

The Yokohama Convention & Visitors Bureau Reaffirms its Pledge to Sustainable Development New Programs Put Sustainability into Action

YOKOHAMA, May 12, 2022 – As part of Yokohama’s move to take the lead on sustainable urban development, the Yokohama Convention & Visitors Bureau (YCVB) is reaffirming the city’s sustainability ideals and commitments by creating new programs for convention organizers and participants. These YCVB programs are designed to take sustainability from ideal concept to practical application.

Sustaining Tradition

The first of many projects is the creation of traditional Japanese wooden tearooms that are portable and can be easily erected in conference or event settings. The tearooms are constructed using *miyadaiku* carpentry, a traditional form of carpentry that can be seen at historic shrines, temples, and teahouses across Japan. This project is a reminder that structures made from renewable materials can sustain both the craft and its aesthetics for future generations.

The prefabricated tearooms continue an artisanal craft 1,400 years in the making—one that is inscribed on UNESCO’s Intangible Cultural Heritage list (as of 2020).

For news on other programs, including the English-Language Rakugo Performance project currently underway, visit the “Be Sustainable” page of the YCVB website:

<https://business.yokohamajapan.com/mice/en/yokohama/sustainable/>

Yokohama: Blue, Green, and Much More in Between

Yokohama aspires to embody sustainability, taking advantage of its many natural attractions from the green expanses of its abundant public spaces to the blue waters of its historic harbor. These new YCVB programs reflect Yokohama and its culture, creating synergy between the city and convention planners and participants.

A short film reveals the continued importance of sustainability to the Yokohama, as a city built in harmony with the natural environment, now, and for the future:

<https://www.youtube.com/watch?v=e8MOx971Qfl>

YCVB representatives will be attending IMEX Frankfurt 2022. If you are in Germany at the time, please visit the event and stop by our booth to hear more about this and other YCVB programs.



Contact: Akiko Hosono, Yokohama Convention & Visitors Bureau
Phone: +81-45-221-2111 E-mail: mice@ycvb.or.jp

