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AD Supplement

SUSTAINABLE DEVELOPMENT GOALS
17 GOALS TO TRANSFORM OUR WORLD



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in charge of the world of
2030 and beyond**



Discussing with university students about current status of **SDGs**



It has been almost four years since the United Nations adopted the Sustainable Development Goals (SDGs). As part of an effort to review how much progress has been made toward those goals, members of the younger generation, including university students, visited the Ministry of Foreign Affairs, the UN High-level Political Forum on Sustainable Development (HLPF) and companies that have been active in pursuing the SDGs to gain an understanding of the current status of those goals.

Foreign Minister Kono's hopes for generation of 'digital natives'

Six university students visited the Ministry of Foreign Affairs, which plays a leading role within the Japanese government in promoting SDGs, for a dialogue with Foreign Minister Taro Kono. While talking about their research and other activities in SDGs, the students expressed their hopes and the issues they faced as they exchanged views with Minister Kono.

Two of the students took part in the HLPF at U.N. headquarters in July to discuss what roles they should fulfill in moving toward achieving the SDGs.

Nanami Kado, a senior at the State University of New York at Binghamton, and Moeko Onuki, a sophomore at Keio University, talked about the importance of having the younger generations express their views while acknowledging the difficulties of having those opinions reach a forum where actual policy decisions are made.

In response, Kono said: "Since the Internet was already in existence when you were all born, you represent what can be called the 'digital native generation.' In that sense, you likely have few technological barriers or psychological apprehension to get in contact or join hands with people from abroad. I believe there will be an increasing number of opportunities in the future for such members of the younger generation to serve as a catalyst for influencing various matters. To do that, I hope that as a minimum you will be able to use English freely and preferably become fluent in at least another foreign language. I realize that is not an easy task."

Ayaka Ohashi, a senior studying business manage-

ment at Meiji University, has also been active in an organization that runs an overseas internship program. She asked Kono, "What do you believe will be important in having more Japanese companies become involved in SDGs in the future?" Kono said, "First, it will be important for companies to become involved in such goals as part of their ordinary business operations, rather than consider their activities in SDGs as simply one part of their corporate social responsibility. Another important factor will be having not only major companies, but also smaller companies actively engaged in those goals. In that sense, we have begun a project in cooperation with the Junior Chamber International Japan to have companies across Japan become more aware of the SDGs."

Naomi Niwa, a junior at Sophia University, explained that through lectures on SDGs and peace building she became more aware of the importance of law in such issues. Kono said, "Japan has a tremendous shortage in lawyers who are active in the international community. I hope more people like you will play a greater role in the future."

Two of the students indicated they would continue to be active in SDGs after finishing school. Hayato Tomisu, a senior at Ritsumeikan University, plans to establish his own company while also working for another company in Shiga Prefecture, where he is from. His company would be involved in transmitting ideas about SDGs. Satoshi Iiyama, a senior at the University of Tokyo, has developed an interest in contributing toward achieving the SDGs through his

research related to accessibility for persons with mental, intellectual or psychosocial disabilities.

Kono said their continued interest after university was very encouraging and added: "The main concept of the SDGs of leaving no one behind also means that there is something anyone can do to achieve the goals. While there may be various restrictions, such as social standing, where one lives and financial concerns, I hope that within such restrictions you will all think about what is most possible for you and develop the skills to allow you to act on those ideas. I also hope you transmit your eagerness to those around you to increase the number of those who will work alongside you."

The encouragement received by the students from Kono apparently convinced them to continue with their various activities in their own unique ways. Tomisu said, "I have now become resolved that my role will be to center my activities in my local community." Iiyama added, "I was happy to hear that the perspective and sensibilities of young people will serve as our strength."



From right, Nanami Kado (State University of New York at Binghamton), Moeko Onuki (Keio University), Foreign Minister Taro Kono, Hayato Tomisu (Ritsumeikan University), Ayaka Ohashi (Meiji University), Satoshi Iiyama (University of Tokyo) and Naomi Niwa (Sophia University)

Discussing with university students
about current status of SDGs

High-level Political Forum

Report on High-level Political Forum
held between July 9 and 18, 2019

Students' EYES



Nanami Kado,
senior at State University of
New York at Binghamton
Regarding Goal 4 "Quality Education," not only was there a presentation of ideas and personal opinions, but also discussions about the focus on education that leads to real action and a return of benefits to society. In his speech, U.N. Secretary-General Antonio Guterres called for action rather than a good speech. I want young people to speak up and put their words into action.

Kengo Hayashi,
a senior at Keio University

I thought that international cooperation meant support from advanced nations to developing ones, but I have come to realize that to achieve the SDGs there is also a need for support from developing nations to other developing nations through South-South cooperation. Japan should stand at the forefront in achieving the SDGs and I believe it is a nation capable of doing so. Since I will be engaged in international cooperation work after graduation, I want to contribute to the world by taking advantage of this experience.



Katsuhito Okubo,
participation facilitator for the Japan
Youth Platform for Sustainability

In the side event to think about how to conduct voluntary national reviews (VNRs), discussions led to raising such points as "how to appropriately measure the effects of implementing SDGs domestically" and "how to create good formats for the VNRs." I felt there was the recognition of the need for peer review among member states. I also again became aware of the need for preparations to build and take advantage of cooperative efforts.

Hitomi Shimizu,
1st-year graduate student at Keio University

During a side event hosted by Local 2030, the audience gave a big round of applause to Miguel Gamino Jr., an executive vice president at Mastercard, saying that the accumulation of local level actions are the needed elements that end up as global contributions. This side event gave me a deeper realization about the importance of the effort put in to make each community better, and that citizen involving policies and actions do contribute in achieving the SDGs.



Hanako Christine Travin,
sophomore at Keio University

The theme that left a deep impression on me was human security, the refugee issue being but one example. In my view, how humans treat and communicate with one another is a key issue. Being a member of the younger generation, we should start first by voting in elections and gaining a good grasp of international issues to see how they shape the world around us. As Japanese citizens, we also should be more aware of how Japan affects current events around the world.



World will not give up



Japanese companies, local governments should engage more actively in international debate

What most impressed me at the July High-level political forum were the extremely active discussions conducted by stakeholders other than national governments, such as private-sector and international organizations, as well as local governments.

In particular, I was very encouraged by the holding of "voluntary local reviews," in which local governments from various nations gathered to report on their activities and to exchange views on what more could be done. Those reviews took after the voluntary national reviews that U.N. member states are required to conduct.

Because Japanese local governments have a high interest in the SDGs, starting with sixty "SDG Future Cities," and a truly impressive set of measures regarding them in comparison with those of other nations, I hope Japanese local governments in the future will more actively state their

cases at such forums and find opportunities to meet new potential partners for cooperative efforts.

The stance of companies will also be important. From now, in addition to creating outstanding domestic examples, companies will also be called upon to more actively engage in international discussions. For example, the U.N. Development Program is considering a framework to certify companies that engage in efforts to achieve the SDGs.

Unfortunately, there is no presence of Japanese companies in the discussions that have been held to establish the standards for certification. The SDGs being pursued by all nations will undoubtedly become the guidelines for a growth strategy from now. I hope that Japanese companies will play a leading role in creating global standards for the SDGs.

Although four years have passed since the approval of the SDGs, the initial intention was to consider the time until 2019 as a start-up period. From that perspective, the progress made until now is better than expected. In Japan, various outstanding examples as well as other "seeds" have begun to spread. As we move toward the 2030 deadline, greater hope can be held about achieving the goals if such examples are increased and there is a further increase in the scale of such cases.

Norichika Kanie,
a professor at Keio
University's Graduate
School of Media and
Governance



on the future

The High-level Political Forum (HLPF) was held at the UN headquarters in New York between July 9 and July 18. Every year, this forum has served as an important opportunity involving leaders in the political and private sectors to gather and grasp the progress being made toward the implementation of the SDGs as well as to discuss what kinds of issues still exist and share success stories. For the latest

session, members of the government-backed Japan Youth Platform for Sustainability also participated. In addition, students in the seminar led by Norichika Kanie, a professor of media and governance at Keio University, participated as observers at a side event to the forum. What are the prospects for achieving the SDGs and the current status of the world as seen through the eyes of such young participants?



1 More than 2,000 people, including about 100 Cabinet ministers from nations around the world, as well as business and civil society leaders participated in the high-level political forum. 2 Members of the Japan Youth Platform for Sustainability meet in New York with Toshiya Hoshino, Japan's ambassador and deputy permanent representative to the United Nations. 3 Peter Abraham Fukuda Loewi of the Japan Youth Platform for Sustainability calls for moving away from the economic growth myth that has not been evaluated objectively during a review session for Goal 8 "Decent Work and Economic Growth." 4 Antonio Guterres, United Nations Secretary-General, delivered a speech. 5 Students in the seminar led by Norichika Kanie, a professor of media and governance at Keio University, observe the proceedings of the high-level political forum.

Young people have the power to transform the world through their actions and ideas

I was so happy to see the members of the Japanese younger generation taking part in the High-level Political Forum. Young people are not only the leaders of the future but the leaders of today.

Greta Thunberg of Sweden, at the age of 15, began a sit-in protest to alert the climate crisis, arguing that children should not be deprived of their future. Her action has led to a global movement called "Fridays for Future." Malala Yousafzai of Pakistan became the youngest Nobel Peace Prize recipient at the age 17 for her efforts in fighting for the right of girls to education. It is young people who have the power to change the world.

Looking at Japan, a considerable proportion of youth seems to be indifferent to global issues. The UN Information Centre has been involved in many projects to encourage more young people to realize that they too are the actors of moving forward the implementation of the SDGs.

For example, we have asked universities to join the "UN Academic Impact" initiative, a framework bringing the United Nations and more than 1,300 universities around the world together. As concrete

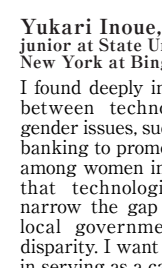
ways to take SDG actions in our daily life, we have launched campaigns such as the "Food Challenge" to reduce food waste and environmental burden through sharing zero-waste recipes. Similarly, "Fashion Challenge" is designed to encourage upcycling.

The SDGs have very ambitious objectives and cannot be achieved without sincere efforts by all actors. Furthermore, the sluggish pace of poverty reduction and the acceleration of climate change have revealed that we must make efforts in implementing the SDGs on a larger scale and at a faster speed. I hold high expectations for the ability of young people to come up with new ideas and the will to act by thinking issues from a global perspective and linking that with their daily actions.

Kaoru Nemoto,
Director of the United
Nations Information
Centre in Tokyo



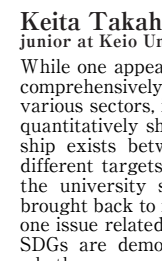
Toshiro Iwata,
1st-year graduate student at Keio University
During the event, conversations were held among people from various sectors not only in the meeting rooms, but also in the cafeteria as well as the hallways. I really felt the importance of partnership. The word "indicator" was used often and that made me feel that the time had come to become more involved while thinking about specific results as we move toward achieving the SDGs.



Yukari Inoue,
junior at State University of
New York at Binghamton
I found deeply interesting the relationship between technological innovation and gender issues, such as how to utilize mobile banking to promote financial independence among women in developing nations. I felt that technological development could narrow the gap between the central and local governments as well as gender disparity. I want to continue to be involved in serving as a catalyst so that more young people can participate in activities related to politics and international cooperation.



Mai Endo,
second-year student at Soka Women's College
Climate change, which was one of the topics under review, is not only an environmental issue, but can also be the trigger for new issues by increasing the number of refugees and delaying access to education. While individual abilities will be important to resolve that issue, I also feel it would be better to create a cooperative structure across nations, such as having Japan, China and South Korea work together to deal with climate change.



Keita Takahashi,
junior at Keio University
While one appeal of the SDGs is thinking comprehensively about the issues in the various sectors, it is extremely difficult to quantitatively show what sort of relationship exists between different goals and different targets. Something I felt during the university seminar was once again brought back to me in New York. I believe one issue related to how the effects of the SDGs are demonstrated will depend on whether we can clarify the interlinkage between the goals.



Moeko Onuki,
sophomore at Keio University
While I understood in my mind that the SDGs were approved unanimously, I realized once again how wonderful it is for the people of the world to all work toward the same objectives. By the way, PET bottles are no longer used at the United Nations, but rather water servers and paper packs are used. I have begun thinking about how a similar action can be taken in Japan.

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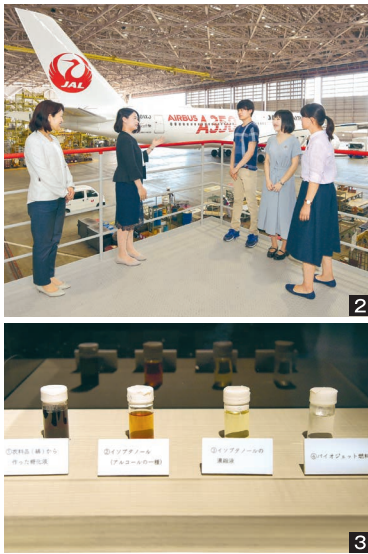
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Discussing with university students
about current status of SDGs

COMPANY
VISIT

Visiting SDGs-advanced company
Case of Japan Airlines Co.

Spreading bio jet fuel use by 2030
to clean up the world's skies



1,2 Weight reductions have drastically improved fuel efficiency of the Airbus A350, which will be introduced for JAL's domestic flights from September. Sustainable aviation fuel was used on the maiden flight to Japan. 3 The process to generate sustainable aviation fuel from cotton on clothing is introduced in the museum. 4 Everything in the office at an airport is fresh for students.

As a company that connects the world, Japan Airlines Co. (JAL) has tried to curb its emissions of carbon dioxide (CO₂), a major cause of global warming, from an early stage. The company is now promoting the use of sustainable aviation fuel as a next-generation and more fundamental measure to reduce CO₂ emissions. Students highly interested in airline industry jobs and sustainable energies visited the company to ask about the significance and progress of this project. Tomoko Matsuo, who is in charge of brand communication, and Kei Hirano of the fuel group of the procurement division, guided the three students through a hangar and the JAL Sky Museum. "Sustainable aviation fuel is mainly made from things such as urban garbage that were used once on Earth or absorbed CO₂ in their

growth processes," the guides explained. "As oil, which becomes a source of new CO₂ generation, is not mined, the CO₂ emission volume on Earth can be curbed compared with fuels used at present." After hearing the explanations, the students posed questions on themes that they are interested in. "On the contrary, doesn't the use of sustainable aviation fuel lead to deforestation?" asked Hikaru Hiyama of Meiji University. The response was: "As that concern surely exists, we are always making procurements with a view on sustainability, such as tracing back to the raw materials and looking into them." Asako Sugiyama of Chuo University asked, "Is JAL scheduled to have a fuel production facility on its own?" A guide responded: "Including such an option, we believe that it is important to tackle (the project) while

thinking about what method is the best to put (sustainable aviation fuel) into practical use as early as possible." Hirotaka Hoshi, who is scheduled to attend Civil Aviation College this autumn, asked, "Don't you think that promoting cooperation with other companies is a key to put sustainable aviation fuel into practical use?" A guide replied: "We also think that it is an important key. It is necessary to establish a flow of creating, buying and using while cooperating with many people." The students were increasingly impressed by the clear answers given by the two staff members. All of the people there nodded deeply when Hirano said, "We think that it is important to clearly show our 'intention' for the efforts to put sustainable aviation fuel into practical use as a user and positively cooperate with various industries."

JAPAN AIRLINES

Biojet-fueled planes flying future skies

JAL's unique role in SDGs

Planes that fly on fuel made from urban waste. The JAL Group promotes the use of sustainable aviation fuels as it is our duty to help realize a recycling-oriented society. Reduce CO₂ emissions. Counter global warming. Pass on a healthy and bountiful planet onto future generations. That is our ongoing quest.

Fly into tomorrow.

Students'EYES

Hikaru Hiyama,
Senior at Meiji University

When I go on a trip, I would be surely excited if I hear, "This airplane is flying on fuel made from urban garbage." (laughs) If I can choose an airplane, I'd choose this one. I hear that the cost of sustainable aviation fuel is still high. But there should be people who feel if they can contribute to sustainability, they can accept a little increase in their burden. Going forward, I hope to see more options.

Hirotaka Hoshi,
Scheduled to enter Civil Aviation College

From this autumn, I aim to become a pilot at the Civil Aviation College. Knowing that fuel use and emissions of CO₂ can be reduced through different operation methods; I feel that the responsibility of a pilot is quite important. I hope the use of sustainable aviation fuel spreads as early as possible. To achieve this feat, I feel that we should involve people from various industries.

Asako Sugiyama,
Junior at Chuo University

As I am majoring in journalism, the purpose of this visit was to learn more about JAL's vision on sustainability. I was very surprised to hear that the company had reduced the weight of tableware to decrease CO₂ emissions during flights. It is said that it is still difficult to operate daily flights by sustainable aviation fuel. But I feel that JAL can realize their vision in the near future.

Staffs'EYES

Tomoko Matsuo,
Japan Airlines Co., Ltd. - Brand Communications Division

In 2009, JAL became the first airline to successfully conduct a demonstration flight using a sustainable aviation fuel refined from an energy crop plant called camelina. Later, we also operated flights from Chicago and San Francisco to Japan using a different type of sustainable aviation fuel. At present, a project is under way to operate a chartered flight using sustainable aviation fuel produced from the cotton on clothing collected throughout the country as raw materials. We are aiming to realize the flight within 2020.

Kei Hirano,
Japan Airlines Co., Ltd. - Procurement Division

Sustainable aviation fuel is at a stage in which its production is progressing in Europe and the United States. Looking forward, in order to realize the use of sustainable aviation fuel, it is necessary to cooperate with corporations outside the industry to overcome challenges in procurement. By promoting the practical use of sustainable aviation fuel as a leading airline, we would like to contribute to reducing the burden on the environment.



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Discussing with university students
about current status of SDGs

YOUTH CHALLENGE

Students' endeavor

Case of Ritsumeikan University

Joining forces among all levels of students from primary school to university, as well as faculty and staff members, educational institution The Ritsumeikan Academy has declared its commitment to promote sustainable development goals as part of R2030, the institution's vision, to achieve by 2030.

Three young people affiliated with Ritsumeikan visited Ken Shibusawa, an entrepreneur who champions the notion that promoting SDGs is the power to believe in the future, to listen to what he has to say. The students have been involved in SDG-related activities on campus, including organizing and holding events from their own perspectives and ideas to educate other students about SDGs.

Power to believe in the future, which will transform tomorrow



From left: Ken Shibusawa, chairman of Commons Asset Management Inc.; Junya Ueda, graduate of Ritsumeikan University; Reika Ogawa, undergraduate at Ritsumeikan University; and Taishu Sato, third-year student at Ritsumeikan Keisho Senior High School

SDGs AS A NEW ECOSYSTEM

Shibusawa serves as chairman of Commons Asset Management Inc., a mutual fund that enables families in building assets based on a long-term perspective. He is also active in nurturing and supporting socially minded entrepreneurs. Shibusawa promotes individuals and organizations that are contributing to attaining SDGs at A-port, a crowdfunding site operated by The Asahi Shimbun.

Junya Ueda, one of the three young people invited and a graduate of Ritsumeikan University, said a meeting with Shibusawa was one of the things he wanted to realize. At Ritsumeikan University, the Sustainable Week, an event allowing students to experience SDGs programs, is staged periodically. The project is the brainchild of Ueda. His first question for Shibusawa was about the power that will transform society, which is the philosophy behind SDGs. And another question was why businesses and individuals matter in efforts to transform society. Shibusawa said

two things are important in advancing SDGs. One is making a huge leap of faith from the current situation to achieve the target of building a "world where nobody will be left behind." And the other is efforts to build a new ecosystem for SDGs. "If individuals and organizations leap forward making various efforts, it raises the chances for enriching the ecosystem even if it is not clear how those individual efforts interact with each other immediately," Shibusawa said.

GENERATION Z TO PLAY LEADING ROLE IN 2030

Reika Ogawa, a third-year student in the university's image arts and sciences department, is determined to help resolve social issues by sharing moving and enjoyable moments with the public. She acknowledged, however, that she sometimes becomes unsure of the effectiveness of such an approach because the power of art and entertainment cannot be numerically evaluated. Shibusawa's advice for her is to think about two pivots: one is "can do and cannot do";

and the other is "want to do and do not want to do." "Our dreams and goals often remain in the sphere where we feel that we want to do, but cannot do," he said. "We say we cannot do because we do not have money, time, experiences and a human network. As we accumulate experiences, however, we may be able to form a network of people someday and can spend more money and time. What is important is to stick to our dreams. We should not let it happen that when we finally have the means to fulfill our dreams, we no longer have a wish to do so. If you have something you really want to achieve, you should keep pursuing it."

Taishu Sato is a third-year student at Ritsumeikan Keisho Senior High School. He and other students organized an event, titled "SDGs × Rits Future envisaged by senior high school students," at a school festival. In the event, each of the participants talked about their dreams. "My dream is to offer an educational program for children who are struggling under harsh conditions in a developing country. I am wondering what we, as senior high school students, should start with for the goal." Shibusawa quoted the words of Hideki Kuriyama, manager of the Hokkaido Nippon-Ham Fighters professional baseball team, who said, "Believe in the unforeseen future." "My interpretation of his words is that you should invest in the future. All people hope that tomorrow can be better than today. You need the power to believe in the unforeseen future so as to prevent an outlook indicating a decline of society, including the destruction of the environment and a shrinking population, from turning into a reality."

After talks with the three, Shibusawa sent a message to young people like them who are willing to act with both hopes for and anxiety about their futures. "Generation Z is a generation that is considered a minority in Japan, but globally, Generation Z is the majority of the population," he said. "I have great expectations for them."



Ritsumeikan University doing its bit to promote the SDGs

PROMOTIONAL OFFICE SET UP



Ritsumeikan established its SDGs promotion department in April with the aim of tackling global challenges, connecting with the world by taking action, forming a network of diverse individuals and organizations, creating new "knowledge" and nurturing "human resources" tasked to do that. Ritsumeikan's efforts toward SDGs highlight its support for initiatives undertaken voluntarily by pupils, students, faculty and staff members. The SDGs promotion department is expected to play a key role as the hub for such activities by involving the academy as a whole.

www.ritsumeikan.ac.jp/sdgs/

As an educational and research institution, The Ritsumeikan Academy sees its mission as contributing to the peaceful, democratic and sustainable development of Japan and the world. In line with that philosophy, it has engaged in numerous independent projects aimed at resolving a myriad of social issues. As part of that process, The Academy has been reassessing those projects from the viewpoint of how much they contribute to SDGs and setting up a system to support the projects. The following explains some of these endeavors.



SUSTAINABLE WEEK

SUSTAINABLE WEEK SUPPORTS SDGs.



[Vision]

With Ritsumeikan University at the core, an ecosystem will evolve by enlisting its neighboring communities.



[Mission]

Students work closely with each other and become proactive in finding solutions to problems, while connecting with society, and become future leaders in SDGs activities.



[Value]

Students contemplate sustainability and build a sustainable campus where they can express themselves and propose ways to resolve social issues.

Ritsumeikan University's Biwako-Kusatsu Campus can be compared to a "small globe" where students voluntarily tackle 17 SDGs, including some with unique goals. One of the goals is to develop a recipe for a special curry that can be enjoyed by people no matter what their religious beliefs are. The project is expected to be accessible to a broad range of people. This year, Sustainable Week 2019 is scheduled to be held between late November and early December.

PAPER STRAWS AT WHAT COST?



At a workshop run by Taku Terawaki, a professor of environmental economy, one of the research subjects for the current academic year is to gauge what people are willing to pay to buy paper straws. Stronger paper straws tend to get a higher evaluation. The workshop will also explore alternative materials for straws.

LEARNING ABOUT THE U.N. AND SDGs

Under an overseas study program known as studying the United Nations in New York, Ritsumeikan University students will be sent to Pace University in New York. The program will introduce students to the functions and role of the United Nations in the context of the current international climate by visiting the U.N. headquarters, attending lectures by experts as well as mock U.N. sessions and other activities. The University also offers a range of classes to prepare students for the U.N. program in Japan in advance and complement their studies after their return to Japan. The program is expected to enable students to refine their English language skills, not just in academic fields, so that they will find it easier to engage in research and negotiations using English.



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The planet has set us 17 challenges.

**To eradicate poverty, resolve inequality,
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To be frank, we have come across all these tasks before.

**They are a wake-up call telling us time is running out,
and our planet cannot survive if we keep on doing what we are doing.**

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(finance, technology, local regions, and life) to this task,
but we can't solve a 17-point challenge alone,
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**So the year 2030, the target year for achieving the Sustainable Development Goals,
is not a point in the distant future, but a regular year in the lives of our loved ones.**

That's why we want to walk together.

**To consider the 17 challenges together, to help each other,
to find the answers together, and to delight together.**

NEVER WALK ALONE.

Walk together.

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DEVELOPMENT GOALS**  **Daiwa Securities Group**