



Sustainability Experience in Tokyo

for International Conferences

SUSTAINABLE
DEVELOPMENT  GOALS



Introduction

Have a great experience and sustainability stories in Tokyo

There has been increasing interest in the Sustainable Development Goals (SDGs) worldwide in recent years. Tokyo is no exception and is actively engaging in reducing waste and greenhouse emissions, as well as putting great emphasis on respecting diversity, with an aspiration to contribute to SDGs. Tokyo has now launched the “Sustainability Experience in Tokyo” programs with the intention to offer ideas to international conference organizers who are aiming to make their events in Tokyo more sustainable. Tokyo has a long and rich cultural history, which could be traced back some 400 years when it was known as “Edo,” and we believe the city has an abundance of resources to entertain international conference guests. We here present programs that well integrate the essence of Tokyo’s rich traditional culture and history with SDGs perspectives. We have a strong confidence that these programs will make the guests’ stay in Tokyo more satisfying than ever, and we hope you make good use of these programs which aim to contribute to the achievement of SDGs while offering guests the opportunity to experience unique activities and immerse themselves in the traditional culture of Tokyo.



“Edo Komon”

This cover page design is taken from “Edo* Komon”, traditional Japanese hand-dyeing for Kimono. Edo Komon is said to have originated from fine patterns put on the formal dress of Samurai (warriors). Each feudal lord possessed his own pattern which denoted his feudal government. In the middle of the Edo Period, the patterns were revered and widely used by common people, the patterns evolving to become more refined and more diverse. Many of the patterns had their distinct meanings, becoming a basis of storytelling. We have selected “Edo Komon” for the cover page design as a way of expressing the diversity and history found in Tokyo.

*Edo is the former name of Tokyo.

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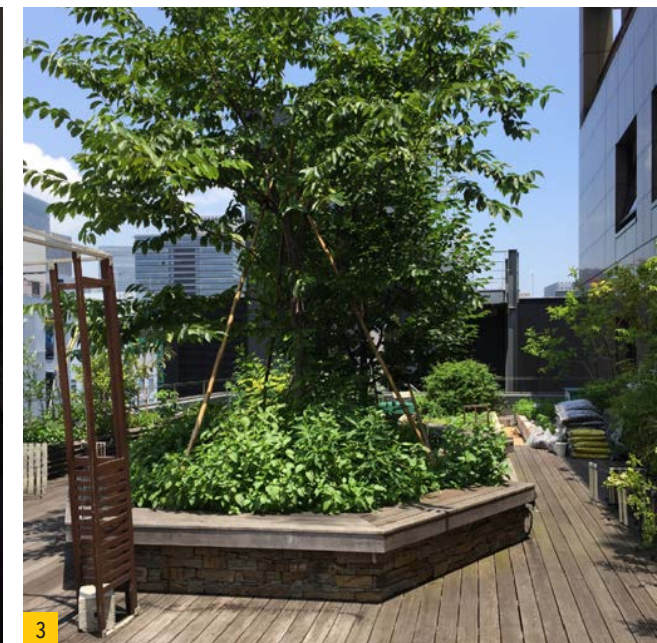
To Event Organizers

Please contact Tokyo Convention & Visitors Bureau for further information.
All information is as of March 2021. Some changes may occur after publication.

No. **1** Tokyo's Rooftop Honey Bees

Visiting the bee farm on the roof of the building in Ginza district, Tokyo's most famous upscale shopping area located in central Tokyo, makes one feel a bit like a bee. The perspective is unique, what they teach us is remarkable. To hear the lecture on honey bees in Ginza is to learn how these tiny creatures bring honeydew from Imperial Palace, Hamarikyu Gardens just 2km away to where their hives are. Guests can feel the abundance of flowers they bring to the center of Tokyo, and enjoy tastings of 3 kinds of seasonal honey harvested in Ginza. Beekeeping is creating a hive of activity, enabling an environmentally conscious, friendly, and healthy city to coexist in harmony with nature.

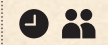
This honeybee project value chain contributes to not only for urban greening for greater environmental harmony, but works to prevent Global Warming.



1. Honey bee and canola flowers 2. Rooftop bee farm 3. Rooftop bee garden



Indoor & Outdoor



2 20
hours people

Itinerary

Tokyo Station to the bee farm in Ginza area on foot 15 min.
 * **Lecture & rooftop bee farm tour**
 * **Honey tasting at rooftop bee garden** 90 min.

Return to Tokyo Station on foot 15 min.

Location: Indoor & Outdoor
 Program Duration: Approx. 2 hours
 Maximum No. of Participants: 20 people

No. **2** Kimono Upcycling Workshop

Kimonos, a celebrated symbol of Japan, are traditional Japanese costumes passed down from generation to generation since ancient times. They are acquired not only through purchase, but by being passed down from parent to child and among close friends. In the present day, kimonos are worn at important occasions in life, such as coming-of-age ceremonies, weddings, parties etc. Unfortunately, many kimonos are disappearing because they are uncommonly worn as an everyday dresses.

In this program, guests will create new value through upcycling old kimonos into decorative accessories such as trays, wall decorations, or name holders. With their vivid patterns and history, they can be reused in different ways, appreciated once more, upcycling what we no longer use to be re-appreciated in our modern lifestyle.



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1. Woman in Kimono
2. Tray
3. Name holder made from Edo Komon fabric
4. Wall decoration

Indoor	Itinerary
	On site program * Making accessories from Kimono fabric
1.5 20 hours people	90 -120 min.
	Location: Indoor Program Duration: Approx. 1.5 hours ~ Maximum No. of Participants: 20 people

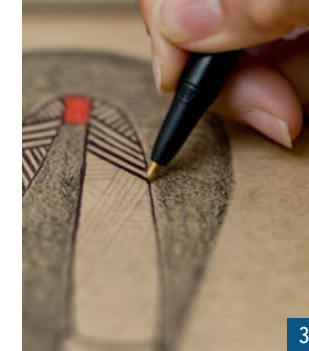
No. 3 Artisan Workshop: Making Japanese Cloth Slippers

In the Sumida-ward of Tokyo, the knitting industry originated in the Edo period and thrived in the 20th century.

The idea to revive the industry was inspired by Japanese cloth slippers that were handed down in Japan's Tohoku (Northeast) region. Using the skills and wisdom of local grandmothers' handiwork, manufacturers developed an original knitting method*. By hiring and training women in the region, new artisans have been born in Tokyo, while keeping an age-old tradition alive.

In this program, guests can experience making Japanese cloth slippers under the care and guidance of artisans.

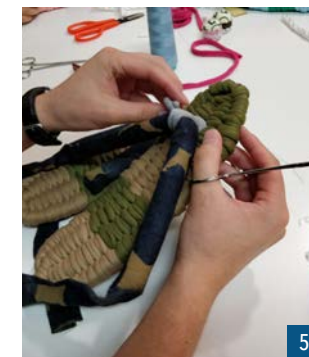
*The original knitting method (used for the products for sale) is applying for a patent.



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1. Cloth Slippers used special knit for this Workshop
2. Color variations (5 colors in total)
3. Design drawn by artisan
4. Knitting from the toe
5. Putting the straps on the slippers
6. Scene of the workshop



Indoor



2 50
hours people

Itinerary

On site program

*** Making Cloth Slippers under the guidance of artisans**

120 min.

Location: Indoor

Program Duration: Approx. 2 hours

Maximum No. of Participants: 50 people

No. **4** 'Paddling to Protect' Clean-up Experience

Why not play a part in protecting Tokyo's rivers? This rubber-boat river cleaning experience includes recreation paddling northward along the Old Nakagawa River toward TOKYO SKYTREE®, an iconic television broadcasting tower standing 634 meters over Tokyo.

Enjoy gliding on a 10-passenger rowing canoe-type "E-boat" - the "E" standing for Exchange, Environment, Eco-Life, Everybody, Easy, Enjoy, Experience, and Education - a safe, easy-to-operate vessel originally developed for rescue operations and other activities. While collecting plastic waste with a net, guests can also enjoy the unique riverside view perfect for bird watching and city-gazing.

The enjoyment of this program is elevated knowing you have been a part of a cleanup of river/riverbanks critical to the city's greater environmental protection.



1. Rowing on E-boat to TOKYO SKYTREE® 2. Pick up trash using scoop net 3. Wild birds around the Old Nakagawa River

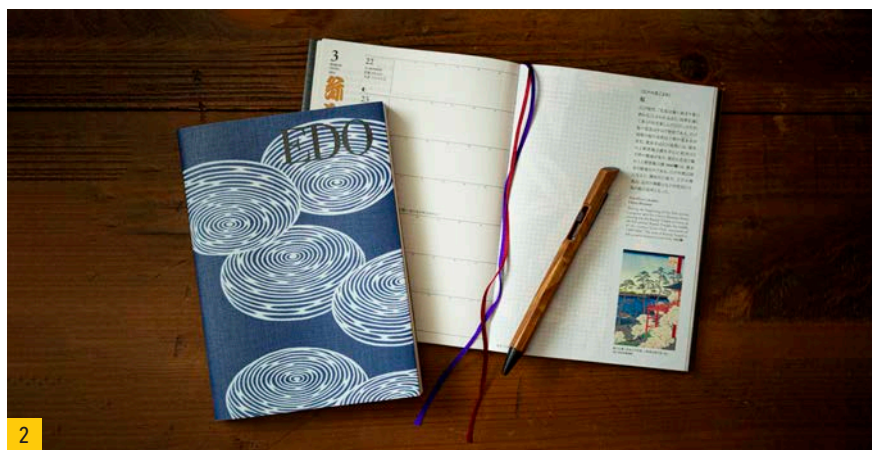
<p>Outdoor</p>	<p>Itinerary</p>	
	<p>Tokyo Station to Koto area (the Old Nakagawa Riverbed)</p>	<p>by chartered bus 20-30 min.</p>
<p>2 56 hours people</p>	<p>* Rowing on E-boat for river clean-up] 75 min.</p>	
	<p>Return to Tokyo Station</p>	<p>by train 25 min.</p>
<p>Location: Outdoor Program Duration: Approx. 2 hours Maximum No. of Participants: 56 people</p>		

No. 5 Learning from History to Create a New Recycling Society

Discover the streets of old town – its charming grocery stores, traditional rice shops, boatyards, and tenement house where many common people lived, all invitingly spread out in front of you. There, you may feel like you have gone back in time...

Enjoy this program and learn about the lifestyle and society of Tokyo of times gone by in the Edo Period (1603-1868), watching the life-size exhibition of it all come to life. Life in this 400-year-old Tokyo-Edo town was said to have been completely recycling-oriented, its citizenry nothing went to be wasteful or ungrateful in any way. Guests are inspired to bring back learnings that encourage one to become aware of the need to change to a new community-responsible, recycling-oriented way of life in the future.

*This program includes “Edo Design Diary” with explanations of the Edo culture as a tour text.



- 1. Alley of one-story row houses
- 2. Edo Design Diary
- 3. Buildings and scenery of the Edo town
- 4. Store of an oil merchant
- 5. Pine decoration for New Year around the store
- 6. Inside the row house
- 7. Open space for events

Indoor	Itinerary Tokyo Station to Fukagawa Edo Museum by train 20 min. * Exhibition Tour and Lecture } 75 min. - about recycling based society in Edo
	Return to Tokyo Station by train 20 min.
2 hours 20 people	Location: Indoor Program Duration: Approx. 2 hours Maximum No. of Participants: 20 people

No. 6 EDO KIRIKO: Traditional Glass Engraving Experience

EDO KIRIKO is one of Japan’s most famous glass artifacts, celebrated with designation as a “Traditional Craft of Tokyo” KIRIKO is a type of cut glass characterized by beautiful patterns emerging from artful incisions on the surface of the glass.

EDO KIRIKO first began when Edo craftsmen carved glass products in the 1830s, inspired by European cut-glass technique.

Guests can experience glass engraving with the help of a local craftsman, carving designs onto transparent glass to create one’s own original work of glass art.

By taking a part of this program, guests could contribute to passing on skills, techniques, and knowledge of traditional crafts to be valued by future generations.



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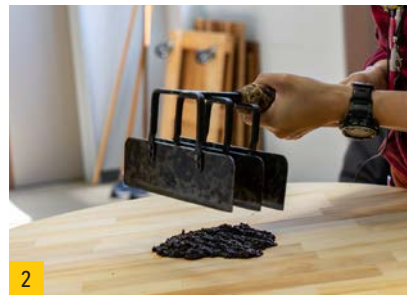
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1. Pair glasses of Edo Kiriko by the craftsman 2. Glass created in the program 3. Glass cutting experience

<p>Indoor</p>	<p>Itinerary</p>	
	<p>Tokyo Station to the EDO KIRIKO factory in Asakusa area by train 30 min.</p>	<p>60-90 min.</p>
<p>* Program</p> <ul style="list-style-type: none"> - Watch short movie about EDO KIRIKO - Draw a pattern on a glass - Glass cutting 		
<p>2 20 hours people</p>	<p>Return to Tokyo Station by train 30 min.</p>	
<p>Location: Indoor Program Duration: Approx. 2 hours ~ Maximum No. of Participants: 20 people</p>		

No. **7** Japanese Coastal Seaweed Experience

Nori seaweed has been a nutritious food and the gift of nature since ancient times in Japan. The first production began in Tokyo in the 17th century and has evolved to the current form of dried seaweed. Paper-thin, *Nori* was said to have been inspired by paper-making methods found in Tokyo. In this special program, guests have an opportunity to visit a museum, home to more than 800 exhibits and items including Important Tangible Folk Cultural Properties of Japan. Following the museum tour, you can experience the craft of Making Dried Japanese Seaweed, using traditional methods. Cultivation of Japanese Seaweed reveals not only traditional food culture, and technology but richness coming from our oceans and invaluable marine environments.



1. Pouring the *Nori* into the square frame.
2. Chopping the *Nori* using airplane-knives
- 3-4. Drying the *Nori* sheet in the sun
5. Omori Furusato-no-Hamabe Park and beach (in front of museum)

Indoor

Itinerary

Tokyo Station to Omori Nori Museum	by train 30 min.
* Program	} 60-90 min.
- Lecture and Museum Tour - Making Dried Japanese Seaweed	
Return to Tokyo Station	by train 30 min.

Location: Indoor
Program Duration: Approx. 2 hours ~
Maximum No. of Participants: 50 people

2 50
hours people

No. 8 Reflecting on SDGs in a Buddhist Temple

Indoor

1.5 50
hours people

Itinerary

Tokyo Station to the temple in Ginza area	by train 15 min.
* Lecture and site tour at the Tsukiji Hongwanji Temple	
	45 - 60 min.
Return to Tokyo Station	by train 15 min.

Location: Indoor
 Program Duration: Approx. 1.5 hours
 Maximum No. of Participants: 50 people

The SDGs are a pledge to a future in which “No one will be left behind”. This spirit of inclusivity and possibility is very similar to those in the Buddhist teachings. In this program, guests will visit temples welcoming the public to learn. The activities taking place within temples have been the center of local communities since ancient times. This tradition continues, today focusing their learnings on the importance of the SDGs. This program includes a site tour of the temple, exploring its unique, diverse architectural design. The exterior is based on the motif of ancient India, the birthplace of Buddhism. Inside the Main Hall is found a fusion of Eastern and Western cultures: stained glass and pipe organ alongside traditional Japanese temple architecture. Throughout the visit, guests will be reminded that future generation challenges are also the challenges faced in the past.



1. The lecturer in the seminar
 2. Exterior of the temple



No. 9 Walking Tour through Nostalgic Tokyo

Wander around neighborhoods in Tokyo like locals. “Yanesen”, the collective name for the Yanaka, Nezu, and Sendagi neighborhoods after their first syllables, is a place three historic areas in northern downtown Tokyo come together as one community, as one identity, and as one unique touring opportunity. The area still retains a nostalgic scenery and a slow pace life that adds to Tokyo’s rich tapestry. In this program, guests will tour the town on foot with a guide who is familiar with these areas, strolling through alleys abuzz with daily life, visiting cafes and general stores in 80-year-old houses, and enjoying conversations with local people while preserving the traditional townscape of a truly sustainable city.



1. Yanaka Ginza shopping street 2. Staircase known as Yuyake Dandan – Sunset Steps – 3. Shopping complex renovated from the old houses 4. Cat statues in Yanaka Ginza



Outdoor



2 36
hours people

Itinerary

Tokyo Station to “Yanesen” area by train 20 min.
 * **Walking tour** 90 min.
 Return to Tokyo Station by train 20 min.

Location: Outdoor
 Program Duration: Approx. 2 hours ~
 Maximum No. of Participants: 36 people

No. **10** Tokyo River Waterways: Old Meets New

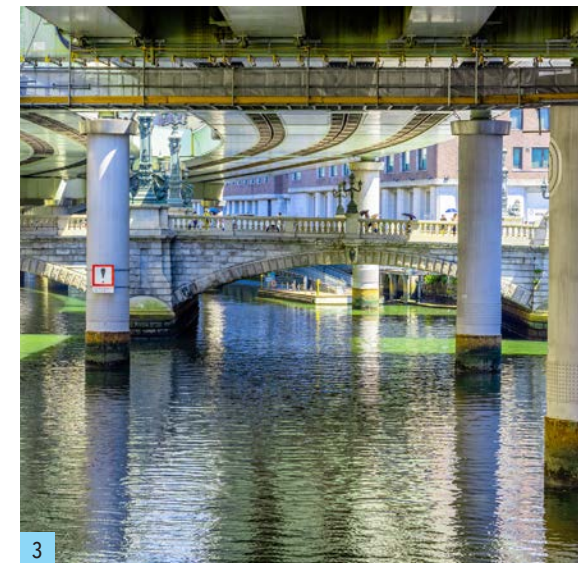
This urban exploration cruise along the three rivers that flow through Tokyo is a special way to enjoy this beautiful city. The cruise allows guests to see Tokyo from a unique perspective; from viewing the technoscape of the city with its elevated highways, admiring the stone walls of Edo Castle and old waterways used for current flood control, and appreciating the disaster prevention measures in place in modern times. Canals and artificial rivers that once flowed 100 years ago were replaced by transportation networks needed for automobile-based societies, an outcome of the Industrial Revolution. In recent years, however, environmentally friendly river networks for tourism and transportation have re-emerged. Learn more about the wisdom of smart city Tokyo using rivers for urban development – past, present, and future.



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1. The fleet passing through Kanda river around Hijiri bridge and the former Ochanomizu Station
 2. The fleet passing under the Nihonbashi bridge 3. Nihonbashi river with Metropolitan Expressway overhead



Outdoor



2 44
hours people

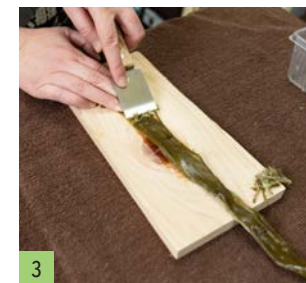
Itinerary

Tokyo Station to Nihonbashi Boarding Dock on foot 10 min.
 or by train 15 min.
 * **Tokyo River Cruise for Ryogoku-Pier** 80 min.
 Return to Tokyo Station by train 20 min.

Location: Outdoor
 Program Duration: Approx. 2 hours
 Maximum No. of Participants: 44 people

No. **11** Sustainable *Washi* Paper-Making in Tokyo

Japanese *Washi* Paper, designated an Intangible Cultural Heritage of Humanity by UNESCO, is an environmentally friendly paper. Made by repeatedly harvesting the growth of trees without cutting them down, Tokyo *Washi* Paper is created using natural materials from Tokyo, including wood and water. In this program, a traditional craftswoman, she herself fascinated by the charm of *Washi*, demonstrates the process of making paper from the bark of *kozo* (paper mulberry). Afterward, guests will have the chance to make your own two postcards, experiencing firsthand the paper milling experience. Discover the culture and history of Japanese *Washi* Paper by touching a material that is rare to see in everyday life, while learning about environmentally friendly manufacturing.



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1,5. Paper making by a craftswoman 2. Natural materials for *Washi* Paper 3. Peeling off the bark of *Kozo* 4. Beating the white bark of *Kozo* 6. Postcards (before drying)

Indoor	Itinerary
	On site program * Making Tokyo <i>Washi</i> Paper } 120 min.
2 hours 20 people	Location: Indoor Program Duration: Approx. 2 hours Maximum No. of Participants: 20 people

Tips for Sustainable Business Events in Tokyo

At present, many people in the business events industry are thinking about what we can do to make events more sustainable. Here are some tips on how to organize your event sustainably, consciously, and responsibly. Small steps now make a big future.

Design to be seen by Disabled Artists

The uniquely artistic quality of works or art by people with disabilities has long been recognized. In recent times, a distinct movement has emerged to support these gifted artists, including commercially. At the one association, 200 artists have registered over 5,500 of their works for commercial display and sale.

These artworks can be utilized in the re-printing of items as well as other applications. The project also aims to promote the social participation of artists with disabilities. As they say, "There are no barriers to talent". Enjoy exploring their remarkable works of art. You may find your favorite one here.



F&B with Edo-Tokyo Vegetables

"Edo-Tokyo Vegetables" are traditional vegetables cultivated in and around Tokyo during the Edo era. These vegetables had almost disappeared in modern Tokyo. Recently, however, there is a movement to revive and popularize this great craft through local farmers. Easily found, there are many varieties to be enjoyed. Vegetable names contain the area where were originally from and share a fascinating story. Hotels, caterers, or some restaurants offer dishes using Edo-Tokyo Vegetables in season. Enjoy rich flavors of these traditional, local vegetables while contributing to future generations.



Drinkable Tap Water in Tokyo

"Tokyowater" is safely supplying water you can drink directly from the tap. Supplied under water-quality management here in Tokyo, water dispensers are found in several conferences nowadays. The Tokyo Metropolitan Government has created "Tokyowater Drinking Station (DS)" at the Tokyo International Forum (TIF), one of Japan's biggest convention centers. There are more than 800 DSs in the city, enabling people to carry their bottles and easily refill wherever they go. Bring your bottle to DS in and outside your Tokyo meeting site.



Index

No. Program	Page	UN SDGs Categories	Program Duration Incl. Transit time	Maximum No. of People	Minimum No. of People	On site program*	Location
1. Tokyo's Rooftop Honey Bees	3	 	2 hours	20	5		
2. Kimono Upcycling Workshop	4	 	1.5 hours ~	20	3	★	
3. Artisan Workshop: Making Japanese Cloth Slippers	5	 	2 hours	50	1	★	
4. 'Paddling to Protect' Clean-up Experience	6	 	2 hours	56	1 *Charter		
5. Learning from History to Create a New Recycling Society	7	 	2 hours	20	15		
6. EDO KIRIKO: Traditional Glass Engraving Experience	8	 	2 hours ~	20	1		
7. Japanese Coastal Seaweed Experience	9	 	2 hours ~	50	20		
8. Reflecting on SDGs in a Buddhist Temple	10	 	1.5 hours	50	15		
9. Walking Tour through Nostalgic Tokyo	11	 	2 hours ~	36	2		
10. Tokyo River Waterways: Old Meets New	12	 	2 hours	44	1 *Charter		
11. Sustainable <i>Washi</i> Paper-Making in Tokyo	13	 	2 hours	20	1	★	

* Event organizers should rent space for these programs.

We support the promotion of initiatives to meet Sustainable Development Goals (SDGs).

SUSTAINABLE
DEVELOPMENT  GOALS

Tokyo Tokyo Old meets New

BUSINESS EVENTS
TOKYO

Business Events Team, Tokyo Convention & Visitors Bureau (TCVB) <http://businesseventstokyo.org/>