



**HIGH-LEVEL POLITICAL FORUM  
ON SUSTAINABLE DEVELOPMENT**



TOKYO  
METROPOLITAN  
GOVERNMENT



**Side Event**

# **Enhancing Citizens' Awareness of the SDGs by Leveraging Attractive and Innovative Tools**

**Organizer: Tokyo Metropolitan Government (Co-organizer: UN-Habitat)**



**Tuesday, July 9  
13:15-14:30**

**Partner up with : MGCY, IISD**



**Major Group for  
Children and Youth**  
A space for children and youth in the United Nations



**UNHQ  
Conference Room B**

**Open to public (On a first-come basis)  
In-person only, Available in English**

# Agenda

| Time               |   |
|--------------------|---|
| 13:15-             | Opening   |
| 13:20-             | Presentation of Tokyo and UN-Habitat  |
| 13:30-<br>(20mins) | Workshop (card game)<br><b>*Experience a card game to understand policies for achieving the SDGs</b>  |
| 13:50-<br>(20mins) | Discussion among Panelists <ul style="list-style-type: none"> <li>- How to make capacity building for governments</li> <li>- How to enhance citizens' awareness of the SDGs</li> <li>- How to create/utilize effective tools</li> </ul> |
| 14:10-             | Q&A with the audience   |
| 14:30              | Closing   |

# Speakers

## Opening Remarks



### Mr. Noboru Sekiguchi

Special Advisor to the Governor  
on International Affairs

**Tokyo Metropolitan Government**

## Panelists



### Mr. Sameh Kamel

Organizing Partner

**Major Group for Children and Youth (MGCY)**



### Ms. Lynn Wagner

Senior Director

**International Institute for Sustainable Development (IISD)**



### Ms. Marta Rodó Masriera

Advocacy and Knowledge Management  
SDG Localization and Local Governments

**UN-Habitat**



### Mr. Tomonori Hiroike

Director for Planning and Coordination,  
Office of the Governor for Policy Planning

**Tokyo Metropolitan Government**

The cards shown are:

- Let's use river water for air conditioning:** Pump up water to stay cool in the summer and warm in the winter. River water stays about the same temperature, whether it's summer or winter. <Points> 6 points, <Costs> \$20 million.
- Let's make roads for bikes!** Let's make some roads where only bikes can go! Riding a bike is good for the planet! <Points> 5 points, <Costs> \$15 million.
- Let's not waste food!** We have extra food to give to people who need it at food banks. <Points> 4 points, <Costs> \$10 million.
- Let's build accessible parks!** Parks where people in wheelchairs can also have fun! It's even safe for the elderly! <Points> 5 points, <Costs> \$15 million.