

The importance of sustainable cities and communities

- the case of Fujikawa town's Yuzu project

Tokunaga seminar Yuzu product group

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1. Backgrounds

In order to provide a shared blueprint for peace and prosperity for people and the planet, now and into the future. The Sustainable Development Goals or SDG call on all countries, whether the country is poor, rich or middle-income, to act to protect the planet while promoting economic prosperity.

The goals state that poverty eradication must go hand in hand with a range of strategies, including promoting economic growth, addressing social needs for education, health, social protection and employment opportunities, curbing climate change and protecting the environment.

2. Challenge towards the Goal 11

Among these goals, today we are going to give a presentation about goal 11, which is sustainable cities and communities. Before the

presentation, could you please think about the question, why it matters? Why make cities inclusive, safe, resilient, and sustainable is important?

3. Importance of Sustainable Cities and Community

Well, one of the most important reasons is the world's population is constantly increasing. In order to accommodate everyone, we need to build a modern, sustainable, inclusive city. Another reason is that in order for all of us to survive and develop, we require new, intelligent urban planning that produces affordable and safe communities with environmentally friendly and culturally stimulating living environments.

For example, by 2030, reduce negative environmental impacts per capita in cities, including special attention to air quality, and urban waste management, among others. Or

support positive economic, social and environmental linkages between urban, peri-urban and rural areas are through enhanced national and regional development planning. Some of you maybe consider, I live in Tokyo, a bustling, charming, cosmopolitan city, I don't have to think about these problems, however all these issues ultimately affect every citizen. Inequality can lead to unrest and insecurity, pollution can worsen everyone's health and affect the economy by affecting labor productivity, and natural disasters have the potential to disrupt everyone's habits.

Furthermore, is it expensive to put sustainable practices in place? The answer is the costs are negligible compared to the benefits. For example, there are costs associated with building a well-developed public facility, but the benefits in terms of economic activity, quality of production, the environment and the overall benefits of a connected city are enormous.

Moreover, what should we do in order to achieve this goal? In fact, our seminar is working on urban and regional development in Fujikawa town to active the local economy, and we've made great progress so far.

4. Our actions to achieve the goal 11

In our seminar, we are involved in several activists to revitalize the community of Fujikawa town in Yamanashi prefecture as part of our

community development activists. We believe that this activity is related to SDGs goal 11, "sustainable cities and communities."

Specifically, we developed a "Yuzu", a sort of citron, cake produce by using flawed yuzu, a specialty of Fujikawa town. We visited Fujikawa town and Yamanashi prefecture, and held a series of appointments with the local staffs and roadside station workers to improve the products.

In addition, we promote selling the yuzu cake at Takushoku University canteen also. Our final goal is to contribute to the local revitalization of Fujikawa town by selling yuzu products at Fujikawa towns' roadside station.



Fig.1 Yuze cake promoted by the project

5. Conclusion

In this presentation, we introduced why should we make cities and human settlement inclusive, safe, resilient, and sustainable, through the activity of Fujikawa town's "Yuzu", projects.

Reference

[1] Tatsumi Tokunaga, (2021), *Journal of International Development*, vol.20 No.1, pp83-105