

SDGs—Sustainable Development Goals—

# Sustainability Good Practices of Yokohama in MICE



YOKOHAMA  
JAPAN'S FIRST  
PORT OF CALL

# Introduction

To realize a sustainable society, these days, more and more companies, organizations, municipalities and institutions have stepped up their efforts to achieve their sustainable development goals (SDGs), and sustainability is expected to be increasingly important also in the context of attracting and hosting meetings, incentives, conferences, and exhibitions (MICE).

As a city of promoting tourism and MICE, we would like to work together with all stakeholders in Yokohama to increase sustainability in MICE industry in Yokohama and to make sustainability as part of our city's strengths and thus enhance the city's international competitiveness.

To this end, following "An Introduction to Sustainability Initiatives in MICE" published last year, Yokohama Convention & Visitors Bureau publishes "Sustainability Good Practices of Yokohama in MICE" in order to share good sustainability practices from companies that are already on their sustainability journey.

Yokohama Convention & Visitors Bureau



# SUSTAINABLE DEVELOPMENT GOALS



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## Special Contribution

# Three Reasons Why SDGs Give You a Chance of Breakthrough

You may hear and see the term “SDGs” a lot these days. Under these circumstances, I am pleased to know that Yokohama Convention & Visitors Bureau publishes this collection of SDGs good practices.

SDGs are goals that need to be achieved by every organization and individual because it has become very clear to us that both society and organizations will be “unsustainable” if they continue to do things in the same way as they do now. That is why we need to strive to make them sustainable, and what specifically people need to do to realize sustainability are “Sustainable Development Goals (SDGs).”

Let me give an example. It is already apparent that, as climate change accelerates, in recent years, there have been an increasing number of major typhoons, heavy rains and floods and heat waves hitting Japan. Yokohama is not an exception. It is highly likely that its MICE facilities, largely located on the waterfront, might be seriously damaged by a major disaster in the near future. As a matter of fact, last winter, most parts of Venice, Italy, were submerged by a storm surge and high tides. Indonesia has even started thinking about the relocation of the nation’s capital, as Jakarta is prone to floods.

Numbers of Tourists and business travelers have been increasing, but unfortunately, massive CO<sub>2</sub> emissions are produced at the same time. However, JetBlue, a US low cost airline, announced that it plans to become carbon neutral on all domestic flights by July 2020, whereas Cochin International Airport in the south of India has been fully solar powered since 2016.

These breakthroughs can be brought about through their efforts to achieve SDGs. Among companies related to MICE, MGM Resort has since 2017 been committed to a program aiming to reduce their food loss and waste by having leftover banquet meals, more specifically prepared but unserved meals, frozen quickly and delivered to people in need.

Like energy and water, food waste produced by MICE has huge environmental impact. Solving the issue in such a positive manner will give your customers great added value opportunity and employees involved in the project a big pride and motivation.

If you hear about a MICE destination taking many actions like that, wouldn’t you like to visit and see it for yourself? In fact, such an effort to achieve SDGs itself can be a good enough reason to be

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Sustainable Brand Producer

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selected as a MICE destination. Unlike a tourist destination that tends to be chosen for its beautiful scenery or historical heritage, it is necessary for a MICE destination itself to develop a reason why it is chosen.

Your activities toward sustainability for your business and towns can be the content that attracts people not only in Japan but also from around the world.

These examples I just mentioned are all practices by global pioneers in this field, so it is understandable if you feel, "There is no way we can do this ...". However, it is too early to give it up.

Striving for SDGs is an unfinished journey; No one has ever achieved them in a perfect way. You will encounter various discoveries in the process, which itself is truly meaningful. This is not a kind of thing that is competed by how difficult it is or how much impact it has, but setting off on a journey toward sustainability in the future is more important than anything. Then you will encourage more and more organizations and individuals in the community to participate in your journey and work together with them, and thereby become able to fully exert your potential.

It is a prerequisite for successful business to organize and operate an event or other corporate activities in line with the spirit of SDGs, and what is more important is, through such efforts, to enhance sustainability of your company and even community. You can raise awareness among your stakeholders or participants through your activities, or can be a core or platform to help Yokohama Convention & Visitors Bureau to make the entire city, Yokohama, a sustainable city.

In this way, there are at least the following three reasons why you should make efforts to achieve SDGs:

- (1) It is a prerequisite for your business continuity,
- (2) It gives you a reason why you are chosen as a MICE destination or an operator, and
- (3) It presents an opportunity to contribute to making Yokohama sustainable.

Thinking this way, I believe it is very timely to publish this summary of good SDGs practices and this will be a useful guidebook to give your business a breakthrough in the future. Please take a look at this booklet and use it to enhance your sustainability. I look forward to seeing you playing your part in the world's achievement of its goals.



Venue

# PACIFICO Yokohama

## Sustainability is Integrated in all that we do

### Promoting sustainable MICE

PACIFICO Yokohama, a world-class convention complex, has been engaged in a variety of initiatives, including reducing environmental impact with the aim of managing a sustainable facility. With supports from the venue, around 1,000 conventions and events held per year at this facility, together with more than 4.3 million visitors, succeeded in being sustainable as increasingly recognized as a global standard. In April 2020, new facility "PACIFICO Yokohama North" is set to open. With the launch of the new venue, consisted of an approximately 6,300-square-meter multipurpose hall, Japan's largest of its kind, as well as 42 large/medium/small meeting rooms, PACIFICO Yokohama will further increase opportunities to support sustainable MICE in Yokohama.



### Self-supply of electricity generated from industrial wastes and food wastes

PACIFICO Yokohama is committed to turning all waste generated in the facility into resources, and currently approximately 90% of the waste has been recycled. In particular, it has introduced a new recycling eco system that generates electricity from the waste collected from the facility and to supply its electricity to the Rinko Park. The electricity is generated by incinerating industrial waste and by producing biomass power through methane fermentation of food waste. This eco system can be realized only by precisely estimating the volume of waste generated from the facility through a complete sorted waste collection method. Furthermore, food waste used to generate electricity is collected by electric garbage collection vehicles. Together with the system and the use of electric vehicle, it is the first of its kind throughout Japan.



### Key Initiatives

- ◆ Greenery on the rooftop, rainwater reuse system, energy saving by window film coating, automatic control of air conditioning system
- ◆ Effort toward 100% recycling of industrial waste, local production and consumption of energy from industrial waste and food waste
- ◆ Installation of chargers for EVs and PHVs
- ◆ Sustainability through food (by providing fresh food locally produced in Yokohama and blue seafood)
- ◆ Participation in *Yume wakame* workshop (ocean cleaning-up activity using *wakame* seaweed)

PACIFICO Yokohama:  
<https://www.pacifico.co.jp/english/pacifico/social/tabid/611/Default.aspx>





Hotel

# Yokohama Bay Sheraton Hotel & Towers

## Best Smiles For You

### Support to widespread use of “SDGs Straws Yokohama” made in Yokohama from shaven wood

Yokohama Bay Sheraton Hotel & Towers has already had its restaurants and bars switch to using paper straws, and, since February 2020, in support for the intent of the Yokohama Wood Straws Project\*, has introduced “SDGs Straws Yokohama” to raise their awareness and encourage their widespread use.

These wooden straws are made in Yokohama from cedar thinning from the water source forest in Doshi, Yamanashi Prefecture owned by the city. Each straw is rolled up into straws at the city’s special subsidiary companies by hand at a workplace for people with disabilities in Yokohama.

\* One of the projects undertaken by Yokohama SDGs Design Center. The purpose is, through the widespread use of Yokohama-made wooden straws, to seek for integrated solutions to environmental, economic and social issues by working out global warming countermeasures, measures for marine plastic zero emissions, forest environment preservation and effective use of natural resources, and active participation of all people, development of new business models and so on.



### Key Initiatives

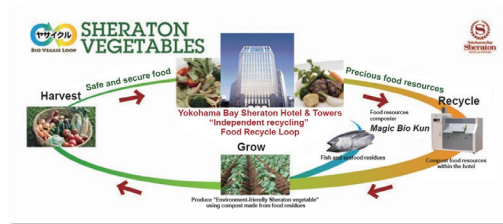
- ◆ Turning into a plastic free hotel by replacing disposable plastic bottled amenities with pump dispensers
- ◆ Installation of double-speed charger for electric and plug-in hybrid vehicles (As the charging station is available free of charge, a driver only pays the regular parking fee.)

### Serving environment-friendly vegetables produced using compost from food waste at the restaurants

Since 2008, Yokohama Bay Sheraton Hotel & Towers has started using a food waste composter to convert food waste from its restaurants into compost materials which are in turn supplied to farmers. Then, the compost is used to grow vegetables, which will be offered at a hotel restaurant with the name of “Sheraton vegetable, environment-friendly vegetables produced from *Yasaicle*.” This is how an independent recycling loop is completed. Owing to this project, the hotel received an award titled the Yokohama City food 3R *kira-boshi* (translation: galaxy) activity award (recycling class) for the fiscal year 2019.

### Encouraging guests to protect environment and get a free meal ticket

Yokohama Bay Sheraton Hotel & Towers also encourages its guests to help the hotel protect environment by giving a meal ticket that can be used at a restaurant in the hotel to those who stay for two nights or more and request for “no room cleaning” and those who visit the hotel by EV.



- Type: EVC1, single-phase 200V power supply
- ◆ Accessible room (barrier-free), wheelchair parking spaces, rental wheelchairs, accessible facilities such as a wheelchair lift
- ◆ Installation of nursing room for babies

Yokohama Bay Sheraton Hotel & Towers: <https://yokohamabay-sheraton.co.jp/language/english/>





Food

# KIJIMA Co., Ltd.

## Tasty Japanese Food Conserve Ocean for the Future

### Sustainable fishing and aquaculture

As an authentic Japanese restaurant serving fresh fish and seafood, KIJIMA has enjoyed the patronage from local people in Yokohama and been frequented on occasions such as important life-stage events. They started a variety of initiatives under the new philosophy “Contribute to creating and developing a sustainable community through food” in 2017.

KIJIMA is gradually introducing secure, safe and sustainable ingredients and seasonings used at a restaurant and since 2019, as the first restaurant in the traditional Japanese culinary field in Japan, have started to offer ASC and MSC certified fish and seafood, which are the most reliable international certifications regarding sustainable marine products, so called “ocean eco labels.”

### FSC® certified disposable chopsticks, and corporate management in line with SDGs

KIJIMA's efforts are beyond food procurement, they have also been committed to reduction in plastic items, introduction of paper straws and lunch boxes, and changing all the chopsticks used in the restaurant to FSC® certified disposable chopsticks. Further, as one of their measures to protect the oceans, they succeeded in stop using any synthetic detergent containing oil-synthesized surface activators at kitchens.

To offset the cost to protect the system maintaining security and safety, they started to use information technology earlier than others in their operations; for example, they centrally manage booking information, predict the number of guests in coming days, and thus manage to reduce employees' working hours and huge amount of food loss. In order to continue to offer a variety of excellent food to local patrons, everybody in the company is working as one team.



### Key Initiatives

- ◆ Use of Seasonings without using any chemical seasonings, various chemical extracts, artificial preservatives, artificial coloring or synthetic flavoring agents
- ◆ Increase in use of organically/naturally grown agricultural products
- ◆ Procurement of livestock products considering animal welfare and food safety
- ◆ Sourcing of sustainable fish and seafood
- ◆ Reduction in plastic containers
- ◆ Use of FSC® certified chopsticks
- ◆ Removal of synthetic detergent

KIJIMA Co., Ltd.: <https://kijimagroup.co.jp>





## Food

# Food Bank Yokohama (NPO)

## Food Bank Yokohama × SDGs with Corporations, Organizations and Individuals

### Turning food loss into food aid

Aiming to deliver health and safety through food, Food Bank Yokohama, an NPO, is committed to activities for the project that asks a number of corporations, organizations and individuals to donate untouched leftover food that would have otherwise gone to waste (so-called food loss) and then provide it for various groups and people in need of food.



### Free education

Through these activities, Food Bank Yokohama has faced with educational inequity attributable to economic disparities. Therefore, in 2018, it worked with corporations to establish “E-Learning *Kodomo Mirai Juku* (children’s future academy)” designed to offer children education free of charge in order to break a cycle of poverty. By doing so, the NPO is providing support to children from financially disadvantaged families so that they will have a big dream and be able to join the race to make their dream come true.



### Partnership in the community

The food bank has realized various collaboration projects, such as, after a restaurant is closed, collecting cooked but unserved food which is safely frozen, and then providing them for ‘Kodomo Shokudo’ (translation: children’s cafeteria). It will further increase partnerships with local businesses and organizations and thereby work to realize a sustainable society.

### Key Initiatives

- ◆ Free food aid to families with single mother or father (single-parent family support)
- ◆ Free rice to elementary, junior high and high school students (scholarship rice)
- ◆ Emergency food aid to needy persons (rice in need)
- ◆ Free food and supplies to homeless people (called *machitomo-san*)
- ◆ E-Learning *Kodomo Mirai Juku* (translation: children’s future academy)
- ◆ Free food and supply aid to ‘Kodomo Shokudo’ (translation: children’s cafeteria)
- ◆ Free food and supply aid to a café for high school students in need of support
- ◆ Free food aid to people with disabilities support groups, side-by-side support groups, child care support groups, etc.

Food Bank Yokohama (NPO): <https://fbyokohama.jp>



# Transportation

## Keikyu Corporation

### Putting safety first, taking a leap into the future

#### Efficient and effective use of resources and energy

Although railway is a very energy-efficient form of transportation, due to the increased number of trains and the installation of escalators and elevators, total energy requirement of railway operation is increasing yearly. However, Keikyu Corporation have strived to decrease their power consumption through the introduction of energy-saving trains and other such measures as the adoption of LED lighting and the energy management system at stations and commercial buildings.

In addition, they aim to realize a low-carbon society by ensuring efficient use of resources and energy through using recyclable materials in parts of their newest trains and other such initiatives.

#### “NORU ECO” Project to encourage citizens to use public transport

Since public transport such as train and bus consumes less energy and produces less CO<sub>2</sub> emissions that lead to global warming, Keikyu Group works on the “NORU ECO” (meaning your riding contributes to protection of environment) Project, that is, a movement to encourage citizens to make the modal shift to environmentally friendly public transport.

#### Key Initiatives

- ◆ NORU ECO Project
- ◆ Introduction of energy-efficient trains
- ◆ New trains using recyclable materials
- ◆ Multilingual travel guide using the *Omotenashi* Guide app

#### Multilingual support to international tourists to Japan

Keikyu Tourist Information Center (KEIKYU TIC) located in Shinagawa Station and Haneda Airport Terminal 3 Station provide tourist information for international visitors. A multilingual concierge speaking multiple languages, including Japanese and English, is always on hand to help them in booking train tickets and to offer travel and tourist information. KEIKYU TIC in Haneda Airport Terminal 3 Station is certified by the Japan National Tourism Organization (JNTO) as Category 3, its highest rank. Furthermore, each station on the Keikyu lines provides multilingual tourist information on the app “*Omotenashi* Guide” (tourist hospitality guide). This app allows visitors, anytime they like, to check useful information on departure platform number, train schedule, train line map, discount tickets such as excursion tickets and special deal tickets, how to use free wi-fi and so on.



人に、地域に、未来につなぐ。

京急グループSDGs

- ◆ Convenient services available at KEIKYU TIC, including luggage shipping service, MICE support service, accommodation reservations and arrangements and ticket sales for tourism facilities, and foreign money exchange



Keikyu Corporation: <https://www.haneda-tokyo-access.com/en/>



## M I C E - R e l a t e d   S e r v i c e

## Daiichi Co., Ltd.

## Trend in work uniforms shifting from design and functionality to sustainability

## Proposal of products and systems contributing to environmental protection

Daiichi aims to continue to provide a great working environment through supplying work uniforms to companies, and thus contribute to further development of the community and society to which they belong.

Uniforms were chosen mainly based on design and functionality. However, in recent years, as there has been a growing awareness in society of the importance of Sustainability Development Goals (SDGs), more and more people tend to choose a product by asking themselves, "Is this sustainable?" That is why Daiichi has been active in offering environmentally friendly products that contribute to environmental protection (including uniforms made of recycled polyester-fiber fabric made from recycled PET bottles) and more recently offering the advanced recycle system that produces polyester-fiber fabric made from used

uniforms that are no longer worn. Polyester fiber, typical material used to manufacture uniforms, is derived from petroleum. This new recycle system allows us to run a cycle of turning existing polyester-fiber fabric into new polyester fiber and then back into new clothes. Completely running this cycle could result in prevention of disputes over energy or reduction of CO<sub>2</sub> emission from waste disposal and incineration.

## Participation in Yokohama Blue Carbon Offset

In 2018, Daiichi participated in "Yokohama Blue Carbon Offset System" in order to offset CO<sub>2</sub> emitted: in the manufacturing process of T-shirts worn by Yokohama FC escort kids, from electricity generation associated with sewing and shipping of vests for community cleaning, and in the manufacturing process of neck straps supplied to 16 sports centers in the city.



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## Key Initiatives

- ◆ Proactive proposal and sale of environmentally friendly uniforms
- ◆ Active role of female workers (Gender balance in its workforce: 49% are women and 51% are men)
- ◆ Daiichi CSR Committee's morning cleaning routine around the neighborhood, participation in simultaneous

cleaning organized by the NPO *Utsukushii-Minatomachi-Yokohama-Wo-Tsukuru-Kai* (the group to enhance the beauty of a port city, Yokohama)

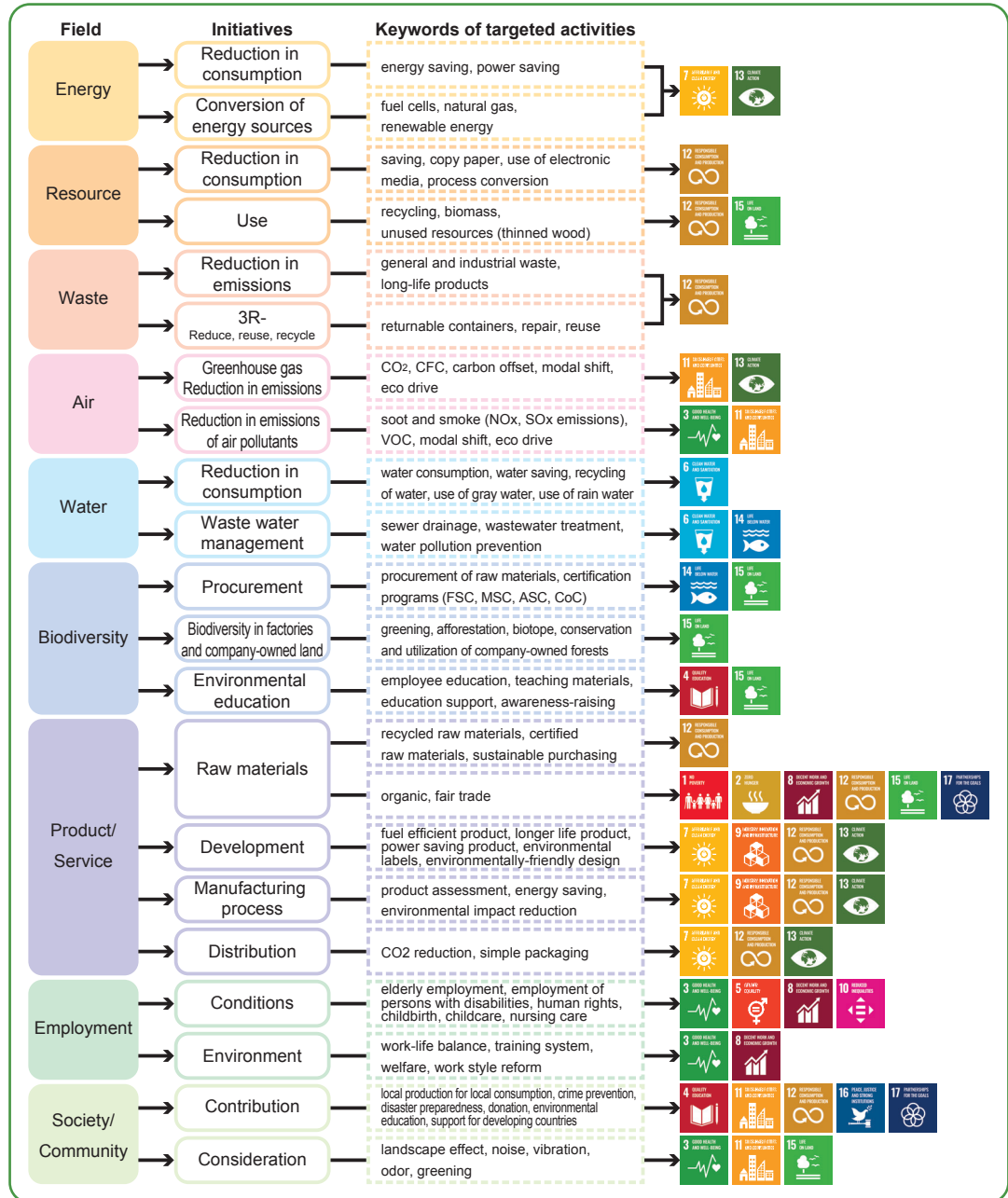
- ◆ Participation in local volunteer activities, including Pink Shirt Day

Daiichi Co., Ltd.: <https://www.un-daiichi.co.jp>





## <Correlation to SDGs at a glance>



Source: "Sustainable Development of Each and Every Company – How to Use Sustainable Development Goals (SDGs) – [2nd edition]" (Ministry of the Environment)

Created based on [http://www.env.go.jp/policy/sdgs/guides/SDGsguide-honpen\\_ver2.pdf](http://www.env.go.jp/policy/sdgs/guides/SDGsguide-honpen_ver2.pdf)

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