

HAKUBAVALLEY TOURISM SDGs Declaration

HAKUBAVALLEY TOURISM supports the Sustainable Development Goals (SDGs) of the United Nations and is committed to sustainable tourism development as a sanctuary of mountain ecotourism.

HAKUBAVALLEY TOURISM (Representative Director: TAKANASHI Hikaru) is a Destination Management Organization (DMO) founded by snow resort operators and tourism commissions based in Omachi City, Hakuba Village, and Otari Village. Together with the community, HAKUBAVALLEY TOURISM strives to create a sustainable, world-class mountain resort. In the Hakuba Valley area, several community efforts towards achieving the SDGs are already in place, including the gathering of signatures for a decarbonized society and making Hakuba Valley a 100% renewable energy-operated resort, a campaign by Omachi City's Protect Our Winters Japan (POW Japan), an organization dedicated to snow sports and climate change action; the creation of Hakuba SDGs Lab, a Hakuba Village-based organization which works with local high school students and residents to realize the SDGs; and the initiation of efforts by Hakuba Valley snow resorts to lead Japan in the fight on climate change. In addition, Hakuba Village and Otari Village have issued a Climate Emergency Declaration, while Omachi City has been selected as an SDGs Future City. Building on these important local efforts and initiatives, HAKUBAVALLEY TOURISM has taken on the role of an area-wide DMO for Omachi City, Hakuba Village, and Otari Village, establishing the Hakuba Valley SDGs Vision to promote sustainable tourism development across all three municipalities.

■ Hakuba Valley SDGs Vision

To be a sustainable mountain ecotourism destination, a sanctuary rich in nature and humanity

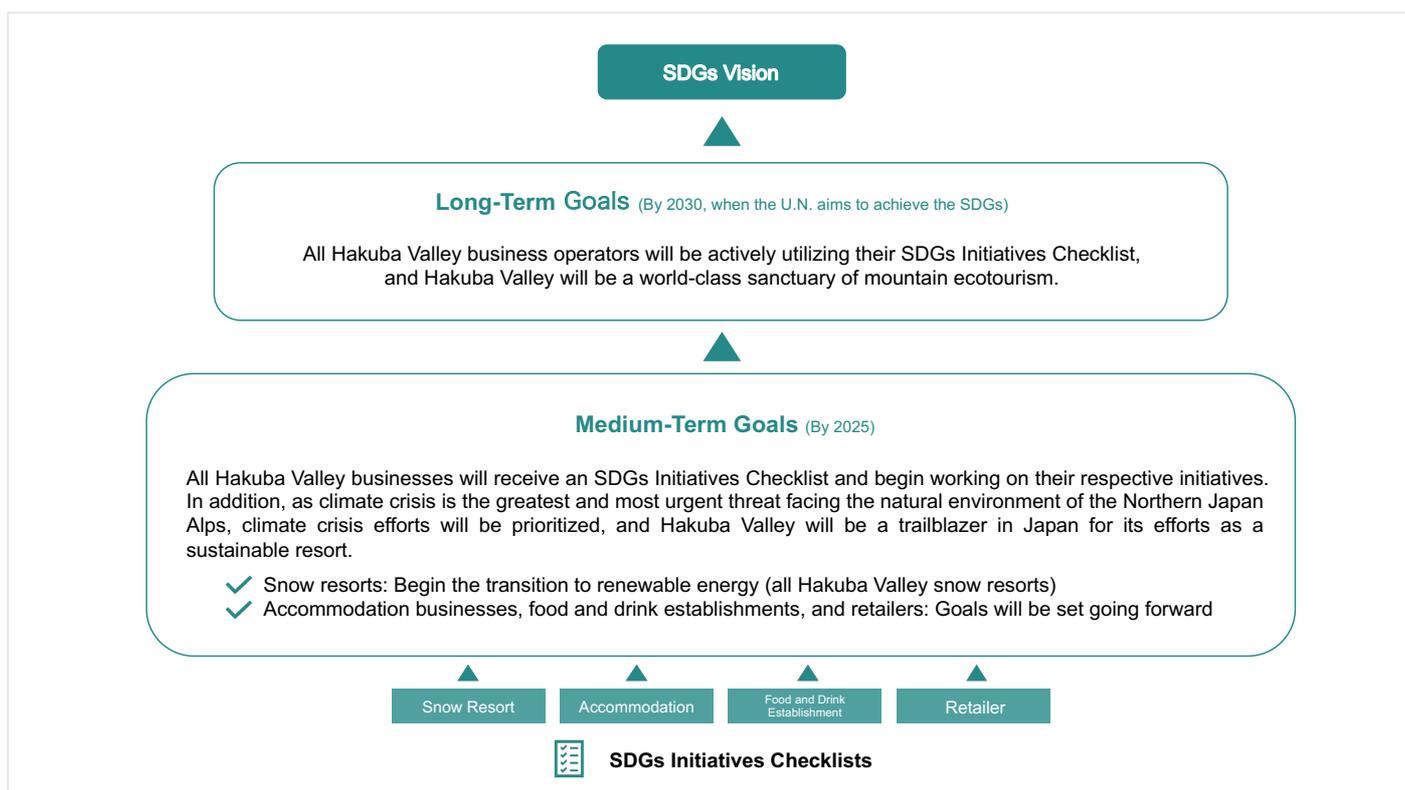
- Protect the mountains, snow and water of the Northern Japan Alps, home to all kinds of life
- Make use of the abundant resources of nature to locally produce food and energy
- Create a community where residents and visitors alike respect one another, enjoy the natural environment and be truly happy
- Build a better society by implementing innovative technological solutions while drawing from the wisdom of our ancestors
- Learn and collaborate so we can leave a better and more sustainable world to the future generations

Going forward, and based on this vision, we will do our best to familiarize local businesses and residents with the SDGs, further develop our social and environmental initiatives, and work together with the community to create a sanctuary of sustainable mountain tourism.

- **Medium-term goals to be achieved by 2025. For example, within the next 5 years, all Hakuba Valley snow resorts will begin the transition to renewable energy.**

To facilitate the achievement of our SDGs Vision, we have set 5-year medium-term goals and 10-year long-term goals. To help business operators understand and achieve these medium-term goals in the next 5 years, we will also set guiding goals.

The medium-term goals for snow resort operators were established in response to the 14,509 signatures and messages received during POW Japan’s Hakuba Valley 100% Renewable Energy Support Campaign. In addition, prior to the HAKUBAVALLEY TOURISM SDGs Declaration press release, POW Japan will present these signatures and messages to HAKUBAVALLEY TOURISM. For more information on POW Japan’s campaign, please see Attachment 1.



- **Four variations of the SDGs Initiatives Checklist have been created for snow resorts, accommodations, food and drink establishments, and retailers. By 2025, all Hakuba Valley businesses will have already received their checklist and begun working on their respective initiatives.**

After carrying out a survey to gauge knowledge of, interest in, and efforts towards the SDGs in Hakuba Valley, we created initiative checklists to help tourism-related businesses achieve the SDGs. To encourage active participation by businesses, we have done our best to reflect their voices in our work, including during the creation of the initiative checklists. Going forward, we hope to regularly revise and improve the checklists based on feedback from everyone.

※ Attachment 2: Checklist for Accommodation Businesses (Example)

■ Action Plan

To deepen our understanding of the importance and value of SDG initiatives, and to support the efforts of businesses and residents, we will create an action plan which incorporates the following measures.

- Hold seminars on the SDGs and climate change for local businesses and residents
- Create and distribute posters and stickers to be used by businesses that support SDG initiatives
- Develop collaboration products with local businesses to secure financial resources for initiatives
- Establish a page for SDG initiatives on the HAKUBAVALLEY TOURISM website

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Attachment 1:

14,509 Signatures and Messages Hakuba Valley 100% Renewable Energy Support Campaign

During the 2019-20 winter season, Protect Our Winters Japan (Representative Director: KOMATSU Goro) collected signatures and messages from skiers and snowboarders across the country in support of making Hakuba Valley a 100% renewable energy-operated resort. In total, 14,509 signatures and message were gathered.



Goals: To bring people together for change, and to make Hakuba Valley a 100% renewable energy-operated resort

Skiers and snowboarders have quickly noticed the progression of global warming through changes in snow and winter conditions, largely from their time at snow resorts.

Imagine a future where snow resorts, which allow us the opportunity to connect with nature, are actively working to fight climate change, engage in environmental protection, and preserve snow culture. Imagine a future where these efforts are supported by skiers and snowboarders. This is the future we want to create together, and this future is the reason behind our campaign. As there is still no precedent for these types of efforts in Japan, creating a successful movement and leading the country by example is the key to inspiring other snow resorts to do the same. Hakuba Valley, which attracts many visitors from both Japan and overseas with its exceptional terrain and abundance of snow, is surely a suitable area to lead this movement.

Creating Change: Every voice and every action matters

We would like to extend our sincere gratitude to all 14,509 people across the country who believed in our goals and supported our campaign. At present, several Hakuba Valley snow resorts are already engaged in renewable energy initiatives. From this winter, Hakuba Happo-one Snow Resort will have 9 lifts (about half its lifts) powered by renewable energy, while ABLE Hakuba Goryu will transition to renewable energy

operation for all night skiing and riding courses. In addition, Hakuba Sanosaka Snow Resort and Hakuba Iwatake Snow Field are beginning the transition to renewable energy from facilities such as rest houses. Hakuba Valley is committed in its actions to protecting our winters.

While the signature cards from this campaign were addressed to Hakuba Valley, we believe that your messages and ideas are relevant to snow resorts across the country. It is our hope that actions such as these will begin to create a ripple effect, inspiring further awareness and widespread action.

This campaign proved that when we use our voices, we can create social change. While the road to solving climate change issues may be long and difficult, today we can celebrate the big step forward that we have taken together, towards a better future.

■ Campaign Results

14,509 Supporters

47 Prefectures

20 Countries

(Collection period: November 2019 - February 2020 / Nationwide effort)

Protect Our Winters Japan

<https://protectourwinters.jp/>

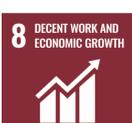
In 2007, Protect Our Winters (POW) was founded by Jeremy Jones, a pro snowboarder concerned about climate change and the future of snow sports. Since then, POW has expanded globally with support from snowboarders and skiers around the world, and in February 2019, POW Japan became the 13th international POW chapter. Our hope is that environmental protection—protecting the snow and nature that we love—will become the norm for snowboarders and skiers, and that together we can effect lasting change for a brighter future.

Attachment 2: Checklist for Accommodation Businesses (Example)

SDGs Initiative Checklist for HAKUBA VALLEY Accommodation Businesses

Working together to preserve the rich nature and beautiful mountain environment of HAKUBA VALLEY for future generations

For Accommodation
Businesses

#	Target Sustainable Development Goals (SDGs)	Category	Examples	Check Mark
1		Reducing food loss and food miles, and ensuring food safety and food traceability ¹	1. Promoting the 30/10 campaign ² to reduce food loss at banquets and parties 2. Avoiding over-buying 3. Promoting local production for local consumption 4. Banning buffets 5. Promoting fair trade products 6. Promoting the use of sustainable seafood ³ (MSC and ASC certified food products) Other	
2		Protecting water quality	1. Removing leftover food before washing dishes 2. Using environmentally friendly detergents and soaps 3. Regularly checking for leaks from water pipes 4. Introducing bedding and towel reuse programs 5. Installing low-flow shower heads and automatic faucets 6. Using hot spring water and groundwater as much as possible to reduce tap water usage Other	
3	 	Reducing plastic products	1. Banning plastic straws and stirrers, or charging for them 2. Banning PET bottle products 3. Changing soaps from individually wrapped products to fixed pump bottles 4. Consolidating amenity installation locations to end over-buying 5. Introducing eco-conscious plans to curb the over-buying of single-use amenities 6. Banning single-use amenities, or charging for them Other	
4	 	Improving heating and lighting efficiency	1. Properly managing air conditioner temperature settings 2. Using natural light (turning off lights or reducing light use) when cleaning guest rooms 3. Transitioning to LED lighting and energy-efficient electrical appliances 4. Transitioning from fossil fuels to renewable energy 5. Turning off air conditioning and lights in vacant rooms 6. Improving building insulation and airtightness to reduce the amount of energy used for cooling and heating Other	
5		Improving transportation efficiency	1. Consistently practicing eco-driving, and refraining from unnecessary engine warming 2. Conducting vehicle inspections regularly 3. Promoting the use of local public transportation 4. Transitioning to drop off and pick up by reservation 5. Using eco-friendly, fuel-efficient vehicles and electric vehicles 6. Promoting the use of local shuttle buses Other	
6	 	Waste	1. Thoroughly sorting garbage and practicing proper recycling 2. Reducing the use of individually wrapped products 3. Regularly checking amounts of waste production 4. Introducing systems geared towards going paperless 5. Introducing raw garbage composting 6. Installing grease traps and practicing proper waste oil treatment Other	
7	 	Providing service recognized for safety, security, and hospitality	1. Promoting Cleanliness Certification ⁴ 2. Practicing hygiene management in accordance with HACCP ⁵ 3. Establishing human resource development for improved service 4. Providing services by qualified personnel 5. Providing vegan menus 6. Making facilities barrier-free Other	
8		Creating a comfortable work environment	1. Actively engaging in diversity recruitment 2. Establishing Wi-Fi in buildings 3. Providing opportunities for workplace relationship building 4. Providing educational training opportunities for skills development 5. Improving employee welfare benefits 6. Creating year-round employment opportunities Other	

Footnote: ¹ By keeping a record of food products handled, businesses can trace the food products in question, to see where they came from and where they have gone, should a health-related issue such as food poisoning occur.

² The 30/10 Campaign aims to reduce food loss by encouraging people to remain seated and enjoy their food for the first 30 minutes and final 10 minutes of banquets and parties.

Reference: <https://www.pref.nagano.lg.jp/haikibut/kurashi/recycling/shigen/kenminundo/campaign.html>

³ MSC (Marine Stewardship Council) certified food products are natural marine products from sustainable fisheries that are properly managed with consideration for marine resources and the environment.

ASC (Aquaculture Stewardship Council) certified food products are marine products that have been farmed under responsible aquaculture management.

Reference: MSC <https://www.msc.org/jp/>, ASC <https://www.asc-aqua.org/ja/>

⁴ In the wake of efforts to curb the spread of COVID-19, Cleanliness Certification by HAKUBAVALLEY TOURISM is a system to ensure safe, secure, clean, and overall comfortable resort stays for guests.

Businesses must meet the following requirements for certification. 1) Maintenance of interpersonal physical distance; 2) Availability of hand sanitizing stations; 3) Proper mask wearing; 4) Facility ventilation; and 5) Facility disinfection. After submitting a completed checklist of these requirements, eligible businesses can receive a certification sticker.

Reference: https://www.hakubavalley.com/files/4715/9645/4676/outline_2020_certification_system_v2.pdf
https://www.hakubavalley.com/files/5315/9645/4644/declarationsheet_2020_v1.pdf

⁵ The word vegetarian describes people who do not eat meat or fish, and there are several types of vegetarians. Vegans, for example, do not eat animal and animal-derived products, including eggs and dairy products.

Reference: https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kenkou_iryuu/shokuhin/haccp/index.html