



**IMAGINE**  
KANAZAWA 2030

# Kanazawa Future Visions



**Kanazawa SDGs Action Plan**

# Not “one day, somebody might” But “today, I will”

We have asked citizens, industries, students, experts from various fields, and governmental institutions about their view on the Kanazawa of today and tomorrow to create the Kanazawa Future Visions.

You are sure to find something that you can do right now at home, at school, at work, or in your region, either on your own or with the help of others.

What actions will you take as you envision a positive change in Kanazawa and a future where everyone can experience happiness? Add your own ideas to the ones in this brochure.

## About the Kanazawa Future Visions

The IMAGINE KANAZAWA 2030 project wants to create a sustainable Kanazawa through partnerships to achieve the SDGs (Sustainable Development Goals). It aims to build an environment where inter-disciplinary actors can have discussions and work together. The Kanazawa Future Visions were created as a guide for advancing this project with as many people as possible.



## How to Utilize the Kanazawa Future Visions

Allow us to introduce a fun way to be a part of the Kanazawa Future Visions.  
Please use this leaflet in the way that works best for you.

### WRITING

Use this brochure  
like a personal notebook

- ☐ Write down or draw your own ideas
- ☐ Check off ideas you've tried out with a ☒
- ☐ Color in the pictures of ideas you enjoy

### TEACH SOMEONE

Introduce the Kanazawa Future Visions  
to someone else

- ☐ Ask the people around you if they've heard of the Kanazawa Future Visions
- ☐ Introduce ideas you enjoyed to the person next to you
- ☐ Brag about which ideas you tried out on social media

### READING

Read the Kanazawa Future Visions

- ☐ Read one page a day at a leisurely pace
- ☐ Copy Umebachi-san's actions depicted in this leaflet
- ☐ Read together with someone
- ☐ Read in different locations such as at home, on a park bench, or on the train.

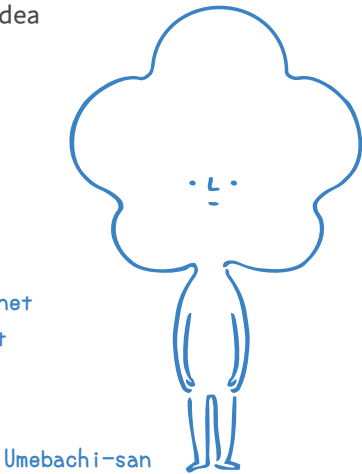
### TRY IT OUT

Try actualizing ideas that seem fun to you

- ☐ Patiently try out a new idea every day
- ☐ Find someone to try things with
- ☐ Pick a day to try your best to accomplish an idea

Have you met Umebachi-san?

Rumour has it Umebachi-san lives in Kanazawa and quietly tries something new every day to make the region and the planet a better place. Will you do the same? Let Umebachi-san help you make a change.



# Synopsis of the Kanazawa Future Visions

The Kanazawa Future Visions consist of 5 visions that each have a set of "aims", "general approaches", and "concrete ideas". This story is told by all citizens together. Every single person plays an important role as we forge connections and help turn the future we picture into a reality.

## How to read the 3 levels of each vision

### [ Aims ]

A picture of the future we are working towards

**Teach others about the ways in which people live and work in Kanazawa.**

### [ General Approaches ]

A guideline for the actions needed to achieve the goals

○ Live in the city center.

### [ Concrete Ideas ]

Specific actions you can take

- Share about life in the city. Watching people enjoy themselves makes you want to try for yourself.

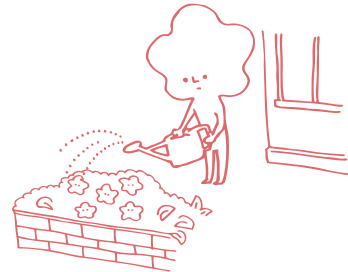
## Vision

1

Encourage urban development based on nature, history and culture.

## A city that is old yet new, and comfortable to live in

Kanazawa's topography is a rough yet rich terrain made up of mountains, plateaus, plains, and rivers, that has accumulated much history and culture throughout the years. Today it is a city that emits its own sense of individuality as a Creative City that harmoniously merges development with the preservation of its rich biodiversity. Doing this further heightens the value of Kanazawa's nature, history and culture, and encourages urban development that is comfortable in the eyes of Kanazawa's residents.



## Vision

2

Create a recycling-oriented society, and lessen our burden on the environment.

## A city without waste

In order to actualize a sustainable society, it is vital that we reduce our environmental impact and introduce mechanisms and technologies to circulate limited resources. We encourage the reduction of carbon dioxide emissions, the introduction of renewable energy sources, and the elimination of food waste in individual lifestyles as well as corporate and regional activities.



## Vision

3

Create an environment that draws forth the potential of our children, the leaders of the next generation.

## A city where children can dream

Relative poverty, which prevents people from enjoying an ordinary life, has become a societal problem. We will create an environment in which all children, regardless of the economic situation or hardships of the household in which they were raised, can be brought up without worry. In addition, through the correction of educational disparities, as well as through culture and art, we will work together with various stakeholders, such as schools, regions and NPOs, on activities that raise children's sense of self-affirmation.



## Vision

4

Create a social environment that allows for life-long learning and activity.

## A city where both a satisfying job and a satisfying life are attainable

It is essential for humans to achieve a harmonious work-life balance in order to work towards an era where a 100 year lifespan is the norm. We will foster a social environment wherein people of diverse talents can brush up their skills in accordance with their abilities and the life stage they are in, and can choose their own flexible working-style.



## Vision

5

Create mechanisms which bring forth cutting-edge innovation in culture and industry.

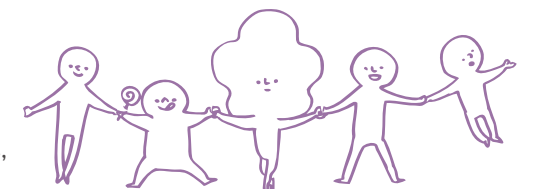
## A city that gives birth to new things and ideas

While the progression of technologies such as AI is accelerating, the current era is also one wherein sustainable business and medium and long-term corporate value have been called into question. With these circumstances in mind, we will create a system to improve creativity and innovation by transforming local culture (a strong point of Kanazawa) into a growth industry, providing entrepreneurial aid, collaborating with academic institutions and NPOs, and by promoting the diversity of human resources.



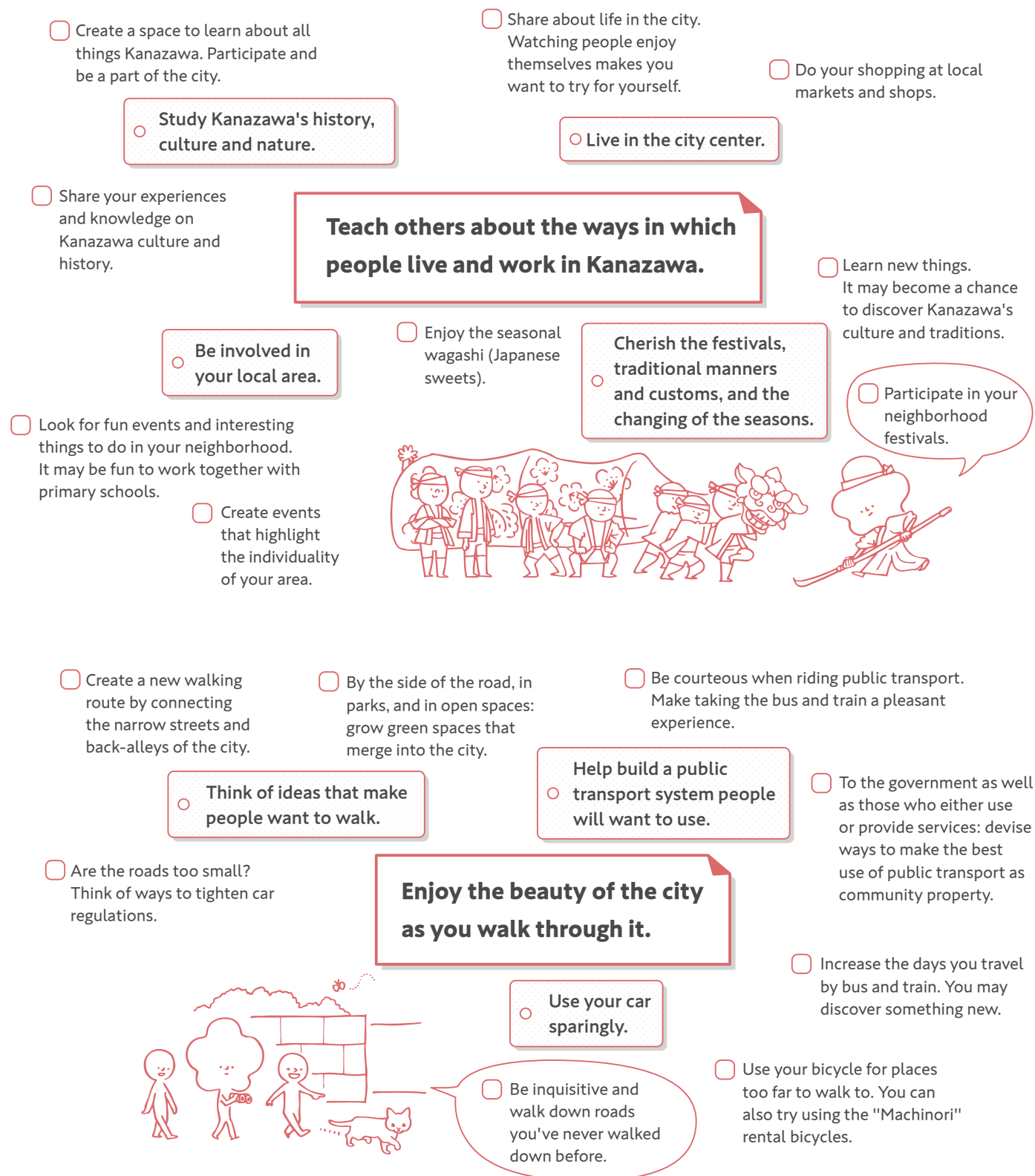
## Partnerships to advance all five visions

Partners can be anyone ranging from citizens or regions, to NPOs, industries, and governmental administrations. Many actors join the Kanazawa Future Visions and reach out beyond their own groups or organizations to combine their strengths. Through these partnerships, they set their eyes on solving even more intricate problems.



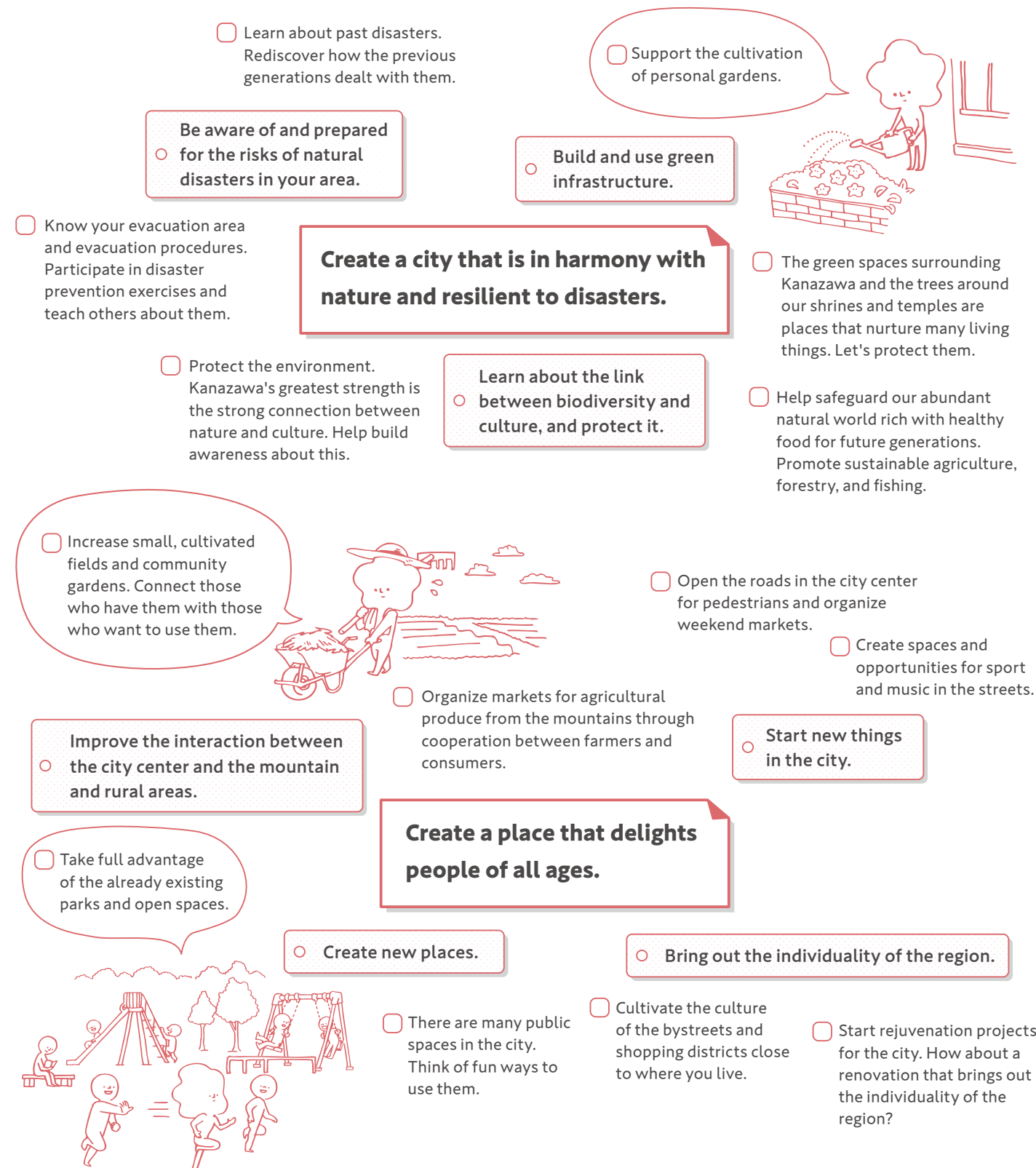
## Encourage urban development based on nature, history, and culture.

# A city that is old yet new, and comfortable



Use this space to write down your own ideas and the ideas of those around you!

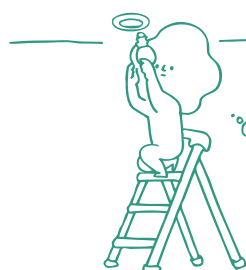
Find even more ideas people submitted here!





Create a recycling-oriented society, and lessen our burden on the environment.

## A city without waste



- Change the lights in houses and offices to LED lights. Your electric bills will go down, too.

- Even a single person's energy reduction has a great impact! Think of ways to reduce your energy usage at home.

- Create spaces where people can gather to share air conditioning ("cool share") or heating ("warm share"). Have fun there with your neighbors.

Promote energy-saving methods that are easy for everyone to adopt.

Promote the adoption of renewable energy.

- Kanazawa is blessed with forests and groundwater. Start using biomass and soil heat.

Lower carbon dioxide emissions by any means possible.

- "I would love to build a zero-energy house but..." Create a place where we can find construction firms and contractors with the right know-how.

Build means of transportation that are good for both people and the environment.

- Increase the days you use trains or buses instead of your car.

- Give and receive. Circulate things and objects within the neighborhood.

- Stop excessive packaging. Choose simple packaging instead.

Promote waste reduction and recycling.

- Hold regular events to share information on waste reduction as an entrepreneur, citizen, or governmental administration.

Decrease the amount of food waste.

- Only buy as much food as you need, when you need it.

- Hotels and restaurants should strive for zero food waste. Encourage people to finish eating their entire plate of food.

- Start using food-sharing apps that connect restaurants that don't want food to go to waste with people that want to buy at a discount.



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- Increase the number of stores that have water dispensers or fill water bottles for free, as well as drinkable water fountains in the city. Refrain from buying disposable plastic bottles.



- Choose locally grown vegetables. Choose restaurants and shops that use local vegetables.



- Learn about fair trade, which supports producers from developing countries. How does it compare with buying locally produced goods?

- Buy non-standard produce. Throwing away products because they aren't the right size or have a weird shape is a waste!

Get familiar with fair trade and the consumption of locally produced goods.

Make nature-friendly consumption the norm.

Adopt new habits to "make, carry, sell, buy, use, and throw away" that cause less damage to the environment.

Make the most of the nature in your region.

- Build houses using local wood.

- Byproducts of forest thinning, logging, and park maintenance are important resources. Promote practices that convert them to fuel and fertilizer.

Make manufacturing processes with low burdens on the environment the norm.

- Introduce methods for the procurement of materials and manufacturing processes that protect the environment.

- Convert scrap-wood into furniture, and old clothes into bags. Promote "upcycling" as a way to give things a new life.

Reduce plastic.

- Stop the waste of plastic tableware! Instead, start washing and reusing eating utensils.



- Go for plastic-free packaging material and shopping bags! Create a model shopping district.

Create an environment that draws forth the potential of our children, the leaders of the next generation.

## A city where children can dream



- Build internships that give students real life job experiences before becoming working adults.

Grant children a varied education with many different points of views.

- Improve thought-promoting education that connects the things happening here in Kanazawa with the things happening in the rest of the world.

- Increase free time for spontaneous play time and down time.

- Work towards an inclusive education where all types of children learn together at the same place.

Promote a flexible education style that embraces children's individuality and helps them expand it.

- Schools, regions, and families are all connected and support the children's growth. Build Community Schools to help with this.

Respect the diversity of our children and encourage their individuality



Improve activities of learning and playing outside of school through regional solidarity.

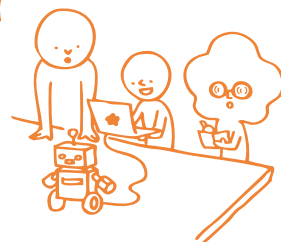
Provide children who need special care with a variety of options.

- Exchange information among citizens on education and job opportunities for children who suffer from disabilities.

- Create support systems for children suffering from disabilities by linking together child development support centers with related organizations.

- Parents have to learn, too! Let parents learn and play alongside their children.

- Do you want to foster children's creativity at nursery schools and in childcare centers? Work together with your local artisans and artists!



Use this space to write down your own ideas and the ideas of those around you!

Find even more ideas people submitted here!



- Enrich the lives of children living in orphanages or with foster families.
- Improve the network of children support groups and strengthen the support system for impoverished families.
- Children encounter many problems such as child abuse, juvenile delinquency, and poverty. Spread awareness and extend the circle of understanding and protection.

Support children so that even if they live in impoverished families they can live in peace.

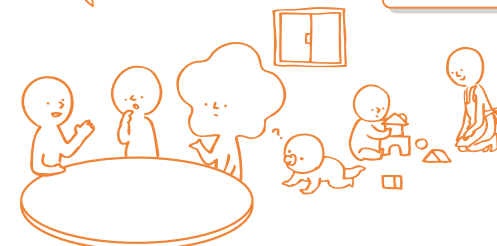
Protect the children of your school, your home and your neighborhood, and make sure serious problems aren't overlooked.

Create an environment where all children can grow up and learn in peace.

- Create a place where raising children is fun and no one has to face hardship alone. Not only great neighborhoods but also great workplaces!

Build a city where both parents and their children can smile and live their lives at ease.

Strengthen the connections between sectors that work with children.



- Create a beautiful city where children can safely play outside and it's easy for families to go out.

- In Kanazawa, primary schools organize welfare projects in their districts. Keep this distinguishing trait of our city alive and protect the children through community welfare and education.



- Use private coaches to guide club activities. This both revitalizes club activities and lessens the burden on the teaching staff.

- Start an educational fund and protect the individuality of our schools through your support.
- Learn from many different teachers! Organize events that use talented people outside of the educational sphere such as NPO's.

Improve the freedom of schools by protecting their individuality.

Allow everyone to join in and feel involved in discussions about schools.

- Kanazawa is a city with many students. Increase the opportunities for university students to interact with children or be involved in the classroom.

Achieve the happiness of all those that are connected to schools.

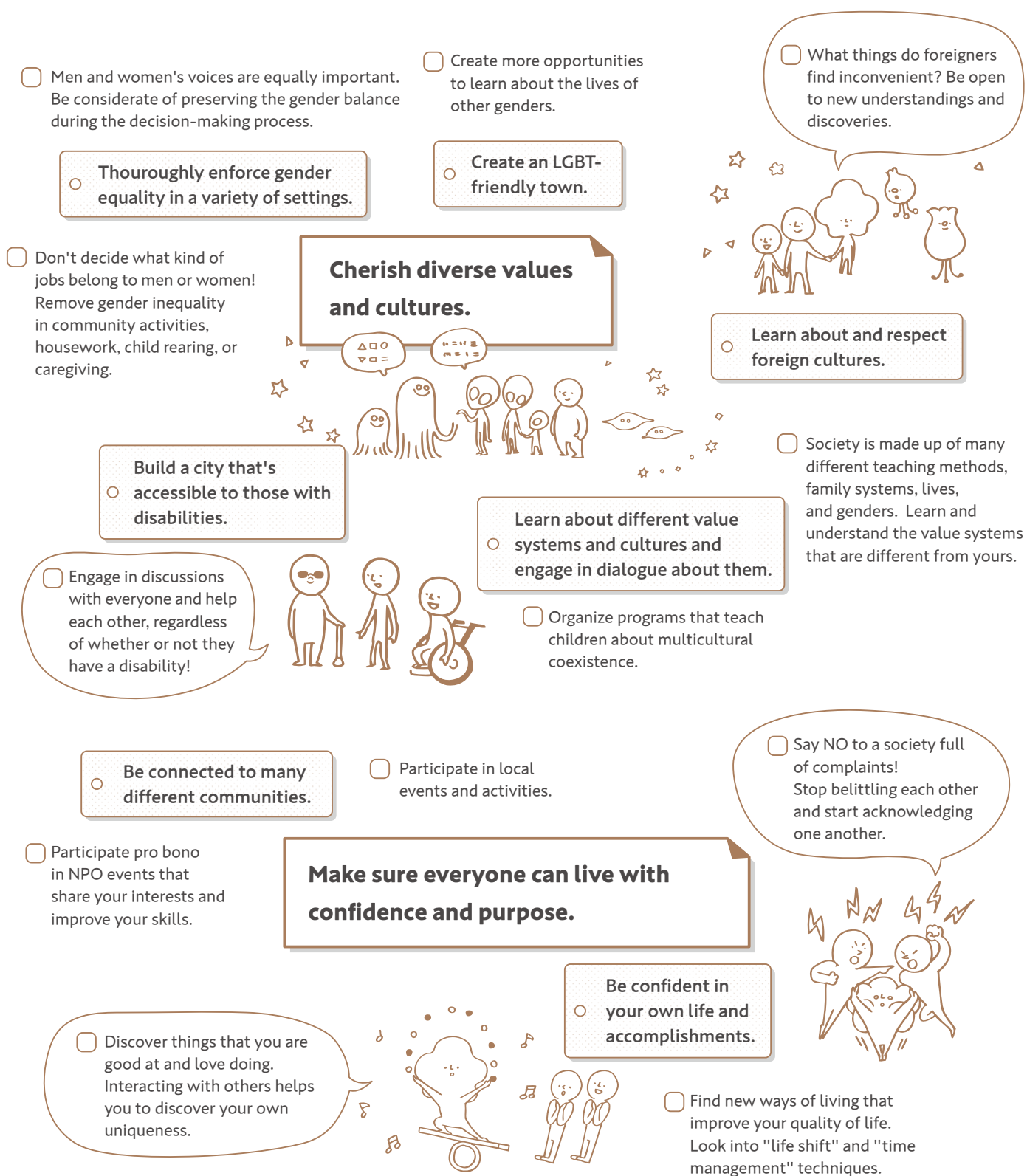
- Utilize the citizens' strengths. Support schools and teachers. Act as a coordinator between your local schools and your region.

Create a world where the teaching staff can continue to learn and improve.

- Improve teachers' work-life balance.



## Create a social environment that allows for life-long learning and activity. A city where both a satisfying job and a satisfying life are attainable



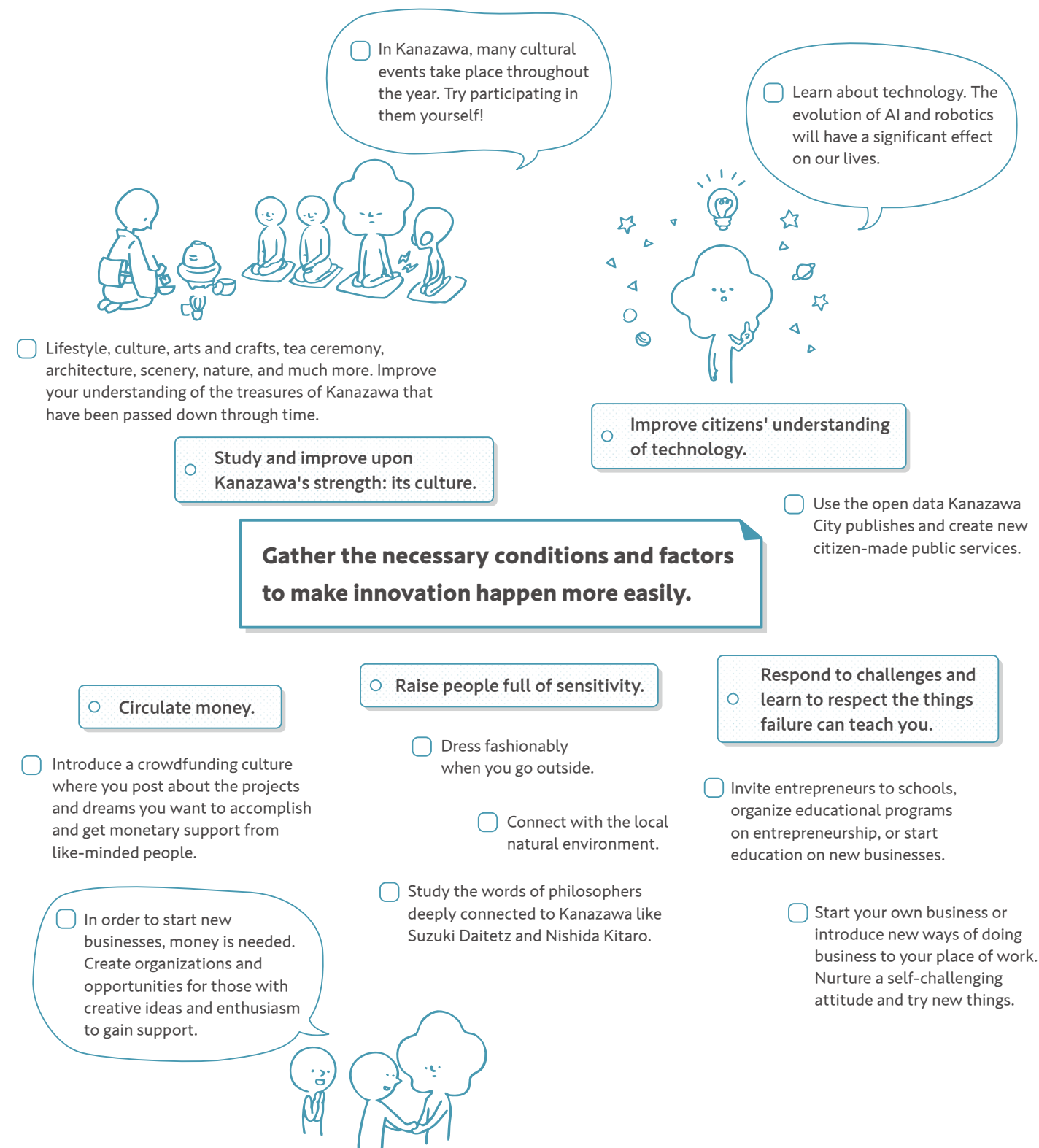
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Create mechanisms which bring forth cutting-edge innovation in culture and industry.

## A city that gives birth to new things and ideas



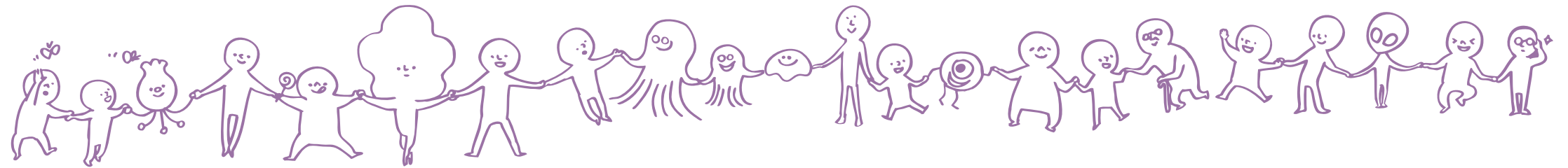
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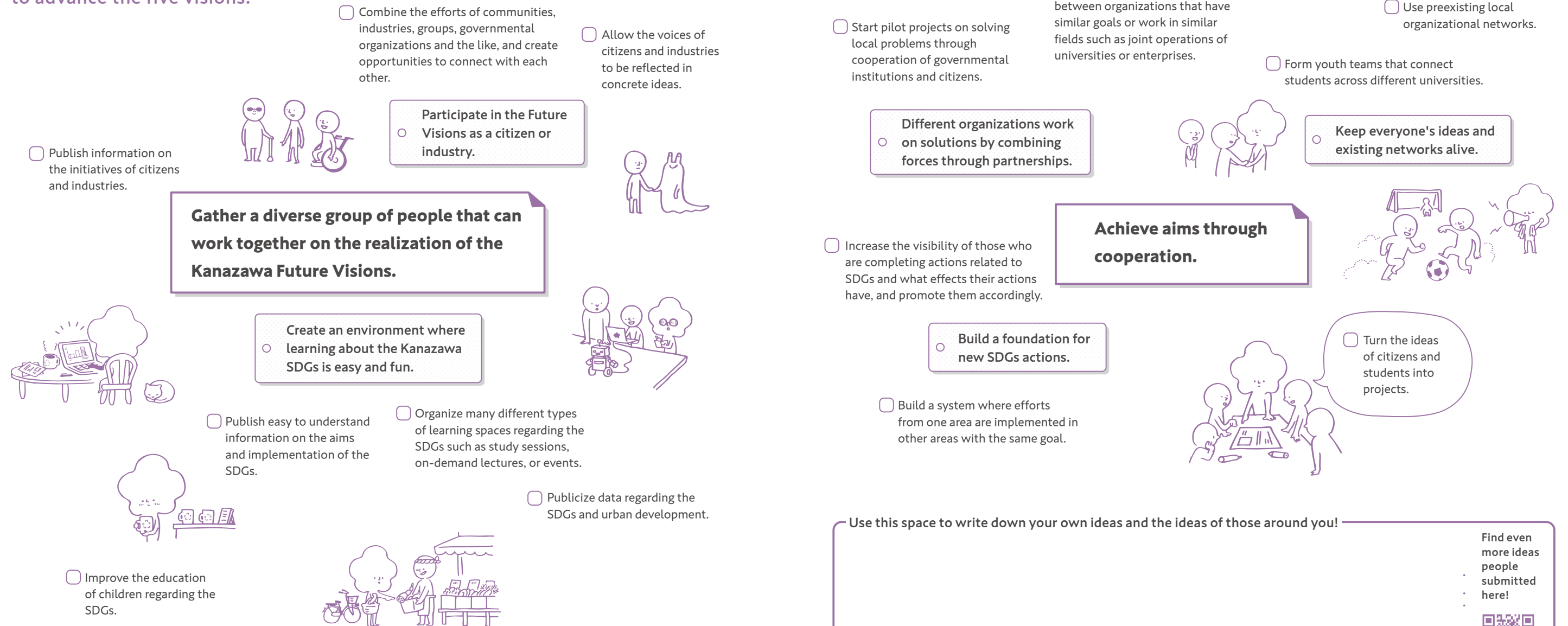




# Partnerships that can advance all five visions



Various actors participate, connect, and combine forces to advance the five visions.



Find even more ideas people submitted here!



# To our readers

The Kanazawa Future Visions are visions that you yourself are a part of. To build the future that we want to see, small actions affecting big change are needed. Talk with someone about your feelings regarding these examples, look up the problems you want to know more about, and try out new ideas that make you excited. You are not alone, and it is by working together that we will succeed. If you become interested in the SDGs through learning about these visions, please try getting involved in IMAGINE KANAZAWA 2030 in your own unique way.

## I want to listen, I want to speak!

### Talk about the Visions

Read this leaflet with people close to you and talk freely about your impressions. This is one way of discovering new ideas and new points of view.

## I want to share ideas!

### Use the #futurevisions

Post about your ideas using social media. Upload photos of your successes. Look through the hashtag for new ideas.

## I want to meet new people and gain new understanding!

### Participating in the SDGs Cafés

SDGs Cafés are held at cross-sections between many fields. Exchange ideas with others interested in the same fields. You can also collaborate with the SDGs cafés with your own organization or group.

### Making use of the on-demand lectures

In Kanazawa, on-demand lectures take place for groups of 10 people or more on the subject of urban development. Gaining a broad and deep understanding of the workings of the city may become a hint on urban development in this SDGs era.

[Find out more here](#)



## I want to know the latest info!

### Check out our homepage

The IMAGINE KANAZAWA 2030 official homepage introduces not only event information and reports, but also everything else regarding the Kanazawa Future Visions that we could not fit into this brochure.

[Find our homepage here](#)



### Follow our Facebook page

Stay up-to-date on the latest topics and projects of IMAGINE KANAZAWA 2030. Like or share articles that interest you.

[Find our official Facebook here](#)



### Subscribe to our email magazine

We also have an email magazine to inform you of the latest information. You can subscribe through our homepage.

[Find the subscription page here](#)



## I want to make a change through a partnership!

### Register at “IMAGINE KANAZAWA 2030 Partners”

Individuals, groups, and industries participate in the SDGs. Bring together your ideas and concerns, discuss them with others, and build up new projects together.

### Use the IMAGINE KANAZAWA 2030 Logo

Add our logo to your name card or to your company or group's pamphlets or posters. It will be a symbol connecting you with like-minded people.

[Download it here](#)



## Kanazawa Future Visions thus far & from now on

As a project of IMAGINE KANAZAWA 2030, the Kanazawa Future Visions have started many conversations and new ideas.

It all began with an SDGs meeting joining together citizens, companies, students, experts from various fields, and governmental institutions. The concept created in that meeting was supplemented by various opinions gathered through the SDGs cafés, events, our homepage, and others, and completed in march of 2020.

This Kanazawa Future Visions brochure has a lot of blank spaces within its pages. Although the "aims" and "general approaches" have already been established, we would like for the person who holds this brochure to freely select, envision, and implement "concrete ideas" that can address those aims and approaches.

Whether you are at home, at school, or at work, either alone or with others, talk, think, try out and advance these visions with everyone. Help build the Kanazawa of 2030 and beyond where everyone can be happy.



### For inquiries

#### ● On-demand Lectures

Kanazawa City Policy Planning Department,  
Public Relations Section

TEL 076-220-2348 FAX 076-220-2030

#### ● Other Inquiries

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## **Kanazawa Future Visions**

Publication

**Council for the Promotion of  
IMAGINE KANAZAWA 2030**

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