

**Localizing SDGs:
Integrating Voluntary Local Reviews into Voluntary National Review Processes
LNR Lab12, VNR Labs**

Toshihiko Ota
Mayor of the City of Toyota, Japan

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Thank you very much, Mr. Marta.

I would like to introduce Toyota City's public-private partnerships, from the perspective of the SDG implementation at the local level, and specific projects that are born from the partnerships and lead to sustainable regional development.

To start with a little introduce about our city, Toyota City, located in the center of Japan, is famous as the "City of Cars", due to its main industry, automobile manufacturing. However, since 70% of the city area is covered with forests, we face depopulation and other rural issues that are different from those in urban areas.

The "Toyota SDG Partners" are indispensable in introducing our SDG initiatives. It is a registration system, and any organization wishing to collaborate with Toyota City Government in the SDG implementation can register. This platform was established in 2019. Currently, more than 400 organizations are registered as our partners.

Originally, the purpose of creating this platform was to raise SDG awareness throughout the city. Initially, the Toyota City Government planned various events and workshops, and citizens participated in them and learned about the SDGs. At that time, we created opportunities for citizens to think about the SDGs. The partners have been helping organize these events.

Nowadays, the SDG partners themselves plan and manage their own projects, and the government supports them. The partners are collaborating with one another and taking advantage of their strengths and proactively work on their own projects.

In Toyota City, public-private partnerships are essential for the SDG implementation at the local level. Let me share one specific and unique initiative that has been born out of

such collaboration with the private sector. When you hear the word "Toyota," you probably imagine cars. As you expected, it is about mobility. We call it "satomobi project". "Sato" means rural areas.

This is a project to utilize micro-mobility vehicle as a means of transportation for the elderly in rural areas. The small sized mobility vehicle is suitable for driving on narrow mountain roads and also modified to be safer by local residents. We are convinced that this idea could be applied to the developing countries and regions.

The Satomobi is a two-seater vehicle, and to be surprised, there is an elderly couple who are over 90 years old in it. The two of them together are 200 years old! So, the car, originally designed for one person, has been converted to a two-seater vehicle so that even a 90 year old can safely go on a date. When I turn 90, I will use the "Satomobi" to ask my wife out on a date. I don't know if she will ride with me, though.

Anyway, if you are interested in such our original projects, please check out the Toyota City's VLR. There you will find as many as 15 unique local actions.

In recent years, local SDG efforts have become extremely prominent. The national government's policy is important, of course, but, we, local governments, will continue to promote local actions and contribute to transforming the world from the local level.

Finally, I would like to take this opportunity to make a special announcement to you all. The FIA World Rally Championship will be held in Toyota City this coming November. Please take this opportunity to visit Toyota City and enjoy our safe and clean city which is recovering from the COVID-19 pandemic.

According to the ecological footprint approach, if the rest of the world lived at the same standard as Japan, we would need three Earths. I believe that the key to achieving the SDGs lies in the way of life in rural villages, where exactly the Rally Championship will be held. Our rally championship is based on the idea of re-evaluating the value of rural villages, preserving and passing them on to the next generation. We would like to disseminate such a concept to the world.

We look forward to welcoming you all with exciting races in beautiful natural surroundings and hearty hospitality.

I thank you.