

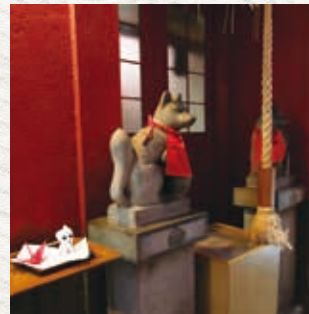
# Online Sustainability Experience in Tokyo

for International  
Conferences



## Introduction

# Experience the Fusion of Tradition and Sustainability in Tokyo



The achievement of Sustainable Development Goals (SDGs) has become a massive topic worldwide, with many cities accelerating their sustainable initiatives. Tokyo has been tackling this issue head-on while taking advantage of its unique culture. One such sustainable initiative was the introduction of the "Sustainability Experience in Tokyo for International Conferences" in 2021. This program aims to allow meeting delegates to experience Tokyo's 400 years of unique history and culture since the Edo era, while also contributing to SDGs within the city.

The global pandemic forced the entire world to experience dramatic changes, and it had a significant impact on the format of international conferences as well. There is, of course, strong demand for in-person meetings, but planning meetings in hybrid style has become an industry-wide expectation.

With this in mind, Tokyo has developed the "Online Sustainability Experience in Tokyo." The various courses in this program offer participants the opportunity to learn about Tokyo's rich history and culture while also understanding local sustainable efforts. The experiences are available to online participants anywhere in the world.

After experiencing these incredible online programs, conference delegates will surely want to visit Tokyo to experience the vibrant culture firsthand and directly contribute to sustainability in the world's most dynamic city.

## Edo - Old Tokyo



Tokyo was once called "Edo" before being renamed in 1868. Edo, as the center of the economy and politics, flourished with a rich culture. People lived in all sorts of ingenious and creative ways in the densely populated city. One example of this creative wisdom was "Edo Komon," or the traditional Japanese hand-dyeing of Kimono. It is said to have originated from fine patterns put on the formal dress of Samurai and these inherited patterns were revered and widely used by the common people of Edo. Many of the patterns had distinct meanings, becoming a basis for many old folk tales enjoyed at the time. "Edo Komon" patterns have been combined with the 17 SDGs colors in the cover page design of this booklet.

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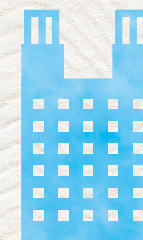
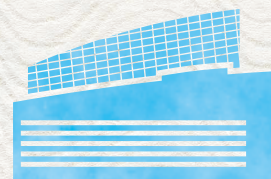
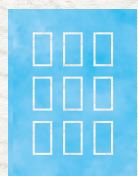
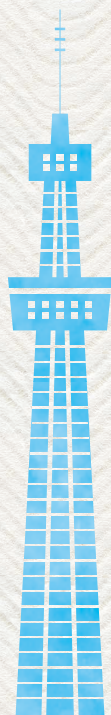


**Looking into the Past and Future through Tokyo's Architecture**

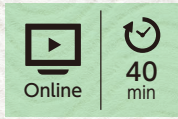
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To Event Organizers

Please contact Tokyo Convention & Visitors Bureau for further information. All information is as of March 2022. Changes may occur after publication.



No.1



# Innovation in Edo-Vegetable Sushi

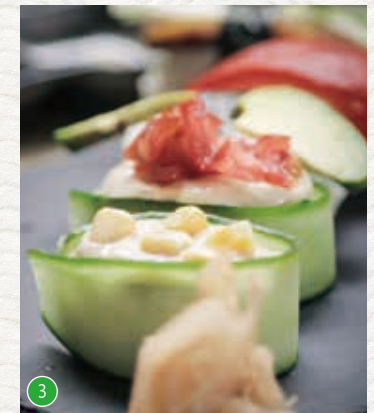
With a newfound shift in health awareness, many people are looking for innovative ways to add vegetables to their diet. Washoku, or Japanese cuisine, which prides itself on beautiful presentation and quality ingredients, offers an option of easy, fully plant-based sushi preparation.

Using Edo Tokyo-grown vegetables, this content will show the participants how to make delicious vegetable sushi and introduce the different flavors of traditional ingredients so that anyone can replicate the experience at home, from anywhere in the world. The appreciation of seasonal vegetables encourages sustainable practices such as cultivating local vegetables.

Traditional preparation methods taught in this content also help reduce food waste and contribute to a sustainable and healthy lifestyle.

## Online Content

- Point 1 The traditional vegetables of Edo.  
The preservation of this culture will encourage the cultivation of Tokyo-area farmland, contributing to the reduction of food mileage and encouraging local consumption.
- Point 2 How to use vegetables to make "sushi."  
This section will explain the history of cultivation, the philosophy of local vegetable producers, and issues related to production.
- Point 3 Ingredient preservation methods for curbing food loss.
- Point 4 Tokyo seasonings and ingredients.  
Locations for enjoying Edo-Vegetables will be introduced.



1. Making sushi 2. Sushi with Japanese mushroom 3-5. Seasonal vegetable sushi 4. Local vegetables from the Edo period

## Reminiscing with the Locals through Edo Rakugo

Rakugo, one of the uniquely Japanese performing arts, is an intimate style of storytelling in which a performer kneels on a small cushion and, using nothing but a fan and a hand towel, tells vivid and intricate tales of life in Edo. It could be of any genre - romance, comedy, history, or even horror- depending on the season and mood of the audience. Elegant in its compact, impromptu simplicity, rakugo has been loved by the people of Edo for hundreds of years and keeps on filling small intimate theaters to halls for thousands.

This content has invited a professional rakugo-ka (as storytellers are called) for an entertaining program. The performer will lecture on the history and background of rakugo and introduce a few stories set in Tokyo. They will also show some of the familiar plot-telling props and gestures, followed by a performance of a well-loved classic tale. The participants will feel the ongoing popularity of this uniquely Japanese one-person show.

This content aims to open this art to the world by introducing it in English. They will sign off with a famous, traditional rakugo tale, leaving the next generation of storytellers and newfound fans alike with the seeds to continue the tradition of this borderless art.

### Online Content

- Point 1 Cross-cultural understanding and cultural adaptability through English language rakugo.
- Point 2 The lives of commoners during the Edo period via entertaining stories.
- Point 3 Props and gestures essential to rakugo expression.
- Point 4 Stories from Asakusa, the most famous downtown in Tokyo. A two-minute short story will be performed in which listeners can laugh and enjoy the punchline.



1-2. Rakugoka, storyteller performing in English 3. Props - fan and hand towel 4. Asakusa – a popular stage for rakugo stories

## Furoshiki: Rebirth of Traditional Textiles

Japanese culture can be expressed through its use of textiles, and “furoshiki” is one of the most convenient items integrated with daily life. The thick, square-shaped fabric, served to carry various items, has been used as an ecologically friendly, reusable shopping bag long before the concept became widespread. The elegantly patterned furoshiki has been valued as reusable gift wrapping for hundreds of years.

This content delves into the history of furoshiki, the practical nature of this traditional fabric, and the intricate folding styles of gift-wrapping. It will also introduce Tokyo’s local dyeing methods and patterns which have remained unchanged over the years, with each design having a special meaning. Even in modern Tokyo, these same classical patterns are still in use, and the materials traditionally used are also environmentally friendly. The participants can practice the intricate way of folding and tying, using handy materials as an alternate of furoshiki.

The sustainability concept in this content lies in the innovative but traditional Japanese application of textiles spreading around the globe.

### Online Content

- Point 1 The history of furoshiki, traditional patterns and materials, and designs adapted to modern tastes.
- Point 2 Traditional and ecologically friendly aspects of furoshiki.
- Point 3 Participants to try folding and tying in the traditional style of furoshiki using items like scarves or bandanas from anywhere in the world.
- Point 4 Places where visitors can try traditional Japanese dyeing techniques and furoshiki will be introduced.



1. Showing how to wrap 2. Items wrapped in furoshiki 3. Traditional pattern of Edo-komon

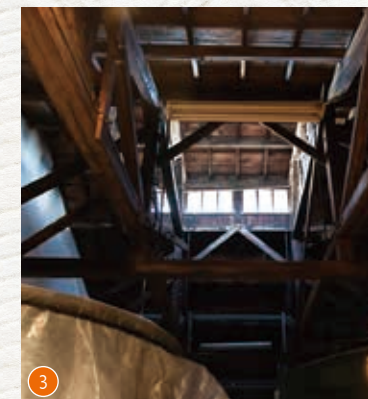
## Tokyo's Sake: Road to Sustainability

Beloved around the world, sake is one of the oldest and yet most universally recognizable flavors that Japan offers. While having the intricacy of refining its taste, it also satisfies the palate of the casual drinker. Since ancient times, the nuanced method of brewing rice with fermentation and pure water has relied on tradition and generational knowledge so that it can be passed down to the next generation of brewers and also used hundreds of years after.

This content is a tour of one of the oldest sake breweries in Tokyo, established in the Edo period. While explaining the history and methods of sake production, the guide will also discuss new sustainability-focused initiatives, such as the zero-waste production method utilizing its by-product, “*sake-kasu*,” as an ingredient for other foods such as pastry and seasonings. In addition, participants will learn how sake breweries have been an integral part of the local community and how they have contributed to society, such as in the case of natural disasters.

### Online Content

- Point 1 The history of sake.
- Point 2 Interview with the brewer and explanation of various stages and tools of sake production.
- Point 3 Traditional brewing techniques and modern innovations.
- Point 4 Efforts to reduce food loss such as “*sake-kasu*,” a by-product of sake production, sold for various sustainable ends.
- Point 5 Sustainable initiatives to revitalize local communities and the role of breweries in the case of natural disasters.
- Point 6 Restaurants serving sake from the brewery.
- Point 7 Issues faced by sake breweries and possible solutions.



- 1-2. Steps of sake production
3. Inside of the brewery
4. Products made with “*sake-kasu*”
5. Savoring sake

## Looking into the Past and Future through Tokyo's Architecture

Tokyo is a treasure-trove of an old and new culture, seen in its architecture from multiple eras. At first glance, it may even seem haphazard but it is within the culture of building and re-building, re-use, recycling and expansion that the soul of Edo was founded. A popular area where one can see this in action is Ginza. Beloved for hundreds of years, the area has gone through many transformations, and evidence of each stage can be found in the buildings here. There has, since the Edo Period, existed a spirit of sustainability and environmental awareness that is reflected in the uniquely Japanese architecture. The participants will be able to examine the landmarks and buildings of Ginza, which distinctly illustrate this spirit. In addition, they will have a deep dive into the significance of shrines both in the architectural landscape and the local culture. The history and the future of the entire city are contained in Tokyo's architecture, and there is no better area to experience it than Ginza.

### Online Content

- Point 1 Environmentally conscious buildings, incorporating rooftop gardens and wall greenery in modern architecture, initiatives for alternative energy, and disaster prevention.
- Point 2 Hidden historical buildings in retro designs with manual elevators and antique-style.
- Point 3 The Inari Shrines of Ginza and regional deities which have protected Tokyo from fires since the Edo period.

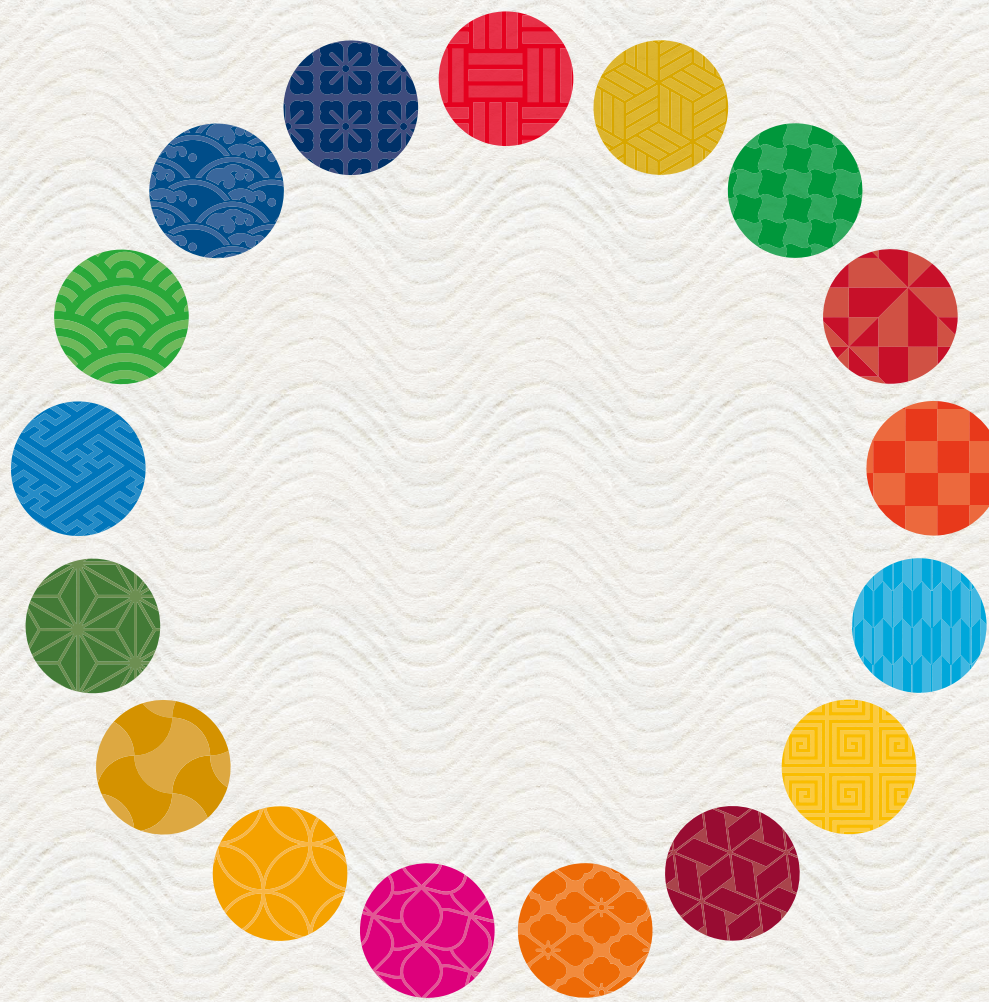


1. Ginza landmark 2. Antique-style elevator 3. Modern rooftop gardening 4. Beloved local Inari Jinja shrine



## Index

No.	Program	Page	UN SDGs Categories	Program Duration	Maximum Participants	Minimum Participants	Format
 No.1	<b>Innovation in Edo-Vegetable Sushi</b>	3	 	40 min	100	10	 Online
 No.2	<b>Reminiscing with the Locals through Edo Rakugo</b>	4	 	40 min	100	20	 Online
 No.3	<b>Furoshiki: Rebirth of Traditional Textiles</b>	5	 	40 min	35	1	 Online
 No.4	<b>Tokyo's Sake: Road to Sustainability</b>	6	 	40 min	40	20	 Online
 No.5	<b>Looking into the Past and Future through Tokyo's Architecture</b>	7	 	40 min	40	20	 Online



We support the Sustainable Development Goals.

SUSTAINABLE  
DEVELOPMENT **GOALS**

*Tokyo* **Tokyo** Old meets New

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