



# Owariasahi City's Efforts to Raise Awareness of SDGs and Take the Steps of Action



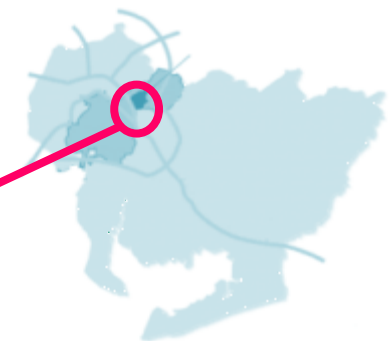
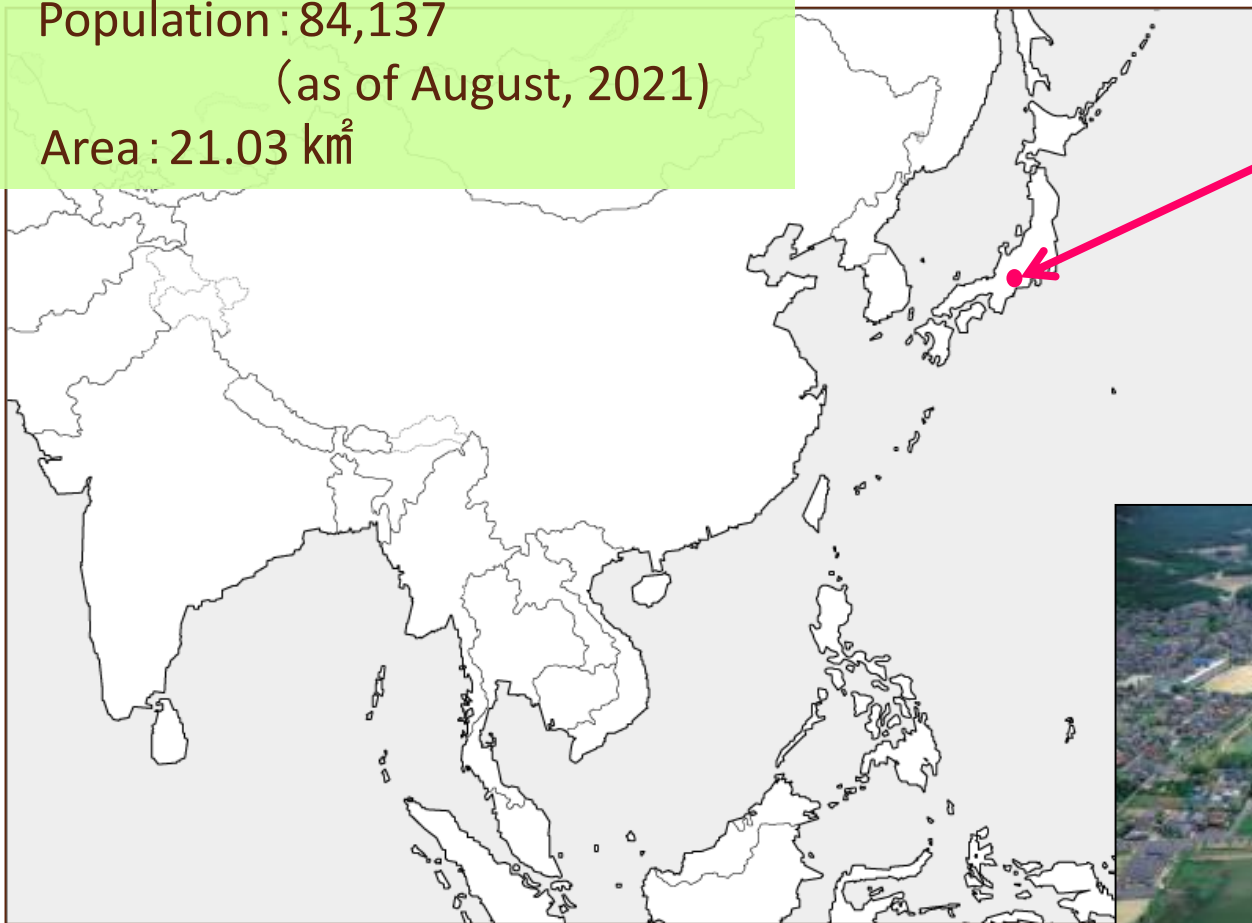
"Asapy" and "Konoha",  
the city mascots of Owariasahi City

HEALTHY CITY OWARIASAHI  
健康都市  尾張旭

November 4, 2021

# Introduction of Owariasahi City

Population : 84,137  
(as of August, 2021)  
Area : 21.03 km<sup>2</sup>



Aichi Prefecture  
(Venue for 2026  
Asian Games)



# Create a Healthy City in body, mind, and city where no one is left behind



**There is a need to raise SDGs awareness!**



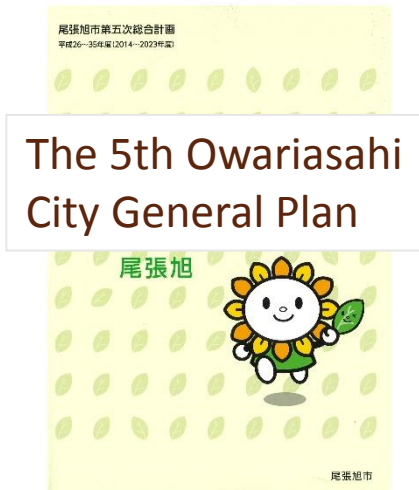
# Presentation Contents

- ☑ How we started to raise citizens' awareness of SDGs and its purpose
- ☑ Owariasahi City's initiatives to raise awareness of SDGs and take the first step of action

# Background

- Since 2017 – Sharing information and participating in SDGs training
- In 2018 – Examining the relationship between Healthy Cities and SDGs

To create a “comfortable city full of greenery and vitality in which we all support each other”



The 5th Owariasahi City General Plan



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



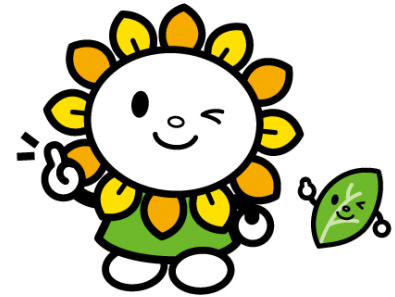
To promote “Physical Health, Mental Health, and City’s Health”



The Healthy City Program

**Examination results : Promotion of healthy city leads to achievement of SDGs**

**Consider specific initiatives from now on!**



**In 2018 : SDGs Questionnaire**

212 citizens (participants in the Citizens' Festival Healthy Cities Exhibition Corner)

**Results: Very low awareness of the SDGs**

(About 80% responded they knew nothing about SDGs)



**Raising citizens' awareness of SDGs was the most important!**

# Owariasahi City's Initiatives to Raise Awareness of SDGs and Take the First Step of Action

through Asahi Health Meister Handbook

through Asahi Health Meister-related projects

Events safely have held despite COVID-19!  
Examples of initiatives held under Asahi Health Meister Project

My SDGs Declaration

Asahi Health Fiesta



Online event



SDGs Keyword Rally in Healthy City



Health City/SDGs Exhibitions

SDGs awareness has improved



# The Asahi Health Meister Project

- ☒ Started in FY 2008  
(Renewed in FY 2017)
- ☒ A total of about 16,000 people participated  
in FY 2020.(The number of handbooks distributed)
- ☒ A wide variety of health promotion activities  
are designated as Asahi Health Meister  
-related projects.  
We honor citizens who have earned certain  
points assigned to health promotion activities.



Commendation ceremony held on April 29, 2019  
(Recipients of Silver Meister Award (5 consecutive years)  
& Gold Meister Award (10 consecutive years))



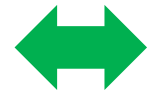
# Asahi Health Meister Project ↔ SDGs



Related to all 17 SDGs

45-page, over 300-projects in 2021

Health seminar, Events, Walking events, Environmental conservation activities, Medical examinations, Preventive cares, Gender equality class, Community activities, International exchange activities, Prevention of disaster activities, Various volunteer activities, Lifelong learning class, etc.



Giving points/  
Promotion  
of  
Participation



Ripple  
effects



Collaboration of  
various  
organizations  
and business  
entities,  
Development of  
local industries

In FY 2020 we add the projects for health promotion that can be done at home during COVID-19 pandemic.

e.g. “Rakuraku (easy) muscular training at home watching video”

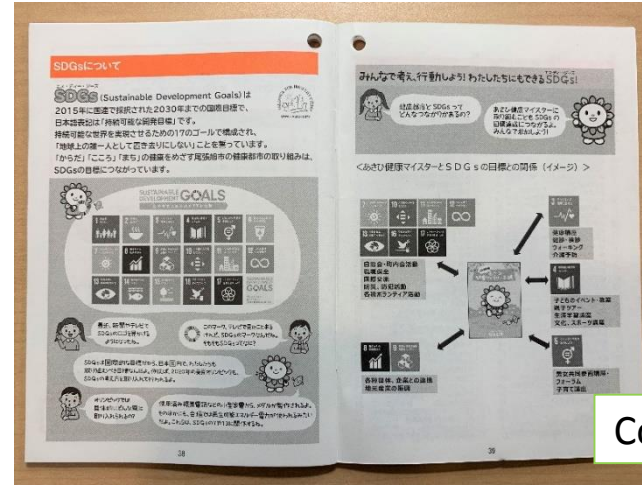
(City, organizations & corporations collaborated to create YouTube videos so people can watch them and exercise at home.)



# Awareness Raising through Asahi Health Meister Handbook



Front cover



Contents



About SDGs (The page of 2019 Asahi Health Meister Handbook)

SDGs logos related to each projects are displayed on the page.



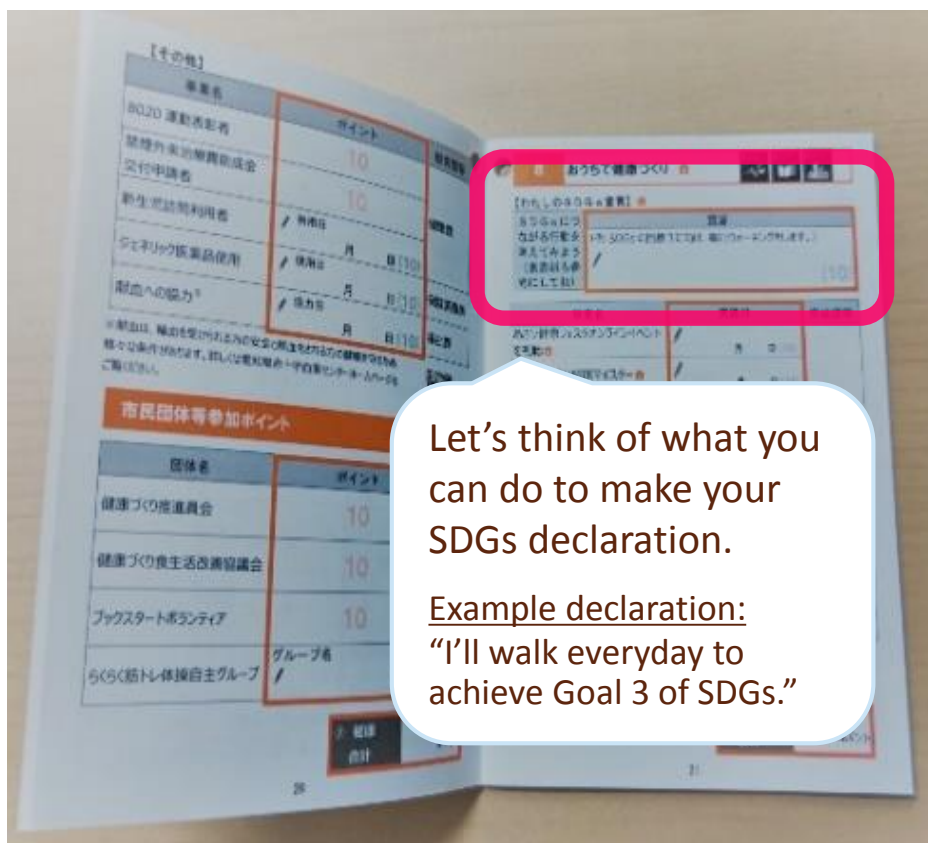
Back cover

Specify examples of familiar behaviors.

- Let's cooperate with the food bank.
- Let's share household chores.

# Awareness Raising through Asahi Health Meister-Related Projects

## My SDGs Declaration (New additions in 2020)



People are given opportunity to think about and put into words what they can do to achieve goals.





SDGs awareness among citizens has been improved

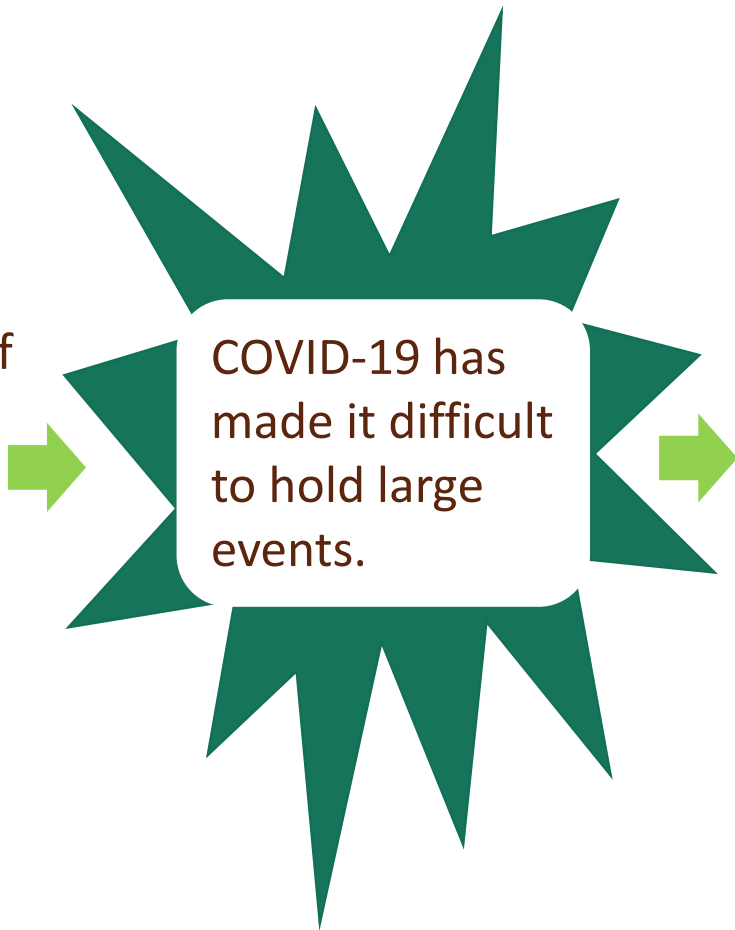


Leading to the first step of action to achieve SDGs!


# Asahi Health Fiesta




 Held every year on April 29th, "the Health Day of Owariasahi City"

 Held with SDGs as a common theme since 2019



Re-designed in 2021 so families and individuals can have fun anytime anywhere.

 Used to be a one-day event  
→ In 2021 a month-long event.

-  Online event
-  **SDGs Keyword Rally in Healthy City**
-  Health City/SDGs Exhibitions

# ▶ SDGs Keyword Rally in Healthy City Owariasahi

Posters about 17 SDGs goals and examples of easy actions & key words related to the goals were posted in City's 17 public facilities. This allowed participants to learn about the SDGs while touring the Healthy City at convenient times.



Skyward Asahi

## Public facilities in the City (Excerpts)



Library



Shinike Community Exchange Center "Furatto"



← SDGs Poster (by the Cabinet Office)

← SDGs Key word (by Owariasahi)

## SDGs Keyword Rally Board



Front

“SDGs we can do” and “My SDG Declaration” are also included



Back

Knowledge of SDGs will lead to the first step of action.

# COVID-19 Prevention Measures at SDGs Keyword Rally



✅ Posters were put up at entrance where they are visible from the outside

➡ Social distancing



Sharing stamps  
→ Risk of infection



Each participant **uses their own pen** to fill in the keyword rally sheet

# SDGs Keyword Rally in Healthy City Owariasahi



SDGs badges and clear plastic folders

Walking and cycling in the Healthy City as an exercise with protection against COVID-19 infection



Participants could learn about SDGs 



**Popular event across a wide range of generations!**

**530 people took part in SDGs Keyword Rally!**

**Even after the keyword rally, people still wear SDGs badges and use clear plastic folders to be always aware of the SDGs!**

# ▶ Special Website of Asahi Health Fiesta

<https://asahi-kenkou-fes.com/>



HOME

This website is still available for public access



"The Road to the King of the Asapy Quizzes"  
(Including the SDGs quizzes)

**Providing an opportunity to learn about Healthy City and SDGs anytime anywhere!**



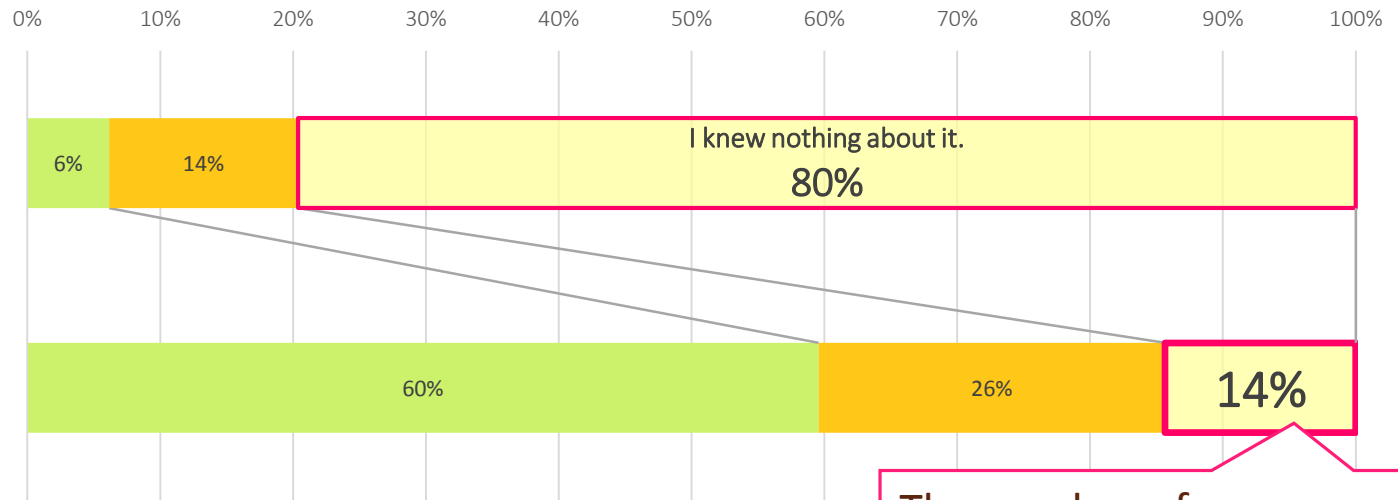
# Result of Our Initiatives

## Awareness of the SDGs

■ I knew about it ■ I've heard of it but did not know what it was. ■ I knew nothing about it.

### [2018 SDGs Questionnaire]

212 citizens  
(participants in  
the Citizens' Festival  
Healthy Cities  
Exhibition Corner)



### [2021 SDGs Questionnaire]

530 citizens  
(participants of  
SDGs Keyword Rally)



About **1500** people in total has made SDGs declaration (since 2019)

The number of responses "I knew nothing about SDGs" decreased to approximately **10%** in three years.

**More citizens not only know about SDGs but also take actions to achieve SDGs!**

Raising awareness of SDGs



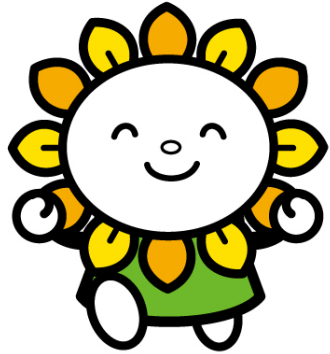
Leading to a first step of action to for each person to achieve SDGs

👣 That first step is essential to create a better, sustainable Healthy City.

**Owariasahi City will continue to promote initiatives for a Healthy City from the perspective of SDGs, aiming to become a Healthy City of global standards!**



**Thank you for your kind attention.**



**In the future,  
we hope to meet you in person!**