Fujisawa SST Consortium

Full Members (A)

Representative Member

Panasonic Group

Gakken Holdings Co., Ltd.
Gakken Cocofump Co., Ltd.

Koyama Medical & Welfare Group
Social Welfare Corporation Camellia

Culture Convenience Club Co., Ltd.

Sunautas Co., Ltd.

Dentsu Inc.

Tokyo Gas Co., Ltd.

Nippon Television Holdings, Inc.

Panasonic Homes Corporation

Nippon Telegraph
and Telephone East Corporation

Fujisawa SST Management Company

Sumitomo Mitsui Trust Bank, Limited

Mitsui Fudosan, Co., Ltd.
Mitsui Fudosan Residential Co., Ltd.

Yamato Transport Co., Ltd.

Full Members (B)

Ain Pharmaciez Inc.

Accenture PLC

Sohgo Security Services Co., Ltd.

TIS Inc.

TEPCO Energy Partner, Incorporated

Mizuno Corporation

Local Government Members

Fujisawa City

Kanagawa
Prefectural Government

Resident Member

Fujisawa SST Committee

Academic Members

Keio Research Institute at SFC

Shonan Institute of Technology

College of Bioresource Sciences,
Nihon University

Partner Members (A)

Keio Fujisawa Innovation Village

NERV, Inc.

Partner Member (B)

Pixie Dust Technologies, Inc.

Supporting Members

Nihon Sekkei, Inc.

Mitsui & Co., Ltd.

As of October 1, 2024

Sustainable Smart Town
FujisawaSST

Fujisawa SST
NEXT VISION BOOK

A 100-Year Vision of Growth. Fujisawa Sustainable Smart Town opens up new possibilities.

In 2014, Fujisawa Sustainable Smart Town (Fujisawa SST) was established in the city of Fujisawa in Kanagawa Prefecture.
The project's goal was sustainable urban development based on a 100-year vision.
The first 10 years were designated as a construction period,
and Fujisawa SST continues to develop as a town energizing people's lives based on residents' actual lifestyles, rather than focusing on technology-driven infrastructure.
Now Fujisawa SST is entering its next stage, a 30-year growth period.
The first 10 years comprising Phase 1 of this growth period
will focus not only on further development of the town's physical features,
but also on refining and enhancing its intangible characteristics.
Based on the concept of openness, rather than evolving independently as a town closed off from the outside world, the community will be expanded to encompass the surrounding area through co-creation and collaborative incubation of new services.
In an era of changing lifestyles, Fujisawa SST will continue to set the standard for the future of urban development by serving people's needs while protecting the environment.

"A town energizing people's lives." Launching Phase 2.

Reaching the 10-Year Mark.
The systems and functions that will serve as the town's foundation for 100 years are now in place.

There are two reasons why Fujisawa SST has been able to evolve as a smart town that operates based on residents' actual lifestyles.

❶The Fujisawa SST model: Town development concepts and processes Fujisawa SST is based on smart lifestyles with a vision of how people will live in the future. The entire town was designed as smart spaces, including residences and facilities ideally suited to such lifestyles.The optimal smart infrastructure needed to support those lifestyles has been constructed.

❷Numerical targets (see pages 7 through 12) for creating the smart town and guidelines for achieving those targets
By developing smart services according to a set of guidelines, ecological smart living can be achieved for all town residents.

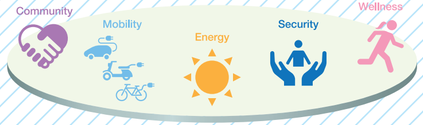
【Overall View of Fujisawa SST】

Fujisawa SST covers approximately 19 hectares. Housing, commercial facilities, wellness,welfare & educational facilities, parks & recreational facilities, and residential blocks have been completed. The town's population has grown to more than 2,000 residents.

Fujisawa SST Model

Eat / Health / Work / Learn / Play
Live / Grow / Connect / Gather

Proposal for smart lifestyles



Sustainable smart lifestyles for eco-friendly living achieved through 5 services and 9 concepts

Community design guidelines
- Lifestyle guidelines
- Emergency guidelines

Design of smart spaces

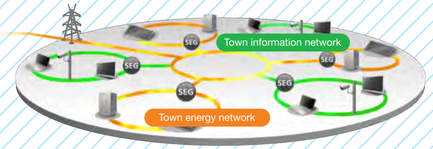
Establishment of housing, commercial facilities, logistics facilities, wellness, welfare & educational facilities, parks & recreational facilities, etc.

All detached houses are equipped with a Smart HEMS (Home Energy Management System). An Integrated Energy Creation–Storage Linked System ensures that electricity generated by solar power, and the electricity and hot water generated by ENE-FARM units, are available for use in the event of an emergency.

The use of passive design for residential streets and blocks ensures ample exposure to natural sunlight and cooling breezes. Designing residential blocks to avoid blocking sunlight also ensures optimal efficiency for energy management using smart systems for creating, storing, and conserving energy.

Town Design Guidelines
- Town development guidelines
- Environment creation guidelines

Construction of smart infrastructure



The energy infrastructure for the entire town is designed to ensure a stable supply of energy even in the event of a disaster. All power lines and communication lines are installed underground for a more beautiful townscape and to enhance disaster resistance.

Gas is transported by highly earthquake-resistant medium-pressure pipelines to the town's entrance, where it is converted to household pressure for delivery to homes. Fujisawa SST's gas line network is also independent of surrounding urban areas, so supply can be maintained as long as possible in the event of an emergency.

A community solar power system has been installed on public land. During normal times the system supplies electricity to the power grid. In an emergency it can serve as an emergency power source for residents of Fujisawa SST and the surrounding area.

The Fujisawa Vision Tree for forward-looking, town urban development has been updated, looking toward the next 10 years.

The Fujisawa Vision Tree depicted on the right is a town development scenario for a town that will continue to evolve for the next 100 years by incorporating forward-looking systems and services based on residents' actual lifestyles. The Fujisawa Vision Tree is essential for creating a new, totally unique smart town where sustainable growth is an ongoing reality rather than merely a goal.
As Fujisawa SST enters the growth period of our 100-year vision, we have taken this opportunity to update the Fujisawa SST Vision Tree to better fit the social issues the world now faces.

Update Points

- In response to new social themes, "Resource Circulation" and "Health and Connectedness" have been added to the Town Vision.
- For smooth operation of an open co-creation system among industry, government, academia, and the public, "Co-creation Design" has been added to the Town Life Design.
- The functions and systems that serve as the town's foundation have been further bolstered. Fujisawa SST Management Company (TMO) is the operating organization for town development, and the Fujisawa SST Consortium has been formed as a collaboration among the Fujisawa SST Committee (a self-governing residents' organization) and companies, local government, universities, etc. These updates will accelerate actual lifestyle-based town management and co-creation incubation.
- By extending the town community beyond Fujisawa SST to include approximately 1.5 km of the surrounding area, and by adding visitors, the surrounding area's residents and regional partners to those who live or work in the town, Fujisawa SST's service area and its value as an incubation field have been significantly expanded.

Town Concept

Town Vision

Town Life Design

Town Ecosystem

Town Services

Town Community

A town energizing people's lives.

Sustainability & Wellbeing

Environment		Safety & Security		Health & Connections	
Carbon Neutral	Resource Circulation	Disaster Prevention	Crime Prevention	Healthcare	Town Pride

Project Design	Town Design	Community Design			Co-creation Design
		Life Section	Work Section	Community Continuity Plan Section	

Town Management / **Co-creation Incubation**

Fujisawa SST Consortium

Companies

Local government — Fujisawa SST Management Co., Ltd. — Universities

Residents

5 Town Services

Energy	Security	Mobility	Wellness	Community

Energy Infrastructure/Data Sharing Portal

Within Fujisawa SST

People who live in Fujisawa SST

Detached home | Assisted living residence for the elderly & Special nursing home | Senior residence

People who work in Fujisawa SST

\+

Approx. 1.5 km of surrounding area

Visitors
Surrounding area residents
Regional partners

Environmental Target Promoting the early realization of carbon neutrality by 2050

Ratio of Individual Consumption of Renewable Energy

At least 60%

Fujisawa SST is committed to the idea of “self-creation and self-consumption of energy” with residents generating as much of the energy they consume as possible through maximum use of solar power and other clean energy sources. Under that concept, rather than targeting the ratio of renewable energy to the total energy consumed by detached houses and town facilities (the utilization of renewable energy ratio), we have set a target for the ratio of renewable energy produced by detached houses and town facilities that is actually consumed by each (the ratio of individual consumption of renewable energy).

CO_2 Emissions

Reduction of at least 50%*1

The environmental target of a 70% reduction in CO_2 emissions*2 that was set when Fujisawa SST opened in 2014 has been achieved. Over the next 10 years, the goal is to achieve further reduction from the town's actual figure for fiscal 2020.

*1 From Fujisawa SST’s actual figure for fiscal 2020
*2 Versus 1990

Sumitomo Mitsui Trust Bank
Kazuki Minato

Using financial products to promote a shift toward individual consumption of renewable energy

The detached homes in Fujisawa SST previously generated electricity using solar power, and excess renewable energy not used after having been stored in storage batteries was sold under the feed-in tariff (FIT) system. It is now 10 years since the town opened, and with the end of the FIT period we are shifting to an era in which the renewable energy stored in storage batteries will be wisely used for individual consumption. If individual consumption becomes the norm, the entire town will evolve into a single integrated power plant. We have a group of technology experts called the Technology-Based Finance Team, and as the sole financial institution participating in the Fujisawa SST Consortium, Sumitomo Mitsui Trust Bank will work together with this team to provide new loans and leasing systems for renovation and introduction of storage batteries and other equipment, which we hope will contribute to smart eco-friendly lifestyles in Fujisawa SST.

Expanding a new system for distributing renewable energy to the surrounding area

Within the next 10 years, Fujisawa SST aims to introduce a new system for distributing electric power and for making effective use of renewable energy. Electricity generated by solar panels installed on detached houses will be stored in storage batteries, allowing residents to use as much of that renewable energy as possible when needed. If a power shortage occurs in the town's power supply network, electricity will be transmitted from the storage batteries functioning as a distributed power source. By participating in this new type of system, which is also being implemented by Tokyo Gas as a service called “Demand Response,” Fujisawa SST will be able to contribute to the entire region. Children who grow up in Fujisawa SST will learn from an early age all about generating and distributing energy from solar power. We hope that they will someday bring the world new ideas for achieving carbon neutrality.

TOKYO GAS LIVING ADVANCE
Tadao Kawasaki

Safety & Security Targets (Community Continuity Plan) | Updated through increased storage and stockpiles

Energy lifeline

for 3days

(Supplies for 7 days)

Through energy conservation and expanded use of storage batteries, Fujisawa SST's energy supply can be maintained for three days in an emergency. Food and drinking water supplies for up to seven days have been stockpiled, further enhancing safety and security. Improvements to wellbeing areas such as toilet facilities, changing rooms, and bathing facilities are now under consideration.

SOHGO SECURITY SERVICES (ALSOK)
Shin Kumazawa

Making Fujisawa SST a model for safety and security in an era of increasing labor shortages

Our mission is to raise the level of safety and security in an era when maintaining safety and security through manpower is difficult due to labor shortages, resulting from factors such as an aging and shrinking population. By combining our new security system utilizing drones and robots with the AI image analysis and processing technology of our Fujisawa SST partner companies, we aim to build a security model for the future that will be able to watch over the town and neighboring areas without security personnel having to conduct physical patrols. We are also strengthening security in cyber-space. In addition, we are working to heighten residents' awareness of disaster preparedness, including the importance of self-aid and mutual aid, as well as stockpiling emergency supplies. We will also continue to enhance the disaster resistance of the energy lifeline.

Strengthening disaster prevention and recovery through seamless integration of the digital and real worlds

We are making use of a digital twin to enhance our disaster preparedness and facilitate recovery if a disaster occurs. Utilizing the digital twin, Fujisawa SST and neighboring areas are reproduced in virtual space, and disaster damage predictions are made by incorporating data on the movement of people and spatial data. Those predictions are then used to optimize evacuation plans and evacuation guidance, and to identify danger areas such as anticipated congestion. The digital twin will enable real-time data sharing, and disaster information collected using AI cameras and drones will also be incorporated into the digital twin. Through this seamless integration of the digital world and the real world, we hope to maximize our disaster preparedness and response capabilities.

Fujisawa SST Management
Takayuki Kumazaki

Health & Community Connection Targets | New wellness and community targets directly linked to residents' happiness

Healthy Life Expectancy

+1 year

To achieve the target of extending Fujisawa SST residents' healthy life expectancy by one year by the year 2034 compared to 2024, residents are encouraged to modify their behavior by considering their own wellbeing.

Reference for calculating healthy life expectancy: The Healthy Life Expectancy Calculation Program funded under a Ministry of Health, Labor and Welfare Sciences Research Grant

Town Parent Ratio

100%

A target of 100% has been set for the town parent ratio, an original Fujisawa SST index that reflects residents' participation in activities and programs that instill a sense of belonging and of contributing to the community*.

*Includes clean-up activities, disaster preparedness training, town meetings for addressing community issues, etc., in addition to community-building events.

Mirai Toshi Lab
(IGNITION POINT)
Teppei Yasuda

Extending healthy life expectancy through the power of the community

Extending healthy life expectancy is seen as the key to solving various social issues that arise in a super-aging population. Diet and exercise are important, but the people with the greatest need tend to lack interest. Even if they do make a start on improving, they don't continue. That's where the community can help. While it's important for each person to do things at their own pace, encouraging each other and having fun can help people to maintain good habits and continue activities that lead to better health. We have set up a lab at Fujisawa SST to conduct research on wellbeing, and working from this physical base, we hope to collaborate with residents, companies, local government, universities, and others to create a town where everyone can live healthy and vibrant lives.

Enhancing wellbeing through co-evolution of technology and the community

The important thing in community development is to create an environment in which interesting and exciting new things are repeatedly initiated by residents. We believe that the key to achieving this is co-evolution, in which technology is used to evolve the community, and where evolution of the community in turn leads to the evolution of technology. Fujisawa SST revolves around its residents. The town's potential will expand, and new businesses and services using advanced technology will be born through interaction and collaboration with outside agents such as companies, local government, and universities. We hope that the success achieved by Fujisawa SST will spread to other communities and improve people's wellbeing throughout Japan.

Keio Research Institute at SFC
Yoshinori Isagai

ENERGY

“Self-generation and self-consumption of energy” and “resource circulation” Shaping next-generation energy lifestyles together with residents

The detached houses at Fujisawa SST employ a leading-edge Home Energy Management System (HEMS) that includes both power generation and storage. Now, 10 years after construction, the town is entering Phase 2, which involves hardware upgrades to facilitate smarter use of energy and resources.Fujisawa SST’s achievements in town-wide management and sustainable circulation of energy over the next 30 years will serve as a role model for future smart cities and towns, and even for society as a whole.

Maximizing home use of renewable energy in detached houses, the town’s core elements.

◎Upgrading solar–storage systems

For the town’s first 10 years, the surplus renewable energy generated by solar panels on every detached house was sold back to the grid through the feed-in tariff (FIT) system.However, the FIT period has come to an end, spurring a shift to maximize home consumption of self-generated solar energy by using storage batteries. As part of this transition, residents will have various options for purchasing updated systems or leasing them through a third-party ownership plan. Such offerings will mutually benefit both residents and service providers.

◎Upgrading energy equipment

To achieve smarter energy consumption and meet environmental targets, the town is recommending that residents whose homes use a dual power gas and electricity system to replace it with the latest ENE-FARM household fuel-cell generator in order to enhance household energy use efficiency. For all-electric homes, an upgrade to the Ohisama Eco Cute heat-pump-driven hot-water system is recommended for its smart control of electricity usage during peak times.

◎Smarter energy use based on energy data

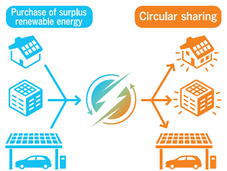
Energy use data collected from the HEMS integrated power generation and storage system for detached houses is used to assess and visually display the town’s progress toward its environmental targets. Further analysis will allow models to be developed for optimal equipment specifications correlated to household size, usage patterns, and other factors. These insights can potentially be applied to other communities to offer innovative solutions for smarter energy use.

Fostering town-wide resource circulation-based lifestyles by analyzing the material flow of households and carbon footprint of community facilities.

Fujisawa SST is taking action toward shifting to a resource-circulating lifestyle that optimizes resource use and minimizes the use of new resources as much as possible. Fujisawa SST’s Circular Town Project is Japan’s first system prototype that employs a material flow analysis of single-family households to quantify such things as the town’s inflow and outflow of resources. The project will identify issues and introduce new town services to enhance lifestyles, allowing residents and businesses to take their own approach to resource circulation. Fujisawa SST’s continuing initiatives will have a positive impact on people’s lives throughout the community and set an example for other circular cities.

Aiming for town-wide renewable energy circulation.

While prioritizing home use of the power generated at each detached house, the surplus will be aggregated and redistributed to balance town-wide supply and demand, including community facilities. This system of circulating and sharing renewable energy will ensure a stable and affordable energy supply throughout the town, enhancing overall community resilience.Looking ahead, we intend to expand this Fujisawa SST energy circulation model to create a sustainable new urban power scheme that extends to the municipality and neighboring areas.



To expand the town’s self-creation and self-consumption of renewable energy, proactive use will be made of public spaces.

Installation of solar power generation facilities on publicly owned land, such as idle land along roads planned by the city, is being considered. The power generated would be used at nearby community facilities. We will work together with stakeholders to create a carbon-neutral town to serve as a model for other localities.

SECURITY

In the face of labor shortages and natural disasters... We are working with residents to achieve a strong sense of safety and security.

Feelings of safety and security cannot simply be unilaterally provided. They must be built up together with people who live or work in the town and those who visit. Cutting-edge smart technologies play a key role in the smart town, which regularly holds workshops and events to raise awareness among everyone with a stake in the town.In the face of labor shortages, natural disasters and other challenges that have shaken people's sense of safety, Fujisawa SST will enhance safety and security through the combination of technology and community engagement.

Facial recognition technology will be introduced in stages with the cooperation of residents and people working in the town to enhance the safety of children and the elderly.

When security cameras detect something unusual, facial recognition data is transmitted to the Fujisawa SST Management Company. We are considering gradually introducing a new type of security system that will rush to respond based on resident-related information.

Camera technology enhanced by AI image analysis and processing will detect if a person falls down, or is loitering or exhibiting suspicious behavior, helping to prevent danger even during off-hours and in isolated locations.

Installation of public security cameras equipped with speakers and rotating beacon lights is being studied. Such systems would function during the day and at night when patrols are less frequent. Adoption of AI image analysis and processing technology will detect if a person falls down, or if someone is loitering or exhibiting suspicious behavior. The system can also detect anomalous sounds such as screams and issue a warning. In the future, we would like to implement a pioneering approach to security using a system that includes remote monitoring by human operators, allowing them to speak to individuals or physically respond as needed.

A fifth layer of security includes drones and robots, and emergency follow-up support from a remote monitoring center.

Four layers of integrated "space + town + house + people" security were built into the town when it opened. We aim to add a fifth layer of security with drones and robots. The video feed from a drone can be analyzed against existing visual data using AI image processing to detect suspicious individuals or vehicles, illegal dumping, and patterns in the flow of people. In the system we envision robots will patrol the town day or night, notifying the remote monitoring center of any emergencies for remote follow-up by human operators.

We will conduct disaster simulations using digital twins and continuously update CCP guidelines together with residents.

Making disaster preparedness important to every resident is vital for building a stronger system of mutual assistance. To model potential disaster scenarios in Fujisawa SST, simulations will be conducted using digital twins. Working with residents, we will update the CCP (Community Continuity Plan) to answer questions people have about what could happen in certain emergency situations and what actions should and must be taken.

Cybersecurity measures will be strengthened based on discussions with residents about data disclosure and usage consent.

To promote co-creation activities and expand solutions using digital tools such as the town portal and digital twins, Fujisawa SST will continue to strengthen measures to protect important data, including personal information, from external threats.

MOBILITY

Aiming for optimal mobility for a smooth flow of people and goods.

The mobility services at Fujisawa SST continue to evolve and are integrating with regional open services, seamlessly combining transportation options, including car sharing, to offer residents easy mobility as their situations require. While embracing digital technology, the town also values face-to-face connectedness, as it evolves into a fully carbon-neutral community and promotes active and healthy lifestyles.

A new mobility lifestyle is emerging that proposes the best routes and modes of transportation to residents according to their needs and the day's conditions.

Fujisawa SST provides a total mobility service that includes a sharing service for electric-assisted bicycles (e-bikes) and electric vehicles (EVs), encouraging non-drivers to be physically active and drivers to use eco-friendly cars. This service is now being upgraded with AI technology to propose optimal routes and modes of transportation that take into account a person's age and physical capacity, the day's weather, traffic conditions, etc. Residents might get a recommendation to take the train to avoid traffic, combined with using a bicycle share to get to the train station, or a suggestion to use an EV car share for the day. This innovative mobility service will help to reduce carbon emissions, alleviate chronic traffic congestion, and provide elderly residents, whose mobility is often limited, the pleasure of getting out and about.

Green Slow Mobility—an eco-friendly, community-enhancing service.

Green Slow Mobility is a service that addresses local mobility issues with low-carbon transportation that uses low-speed electric vehicles which travel at less than 20 km per hour on public roads. It was first introduced as a mode of transportation within Fujisawa SST as a pilot project, and could be extended to also serve as part of an autonomous vehicle patrol system in the future. The expansion of Green Slow Mobility may bring about an enjoyable new lifestyle that allows people to travel slowly while enjoying conversation, helping to revitalize the community.

Eco-friendly open services such as renewable energy charging and battery sharing will transform the town into a regional mobility hub.

Fujisawa SST does not limit the town to its own services but also incorporates regional open services. Cycle share stations and battery-swap stations, where e-bike batteries can be exchanged for fresh batteries, have been set up in neighborhoods around the town. These facilities serve as mobility hubs, encouraging e-bike use for daily chores or extended excursions.

Expansion of a V2X (Vehicle-to-Everything) system will improve energy self-sufficiency and resilience.

In the future, as society shifts toward self-creation and self-consumption of renewable energy, we will expand the application of V2X communication technology that connects EV storage batteries with detached houses, facilities and public spaces, enhancing people's self-sufficiency and resilience.

Robots and drones will be integrated into daily life, offering a new last-mile logistics service.

Fujisawa SST has implemented a consolidated delivery/on-demand delivery service that consolidates intra-town deliveries and pushes delivery notifications to residents. A new logistics service will be created that integrates human effort with robots and drones to address the societal challenge of labor shortages affecting logistics.

WELLNESS

We are implementing systems for nurturing life energy from birth to age 100 and beyond.

Fujisawa SST is establishing its own integrated community care system to serve all generations. As 100-year lifespans become commonplace, the town wants to promote healthy habits from a young age and create an environment that promotes wellness by simply living there, and also encourage lifelong learning through recurrent education and reskilling. Such efforts are aimed at nurturing people's "will to live" in unpredictable times.

Fujisawa SST's integrated community care system supports residents at every stage of life by bringing together a range of service providers.

This system covers much more than the elderly who need nursing care, as it is designed for all ages, from newborns to centenarians. Conventional integrated community care relies on doctors, pharmacists, caregivers and nurses. Fujisawa SST extends this network to include commercial facility operators, logistics providers, security companies, manufacturers, and other businesses to provide services that people need at different stages of their lives. The aim is to recommend and deliver services tailored to individual needs.

Delivering programs that extend healthy life expectancy to every generation.

◎Services and content for healthy families

We will promote lifestyle and health services content, mainly offered by fitness providers, to raise interest in health among the working-age population, promote wellness, and prevent illnesses before they develop.

◎AI-powered rehabilitation programs for the elderly

For an elderly person whose physical strength has temporarily declined due to an injury or illness, AI is effective at formulating a personalized rehabilitation plan based on the person's medical record and other information. The goal is to implement a service that helps seniors regain independence, whether at home or in elderly care facilities.

◎Promoting exercise and social participation in collaboration with local government

Of the three important elements to prevent illnesses before they develop—diet, exercise, and social participation—the town plans to serve as a testbed for new programs that focus on exercise and social participation. The goal is to build a sense of community among residents, ranging in age from children to seniors with care needs.

◎Brain health checks, and prevention and improvement programs

Cognitive decline can be detected at an early stage using advanced technologies. Through partnerships with service providers, we will offer programs to prevent mental decline and bolster cognitive functions, helping people lead fulfilling lives in an era of 100-year lifespans.

Providing diverse opportunities for learning to nurture people's life skills, from children to seniors.

Learning opportunities abound at Fujisawa SST. Junior high and high school students have the chance to engage in holistic STEAM (science, technology, engineering, the arts and mathematics) education or interact with real-world entrepreneurs. Such learning opportunities offer more than traditional knowledge. Students develop technology literacy and improve their skills in presentation, problem-solving, and negotiation. Adults and seniors are able to rediscover the joys of learning and brush up on life skills for a lifetime of active living.

Creating high-quality nursing care services with improved caregiving efficiency assisted by AIoT.

Using Wellness SQUARE as a hub, Fujisawa SST will deploy AIoT-enabled remote monitoring for elderly care facilities and independent senior housing within a 2-km radius. The system also includes an emergency physical assistance service. Such innovative nursing care services utilize AIoT to improve the quality of care while alleviating the burden on caregiving staff.

COMMUNITY

When collaboration among residents, businesses, universities, and local government generates new ideas, community engagement will thrive and a future of multigenerational interaction can be attained.

With the establishment of a senior residence and the addition of active seniors to the community, Fujisawa SST has become an ideal environment for an incubation testbed, with a thriving multigenerational community from children to seniors. The town is open to ideas and input from residents of all ages, businesses, universities and local government, building a future for all people to live independently, have meaningful social engagement, and play active roles in the community.

We will create a system where residents and those involved in the community can propose ideas and initiatives, and the entire community provides mutual support.

The community that Fujisawa SST envisions does not isolate people by age or generation. Rather, it brings people together, offering opportunities for cross-generational interaction and for people of different backgrounds to serve as mutual inspiration. The appreciation that develops will drive the town's evolution. Community funding is one new system that will enable the town's residents to take action together and support, for example, a new idea or initiative that a young student or resident proposes. Such a system is just one way to provide community-wide support.

Creating a town for every life stage where people support one another and live with peace of mind.

Fujisawa SST wants the town to be a place where everyone can lead a full and healthy life from childhood to old age, and it does this by promoting community connections. One example is the Dementia Supporter Project, bringing together over 300 residents and workers in the town as dementia supporters, including children, in a community care model to support the elderly in a super-aging society. We will continue to expand such activities to foster a community with strong mutual ties where everyone can enjoy peace of mind.

A portal site serves as an entry point for town information and services that everyone needs.

Fujisawa SST provides a one-stop portal site that provides local information and links to unique services. The site was carefully designed through simulations of real-life usage scenarios. For example, it shows residents their household energy consumption in visual form and provides energy-saving advice specifically tailored to the household. Visitors can also access events and sightseeing information for the surrounding area, make reservations for mobility sharing, and gain access to other residents' experiences and word-of-mouth information. New services created through collaboration among residents, companies, universities, and the local government will also be offered through the portal site.

We will promote community activities that include residents of the surrounding area, allowing everyone to participate equally.

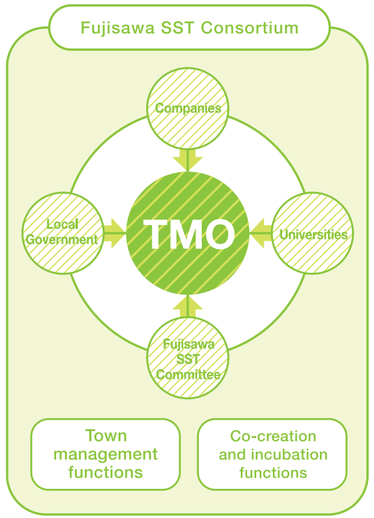
Fujisawa SST is a town where people can participate in community activities regardless of their background or position in society. We hope that visitors who come to the town will discover its potential, including people on study tours involved in B2B and B2G enterprises, residents from nearby districts, and people from companies, universities, and local governments. We welcome everyone to join the town's residents in creating new initiatives and services.

Creating a town where people can help each other through intergenerational exchange.

A business model based on the sharing economy is being developed that offers benefits to both the seeker and provider of assistance. For instance, when a parent needs help with a small childcare task that doesn't warrant hiring a full-fledged childcare service, they can use an app to request assistance from a senior in the community. By assisting in this way and playing a vital social role, seniors can gain a sense of purpose. For children, it has been shown that they become better socialized through previously unfamiliar intergenerational interaction. This arrangement also supports parents in their work and careers.

Fujisawa SST Management Company (TMO) is promoting open co-creation and incubation activities to sustain the town's continuing evolution.

Fujisawa SST Management, also known as TMO or the Town Management Organization, is the core entity responsible for town management, co-creation, and incubation activities at Fujisawa SST. TMO will expand collaboration between residents and businesses as the town transitions from its establishment and construction period to its growth period. This will set up a base for co-creation and broader area development. TMO functions as the central operating entity, joined by the Fujisawa SST Consortium— composed of companies, government, and academia—and the Fujisawa SST Committee, a next-generation community association. This structure enables people involved in the community to share a common vision and take action together to improve the community.



The Fujisawa SST Consortium, led by TMO, promotes town management, co-creation, and incubation through an open, collaborative framework that involves industry, government, academia, and the local community.

To ensure the ongoing development and improvement of the town, the Fujisawa SST Consortium carries out the dual functions of town management and co-creation/incubation. TMO plays a central operational role, coordinating with companies, the local government, universities, and the Committee to pursue new projects and unlock the potential of Fujisawa SST for the future.

TMO mediates between the Fujisawa SST Committee and companies, the local government, universities, and other players to promote incubation activities.

TMO is a corporate organization established with a 100-year vision of establishing sustainable, smart services that lead to new lifestyles, the continuing evolution of the town, and the fostering of a strong sense of community admired worldwide.
TMO plays three key roles:
①Providing town services and infrastructure
②Fostering community
③Promoting incubation
These functions of town management and incubation serve as the core of the co-creation system that supports the town's sustainable growth.

Note: Fujisawa SST Committee is a next-generation community association, that operates as an authorized self-governing organization composed of residents and relevant businesses who work to improve town living and foster community through environmental and safety-related activities.

TMO Functions①

Bringing progress through the use of town infrastructure

- Real estate management and maintenance
- Solar power generation and electricity supply
- Information and communication services using optical fiber networks
- Providing information through the town portal site
- Using the Fujisawa SST SQUARE community center to foster community and promote co-creation and incubation

TMO Functions②

Fostering community as a co-creation and incubation testbed

- Providing one-stop town services Community services, security services, energy services, and mobility services
- Support for Committee (neighborhood association) operations
- Collaboration with town facilities
- Collaboration with neighboring communities
- Planning, managing, and implementing various events Pilot projects, town meetings, surveys, cultural festivals
- Creating new services through co-creation and incubation
- Utilizing a data integration platform for enhanced services, community collaboration and broader coverage

TMO Functions③

Creating incubation opportunities by promoting the town's initiatives

- Inspection tours to showcase the town's initiatives Guide over 3,500 visitors and 400 groups per year from domestic and international companies, government agencies, administrative bodies, educational and research institutions, NPOs, etc.
- Promoting the town to the mass media via the official website and other platforms
- Tours for students, SDG education programs for junior and senior high school students

Fujisawa Town Parent Project

This project encourages everyone involved in the town to freely contribute ideas as "town parents" and expand activities to help the town grow.

The Fujisawa Town Parent Project offers a host of community activities open to everyone in the community—residents, people from companies, universities, and the government, and people who work in the town or in neighboring areas. The project offers avenues to explore new ways of living in a smart town and promotes good social relations among people and between people and the town.

Culture Fest Fujisawa SST

A major town event that has been popular since the very first year. It is a chance for companies and residents to come together and celebrate the charms of Fujisawa while fostering connections between the town and residents of neighboring communities.

Work Experience

Companies offer different work experiences to give children a glimpse of possible professions and encourage their participation in community development.

Original Product Development

Residents collaborated with a specialty coffee shop to create an original coffee blend and packaging design that reflects the spirit of Fujisawa SST. They also designed original cookies in partnership with a local pastry shop and welfare facility.

Most residents of Fujisawa SST understand the significance of pilot projects and actively cooperate, making it an ideal place to field-test new technologies and services driven by consumer needs.

Fujisawa SST stands on 19 hectares of land, an area equivalent to four Tokyo Domes, and is home to more than 2,000 people. It includes private homes as well as health, welfare, educational, and park facilities. Noteworthy is that residents actively participate in the many pilot projects that take place here.

5 Features that Make it an Outstanding Incubation Testbed

❶Fujisawa SST Management Co., Ltd. (TMO) provides full support for pilot projects

- Since TMO manages residents' personal information, field tests can be conducted without collecting personal data.
- TMO can also handle initial inquiries from residents and conduct briefing sessions on behalf of companies.

❷The majority of residents share the vision of the town's concept and cooperate in pilot projects in this growing community.

- Residents are amenable to testing new services, as many pilot projects have been done here and most people are very cooperative.
- Many home buyers are in their 20s and 30s and are highly tech-literate.
- With a growing number of active seniors, the town is becoming a place with a good balance of generations, from children to seniors, providing more diverse observational data and broader assessment capabilities.
- An increasing number of people working in the town and visiting makes it possible to conduct pilot projects that include surrounding communities.

❸Participating companies are eager to engage in co-creation

- The presence of companies from diverse industries makes it easier to find matches for commercializing new technologies.
- Numerous co-creation projects involving multiple companies have been carried out.

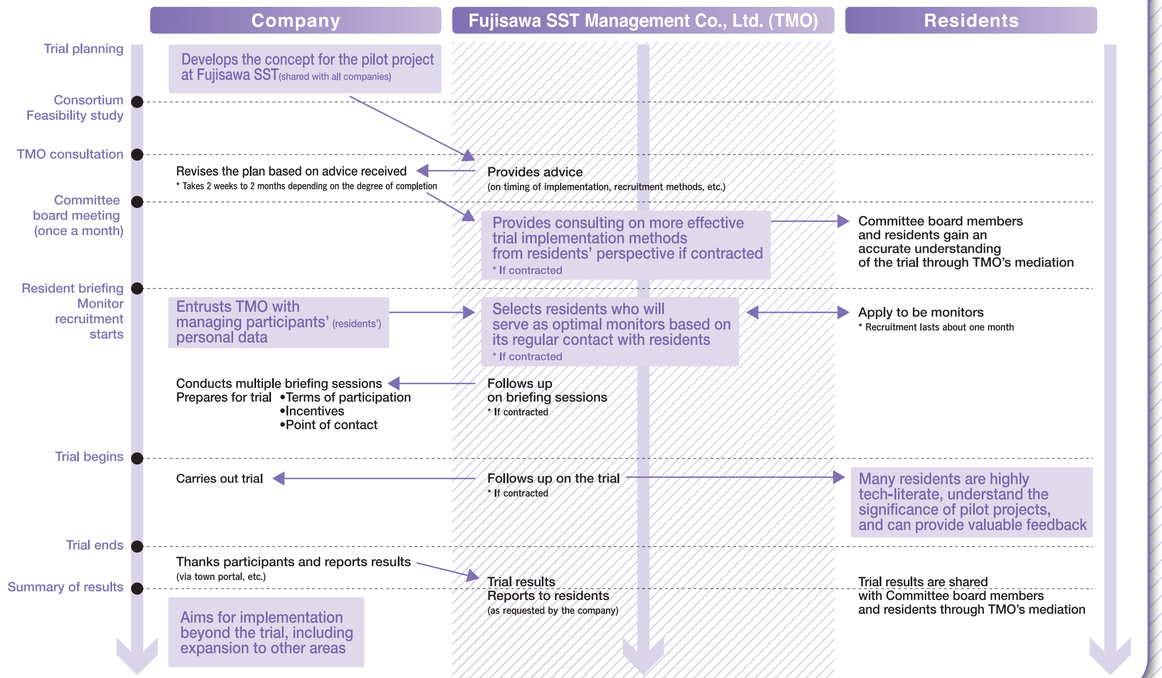
❹A system is in place for dialogue between residents and companies

- Town meetings allow residents and businesses to meet and exchange ideas.
- Surveys allow for the quantitative measurement of residents' needs.
- Workshops can be held at which residents evaluate service proposals and provide feedback.

❺A well-developed infrastructure is in place

- Shared offices, conference rooms, meeting rooms, and kitchens can be rented, and products can be displayed at commercial facilities.
- Since detached house specifications are standardized across the town, trials can be conducted in a pre-established common environment.

Pilot trial flow from conceptual planning to trial and implementation (with resident participation)



Fujisawa SST has produced numerous successful pilots as an incubation testbed and is held in high regard by participating companies.

Trial Results Over 100 initial trials/pilot projects in 10 years with 10 commercialized

Energy
- Eco-life recommendation report (Fujisawa SST Management)
- Green air conditioner (Panasonic)
- Perovskite solar cells (Panasonic)

Security
- AI-VMD trial (Committee + Fujisawa SST Management + ALSOK + Panasonic)
- Lighting and camera integration (Panasonic)
- Home security AI image analysis (Panasonic + ALSOK + Mitsui Fudosan Residential)

Mobility
- Roboneko Yamato® (Yamato Transport)
- Autonomous delivery robot (Road pilot to service trial) (Panasonic +participating companies)
- Min-Mobi (temporary town service trial) (Community + Panasonic + Sunautas)

Wellness
- Air conditioner monitoring service for serviced housing for the elderly (Panasonic + Gakken)
- Sleep environment support system (“sleep supporter”) (Panasonic)
- Cognitive decline early detection solution (Panasonic + Gakken)

Community
- KURA_THINK (Panasonic + participating companies)
- cocoropa (Panasonic)
- Pilot project for building local food infrastructure using a park (Fujisawa City + Panasonic)
- SOY LINK social media platform for regional communities (Panasonic + Fujisawa SST Management + Dentsu)
- CAROSET / Rentastic! / SCHOP SCHOOL (Dentsu)

Feedback on the importance of the incubation testbed

Comments from participating companies

“The diverse environment, including over 560 detached houses, a senior residence and commercial facilities, plus the collaboration of government and academia, has created a great testbed that makes it possible to try all kinds of test marketing and pilots.”

“It is so valuable to hear directly from residents, and what you learn can be applied to other towns.”

Comments from residents

“I want to help create a better society, so I’m happy to participate in trials with that goal.”

“Feel free to approach us. Getting involved in the community improves our comfort and safety, so I want to cooperate if there’s something I can do.”

Two pilot projects presented by the Project Coordinators

Air conditioner sleep support

“We were able to obtain valuable data that can be presented to general consumers who demand trials.”

Background and Objectives Sustained data collection and validation to develop a sleep-improvement algorithm was conducted at Fujisawa SST, where data could be quickly gathered.

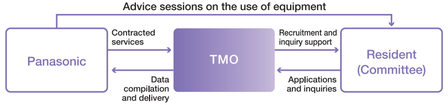
“TMO bridged the gap between our company and the residents.”

Project Coordinator: “An air conditioner trial depends on installing air conditioners in the homes of participating residents. We also need to install temperature sensors, sleep sensors, and other measurement devices in the subjects’ bedrooms and have them operate the devices. It was going to be difficult to recruit participants through a public call, but then we learned about Fujisawa SST. TMO took care of things that would have been burdensome for our company, such as installation work and conducting briefing sessions. We were also able to leave the management of personal data in their hands, so the trial went very smoothly.”

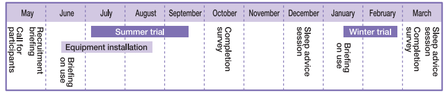
“Residents and buildings provided valuable data.”

Project Coordinator: “I was surprised at the high level of IT literacy among the residents. In the post-trial survey, they provided feedback beyond the points we had asked them to evaluate, offering many valuable insights for future consideration. Since the housing structures were uniform and the trial was conducted in one area, variations in experimental conditions were minimized, ensuring reliability. There were many advantages like these.”

System



Pilot project flow (first year)



Pilot test of autonomous delivery robot on public roads

“It was the first successful case of a robot driving on public roads in Japan.”

Background and Objectives To address labor shortages in home delivery, including e-commerce and food delivery services, and respond to the increasing demand for human-interaction-free lifestyles, a pilot test was conducted to operate small, low-speed autonomous robots for residential deliveries.

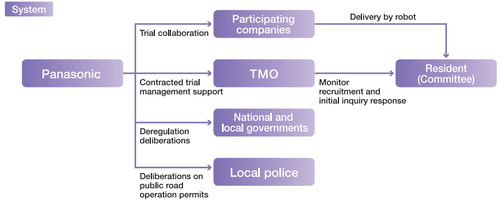
“The trial environment allowed us to further advance our technology.”

Project Coordinator: “To conduct the trial within a short timeframe, we needed to find a place where we could run the robot on public roads, something that had not yet been done in Japan. It was crucial to find a location where driverless vehicles running on public roads would be well-received. Fujisawa SST provided the ideal environment, with supportive residents and a municipality that had the residents’ trust and was open to cooperating on a new project. This setting not only facilitated the pilot but also allowed us to continue advancing our technology. We hope that the achievements here will set a precedent and lead to national regulatory reforms.”

“Collaboration with a partner developed naturally.”

Project Coordinator: “Fujisawa SST makes it easy to find partners to explore new business models, and in a positive sense is a town with low entry barriers. One example is a partnership we were able to establish with a dispensing pharmacy to test robot-assisted prescription medication deliveries. As telemedicine becomes more widespread, such a service will become indispensable. I felt strong support at Fujisawa SST from the people involved in the town for the development of emerging services and technologies.”

System

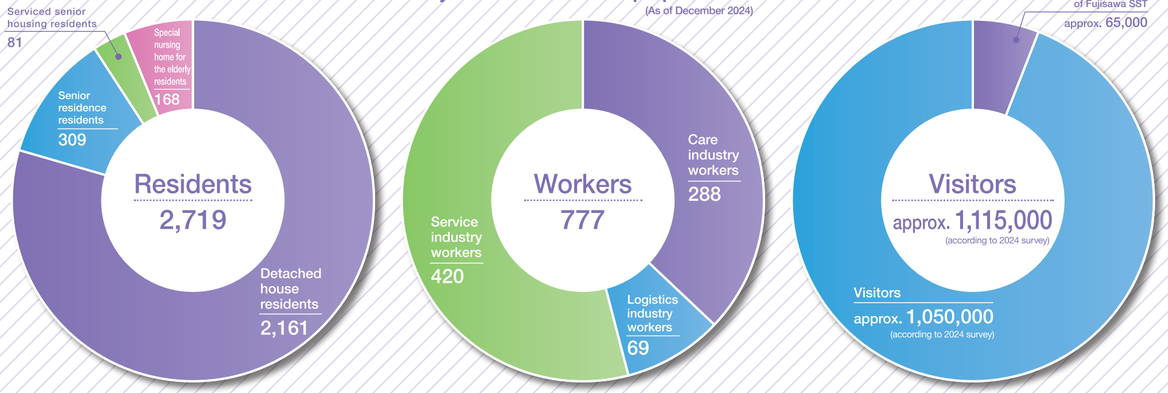


Incubation ⟶

Fujisawa SST has people and facilities that create a superb incubation testbed for instructive pilot projects, and the town continues to evolve.

Fujisawa SST total population

(As of December 2024)



Resident age structure (in Fujisawa SST) 2024→2034

	0-9	10-19	20s	30s	40s	50s	60s	70s	80s
2024	0.13	0.112	0.058	0.103	0.225	0.122	0.104	0.093	0.053
2034 (forecast)	0.029	0.117	0.09	0.077	0.132	0.216	0.112	0.139	0.088

Detached housing

The community consists of 566 detached houses, all built following the Town Design Guidelines, ensuring uniform specifications. Each home is equipped with solar panels, storage batteries, and a SMARTHEMS home energy management system—uniform conditions that provide for consistent data collection and comparison.

Fujisawa SST SQUARE (town urban design center)

The six areas within the SQUARE serve as real-world spots where town residents, neighboring community members and businesses converge. Events, workshops, seminars, and meetings to discuss advanced services are held at the different locations. Trials of new services and technologies are conducted regularly in a spirit of co-creation.

Cars & Bicycles: Rentals, insurance and environmental inspection services
SQUARE Mobility

Meet, incubate and initiate
SQUARE Center

Meet, incubate and initiate
SQUARE Center (Cafe & Kitchen)

Ideas for better living
SQUARE Lab

Discussing the town's future
SQUARE Future

Town management office
SQUARE Office

Wellness SQUARE (integrated wellness, welfare & educational center)

Two buildings that offer special nursing care (144 rooms), short stays (24 rooms), senior housing with supportive services (70 rooms), a pharmacy, home care services, a clinic, a daycare center (from infants to age 6, capacity of 60), and a tutoring school. Services across multiple fields are seamlessly integrated to provide optimal care for each Fujisawa SST resident.

Wellness SQUARE North Building

Wellness SQUARE South Building

Shonan T-SITE (commercial facility)

This mall and cultural facility is fun and stimulating for residents and visitors alike, promoting the culture of the Shonan area. It attracts 150,000 to 170,000 visitors per month and hosts some 150 events monthly, ranging from small workshops for a handful of people to large-scale events for up to 1,000 participants.

PARK WELLSTATE Shonan Fujisawa SST (senior residence)

A residence designed for active seniors, offering a total of 566 units, including 76 assisted living rooms. It provides a safe and secure living environment through AIoT-enabled support, utilizing health data to help extend healthy life expectancy.

Mizuno Sports Plaza Fujisawa SST (multipurpose community sports facility)

With over 400 members across generations, this is more than just a sports facility. It offers technology-driven health promotion programs, serves as a community space open to all area residents, and hosts various sports events. As a multigenerational gathering place, it fosters community connections and contributes to overall well-being.

Next Delivery SQUARE (next-generation logistics center)

A hub showcasing the future of home delivery, handling over 50 million packages annually. The service area covers all households in Tsujido Motomachi 1-6 chome. Yamato Transport consolidates packages, including those from other carriers, for delivery to Fujisawa SST homes and Shonan T-SITE using eco-friendly transportation. ICT-based parcel pickup and smarter logistics enhance daily life.

Figures on this page are valid as of December 2024