



# CHIBA

Chiba Prefecture, home to Narita International Airport, is also just a short distance from Haneda Airport. These two airports, Japan's top two in terms of passenger numbers, offer outstanding access to destinations within Japan and around the world. Chiba's own visitor resources include traditional townscapes, sake breweries, hot springs, and celebrated theme parks. Popular sports events take full advantage of Chiba's abundant nature and unique characteristics.

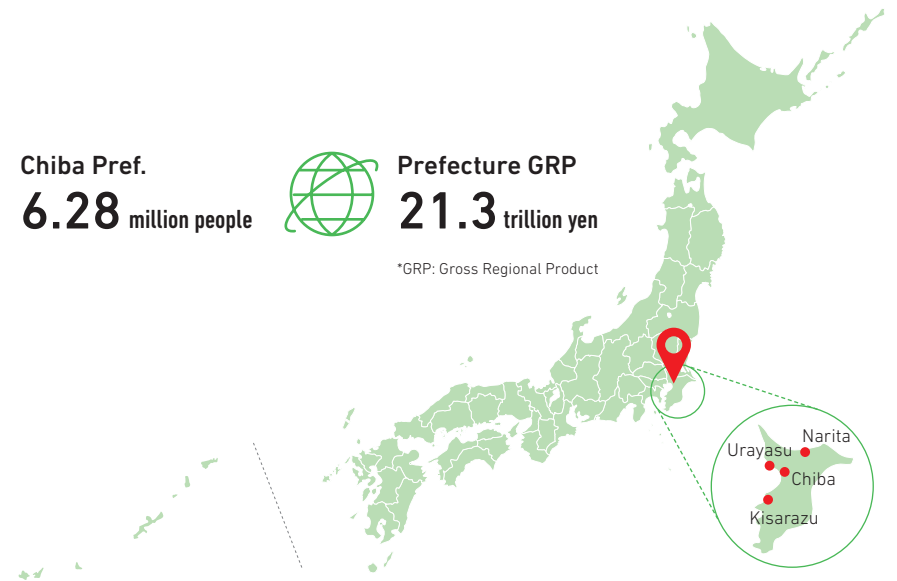


Chiba Pref.  
**6.28** million people



Prefecture GRP  
**21.3** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

### Advantages and Characteristics



#### Region-specific renewable energy

- Chiba takes advantage of its natural environment with a great number of solar and onshore wind-power generation facilities. It has the second largest installed capacity in Japan, and plans to build large-scale offshore wind facilities off the Pacific coast. Large-scale wood biomass facilities are in operation in the Tokyo Bay Waterfront zone, and other forms of biomass, such as sewage sludge, will be used in the future.



#### A balance of industries and a diverse natural environment

- Chiba has a balanced industrial structure that includes many materials and energy enterprises. Its agriculture, forestry, and fishery industries produce one of the highest outputs in Japan.
- A rich natural environment includes marshes, long sandy beaches, waterfront spaces such as rivers and swamps, hills, and lush mountains. Each area has its own distinctive cultural features.



Chiba Prefecture is located in the Tokyo Metropolitan Area, and is blessed with a rich natural landscape. It has strong agriculture, forestry, and fisheries industries, and works hard to promote local products.

#### Major Events

- 33rd International Conference on Arabidopsis Research (ICAR), 2023
- 16th World Congress of the International Association of Institutes of Navigation (IAIN), 2018 (350 participants)
- 10th Asia Pacific Conference on Speech, Language, and Hearing (APCSLH), 2017 (500 participants)
- Gastech Japan, 2017 (5,500 participants)



## STRATEGIES

### Sustainability Strategies and Plans

#### SDGs Strategy

##### Chiba Prefecture Comprehensive Plan

- The prefectural government is unified in its support of the SDGs, and by promoting the policies and measures listed in the Chiba Prefecture Comprehensive Plan, it is steadily working towards a sustainable society.
- The government recognizes the importance of the SDGs for Chiba's future, and is taking a cooperative approach to achieving them.

##### Net Zero Carbon Emissions 2050 Declaration

- In February 2021, Chiba Prefecture issued the "Net Zero Carbon Emissions 2050 Declaration." Residents, businesses, and municipalities will cooperate towards achieving the national goal of Carbon Neutrality by 2050.
- These integrated, collaborative efforts are seen as essential for building a sustainable prefecture that future generations can enjoy.

#### Sustainability initiatives in four event-hosting cities

Chiba Prefecture has four major cities that host business events and conventions. Each one implements sustainability initiatives that make the most of local characteristics.

##### Chiba

The city of Chiba combines beautiful natural features with advanced urban design. It is self-sufficient in electricity, and conducts green tourism. In November 2022, Chiba was selected by the Ministry of the Environment as a "Decarbonization Leading Area."

##### Kisarazu

Kisarazu has rustic woodland and seaside districts, allowing its residents to enjoy a variety of lifestyles. It is working towards becoming an "organic city."

##### Narita

Narita's townscape evokes a traditional, historic atmosphere, but there's an international influence too, thanks to the presence of Narita International Airport. The city is nurturing tourism-related human resources, and is actively conserving local traditions.

##### Urayasu

With theme parks, hotels, and many international visitors, Urayasu is embracing diversity, and has created a system whereby sexual-minority couples can pledge an oath of partnership as citizens of the city.

### The Chiba SDGs Partner Registration System and the Chiba SDGs Promotion Network

In 2021, Chiba Prefecture established the Chiba SDGs Partner Registration System. This keeps track of companies and organizations promoting voluntary initiatives related to the environment, society, and the economy. Participants are required to set specific targets and their efforts are detailed on the prefectural government’s website. As of January 30, 2023, 1,614 organizations were registered on the scheme. Local financial and economic organizations that share the system’s goals have been brought together via the Chiba SDGs Promotion Network\*. In February 2023, the network was awarded the Cabinet Office’s “Regional Revitalization SDGs Financial Award,” in recognition of its achievements in raising awareness, and bringing public and private sectors together.



Chiba Prefecture’s mascot, CHI-BA+KUN

\*A network that supports the sustainability initiatives of companies in the prefecture, and contributes to the sustainable development of the local economy.

### Local products and cuisine

The cuisine of Chiba Prefecture makes use of fresh ingredients available from the ocean and the countryside. Thick-rolled sushi, a typical local dish, was one of the “top 100 rural culinary dishes” selected by the Ministry of Agriculture, Forestry, and Fisheries. This has been served at international conferences including a G20 meeting held at Makuhari Messe. In the city of Chiba, 47 restaurants (as of the end of January 2023) are registered as Chiba Tsukutabe Suggested Restaurants. Observing the ethos of “local production and local consumption,” they make active use of Chiba agricultural and livestock products.



Vegetables grown in Chiba Prefecture



Thick-rolled sushi

### Traditional performing arts

The Chiba Convention Bureau can facilitate access to various forms of traditional performing arts and unique venues that celebrate Chiba’s history. One such venue is Takabe Shrine, the only Japanese shrine dedicated to the deity of cuisine. Visitors can watch Hocho-shiki (Knife Ceremony), a solemn ritual in which fish are filleted with no direct hand contact.

Featuring traditional performing arts and local cultural experiences in business events helps Chiba to share their appeal with an international audience and pass them on to the future.



Knife ceremony

### Sustainability initiatives in convention facilities

Convention facilities in Chiba Prefecture actively implement sustainability initiatives. Makuhari Messe, a major venue that hosted events in the Tokyo 2020 Olympic and Paralympic Games, features advanced accessibility. For wheelchair users, it offers special maps of the facility and its surroundings.

The Kazusa Arc complex in Kisarazu, surrounded by green spaces and water, is committed to environmental preservation. The adjoining hotel has been actively reducing the use of plastics by eliminating small toiletry bottles and introducing paper straws in restaurants.



Makuhari Messe



Kazusa Arc

### Chiba: Introducing self-driving vehicles

In Makuhari, the area of Chiba where Makuhari Messe is situated, self-driving vehicles are being introduced in an effort to make local travel quick and easy. In a demonstration at CEATEC 2019 (Combined Exhibition of Advanced Technologies), a self-driving bus took people around the Makuhari Messe Convention Complex. At upcoming events, it will become even easier to move around conveniently and comfortably.



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Self-driving vehicles



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Personal mobility vehicles

### Kisarazu: Offering educational programs

Kisarazu’s sustainable farm and park, KURKKU FIELDS, implements initiatives such as organic agriculture, natural energy usage, and animal manure composting.

The facility makes these initiatives accessible to visitors, and holds educational programs for students and companies. This encourages participants to think of sustainability issues as their own responsibility. Systematic learning opportunities can be tailored to individual needs. Workshop participants are invited to consider related social issues and potential solutions. Incorporating these programs into incentive tours can raise sustainability awareness and promote corporate initiatives related to the SDGs.



Manure composting



Workshop

### Narita: Creating an environmentally friendly airport

“Sustainable NRT 2050” presents the Narita International Airport Corporation’s strategy for addressing climate change up to 2050. Its goal is to achieve net zero CO<sub>2</sub> emissions by that year. Initiatives include solar power generation, the carbon neutralization of buildings, the purchase of renewable energy, LED aviation lights, and reduced vehicle pollution. Sustainability initiatives at international airports contribute significantly to reducing the environmental impact associated with business events.



Narita City Sakura-no Yama Park



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Narita International Airport

### Urayasu: A carbon offset agreement

In 2022, Urayasu signed an agreement with Sanmu, a city in northeast Chiba with bountiful forest resources, covering the implementation of forest improvement in Sanmu. Urayasu will bear part of the cost, and will use the forest’s increased carbon dioxide absorption capability to offset Urayasu’s own emissions.



Resort hotels in Urayasu City



Forest in Sanmu City