**Third Global Conference on Strengthening Synergies**

**between the Paris Agreement and the 2030 Agenda for Sustainable Development**

*Tokyo, Japan / Online*

*20-21 July 2022*

*Side Event Summary*

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| **Event title** |
| *Discover Outstanding Initiatives of Local SDGs in Japan -- from The Ministry of the Environment’s “Good Life Award”* |
| **Overview of event and key messages** |
| *In order to introduce outstanding practices of social and business initiatives that contribute to local SDGs in Japan, examples of initiatives were shared from the past winners of the “Good Life Award” sponsored by the Ministry of the Environment Japan. Sharing offerings from temples to the single-parent families who are in need, restoration of ecosystems and resort development in the Yatsugatake Mountains, and sustainable sake brewing rooted in the local community were shared.* |
| **Speaker notes (including remarks by moderator)** |
| **Opening**  ***Mr. Sasaki, Director of*** ***the Ministry of Environment’s Regional Policy Division, Circular and ecological economy,*** *introduced the concept of “Circular and Ecological Economy” which would be established by addressing climate change and local issues simultaneously by the synergy effect. He explained that this is the 10th year of this Minister’s award to prize outstanding efforts which embody the synergy of SDGs.*  ***Prof. Shugo Yanaka, the head of the Faculty of Global Management and professor at BBT University****, the general producer of the Good Life Award explained about the award.* *The Ministry of the Environment has hosted “Good Life Award” since 2012 and has crowned social initiatives that embody local SDGs and encouraged to disseminate and enlighten the honored initiatives. We have commended more than 300 initiatives in total so far and they have got more and more attention in the wake of this award. Some of them expanded their activity by the alumni network of the award.*  **Presentation by the recipient of the awards**  ***Mr. Yoshiki Noda, director of the Otera Oyatsu Club* NPO**touched on the fact that one in seven children in Japan are living in poverty, and introduced their activities to send offerings that are placed in temples to single-parent families who are in need. He shared that most of the families who have received support have seen improvements in their mental and financial situations.  **Comments from the committee member on the award**  ***Ms. Amiy Mori, President and CEO of Japan Search*** *claimed that child poverty in Japan is not well known but needs to be recognized to take action. She admired the progress that nearly 2,000 temples are participating in this activity, and acknowledged the importance of continuing to do what each of us can do which was emphasized in the presentation.*  **Presentation by the recipient of the awards**  ***Mr. Kazutoshi Iwami, President of the Yatsugatake Kogen Lodge,*** *introduced over half-century-long efforts to revitalize the Yatsugatake Mountain which had been devastated by overgrazing into one of the most famous resorts in Japan where rich nature, people, and culture can interact. He shared a future vision to create further environmental and social value from Yatsugatake.*  **Comments from the committee members on the award to each of the presenter**  ***Mr. Setsu Mproi, President and CEO of Alterna Co., Ltd*** *which focuses on sustainable business affirmed that Yatsugatake village is a successful example where business, environment, and biodiversity can harmonize. He complimented the influence of business made by the big retailing company on their customers, and the tremendous effort to revitalize the ecosystem.*  **Presentation by the recipient of the awards**  ***Ms. Rumiko Obata, the fifth-generation owner of Obata Shuzo (a Japanese sake brewing company),*** *presented their sake brewery business through connecting people, nature, and community in a sustainable way. She shared that in order to address local issues, such as biodiversity and the lack of successors of farmers, Obata Shuzo has several businesses including making sake by using local rice, and creating places where people can interact.*  **Comments from the committee members on the award to each of the presenter**  ***Mr. Junichi Fujino, senior researcher at the Institute for Global Environmental Strategieses,*** *applauded the variety of activities which has been done by not only learned from the local history and tradition, but in an innovative way.*  **Closing**  ***Mr. Junichi Fujino, senior researcher at the Institute for Global Environmental Strategieses,*** *pointed out that in the draft executive summary of this conference, the key solution is written as “circular and ecological economy”. He stated that this award is a good example to demonstrate this concept.*  ***Ms. Nanako Oba, President of Design of Your Life****, mentioned that it is pleased that 1,500 teams applied for the award now and the groups that were awarded in the past are expanding their activities and networks.* |