

Governor of Kanagawa Prefecture YUJI KUROIWA speaks at the 2020 United Nations High-Level Political Forum on Sustainable Development

On July 7th, 2020, The United Nations held their annual High-Level Political Forum on Sustainable Development (HLPF) which is a core United Nations platform for the review of the 2023 Agenda for Sustainable Development and its 17 Sustainable Development Goals. The forum, which was held virtually, focused on the theme “Accelerated action and transformative pathways: Realizing the decade of action and delivery for sustainable development”, which brought the attention of where SDGs stand in light of the impact of the global COVID-19 pandemic. (You can read more about the sessions [here](#))

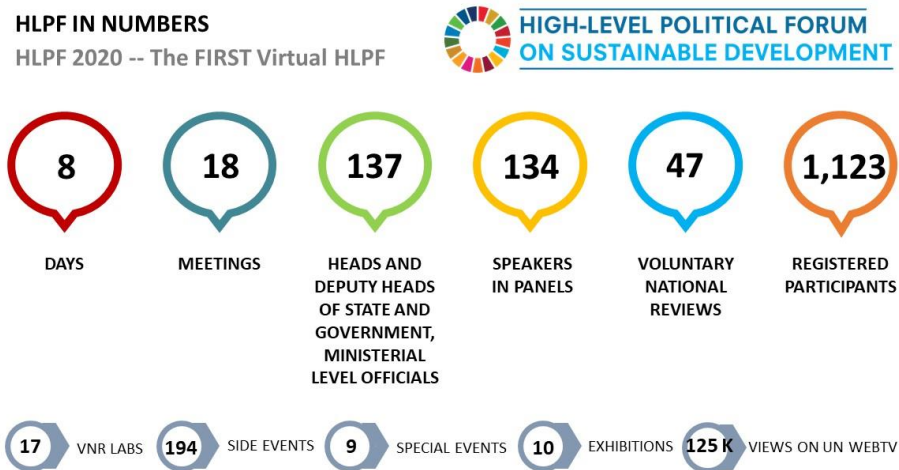


Photo Source: <https://sustainabledevelopment.un.org/hlpf/2020>

On Thursday July 9th, Governor Kuroiwa was part of a group discussing how “Building Back Better” after COVID-19 will have a greater impact on SDGs. The session was chaired by Ambassador Juan Sandoval, Deputy Permanent

Representative of Mexico to the U.N., and moderated by Gino Van Begin, Secretary General, Local Governments for Sustainability (ICLEI).



Image Source: <http://www.pref.kanagawa.jp/chiji/photolog/2020/0709-2.html>

Governor Kuroiwa joined the session virtually from Japan. In his statement (which you can read [here](#)), the governor articulated his efforts as a governor for the past 10 years to lead a vibrant life, or “Vibrant INOCHI” for all of Kanagawa citizens. The word “*INOCHI*” means life, however in Japan, the term can also attribute itself to having purpose, longevity in health, full of laughter, good environment, community, and essentially combining it all to create diversity.



Image Source: <http://www.pref.kanagawa.jp/docs/bs5/prs/r57538581.html>

As Japan increases its presence in a digital economy, leading innovation and building towards Society 5.0, the Governor pointed out that “Digital Transformation” is part of an integral strategy to overcoming COVID-19 and achieving SDG goals.

One initiative utilizes the term [ME-BYO](#), a concept created by Governor Kuroiwa during a visit to the Unites States in 2014, which does not consider health and sickness as two clearly separable conditions, but rather one whole cycle that continuously changes depending on the status of the individual.

ME-BYO®

Within the ME-BYO industry, the prefecture created a digital platform for their residents, ME-BYO Online. This is a centralized platform where residents can track their health status and the prefecture can provide crucial information and news straight to the individuals phones or email.



Image Source: [://apps.apple.com/us/app/%E3%83%9E%E3%82%A4me-byo-%E3%82%AB%E3%83%AB%E3%83%86/id1184090027](https://apps.apple.com/us/app/%E3%83%9E%E3%82%A4me-byo-%E3%82%AB%E3%83%AB%E3%83%86/id1184090027)

Towards the achievement of SDG goals in the next 10 years, and doing so amidst the global pandemic, Governor Kuroiwa sent a proactive message stating that achieving SDG goals will require international cooperation, and a Vibrant

“Inochi” with “Mission, Passion, and Action”. Kanagawa Prefecture will also join with the UNDP to hold the [SDG Global Festival of Action](#).

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*For more information on Kanagawa Prefecture, please visit their website:

[Kanagawa Prefecture Government](#)