

Strategy 7. Adapt to lifestyle and business realities that have transformed along with changes in values

The COVID-19 pandemic has changed individuals' sense of values. People are reexamining the importance of family-centered living and basic aspects of life.¹¹

Key points for achieving the SDGs

1. Indicators need to be developed based on changed values due to the COVID-19 pandemic, for use in performance evaluation of both business and government.
2. Changes in values can also trigger progress toward a society that recognizes the diversity needed to achieve various SDGs.

Key targets to help achieve the SDGs

- 5.4 (Recognize and value unpaid care and domestic work)
- 5.5 (Ensure women's opportunities for leadership)
- 5.c (Adopt and strengthen legislation for the promotion of gender equality)
- 8.5 (Achieve decent work)
- 9.2 (Promote inclusive and sustainable industrialization)
- 11.3 (Enhance participatory, integrated and sustainable human settlement planning and management)
- 17.19 (Build on initiatives to develop measurements of progress on sustainable development, and support statistical capacity-building in developing countries)

¹¹ Cabinet Office (2020): Survey on changes in lifestyle attitudes and behavior under the impacts of the COVID-19 pandemic (in Japanese).

<https://www5.cao.go.jp/keizai2/manzoku/pdf/shiryu2.pdf>