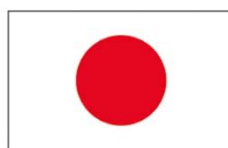


The VNR in a Nutshell – National Strategies for SDGs.

Japan

Capital	Tokyo
Population	127,3 million
Area (in sq.km)	145,936 sq mi
Languages	Japanese
Poverty rate	16.1% (2013 est.)
Per capita income	41,534
International Tourist Arrivals (2015)	19,737



Sources: UNDP, OECD, World Bank, VNR, UNWTO

The recognition of the role of tourism in sustainable development and the emphasis placed in the SDGs on the development of public policies for sustainable tourism is a landmark breakthrough that provides a unique opportunity for all governments to create a sound and favourable policy foundation.

The first two years of the implementation of the 2030 Agenda have shown that countries are making headway in aligning national strategies, adapting institutional frameworks and adjusting policies to realize the SDGs.

The countries' efforts have been reported in the Voluntary National Reviews (VNRs), presented by UN Member States during the High-level Political Forum on Sustainable Development (HLPF) in 2016 and 2017.

Title of VNR: Japan's Voluntary National Review Report on the implementation of the Sustainable Development Goals

Presenter for VNR: Mr. Fumio Kishida , Ministry of Foreign Affairs

National Thematic Focus:

Japan identified 8 priority areas among the goals and targets of the SDGs:

1. Empowerment of all People (SDG 1, 4,5,8,10,12)
2. Achievement of Good Health and Longevity (SDG 3)
3. Creating Growth Markets, Revitalization of Rural Areas and Promoting Science Technology and Innovation (SDG 2, 8, 9, 11)
4. Sustainable and Resilient Land Use, Promoting Quality Infrastructure (SDG 2, 6, 9,11)
5. Energy Conservation, Renewable Energy, Climate Change Countermeasures, and Sound Material.Cycle Society (SDG 7,12,13)
6. Conservation of Environment, including Biodiversity, Forests and the Ocean (SDG 2, 3, 14,15)
7. Achieving Peaceful, Safe and Secure Societies (SDG 16)
8. Strengthening the means and frameworks for the implementation of the SDGs (SDG 17)

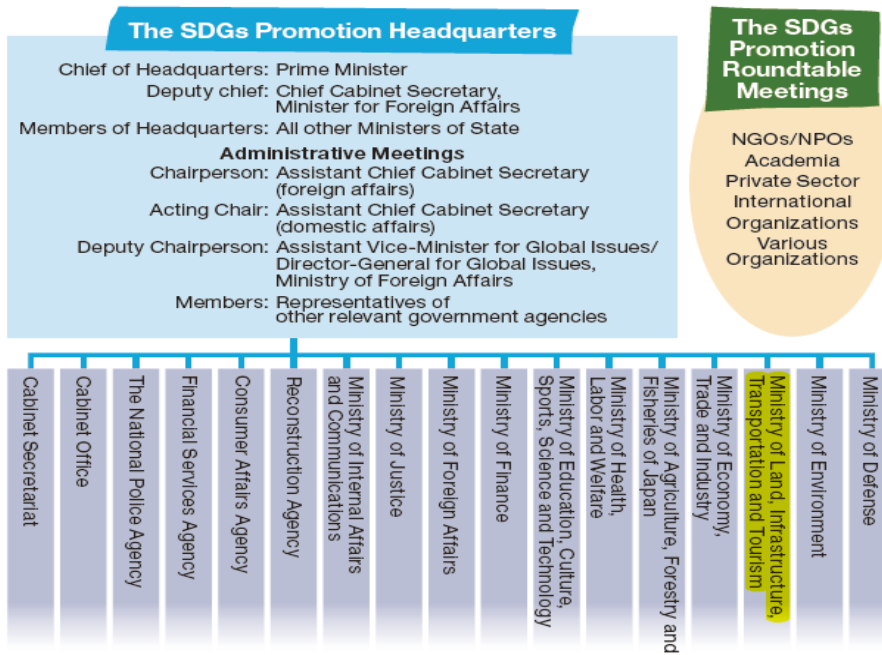
Institutional Arrangement:

In response to the adoption of SDGs, the Government of Japan established the **SDGs Promotion Headquarters**, headed by the Prime Minister and comprising **all ministers**. The Ministry of Land, Infrastructure, Transportation and Tourism is involved.

Under the SDGs Promotion Headquarters, Japan held roundtable meetings on items related to the promotion and implementation of the 2030 Agenda, attended by representatives from a wide range of stakeholders, including NGO/NPOs, academia, the private sector and international organizations.

Vision of the Implementation on Guiding Principles "Become a leader toward a future where economic, social and environmental improvements are attained in an integrated, sustainable and resilient manner while leaving no one behind."

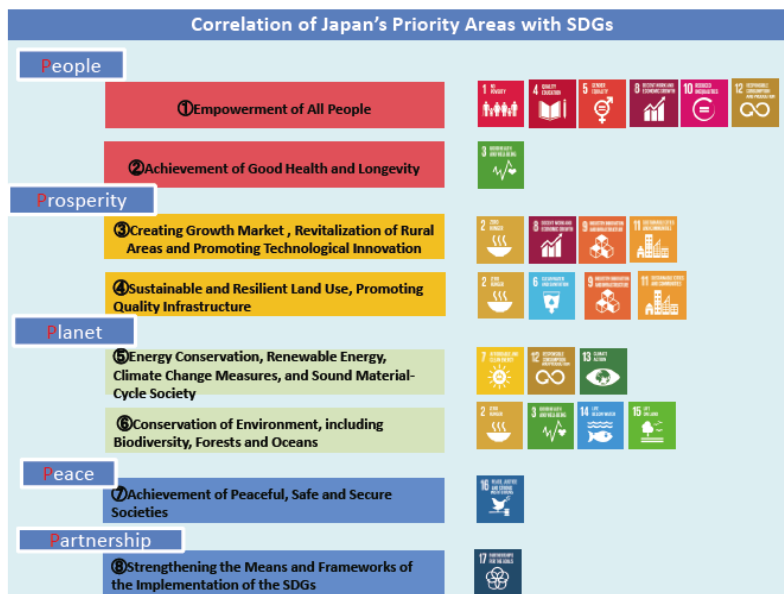
The SDGs Promotion Headquarters



SDG Incorporation to National Framework:

The SDGs Promotion Headquarters formulated the SDGs Implementation on Guiding Principles. Japans' domestic and international efforts, in line with Japans priority areas, have been set in relation to each goal of the SDGs. (p. 8 Policy Measures and Enabling Environment)

Japan will implement the measures for the aforementioned eight priority areas in accordance with the following principles: Universality, Inclusiveness, Participatory Approach, Integrated Approach, and Transparency and Accountability. These principles should be taken into account in all priority areas in the course of implementation.



SDGs Implementation Guiding Principles were adopted as a national strategy to implement the 2030 Agenda (p. 8 Incorporation of the SDGs into a National Framework. Drafting the Implementation Guiding Principles)

The Government of Japan and related governmental agencies will incorporate the SDGs into their plans, strategies and policies as much as possible. At the same time, the government will explore means to achieve necessary systemic reforms and endeavour to appropriately secure financial resources as policy incentives to foster both individual and collective efforts of the ministries and other government offices to implement measures in achieving the SDGs.

Tourism Ministry /NTA portfolio:

[Ministry of Land and Infrastructure, Transportation and Tourism Japan](#)

[Japan National Tourism](#)

Tourism and SDG in the destination:

Opportunities

- **Waste Management**
- **Partnerships**
- **Urban Development**



Japan's project in Africa "African clean cities platform": As a regional mechanism to support the achievement of the SDGs on waste management in Africa. The African Clean Cities platform aims at sharing information and experiences of appropriate waste management practices including the 3Rs in Africa, enhancing monitoring on the SDGs targets, building capacities of human resources and institutions as well as developing and applying good practice guidance accommodating national circumstances in Africa, for the expansion of clean and healthy cities that is the foundation of well-being, investment and **tourism promotion**.

Tourism as Opportunities, Threats or Challenges

Tourism seen as an opportunity in terms of partnership

Waste management, Urban development , Partnerships

Resources and Useful Links

[Japan VNR](#)