



# KITA KYUSHU

Kitakyushu has been transformed from one of Japan's leading heavy industry zones into a "Green Growth City." Citizens, companies, universities, and local government officials work tirelessly to address the challenges of pollution and to improve activities relating to the regional environment. Kitakyushu is held in high regard around the world as an advanced environmental city.



Fukuoka Pref.  
**5.12** million people

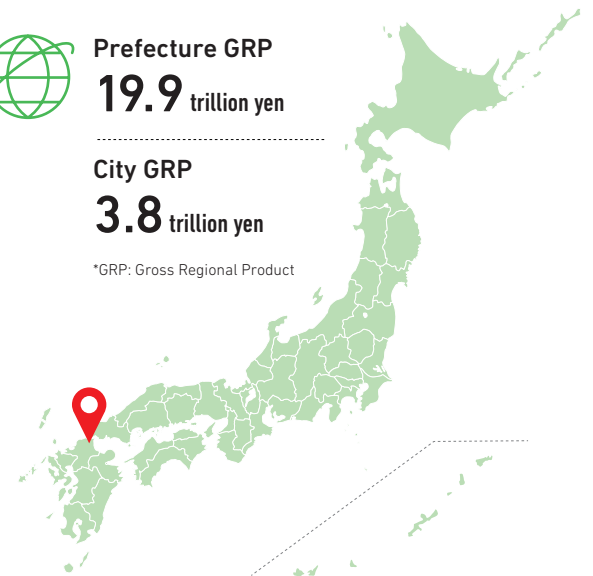


Prefecture GRP  
**19.9** trillion yen

Kitakyushu City  
**0.92** million people

City GRP  
**3.8** trillion yen

\*GRP: Gross Regional Product



## STRENGTHS

## Advantages and Characteristics



### A “Green Growth City”

- Kitakyushu is tackling pollution, fostering new green industries, promoting international cooperation on environmental issues, and nurturing a recycling-oriented society.
- The aim is for Kitakyushu to become a “Green Growth City” and a trusted global contributor.



“A Territorial Approach to the Sustainable Development Goals in Kitakyushu, Japan.”  
Kitakyushu’s initiatives are introduced as one of nine model cities selected by the OECD.



### Industrial tourism

- Japan’s modern steel industry began in Kitakyushu, where a wide range of materials and products are manufactured, including chemicals, ceramics, and electrical appliances. Visitors can learn about Kitakyushu’s role as a focal point for Japan’s industrial development and see different generations of state-of-the-art technology.
- The main industrial tourism facilities are just 15 minutes by public transport from the international conference hall.



### Major Events

- The 38th International Conference on Advanced Information, 2024 (1,000 participants)
- Asian Conference on Chemical Sensors (ACCS), 2024 (800 participants)
- The 7th Asian Conference on Pattern Recognition (ACPR), 2023 (900 participants)
- International Conference on Condition Monitoring and Diagnosis (CMD), 2022 (1,600 participants)

## STRATEGIES

## Sustainability Strategies and Plans

### SDGs Strategy

#### An advanced environmental city

- In April 2018, Kitakyushu was selected as an SDGs Model City by the OECD. In June of the same year, it was selected as the first SDGs Future City in Japan.

#### Kitakyushu City SDGs Future City Plan, Phase 2

- The plan is for Kitakyushu to be a “Green Growth City” and a trusted global contributor by 2030. Phase two of the city’s strategy, the Kitakyushu City SDGs Future City Plan, specifies an integrated approach on economic, social, and environmental measures.

#### Zero Carbon City Declaration

- In October 2020, the city declared that it would be decarbonized by 2050.

### SDGs Strategy: A “Green Growth City” and a trusted global contributor

#### Vision

- Sustainable businesses emerge and grow, helping to solve social issues.
- Diversity is celebrated, and everyone plays an active role.
- Human resources develop through education based on the SDGs.
- The environment and economy form a positive loop that develops into a zero-carbon society.
- The city inspires green cities around the world, especially in Asia.



#### Economy

Harmony between people and the environment leads to new industries.

#### Society

Everyone can contribute, and can enjoy a vibrant life.

#### Environment

The city becomes a global model for sustainability.



## Green management goals

The Kitakyushu Convention and Visitors Association improves conservation initiatives, reduces environmental burdens, and advances towards a sustainable society.

Specifically, the Association sets green management goals and strives to conserve resources and energy in all of its business activities, including the organization of programs, conventions, and facilities.

### Green management goals and initiatives

Reduced CO <sub>2</sub> emissions	<ul style="list-style-type: none"> <li>• Reduced electricity consumption</li> <li>• Reduced fuel consumption</li> </ul>	Promotion of environmental businesses	<ul style="list-style-type: none"> <li>• Improved environmental events</li> <li>• Raised awareness among users</li> </ul>
Reduced emissions from industrial goods	<ul style="list-style-type: none"> <li>• Reduced industrial waste</li> <li>• Promotion of the 3Rs (reduce, reuse, recycle)</li> </ul>	Promotion of green activities	<ul style="list-style-type: none"> <li>• Use of green power</li> <li>• Offset carbon through green purchasing</li> </ul>
Reduced water use	<ul style="list-style-type: none"> <li>• Raised awareness among users</li> </ul>		

## A recycling-oriented society

Since FY 2021, 100% of the electricity used at the Kitakyushu International Conference Center has come from the incineration of city garbage. (2021: approx. 466,000 kWh was generated, reducing CO<sub>2</sub> emissions by approx. 181,000 kg-CO<sub>2</sub>) The plan is to continue generating electricity from renewable sources, and to support international conferences that have a low environmental impact.



Kitakyushu International Conference Center

## Using public transport

The International Convention Zone contains the Kitakyushu International Conference Center and the West Japan General Exhibition Center, as well as many other facilities and hotels. It is directly connected to JR Kokura Station's Shinkansen exit. Less than 15 minutes away by public transport are such unique venues as Kokura Castle and the monorail, as well as industrial tourism facilities including TOTO Museum. Visitors are encouraged to use public transport as this reduces environmental impact and contributes to the compactness of international conferences.



Kokura Station and the monorail

## Building a paper-recycling system

Kitakyushu is advancing towards the SDGs by supporting citizen-led proposals to address regional issues. For example, the city is backing a project that upcycles used paper waste generated locally and returns it to the community. Wastepaper was used to make souvenirs for athletes and others involved in the 2021 Artistic and Rhythmic Gymnastics World Championships. This project brings together schools and support facilities to generate employment for people with disabilities and to develop human resources. SDGs initiatives led by local businesses are also incorporated into international events and incentive trips.



Souvenirs made from recycled paper

### Industrial tourism and environmental studies

Kitakyushu offers industrial tourism and environmental study opportunities at facilities such as the Kitakyushu Eco-Town Center, the museum of the sanitaryware manufacturer TOTO, and the factory of the industrial robot manufacturer Yaskawa. The city also offers many opportunities to experience local nature and culture. Visitors can enjoy Orio Kagura, a local form of entertainment, and caving tours at Hiraodai, a national park on the Karst Plateau.

Participants at the G7 Kitakyushu Energy Ministerial Meeting in 2016 inspected a regional power conservation station with a CEMS (Community Energy Management System), and enjoyed a test ride in a hydrogen fuel cell vehicle.

Various hands-on activities take advantage of Kitakyushu's many environmentally advanced facilities as well as the local culture and nature.



Kitakyushu Eco-Town Center



TOTO Museum

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Orio Kagura



Hiraodai Nature Village

### Products that reuse resources

Companies in Kitakyushu are proactive in developing products made from reused resources.

One company cooperates with a local university and an urban mining recycling business to make bookmarks using gold extracted from discarded consumer electronic devices, such as mobile phones. Medals made from recycled materials were used at the 2021 Artistic and Rhythmic Gymnastics World Championships in Kitakyushu. The use of items like these at business events helps to promote the region's drive for resource recycling.



Gold bookmarks

### SDG product enhancement

Local companies sell various SDG-related products in the city.

One company uses bamboo lanterns from the Kokura Castle Bamboo Akari event to produce incense. Bamboo cylinders can be repurposed as containers for pens and other small items.

Local high school students led the development of coffee and sweets made from edible bamboo charcoal powder. These products make use of bamboo that is discarded in large quantities during forest maintenance, and they are made at the city's disability welfare center.

The products are used as souvenirs at international conferences and in incentive travel programs.



Bamboo incense



Kokura Castle Bamboo Akari