

Report and policy recommendations on public-private-academic collaboration to promote SDGs and disseminate disaster culture

Sendai Junior Chamber of Commerce and Industry,
Committee for the Creation of a Happy Sendai (City)

background

As awareness of the SDGs and actions toward a sustainable society grow, there is an increasing need for the promotion of the SDGs by active citizens who are willing to take action toward achieving the SDGs. As leaders who will lead the region toward the realization of a sustainable Sendai (city), we have decided to implement this project based on our belief that it is necessary to establish a model for promoting the SDGs from Sendai through citizen collaboration based on a diverse network.

Objective.

- Raise awareness among citizens to act on their own toward the achievement of the SDGs.
- Establish a model for promoting the SDGs together with diverse actors.
- Disseminate the SDGs promotion model through citizen collaboration both domestically and internationally.

概要

Project Name : SENDAI SDGsWeek 2024

Sponsored by : Sendai Junior Chamber of Commerce and Industry

Co-sponsored by : Sendai Sustainable Project, Sendai City

Cooperating

Organization : General Incorporated Association, Tezenji-dori Area Management
U Media Inc.
AIR FIELD, a student organization
Generalyx Corporation

Duration : Sunday, September 22 – Saturday, September 28, 2024

Venue : Jozenji-dori Green Belt, West Park

Number of visitors: 10,000 people

Nominal Support: Miyagi Prefectural Government / Sendai Chamber of Commerce and Industry / Sendai Tourism International Association
Miyagi Branch of Tohoku Electric Power Company / The 77 Bank, Ltd. / Kahoku Shimpō Inc. / Tohoku Broadcasting Co.
Miyagi Television Broadcasting Corporation / Higashi Nippon Broadcasting Corporation / FM Sendai Inc.
Sendai Living Shimbun Inc. / The Yomiuri Shimbun Tokyo Head Office Tohoku Bureau / The Asahi Shimbun Company /
The Mainichi Newspapers Co. / Sendai Branch Office of Nihon Keizai Shimbun Inc.
Tohoku University Graduate School of Economics and Management SDGs Labo
General Incorporated Association Food Miyagi Ouen-dan / Miyagi SDGs Farm

Cooperative events during the same period

We promoted SDG-related activities throughout the area in cooperation with events held at the same venue and in the neighborhood during the period of the event.

SDGs initiatives were promoted throughout the area.

Sunday, September 22, 2024

Highway Festa

Organized by: HI-EI Hitachi-net Regional Liaison Committee
(NEXCO East Japan Tohoku Branch Office, etc.)

September 27 (Fri.) – 28 (Sat.), 2024

Tachimachi Tachimi

Organized by Soon Tachimachi

Saturday, September 28, 2024

Senior Citizens Lively Festival

(Organized by: Executive Committee of Sendai City Senior
Citizens' Lively and Healthy Festival, Sendai City)
(Sendai City Health and Welfare Foundation)

summary

SENDAI SDGsWeek 2024 概要



メインビジュアル

- 【事業名】 SENDAI SDGsWeek 2024
- 【テーマ】 Smile～未来の笑顔のためにできること～
- 【主催】 公益社団法人 仙台青年会議所
- 【共催】 仙台市、仙台サステイナブルプロジェクト
- 【期間】 2024年9月22日(日)～9月28日(土) 7日間
- 【場所】 勾当台公園、定禅寺通り緑道、西公園(こけし塔)周辺
- 【連携団体】 一般社団法人定禅寺エリアマネジメント
株式会社ユーメディア
学生団体 AIR FIELD
株式会社セネラクス
株式会社セネラクス
ハイウェイフェスタ2024
シニアいきいきまつり
立町たちのみ



【コンセプト】

私たち青年には、これからの社会がどうあるべきかを考え、未来を創っていく責任があります。2030年のSDGs達成に向けて世界的にも進捗が遅れている中、SDGs未来都市である仙台に住み暮らす私たちも行動を起こさなければなりません。

そこで、仙台まちを明るく照らし続ける笑顔溢れる市民の皆と共により、仙台まちの未来を考え、愛する仙台まちのために、多様化する地域課題の解決ができる場としてSENDAI SDGsWeek 2024を開催いたします。SDGsを知ってもらうために市民の皆と未来に向けて考えた1年目、SDGsの達成に向けてもう一歩前進み出した2年目、3年目となる本年は「Smile～未来の笑顔のためにできること～」をテーマとし、地域の課題解決のみならず、世界の課題解決の先にあるSDGsの達成に向けた取り組みを推進できる、笑顔溢れるフィールドを創出いたします。

そして、市民の皆と共により作り上げるSENDAI SDGsWeek 2024を国内外に発信し、世界に模範とされる仙台発のSDGs推進モデルを確立することで、未来の笑顔のためのアクションを拡げます。

<ファンクション>

1日目 22日(日) 10:30～11:00
オープニングセレモニー

1日目 22日(日) 11:30～16:00
ジャッキーと学ぼうSDGs

2日目 23日(月・祝) 10:30～11:30
地球のしあわせ、私たちのしあわせ ～私の行動が未来の笑顔をつくる～

2日目 23日(月・祝) 11:45～12:45
学生が語るまちの姿

2日目 23日(月・祝) 13:00～16:00
フォレナビと花種体験

7日目 28日(土) 10:30～11:30
生きがいのある高齢社会の実現

7日目 28日(土) 13:00～14:00
定禅寺通で考えるカーボンニュートラル

7日目 28日(土) 14:30～15:50
クロージングフォーラム

期間内実施

- ・スマイルツリー
- ・「備えない防災」メッセージルー
- ・子どもの明るい未来に向けた事業国際交流の成果発表
- ・他イベントとの連携



ブース

▼ブースイメージ

※写真は、2021年定禅寺通り緑道市民体験社会実験のイメージです。



仙台初！【回遊性向上施策】 パーティーバイク運行



エリアの回遊性を高める社会実験として、仙台初のパーティーバイクが運行します。パーティーバイクに乗りながら、まちの風景を楽しんだり、ごはんを食べたりして、リラックスしてみませんか？

※パーティーバイクは電動アシスト付きの6人乗り「自転車」です。※お客様がペダルをこがないと動きません。ブレーキを完了するためには皆さんの協力が必要です。力を合わせてパーティーバイクを走らせよう！【運行予定】2024年09月22日(日)～09月23日(月祝) ①11:20 ②12:20 ③13:20 ④14:20 ⑤15:20 ⑥16:20 ⑦17:20 ※各時間帯の定員は6名です。

ラジオブースでの情報発信

企業ブースを出展したい企業様には、ラジオ放送によるPRをオプションとして提供させていただきます。パーソナリティとの対話形式とし、より市民に情報が伝わるような内容も発信します。

※写真は、2023年仙台市定禅寺通り緑道市民体験社会実験のイメージです。



ケヤキの固定柱を使用した オリジナルタンブラーの提供

定禅寺通りサークルアッププロジェクト、仙台市、アサヒユアスと共同開発している定禅寺通りのケヤキの固定柱とブラを配合したオリジナルタンブラーを提供。当日は別途販売中の「ケヤキビール」で飲料していただけます。(※販売場所は調整中です。)

▼タンブラーイメージ



※写真はアサヒユアス様の「森のタンブラー」です。実際のものとは異なります。

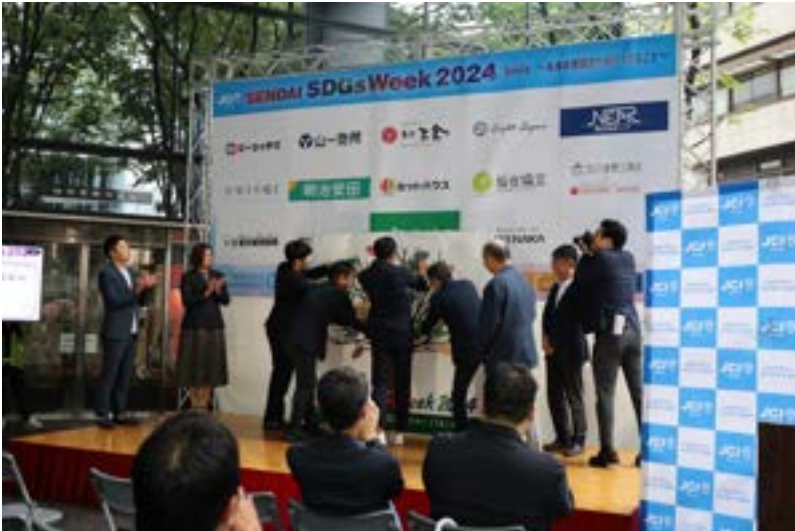
Program

【Opening Ceremony】

On the first day of the event, we received greetings from the representative of the organizer and the co-sponsor, the mayor of Sendai City, and held a ceremony with the cooperating organizations and businesses.

The “Smile Tree” was also open to all citizens who visited during the event. The “Smile Tree,” which was open to all citizens who visited the event during the event period, featured our thoughts on the achievement of the SDGs.

We also consulted with the local media, Kahoku Shimpō, in advance of the event, and were able to get coverage of the day’s events.



Program

【 Booth Exhibit 】

A total of 89 companies and organizations exhibited booths related to the dissemination and promotion of the SDGs over the seven-day period.



Program

【 Radio Booth 】

With the cooperation of “Radio 3 (FM 76.2)” and “Innovation Platform IDOBA” located on Jozenji-dori, a part of the function and some of the exhibiting organizations broadcasted their PR on the radio. By disseminating our efforts outside of the venue, we were able to provide a mechanism for our efforts to reach more citizens.

The recorded content was broadcast on October 4 and October 11, 2024.



Collaborative Events

【 highway festival 】

On September 22, we collaborated with Highway Festa Tohoku 2024 held at Kotodai Park. Although it rained heavily on the day of the event, we had repeated meetings about collaboration from an early stage, and since we have been promoting SDGs initiatives on a daily basis, we were also able to plan a used clothing forest, which provided an opportunity for the Jozenji area as a whole to participate in SDGs initiatives.



Collaborative Events

【 drinking on a standing timber pole
(often used as a stand for religious offerings) 】

On September 27 and 28, we collaborated with Tatemachi Tachinomi held on Jozenji-dori. Tatemachi Tachi-no-Tatami has a strong connection with the SDGs, as they practice trash separation in their regular events, and since the event was held during the same period and at the same venue as SENDAI SDGs Week 2024, they kindly accepted the placement of our banners. This year's event also served as a verification of the possibility of holding the event at night, when it is cooler, in light of the unusually hot summer. This year, however, we were not able to conduct the original verification because the weather was relatively cool during the daytime, unlike in the past, but Tatemachi Tachimi-san showed that, unlike during the daytime, setting up more chairs and tables would attract more people and keep them there.



Collaborative Events

【 Senior Lively Festival 】

On September 28, a SENDAI SDGs Week 2024 banner was placed at the “Senior Iki Iki Festival” held in Kotodai Park, and a pamphlet was also published about the collaboration. The festival was blessed with good weather and many citizens came to see the stage shows and exhibits by many civic groups.



Collaborative Events

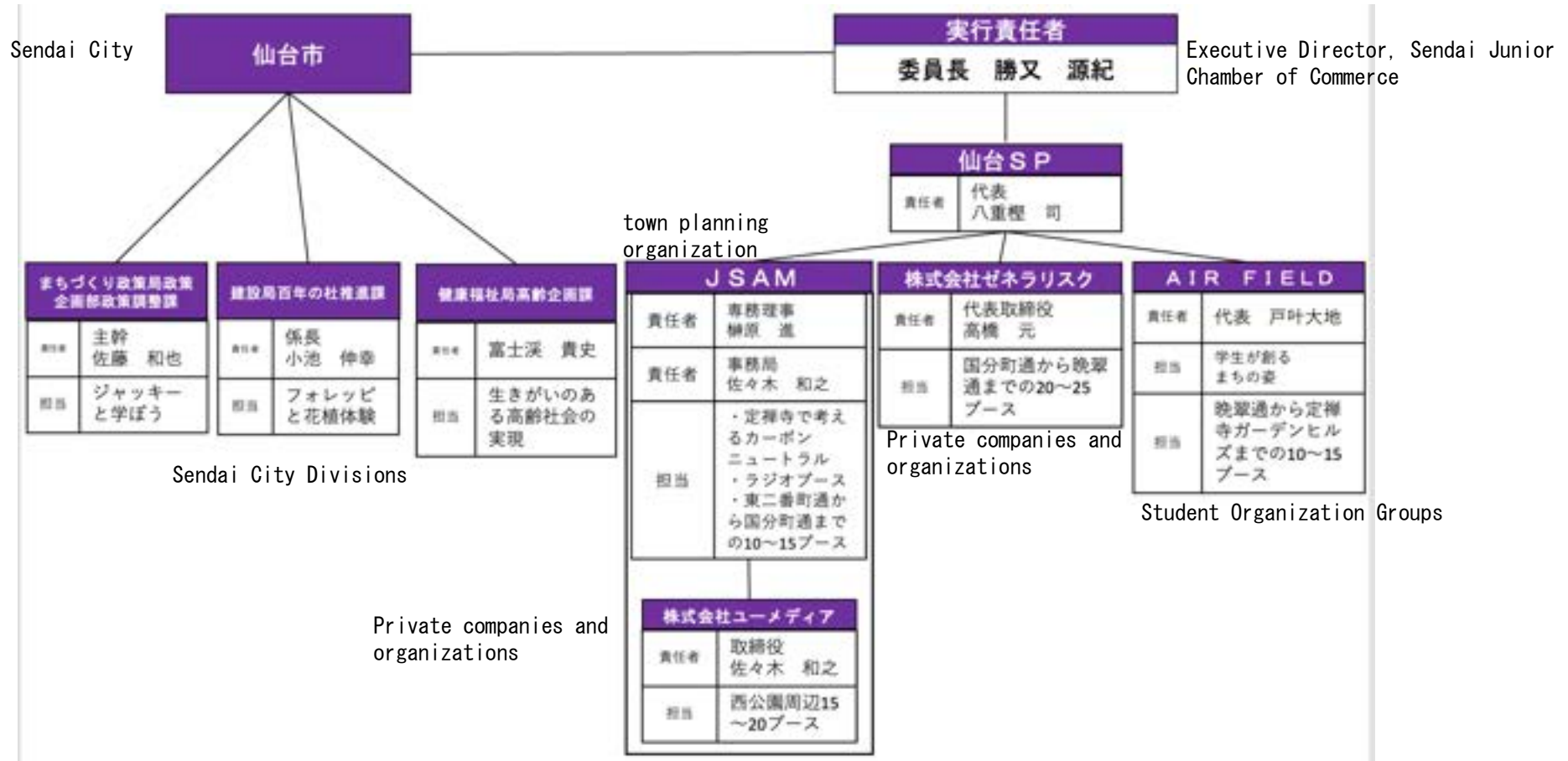
【 Octoberfest 】

On September 22 and 23, we collaborated with “Sendai Oktoberfest” held in Nishikicho Park to create a satellite venue in Nishi Park to enhance urban circulation. Although heavy rain on the day prevented the event from attracting as many visitors as expected, we believe that the event provided an opportunity to link parks in the center of Sendai with Jozenji-dori Avenue, and to collaborate with other SDGs events as well.



Seat group for ongoing efforts

Although the JCI Sendai has been involved in many projects, the number of members has been declining along with the population. A decrease in the number of members leads to a reduction in the annual budget and a reduction in the scale of our projects due to a shortage of staff. Therefore, we have decided to collaborate with other organizations that also care about the future of Sendai (and the city) to ensure the ripple effect on the citizens of Sendai by expanding the scale of our activities, and to ensure the profitability necessary for the continuity of our activities.



Revenues and Expenditures of Funds

Most of the funds for the event are raised through sponsorships, but about 10% of the funds are raised through sales from private companies and citizen exhibitors during the event period.

As JCI Sendai is a public interest incorporated association, it is not able to generate profits. Therefore, we considered the flow of funds so that the private sector could feel the economic benefits of the event by paying a portion of the sponsorship and exhibition sales collected by the sponsor to the private sector as a management fee. However, due to the poor weather, the exhibition fee linked to exhibition sales was less than 20% of the initial forecast (approximately 4.7 million yen). If sales are half of our initial forecast, the event can be held without support from subsidies, etc. If sales are as initially forecasted, the event can be held with only half of the sponsorship fee. In order to make our activities sustainable, it is inevitable to increase both the number of participants and the number of visitors based on empathy, and we believe that it is necessary to continue our activities to achieve this goal.

Cost of holding the event
10,879,892円



Outsourcing costs to the private sector of the costs of holding the event

Sponsorship income
8,270,000円



Exhibit fees linked to exhibit sales
870,070円



Subsidies, etc.
1,739,822円



About Sponsored Tools

We prepared 9 types of sponsorship tools such as banners and lamppost flags, and received sponsorship from a total of 126 companies, organizations, and individuals.



メッセージリレー動画による災害文化の発信について

The city of Sendai, a city of disaster prevention and environment, has been working on the promotion of a “culture of disaster”. The Junior Chamber of Commerce of Sendai has been advocating “disaster prevention without preparation” so that Sendai citizens can naturally become aware of disaster prevention in their daily lives in order to reduce secondary disasters in case of emergency by spreading “disaster culture”.



Impressions from Cooperating Organizations

【 General Incorporated Association Tezenji-dori Area Management 】

- The Jozenji Street area is a symbolic area of the City of Trees, rich in greenery despite its location in the heart of the city. The Jozenji Street Zero-carbon Challenge and the Jozenji Street Circular Project, with which we have collaborated this time, are both working to enhance the brand value of the Jozenji Street area through activities that make the most of the zelkova-lined streets.
- However, the time for information dissemination to the public, as well as corporate sponsors, has been slow and not fully penetrated.

We think it was significant that we were able to communicate our efforts at the function this time. In the future, it would be a good opportunity to expand the initiative beyond the central Sendai area, such as through the participation of many companies.

【 Generalix Corporation 】

- The fact that the event was held on Jozenji-dori, a symbolic area of Sendai, which is a leading decarbonization area, gave us a sense of the symbolic image of the City of Trees as well as the environmentally conscious attitude of the city.
- The fact that the event was held at the same time as the Oktoberfest made it possible for customers to visit the exhibition.
- Exhibitors offered a variety of services related to the SDGs from different perspectives.
- We hope that the event will be held again next year, but there are still issues to be solved in terms of attracting visitors and the weather.

【 AIR FIELD 】

- It was good that I could make connections with exhibitors and management.
- I think there are some issues to be solved in terms of attracting visitors, though it is difficult to say because it depends on the weather.
- I think we could have had a better atmosphere if we had more children and their parents.
- I think it is significant that an SDG event is held in the center of Sendai for a week, and I think it will become a major event in Sendai if it is held again next year.

【 U Media Inc. 】

- The content matched the atmosphere of the Jozenji-dori area, and I felt that its appeal to the public was enhanced.
- The environmental preservation efforts, in particular, will have a greater impact if continued, with concrete actions being taken in West Park.
- It would be good if early planning and release of corporate sponsorships could be made possible, as it would make it easier for companies to enter the market if they continue to do so.
- In addition to creating motivation as an event, it is necessary to have an ongoing mechanism to connect the event to radio programs, for example.
- The publicity (quantity and timing) was insufficient, and we were not able to communicate the integrated efforts to the public. On the contrary, we believe that if the event can be disseminated to the public, it will become more important as an event that solves social issues.

【 Tatchimachi Tachinomi 】

- Since the event is mainly held in the evening, if it can be held at the same time in the future, synergistic effects can be expected.
- As for SDGs initiatives, since business trash bags are also costly, we have created collection points instead of setting up trash cans and stacking cups and trays to reduce the bulk of the collection.
- We are not aware of the extent of cooperation, but we feel that there are other things we could have done if we had held more meetings at an early stage.

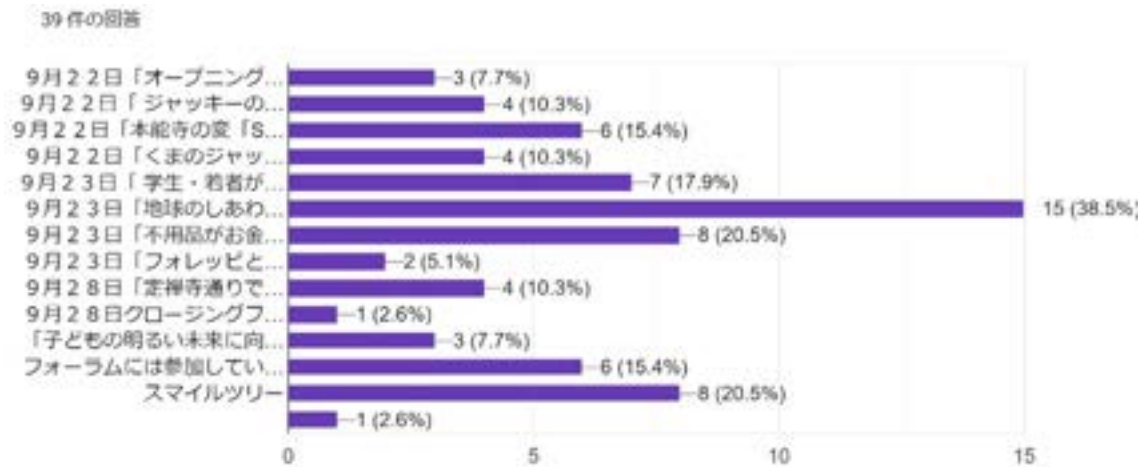
【 Sendai City Policy Coordination Division 】

- I think it was good that we used Jozenji-dori, where various activities are being undertaken in cooperation between the public and private sectors, as a field to show how various groups are working together.
- I think it would be desirable to have the main venue covered in case of rain. (Also from the viewpoint of attracting visitors)
- The fact that the website was not updated until later was also pointed out by other divisions within the Agency (the event details were not posted on the website, and inquiries came in from various divisions asking if the event was really going to be held). We would like to see consideration given to this from the next fiscal year onward.
- However, it would be better if the schedule and prior coordination for video shooting and other events involving executives could be made as early as possible so that both parties would not be in a rush.
- We believe that this is partly due to a lack of manpower, so we suggest that you consider reviewing the system as necessary.
- Translated with www.DeepL.com/Translator (free version)

Issues to be addressed for future events, etc.

全体を通じた検証結果（一般参加者アンケート）

【 Question 1 】 What forums have you participated in?

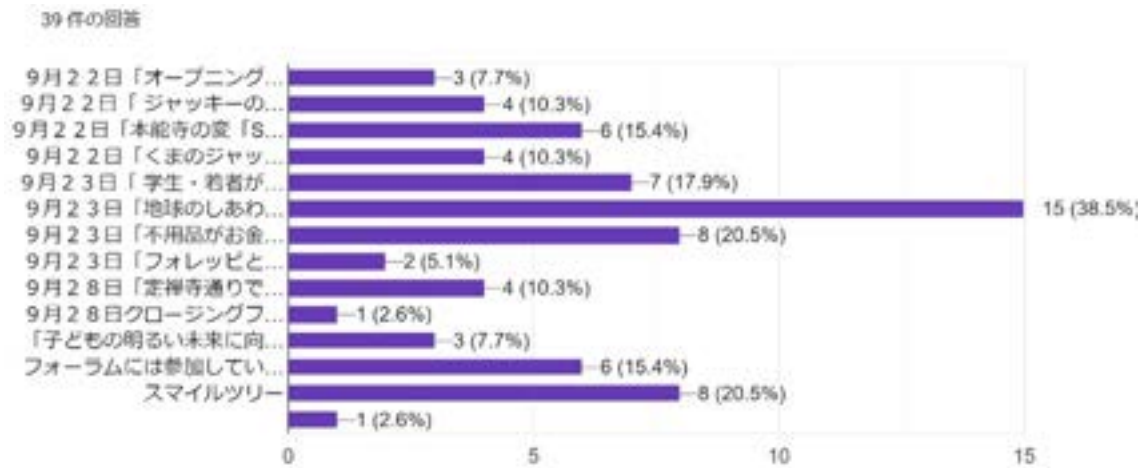


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On September 23, 38.5% of the respondents participated in “Happiness on Earth, Our Happiness – My Action Creates Future Smiles” and on the same day, 20.5% of the respondents participated in “Can Unused Items Turn into Money? Reduce, Reuse, Recycle” (Ms. Mami Udagawa) on the same day. 20.5% participated, showing the effect of inviting guests. Participation in the other forums ranged from 10–20%, with bad weather on the first day resulting in low participation.

Results of verification throughout the entire process (public participant questionnaire)

【 Question 2 】 Please tell us about the forums you participated in above that you enjoyed or that led to learning, etc.



<Verification>

80.7% of those who participated in the forums indicated that they enjoyed or learned from the forums they attended, indicating that the content of each forum was appropriate for the general public.

Results of verification throughout the entire process (public participant questionnaire)

【 Question 3 】 What was your perception of the SDGs prior to participating in SDGsWeek?



<Verification>

While 43.6% of respondents said they were working on the SDGs that they could be familiar with, 56.7% of those who were not working on the SDGs were not aware of them as their own affairs, including recognition.

Results of verification throughout the entire process (public participant questionnaire)

【 Question 4 】 What is your perception of the SDGs after participating in SDGsWeek?



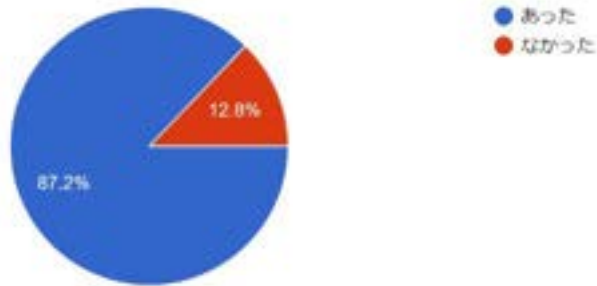
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The result was that 92.3% of the respondents answered that they did not think it was necessary to work on the SDGs, and 92.3% answered that they would like to work on the SDGs, tell others around them about them, and encourage many people to put the SDGs into practice. Although more than half of the respondents did not recognize the SDGs as a personal matter, including awareness, we believe that SDG Week has raised the awareness of many people to take their own actions toward the achievement of the SDGs.

Results of verification throughout the entire process (public participant questionnaire)

【 Question 5 】 Did your participation in SDGsWeek give you any tips on how to put the SDGs into practice in your immediate surroundings?

39件の回答



あったと回答した方⇒ご自身で身近にできると思った取り組みは何ですか。

なかったと回答した方⇒どのような取り組みがあれば良かったですか。

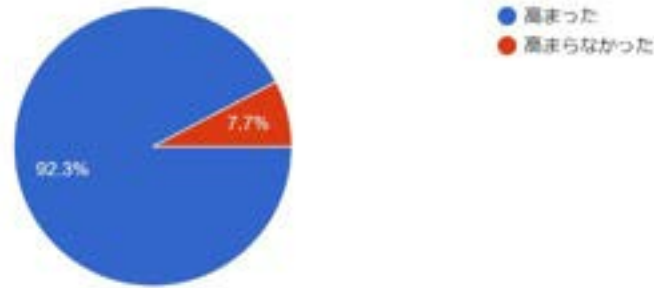
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87.2% of the respondents answered “Yes” to the question, and we also received answers for specific initiatives such as “separating garbage” and “not leaving food behind. In addition, the responses that it was helpful that there were people who were engaged in initiatives that were different from their own, suggests that we were able to provide hints from a different perspective to those who were already engaged in such initiatives.

Results of verification throughout the entire process (public participant questionnaire)

【 Question 6 】 We believe that your efforts will lead to the realization of a sustainable city, and in that sense, have you become more aware of the need to take action yourself?

39 件の回答



【 Question 7 】 If you answered “increased” above, we would like to ask you this question. What are the SDGs that you can work on (free answer)?

<Verification>

The 87.2% response rate of “increased” indicates that the program was able to provide an opportunity to bring about not only the specific efforts described in [Question 6], but also mental changes such as “not hiding one’s gender identity and living as one’s self” and “taking an interest in and working on one’s gender identity” .

Results of verification throughout the entire process (public participant questionnaire)

【 Question 8 】 How did you hear about SDGsWeek?

39 件の回答



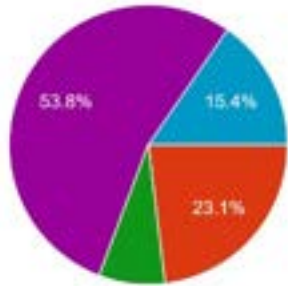
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The most common response, 38.5%, was to “see the Jozenji-dori streetlight flag ad,” followed by 28.2% for “SNS,” “website,” and other publicity tools. The results indicate that the streetlight flags will continue to be used as advertisements and can be considered for next year, but the cost of sponsoring advertisements is a significant expense, so careful consideration is needed. In order to further spread awareness to the general public, we believe that we need to devise a way to communicate our message through SNS and other means.

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 1 】 What was your perception of the SDGs prior to participating in SDGsWeek?

13 件の回答



- SDGsという言葉を知らなかった。
- SDGsが持続可能な開発目標であることは知っていたが、具体的な内容は知...
- SDGsの意味や具体的な内容は知っていたが、自分には無関係だと思っていた。
- SDGsの意味や具体的な内容を知っており、自分でも取り組む必要があると思...
- 身近にできるSDGsを少しでも取り組んでいた。
- SDGsの取り組みを实践しており、...

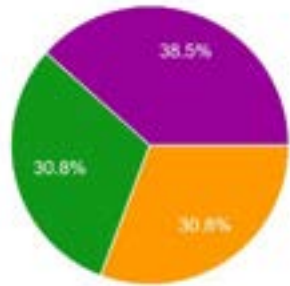
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Half of the respondents (53.8%) answered that they “had been working on the SDGs in some way that was familiar to me.” However, 23.1% of the respondents answered “I knew that the SDGs are sustainable development goals, but I didn’t know the specifics. Although awareness of the SDGs is spreading, 23.1% of the respondents felt that they are working on the SDGs as initiatives, and it is necessary to make them aware that they are working on the SDGs.

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 2 】 What is your perception of the SDGs after participating in the SDGs?

13 件の回答



- SDGsに取り組む必要はないと思う。
- SDGsに取り組む必要があると思ったが、自分で取り組む必要があるとは思わない。
- SDGsに取り組んでいなかったが、身近にできることからすぐに取り組もう...
- SDGsに取り組んでいて、これからも取り組もうと思う。
- SDGsに取り組んでいて、周りの人にも伝え、多くの人実践するように働...

上記で選択した回答の理由を教えてください。

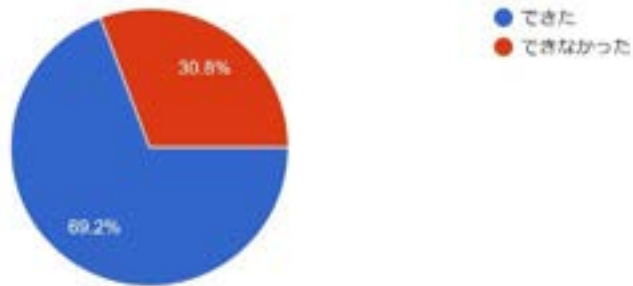
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69.3% of the respondents are working on or practicing the SDGs, and 30.8% have decided to work on the SDGs, indicating that they are aware of the SDGs. We were also able to provide an opportunity to change people's awareness of the SDGs through the event, with some participants specifically targeting "to be conscious of maintaining and improving the environment" and others saying "I realized that the SDGs can be started from something close to home after participating in the event."

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 3 】 Did you learn any tips on how to implement the SDGs in your daily life from participating in the SDGs?

13 件の回答



できた方⇒身近に出来ると思った取り組みはなんですか。

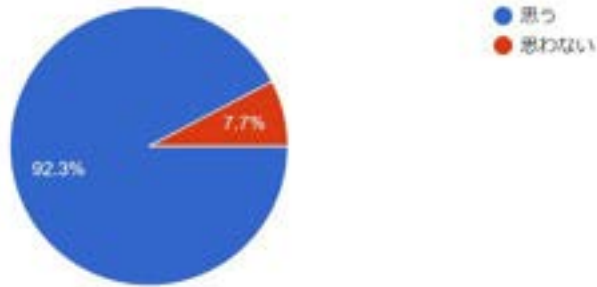
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Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 4 】 Do you think that the promotion of the SDGs is a necessary initiative for Sendai to achieve sustainable development?

13 件の回答



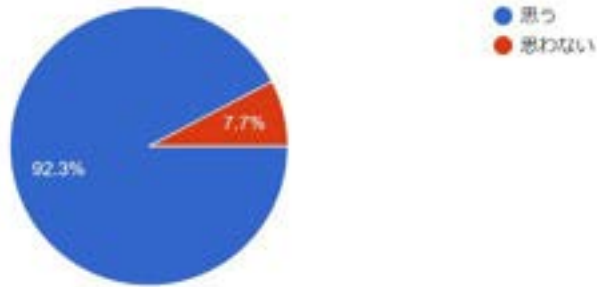
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The number of respondents who answered “agree” was 92.3%, indicating that they once again recognize the necessity of promoting the SDGs for Sendai.

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 5 】 Did you want to work toward Sendai's sustainable development with a sense of being a party to it?

13 件の回答



上記で選択した回答の理由を教えてください。

<Verification>

The number of respondents who answered “agree” was 92.3%, which means “If you live in Sendai, you should work for Sendai” and “I think Sendai will become a better place if each and every one of us has a sense of ownership. We were able to increase the number of people who are aware of the importance of their involvement in the project while improving the awareness of those who are involved in the project.

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 6 】 What kind of cooperation do you feel you were able to achieve with stakeholders outside of your own company or organization through SDGsWeek?

13 件の回答



選択した回答の理由を教えてください。また、連携を拓げるためにはどのような取り組みが必要かお気づきの点をお聞かせください。

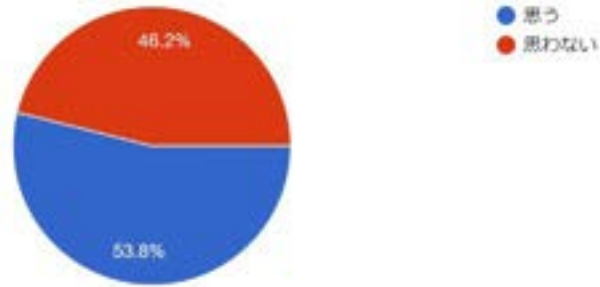
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The percentage of respondents who were able to cooperate, cooperated but were not able to cooperate, and had no opportunity to cooperate each settled around 30%, with the result that about 60% of the respondents were not able to cooperate. There was not enough content for each organization and company to cooperate more. It was important to provide a place for exchanges and meetings where each organization and company could feel that they could cooperate with each other.

Results of verification throughout the entire process (questionnaire for participating business groups)

【 Question 7 】 Would you like to participate in SDGsWeek again next year?

13 件の回答



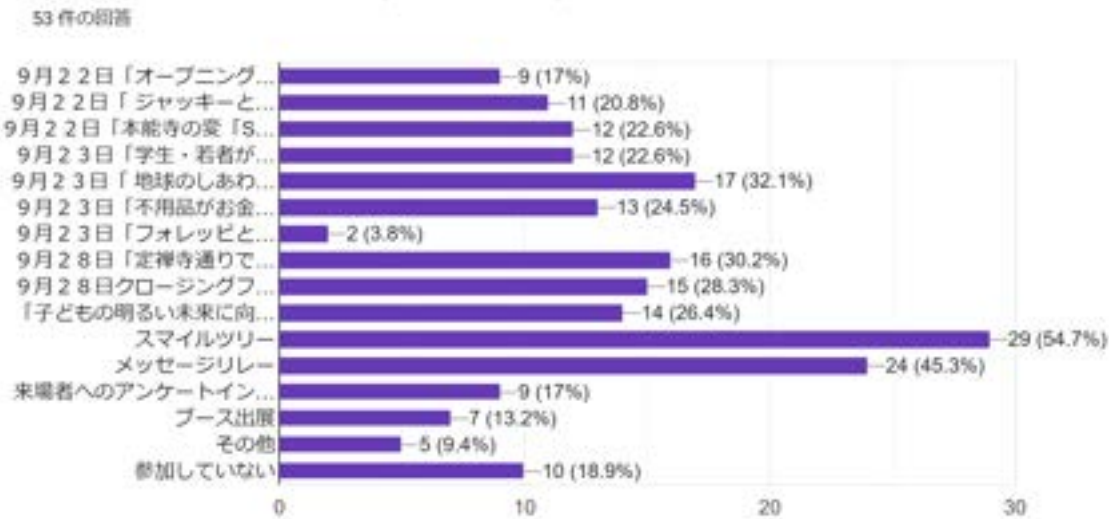
思わない理由を教えてください。

<Verification>

The number of respondents who answered “agree” and “disagree” was about half, at 53.8% and 46.2%, respectively. In order to reach a large number of people using the media and the Web, we need something that attracts their interest to visit the venue.

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 1 】 What programs have you participated in? (Multiple answers allowed)



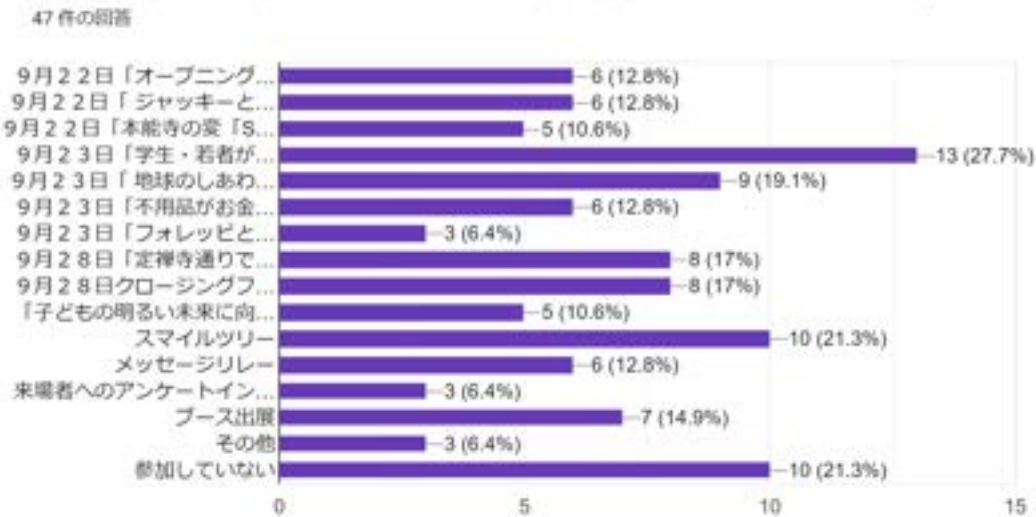
9月22日「オープニングセレモニー」	9名	17%
9月22日「ジャッキーと学ぼうSDGs」	11名	20.8%
9月22日「本能寺の変「SDGsバージョン」	12名	22.6%
海の豊かさを守ろう (エクスプロージョン)		
9月23日「学生・若者が考えるまちのみらいについて」	12名	22.6%
9月23日「地球のしあわせ、私たちのしあわせ ～私の行動が未来の笑顔をつくる～」 (はるな愛)	17名	32.1%
9月23日「不用品がお金に変わる？リデュースリユースリサイクル」 (メルカリ女王 宇田川真実)	13名	24.5%
9月23日「フォレツピと花植体験」	2名	3.8%
9月28日「定禅寺通りで考えるカーボンニュートラル」	16名	30.2%
9月28日クロージングフォーラム	15名	28.3%
「子どもの明るい未来に向けた国際交流事業の成果発表展示」	14名	26.4%
スマイルツリー	29名	54.7%
メッセージリレー	24名	45.3%
来場者へのアンケートインタビュー (1組以上)	9名	17%
ブース出展	7名	13.2%
その他	5名	9.4%
参加していない	10名	18.9%

<Verification>

In the Function Program, participation in “Happiness on Earth, Our Happiness – My Action Creates Smiles for the Future” was the highest at 32.1%, showing the effect of inviting guests as in the general survey responses, and “Smile Tree” and “Message Relay” also had participation rates exceeding 32.1%. The “Children’s Project,” “Smile Tree,” and “Message Relay” also had participation rates exceeding 32.1%. The “Foreppi and Flower Planting Experience,” which had the lowest participation, was attended by 3.8%, which we believe is due to the relatively low participation rate since the content of the event was geared toward children.

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 2 】 What programs did you participate in that you learned from or think should be planned in the future (multiple responses allowed)?



9月22日「オープニングセレモニー」	6名	12.8%
9月22日「ジャッキーと学ぼうSDGs」	6名	12.8%
9月22日「本能寺の変「SDGsバージョン」 海の豊かさを守ろう（エクスプロージョン）	5名	10.6%
9月23日「学生・若者が考えるまちのみらいについて」	13名	27.7%
9月23日「地球のしあわせ、私たちのしあわせ ～私の行動 が未来の笑顔をつくる～」（はるな愛）	9名	19.1%
9月23日「不用品がお金に変わる？リデュースリユースリサ イクル」（メルカリ女王 宇田川真実）	6名	12.8%
9月23日「フォレツピと花植体験」	3名	6.4%
9月28日「定禅寺通りで考えるカーボンニュートラル」	8名	17%
9月28日クロージングフォーラム	8名	17%
「子どもの明るい未来に向けた国際交流事業の成果発表展示」	5名	10.6%
スマイルツリー	10名	21.3%
メッセージリレー	6名	12.8%
来場者へのアンケートインタビュー（1組以上）	3名	6.4%
ブース出展	7名	14.9%
その他	3名	6.4%
参加していない	10名	21.3%

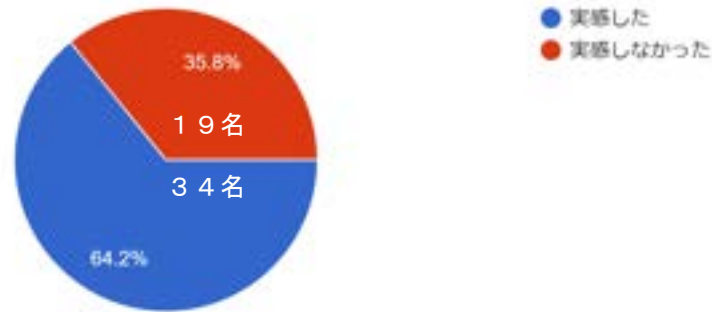
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There was no particular program that stood out in terms of participation, with an overall participation rate of 10-20%. About 80% of the participants indicated that they learned a lot from attending the programs or that they should plan more programs in the future, so we believe that all programs were appropriate for our members.

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 3 】 Did you feel that the SDGs were promoted throughout SDGsWeek?

53 件の回答



<Verification>

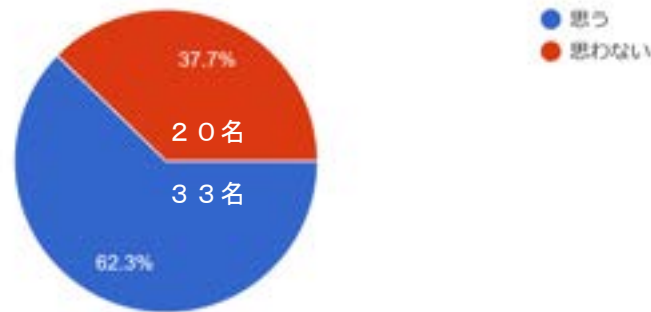
64.2% of the respondents answered that they “felt it” because they overheard people passing by talking about “SDGs” and thought that the Smile Tree and message relay were good ways to reach out to the general public. The reason given was that “I didn’t feel it” was a harsh evaluation, with 35.8% of the respondents saying that they “felt there were not enough visitors” and “I wondered how the SDGs were being communicated to the public through SDG Week,” and the survey questioned the issues from the perspective of public relations and the content of the event. The results of the survey highlighted issues that need to be addressed for next year’s event, including the content of the event.

来場客がやはり少ないなという実感がありました。
スマイルツリーやメッセージリレーなどの一般市民への働きかけは良いと思ったため。また、はるな愛氏の講演内容はSDGsの内容（こちらの意図を汲んだもの）で良かったと思ったため。
みなさん意識が高かった
ステージなどは実感した
SDGsは時代遅れな印象がある。
SDGsが一般的なものになっており、今回のイベントで参加したプログラムからは推進されたかというところは感じなかった。
多くの団体と連携することで、よりSDGsが推進されていくと思います。
天候の問題もあると思いますが全体的に来客数が少なかった点や定禅寺ビルで行っていたプログラムにも関心がある人たちがいるように見えなかった。
学びがあったから
通りがかった人が「SDGsだって」と会話していたのを耳にしまして、ファンクションに参加していただけても定禅寺通り等人が行き来する場所でSDGsを発信することはとても有意義なコトだと感じました。
スマイルツリーはSDGsについて考えるきっかけになっているとおもいました。
多くのファンクションにしっかり出席できたからです。やはり出席して更にちゃんと参加しないと得られない学びがあると思います。そういったメンバーや市民をどれだけ集められるかが課題だと思います。
SDGsの内容を少しずつ理解出来てきたから
SDGsという言葉は何年か前に出てきているがあまり意識して生活していないと思う。少しずつ目に触れることをしていけば少しずつ進んでいくと思う。
SDGsウィークを通してどのように市民に対してSDGsを訴えられているのか疑問に感じた
温暖化対策 CO2削減は世界の共通課題なので
設問内容的に市民に浸透とか啓発とかという意味だとは思いますが、そこまでの効果ではなかったように思います。また、仙台JCが目指すSDGsの姿がいまいち想像できないので回答が困難です。

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 4 】 Do you think that many organizations and citizens were able to work together during SDGsWeek?

53 件の回答



選択した回答の理由を教えてください。

達成目標に達した否かは定かではありませんが、それでも多くの団体を巻き込めたと思う
連携し取り組んでいたのがブースにも集まったイメージ
メッセージリレーに色々な人が協力してくれた
学生団体に登壇してもらったのは良い試みだったと思う。
ブース出展やファンクション、スマイルツリーなどで連携ができたと思います。
連携出来ていればもっと来客数があったと思いました。
各団体と連携できていたと感じる
毎年の事業になっているが、市民への広告が足りないと思う
マルシェや立ち飲み等の出店ブースの方から「儲からなかった」というような主旨の声が多数上がっていたとお伺いし、SDGsよりも商売優先で出店されていたと推測されるため。
結果として色々な諸団体が関わったと思う
スマイルツリーを主に担当しましたが、参加者より「何を書けばいいの？」というお話をいただき、本来そういう方を教化すべきではありますが、時間の都合などもあり「こんな風に書いてください」と、誘導尋問のようにしてしまい反省すべきだと考えています。しかしながら、自発的に記入をしてくださった方もいたので、すべてがすべてというわけではないです。

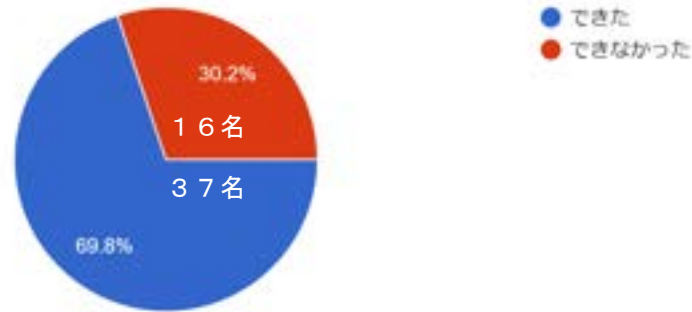
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Half of the respondents (62.3% “agree” and 37.7% “disagree”) felt that “many organizations and citizens were not working together” and that “we could have had more visitors if we had worked together. We thought that we had not been able to demonstrate the power of collaboration well. We should have made it clearer what specific benefits would be achieved through collaboration, set goals, and worked to achieve them.

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 5 】 Did you understand the importance of citizens working together in building a movement as Sendai JC?

53 件の回答



選択した回答の理由を教えてください。

仙台JCだけでできることには限界があることも一方で感じたため。
一体となってみんな参加してました
そもそもJC以外の参加者が少ないと感じたので、一体感はなかなか難しいと感じた。
市民が一体になってもらわないと進めることの出来ない内容なので。
結局は、市民の意識変革と行動変容が重要だと思います。
市民と一体となって取り組んでいけばもっと賑わっていたのかと思いました。
天候もあり、市民が多く参加できたようには残念ながら感じられなかった
JCの運動は市民をより多く巻き込むことでより大きな運動になると感じました。
市民を巻き込めないとしたら自己満足でおわってしまうと思うため。
市民がいなければ成り立たない事業だと思います。
市民を巻き込めてないが必要性は感じる
イベントはすばらしかったが、まだまだ市民のSDGsに対する意識は薄いように感じたのでこれからも市民に対してSDGsの発信ができたらと感じた
手法として市民一体となって取り組むというのであれば青葉まつり等で理解を得ていますが、今回のSDGsWeekの目的が市民と一体となって取り組むことだというのであれば理解できたとは言いかねます。
行政や企業などにも意見を聞きながら進めた事業構築が本来の姿であると思います。

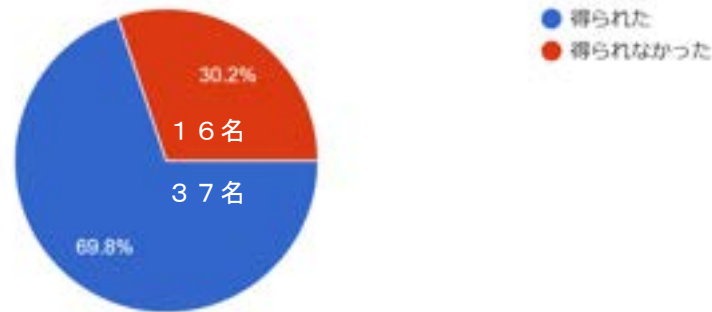
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69.8% of the members answered that they were “able to do it,” which is much more than half of the responses to [Question 3] and [Question 4]. However, the reasons given for “could not be done” were “the event would have been more lively if we had worked together with the citizens” and “I thought this project would not be possible without the citizens,” which served as a reminder of the importance of thinking from the standpoint of the citizens.

Results of verification throughout the entire process (Sendai Junior Chamber membership survey)

【 Question 6 】 Did you get any tips on how to act on the promotion of the SDGs from a familiar place?

53件の回答



<Verification.>

The “I have obtained” response was 69.8%, and there were multiple responses regarding the use of “Mercari,” which is recycling. In addition, “garbage separation,” which was also mentioned in the general survey, is familiar and easy to do, and there were many responses for this topic. Those who responded “didn’t get it” also said, “I don’t know to what extent the familiar action tips indicate, but I didn’t get many tips that I want to start tomorrow by myself,” which made us feel that we need to examine the contents we can offer more carefully.

選択した回答の理由を教えてください。

リサイクル
具体的なアクションというより、無理をしない、背伸びをしないことでもSDGsに繋がるんだよという周囲への啓発はできると思う。下手に活動量を多くすればするほどそれがSDGsに反する（移動が発生する、資源を消費する等）ことにも繋がりがねないとも思うため。
講話を聞いて同じ活動して行く予定でした
災害ボランティア、子ども食堂。
不要品についての再利用、譲渡について実践しようと思いました。
メルカリの話のように捨てるモノを販売し、資源を無駄にしないことを実践していきたいと思います。
メルカリの活用
節電。
備えない防災。
ゴミの分別をがんばります！
フードロス無くす マイボトルを用意する
アンケートを通して、どのような取り組みをしてるのか勉強になりました
簡単にできることが沢山あるから。
ゴミを減らしたい

選択した回答の理由を教えてください。

非常に難しい設問です。そもそもどこからどこまでがSDGsなのかがわからないので得られたとは言えない、もしくは行動することがSDGsであるならいつでもヒントを得ているという、矛盾した回答になります。
次回からは参加し得られるようにしたいと思います。
身近な行動ヒントがどの程度を示すのかわからないが、自分で明日からスタートしたいというヒントはあまり感じられなかった。

Project Implementation Photographs



Project Implementation Photographs



Project Implementation Photographs

