

Japan: Taking Action for Sustainable Development



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What are the bold actions being taken by the private sector to achieve the Sustainable Development Goals in Japan?

Gender equality is not only a fundamental human right, but a necessary foundation for peaceful, prosperous and sustainable world. Japan uses comedy as a means of promoting the importance of gender equality for achieving sustainable development.

[Yoshimoto Kogyo](#), Japan's comedy-entertainment giant has joined forces with the [United Nations Information Centre \(UNIC\) in Tokyo](#), to promote the importance of the 17 Sustainable Development Goals (SDGs). In March 2017, Yoshimoto Kogyo and UNIC Tokyo jointly organised an [online campaign](#)

[for International Women's Day](#) under the new partnership. Several popular female comedians from Yoshimoto Kogyo shared their messages on gender equality with the Japanese public through websites and social media platforms showing solidarity with all women around the world. Their messages, based on their own experiences, deeply resonated with the Japanese public.

Led by Yoshimoto Kogyo, the partnership also expanded to the [Okinawa International Movie Festival](#) in April 2017 to raise public awareness of the SDGs.

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I believe that the purpose of every profession is to make the people we love happy. In other words, we all work for the well-being of people in Japan and across the world. As the saying goes, 'laughter brings forgiveness, and forgiveness brings laughter.' When there is laughter, we can muster the strength to bring happiness to others. By being involved in an activity to promote the SDGs, we wish to help inspire and create hope for the future with what little we can do as comedians and entertainers. We are committed to advancing the efforts toward actualising a global society filled with laughter.

Hiroshi Osaki
President and CEO
Yoshimoto Kogyo

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Laughter can open up people's minds. Comedy and entertainment can break barriers. We really appreciate this great partnership with the creative community in the spirit of partnership crystallized in Goal 17.

Kaoru Nemoto
Director
UNIC Tokyo



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Mr. Hiroshi Osaki, President and CEO of Yoshimoto Kogyo
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Well-known female comedians promoting SDG5 on International Women's Day in solidarity with all women around the world (March 2017)
© YOSHIMOTO CREATIVE AGENCY

The event included a screening of a short promotional movie on the SDGs produced by top Japanese creators; a SDGs photo exhibition which included some taken by the Yoshimoto comedians; and a game for children to collect 17 SDG stamps featuring the comedians' messages.

Why do the above actions matter to the people in Japan?

Although the 17 SDGs are universal goals for all countries, people's awareness and recognition of the SDGs is low in Japan. According to a PwC study in 2015, the global average of the public recognition rate across 16 countries surveyed was 33 per cent, but in Japan it was only 22 per cent.

Comedians are uniquely positioned in the Japanese entertainment business as they not only perform comedies, but also appear in TV shows as presenters and commentators. Promoting the SDGs using public figures, such as the Yoshimoto comedians, is increasingly important as they have a wide public outreach as

influencers and connectors in the country.

What SDGs have been particularly advanced?

This approach helps advance Goal 4 on Quality Education, Goal 5 on Gender Equality and Goal 17 on Partnerships for the Goals.



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Society is shackled by its own stereotypes of what women should look like. We are preoccupied with striving towards achieving societal standards of beauty. I like myself as I am.

**Yuriyan Retriever
Female Comedian**



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100 days after Haiyan © UNDP Philippines



What are the bold actions being taken by the public-private partnership to achieve the Sustainable Development Goals?

Natural disasters undermine hard-earned development gains and perpetuate poverty. Building resilience against natural disasters, exacerbated by climate change, is a global priority that calls for decisive and urgent action by multiple actors at the global, regional and national levels.

In Japan, [Tohoku University International Research Institute of Disaster Science \(IRIDeS\)](#), [Fujitsu Limited](#) and the United Nations Development Programme (UNDP) agreed to form a partnership to build and

operate a new global database, in the **Global Centre for Disaster Statistics (GCDS)**, that aims to **reduce the damage caused by major natural disasters around the world.**

In this project, Fujitsu will not only use its overall capabilities in information and communication technology (ICT) to support pro-bono the construction of the global database, it will also support through donations its operation and the improvement of disaster prevention administrative capabilities in

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We experienced the Great East Japan Earthquake and Tsunami, and are in the process of reconstruction.

We hope to share with the world, the lessons learned and the reality, to decrease similar damages, not to repeat the same tragedy.

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Prof. Fumihiko Imamura
Director of the International Research Institute of Disaster Science (IRIDeS),
Tohoku University



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Progress of national disaster loss database development in Asia (2015) © UNDP Bangkok Regional Hub

developing nations. Through the activities of this partnership, the three organizations are contributing to the building of societies that are prepared for major natural disasters especially in Asia-Pacific developing countries.

Why do the above actions matter to people in Asia?

In recent years, major natural disasters have frequently occurred in Japan and other countries in Asia and the Pacific, becoming a major obstacle to developing nations' sustainable development and economic and social growth.

In particular, there is a fear that a concentration of populations in

urban centres is further increasing the risks of harm, demanding a reduction of that risk.

How does the partnership work among the three actors?

[UNDP](#) guides the collection of disaster data, information disclosure, and policy making in developing nations.

Tohoku University IRIDeS, a research institute of Tohoku University in Miyagi prefecture that was directly affected by the Great East Japan Earthquake and Tsunami in 2011, stores the statistical disaster data collected by Member States in the GCDS, performs data analysis, and provides disaster prevention

advice to each State through UNDP.

Fujitsu will use ICT to support the improvement of disaster prevention capabilities in developing nations through the GCDS.

The three organizations will work together to achieve the goals laid out in the [Sendai Framework for Disaster Risk Reduction](#).

What SDGs have been particularly advanced in the project?

The project focuses on Goal 11 on sustainable cities and communities, and Goal 17 on partnerships.



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South Sudanese participants study in the City of Peace and learn from Hiroshima's reconstruction story. © UNITAR

What are the bold actions being taken by the Government of Japan to achieve the Sustainable Development Goals?

Enhancing international support for implementing effective capacity building in developing countries is pivotal for achieving the Sustainable Development Goals (SDGs).

The Government of Japan is increasing efforts to enhance the potential of young professionals in the world's newest country – South Sudan. By supporting the [“UNITAR South Sudan Fellowship Programme”](#) led and initiated by the United Nations Institute for Training and Research (UNITAR) Hiroshima Office in 2015, Japan is not only supporting the stability and growth of the post-conflict

country locally but also helping to advance the SDGs globally. The fellowship, which targets young professionals in the government, civil society organizations, private sector and academic institutions is a six-month-long training programme tailored to respond to the specific needs of South Sudan, focusing on knowledge, skills and attitudes needed for effective project management, youth leadership and social entrepreneurship.

South Sudanese fellows are trained to identify local needs and national priorities, as well as design and implement projects

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Through UNITAR's Fellowship Programme, I learned the meaning of unity and was able to build deep and meaningful relationships with my peers. Having previously been complete strangers, I felt that coming together with other participants from the same country inspired us to work together for the betterment of South Sudan.

Christina Pita Lukudu
2015 South Sudanese Fellow

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I acquired skills on conducting organizational needs assessments, project proposal writing, and leadership. My ability to lead and understand my place in a team has greatly improved, as well as my ability to coordinate, network, and understand other actors in the areas of development.

Marial Luk
2015 South Sudanese Fellow



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An in-country training session, attended by H.E. Kiya Masahiko, Japanese Ambassador to South Sudan. © UNITAR



Building the capacity of South Sudanese to be able to effectively identify and address needs in their organizations and community. © UNITAR

to address them in ways that will help shape their nation's path towards sustainable recovery and development. The programme has thus far completed two annual cycles with 45 graduates, aiming to develop the capacity of each individual fellow to be a leader, able to contribute to organizational change within his/her respective ministry or organization. One Fellow from the 2015 Cycle identified that there was a lack of skilled teachers in a certain state of South Sudan, and developed a project proposal to train 25 per cent of primary school teachers in the state. This project has been successfully funded and is now being implemented.

Why do the above actions matter to the people in South Sudan and beyond?

With two-thirds of South Sudan's population under the age of 30, investing in their potential and providing them with management, leadership and innovation training and skills is critically important. By building capacity around needs assessments, project planning and implementation, and sharing best practices with others, the South Sudanese fellows can be better equipped to promote economic and social development that can lead to peace and security in the country.

Furthermore, the development of entrepreneurial and leadership skills can also reduce the risk of aid dependency for South Sudan. Through the fellowship programme, the participants acquire a strong sense of ownership, a solid identity and a

shared long-term vision of the country for achieving the SDGs.

What SDGs have been particularly advanced?

The fellowship programme supports Goal 4 on quality education (4.4 and 4.7), Goal 5 on gender equality (5.5), Goal 10 on inequality (10.2), Goal 16 on peace, justice and strong institutions (16.6, 16.7 and 16.a), and Goal 17 on partnerships (17.9 and 17.17).



SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD

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(広報資料)

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国連と吉本興業が「島ぜんぶでおーきな祭」SDGs 企画でタグマッチ お笑いの力で、2030年を笑顔あふれる世界に

2030年に向かって世界を変えるための17の目標、SDGs(エス・ディー・ジーズ、持続可能な開発目標)。
http://www.unic.or.jp/activities/economic_social_development/sustainable_development/2030agenda/

より多くの方々にSDGsを自分事として考えてもらい、アクションを起こしてもらうために、国連広報センターは吉本興業が企画・運営の中心を担う「島ぜんぶでおーきな祭・第9回沖縄国際映画祭」(4月20日 - 23日、沖縄各地)に協力し、来場者がSDGsについて知る・理解する・体験する特別企画が実現する運びとなりました。

宮迫博之(雨上がり決死隊)、ケンドーコバヤシ、又吉直樹(ピース)、渡辺直美、他、合計18名の吉本芸人のナレーションによるSDGsを知ってもらうための短編映像の制作と上映、『わたしが見た、持続可能な開発目標(SDGs)』学生フォトコンテスト受賞作品と「住みます芸人」たちがSDGsをイメージして撮影した写真とのコラボ展示、SDGsの17のゴールをあしらった芸人スタンプラリーなど、盛りだくさんの内容となります。

(企画の詳細はこちらから <https://oimf.jp/about/sdgs.html>)

国連広報センターの根本かおる所長は「SDGsが日本でまだあまり知られていない中で、今回の企画を通じて多くの人たちに楽しみながらSDGsに触れていただくことができます。笑いとエンタメが持つ敷居を下げる効果や、人の気持ちをオープンにする力に期待しています。貴重なコラボレーションの機会をいただき、吉本興業ならびに島ぜんぶでおーきな祭関係者の皆さんに厚く感謝申し上げます」と語っています。

吉本興業の大崎洋(おおさき・ひろし)代表取締役社長は、「どんな職業も、自分の大切な人を幸せにするために、日本と世界を幸せにするためにあるのだと思っています。“笑うことは許すこと、許すことは笑うこと”という言葉があり、笑顔のあるところには、人に幸せを与える力が湧きます。SDGsの活動に携わらせていただき、お笑いやエンタテインメントだからこそできることで、未来への夢や希望を生みだし、2030年を笑顔であふれる世界にするお役に立ちたいと思っています」と抱負を述べています。

世界市民一人ひとりがSDGsについて知り、毎日の生活の中で何ができるのかを考え、一つでも行動を起こすことが、明るい未来への一歩となります。

今回の沖縄での特別企画は、本年1月に吉本興業グループ全社員と関心のある芸人やタレントらを対象に国連広報センターなどがSDGsについてレクチャーし、社員に自分事として関心を持ってもらった結果生まれたものです。

国連広報センターでは、この沖縄でのコラボレーションを入り口に、今後も協力関係が継続することを期待しています。



あなたも応募して 世界につながろう！

「持続可能な開発目標 (SDGs) 学生フォトコンテスト 2017」

4月20日(木)、作品募集スタート！

SDGs をテーマにした世界初の学生フォトコンテストが昨年、日本発で開催され、624 もの応募作品がアフガニスタンやブラジルなどを含む 47 カ国から集まりました。国連広報センターと上智大学は今年も同フォトコンテストを、ゲッティイメージズジャパンの特別協力により、大学生・短大生・大学院生・専門学校生を対象に主催します。

SDGs の 17 のゴールから関心のあるゴールを一つあるいは複数選び、写真で表現してください。撮影場所は、日本国内・国外を問いませんが、自分の身近な場所や出来事から SDGs とのつながりを見出した作品を歓迎します。あなたの暮らす国にも SDGs のテーマは存在しているはずです。今年は特別賞として新たに、TOGETHER 賞とコンセプト賞を設けました。

*コンテストサイトは以下をご覧ください。

https://communityassignments.gettyimages.com/ja/community-assignments/sdgs_2017/

求められる写真:

本コンテストは、学生の皆さんが「自分の身近なところから持続可能な開発目標を考え、写真で発信し、多くの人たちと共有すること」をテーマとしています。写真 1 枚でストーリーを語り、疑問を投げかけるようなジャーナリスティックな報道写真、あるいは、あなたの思いを表現したイメージ的かつクリエイティブな写真も多数お待ちしております。世界や足元の課題の解決にはどうしたらいいのか、これからの社会を形づくるゴールがあなたの行動や考え方にどのような影響を及ぼすのか、また、どうすればあなたの友人、家族、コミュニティーに認知させ、行動を促すことができるのか。そのようなアイデアこそが、SDGs 達成の重要な鍵となります。ぜひ、この機会に本コンテストへご参加ください。

* 昨年の受賞作品は以下をご覧ください。

<https://communityassignments.gettyimages.com/ja/community-assignments/sustainabledevelopment/>

* 授賞式の様子は以下をご覧ください。

<http://blog.unic.or.jp/entry/2016/12/01/101843>



持続可能な開発目標 (Sustainable Development Goals/SDGs) : 2015 年 9 月に持続可能な開発サミットで採択された SDGs は、地球規模の課題を解決するための目標で、2030 年を達成期限としています。あらゆる形態の貧困に終止符を打つ、不平等と闘う、気候変動に対処するなど 17 項目からなり、それぞれ具体的な行動目標や削減目標を設定しています。世界中の国々だけでなくその国に住む一人ひとりにも関係する取り組みです。

http://www.unic.or.jp/activities/economic_social_development/sustainable_development/2030agenda/



TOGETHER キャンペーン: 難民や移民と共に暮らせる多様性に満ちた社会づくりをめざすグローバルキャンペーン。難民や移民が受け入れ国やコミュニティにもたらす貢献や可能性について伝え、社会の一員として私たちにできることを考えていきます。難民や移民のストーリーを積極的に発信します。
<http://www.unic.or.jp/activities/together/>

概要

* 募集期間: 2017年4月20日(木)～8月30日(水)

結果発表ならびに授賞式は、国連の創設記念日である国連デー(10月24日)に行われる予定です。

* 応募資格: 大学生・短大生・大学院生・専門学校生(国籍不問。海外在住の方も可)

* 賞の種類(応募内容や数により変更になる場合があります):

- ・大賞(外務大臣賞) 1点
- ・優秀賞 3点
- ・特別賞(TOGETHER賞) 1点
- ・特別賞(コンセプト賞) 1点
- ・入賞

* 審査員:

- レスリー・キー 写真家
- 大野 明 朝日新聞東京本社 映像報道部長
- 木村 祐一 よしもとクリエイティブ・エージェンシー所属 お笑いタレント
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* TOGETHER 賞

審査チーム: 国際労働機関(ILO)、国際移住機関(IOM)、国連難民高等弁務官事務所(UNHCR)、国連広報センター(UNIC)、国連児童基金(UNICEF)、国連大学(UNU)

* コンセプト賞

審査員: ゲッティイメージズジャパン

(様々な思いやメッセージを想起させるような、抽象的、イメージ的にSDGsを表現した作品を評価します)

* 主催: 国連広報センター、上智大学

* 特別協力: ゲッティイメージズジャパン

* 後援: 外務省、グローバル・コンパクト・ネットワーク・ジャパン、独立行政法人 国際協力機構(JICA)、SDGs 市民社会ネットワーク

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* メディアパートナー: 朝日新聞社

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