

慶應義塾大学SFC研究所  
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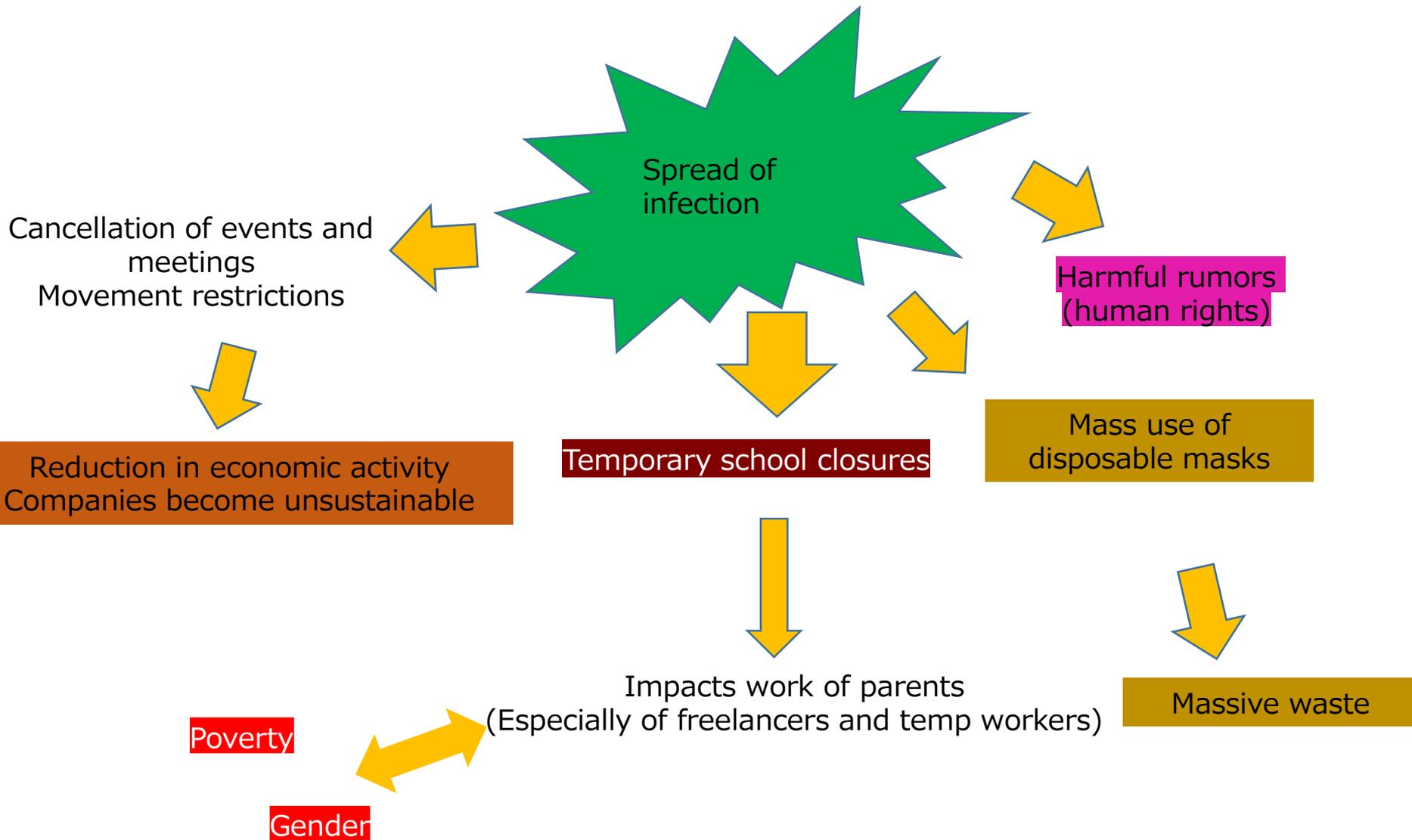


# Trends in SDGs during the Coronavirus Catastrophe

International Forum on SDGs for Regional Revitalization,  
Cabinet Office

Professor, Keio University Graduate School  
Mr. Norichika Kanie

# Impact of the novel coronavirus





# To alleviate the impact of the novel coronavirus

9 Resilient infrastructure

3.3 Infection countermeasures

3.b Vaccine/drug R&D

3 すべての人に健康と福祉を



Spread of infection

10 Elimination of discrimination

Cancellation of events and meetings  
Movement restrictions

Harmful rumors (human rights)

10 人や国の不平等をなくそう



Temporary school closures

Mass use of disposable masks

Reduction in economic activity  
Companies become unsustainable

4 Improve access to & quality of education



8 Sustainable economic growth & humanistic employment

Massive waste

Impacts work of parents (Especially of freelancers and temp workers)

4 質の高い教育をみんなに



12 つくる責任 つかう責任



Poverty

Gender

1.2 Reduce relative poverty by half

5 Materialize gender equality

1 貧困をなくそう



5 ジェンダー平等を実現しよう



12.5 Significantly reduce waste



# Now is the time for SDGs

The “unsustainability” of the current world has been elucidated due to COVID-19

→ There’s a “price” to be paid because resolutions had been postponed until now

→ Further postpone would cause serious damage in various areas (climate change, ocean contamination, food shortage, etc.)



A well-balanced growth of the economy, society & environment is what’s required after COVID-19

## SDGs

that transcend beyond CSV (creating shared value: resolve societal challenges through core businesses that benefit the three basic elements of buyers, sellers & society)

Should really benefit four elements (buyers, sellers, society & **future**)

**The Japanese version of SDGs-promoting UN documentary, “NATIONS UNITED (URGENT SOLUTIONS FOR URGENT TIMES)”, has been released**

Press release 20-072-J October 1, 2020



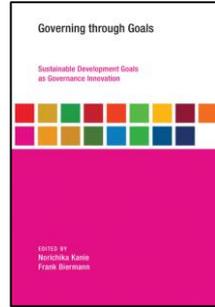
**Actors, singers, researchers and activists around the world are asking questions to materialize a “world that leaves no one behind”**

<https://youtu.be/xVWHuJOmaEk>



# Characteristics of SDGs

1. Title of 2030 agenda: “Transformation (Transforming Our World)”
2. Starts with setting “goals” (governance through goals)
  - Starts at the aspiration level → backcasting
  - Rules shouldn’t be decided by the UN → setting objectives and rules should depend on each country and each entity should be able to freely implement them (innovation)
3. Evaluation & review of progress would be the only mechanism
  - Evaluation by index
  - Evaluation via “Global Sustainable Development Report (GSDR)” once every four years (called SDGs White Paper in Japan): Mr. Kanie was nominated as one of the 15 independent scientists in the 2023 edition
4. Comprehensive goal:  
17 goals are integral and inseparable



Norichika Kanie and Frank Biermann eds., *Governing through Goals: Sustainable Development Goals as Governance Innovation* (MIT Press, 2017)



<https://nextpublishing.jp/book/11031.html>

# SDGs trends

## 1. From proliferation to a “Decade of Action”

- 2019 SDGs Summit (UN General Assembly)
- Revision of SDGs implementation guidelines

## 2. Progress evaluation is the next major theme

- Localization and customization of 232 global indices, measurement using big data and map information, etc.
- Quantitative evaluation (SDG Report, Index and Dashboards, etc.) & qualitative evaluation (GSDR, SDGs White Paper)
- Certification of promoted companies & support of non-certified companies by municipalities
- Evaluation of financial institutions (ESG investment, sustainability investment, impact investment)

## 3. Localization of SDGs

- SDGs FutureCity (60 cities, 20 models)
- Financial SDGs for regional revitalization

## 4. Realistic implementations by companies

- Consumer behavioral change
- Investor trends
- Management of overall supply chain

## 5. Impact of the novel coronavirus



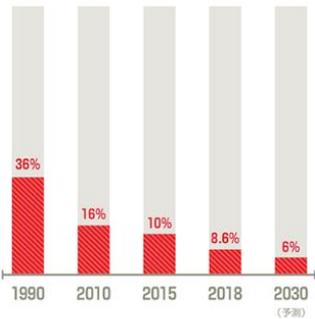
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# Sustainable Development Goals Report

- Evaluation via 244 (232) global indices

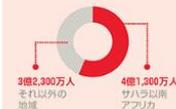
1 貧困をなくそう  
あらゆる場所で、あらゆる形態の貧困に終止符を打つ

全世界で  
2030年までに貧困に  
終止符を打つめどは立っていない



世界人口の  
**55%**は、  
社会保障に  
アクセスできていない

2015年時点で、  
**7億3,600万人**が  
極度の貧困の中で  
暮らし、そのうち  
**4億1,300万人**は  
サハラ以南アフリカに



災害による死者の**90%以上**は  
低所得国と中所得国に

12 つくる責任  
つかう責任  
持続可能な消費と生産のパターンを  
確保する

全世界の  
マテリアル・フットプリントは  
急拡大し、  
人口と経済の成長をしのぐ勢い



高所得国の1人当たりマテリアル・フットプリントは、



上位中所得国を**60%上回り**、  
低所得国の**13倍以上**

先進国が開発途上国と  
同じ経済生産を行う  
ために使用する  
天然資源は**5分の1**

ほぼ100カ国が、  
持続可能な  
消費と生産を  
促進するための  
政策措置を  
積極的に  
採用

全世界で  
303件の  
政策手段を導入



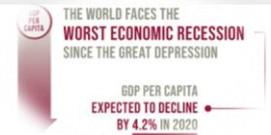
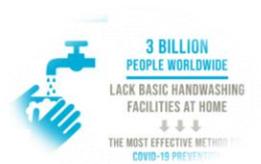
*"It is abundantly clear that a much deeper, faster and more ambitious response is needed to unleash the social and economic transformation needed to achieve our 2030 goals."  
United Nations Secretary-General António Guterres.*



**GLOBAL FOREIGN DIRECT INVESTMENT IS EXPECTED TO DECLINE BY UP TO 40% IN 2020**



- 40 to 60 million people are reverting back to extreme poverty (2020) **1 MILLION PEOPLE ARE PUSHED INTO EXTREME POVERTY IN 2020**
- 90% of the world's children and students (1.6 billion) is affected by COVID-19
- Although remote learning is available to many students, the digital divide has been widening the gap in educational equality
- Billions of people can't access safely managed water, sanitation services and facilities for basic hand washing
- Reduction in total work hours in the second quarter of 2020 is projected to be equivalent to that of full-time work of 305 million people
  - The most affected are SMEs, temp workers, self-employed, day laborers, and workers in sectors vulnerable to social disruption
- Airline industry has been impacted the most. 2020 projection: reduction in 1.5 billion international travelers, reduction of 75% in international flight boarding rate, and loss of 273 billion compared to the previous operating revenue forecast
- COVID-19 has significantly impacted the manufacturing industry. Manufacturing activities are in danger of collapsing as the global value chain and product supply had collapsed. This has also impacted the unemployment rate.
- Destabilization of financial markets. Since the expansion of COVID-19, there was a capital outflow of \$100 billion (largest in history).
- World trade in 2020 is projected to be negative by 13% to 32%.



Source: UN Secretary-General's SDGs Report 2020

It has also promoted positive transformations

### Goal 12

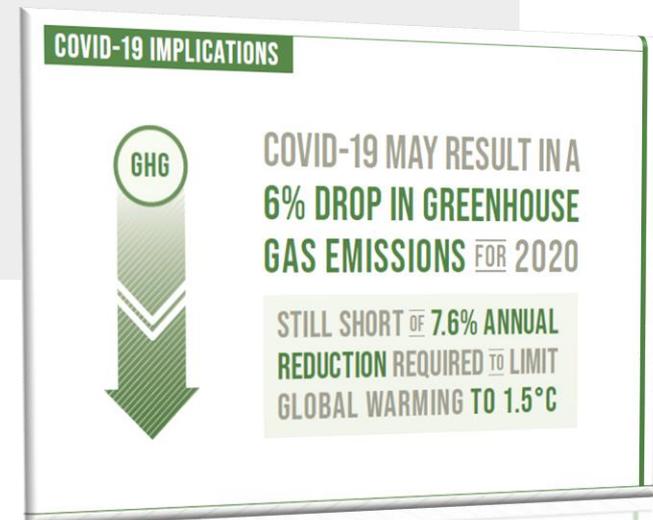
- **Recovery from COVID-19 provides an opportunity to change the current unsustainable consumption and production patterns and transform them into sustainable ones**

### Goal 13

- **Travel ban and cessation of economic activity will reduce GHG emissions by 6% in 2020; air quality expected to improve, but only temporarily**

### Goal 17

- The global nature of the pandemic increases the importance of multilateralism, requiring the participation of all governments, private sectors, civil society organizations, and various individuals.



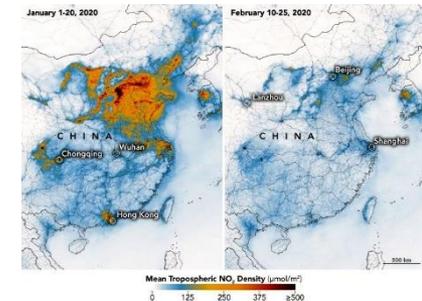
# Trends in the world & Japan



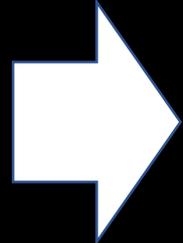
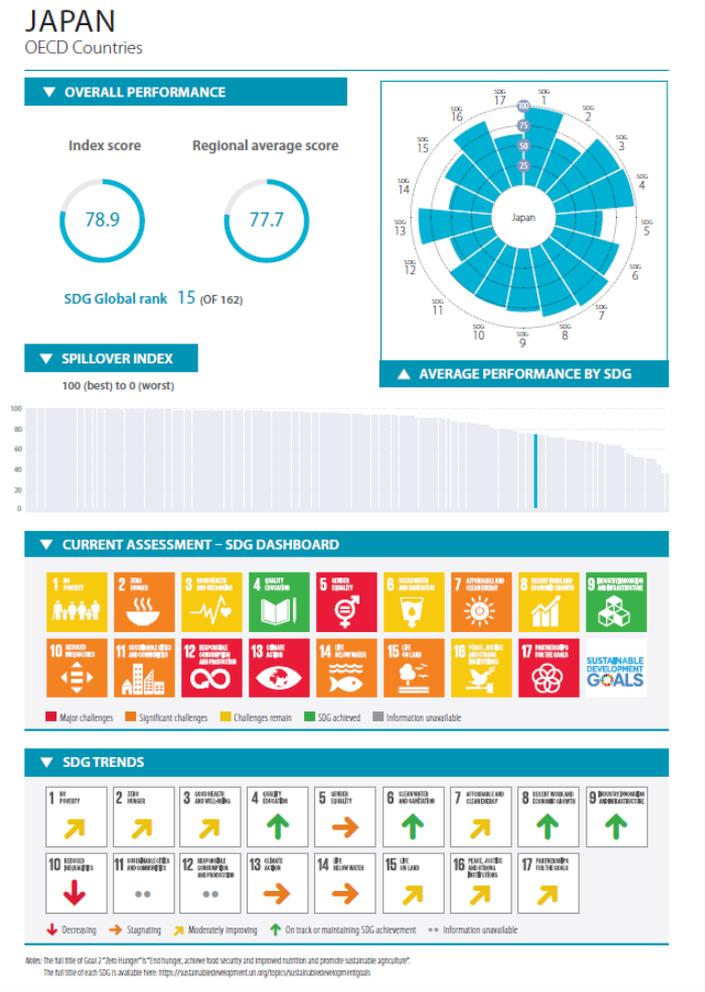
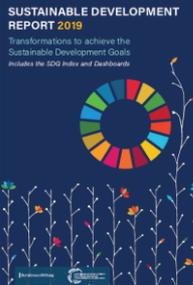
- Gearing up for a “Decade of Action” (2019 SDGs Summit)
- SDG Summit precedes and follows the UN Climate Action Summit
  - SDGs (September 2015) and Paris Agreement (December 2015) are linked together
  - Elimination of plastics and coals is accelerating
  - [Japan] Needs to urgently catch up on the delay in reducing & eliminating carbon



- COVID-19 impact



A NASA satellite photo showing a significant reduction in nitrogen dioxide (NO<sub>2</sub>), a cause of air pollution, in China. Left: January 1-20, 2020, Right: February 10-25, 2020 (provided by NASA) [From Asahi Shimbun Globe + its website]



# JAPAN

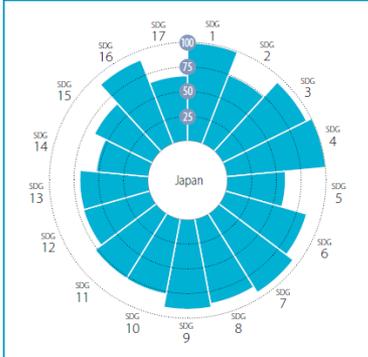
OECD Countries

## OVERALL PERFORMANCE

Index score: **79.2** | Regional average score: **77.3**

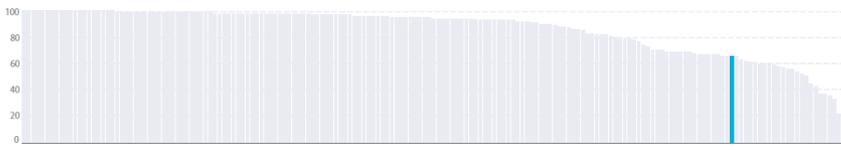


SDG Global rank: **17** (OF 166)



## SPILLOVER INDEX

100 (best) to 0 (worst)



## AVERAGE PERFORMANCE BY SDG

## CURRENT ASSESSMENT - SDG DASHBOARD



## SDG TRENDS



Notes: The full title of Goal 2 "Zero Hunger" is "End hunger, achieve food security and improved nutrition and promote sustainable agriculture". The full title of each SDG is available here: <https://sustainabledevelopment.un.org/topics/sustainabledevelopmentgoals>

# Qualitative evaluation

Fifteen scientists are responsible for writing the report at the behest of the UN Secretary-General. Mr. Kanie was elected as a committee member for the 2023 edition.

Table 1-1  
Projected distance from reaching selected targets by 2030 (at current trends)

GOAL	WITHIN 5%	5-10%	>10%	NEGATIVE LONG-TERM TREND
Goal 1		1.1. Eradicating extreme poverty	1.3. Social protection for all	
Goal 2		2.1. Ending hunger (undernourishment)	2.2. Ending malnutrition (stunting) 2.5. Maintaining genetic diversity 2.a. Investment in agriculture*	2.2. Ending malnutrition (overweight)
Goal 3	3.2. Under-5 mortality 3.2. Neonatal mortality		3.1. Maternal mortality 3.4. Premature deaths from non-communicable diseases	
Goal 4	4.1 Enrolment in primary education	4.6 Literacy among youth and adults	4.2. Early childhood development 4.1 Enrolment in secondary education 4.3 Enrolment in tertiary education	
Goal 5			5.5. Women political participation	
Goal 6		6.2. Access to safe sanitation (open defecation practices)	6.1. Access to safely managed drinking water 6.2. Access to safely managed sanitation services	
Goal 7		7.1. Access to electricity	7.2. Share of renewable energy* 7.3. Energy intensity	
Goal 8			8.7. Use of child labour	
Goal 9		9.5. Enhancing scientific research (R&D expenditure)	9.5. Enhancing scientific research (number of researchers)	
Goal 10			10.c. Remittance costs	Inequality in income*
Goal 11			11.1. Urban population living in slums*	
Goal 12				12.2. Absolute material footprint, and DMC*
Goal 13				Global GHG emissions relative to Paris targets*
Goal 14				14.1. Continued deterioration of coastal waters* 14.4. Overfishing*
Goal 15				15.5. Biodiversity loss* 15.7. Wildlife poaching and trafficking*
Goal 16			16.9 Universal birth registration **	



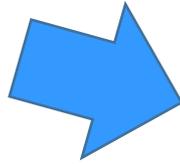
GSDR (2019)







David Griggs, Kanie et al. 'Sustainable Development Goals for People and Planet.' *Nature* (Vol 495, 21 March 2013).



Kanie, N., Griggs, D., Young, O. et al. *Sustain Sci* (2019) 14: 1745. <https://doi.org/10.1007/s11625-019-00729-1>

Growth requirements for the 21st century, where the economy, society, and the earth are nested and interconnected

## SDGs as a tool for creating coherent action

### Financial principles for positive impact (United Nations Environment Programme)



A new, impact-based approach is needed, based on a holistic consideration of the three dimensions of sustainable development

Principle 1: "Potential negative impacts on any of the three dimensions of sustainable development (economic, environmental and social) are appropriately identified and mitigated, and it should positively contribute to at least one of these dimensions."

# SDGs action list for companies

## [Consideration of framework]

### 1 Evaluation items

▶ UNDP SDG Impact ⇒ process evaluation

▶ Taxonomy evaluation ⇒ many challenges

## [Conclusion] Process (supply chain) evaluation



Raw material procurement > logistics > production > sales > consumption > disposal

### 2 Evaluation axis

## Presentation of action list & judgment criteria

### 3 Structure

- ① Labor, human rights
- ② Environmental management
- ③ Business management
- ④ Climate change

## [Outcome]

Presentation of action list: embodying what it means for companies to achieve

企業のためのSDG行動リスト ver.1

SDGs	世界ターゲット	カテゴリー	サブカテゴリー	SDG行動	具体的な行動例
Goal 12(資源)	12	経営・管理	調達	適正な価格や生産基準による取引	-フェアトレード認証の取得 -原材料調達に環境や社会的に配慮する
		経営・管理	販売	返却物を回収しやすい環境と販売方法の採用	-小口販売 -製品のサービス化(Product as a Service)による購入型販売から利用型販売の提供 -修理・メンテナンス -返品購入による再活用促進
Goal 13(気候)	13	労務・人権	労務	従業員への生活に資する労働条件の改善	-長時間労働の削減 -働き方改革による働きやすさの向上
Goal 25(安全)	21	経営・管理	生産	安全・健康に配慮した原料の調達	-有害廃棄物・有害廃棄物・オーガニック -有害廃棄物・有害廃棄物・オーガニック -有害廃棄物・有害廃棄物・オーガニック
		経営・管理	労務	従業員への安全・健康に配慮した業務の提供	-社員食堂で新鮮な野菜・肉類の提供 -社員食堂で新鮮な野菜・肉類の提供 -社員食堂で新鮮な野菜・肉類の提供
		経営・管理	販売	安全・健康に配慮した原料の調達	-有害廃棄物・有害廃棄物・オーガニック -有害廃棄物・有害廃棄物・オーガニック -有害廃棄物・有害廃棄物・オーガニック

<http://xsgd.jp/sdgactionlistver1.html>



A list that aggregates the actions taken by “companies that are striving to achieve SDGs”

## Target 4.2

By 2030, ensure that all girls and boys have access to high quality infant developmental support and care, and pre-school education so that they are ready for primary education.



Category: **labor, human rights**

Supply chain process: **common**

**SDG  
action**

Support childcare & pre-school education

**Specific  
action  
examples**

- Establish in-house daycare center
- Implement telework and flexible work hours
- Assist with nursery school expenses

## Target 9.4

By 2030, improve infrastructure and transform the industry into a sustainable one. To this end, all countries shall increase resource utilization efficiency and the adoption of clean and environmentally friendly technologies and industrial processes, while working in accordance with their own capabilities.



Category: **environmental management**

Supply chain process: **logistics**

**SDG  
action**

Eco-friendly distribution

**Specific  
action  
examples**

- Cooperative distribution
- Modal shift
- Introduction of EVs, FCVs and low-emission vehicles
- Biojet fuels

## Target 9.4

By 2030, improve infrastructure and transform the industry into a sustainable one. To this end, all countries shall increase resource utilization efficiency and the adoption of clean and environmentally friendly technologies and industrial processes, while working in accordance with their own capabilities.



Category: **environmental management**

Supply chain process: **Production**

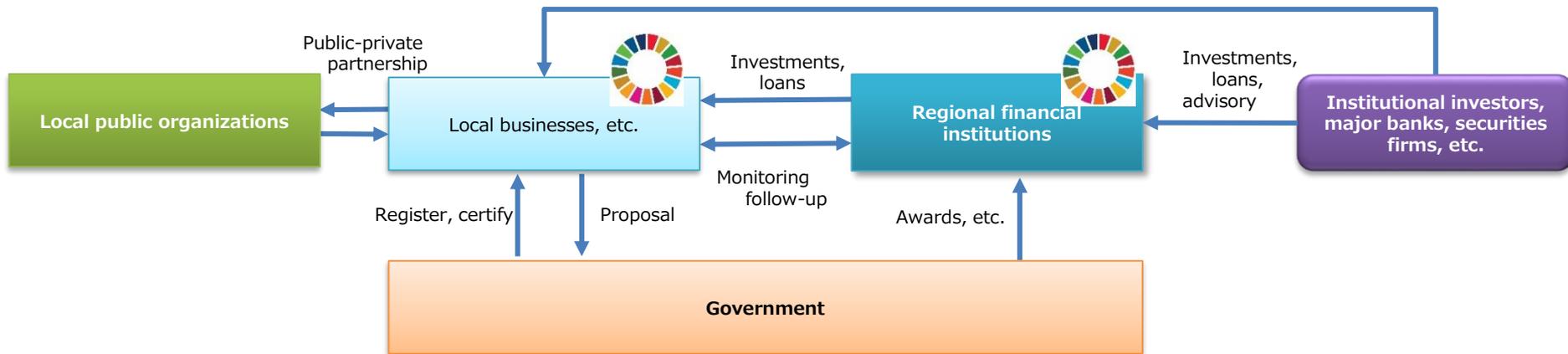
### SDG action

Adoption of environmentally friendly (e.g., CO2 reduction) technologies, processes, and mechanisms

### Specific action examples

- Usage of renewable energy
- Adoption of alternative materials
- Application of nighttime electricity and co-generation
- Adoption of appropriate equipment capacity

# Financial SDGs framework for regional revitalization



## **Phase 1: Visualize initiatives for local businesses to achieve SDGs**

- Visualize initiatives for local businesses to achieve SDGs by establishing a “registration/certification system”
- Encourage the participation of a wide range of local businesses through the registration/certification system, and expand the scope of entities working to achieve SDGs

## **Phase 2: Promote cooperation between regional financial institutions and local businesses through SDGs**

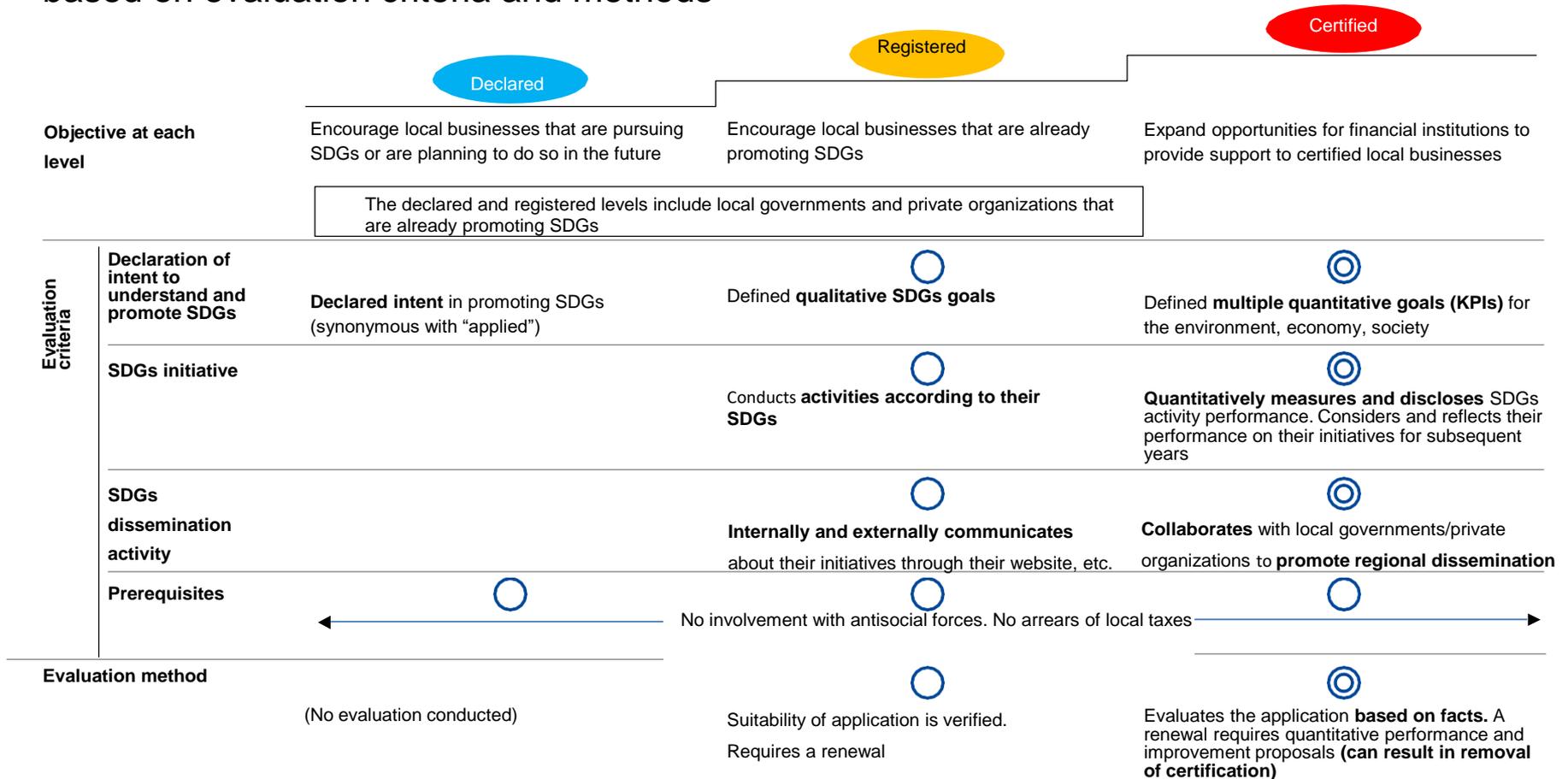
- Regional financial institutions can contribute to the development and growth of the companies they provide credit to by monitoring and following up on them
- Knowledge gained through monitoring can be utilized to strengthen their own discernment and consulting abilities

## **Phase 3: Promote cooperation between regional financial institutions and entities including institutional investors, major banks, security companies through SDGs**

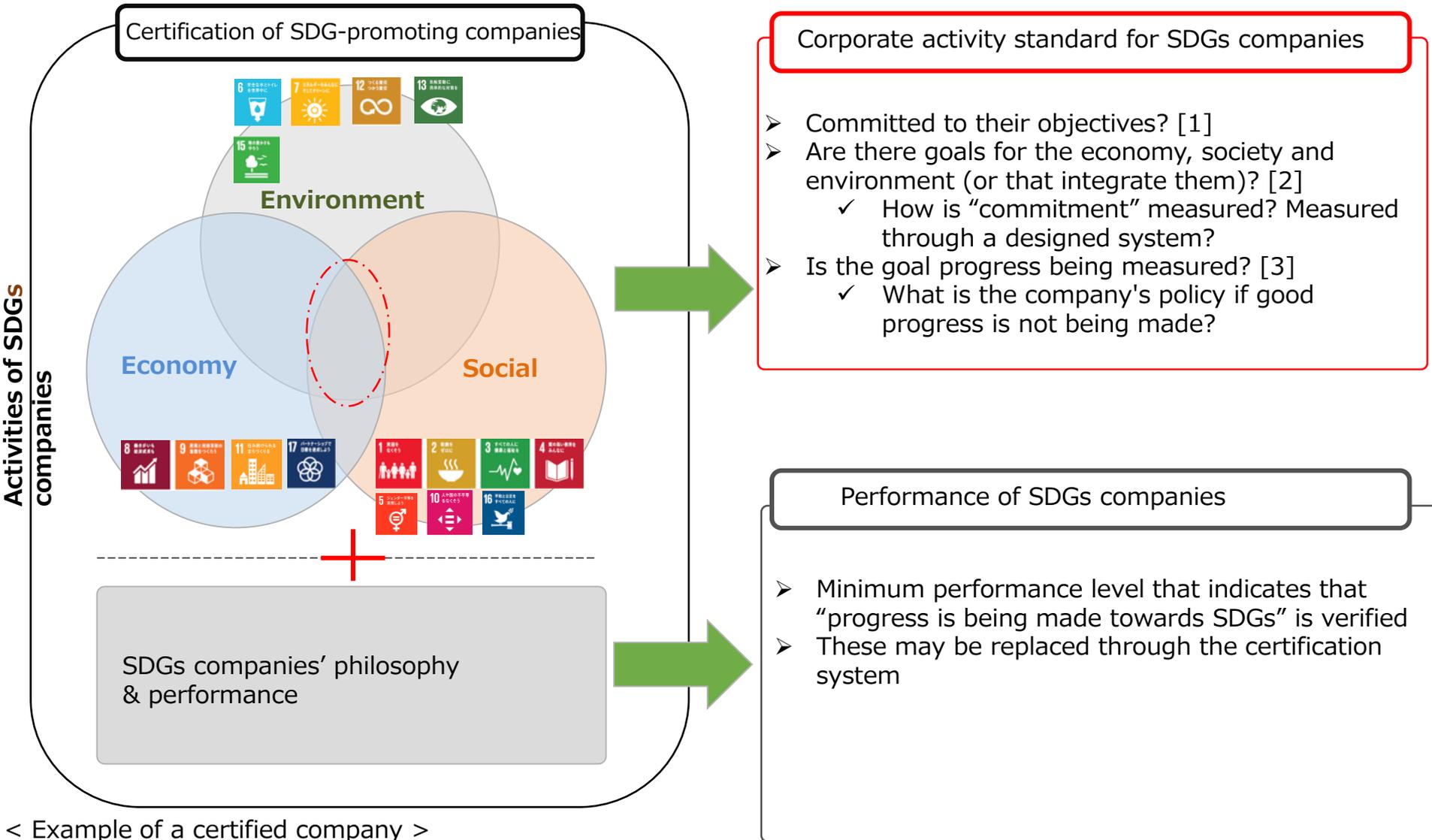
- Establish a system for the government to award regional financial institutions that have made outstanding efforts through the implementation of Phase 2
- Promote cooperation and collaboration between entities including institutional investors and regional financial institutions

# ■ SDGs registration & stratification of certification bodies for regional revitalization

Each registered/certified organization (local government/private organization) is divided into three levels (declared, registered, and certified) (these classification names are tentative) based on evaluation criteria and methods



# Certification of SDG-promoting companies: Initiatives of Kanto Bureau of Economy, Trade and Industry / Nagano Prefecture



An SME printing company is promoting [eco-friendly printing using FSC-certified paper and non-VOC inks \(0% petroleum solvents\)](#), as well as [developing new products that align with SDGs \(i.e. from the “Medicine Handbook \(Supporting Four Languages\)”](#)). In addition, [they have established a system for promoting temp workers to regular workers, and have developed a workplace environment in which employees can play an active role \(can be substituted by acquiring a certification under the Shokuba Ikiiki Advance Company System\)](#).

# 【参考】提出資料のビジュアルイメージ（案）

- 提出資料のビジュアルイメージは以下のとおり。
- 地域によって社会課題は異なるため、地域の独自要件を付して、自治体が注力したい政策の推進に繋がる制度設計を自治体にて検討することも期待される。

※例示する本骨子案は、自治体が施策検討を進める際のヒント・気付きのツールとして活用頂くことを想定

経済・社会・環境の三側面のターゲットへのコミット（要件1）

●●都県◆◆

株式会社A社  
代表取締役 ■■

☑当社はSDGsの内容を理解し、以下を宣言するとともに、SDGs達成に向けて取り組みます。

## （1）経済

- ①SDGs達成に向けた取組
  - 地元の木材（都県産材）を活用した、新商品開発を行う
- ②2030年に向けた指標
  - 地元の木材（都県産材）を活用した商品数の割合を増加させる（2019年度▲商品（全体の▲%）→2030年度●商品（全体の●%））
- ③指標に対する進捗測定 . . . . .

## （2）社会

- ①SDGs達成に向けた取組
  - 女性管理職比率を引き上げる。女性職員のアイデアを活かし、新たな顧客層向けの新商品開発を目指す
- ②2030年に向けた指標
  - 女性管理職比率の20%増加を目指す（2019年度▲人（▲%）→2030年度●人（●%））
- ③指標に対する進捗測定
  - 総務部が年1回女性管理職比率を自社のHPに公表する。採用パンフレットにも女性活躍事例を掲載する

## （3）環境

- ①SDGs達成に向けた取組
  - 省エネルギーの取組、再生可能エネルギーの利用開始、新規設備投資により、製造工程において排出されるCO2排出量削減を達成する
- ②2030年に向けた指標
  - CO2排出量の50%削減を目指す（2019年度▲t→2030年度●t）
- ③指標に対する進捗測定
  - 総務部が年1回CO2排出量を測定し、自社のHPに公表する



SDGsの観点で市場・社会から期待される基本的な事項（要件2）

	項目	具体的取組	対応するSDGs ゴール
☑	過度な長時間労働が行われていない	●●●●● ●●●●●	8 働きがい と経済成長
☑	外国人労働者の差別、人権侵害がないことを確認している	●●●●● ●●●●●	8 働きがい と経済成長 10 人や国の 不平等をなくす
☑	多様な人材（高齢者、女性、外国人等）を活かし、十分に活躍できる環境が整備されている	●●●●● ●●●●●	5 働きがい と経済成長 8 働きがい と経済成長 10 人や国の 不平等をなくす
☑	労働者に適切な能力開発、教育訓練の機会を提供している	●●●●● ●●●●●	4 働きがい と経済成長 8 働きがい と経済成長 9 産業と 雇用のイノベーション
☑	自社のエネルギー使用量を把握し、エネルギー利用の効率化を進めている	●●●●● ●●●●●	7 エネルギー を安く かつ安全に 供給する 13 気候変動に 適応する
☑	廃棄物の削減及び管理を適切に行っている	●●●●● ●●●●●	12 つるばみ の循環
☑	紛争鉱物を取り扱っていないことを確認している	●●●●● ●●●●●	16 平和と公正 な社会を つくるため に努力を 続ける
☑	知的財産を保護するよう、適切な取り組みを進めている	●●●●● ●●●●●	9 産業と 雇用のイノベーション
☑	地域資源の積極的利用（地産地消、地産外消）を行っている	●●●●● ●●●●●	8 働きがい と経済成長 13 気候変動に 適応する



# Future road map

1. SDGs represent our ideal future for 2030
  - Start by establishing the ideal vision
2. Incorporate into medium/long-term management plans, comprehensive local government planning, and basic plans
  - High social demand to resolve SDGs challenges in the mid to long-run

= enable futuristic management by promoting SDGs
3. Risk management
  - Management risk & reputation risk
  - Level of transactions with entities that tackle human rights and environmental issues will begin to increase
4. Attracts investments & financing (more advantageous)
  - Trend of rapid growth of sustainable investment
  - Entering an era of measuring progress through SDGs
5. Changes in consumers

# Benefits of utilizing SDGs

1. Utilize a common language
  - Opportunities for understanding and collaboration across industries
  - Expand internationally
2. Incorporate SDGs into medium/long-term management plans, comprehensive local government planning, and basic plans
  - Innovate through backcasting
  - Anticipate long-term developments
  - Management that anticipates the medium term (i.e. 2017 SDG14 → eliminate plastic by 2019)
3. Risk management
  - Management risk & reputation risk (child labor, work styles, etc.)
4. Attracts investments & financing (more advantageous)
  - Trend of rapid growth of sustainable investment
  - Entering an era of measuring progress through SDGs
5. Changes in consumers
6. Standardization of standards
7. Transmit messages to and hire next-generation talents

# Key viewpoints

1. Backcast by starting from the end goal
2. Considerations that take life cycles into account promote sustainability



3. Comprehensive perspective



4. There are various ways of achieving the result

# JAPAN SDGsAction

(Host)

JAPAN SDGs Action Promotion Council

(Chairman: Mr. Norichika Kanie, Professor, Graduate School of Media and Governance, Keio University)

(Objective)

To further expand awareness of the SDGs in Japan and promote efforts to take concrete actions in line with the "Decade of Action" for achieving the SDGs proposed by the United Nations

<Primary initiatives>

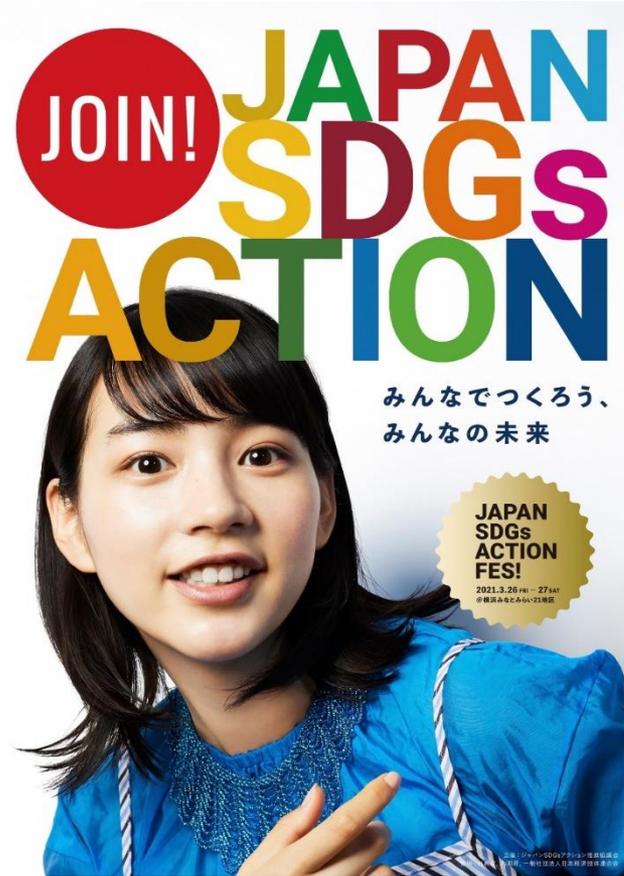
(Promotional activities)

- Portal site of the Promotion Council
- Dissemination through "SDGs People"
- SDGs white paper

(SDGs Action Festival)

Held in the 2I districts of Minatomirai, Yokohama on March 26 (Friday) & 27 (Saturday), 2021

- JAPAN SDGs Action Event (tentative name)
- Global Action Event (tentative name)



SDGs Members of JAPAN SDGs Action Promotion Council  
(At the time of establishment)



# Now is the time for SDGs

The “unsustainability” of the current world has been elucidated due to COVID-19

→ There’s a “price” to be paid because resolutions had been postponed until now

→ Further postpone would cause serious damage in various areas (climate change, ocean contamination, food shortage, etc.)



A well-balanced growth of the economy, society & environment is what’s required after COVID-19

## SDGs

that transcend beyond CSV (creating shared value: resolve societal challenges through core businesses that benefit the three basic elements of buyers, sellers & society)

Should really benefit four elements (buyers, sellers, society & **future**)



## Target 1.2

By 2030, reduce by at least half the proportion of men, women and children of all ages living in poverty in all aspects as determined by each country.



In 2019, the number of full-time staff and employees increased by 180,000 from the previous year, while the number of part-time staff and employees increased by 450,000 from the previous year\*1. It was also pointed out that this increase in the number of temp workers could lead to economic disparity.



Some industries have been hampered in their operations due to restrictions including stay-at-home advisories. The number of temp workers in July decreased by about 1.3 million compared to the same month last year\*2, putting them at a disadvantage compared to regular employees and further widening the economic gap. It is necessary to dispel the economic insecurity of the public and prevent the onset of relative poverty.



Industries that require labor will be altered including the changes in demand of teleworkers. Onset of poverty shall be prevented by transforming the industrial structure according to these changes based on SDGs as the standard.

## Actions needed to overcome the changes >>>



- Promptly transform industrial structure through subsidies, tax policies, etc.
- Rapidly expand social protection systems including cash benefits, school meals, and child allowances
- Provide learning opportunities to acquire the knowledge and skills required in the new industries



### Companies

- Develop, cultivate & shift into industrial sectors according to the changes in the labor environment
- Reduce turnover by utilizing a variety of work styles to suit different life cycles



### Individuals

- Acquire skills and knowledge required in the new industries
- Consider occupational selection plans that take into account diverse work styles and life cycles

\*1: "Domestic statistics: Number of employees by employment status" on the website of The Japan Institute for Labour Policy and Training

\*2: "Labor Force Survey (Detailed Tabulation) 2019 Average (Preliminary)," Statistics Bureau, Ministry of Internal Affairs and Communications



## Target 7.2

Significantly increase the share of renewable energy in the global energy mix by 2030.



Although the use of renewable energy in Japan is increasing year by year, the share of renewable energy in final energy consumption as of 2017 was only 11.2%\*1.



While demand for electricity is dropping due to reduced travel and business, demand for electricity is dispersing due to telework and other factors. Encourage autonomous, decentralized electricity generation in households such as solar power to significantly increase the share of renewable energy in final energy consumption.



As economic activity resumes, energy demand is expected to increase. We need to significantly increase the share of renewable energy in final energy consumption to promote decarbonization and ecological recovery.

## Actions needed to overcome the changes >>>



- Improve the resilience and promote the proliferation of renewable energy through initiatives including storage battery proliferation policies and VtoG promotion, and increase research funding for technology development
- Shift from subsidizing fossil fuels to renewable energies



### Companies

- Not only purchase natural energy, but also generate and use their own solar energy
- Participate in RE100, etc.
- Encourage the procurement of renewable energy during telework



### Individuals

- Opt for electric companies that offer renewable energy
- Opt for electric vehicles

\*1: "SDG Indicators," Ministry of Foreign Affairs of Japan

# Coronavirus is also an opportunity for change

1. The “unsustainability” of the current world has been elucidated due to the coronavirus pandemic
  - It's important to promote sustainability in the post-coronavirus world
  - Require harmonious growth of economy, society, and environment
2. Masks and hand-washing demonstrate that the aggregation of each person's actions can lead to social change
3. SDGs serve as a guide to avoid "postponing" the resolution of issues

