

The Sustainable Gastronomy in Society 「SGS」
Newsletter **JAPAN-EUROPE**
FORUM



EDITORIAL

Towards Sustainability

In this month's newsletter, SGS highlights two major milestones: Expo 2025 and GREEN×EXPO 2027—both connected by a common focus on food systems and agriculture.

As part of a broader movement to explore regenerative agriculture alongside technology, food systems are increasingly recognized as central to national security. We are currently preparing a forum at Expo 2025 in Osaka (scheduled for September), which will address these challenges in depth. Specific topics will be announced shortly.

We are pleased to introduce our partner EY, a firm providing valuable support in shaping the sessions for the Expo 2025 forum. The full program will be shared soon.

This issue also features a message from Mr. Kazuhiko Koshikawa, Commissioner of GREEN×EXPO 2027, offering our 500+ readers an exclusive insight into the upcoming initiatives.

We hope you enjoy the read — please share, circulate, and don't hesitate to provide your feedback.

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Coalition Initiation Event Connecting to GREEN × EXPO 2027 (Scheduled in September 2025)

The United Nations has declared a "Decade of Action" by 2030 to achieve the SDGs. In response to this call, we aim to redefine "food" as a global common good and build a network that fosters the knowledge and collaboration necessary for a future society with the 2025 Osaka-Kansai Expo and the 2027 International Horticultural Expo (GREEN × EXPO 2027).

We invite you to join us in this initiative to share diverse knowledge and connect culture, the environment, and the economy.



Sustainable Gastronomy Symposium 2025 @ Expo 2025 Osaka, Kansai

*SGS is excited to invite companies to sponsor our upcoming project. If you have any questions or are interested in exploring sponsorship opportunities, please don't hesitate to reach out to the contact person listed below. SGS contact : Noguchi
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Outline of the event

Date: September 2025

Venue: Special venue
in the Osaka-Kansai Expo

Organizer: SGS, with strategic
partner EY

* The detailed agenda will be
provided separately.

Interview

GREEN×EXPO 2027 YOKOHAMA JAPAN

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Interview with Kazuhiko Koshikawa Commissioner of GREEN×EXPO 2027



We would like to ask about the team working alongside Ambassador Koshikawa. What kind of team is it, and what roles do its members play? Additionally, from your position as the official government representative for GREEN×EXPO 2027, what do you see as the biggest challenge within those responsibilities?

The organization leading the initiative for GREEN×EXPO 2027 is the Japan Association for the International Horticultural Expo 2027, Yokohama (Chairperson: Yoshinobu Tsutsui; Secretary General: Masato Komura; headquartered in Naka Ward, Yokohama). The association is commonly referred to as the GREEN×EXPO Association.

The association is supported by a wide range of human resources dispatched from the Ministry of Land, Infrastructure, Transport and Tourism (MLIT), the Ministry of Agriculture, Forestry and Fisheries (MAFF), the Ministry of Economy, Trade and Industry (METI), as well as Kanagawa Prefecture, the City of Yokohama, private companies, and other sectors. Preparations are steadily underway. The ministers responsible for this project on behalf of the Japanese government are MLIT, MAFF, and METI. I serve as the Commissioner of the Exhibition, an official position designated by the host country in accordance with the Convention Relating to International Exhibitions. In this capacity, I act as the official liaison between the Government of Japan, the Bureau International des Expositions (BIE), and the governments of participating countries.

From my perspective, one of the major challenges lies in the fact that GREEN×EXPO 2027 aims to go beyond the traditional concept of an international horticultural exposition.

Under the theme “Scenery of the Future for Happiness,” we aspire to create a new type of exposition—one that not only showcases flowers and greenery but also addresses global-scale issues such as agriculture, food, climate change, and biodiversity loss. The key challenge is how we will embody, express, and communicate this vision through the exposition itself.

Since the first Floriade held in Rotterdam in 1960, international expositions have evolved into platforms where people from around the world gather to share unique experiences and values under specific themes. The theme of GREEN×EXPO 2027 is “Scenery of the Future for Happiness.” What does this theme mean to you, and what kind of message do you believe it conveys?

Under the main theme “Scenery of the Future for Happiness,” GREEN×EXPO 2027 is structured around four sub-themes: Co-adaptation (Harmony with nature), Co-existence (Co-existence through greenery and agriculture), Co-creation (Creation of new industries), and Co-operation (Resolution through co-operation). The concept reflects our aspiration to create a platform where diverse participants can co-create solutions to global challenges. It is a space for exploring the best ways for nature, people, and society to sustainably coexist, while also transforming our awareness and actions.

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Past expositions held in Japan have served as opportunities to showcase the country's technological advancements and innovative initiatives to the world. What is the underlying vision behind hosting GREEN×EXPO 2027 in Japan? And what message would you like visitors to take away from the experience?

GREEN×EXPO 2027 will be held three years before 2030, the target year for several major global frameworks addressing planetary challenges, including the SDGs, the Paris Agreement, the Kunming-Montreal Global Biodiversity Framework, and the Sendai Framework for Disaster Risk Reduction. At this critical juncture, we hope that GREEN×EXPO 2027 will serve as a platform for sending a powerful message toward the post-2030 era and contribute to the formation of new international frameworks in which Japan plays an active role. In doing so, it would be wonderful if visitors—and the world at large—could come to appreciate Japan's long-standing philosophy of living in harmony with nature, which has supported a circular approach to society and the economy. We believe this perspective can offer important momentum toward solving global challenges.

We believe that contributing to the achievement of the SDGs is one of the key missions of the Expo. In that context, do you think that civil society and NGOs can serve as important stakeholders by generating nature-based solutions and contributing to the new value-driven era that the Expo envisions?

At GREEN×EXPO 2027, one of the key missions is to contribute to the achievement of the SDGs from a green perspective.

The venue will feature five themed "Villages": Urban GX Village, Kids Village, Farm & Food Village, Craft Village, and Satoyama Village. Each Village will host co-creative initiatives that combine various exhibitions and hands-on programs. These Villages are designed with the premise that the main actors will be private companies, educational and research institutions, citizens, NGOs, and other stakeholders—all working collaboratively. In addition, a variety of events will be held across the site, including the opening and closing ceremonies, National Days, and Special Days at event facilities, as well as diverse programs hosted by local governments, businesses, civil society organizations,

and the organizers themselves at the "Commons"—participatory exchange hubs located throughout the venue. Through these activities, we hope to offer participants a sense of joy, wonder, and inspiration, while encouraging them to explore and envision the "Scenery of the Future for Happiness." We expect that through this process, these stakeholders will play an essential role in shaping and contributing to a new era of values.



©Expo 2027

Are there any concrete initiatives in place at GREEN×EXPO 2027 to advance sustainability? Furthermore, what innovative measures or technologies will be introduced to inspire greater environmental responsibility?

For the national government's exhibition at GREEN×EXPO 2027, we are preparing displays that showcase smart agriculture as well as cutting-edge agricultural technologies and green infrastructure that also address the challenges of global warming.

To ensure the realization of a truly sustainable exposition, we formulated a Sustainability Strategy in March 2024, in accordance with the regulations of the International Association of Horticultural Producers (AIPH), the official approving body for international horticultural expositions. This strategy sets forth basic principles and goals. Following this, we also developed a Sustainability Action Plan, along with Education Plan and Communication and Engagement (C&E) Plan. In addition, we published a framework titled "Approach to Resource Circulation," which outlines policies, measures, and targets for effective resource use and recycling.

In January 2024, we established a Code of Sustainable Procurement, which applies not only to the GREEN×EXPO Association's own efforts but also to all procurement of goods and services, including construction work. This code is designed to promote understanding and action on sustainability among contractors and suppliers. All these initiatives have been developed through the Expert Committee on Sustainability, which offers professional perspectives and recommendations.

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Interview

Of course, these efforts require substantial budgets, skilled personnel, and technological capacity. Implementing these sustainability measures not only during the Expo itself but from the preparation stage is a significant challenge. However, we are committed to living up to the “GREEN” in our name—not only by taking action ourselves, but by sharing examples of sustainable practices with society and working together with others. In terms of innovation and technology, we also plan to encourage active participation from private sector companies. Our hope is that countries, organizations, and individual visitors will all become “participants in sustainability” through their involvement in GREEN×EXPO 2027.

From a sustainability perspective, broad participation, engagement, and enjoyment by all are especially important. In developing our Accessibility Guidelines, we worked not only with experts but also with people with disabilities themselves to ensure their voices were included. Going forward, we aim to use this Expo as an opportunity to further promote gender equality and accessibility for people with disabilities.



At GREEN×EXPO 2027, how will Japanese culture and traditions be incorporated into the horticultural exhibits and programs?

Japan's horticultural culture—nurtured through a deep appreciation for nature—reached a world-class level during the Edo period. The horticultural exhibition at GREEN×EXPO 2027 will highlight the essence of this cultural heritage, with a particular focus on the Edo era. Outdoors, traditional Edo-period plant nurseries and flower gardens will be recreated, allowing visitors to experience Japan's unique sense of nature and seasonal transitions through changing displays of plants from the vernal equinox to late spring, early summer, midsummer, and early autumn.

The exhibition also seeks to conserve and build upon the natural environment of the venue. Existing trees and native plant species will be actively utilized, and the outdoor area of the government exhibition will feature the creation of a scenic landscape titled “The Reiwa Japanese Garden.” This garden will conserve the natural environment of the headwaters of the Izumi River while showcasing elegant Japanese aesthetics, framed by traditional satoyama scenery such as bamboo groves. In another area, the surrounding “Citizen's Forest” will serve as the backdrop for a future-oriented landscape that reflects biodiversity. Indoors, the exhibition will explore pressing global issues such as planetary boundaries, while inviting visitors to feel and emphasize with the power of green as a potential solution. The exhibition will encourage personal reflection and inspire visitors to take their own first steps toward feasible action.

How is Japan working with other countries and international organizations to make GREEN×EXPO 2027 a truly global event? Additionally, how are local communities and younger generations being involved in the preparation and participation process?

As mentioned earlier, GREEN×EXPO 2027 aims to visualize the concept of living in harmony with nature and fostering well-being through the theme “Scenery of the Future for Happiness.” Within this context, it is highly meaningful to bring together global wisdom to raise awareness of the value of biodiversity—one of the most urgent global challenges—and to promote its conservation. Furthermore, we believe it is essential to explore nature-based solutions to address socio-economic issues by harnessing ecosystem functions.

From the early stages of momentum-building to on-site exhibitions and events, we hope to actively engage with academia, share knowledge and best practices from other countries and international organizations, and inspire collective thinking around “Scenery of the Future for Happiness.” Through such efforts, we hope to contribute to shaping a vision for the post-SDGs era.

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Interview

Unlike climate change measures, efforts to address biodiversity must be rooted in local contexts, reflecting the unique characteristics of each region and community. With this in mind, we aim to design and implement initiatives that, while addressing global challenges from a global perspective, also empower local action—particularly in collaboration with younger generations, who will be the key drivers of the post-SDGs world.

Already, local high school students have begun participating in activities such as flowerbed maintenance near the venue, and we are working to integrate biodiversity-related topics into school education. As part of the national government's exhibition, we are also planning a program that invites high school students from across Japan to propose garden designs aligned with the Expo's theme. After conducting research and preparing in advance, the students will build their gardens on-site for visitors to experience during the Expo. In addition, we are planning initiatives that will involve local children in garden-making projects. While there are limits to what I and the Association can accomplish alone, we see GREEN×EXPO 2027 as a valuable opportunity to build momentum. By working together with as many partners as possible, we hope to spark a broader movement toward sustainable, locally driven change.

Finally, let us ask one last question. We believe that GREEN×EXPO 2027 presents a valuable opportunity for Japan to showcase a new vision to the world. What kind of outcomes do you expect for Japan through hosting this Expo?

We aim to create a truly compelling and vibrant space filled with an overwhelming abundance of flowers and greenery—shaped by a diverse range of stakeholders—and one that draws people from all walks of life. Around the world, more and more people are becoming aware of planetary boundaries and beginning to explore what it means to live a truly happy and sustainable life.

At the core of this vision lies the concept of Nature-based Solutions—an approach that encourages a deeper understanding of nature and plants, which form the foundation of Earth's ecosystems. It is a way of thinking and living that embraces our role as part of nature, and seeks to move forward together with it.

Through GREEN×EXPO 2027, we hope to encourage every individual to naturally develop a mindset and behavior that coexists with the Earth, its natural environment, and plant life. We also hope to offer a moment of reflection—surrounded by flowers and horticulture—where people can ask themselves what “Scenery of the Future for Happiness” truly means.

Now, more than ever—at a time when armed conflicts persist around the world—we believe that creating spaces like this, where peace, coexistence, and hope take root, is of utmost importance.



Swiss

Expo 2025 | Swiss Pavilion |

13 April – 13 October 2025

From Heidi to high-tech: a three-part showcase of Swiss collaborative innovation

The Swiss pavilion will take visitors on an immersive and interactive journey through collaborative innovation. Twenty years after the country's impactful participation in Aichi, the same commissioner general will inaugurate a fresh and dynamic programme under the title From Heidi to High-Tech. This narrative reflects Switzerland's evolution from its iconic Alpine heritage to a globally recognised hub of cutting-edge technology and innovation.

The Swiss Pavilion presents a unique opportunity to deepen the already strong bilateral ties, particularly as Japan stands as Switzerland's most significant partner in Asia for science and technology.

The pavilion: sustainable design meets Swiss creativity

As Expo 2025 provides a platform for sharing expertise on a sustainable future, Switzerland aims to contribute by building a pavilion with minimal environmental impact. This is achieved through a lightweight membrane structure that forms the four inter-connected spheres on the pavilion's ground floor.

The scenography, which evokes a sense of lightness and joy, guides visitors through an interactive and informative experience showcasing Swiss excellence in innovation and creativity, with a focus on three major themes for Switzerland at the expo — Augmented Human, Life, and Planet.

Additional Information

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Sphere 1 (Permanent)

A giant paper-cut installation sets the stage, immersing visitors in the Swiss values of collaboration and innovation. Exclusive custom-made perfumes by Firmenich will infuse several areas of the pavilion, including Sphere 1, while breathtaking Swiss landscapes presented by Swiss Tourism further enrich the experience.



Sphere 2 (Permanent)

Presented by MSC, this sphere will allow visitors to share their visions for the future, transforming them into a bubbly art spectacle, using an AI-technology developed by The Software Institute at the Università della Svizzera italiana (USI) in Lugano.



Sphere 3 (Rotating)

Changing every two months, this sphere will highlight today's technological progress and tomorrow's visionary breakthroughs, spanning the Augmented Human, Life, and Planet themes. The futuristic atmosphere is enhanced by USM displays and innovative lighting.



Sphere 4 (Permanent)

Finally, visitors will immerse themselves in an environment that embodies the joy and creativity at the heart of Switzerland's cultural and technological innovations, with Heidi serving as a symbol of the country's inventive spirit.

Ongoing and Upcoming Events & Programs

Life: 11.06-12.08.2025

21.06.2025 & 22.06.2025 : "Creating a Healthier You with iPS Cells and Next-Gen Medicine", Day 1 by IREM (University of Zürich) & CiRA (University of Kyoto)

04.08.2025 : "Organoid Brain Networks" by MaxWell Biosystems and the University of Tokyo

06.08.2025 : "Medicine of yesterday, today and tomorrow: Experiences of pandemics" Workshop and Roundtable by Lausanne University Hospital

Planet: 13.08-13.10.2025

07.08.2025 : "Women in Politics - Women's participation & leadership in politics" by JAUW & GWI

03.10.2025 : "Back in the future/forward in the future" - Addressing Global Issues with Art by Zurich University of the Arts, HEAD& GEDAI

THE ANALYSIS

Regeneration Manifesto

SGS' team

“Biodiversity is intrinsically linked to business, and a strategically driven, holistic integration with nature is essential to enable regenerative agricultural systems.”

The connection between biodiversity and regenerative agriculture, which we consistently promote through our actions, has gained the support of many partners. Cooperation is essential for advancing more sustainable practices and growth models. Our vision for healthy, regenerative food systems is deeply tied to the future of agriculture. Shifting diets and reducing food waste can significantly lower the pressure on agricultural systems at all levels. This is especially relevant in strategic sectors such as industrial agriculture, the agro-industry, and broader food systems.

Transformative shifts to enable regenerative food systems:

Regenerative food systems go hand in hand with regenerative agriculture. When advanced together, we believe these levers can help relieve the pressure on farmers and on our land.

Producers today face the nearly impossible task of meeting ever-growing consumption demands with a finite supply of arable land, topsoil, and nutrients.

At the same time, as regenerative technologies help scale up healthy farming systems, more farms are shifting toward low-intensity regenerative practices—growing organic, high-quality crops and rehabilitating the soil. In some cases, land may be rewilded or allocated to nature-based carbon removal projects, as we have seen through our partner Hectar in France.

A reorientation of farming can restore degraded landscapes and improve the flavour, nutritional value, and functionality of our food. Yet one aspect of our diet stands out in terms of its environmental impact: protein production. Protein systems are responsible for nearly half of all food system emissions.

There is no denying that the climate impact of industrial agriculture must be addressed by developing alternative protein sources that meet both nutritional needs and consumer preferences. Equally important is a shift in consumption patterns toward plant-rich diets with reduced meat intake. However, solving this issue is not straightforward, as industrial agriculture remains fundamentally extractive in nature. Local consumption and regenerative farming are promising, as many crops can indeed be grown regeneratively—but not yet at the scale required. Thus, innovation in how we supplement our diets with plant-based and sustainable fishery products will be critical in supporting the transition to regenerative agriculture.

This piece aims to serve as a reflection of how our mission seeks to activate key levers within dynamic systems. We draw inspiration from systems thinking, recognizing that complex challenges cannot be fully understood or addressed by examining symptoms or isolated parts alone. Our focus is on the interconnectedness of these elements and the collaborative approaches needed to drive meaningful, system-wide change.

Introducing our Partner: **EY Japan CCaSS**



“EY Climate Change and Sustainability Services (CCaSS) is a multidisciplinary team focused on helping companies understand the risks and opportunities arising from climate change and sustainability issues. Combining cross-industry experience with deep expertise in areas such as climate science, environmental policy, and sustainable finance, the CCaSS team assist clients in integrating sustainability into their core operations, enhancing resilience, and achieving their environmental and social goals while driving long-term value.”

Website:

https://www.ey.com/ja_jp/services/climate-change-sustainability-services

EY CCaSS is a global leader in sustainability advisory, providing strategic and technical services across a wide variety of sustainability topics. The global sustainability landscape is rapidly evolving, and EY CCaSS teams focus on delivering solutions for current reporting and operational needs while simultaneously supporting clients in preparing for a future where sustainability efforts are quantitatively linked to long-term value creation.

One way EY CCaSS teams help clients innovate and align with global sustainability trends is through impact accounting. EY CCaSS’s impact accounting services provide a framework for measuring and reporting an organization’s contributions to society and the environment. By integrating these metrics into financial reporting, EY helps clients gain a comprehensive view of their operations and investments, enhancing transparency and supporting informed decision-making.

This serves as the foundation of EY CCaSS’s Total Value Creation approach, which assists organizations in identifying opportunities to maximize value across financial, social, and environmental dimensions. Together with clients, EY can develop strategies that align business goals with broader societal objectives, ensuring that value creation is both sustainable and inclusive.

Another key focus area is decarbonization and nature-related support. As the world faces unprecedented environmental challenges, EY CCaSS offers Services designed to help organizations assess and mitigate their impacts on biodiversity and ecosystems.

EY guides clients in integrating nature-related risks and opportunities into their business strategies, enabling them to operate responsibly while enhancing resilience to environmental changes.

Similarly, decarbonization is essential for a sustainable future, and EY CCaSS is dedicated to assisting organizations in their transition to a low-carbon economy. The services include carbon footprint assessments, emissions reduction strategies, and the development of net-zero pathways. Together with clients, EY can implement innovative solutions that reduce greenhouse gas emissions, enhance energy efficiency, and promote the use of renewable energy sources.

EY CCaSS also helps bring cutting-edge sustainability information to markets, empowering investors to use these data to make better, more informed decisions that align sustainability goals with risk-return profiles. Sustainable finance is a critical area where EY CCaSS can support organizations in integrating robust sustainability data into investment decision-making and tracking processes across various asset classes. EY helps clients develop frameworks that ensure sustainability considerations are embedded in their investment strategies, enabling informed decisions that align with environmental, social, and governance (ESG) criteria.

By leveraging advanced analytics and data-driven insights, EY assists organizations in tracking sustainability performance and impact across their portfolios. This integration not only enhances transparency but also supports compliance with evolving regulations and stakeholder expectations. EY's expertise in sustainable finance empowers clients to identify opportunities for sustainable investments, optimize asset allocation, and ultimately drive positive environmental and social outcomes.
