



# **"FutureCity" Initiative**

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1. Background
2. What is "FutureCity" Initiative?
3. Selected Future Cities
4. Latest Development
5. Contribution to Asian Countries

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# 1. Background

## 1. Environment and Energy

- Create low-carbon society to achieve the mid- and long-term goal (reduce 80% by 2050)
- Create energy cycle to ensure energy security

⇒ **Enhancement of the role of cities and regions**

## 2. Declining Population and Birthrate

- Reached peak of 130 million in 2004
- Decrease to approx. 95 million by 2050

⇒ **Management of cities and regions to tackle declining population.**

## 3. Super-Aging

- Aging rate (over 65) : approx. 23% (2009)  
40% (2050)
- Unprecedented super-aging society

⇒ **Management of cities and regions to offer healthy, safe and full life to the residents including elderly.**

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**2. What is "FutureCity" Initiative?**

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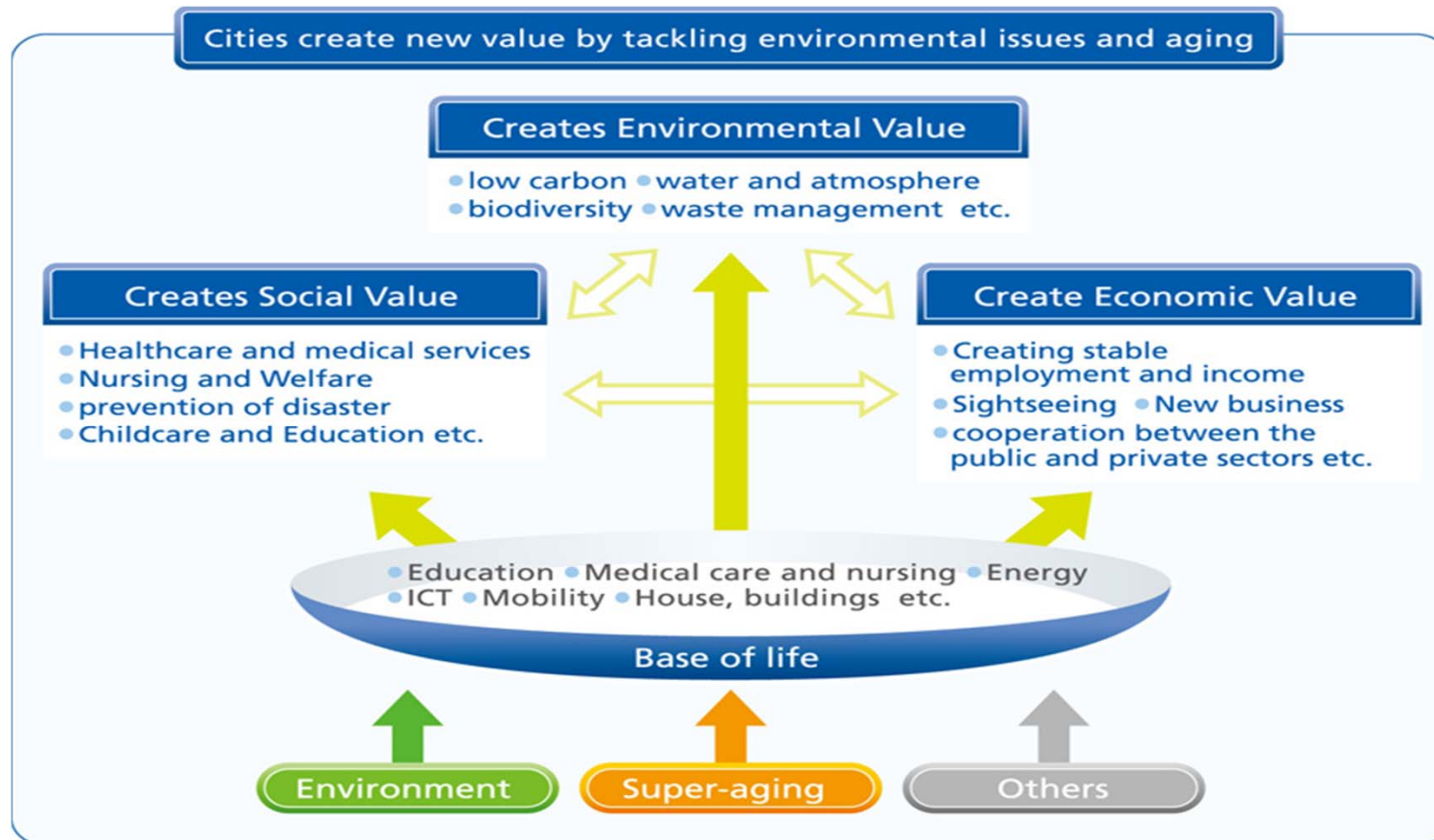
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# What is "FutureCity" Initiative? (1)

1. Realize the city where "everybody wants to live" and "everybody has vitality"
2. Create a sustainable socio-economic system which can achieve self-sustained development
3. Restore social solidarity
4. Improve the quality of life of the residents

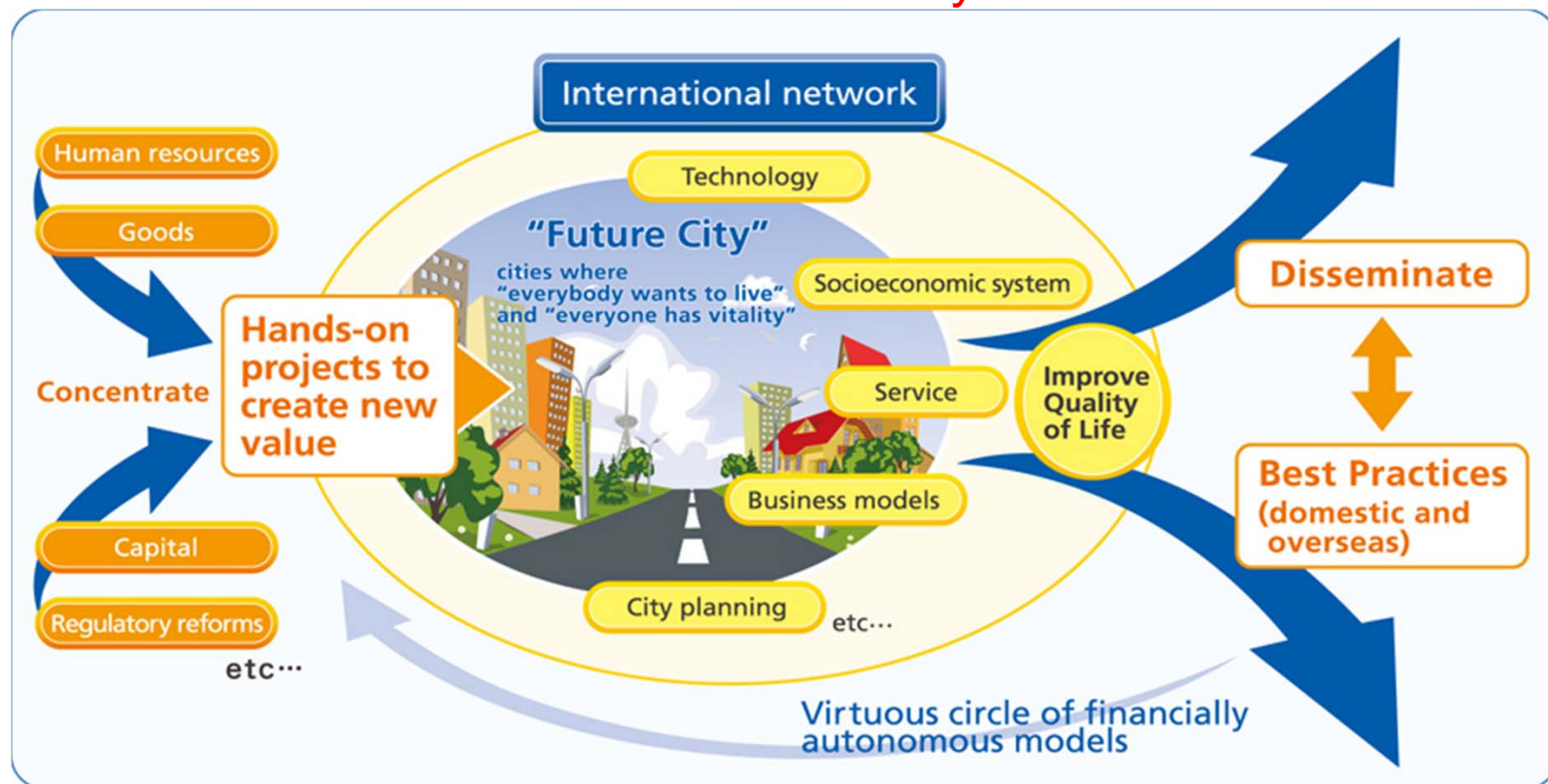
The cities where "everybody wants to live" and "everybody has vitality" are those that continue creating environmental, social and economic values through projects for the improvement of "the bases of life"



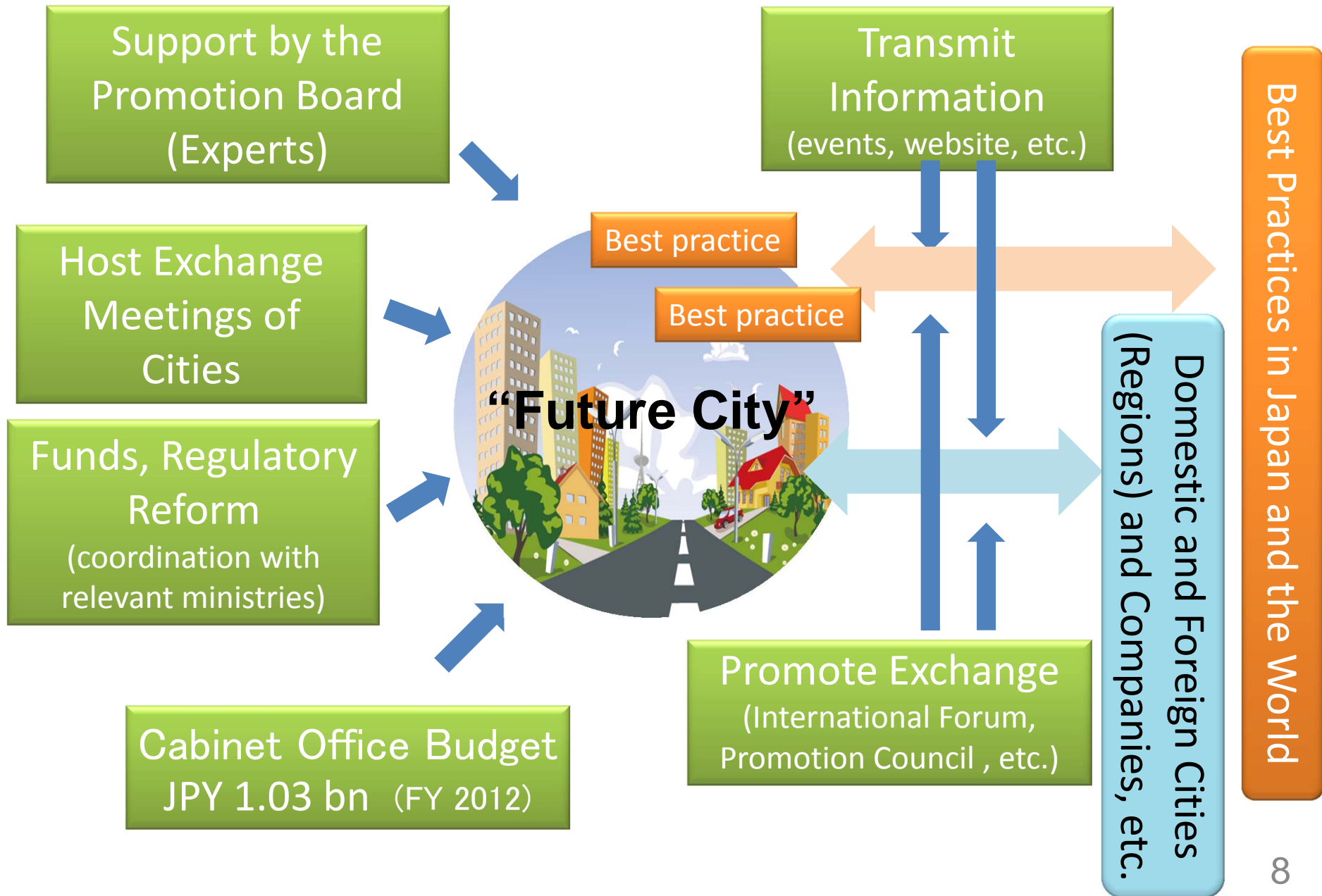
## What is "FutureCity" Initiative? (2)

- To create unparalleled successful cases through future-oriented technologies, socio-economic systems, services, business models and city planning in strategically selected cities and regions.
- To disseminate successful cases both within and outside Japan, and enlarge market and employment.
- Relevant ministries and agencies will support its promotion by concentrating their budget funds, implementing regulatory reforms and tax system reforms, etc.

**Realize regional revitalization and sustainable socio-economic system in JAPAN**



# What is "FutureCity" Initiative? (2)





## The New Growth Strategy [June 18, 2010]

<21 NATIONAL STRATEGIC PROJECTS FOR REVIVAL OF JAPAN FOR THE 21ST CENTURY>

Growth Driven by Japan’s Strengths

*I. National Strategic Projects Related to “green innovation”*

### **2. “FutureCity” Initiative**

We will work to create a “FutureCity,” which will realize world-leading successful cases through future-oriented technologies, schemes and services and diffuse these achievements nationwide as well as overseas.

## Rebirth of Japan: A Comprehensive Strategy [July 31, 2012]

### **IV. Strategy for Strengthening Communities**

2. Revitalization of local communities

The “FutureCity” Initiative - realizing world-leading successful city planning

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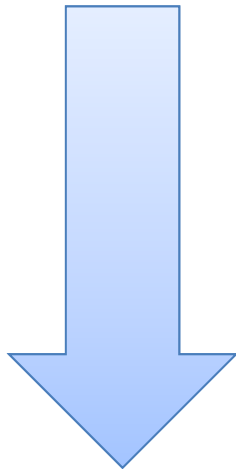
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Step 1. The proposals of local governments



Step 2. Deliberation by Independent committee

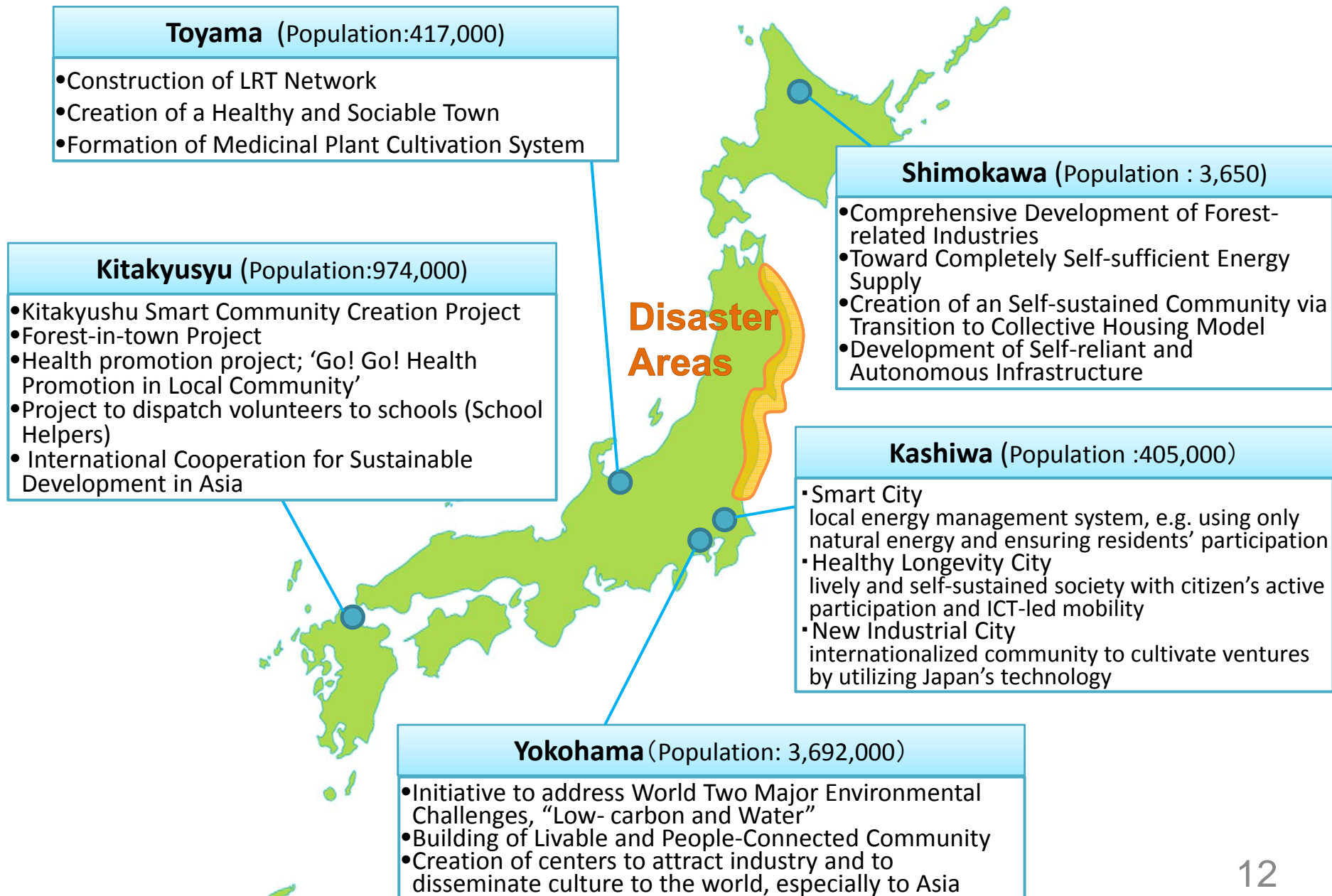


The assessment is made from following point of view.

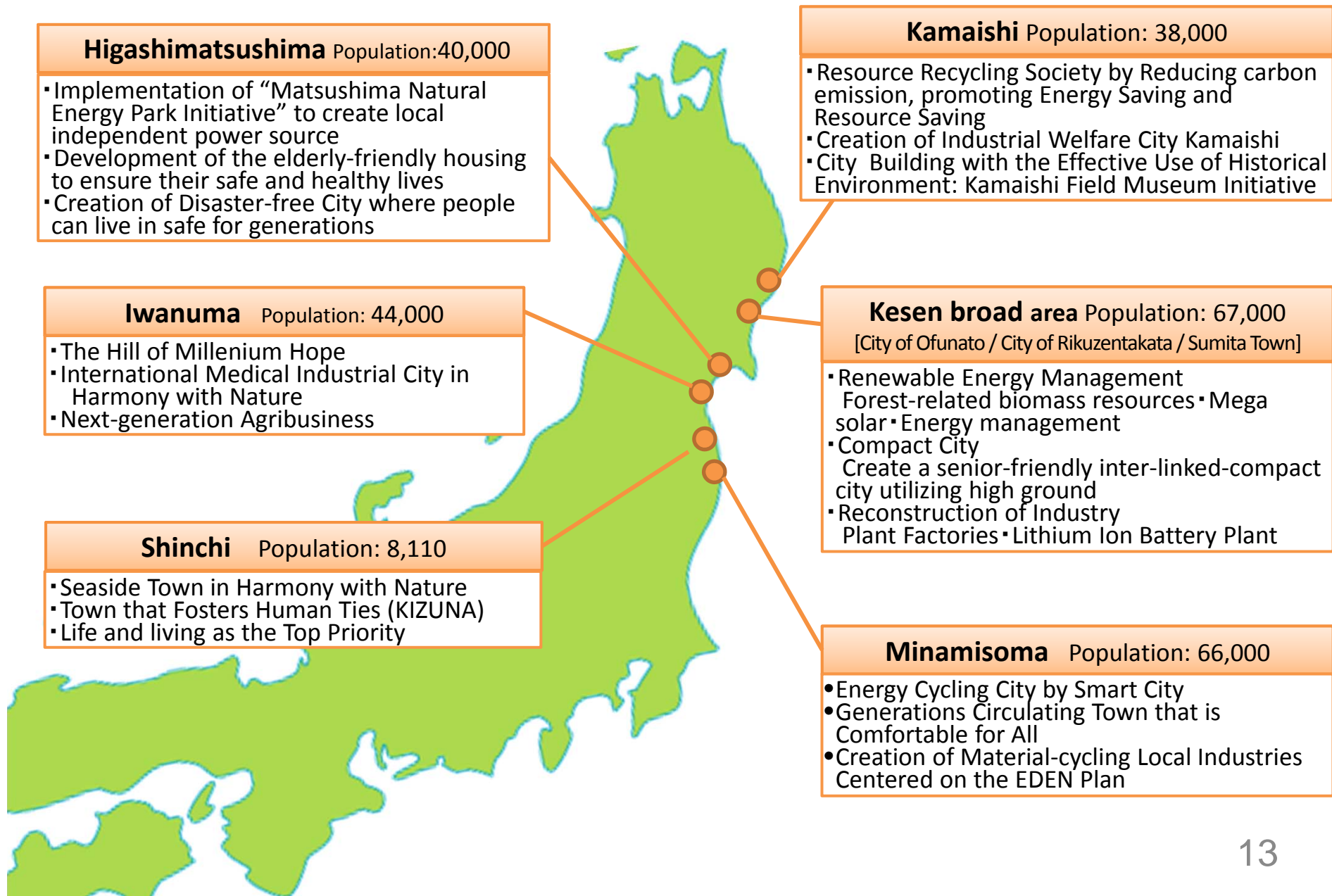
- ① **Long-term Vision**
- ② **Projects**
- ③ **Governance**

Step 3. Selection by Japanese government

# Selected FutureCities



# Selected FutureCities(the areas hit by tsunami)



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## Demonstration Experiment - Leveling Energy Demand

### Action.1

Implement **Dynamic Pricing**

Set low prices for time zones with less energy demand and high prices for time zones with large demand. Prices will also vary according to the season.

➔ Change energy consumption behavior

### Action.2

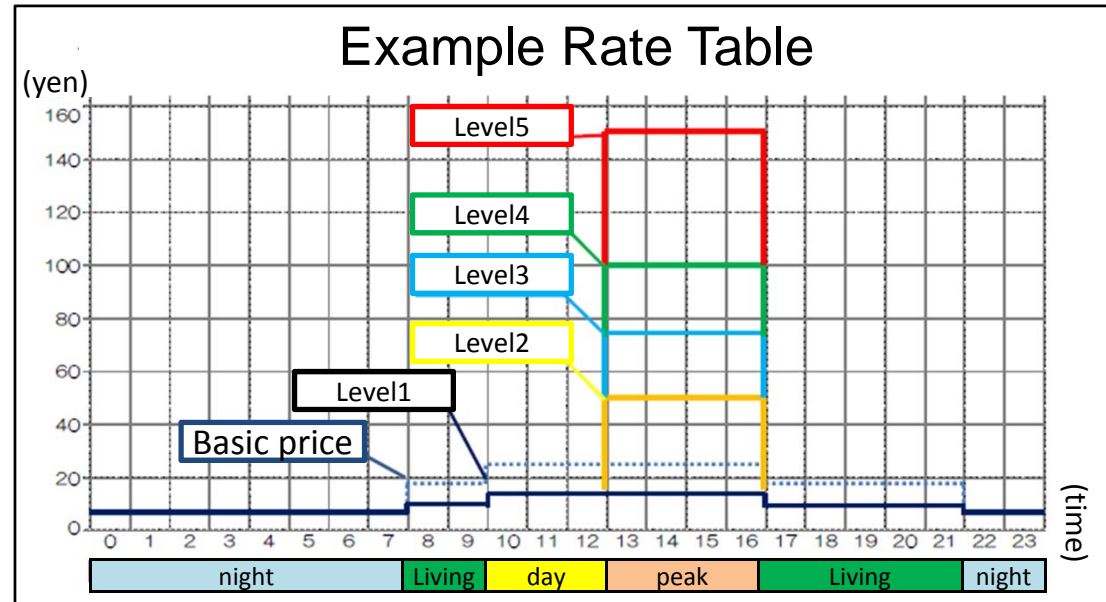
Install Smart Meters

➔ “Visualize” Energy Demand

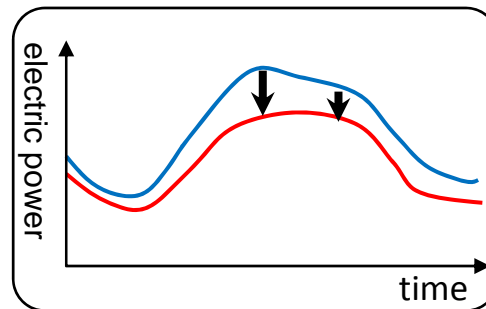


## Level Energy Demand

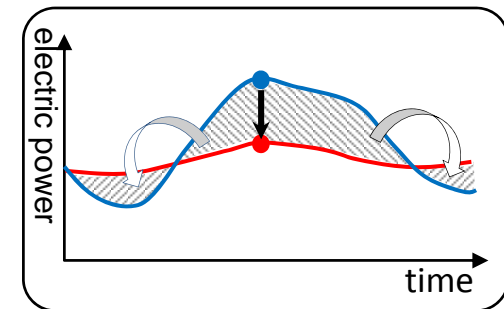
( Decrease energy consumption & Peak shift / peak cut )



Results



**Energy Saving**



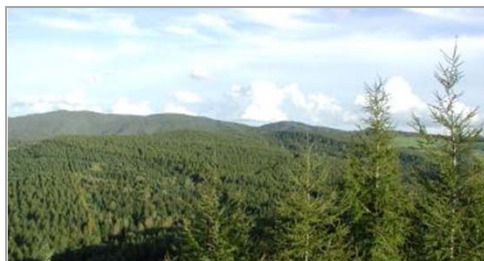
**Peak Shift / Peak Cut**

## Shimokawa’s Future Vision “Forest FutureCity” Model

To become a town where people can live spiritually rich lives surrounded by the forest environment, gain sufficient income from the forest, and also learn, play and enjoy mental/physical health in the forest.



Develop a **comprehensive forest industry** that utilizes the abundant resources from the forest to generate stable income.



## Comprehensive Forest Industry System

Integrate the Forest / Forest Products / Forest Biomass Industries



- ◆ Innovation of the Forest Industry
- ◆ Innovation of the Forest Product System



**Goal** To Achieve an Economic Self-Sustainable Forest Industry and Forest Products Industry



# Renovating Higashi-matsushima City

Right after the tsunami



Present



Right after the tsunami



Present

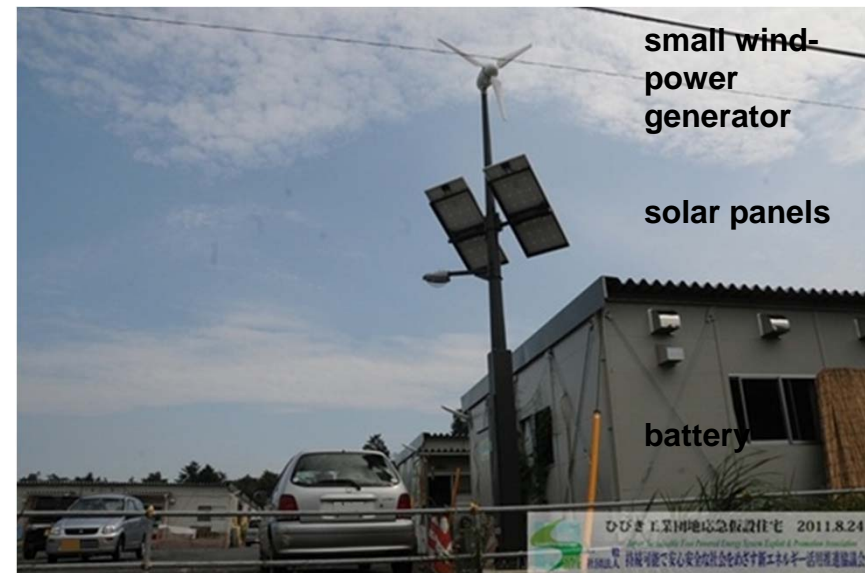


## An independent power supply system (Higashi-matsushima city)

**Smart-device:** An independent power supply system combining solar panels, small-scale wind-power generator and storage batteries to provide electricity for lighting, telecommunications and measurement instruments



Temporary housing



Smart-device installed near temporary housing

**Toward creating disaster-resilient city with high environmental performance, efforts to build independent local energy system have been started**

◆ **Lolland City(Denmark)** has supported Higashi-matsushima in various ways after the Earthquake and tsunami.



◆ The two municipalities have entered into a MOU to closely collaborate in terms of technology sharing and human resources development to realize both **earthquake disaster reconstruction** and the **“FutureCity” Initiative**.

※Lolland :

A town with a population of 45,000 on the Island of Lolland, located in the southern region of the Kingdom of Denmark. It is a self-sufficient town with energy supplied by wind mills, and provides its surplus energy to large cities such as Copenhagen. It is a leading environmental city and is the world’s first “Hydrogen Community.”



■ Photo: Panoramic View of Higashi-matsushima



■ Photo: Signing the Agreement

Left: Stig Vestergaard, Mayor of Lolland

Right: Hideo Abe, Mayor of Higashi-matsushima



# International Cooperation: **Kashiwa** Supports New Start-ups and Entrepreneurs

Japan's Challenge in Creating Industries:  
**Japan possesses the technologies, but commercialization is not keeping up!**



**Established**  
**TX Entrepreneur Partners (TEP)**

- Commercialization Expertise**
- Funding**
- Fostering Markets**

Japan: World Leading Technologies  
×  
Asian Nations: Rapid Growth



Japan combines Asia's strengths to facilitate the global expansion of startup businesses

**Hosted "AEA 2012"**  
– an International Business Competition that Brings Together Asian Entrepreneurs

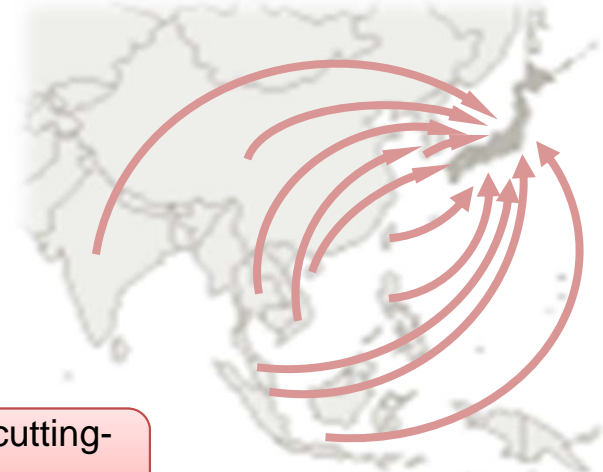


Asian Entrepreneurship Awards (AEA) Conference

■ Date: May 9 (Wed) – 11 (Fri), 2012

■ Place: Kashiwanoha Campus in Kashiwa City

Technology startup companies representing 12 Asian countries were nominated to present their business plans



"Kashiwanoha Campus" - located in the heart of the areas home to cutting-edge technologies along the Tsukuba Express (TX) Line - to become the center of startups in Asia



# Introduction at the Rio+20 (United Nations Conference on Sustainable Development)

## Rio +20 Overview

Date: June 20-22, 2012

Place: Rio de Janeiro, Brazil

98 Heads of state and 73 cabinet members from 188 U.N. member states as well as 40,000 members of the public took part in **discussions on the economy, society, and environment over the next decade.**



## Opening Remarks by Japan's Government Representative

Foreign Affairs Minister Koichiro Gemba announced the **“global dissemination of FutureCities”** as one of the three pillars of the **Initiatives toward creating a “Green Future”**.

### “Green Future” Initiative

**Promoting FutureCities Globally**

**Contributing to the Global Transition to Green Economy**

**Build Resilient Society**

## Official Side Event

Hosted by the Japanese Government

Date: June 21

Place: Rio +20 Venue

Overview: Session titled “Future Cities We Want” introduced the “FutureCity” Initiative

Participants: A large audience including Vice-Presidents and Ministers of various countries



<Opening remarks by Foreign Affairs Minister>  
Expressed expectations for building human-centered cities to realize sustainable societies



Mr. Shuzo Murakami, Chairman of the Expert Study-Group for the FutureCity Initiative and President of Institute for Building Environment and Energy Conservation, introduced Japan's **“FutureCity” Initiative.**

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# **“FutureCity” Initiative and the Contribution to Asian Countries**

Japan as an “advanced country” in terms of challenges such as the environment and aging

These issues will be common in Asian countries in the near future

Japan is requested to seek the solution before the others face the challenge

“FutureCity” Initiative expected as a leverage to tackle the challenges

Contribution to the development of Asian Countries through the sharing of the best practice

## NEXT International Forum on the "FutureCity" Initiative

- ◆ Date: Saturday February 16
- ◆ Venue: Shimokawa Hokkaido
- ◆ Sponsors: Cabinet Secretariat  
and Cabinet Office
- ◆ Main Thema:

**"FutureCity" Initiative  
and the international contribution**



Thank you