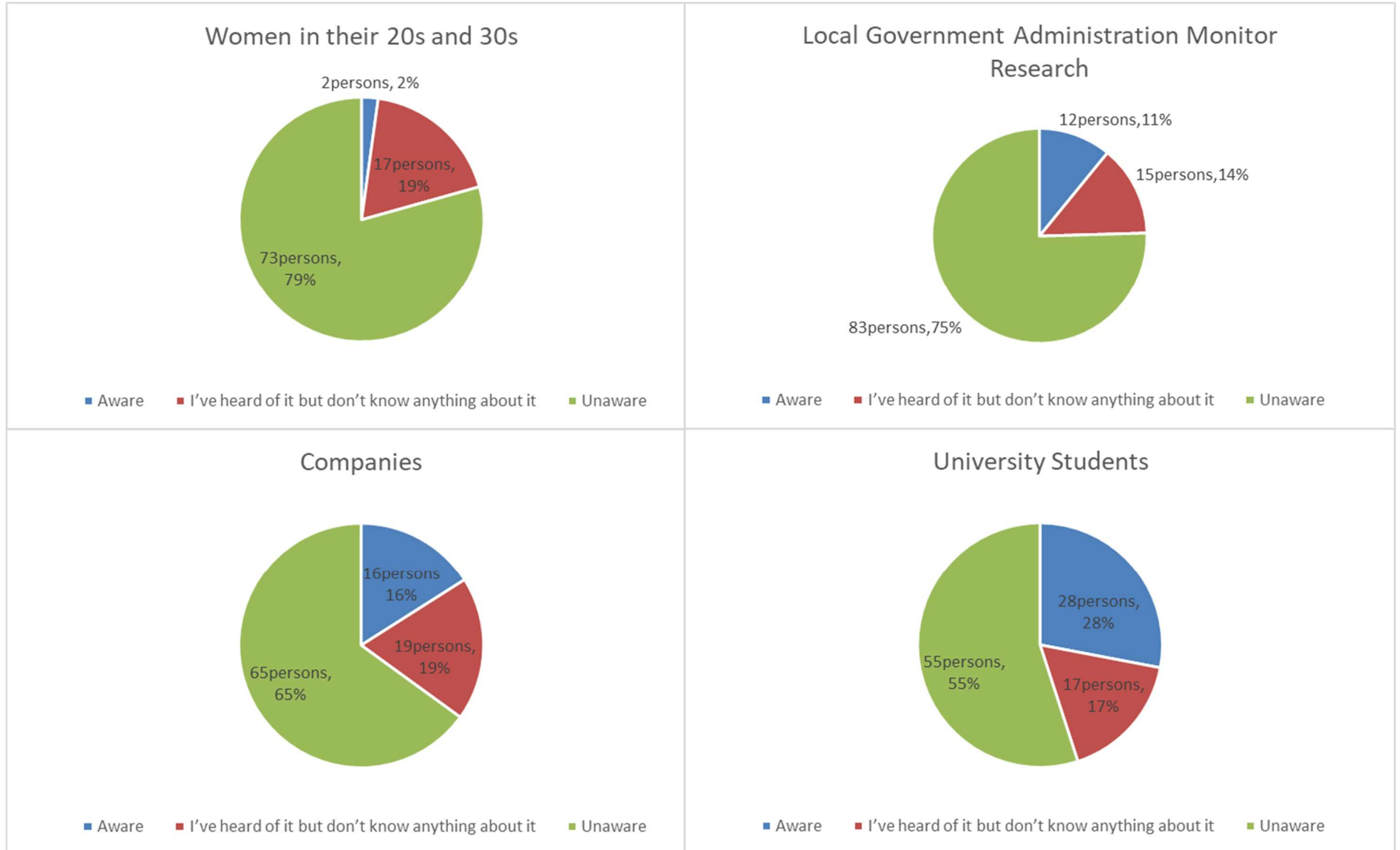
Shizuoka city promotes an environment where, whenever you go out into the city, there are always thrilling opportunities to experience and enjoy cultural and creative events such as the Daidogei (street performances), theatre and music which are rooted in the area. By the implementation of such projects, we aim to revitalize the regional economy along with a heightened sense of pride and joy for the city.

- Create many public spaces for the people to gather
- Support the people who engage in cultural and creative activities
- Promote significant events (Daidogei World Cup etc.) which are held within the city, to the Metropolis.

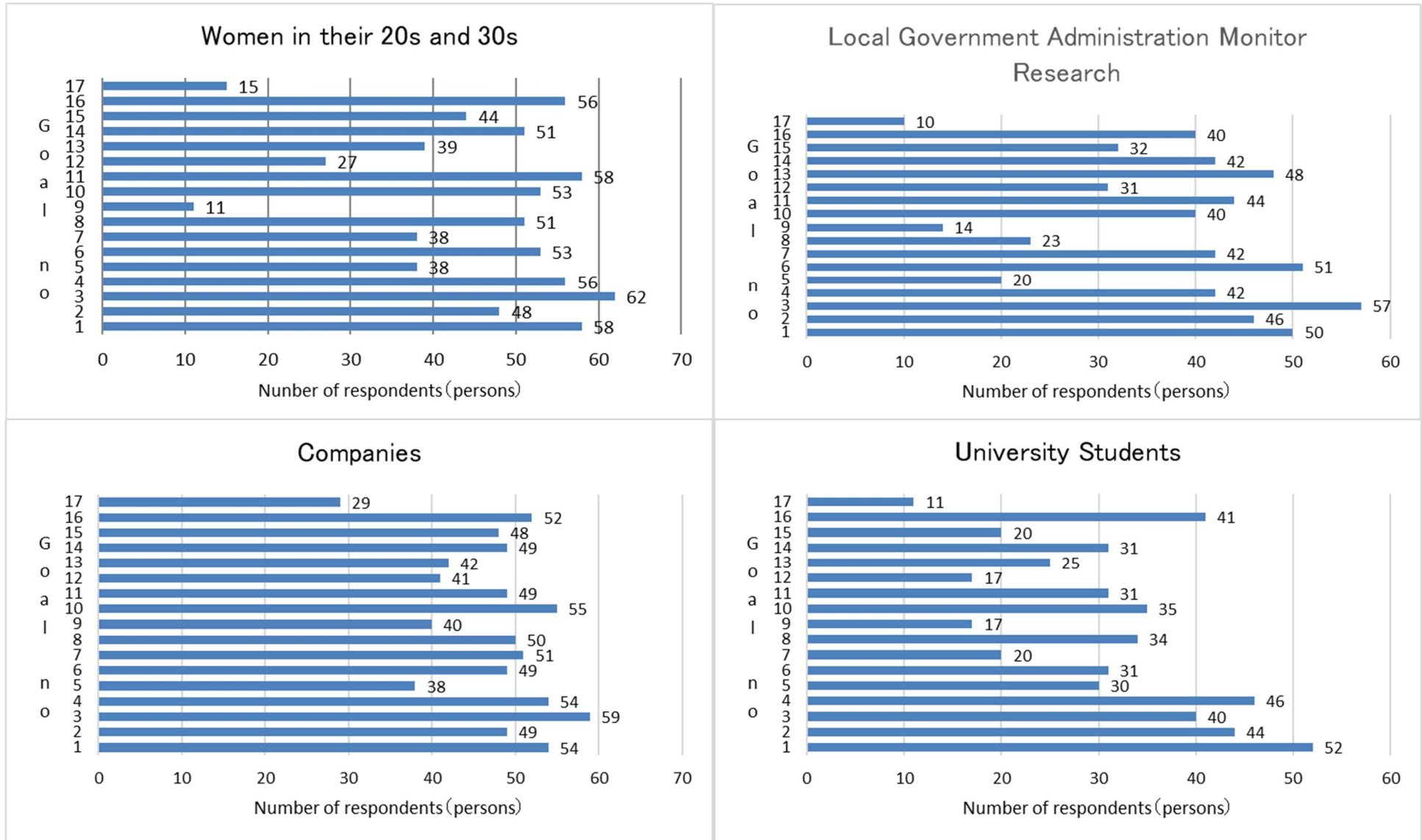


6 Survey Results on the Public Awareness of SDGs

(1) Public Awareness on SDGs



(2) Which SDGs triggers interest



(3) Which SDGs they would like the city to implement

