

**「奉仕」をこれまで以上に多くの人に共有していく
SDGsはコミュニケーションツール！**

**2019/11/30
博報堂DYホールディングス
川廷 昌弘**

- **SDGsとは**
- **企業におけるSDGs**
- **国連のキーワードはローカライジング**
- **ロータリーの6重点分野とSDGs**
- **義務教育にもSDGs**
- **最後に**

国連文書 Transforming our world : the 2030 Agenda for Sustainable Development

Date: General
21 October 2015

Resolution adopted by the General Assembly on 25 September 2015

[without reference to a Main Committee (A/70/L.1)]

70/1. Transforming our world: the 2030 Agenda for Sustainable Development

The General Assembly
Adopts the following outcome document of the United Nations summit for the adoption of the post-2015 development agenda:

Transforming our world: the 2030 Agenda for Sustainable Development

Preamble
The Agenda is a plan of action for people, planet and prosperity. It also seeks to strengthen universal peace in larger freedom. We recognize that eradicating poverty in all its forms and dimensions, including extreme poverty, is the greatest global challenge and an indispensable requirement for sustainable development.

All countries and all stakeholders, acting in collaborative partnership, will implement this plan. We are resolved to free the human race from the tyranny of poverty and want and to lead and secure our planet. We are determined to take the bold and transformative steps which are urgently needed to shift the world on to a sustainable and resilient path. As we embark on this collective journey, we pledge that no one will be left behind.

The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what they did not achieve. They seek to realize the human right of all and to achieve gender equality and the empowerment of all women and girls. They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental.

The Goals and targets will stimulate action over the next 15 years in areas of critical importance for humanity and the planet.

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Sustainable Development Goals

- Goal 1. End poverty in all its forms everywhere
- Goal 2. End hunger, achieve food security and improved nutrition and promote sustainable agriculture
- Goal 3. Ensure healthy lives and promote well-being for all at all ages
- Goal 4. Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all
- Goal 5. Achieve gender equality and empower all women and girls
- Goal 6. Ensure availability and sustainable management of water and sanitation for all
- Goal 7. Ensure access to affordable, reliable, sustainable and modern energy for all
- Goal 8. Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all
- Goal 9. Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation
- Goal 10. Reduce inequality within and among countries
- Goal 11. Make cities and human settlements inclusive, safe, resilient and sustainable
- Goal 12. Ensure sustainable consumption and production patterns
- Goal 13. Take urgent action to combat climate change and its impacts*
- Goal 14. Conserve and sustainably use the oceans, seas and marine resources for sustainable development
- Goal 15. Protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss
- Goal 16. Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels
- Goal 17. Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development

* Acknowledging that the United Nations Framework Convention on Climate Change is the primary international, intergovernmental forum for negotiating the global response to climate change.

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women and children of
stated deficits
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ular the poor and the
ell as access to basic
f property, inheritance,
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for to provide adequate
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al poverty in all its
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in particular the poor
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showing, by 2025, the
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Transforming our world: the 2030 Agenda for Sustainable Development

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The 17 Sustainable Development Goals and 169 targets which we are announcing today demonstrate the scale and ambition of this new universal Agenda. They seek to build on the Millennium Development Goals and complete what they did not achieve. They seek to realize the human rights of all and to achieve gender equality and the empowerment of all women and girls. **They are integrated and indivisible and balance the three dimensions of sustainable development: the economic, social and environmental**.

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「SDGsロゴ」が意味するもの

2015年9月に国連で採択

Transforming Our World
No one will be left behind

私たちの世界を変革する
誰一人置き去りにしない



2019年8月改定

SUSTAINABLE DEVELOPMENT GOALS



博報堂クリエイティブ・ボランティア (コピーライター：井口雄大)

投資家と大企業に影響を与えたSDGsの政府方針

国連総会(2015/9/25)での安倍総理のステートメント

SDGsの実施にはあらゆるステークホルダーが役割を果たす
グローバル・パートナーシップが不可欠で日本は最大限努力

その上で具体的な貢献策として、

- ・ 包摂的、持続可能で強靱な「質の高い成長」の追求
- ・ 脆弱な人々の保護と能力強化、保健や教育の新政策、防災の取組
- ・ 持続可能な「環境・社会づくり」の実現に向けた努力
- ・ **年金積立金管理運用独立行政法人（GPIF）国連責任投資原則（PRI）署名**

ESG投資とSDGsアクション

(E=環境・S=社会・G=企業統治) = 未来思考の経営

「非財務情報」が「事業機会」と「投資機会」となるSDGs時代



国内拠点の42の機関投資家による
サステナブル投資合計額(兆円)

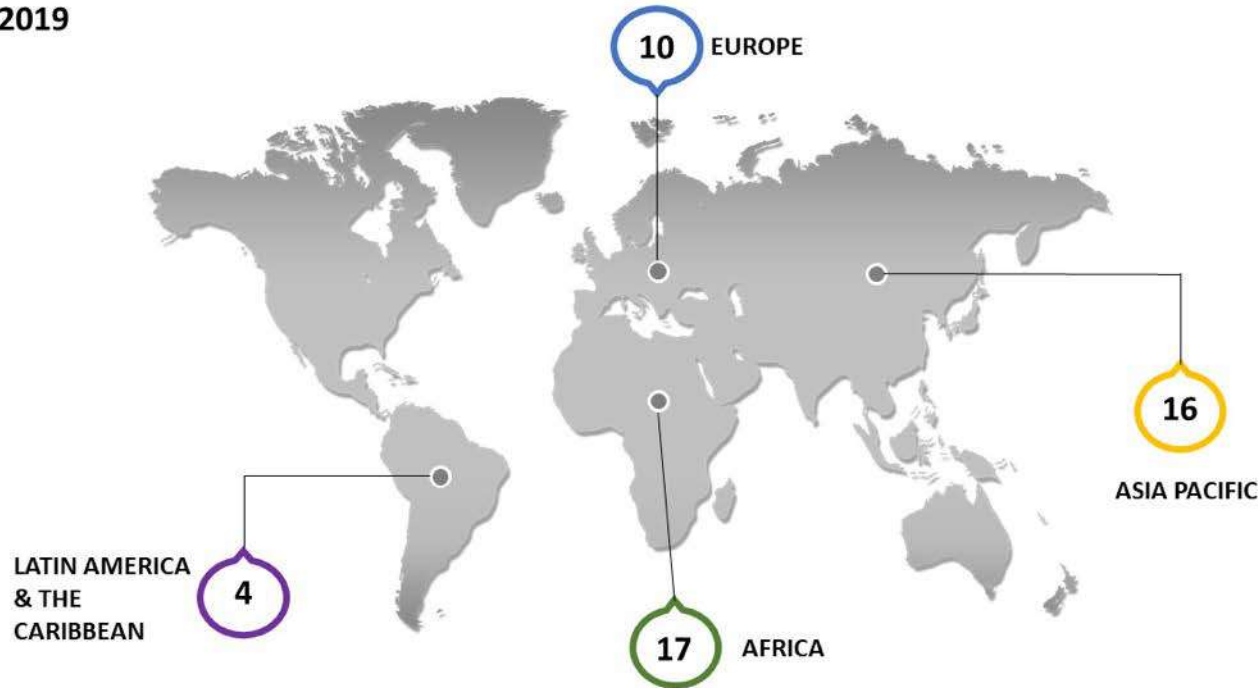
2015年	26.8兆円	
2016年	56.3兆円	2.1倍
2017年	136.6兆円	2.4倍
2018年	231.9兆円	1.7倍

ハイレベル政治フォーラム (HLPF)



HIGH-LEVEL POLITICAL FORUM
ON SUSTAINABLE DEVELOPMENT

VOLUNTARY NATIONAL REVIEWS 2019



2019年は
47カ国
(7カ国は2回目)
自主的ビューを実施



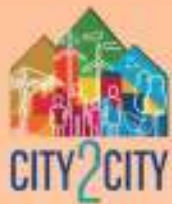
2018年は
46カ国



2017年は
43カ国
日本も発表



国連総会におけるサイドイベントに招待される (2019/9/26)



MAKING CITIES FOR ALL

26 September 2019
6:30 – 8:30 pm
South Dining Room
UN Headquarters

You are cordially invited to the 2019 UNGA
High-level Side Event and Reception

An invitation to
thinkers, doers, &
change-makers

RSVP is required for this Invitation Only Event.
To RSVP, email Chunnian.Chen@undp.org

UNDPによるハイレベルイベント

包括的なアプローチを探る目的

- 都市基盤の改善における課題
- 気候変動による危機
- デジタル革新

世界の各都市と

「**City2City Network**」を結び
ピア・ラーニング・メカニズム開始

バングラデシュ、ニューヨーク
ロスアンゼルス、ドバイ
ボリビア・ラパス、神奈川
が招集されスピーチを行った

ロータリー6重点分野とSDGs17ゴール・169ターゲット

16 平和と公正を
すべての人に



- **平和の推進 = SDG16 (平和と公正を全ての人に)**
= 地域で見落とされがちな暴力や虐待から人々を守る仕組みなど

3 すべての人に
健康と福祉を



- **疾病との闘い = SDG3 (すべての人に健康と福祉を)**
= すべての人への公衆衛生の確保や健康寿命の伸長など

6 安全な水とトイレ
を世界中に



- **きれいな水の提供 = SDG6 (安全な水とトイレを世界中に)**
= 水害防災対策としての森林保全からユニバーサル公衆トイレ共有など

ロータリー6重点分野とSDGs17ゴール・169ターゲット

5 ジェンダー平等を
実現しよう



- ・母子の健康 = SDG5 (ジェンダー平等を実現しよう)
= 地域での女性の活躍、シングルマザー支援など

4 質の高い教育を
みんなに



- ・教育の支援 = SDG4 (質の高い教育をみんなに)
= 地球市民意識、持続可能なライフスタイル、文化の多様性の理解など

8 働きがいの
経済成長も



- ・地域経済の成長 = SDG8 (働きがいの経済成長も)
= 地域状況に応じた経済成長、金融による中小企業の成長を奨励など

・ポリオの撲滅 end polio now
=SDG3（すべての人に健康と福祉を）
=保健サービスへの安全なアクセス
ユニバーサル・ヘルス・カバレッジの達成など



義務教育に向けて仲間と作った「SDGsアイデアブック」



作った動機はこれ！

「一人一人の生徒が、自分のよさや可能性を認識するとともに、あらゆる他者を価値のある存在として尊重し、多様な人々と協働しながら様々な社会的変化を乗り越え、豊かな人生を切り拓き、**持続可能な社会の創り手**となること」

中学校学習指導要領
(平成29年3月公示) 前文より

