

Invitation to IEEE R10 HTC2025



Beyond SDGs

– Humanitarian New Era with Intelligent Partners –

JAPAN

A sunset over Mount Fuji with silhouettes of people in the foreground. The sun is a bright yellow semi-circle on the horizon, partially obscured by the mountain's peak. The sky is a gradient of orange and yellow. In the foreground, several dark silhouettes of people are sitting on a ledge, looking towards the mountain. A bridge is visible in the middle ground, stretching across the water.

CHIBA

Yours truly, from Japan

HTC 2025 General Information

- Conference Date: **September 29 Mon. – October 1 Wed., 2025**
- Conference Venue: **Chiba University of Commerce**
(Ichikawa-city, Chiba prefecture, JAPAN)
- Conference Theme:
“Beyond SDGs
– A New Humanitarian Era with Intelligent Partners – ”
New aspects of U.N. SDGs must be focused on humanitarian activities by collaboration of human and state-of-the-art intelligence technologies.

Sustainability - Chiba University of Commerce -

The best place to discuss SDGs

- 2003: Acquired student-led ISO 14001 certification, the first in Chiba prefecture
- 2014: CUC Noda Mega-Solar Farm started operation
- 2017: CUC declared, both domestically and internationally, that CUC will become the first 100% renewable energy university in Japan
- 2019: 100% renewable energy achieved in energy procurement
- 2020: Received 2020 Asia-Pacific Triple E Awards, first “Green University of the Year”



The First 100% Renewable Energy University in Japan!

To contribute to the creation of a sustainable society, CUC is promoting the introduction of renewable energy and CUC students are carrying out energy conservation activities on campus.

Environmental Goals **Achieved**

Goal for 2018
To make CUC the first “100% renewable energy university of electricity” in Japan.
CUC will offset the electricity consumed on the Ichikawa campus by the power generated by CUC’s Noda Mega-Solar Farm and others.

Goal for 2020
To make CUC the first “100% renewable energy university of final energy consumption” in Japan.
CUC will offset the total energy consumed on the Ichikawa campus by renewables generated by CUC’s Noda Mega-Solar Farm and others.



Distinctiveness - Excellent Place & Best Timing -

◆ Easy Access and Various Pleasure - Chiba in Japan -

- Accessibility: 2 major intl. airports at close distance & only 30mins. from central Tokyo
- Full of green & nature: marshes, long sandy beaches, hills, lush mountains, etc.
- Focus on renewable energy: the second largest installed capacity in Japan

◆ Beautiful Season and Chance for the World's Event

- Calm weather: 14-21 °C in Chiba in October
- EXPO 2025: held on April 13 – October 13, 2025
in Osaka, Japan



We look forward to seeing you at HTC 2025!

Tokyo Section



Other Information



SUSTAINABLE

JAPAN



Japan. Meetings & Events
New ideas start here

Japan is a land of stunning beauty. From dramatic coastal scenery to deep forests, serene lakes, steaming hot springs, and majestic mountains, wherever you go you'll find different expressions of the nation's natural diversity. Seasonal variation experienced across a wide range of circumstances has contributed to a shared understanding of the importance of sustainable coexistence with nature.

Families, villages, towns, cities, and entire regions can draw on centuries of tackling climate volatility, resource stress, disaster, disease, and other threats to everyday life. That heritage now drives diverse new ways to tackle carbon emissions, renewable energy, food waste, and other contemporary sustainability concerns.

And so when you visit Japan, you can look forward to a strong sense of mindfulness in relation to the environment. Throughout the nation, buildings, transportation, and other forms of infrastructure minimize resource waste and maximize productive user time. Japan empowers everyone to do everything efficiently and effectively.

This booklet presents 15 major meeting and event destinations where the community is devoted to a better future for all. In each destination, as well as enjoying the flowering of a sustainability tradition that has been cultivated for years, you will encounter new efforts to sow seeds of wisdom for the benefit of generations to come.

Choose Japan. Here's Why!

Japan has a national action plan to achieve the SDGs. Local governments and private companies are committed to the cause. Areas of special focus include carbon neutrality, energy-saving, renewable energy, and the reduction of food loss.

Those in the meetings industry soon experience Japan's forward-looking approach in many contexts: cutting-edge infrastructure, advanced transit systems, accessible facilities, and, of course, highly attentive professionals. Your partners in Japan will typically go well beyond the call of duty to deliver the best possible solutions.

And wherever you go to enjoy Japan's beautiful scenery and fascinating heritage, you will encounter instructive examples of environmental stewardship, technological breakthroughs, and corporate innovations that contribute to sustainable solutions.

Government SDGs Action Plan

Since embracing the SDGs in 2015, the Japanese government has played a key role in formulating strategies and promoting measures to accomplish the goals. The SDGs Action Plan, published annually since 2018, summarizes the measures and budgets adopted by the government to achieve the SDGs. The aim is to make the practical contribution of each undertaking clearly visible.

People: diversity, inclusion, well-being

1. Equality for all, with everyone empowered to contribute
2. Health and longevity

Prosperity: a virtuous circle of growth and distributed wealth

3. Market growth, regional vitality, innovative science and technology
4. A sustainable, resilient nation with high-quality infrastructure

Planet: contributing to the future

5. Energy efficiency, renewable energy, disaster reduction, climate change countermeasures, with a focus on reuse, reduce, recycle.
6. Conservation of biodiversity, forests, and oceans

Peace: embracing universal values

7. A peaceful, safe, secure society

Partnership: strong public-private and international cooperation

8. Systems and mechanisms to achieve the SDGs

Source: SDGs Promotion Office, *SDGs Action Plan 2023*

Achieving the SDGs in Japan

Municipalities proposing outstanding initiatives to achieve the SDGs are designated as SDGs Future Cities. Exceptionally pioneering initiatives are supported as Municipality SDGs Model Projects.

SDGs Future Cities

124 Municipalities
(FY 2021)

Municipality SDGs Model Projects

40 Projects
(FY 2021)

Source: Office for the Promotion of Regional Revitalization, Cabinet Secretariat

SDGs status

Japan was the top-ranking country in Asia in the Sustainable Development Report 2022.

No. 1 in Asia
(2022)

Key achievements



Sources: Bertelsmann Stiftung, *Sustainable Development Solutions Network, A Global Initiative for the United Nations* and Cambridge University Press, *Sustainable Development Report 2022*

CO₂ emissions reduction targets

Japan is committed to realizing net zero carbon emissions by 2050.

CO₂ emissions target FY 2050

Net Zero



FY 2030 (compared to FY 2013)

46%
reduction



934 municipalities have pledged to achieve net zero carbon emissions by 2050 (as of March 2023)

Percentage of Japan's population covered by cities pledging net zero carbon emissions

99.7%
(approx. 126 million people)



Sources: Ministry of the Environment, *2050 Zero Carbon Cities in Japan*; Statistics Bureau, Ministry of Internal Affairs and Communications, *Population Estimates* (as of October 2022)

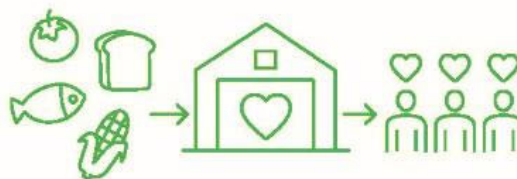
Food waste reduction targets and initiatives

There's a national movement to cut food waste. Food banks distribute excess food from companies and households to struggling homes and welfare facilities, free of charge.



Number of food bank initiatives

178
(2022)



Source: Japan Food Bank Promotion Council, *Trends and Issues in Food Bank Activities*

A green, efficient transport network

Japan's comprehensive public transport network is environmentally sound, and offers you a wide range of convenient means to reach your destination.

City residents within walking distance of regular public transport

72%^{*1}

*1 The percentage of city residents within walking distance of railway stations or bus stops with 30 or more services per day.
Source: Ministry of Land, Infrastructure, Transport and Tourism, *Handbook on Evaluation of Urban Structures*

Rail usage

No. 1 in the world

(approx. 3,450 kilometers per year per person, 2017)

Source: The World Bank, *World Development Indicators*

Social support by academic institutions

Academic institutions are actively involved in social initiatives. In Asia, Japan was the top contributor to *Impact Rankings 2022*^{*2}, a list of universities' contributions to sustainability.

Participating universities in *Impact Rankings 2022*

No. 1 in Asia

(84 universities)

Japanese universities in the global Top 100 for individual SDG performance

74

*2 1,524 universities from 110 countries and regions participated
Source: Times Higher Education, *Impact Rankings 2022*

Cultural and historical appeal

Japan has 20 World Cultural Heritage sites, 5 World Natural Heritage sites, and 22 Intangible Cultural Heritage assets. Local traditions and cultural elements are presented as stories, known as Japan Heritage. This helps to conserve regional culture, and to share it with visitors.

World Heritage sites
No. 3 in Asia
(25 sites, 2023)



Intangible Cultural Heritage assets
No. 2 in Asia
(22 assets, 2023)

Japan Heritage stories
104
(2020)

Source: Agency for Cultural Affairs

A dependable business environment

Japan's risk-minimizing political and legal outlook, along with remarkable public security, create a stable environment for business. Nowhere in the world has more companies that were established over 100 years ago.

Companies founded at least 100 years ago
No. 1 in the world
(approx. 37,000 companies, 2022)



Source: Nikkei BP Consulting/Anniversary Business Lab

A safe and secure society

Japan is widely renowned for safety and security. It is also highly regarded for food security, as measured by food quality, safety, and supply stability.

Global safety ranking

No. 2 in Asia
(2022)



Source: Institute for Economics and Peace (IEP), *Global Peace Index*

Global food security ranking

No. 1 in Asia
(2022)



Source: Economist Impact, *Global Food Security Index*

Working for comprehensive accessibility

Laws, regulations, and other measures are implemented fairly and systematically, contributing to a society where everybody, regardless of age or physical capability, can live and work in safety and comfort.

Sharing of information about Universal Design (percentage of prefectures)

100%
(2023)

Source: Prefectural websites

Health support

In order to extend life expectancy with high quality of life, and to reduce discrepancies related to health, everyone in Japan is encouraged to exercise, eat well, not smoke, and receive medical checkups.

Average healthy life expectancy

No. 1 in the world
(74.1 years)



Sources: WHO and Ministry of Health, Labour and Welfare

Walkable communities

Many cities promote walking and are working to make it an easier and more agreeable activity. This is part of an effort to build integrated, low-carbon communities.

Cities that promote walking

346
(2021)



Source: Ministry of Land, Infrastructure, Transport and Tourism, *Walkability Promotion Cities*

Sustainability at travel destinations

Japan ranks first in the World Economic Forum's Travel & Tourism Development Index, for which sustainability is a key criterion.

Travel & Tourism Development Index

No. 1 in the world

(2021)



Source: World Economic Forum, *Travel & Tourism Development Index 2021*

Since 2018, 24 Japanese cities have been listed in the *Green Destinations Top 100*, which are destinations offering sustainable tourism as defined by GSTC* standards.

Green Destinations Top 100

24 cities



*GSTC® (The Global Sustainable Tourism Council) manages the GSTC Criteria, the global standard for sustainable travel and tourism.
Source: Green Destinations, *Green Destinations Top 100*

Japan Sustainable Tourism Standard for Destinations (JSTS-D)

The Japan Sustainable Tourism Standard for Destinations (JSTS-D) contributes to sustainable tourism by helping destinations welcome visitors appropriately, protect the natural landscape, and preserve local heritage. Each section of the JSTS-D reflects Japanese characteristics, while complying with the Global Sustainable Tourism Criteria for Destinations (GSTC-D).

Regions committed to developing sustainable tourism
(2025 target)

100

Category	Perspectives
A. Management	(a) Management organization and framework
	(b) Stakeholder participation
	(c) Management of burdens and changes
B. Socio-economic	(a) Contribution to the regional economy
	(b) Social welfare and burdens
C. Culture	(a) Protection of cultural heritage
	(b) Visits to cultural sites
D. Environment	(a) Conservation of natural heritage
	(b) Resource management
	(c) Waste and emissions management

Sustainable travel experiences in Japan

A pamphlet published by the Japan National Tourism Organization (JNTO) introduces aspects of sustainable tourism in Japan, with a special focus on the natural world and the culture with which it co-exists.



Contents

1. Adventure in the Great Outdoors.
 2. Explore Diverse Ecosystems
 3. Eco-friendly Accommodation
 - Special Feature (1): Recovery Through Tourism in Tohoku
 4. Japan's Food Culture
 5. Healing Powers of Hot Springs
 6. Gain Insight into Japanese Beliefs
 7. Traditional Towns and Heritage Stays
 - Special Feature (2): Japan's Ainu Indigenous People
 8. Traditional Arts Rooted in Community
 9. Experience Japanese Festivals with History
 10. Discover Japanese Craftsmanship
- International certifications and awards
About Us





<https://partners-pamph.jnto.go.jp/simg/pamph/1683.pdf>



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.



© Chiba City

Self-driving vehicles



© Chiba City

Personal mobility vehicles

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 CO₂ 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



© Narita International Airport Co., Ltd.

Narita International Airport

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

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

Access

International Access

There are two international airports which will serve as entry point for participants, the Narita Airport and Haneda Airport. These airports serving international carriers from many parts of the globe. Direct shuttle bus from the 2 airports are available, offering easy access to Makuhari Messe and Central Tokyo.

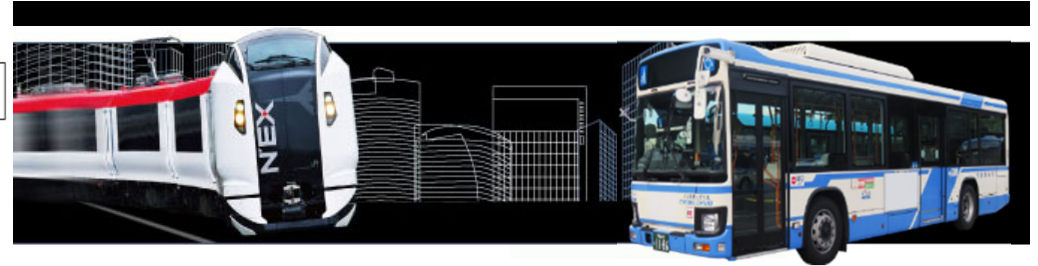
Non stop flights, airfares, and number of flights from some major cities



Narita Airport
International flight average per day 239
Cities with direct flights 117

Haneda Airport
International flight average per day 112
Cities with direct flights 35

Data as of July, 20.



Local Access

With world-class transportation networks allows easy access to your destination to any part of Japan. Multilingual signage and digital apps are available for easy navigation. IC passes such as SUICA allows a hop on and off trains and buses

