

Nagoya City



**Voluntary
Local
Review
2025**



Spaceship-Aqua in Oasis21

Spaceship-Aqua, a large glass roof that appears to be floating in the air, is the symbol of Oasis21, a commercial facility with the concept of "an urban oasis where people gather for relaxation, excitement and interaction." In October 2022, Oasis21 celebrated its 20th anniversary. At night, Spaceship-Aqua is illuminated with seasonal lighting and special limited-time lighting, making it a popular photogenic spot representing Nagoya.

Table of contents

- 1 Statement by the Mayor
- 2 Message from the Head of the UNCRD
- 3 Highlights
 - 1 Collaboration with stakeholders
 - 2 Creating a self-sustaining virtuous cycle
 - 3 Contributing to regional revitalization and local community revitalization
- 4 Introduction
 - 1 Characteristics of Nagoya City
 - 2 Trends
- 5 How the Review was created
 - 1 Background to the creation of the VLR
 - 2 Progress assessment methods
- 6 Reflecting the SDGs in policies
 - 1 Relationship with national policies
 - 2 Relationship between the Master Plan and the SDGs
 - 3 Promotion system
- 7 Nagoya City's goals and targets
 - 1 City visions
 - 2 Priority goals, targets, and specific initiatives
- 8 Progress on goals and targets
 - 1 Specific initiatives and their progress
 - 2 SDG achievement assessment
 - 3 Comparison of SDG achievement level between Nagoya and other cities
 - 4 Promoting the SDGs
- 9 Conclusion and future direction

1. Statement by the Mayor



Nagoya is one of Japan's leading cities, with a high concentration of urban functions. Its living environment is characterized by well-organized roads and parks and ample space, making it a place easy to raise children in and convenient, comfortable, and easy to live in.

Our city has diverse strengths, including its economic power based on a concentration of world-class industrial technology, its excellent higher education institutions, its strategic location as the center of a wide-area exchange network, and its rich culture and sports scene. We have also cultivated the ability to address issues through unity among all entities, including citizens, businesses, and government.

Looking at the current social situation, people's values are becoming more diverse as social conditions change. As the population decline becomes more serious and the declining birthrate and aging population are expected to progress further in the future, Nagoya City aims to become a diverse, inclusive, people-centered city which everyone can live in with a sense of happiness and hope, based on the principle of respect for human rights, and which future generations will feel attached to and choose to live in.

In 2019, the national government selected Nagoya as an SDGs Future City. Based on the principles of the SDGs (Sustainable Development Goals) and leveraging the strengths that the people of Nagoya have built up throughout its history, we are making a collective effort across society to create a new, sustainable, and vibrant Nagoya where "no one is left behind" and where the economy, society, and environment are in harmony.

Our efforts to achieve the SDGs are currently shifting from public awareness-raising and collaboration with various stakeholders to a stage where each entity takes voluntary action.

Through VLR, Nagoya City has learned that by conducting assessment and monitoring, it can objectively grasp the current state of the city and apply this knowledge to future urban development. In addition to the urban development currently being promoted, we will continue to conduct assessment and monitoring to utilize the results in our urban growth strategy.

I would like to express my sincere gratitude to the United Nations Centre for Regional Development (UNCRD) for having continued to lead the development of local government SDG monitoring and assessment tools and provided significant support in our publishing the VLR. Nagoya City will work with all stakeholders to ensure the sustainable development of the region towards 2030 and will implement all measures based on the principles of the SDGs.

名古屋市長
広沢一郎

Mayor of Nagoya Ichiro Hirosawa

2. Message from the Head of the UNCRD

At the outset, I would like to express, on behalf of the United Nations Centre for Regional Development (UNCRD), my sincere commendation to the City of Nagoya for preparing its Voluntary Local Review (VLR) and for sharing the outcomes of its SDG initiatives both domestically and internationally. The VLR is an indispensable instrument for visualizing and communicating progress on the Sustainable Development Goals (SDGs) at the local level.

The undertaking of this VLR is a clear testament to Nagoya City's steadfast commitment to advancing sustainable urban development.



In recent years, the international community has been confronted with complex and interconnected challenges such as climate change, geopolitical instability, and social divisions. In this context, the urgency of the “Decade of Action” to deliver the SDGs by 2030 has once again been brought to the fore. At the SDG Summit in 2023, localizing the SDGs was recognized as a high-impact initiative for accelerating progress, underscoring more than ever the vital role of cities and regions. Accordingly, the implementation of VLRs has been rapidly expanding worldwide, with local governments striving to adapt the SDGs to their local contexts and to make their progress visible and accountable.

As the host city of UNCRD, Nagoya has consistently pursued not only public awareness-raising on the SDGs but also practical initiatives in collaboration with a wide range of stakeholders, sharing these as good practices with the international community. Furthermore, through the “Research Group on SDG Monitoring for Local Governments” launched under UNCRD's leadership, Nagoya City has played a key role in developing monitoring and evaluation tools, and in shaping key outputs such as the *Handbook for SDG Monitoring by Local Governments* and the *Halfway to 2030: Japan SDG Local and Regional Report 2023*. This VLR is the fruit of such sustained collaboration and partnership, and it will no doubt provide valuable inspiration for many other municipalities.

It is my sincere hope that these pioneering efforts by the City of Nagoya will serve to further accelerate SDG implementation at the local level in Japan and around the world. I also wish Nagoya City continued success in its pursuit of sustainable development and a prosperous future for all its citizens.

村田 重雄

Murata Shigeo
Head

United Nations Centre for Regional Development (UNCRD)

3. Highlights



All departments of Nagoya City worked as one to consider its policy for promoting the local government SDGs in line with the formulation of the Master Plan, which is the city's top-level urban development policy.

To be more specific, the basic policy of the Master Plan clearly states that all measures will be promoted based on the principles of the SDGs, with the aim of realizing a sustainable city where the economy, society, and the environment are in harmony. In addition, as the strategies, measures, and projects to be set out in the Master Plan were considered, their relationship with the SDGs was identified, and the relationship is clearly stated in the Plan so that Nagoya can share the information throughout the city government and promote the measures accordingly.

In formulating the Master Plan, we held symposiums and ward resident meetings to ensure that the Plan reflected the opinions and suggestions of citizens, and in order to promote the SDGs, we included the city's original SDGs logo in the public relations materials created during the formulation process and in the videos shown at the symposiums.

<SDGs Future City logo>



**名古屋市は
SDGs 未来都市**



(1) Collaboration with stakeholders

In order to achieve the SDGs, we are working with various stakeholders to deepen mutual understanding and foster a sense of collaboration and cooperation by actively engaging in dialogue with a wide range of entities.

[Platform for promoting the SDGs]

In May 2021, we established the Nagoya City SDGs Promotion Platform, whose members include companies, organizations, and universities in the city that promote the SDGs. By working with each entity to promote the SDGs, we aim to achieve the SDGs throughout the region. As of 2025, the Platform has over 800 members, and it works in collaboration with other regions to solve local issues, including holding joint social events with other cities.

<Nagoya City SDGs Promotion Platform logo>



<Scenes from the social events held by the Nagoya City SDGs Promotion Platform>



Group work to solve problems



Nagoya SDGs Awards ceremony

[Collaboration with the United Nations Centre for Regional Development (UNCRD)]

The UNCRD is the only United Nations organization headquartered in the Chubu region, and our city has built a long-standing cooperative relationship with it through the United Nations Centre for Regional Development Cooperative Association, which we have established together with Aichi Prefecture, local companies, the Nagoya Chamber of Commerce and Industry, and the Chubu Region Institute for Social and Economic Research.

Our city has participated in the Research Group on SDG Monitoring for Local Governments, which is hosted by UNCRD, and compiled the Handbooks for SDG Monitoring by Local Governments as a useful tool for local governments to grasp the progress in their promotion of the SDGs and disseminate information. Furthermore, since 2024, we have been strengthening our collaboration with the UNCRD by having it join the Nagoya City SDGs Promotion Platform as a special member and speak at seminars during the Platform's social events.

<Research Group on SDG Monitoring for Local Governments>



(2) Creating a self-sustaining virtuous cycle

We work to further improve SDG initiatives throughout our city based on the Guidelines for SDGs for Regional Revitalization: Registration and Certification Systems for Local Government, which have been formulated by the Cabinet Office. To this end, the Nagoya City SDGs Promotion Platform publicizes its members' initiatives, making the efforts visible to the public. The Platform also promotes stronger collaboration and partnership building among its members and fosters collaboration and exchange between industry, government, academia, and the public, leading to the creation of new value and providing a driving force for the SDGs.

In addition, private companies and financial institutions that are actively working to promote the SDGs join the Nagoya City SDGs Promotion Platform as collaborative partners and management supporters and collaborate with our city. They provide Platform members with heightened awareness, a financial guarantee system, and support options that contribute to the promotion of the SDGs. In this way, we are working to create an even more self-sustaining virtuous cycle of Nagoya-based businesses' efforts to promote the SDGs.

(3) Contributing to regional revitalization and local community revitalization [Sustainable-city development that connects economy, society, and environment]

As an integrated initiative to connect three aspects, economy, society, and environment, we have been carrying out two projects, urban development and human resource development projects, with the aim of cultivating leaders who will support the realization of a sustainable city.

In the urban development project, we collaborated with various entities to hold workshops in low-carbon model districts to discuss local issues, encouraging participants to act in a responsible way. In addition, by making the SDGs visible to the public, we raised awareness throughout the region and disseminated and promoted the SDGs in urban development by local organizations.

In the human resource development project, we have launched Nagoya SDGs Machi, a website where you can learn about the SDGs through games and videos, and promoted experiential learning by designating facilities where people can learn about the SDGs as “SDG Fields.” Through these and other learning programs that utilize ICT and fieldwork, the project has sought to instill the SDGs in children, who will lead the next generation.

<Nagoya SDGs Machi>



<<SDGs Urban Development Promotion Project>>

In light of the results of the urban development project, we are working on the SDGs Urban Development Promotion Project, which aims to solve local issues from an environment-focused perspective of the SDGs through collaboration and cooperation with local organizations and companies. Based on ideas proposed at workshops and other events attended by a variety of entities, we are implementing initiatives that will lead to the resolution of local issues and the achievement of the SDGs. We also aim to spread and establish awareness of the SDGs among local communities and companies through support for voluntary local initiatives.

<Scene from a workshop>



Discussing local issues and other topics

<Children's library utilizing a vacant store>



Implementing initiatives in collaboration with the local community

<<Local SDGs Promotion Project>>

In order to further promote Nagoya's SDGs, we need to consider not only resource consumption areas like our city but also resource production areas and view the two as components of one "Regional Circular and Ecological Sphere with Local SDGs," and the two need to work together as one to solve economic, social, and environmental issues. To this end, we have concluded an agreement with Kiso Village in Nagano Prefecture, one of the city's water sources, to develop forests that can be used as a place for environmental education, promote the use of timber, and promote exchange activities between the upper and lower reaches of the Kiso River. Through these programs, we aim to contribute to solving environmental issues and revitalizing the local communities upstream, thereby working on the sustainable promotion of Local SDGs in which communities complement and support each other.

<Exchange activity between the upper and lower reaches of the Kiso River>



Tree planting on a bus tour for citizens

<Promoting the use of timber>

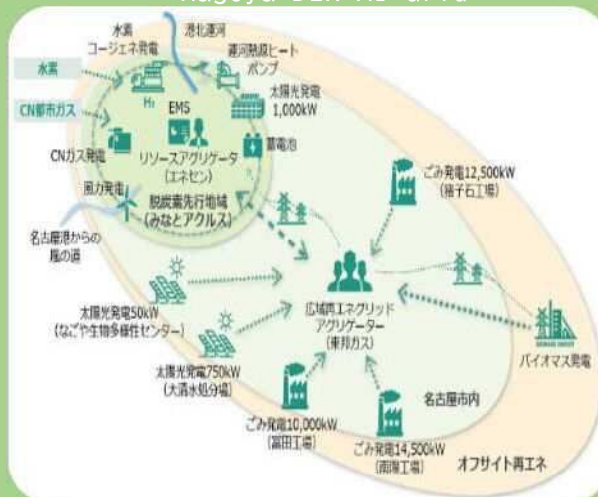


Model product using timber from forest-thinning

<<Decarbonization Leading Area Development Project>>

In our city, greenhouse gas emissions are on the decline due to the promotion of energy conservation and the expanded introduction of renewable energy. In this context, the minato AQUUS Development Project has been selected as a Decarbonization Leading Area, a nationally designated area that aims to solve local issues and improve the quality of life through decarbonization efforts. We aim to achieve net zero carbon dioxide emissions from electricity consumption in the residential and commercial sector by fiscal 2030, and we are also working with private businesses to develop a decarbonized city that will address local issues and improve the quality of life for residents.

<Nagoya DER-AI-Grid>



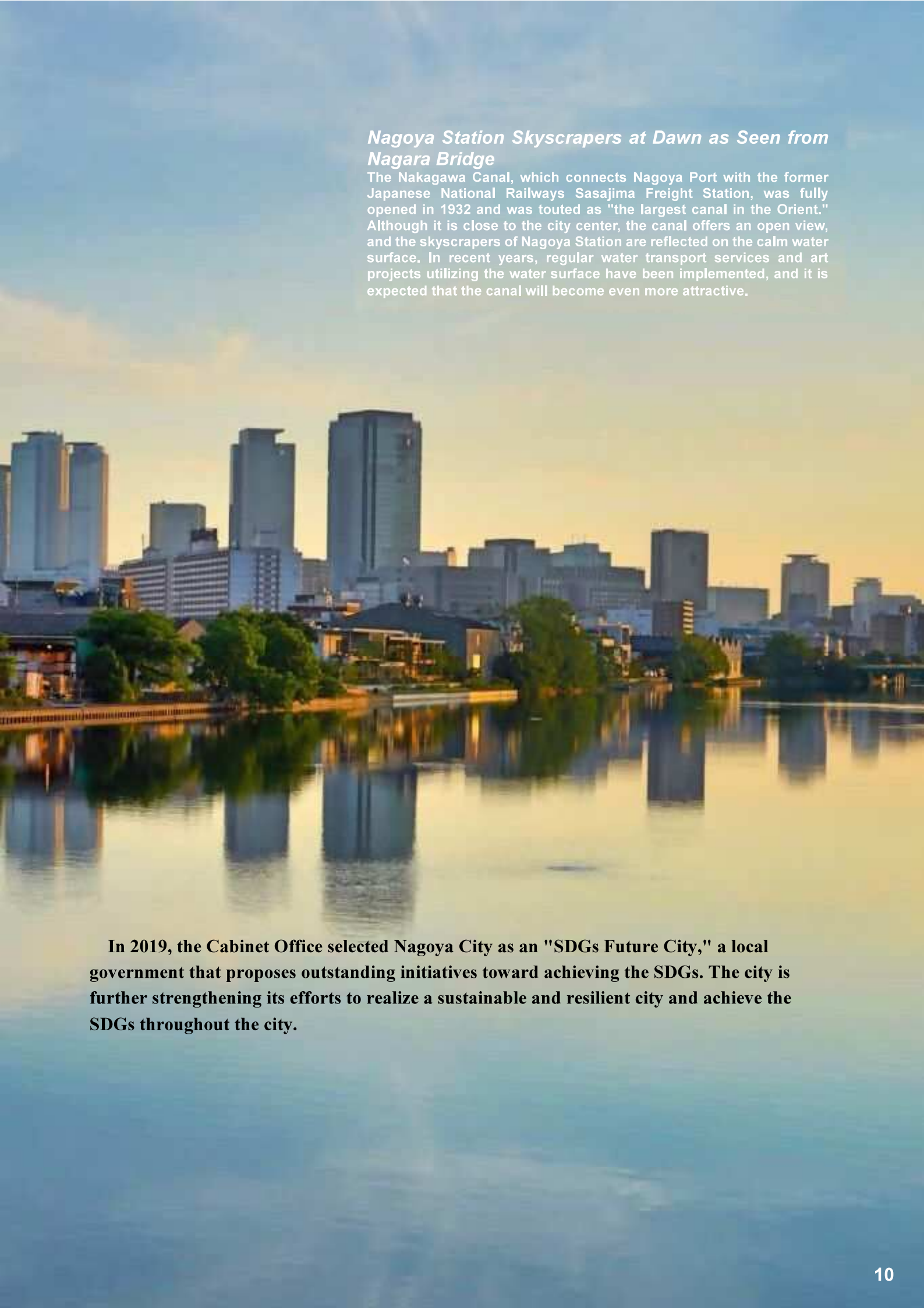
An initiative to achieve net zero CO₂ emissions from electricity consumption

4. Introduction

Nagoya City declared a state of emergency for wastes in February 1999. As a result of the city's thorough sorting and recycling efforts in collaboration with citizens and businesses, the amount of waste processed, which had approached one million tons per year, fell to 765,000 tons in fiscal 2000 and to 543,000 tons in fiscal 2024, a decrease of approximately 45% compared to before the declaration.

The "power of citizen collaboration" cultivated through this initiative has led to the holding of the 2005 World Exposition, Aichi, Japan (Expo 2005 Aichi), which was themed on "Nature's Wisdom," the 10th Conference of the Parties to the Convention on Biological Diversity (COP10) in 2010, the UNESCO World Conference on Education for Sustainable Development (ESD) in 2014, the G20 Aichi-Nagoya Foreign Ministers' Meeting in 2019, and the 24th Tripartite Environment Ministers Meeting among Japan, Korea and China (TEMM24) in 2023.

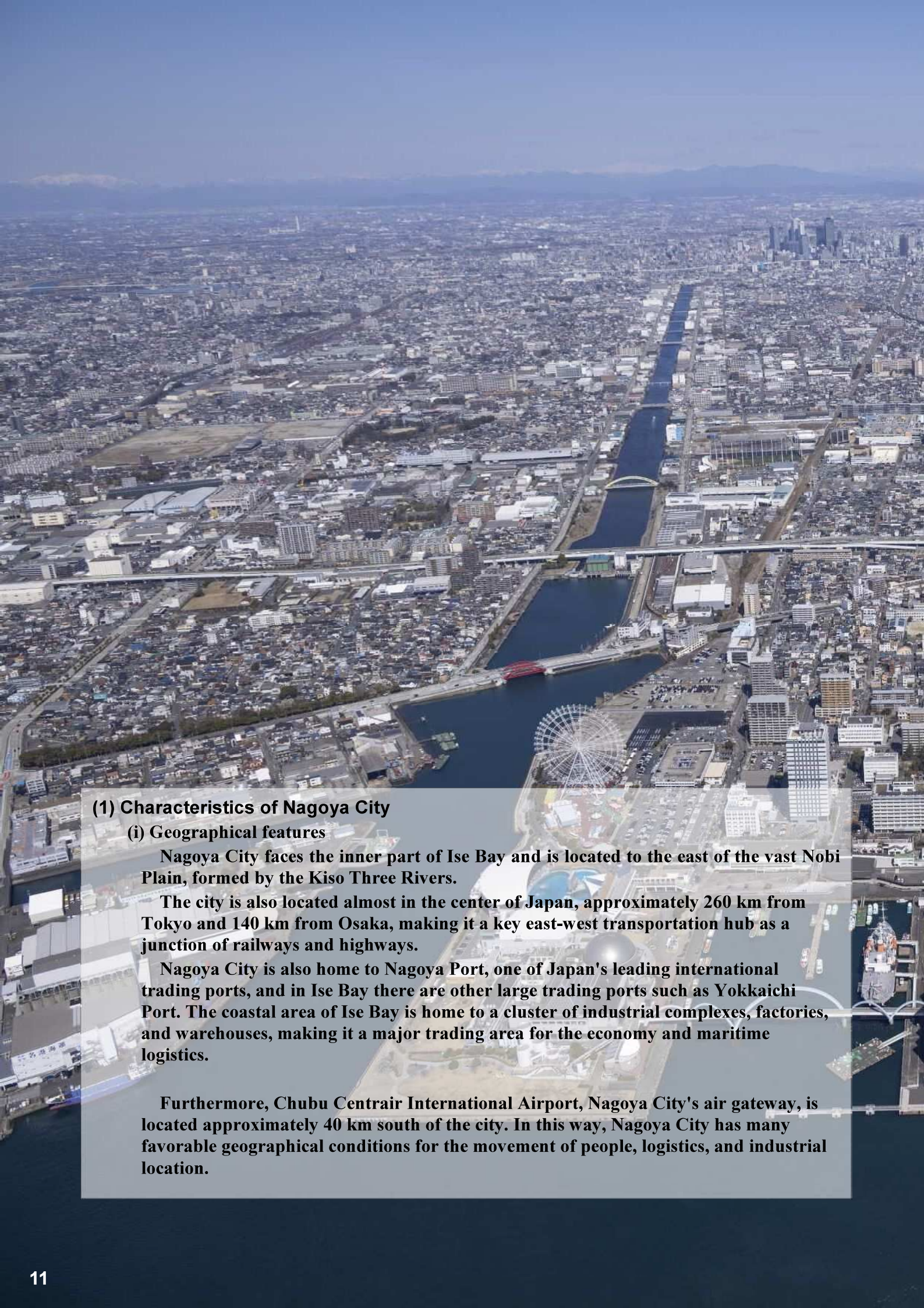




Nagoya Station Skyscrapers at Dawn as Seen from Nagara Bridge

The Nakagawa Canal, which connects Nagoya Port with the former Japanese National Railways Sasajima Freight Station, was fully opened in 1932 and was touted as "the largest canal in the Orient." Although it is close to the city center, the canal offers an open view, and the skyscrapers of Nagoya Station are reflected on the calm water surface. In recent years, regular water transport services and art projects utilizing the water surface have been implemented, and it is expected that the canal will become even more attractive.

In 2019, the Cabinet Office selected Nagoya City as an "SDGs Future City," a local government that proposes outstanding initiatives toward achieving the SDGs. The city is further strengthening its efforts to realize a sustainable and resilient city and achieve the SDGs throughout the city.



(1) Characteristics of Nagoya City

(i) Geographical features

Nagoya City faces the inner part of Ise Bay and is located to the east of the vast Nobi Plain, formed by the Kiso Three Rivers.

The city is also located almost in the center of Japan, approximately 260 km from Tokyo and 140 km from Osaka, making it a key east-west transportation hub as a junction of railways and highways.

Nagoya City is also home to Nagoya Port, one of Japan's leading international trading ports, and in Ise Bay there are other large trading ports such as Yokkaichi Port. The coastal area of Ise Bay is home to a cluster of industrial complexes, factories, and warehouses, making it a major trading area for the economy and maritime logistics.

Furthermore, Chubu Centrair International Airport, Nagoya City's air gateway, is located approximately 40 km south of the city. In this way, Nagoya City has many favorable geographical conditions for the movement of people, logistics, and industrial location.





(ii) Industrial structure

Nagoya City has developed as the central city of the Nagoya metropolitan area, with its core being the manufacturing industry, centered on automobiles and other transportation machinery. The value of manufactured goods shipped from this area accounts for approximately one-fifth of the national total, and the total cargo volume handled by Nagoya Port has been the highest in Japan for 22 consecutive years since 2002, giving the area a strong competitive advantage.



In addition, our city has a strong concentration of commercial and service industries, which is unique to large cities, and offers stable employment backed by strong economic power.

Furthermore, the city was selected as a "Global Startup Ecosystem Hub City" in 2020, and also as a Second-phase Global Startup Ecosystem Hub City (Wide-area Metropolitan Region Type) in June 2025, making it an environment conducive to creating innovation.



A close-up, high-angle photograph of a baby with dark hair, wearing a light green short-sleeved shirt, crawling on a white surface. The baby's head is down, and its arms are extended forward. The background is a plain, light-colored surface.

(iii) Population

In our city, the natural population decline has been increasing year by year since 2013. While the number of births has been declining in recent years, the number of deaths has been increasing due to factors such as the aging population.

In 2021, the social growth rate decreased significantly due to a significant reduction in net-migration from abroad following the spread of COVID-19, but in 2022, net-migration from abroad increased again, causing the social growth rate to increase as well.

As a result, the city's de jure population, which had been increasing for 24 consecutive years, began to decrease in 2021 and decreased for two consecutive years, but increased again in 2023. As of October 1, 2024, the de jure population was 2,331,264.

The outlook for the future will depend on socio-economic conditions, but as social growth is expanding again, it is expected that the net-migration will continue for some time, while natural population decline is expected to continue to increase.

(iv) Education and culture

Nagoya is home to one of Japan's largest concentrations of universities, with many Nobel Prize winners coming from universities within the city, and many university-based startups have also been established, making the city's rich source of higher education contribute to society. Therefore, Nagoya provides an environment where students from inside and outside the city can study and play an active part in society, contributing to community revitalization.

Since Tokugawa Ieyasu began construction of Nagoya Castle in 1610, the city has developed as a base for the region. Within this environment, rich cultures have been cultivated, including a manufacturing culture, samurai culture, and a variety of traditional performing arts that have nurtured Nagoya as a center of arts. More recently, new and unique cultures have emerged, such as Nagoya cuisine and pop culture, which contribute to the charm of the city.





Evening View of Tsuruma Park Odeum

This circular Renaissance-style building was built in 1910 for the 10th Kansai Prefectural Association Exhibition, and it was designed by Teiji Suzuki, a pioneer of modern architecture in Nagoya. After being destroyed by a typhoon in the early Showa period, the odeum was at first rebuilt with a flat roof, but due to strong demand to return the building to its original appearance, it was restored accordingly in 1997.

(2) Trends

(i) Population decline and changes in the demographic structure due to a declining birthrate, aging population, and expansion of the sphere of interaction

Our city is expected to enter a period of serious population decline in the near future. Due to population decline and changes in the demographic structure resulting from a declining birthrate and aging population, there are two concerns: the burden on those who support society will increase; and economic vitality will decline due to a decrease in the city's working-age population caused by factors such as a decrease in the number of births and net outflow, mainly of the working generation, to the Tokyo area.





Therefore, we need to increase the number of people who support society and create a society in which all generations can support each other, regardless of gender, age, disability, nationality, etc., by improving productivity through the use of digital technology, nurturing children and young people, creating an environment in which anyone who wants to have and raise children can do so with peace of mind, creating a society in which the elderly can live vibrantly in their own way, and creating jobs that appeal to the younger generation.

Once the entire Linear Chuo Shinkansen line opens, a huge sphere of interaction having the world's largest population of 70 million people will be formed, and Nagoya will become its central city.

Furthermore, the Nagoya metropolitan area is expected to see increased interaction both domestically and internationally due to the Asian and Asian Para Games to be held in 2026 and the second runway at Chubu Centrair International Airport, which is scheduled to begin operation in fiscal 2027. Therefore, we must take advantage of these interaction-expanding opportunities to improve and disseminate the appeal of our city and proceed with the development of a welcoming environment.

(ii) The demand for social inclusion and diversity of values

The nature of families, as well as local communities, living environments, and employment environments, is changing due to an increase in elderly and other single-person households, a decline in the functionality of local communities, the rapid development of the information and communications society, and an increase in non-regular workers. Therefore, we need to take steps to prevent unwanted loneliness and isolation, and we also need to promote the creation of communities where people can feel a sense of connection with each other.

Furthermore, the number of foreign residents in our city is on the rise in the long term. In addition, efforts are being made nationwide to increase understanding of sexual diversity, including our introduction of the City of Nagoya Familyship System in November 2022.

Therefore, as the host city of the 2026 Asian and Asian Para Games, we need to raise awareness of barrier-free and universal design for easy use by a diverse range of people, regardless of disability, gender, age, nationality, etc., and to further promote understanding of disabilities and people with disabilities. We also need to work to create a society where no one is left behind, which means creating a society where people respect diversity, where everyone can live with peace of mind, and where people support each other and play an active role in the community.





(iii) Changes in the industrial environment

The Nagoya metropolitan area is home to world-class industrial technology, not only in the automotive industry but also in fields such as aircraft, robots, precision instruments, machine tools, and fine ceramics. Our city has a strong concentration of commercial and service industries, which is unique to large cities, and offers stable employment backed by strong economic power.

On the other hand, the working-age population is shrinking due to the declining birthrate and aging population, and there are concerns that the trend toward labor shortages will become severely strong, leading to economic stagnation in the future. In addition, the business environment surrounding companies is becoming more severe due to factors such as uncertainty in overseas economies and changes in the industrial structure caused by accelerating digitalization and decarbonization.

Therefore, it is necessary to improve labor productivity, develop and secure industrial human resources, and also respond to changes in the industrial structure by continuing to create new value, thereby achieving sustainable growth for our city and the Nagoya metropolitan area.

In recent years, startups around the world have grown so rapidly that they have surpassed large corporations in an extremely short period of time, bringing about changes not only in the industrial structure but also in the urban structure and lifestyles, and are driving the global economy. Creating innovation is essential in our city as well, and we need to build an “ecosystem” that will enable the sustainable creation of startups, which are the drivers of innovation.

(iv) Accelerating efforts to realize a decarbonized society

Japan aims to reduce greenhouse gas emissions by 46% by fiscal 2030 compared to fiscal 2013 levels.

In our city, greenhouse gas emissions are on the decline due to the promotion of energy conservation and the expanded introduction of renewable energy. In addition, in April 2022, minato AQULS (in Minato Ward) was designated by the government as a Decarbonization Leading Area. Furthermore, in March 2024, we formulated Nagoya City Global Warming Countermeasures Action Plan 2030, which aims to reduce emissions by 52% by fiscal 2030 compared to fiscal 2013 levels. <minato AQULS (Eco Station)>



In addition, efforts to achieve carbon-free management are spreading, particularly among global companies, and the world is rapidly shifting to electric vehicles. As a result, industries in the Nagoya metropolitan area, centered on automobile and other manufacturing industries, are facing a once-in-a-century change in their industrial structure.

Furthermore, for the promotion of green transformation, hydrogen and other energy sources are becoming increasingly important in addition to renewable energy.

Therefore, rather than viewing the response to decarbonization as a constraint on economic growth, it is necessary to view it as an opportunity for growth and proactively pursue decarbonization in order to maintain and improve the city's industrial competitiveness while also promoting measures to combat global warming, such as shifting to a decarbonized lifestyle.

<Fuel cell bus "Me~guru">





5. How the Review was created

Igetaya's Building with Udatsu (in Arimatsu)

In an approximately 800 m stretch along the Tokaido in Arimatsu, Midori Ward, the main buildings of tie-dye merchants are lined up with wide frontages, and the main building of Igetaya (the Hattori family), constructed at the end of the Edo period, has *udatsu*. *Udatsu* was originally a fire wall to prevent fires from spreading between neighboring houses, but over time it also came to have a decorative meaning. In Arimatsu, the magnificent main buildings of tie-dye merchants, constructed in the Nurigome style with plastered exterior walls and eave soffits, remain, still preserving a historical atmosphere well. The area has been designated as an Important Preservation District for Groups of Traditional Buildings by the national government.

(1) Background to the creation of the VLR

In promoting the SDGs, it is important to monitor efforts, assess (review) progress, and make improvements based on the results. There is a particular call for the creation of reviews that are localized at the local government level.

Nagoya City has participated in the UNCRD-led Research Group on SDG Monitoring for Local Governments, and, through cooperation in case studies, the city has been involved in developing a local government SDG achievement assessment tool that is highly effective in creating reviews.

Furthermore, since being selected as an SDGs Future City in 2019, we have been collaborating with various stakeholders both inside and outside the city and have made continuous efforts, achieving a measure of success in raising awareness of the SDGs. Therefore, we need to move on to the next step: strongly encourage each entity to take voluntary action.

Given this background, and in order to further accelerate Nagoya City's efforts to achieve the SDGs, we have created a VLR incorporating effective assessment that was made using tools developed by the Research Group, in cooperation with UNCRD.

(2) Progress assessment methods

(i) KPIs set by Nagoya City

The KPIs published in the Nagoya City Master Plan (the city's top-level plan) and the Nagoya SDGs Future City Plan are output indicators that comprehensively assess all city government projects, and they also include local indicators that take into account the situation in Nagoya City. These indicators enable comprehensive progress management of Nagoya City's efforts to achieve the SDGs.

(ii) Local government SDG achievement assessment tool

The local government SDG achievement assessment tool developed by the Research Group uses an outcome method that assesses the achievement of the SDGs with 56 indicators localized to suit Japanese local governments. The assessment is based on numerical values that can be obtained from open data compiled by the Japanese government and local governments, making it possible to conduct continuous assessment and compare local governments, allowing for an objective assessment of each local government's strengths and weaknesses.

The VLR that Nagoya City created this time assesses initiatives using each of the methods mentioned above and compares the assessment results between the output and outcome methods to analyze the factors behind them. Based on the analysis, the VLR sets out a policy for efforts to further improve our achievement levels.

6. Reflecting the SDGs in policies

(1) Relationship with national policies

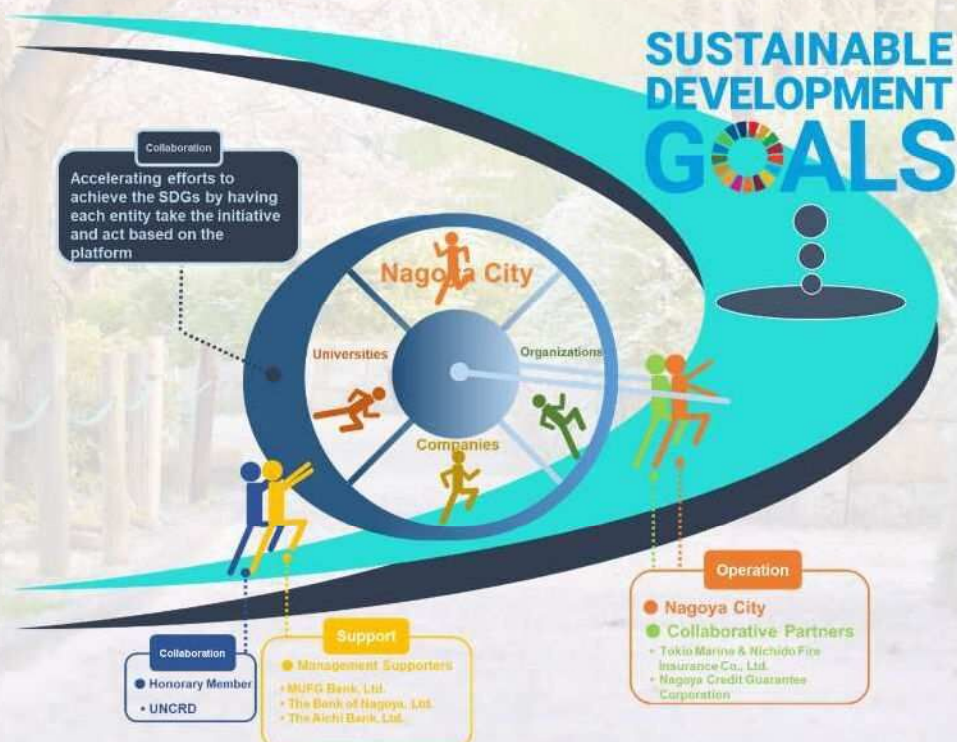
Nagoya City was selected as an SDGs Future City by the Cabinet Office in 2019 for proposing pioneering initiatives toward achieving the SDGs. The SDGs Future Cities are required to formulate SDGs Future City Plans in which they set out initiatives and KPIs in the three areas of economy, society, and environment, and they are also required to report progress annually. The national government disseminates information by publishing those SDGs Future City Plans and their progress reports in an effort to strengthen SDG initiatives at the local government level.

In June 2025, the national government published its third VNR, which states that follow-up and review of the progress on the SDGs and the use of those insights to further strengthen implementation is a key element in promoting the SDGs. The VNR also states that enhancing synergies between different policy areas based on the SDGs principles to implement efficient and effective measures and creating mechanisms to further deepen collaboration with various stakeholders, such as businesses, civil society organizations, and individual residents, are crucial for autonomous and sustainable regional development.

The Cabinet Office operates the SDGs Public-Private Partnership Platform to promote information sharing and broad collaboration, thereby revitalizing nationwide SDG initiatives. Nagoya City has joined the SDGs Public-Private Partnership Platform and has been making efforts to resolve issues faced by the region; for example, it posts the issues it would like to resolve on the Platform.

Activities that the national government encourages local governments to conduct include the establishment of platforms to promote collaboration among stakeholders, such as local economic organizations, financial institutions, universities, and private companies, and to advance efforts to achieve the SDGs. Nagoya City has established the Nagoya City SDGs Promotion Platform, which allows it to collaborate with many stakeholders and promote efforts to achieve the SDGs throughout the city.

<Illustration of the Nagoya City SDGs Promotion Platform logo>



(2) Relationship between the Master Plan and the SDGs

Based on the idea that incorporating the SDGs into the basic policy of the Master Plan (Nagoya City's top-level plan) and promoting policies and projects in each field accordingly will lead to the achievement of the SDGs, Nagoya City has reflected the elements of the SDGs in the Master Plan to the greatest extent possible.

Specifically, in order to share the principles of the SDGs with all city organizations, we have identified the relationship between the 17 SDGs and the policies that Nagoya is working on and clearly stated the relationship in the Plan. In addition, by identifying the related SDGs on a target basis for all the projects listed, we have encouraged city employees to see the SDGs as their own concern and to actively promote efforts to achieve them.

(3) Promotion system

In July 2019, we developed and reorganized the Nagoya City Headquarters for Overcoming Population Decline and Vitalizing Local Economy, a city-wide promotion organization for regional revitalization, into the Nagoya City Headquarters for Overcoming Population Decline, Vitalizing Local Economy, and Promoting the SDGs, thereby establishing a system for promoting the local government's SDGs in addition to regional revitalization. The mayor and deputy mayor serve as the head and deputy head of the Headquarters, respectively, and the heads of individual bureaus, wards, and divisions serve as members of the Headquarters, creating a promotion system that involves the entire city government. In addition, a steering committee that consists of section chiefs is placed under the Headquarters to oversee the affairs necessary to ensure smooth operation of the Headquarters.

It is necessary to raise awareness and understanding of the SDGs within the city as well. Therefore, we will work to promote the local government's SDGs more effectively by having each city employee work hard on their duties based on the understanding of the principles of the SDGs and the connection between their own field of work and the SDGs.

[Progress management system]

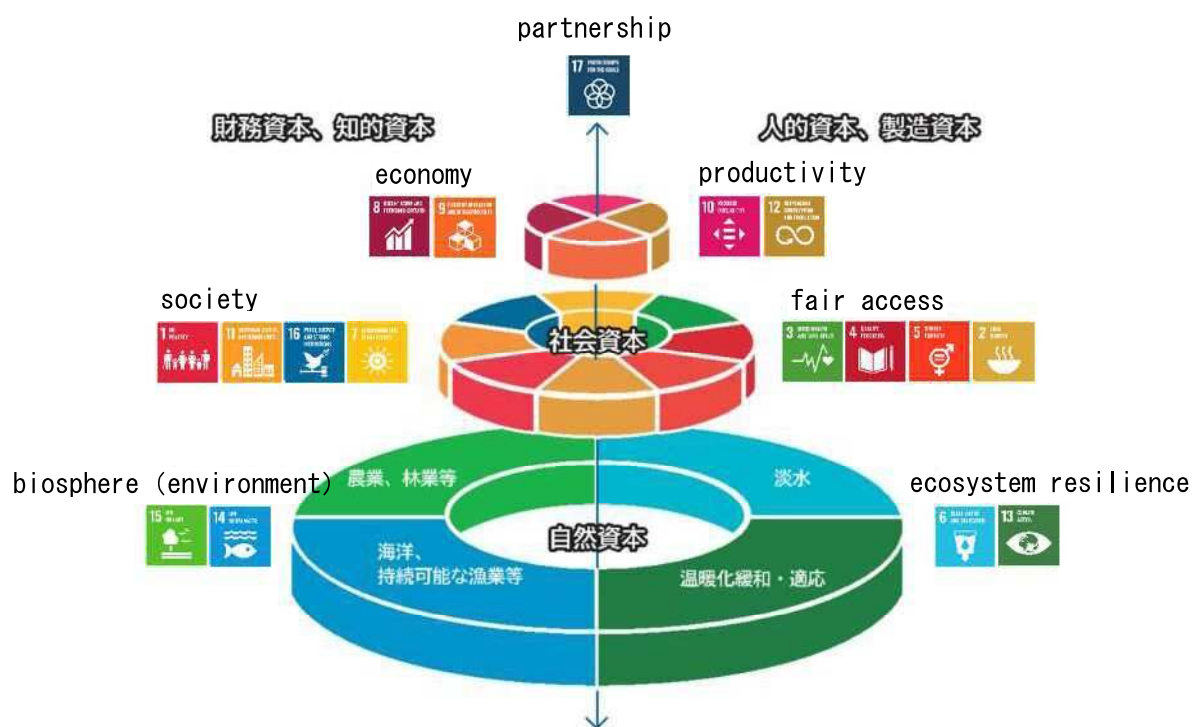
We keep track of the progress of policies outlined in the Master Plan and the implementation status of projects, report the information to the assembly, and then make it public. Clarifying the relationship between the SDGs and the policies outlined in the Master Plan makes progress management across the entire city government possible.

In addition, the projects listed in the SDGs Future City Plan are being reviewed with the input of external experts at the Nagoya City Council for Overcoming Population Decline, Vitalizing Local Economy, and Promoting the SDGs, an external expert council on regional revitalization.

<Promotion system of the Nagoya City Headquarters for Overcoming Population Decline, Vitalizing Local Economy, and Promoting the SDGs>



<SDGs wedding cake>



Source: Created by Nagoya City based on a diagram from the Stockholm Resilience Centre

7. Nagoya City's goals and targets



Sunset at Endoji Shopping Street

Endoji Shopping Street is located in Nagono 1-chome, Nishi-ku, near Nagoya Station. This charming shopping street blends the good old downtown atmosphere with new culture. Since the arcade was first built in 1964, Endoji Shopping Street has undergone several renovations and was completely revamped in 2015, giving it a new, modern look. Various events are held throughout the year, such as the Endoji Tanabata Festival and the Endoji Autumn Paris Festival. At dusk, the setting sun and the orange lights of the arcade combine to create an atmospheric scene.

(1) City visions and key strategies

In July 2019, Nagoya City was selected by the Cabinet Office as an "SDGs Future City," a local government that proposes outstanding initiatives toward achieving the SDGs, and has formulated the SDGs Future City Plan.

The Nagoya City Master Plan 2023 (plan period: fiscal 2019 to 2023), published in October of the same year, stated that in order to achieve the SDGs, the city would actively promote the development of a sustainable city in which the economy, society, and the environment are in harmony, and the Plan outlined visions and strategies for the future city that Nagoya aimed to realize.

In October 2024, we announced Nagoya City Master Plan 2028 (plan period: fiscal 2024 to 2028), the successor to Nagoya City Master Plan 2023.

Based on an analysis of the circumstances surrounding Nagoya and the needs of its citizens, Master Plan 2028 advocates “five city visions” that Nagoya seeks to fulfill from a long-term perspective. Those city visions are used to share “Nagoya’s future and the city we want it to be” with various entities related to Nagoya, including citizens, companies, universities, and NPOs, and they also serve as pillars of the city's policy system.

Furthermore, taking into account the situation surrounding Nagoya, we have drawn up "key strategies" that are prioritized within the plan period in order to fulfill the city visions, and we are promoting these efforts through cross-sectoral collaboration and cooperation.

The SDGs Future City Plan and the Master Plan share the same city visions, and by promoting all policies based on the principles of the SDGs, we are working to create a sustainable city in which "no one is left behind."

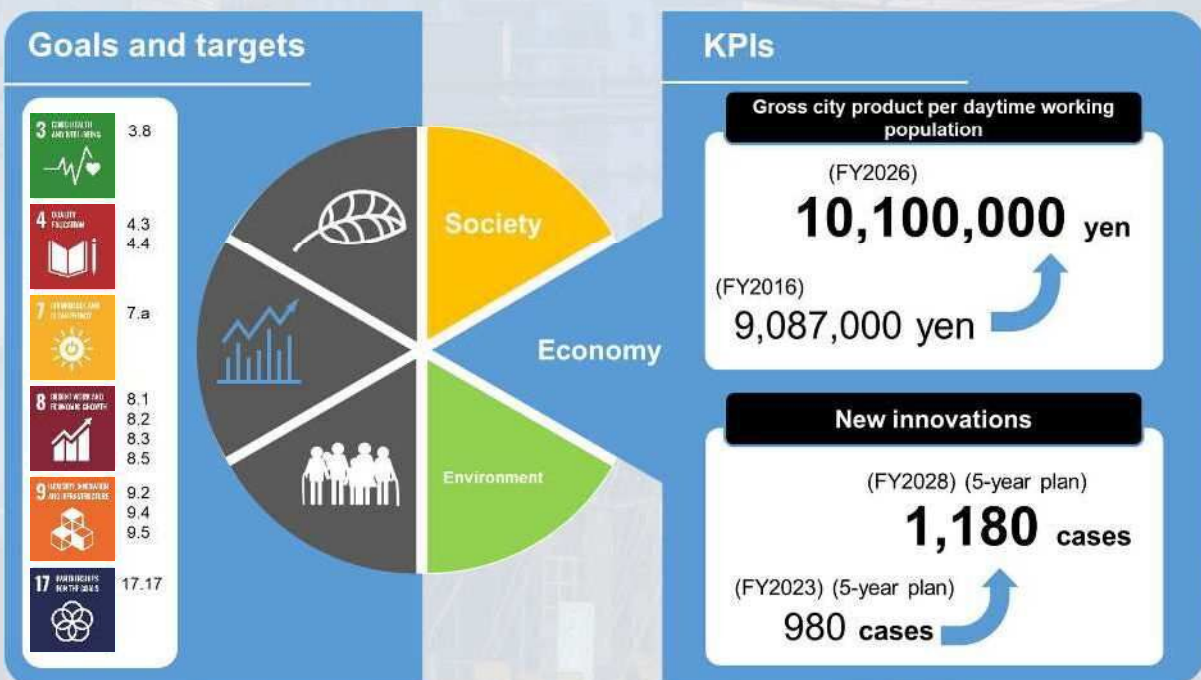
Nagoya City Master Plan and SDGs Future City Plan



(2) Priority goals, targets, and specific initiatives

Our city is now at a major turning point in these turbulent times, facing unprecedented changes in the socio-economic situation. In order to fulfill our vision for 2030, we are strategically working towards achieving the SDGs by promoting "key strategies," which are initiatives that are given priority based on the actual situation in the region, from the perspective of selection and concentration.

Among the key strategies, the 3rd Nagoya SDGs Future City Plan sets priority goals and targets based on the continuity from the 2nd and on addressing issues such as changes in the demographic structure, changes in the industrial structure due to the accelerating global movement toward digitalization and decarbonization, and the creation of a society that respects diversity and allows everyone to live in their own way.



Promoting the globalization of the startup ecosystem

We held large-scale events to attract entrepreneurs and investors from overseas and the Tokyo metropolitan area, encourage local startup companies to expand overseas, and promote the globalization of the startup ecosystem.

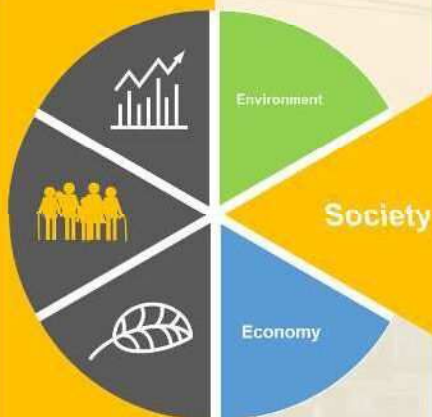


Entrepreneurial development

In order to foster human resources with entrepreneurship and promote the development of next-generation entrepreneurs, we have implemented various programs tailored to the development stage and interests of participants.



Goals and targets



KPIs

Passengers at major stations

(FY2027)
1.14 million/day
(FY2017)
1.06 million/day

Total tourist consumption

(FY2028)
800 billion yen
(FY2018)
365.6 billion yen

Goals and targets



KPIs

Percentage of citizens who believe that we are moving towards a society supportive of marriage and child-rearing

(FY2018) N.A. (FY2028) **90.0%**

Percentage of citizens who believe that basic human rights are respected in society

(FY2018) 69.5% (FY2028) **75.0%**

Percentage of citizens who think that public transportation is convenient and easy to use

(FY2018) 81.6% (FY2028) **86.0%**

Society-wide support for children and those raising children

With the aim of fostering a social atmosphere in which society as a whole supports children and those raising children, we have implemented a "Fast Track for Children" initiative, which gives priority to families with children and pregnant women in entrance lines.

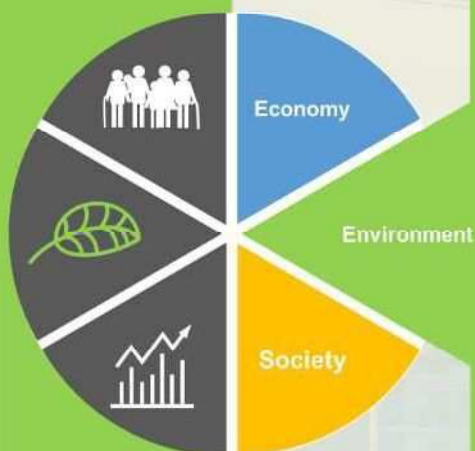


Improving the convenience of city buses and subways through cashless transactions

In order to improve passenger convenience, we plan to have more stations equipped with ticket machines that accept credit cards.



Goals and targets



KPIs

Greenhouse gas emissions (carbon dioxide equivalent)

(FY2026)

10.26 million tons or less

(FY2016)

14.72 million tons or less



Amount of waste processed

(FY2028)

553,000 tons or less

(FY2018)

611,000 tons or less



Raising awareness to foster a mindset of valuing things

In order to foster a reuse awareness among citizens and reduce waste generation, we are developing a reuse project using the flea market app Mercari, and we are also working with businesses to promote reuse, such as by utilizing reuse hubs called "Jimoty Spots."



Promoting the spread of upcycling

Aiming to foster a mindset shift among citizens from "throwing away unnecessary items" to "making use of unnecessary items," we provided information about upcycling and held workshops.



8. Progress on goals and targets

(1) Specific initiatives and their progress

This section reviews Nagoya City's priority goals and targets toward realizing its vision for 2030 and assesses achievements.



Goals and targets



We have set "gross city product per daytime working population" and "new innovations" as KPIs to measure the achievement of further development of the strength of local industries centered on automobile and other manufacturing, one of the strengths of the Nagoya metropolitan area.

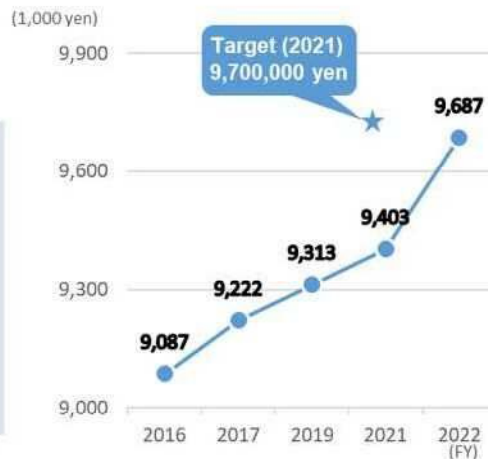
KPIs

Gross city product per daytime working population

Target (FY2021)	Target (FY2026)
9,700,000 yen	10,100,000 yen

The actual value has improved since the time the plan was formulated, reaching 97% of the target (FY2021).

We will support the improvement of labor productivity and the development and securing of industrial human resources and will respond to changes in the industrial structure, thereby achieving sustainable growth for the city and the Nagoya metropolitan area.

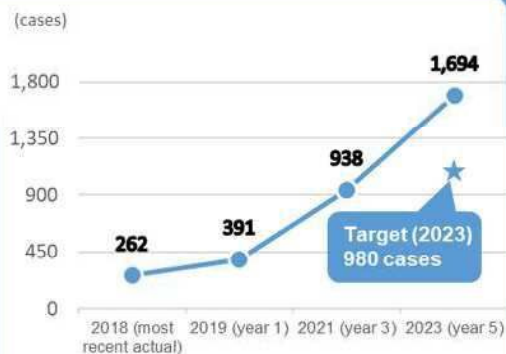


New innovations

Target (FY2023)	Target (FY2028)
980 cases (year 5)	1,180 cases (year 5)

Particularly strong progress towards the target has been made due to efforts to strengthen and promote our innovation strategy.

We will work to create and nurture startups and promote innovation that transcends industry boundaries.



(FY)

Goals and targets



We have set "passengers at major stations" and "total tourist consumption" as KPIs to measure the achievement of our goal of becoming a world-class exchange hub city that can win international inter-city competition.

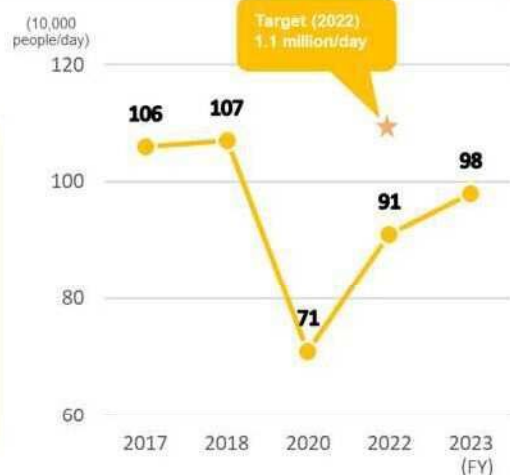
KPIs

Passengers at major stations

Target (FY2022)	Target (FY2027)
1.1 million/day	1.14 million/day

Regarding the KPI "passengers at major stations," the performance has been declining.

With an eye on strengthening transportation hub functions and the opening of the Linear Chuo Shinkansen, we need to further strengthen urban functions that will drive the growth of the Nagoya metropolitan area.

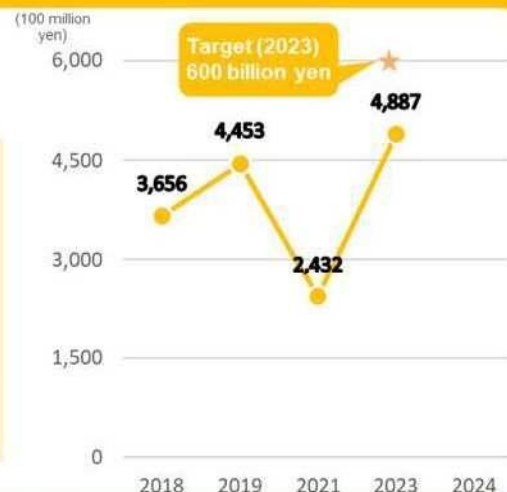


Total tourist consumption

Target (2023)	Target (2028)
600 billion yen	800 billion yen

The actual value has improved since the time the plan was formulated, reaching 81% of the target (FY2023).

It is important not only to attract tourists to our city but also serve as a hub for wide-area tourism and encourage them to extend their trips from Nagoya to the entire Nagoya metropolitan area.



Goals and targets



We have set KPIs to measure the progress of our efforts to do the following: create an environment where young people can get married, have children, and raise them with peace of mind; develop a society where human rights are respected and where diversity is embraced; and enhance urban functions that make our city smart and comfortable to be in and encourage interaction.

KPIs

Percentage of citizens who believe that basic human rights are respected in society

Target (FY2023)	Target (FY2028)
72.0%	75.0%

Due to changes in social conditions, human rights issues are becoming more complex and diverse, and the performance regarding this KPI is declining.

We are required to promote human rights policies so that each individual can take an interest in human rights issues, deepen their correct understanding and awareness, and act independently in a way that respects human rights.

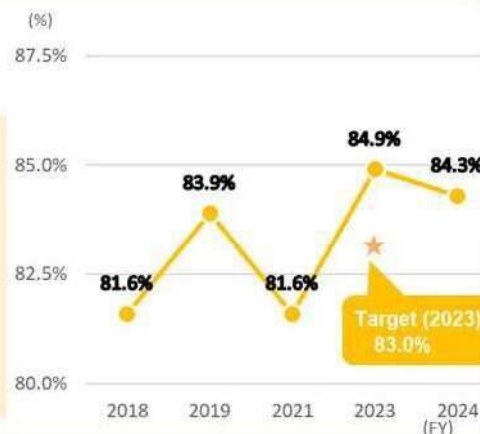


Percentage of citizens who think that public transportation is convenient and easy to use

Target (FY2023)	Target (FY2028)
83.0%	86.0%

The target (FY2023) has been achieved.

We will continue to strive for even more comfortable and convenient public transportation by working to create an environment that is easy for every passenger to use, in addition to realizing sustainable public transportation.



Goals and targets



We have set "greenhouse gas emissions" and "amount of waste processed" as KPIs to measure the achievement of an urban environment where people and living things can live comfortably, with the burden on the environment minimized and the heat island effect mitigated.

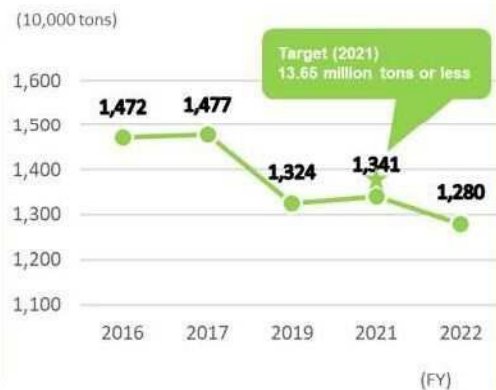
KPIs

Greenhouse gas emissions (carbon dioxide equivalent)

Target (FY2021) 13.65 million tons or less
Target (FY2026) 10.26 million tons or less

As a result of our urban development efforts to realize a carbon-free society, the target (FY2021) has been achieved.

In order to achieve a carbon-free society, we will continue to promote further energy conservation, the expanded introduction of renewable energy, and the expanded use of hydrogen energy.

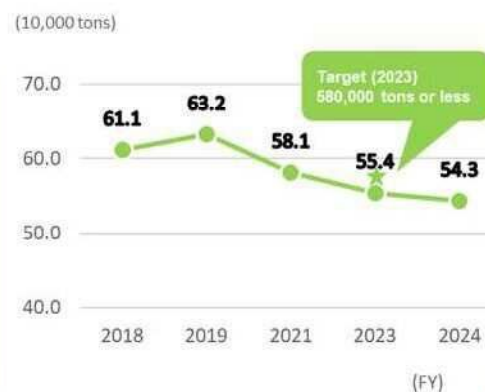


Amount of waste processed

Target (FY2023) 580,000 tons or less
Target (FY2028) 553,000 tons or less

As a result of our efforts to promote waste reduction, the target (FY 2023) has been achieved.

We will further promote the 3Rs and the construction of a society where resource circulation is integrated with business.



(2) SDG achievement assessment

By using a local government SDG achievement assessment tool, this section objectively grasps the progress of our city's efforts to achieve the SDGs.



[Nagoya City's SDG achievement level (2024)]

(i) Goal-specific achievement levels

The achievement level for Goal 9 was over 90%, and those for Goals 3, 4, 11, and 15 were over 80%. In contrast to these high rates, the achievement levels for Goals 2, 5, and 13 were low in line with the national trend.

Goal-specific



(ii) Difference from the national average

Regarding the difference from the national average, Nagoya's achievement level for Goal 12 was particularly higher than the national average. The main reason for the higher rate is that our city has been tackling the waste problem for a long time and that we have thoroughly implemented waste separation and recycling. Our achievement level for Goal 10 was also higher than the national average due to the high levels of achievement in the labor's share and fiscal capability indicators. Regarding Goal 9, although the national average was relatively high and there was no difference between the national average and our city's achievement level, this indicates that the city has a strong economic base, centered on manufacturing.

On the other hand, our achievement level for Goals 6, 14, and 15 were lower than the national average. Regarding Goal 6, while the achievement levels in the water supply coverage and sewage treatment coverage indicators were 100%, the issue of river water quality is tending to lower the achievement level. The water quality issue is also considered to be a factor in our lower achievement level for Goal 14 than the national average. Therefore, we are working to improve the situation by constantly monitoring water pollution, posing regulations and providing guidance to factories regarding water quality, and promoting the introduction of advanced treatment methods at water treatment centers. Regarding Goal 15, the number of confirmed alien invasive species per unit area was significantly lower than the national average, which is a factor in the low level of achievement for the Goal. Therefore, we are disseminating information on alien invasive species and raising awareness of countermeasures and are working to control such species based on reports from citizens.

Difference from the national average



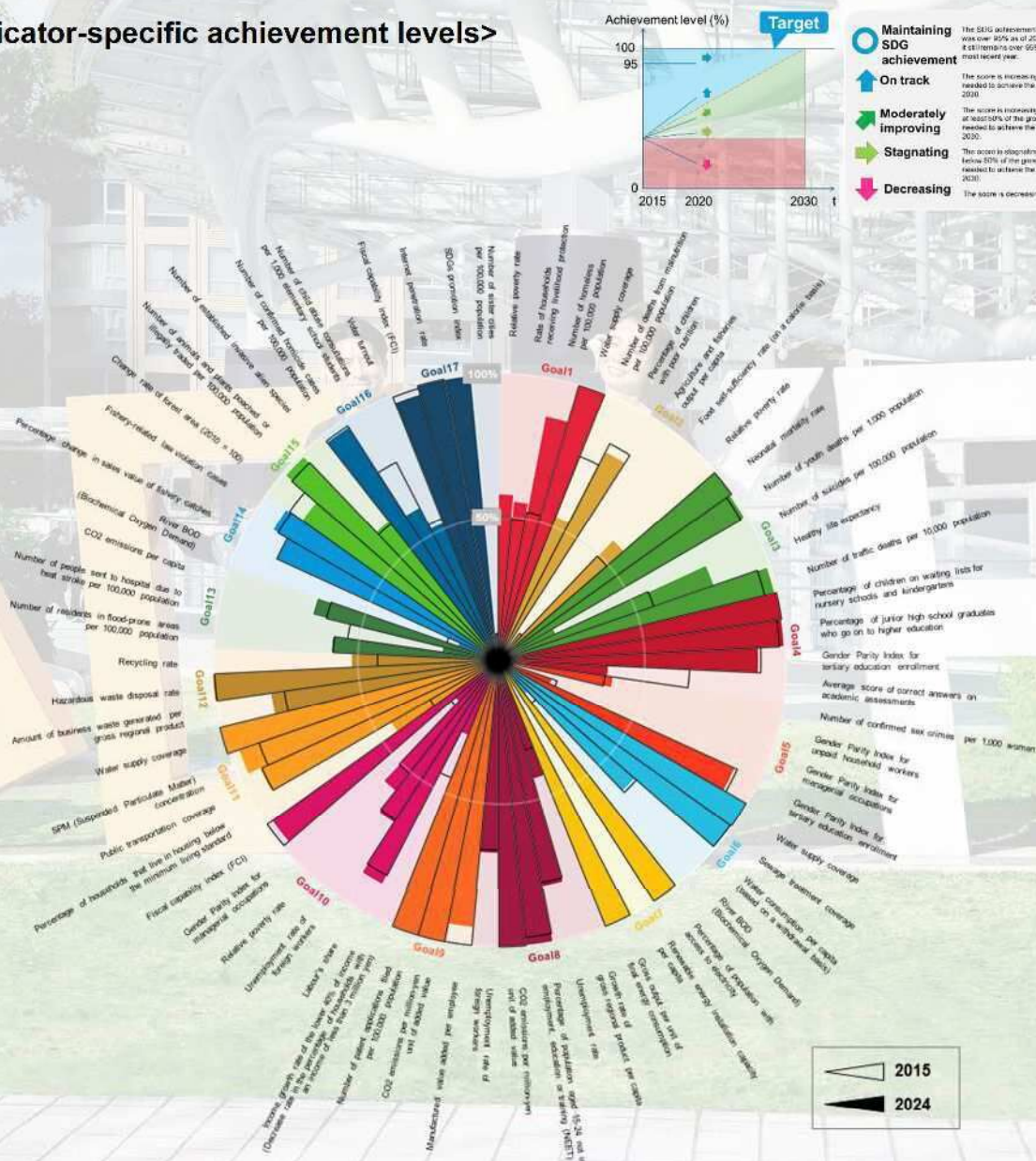
(iii) Changes since 2015

Regarding the changes since 2015, our achievement level for Goal 9 has remained at over 95% since 2015, confirming the city's strong economic power due to its strong concentration of commercial and service industries. There are signs of improvement in the achievement level for Goals 1, 3, and 17, showing some success in our policies on people. As for Goals 11 and 12, there is a trend towards improvement in the achievement level, although the progress has been slow. However, progress has been declining in the achievement level for several other Goals, suggesting that improving in these items could be key to raising the level of achievement of the SDGs in the future.

Changes since 2015



<Indicator-specific achievement levels>



(3) Comparison of SDG achievement level between Nagoya and other cities

The Japan SDG Local and Regional Report comprehensively assesses the level to which prefectures and municipalities have achieved the 17 SDG goals and numerically reveals changes from 2015 to 2024.

This section compares the level of achievement of the SDGs between Nagoya City and other ordinance-designated cities (20 cities in Japan with a population of over 500,000) to check the results and changes that Nagoya City has made in its efforts in relative terms.

Relevant goals



Rankings and analysis

In the economic dimension, which is closely related to Nagoya's proud manufacturing industry, our city has consistently ranked high, second only to the environmental dimension, and our ranking has been rising since 2000.

Our ranking among ordinance-designated cities in the economic dimension



Towards the achievement of Goals 8 and 9, we at Nagoya City, which is the heart of the Nagoya metropolitan area, aim to further develop the strength of local industries centered on manufacturing, and, in order to encourage companies to create new value, we operate an innovation hub that promotes interaction and co-creation and provide cutting-edge and original programs that utilize private-sector know-how, thereby continuing to produce innovations originating from Nagoya.

We will support small and medium-sized enterprises in developing sales channels both domestically and internationally, and we will also aim to concentrate companies in the Nagoya metropolitan area by promoting corporate exchanges and investment and strategically inviting companies to the area with an eye to the new era, thereby supporting the succession of technology and skills of small and medium-sized enterprises.

Furthermore, we will provide learning opportunities for next-generation industrial human resources, including children and young people, who will be responsible for the future of industry. We will also support recurrent education and reskilling and the active participation of diverse human resources, including external talent engaged in side jobs and multiple jobs, women, and foreigners.

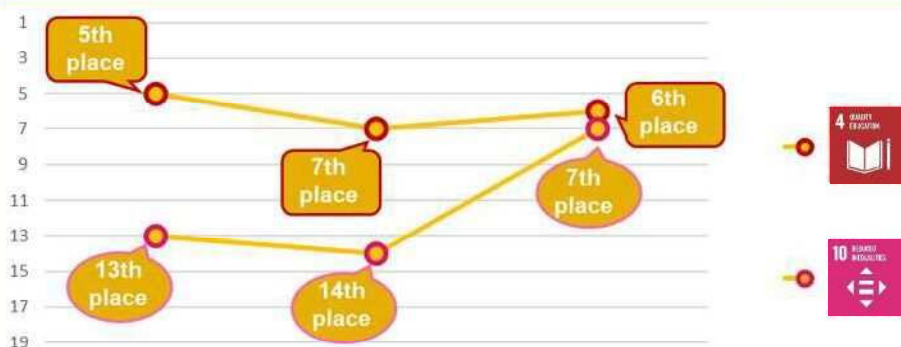
Relevant goals



Rankings and analysis

In the social dimension, our perspective is people-centered. Goals 4 and 10 include elements such as "children" and "diversity," respectively, and these are areas that we have been focusing on by including them in key strategies in the Master Plan. While our ranking for Goal 10 has improved significantly, regarding Goal 4, our ranking has not risen significantly in relative terms and remained flat.

Our ranking among ordinance-designated cities in the social dimension



In order to fulfill our efforts to achieve Goal 4, we will promote the following three things: after-school programs that help children develop rich humanity and creativity and acquire social skills; comprehensive enhancement of individually tailored learning and collaborative learning; and "child-centered learning," which consistently covers from early childhood through adolescence, to enable children to live happily in their own way. Furthermore, by raising awareness among companies and citizens, we will continue to create a child-rearing environment friendly to working parents.

Regarding Goal 10, with the aim of creating a city where human rights are respected and where diversity is embraced, we work to improve information services for the increasingly multinational foreign residents, expand Japanese language learning opportunities, and ensure a system to provide assistance in the event of a disaster. We also promote exchanges and mutual understanding between Japanese and foreign residents and the creation of an interculturally cohesive city where all residents, Japanese and foreign, can live together happily.

Relevant goals



Rankings and analysis

In the environmental dimension, our ranking is relatively high for Goals 7 and 12 compared to other Goals. Regarding all KPIs in the SDGs Future City Plan, the targets have been reached.

Our ranking among ordinance-designated cities in the environmental dimension



Although our ranking for Goal 7 has dropped since 2015, it has maintained a high level. To date, in order to reduce greenhouse gas emissions, we have expanded the use of renewable energy, including solar energy, by promoting the introduction of solar power facilities, net-zero energy houses, and energy storage systems, and we have promoted the use of 100% renewable electricity in city facilities, thereby accelerating the spread of renewable energy. We also have expanded the use of hydrogen energy by raising awareness of hydrogen energy and promoting the introduction of fuel-cell cars and buses and the development of hydrogen stations. Furthermore, we provide consultation services on energy conservation to promote thorough energy conservation in people's lives and business activities.

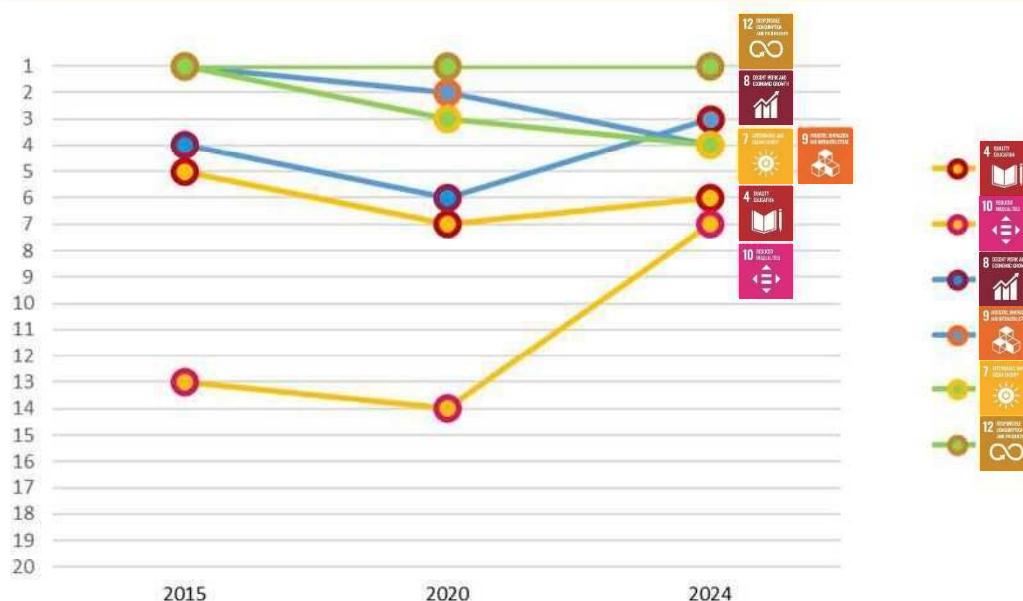
Regarding Goal 12, towards the realization of a circular city, we have promoted the reduction of packaging and food waste and thorough implementation of waste separation and recycling. At the same time, we have been working to respond to changes in socio-economic conditions, such as the aging population, changes in consumer purchasing behavior due to diversifying lifestyles and values, and domestic and international trends towards new environmental issues, such as marine pollution caused by plastic waste.

Going forward, we will further step up our current efforts, and, in order to achieve the SDGs in the environmental dimension, we will promote the regeneration and utilization of parks, the preservation and creation of greenery, and green infrastructure initiatives, thereby promoting the creation of comfortable urban spaces in harmony with the natural environment.

Goals used for comparison



Nagoya City's ranking among ordinance-designated cities in terms of SDG achievement



Among the three dimensions, which are **economy**, **society**, and **environment**, Nagoya City has maintained a relatively high ranking in the **environmental** dimension, on which it has particularly been focusing. The city is also ranked high among ordinance-designated cities in the **economic** dimension, which is one of the strengths of the Nagoya metropolitan area. While promoting initiatives to address environmental issues, we have worked to take advantage of industrial concentration, which is a strength of the area. These combined efforts have resulted in a balance being achieved in the conflicting dimensions: the **environment** and **economy**.

Regarding the **social** dimension, we have worked to implement various policies based on the concept of diversity, which is an important element for continued sustainable growth into the future, and the results of our efforts are evident in comparison in ranking with other ordinance-designated cities.

(4) Promoting the SDGs

The United Nations Summit in September 2015 adopted the 2030 Agenda for Sustainable Development, which covers the Sustainable Development Goals. Our city has been steadily increasing the rate of promotion of the SDGs, as measured by the level of achievement in each monitoring indicator, by reflecting elements of the SDGs in the policies and projects in individual fields mentioned in the Master Plan and taking the lead in working to achieve the SDGs. Since achieving the SDGs requires efforts not only from the city hall but from society as a whole, we also distributed promotional and educational pamphlets and merchandise at events as part of our efforts to raise awareness of the SDGs and encourage action. Furthermore, by working to strengthen cooperation with a variety of entities, such as collaborating on events with companies and organizations, we have increased awareness of the SDGs in citizen surveys and built a sustainable and resilient city where "no one is left behind" and where the economy, society, and the environment are in harmony.

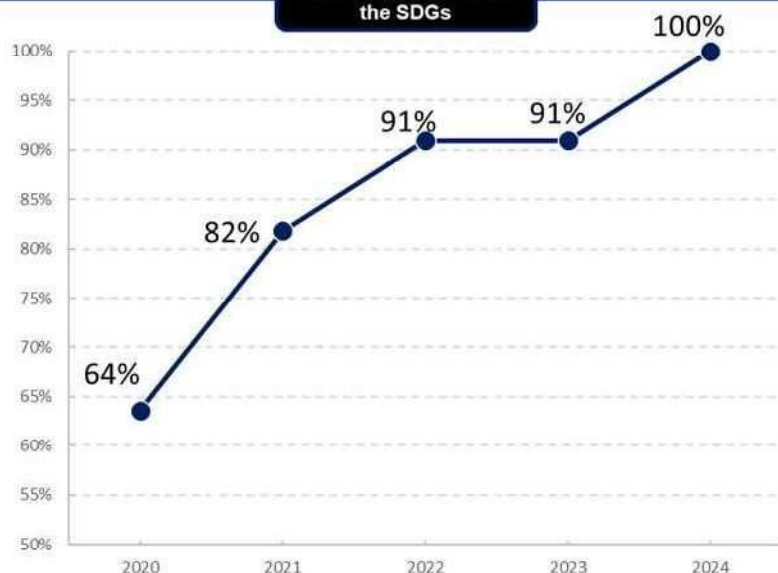


Relevant goals

17 PARTNERSHIPS FOR THE GOALS

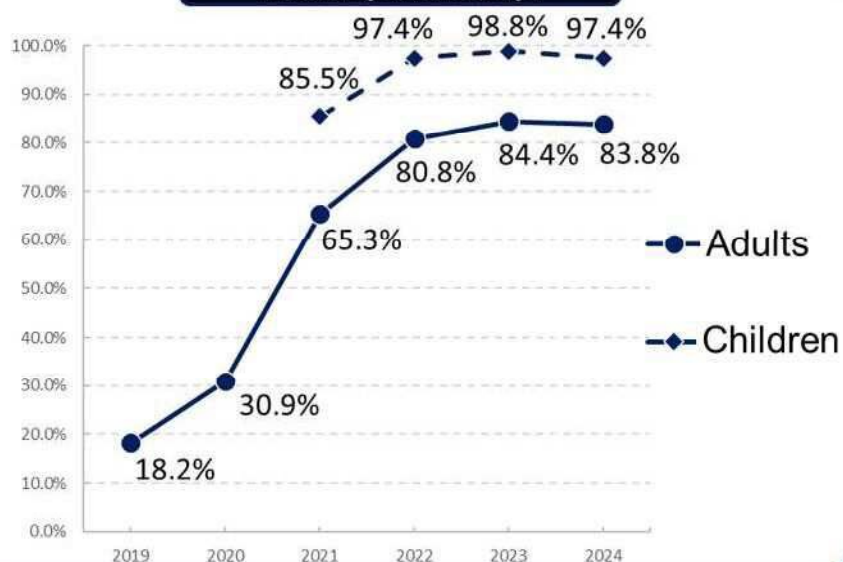


Level of promotion of the SDGs



Note: No results for 2019

Degree of recognition of the SDGs as revealed by citizen surveys



Note: Children's surveys have been conducted since 2021.



9. Conclusion and future direction

Our city has identified challenges such as responding to the opening of the Linear Chuo Shinkansen line, urban development in preparation for the hosting of the Asian and Asian Para Games, responding to changes in the environment surrounding industry, including the advancement of digital technology innovation, and ensuring children's rights, and it has worked to strengthen the terminal functions of Nagoya Station, strengthen and promote innovation strategies, and protect children's rights.

Overall, we believe that the 2nd Nagoya SDGs Future City Plan has been carried out generally smoothly in the areas of economy, society, and environment, although there have been delays in progress in some KPIs, and we understand that a certain level of results has been achieved in a balanced manner.

Going forward, we will continue to promote our current initiatives while also stepping up our efforts to achieve the SDGs by addressing issues such as population decline, a declining birthrate, and an aging population, as well as creating a society that respects diversity and allows everyone to live in their own way.



In particular, with regard to the 2026 Asian and Asian Para Games, Asia's largest sports festival, it will be important to utilize the legacy of the Games to promote the development of the city in various fields, rather than limiting its effects to a one-time sporting event. We hope to ensure the success of the Games and to use the benefits of hosting them to enrich the lives of our citizens, for example by encouraging sports, expanding exchange population, promoting international exchange, realizing a symbiotic society, and strengthening our international competitiveness. To this end, we are working to create legacies in a variety of areas: utilizing cutting-edge technology at competition venues, developing urban infrastructure in preparation for the Games, using the Games as an opportunity to strategically promote tourism and disseminate the charm of our city to Asian countries, and encouraging understanding of diversity. We will use our efforts in preparation for the Games to help our city make great strides and aim to become a city that develops sustainably.

In the process of creating this VLR, we exchanged opinions with a variety of stakeholders, based on which we conducted a comprehensive review of our city's efforts. This review has been extremely meaningful in advancing our efforts toward achieving the SDGs. VLR assesses local government initiatives and makes their progress visible, thereby promoting their contribution to achieving the SDGs. Collaboration with citizens is also essential in efforts to achieve the SDGs. Since VLR is a means of communicating local government initiatives to citizens in an easy-to-understand manner, creating a VLR leads to increased citizen awareness and participation.

We will grasp our city's strengths and weaknesses and use them to develop more effective policies. In line with our philosophy of "leaving no one behind," we will further accelerate the creation of a circular and resilient economic and social system, thereby achieving sustainable growth through the resolution of social issues.



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- Cover and back cover *Night View of Nagoya Station's Skyscrapers from Sky Promenade* (the 6th)
- Table of Contents *Spaceship-Aqua in Oasis21* (the 6th)
- pp. 9–10 *Nagoya Station Skyscrapers at Dawn as Seen from Nagara Bridge* (the 5th)
- pp. 15–16 *Evening View of Tsuruma Park Odeum* (the 5th)
- pp. 23–24 *Igetaya's Building with Udatsu (in Arimatsu)* (the 6th)
- p. 25 *Early Morning at Arakogawa Park* (the 6th)
- p. 26 *Green Maple Leaves on the Approach to Toganji Temple* (the 5th)
- p. 27 *Yokiso (North Garden) in Autumn* (the 5th)
- p. 28 *Seihoku-sumi Yagura of Nagoya Castle* (the 3rd)
- pp. 29–34 *Sunset at Endoji Shopping Street* (the 6th)

Night View of Nagoya Station's Skyscrapers from Sky Promenade

Sky Promenade, an outdoor observation deck of Midland Square, commands a spectacular panoramic view of the 200-meter-class skyscrapers soaring in front of Nagoya Station, including JR Central Towers, JR Gate Tower, and JP Tower Nagoya. After the sun goes down, light spills from the windows of the buildings, creating a beautiful city night view that indicates Nagoya's vitality.

Early Morning at Arakogawa Park

Arakogawa Park, located near the mouth of the Arako River and stretching for about 1 km north to south across the river, is a lush, comprehensive park featuring a variety of greenery exhibits and plazas. Approximately 1,000 cherry trees planted mainly on both sides of the Arako River are at their best in late March, creating a "cherry blossom tunnel" that covers the promenade.

Green Maple Leaves on the Approach to Toganji Temple

Toganji Temple, a Soto sect temple and the family temple of Oda Nobuhide. As you walk along the approach leading to the temple grounds from Yotsuya-dori, you can enjoy the red Furomon Gate, as well as the green maple Leaves in the spring and the red foliage in the fall.

Yokiso (North Garden) in Autumn

Yokiso was the villa of the first president of Matsuzakaya Co., Ltd., built between the Taisho and early Showa periods, and is a masterpiece of suburban villas in Nagoya. The garden is a strolling pond garden that is said to have been influenced by the Shugakuin Imperial Villa in Kyoto, and you can enjoy the scenery throughout the seasons.

Seihoku-sumi Yagura of Nagoya Castle

It survived the air raids and was dismantled and repaired between 1962 and 1964, but it still retains its original appearance. Along with the Seinan-sumi Yagura of Nagoya Castle and Tounan-sumi Yagura of Nagoya Castle, it is a national important cultural property.



と NAGOYA

やさし、あたらし、名古屋

Open hearts, endless possibilities