“FutureCity ” Initiative

Regional Revitalization Office

Cabinet Secretariat

Government of Japan

The New Growth Strategy
-Blueprint for Revitalizing Japan-
(June 18, 2010, Cabinet Decision)
(excerpt)

<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. Specifically, in line with the policy of creating "towns endowed with nature and human warmth" that are appealing both at home and aboard, and fully taking into consideration "profitability and ripple effect on other cities," we will implement relevant measures intensively in strategic cities and regions carefully selected from among eco-model cities. Such measures include establishing a city energy management system which consists of a combination of smart grids, renewable energies, and next-generation vehicles, carrying out business restructuring and fostering related industries, and promoting the comprehensive use of renewable energies.

To put these measures into action, a new law will be enacted (tentatively called the Act on FutureCity Promotion). The relevant ministries and agencies will concentrate budget funds related to the next-generation social system and equipment subsidies, and provide thorough support for this initiative, including regulatory reforms as well as tax system reforms (e.g. green tax system). Furthermore, we will proceed with government-level partnerships with Asian countries for exporting the entire city design as a package.

Purpose of “FutureCity” Initiative

- 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

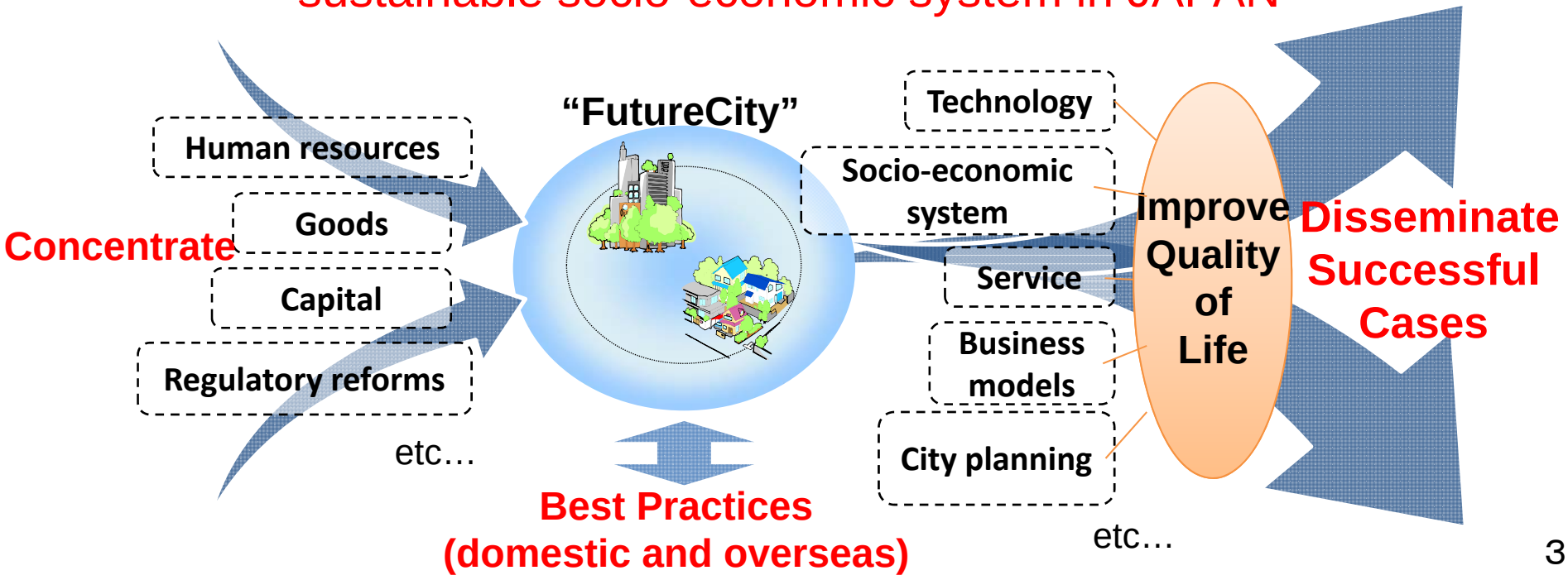
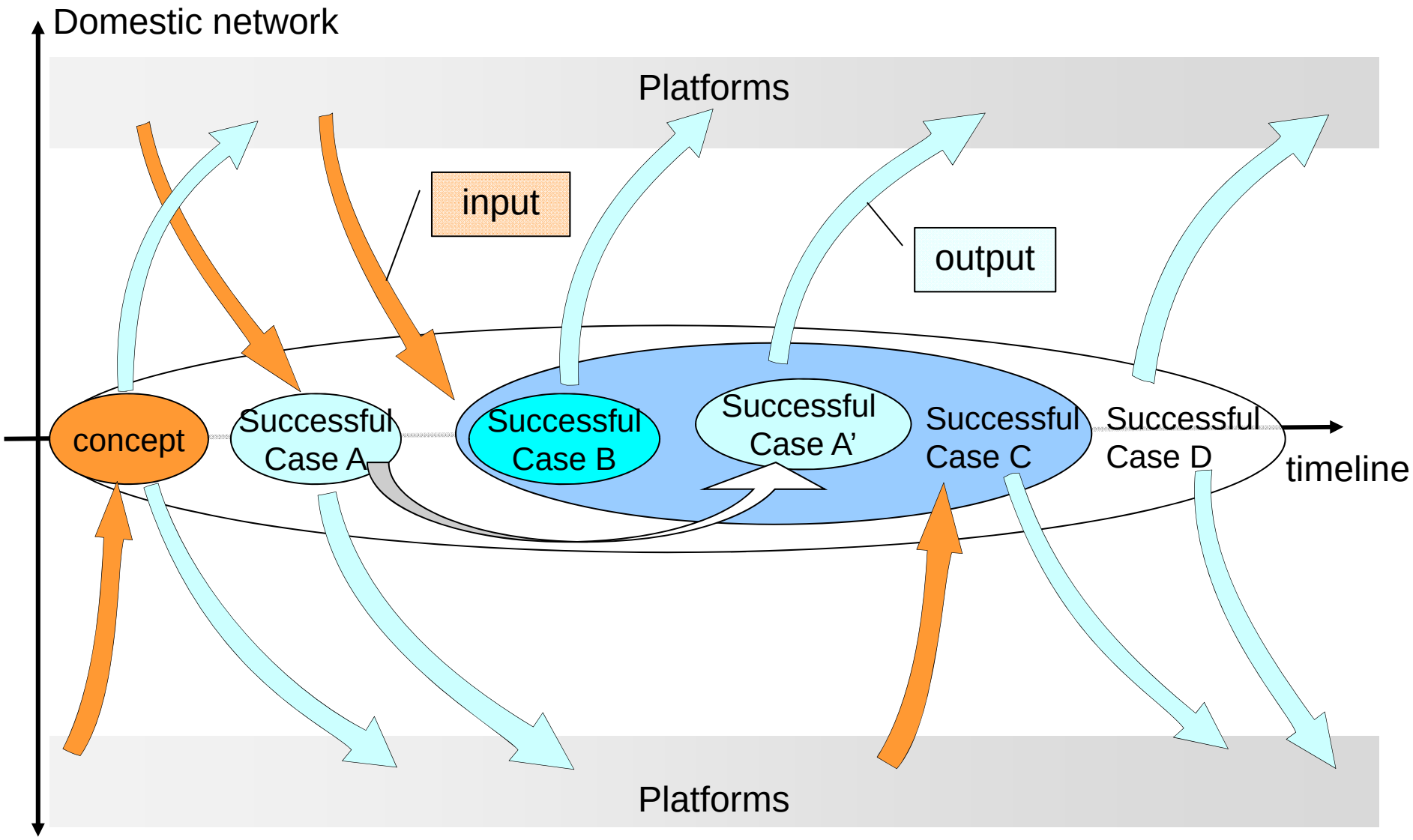


Image of the Dissemination of Successful Cases



Collaboration with domestic and global networks

Present Situation of Cities and Regions in JAPAN

Challenges

① 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.

② 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.

③ Environment and Energy

- Create low-carbon society to achieve the mid- and long-term goal（reduce 25% by 2020, 80% by 2050）
- Create energy cycle to ensure energy security

⇨ Enhancement of the role of cities and regions

Comparative Advantages of JAPAN

- Environmental and energy technology
- Urban management (security, disaster prevention, etc.)
- Unique history, tradition, culture, etc.

Overseas Situation

- Sweden exports know-how and technology of city improvement in a package
- China and UAE rapidly developed new type of cities centered on new technologies on environment and energy management
- In Asia, mega-cities are emerging where millions of people live.

⇨ Energy saving technologies are the advantages of JAPAN.

- Super-aging will soon be acute in Asia.

⇨ Aging rate in China will be over 30% by 2050.

⇨ Big market will be emerged.

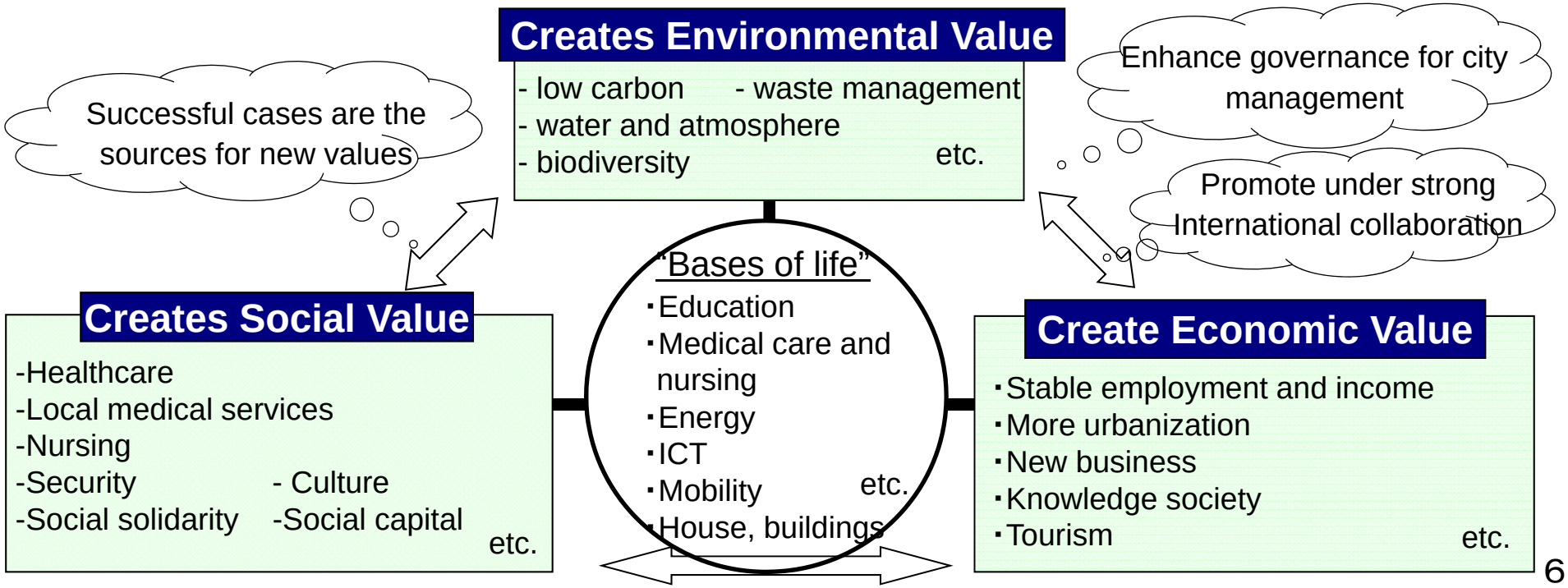
- International networks of cities such as ICLEI（Local Governments for Sustainability）will be activated.

Basic Concept of "FutureCity" Initiative

- Cities which create new values by tackling environmental issues and super-aging -

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"



Project Images on the Improvement of the “bases of life”

Systems to induce private funding

Promote integration to improve the “bases of life”

Environment

- Build zero-emission houses and buildings through increased use of renewable energy, installation of efficient equipment and improved heat insulation
- Introduce new generation vehicles on a large scale
- Energy management utilizing ICT (smart grid, BEMS, HEMS, etc.)
- Convert into compact city
- Improve public transportation

etc.

Super-aging

- Build high quality barrier free houses with improved thermal insulation
- Use ICT to improve lifestyle
- Research and improve personal mobility for elderly
- medical and nurse care robot
- Introduce new services such as medical examination and treatment for the visitors from overseas.

etc.

Others

- Connect research results to regional revitalization by creating venture business or promoting public-private partnership under the international cooperation
- Develop tourist sites and environment conducive to foreign student to attract visitors from overseas
- Undertake regulatory and systems reform

etc.

Future Vision of Cities and Regions

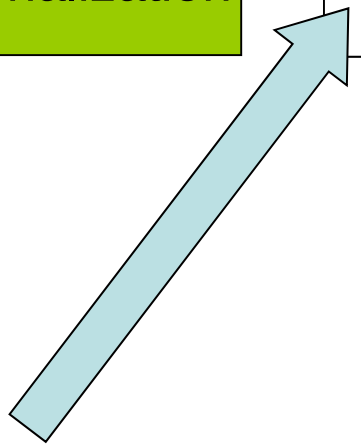
- Cities and regions will identify their own future vision to realize the basic concept of the “FutureCity” Initiative.
- Important points to draw the future vision are;
  - to take advantage of diversity and originality.
  - to maximize synergy of the environmental, social and economic values.
  - to use domestic and overseas networks among cities and regions.

Integrate Key Elements

Environment × Super aging × Internationalization × …

e.g.
- low-carbon
- waste management
- biodiversity

e.g.
- healthcare
- nursing
- social capital

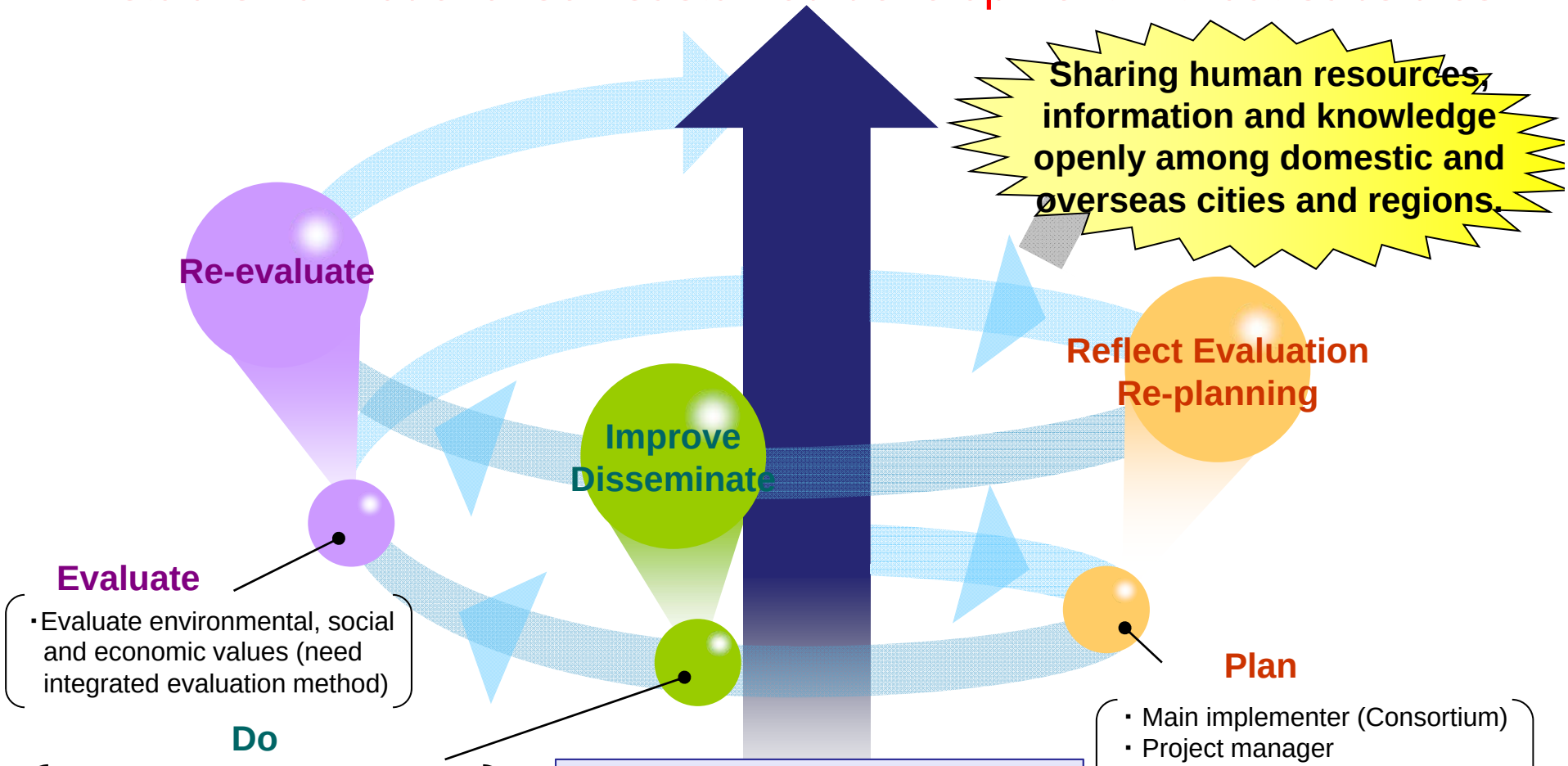


Original Design

- Geographical characteristics
  e.g. mega-cities, medium-sized cities, rural, snow-covered, coastal, re-developed areas
- Core competence
  e.g. technology, food, forest, children etc.

Project Management (Flexibility and a Sense of Speed)

Bring in know-how from all over the world
and
Establish a model of self-sustained development without subsidies



Project Management and Main Implementers

Selection of FutureCities

- Selection
- Clarification of the vision etc.

Actions in each city

- Planning (goal, action plan, roadmap, etc.)
- Prepare implementing structure
- Implement action plan to apply to socio-economic system
- Enhance international collaboration
- Diffuse good practices
- Build consensus among residents
- Undertake regulatory and systems reform
- Evaluate progress and review etc.

3 Levels of the management

① Overall "FutureCity" Initiative level
Perspective to effectively promote the overall "FutureCity" initiative

② Each City Level
Perspective from the management of whole actions at each "FutureCity"

③ Each Action Level
Perspective from progress management of the project applications to socio-economic system and the enhancement of international collaboration

Use domestic and overseas networks of cities and regions

Main implementers

＜National Level＞
- **Government** (include advisory board)
- **Promoting bodies**

Intensive support

< City/Region Level>

Consortium

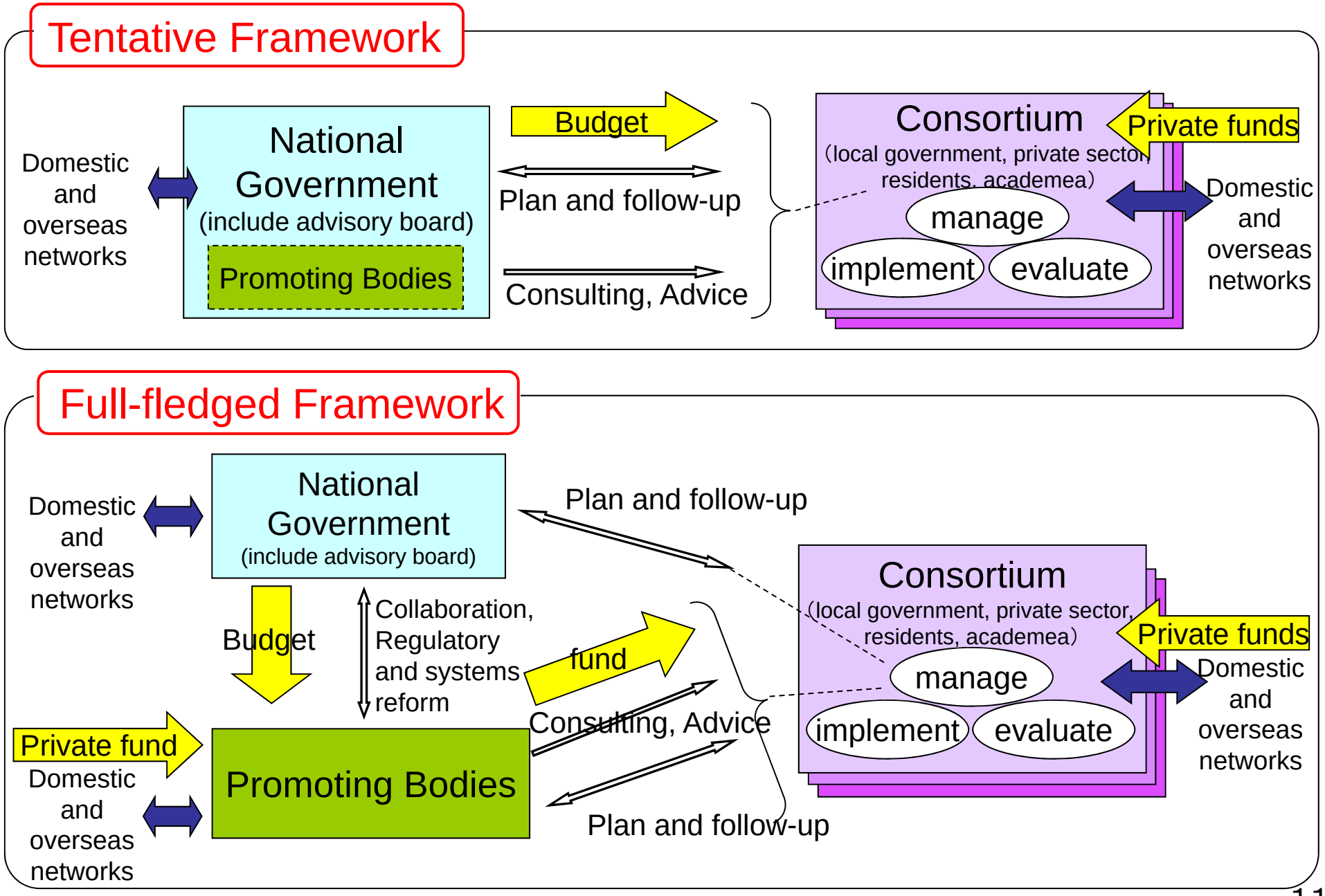
- **Local Government**
- **Private Sector**
- **residents:** NGOs, NPOs, Individuals
- **Academia:** Universities, Research institutes

(include domestic and overseas)

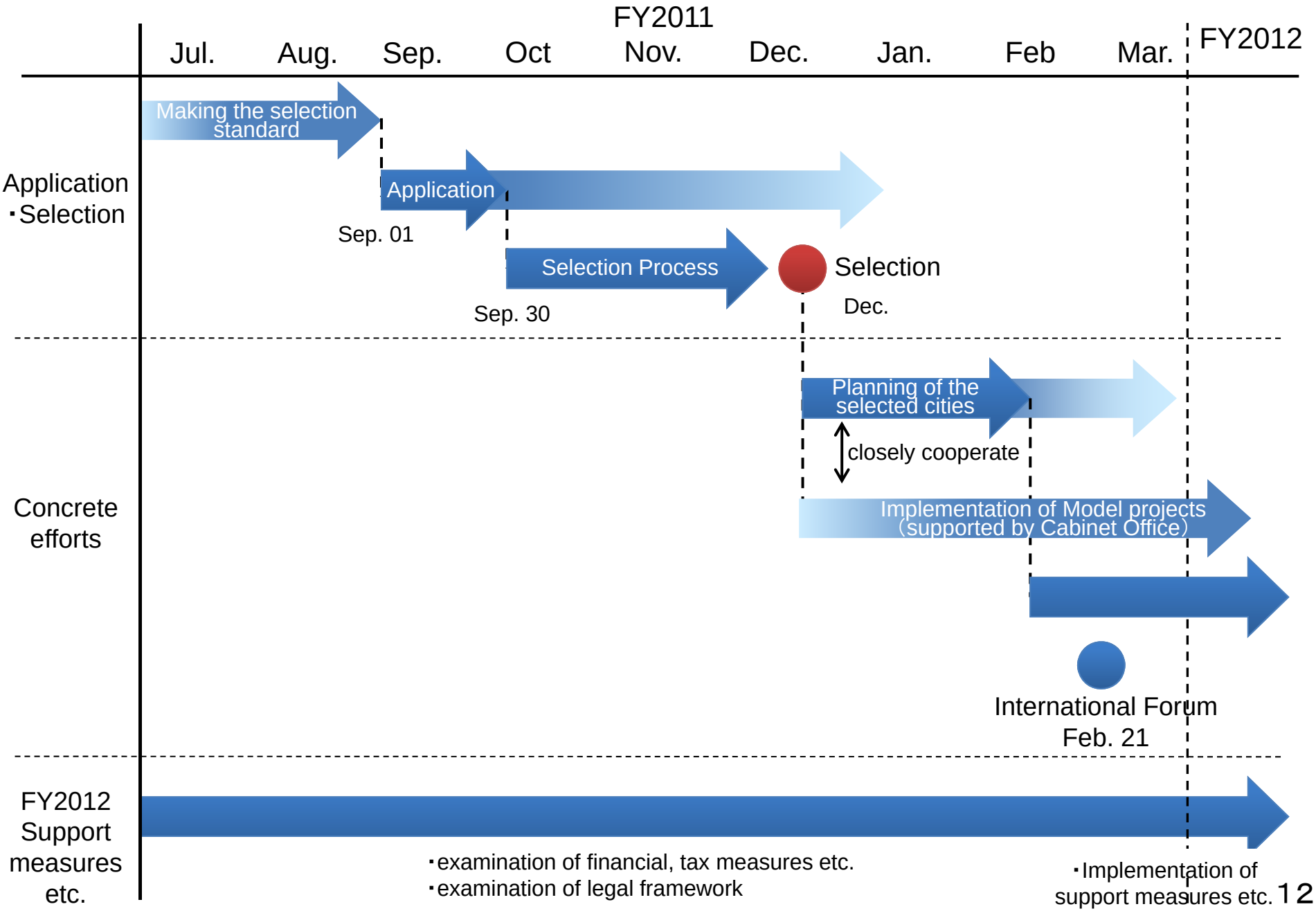
Domestic and overseas cities and regions

Platform for international knowledge
（Stage for the fusion of domestic and overseas best practice）

Organizational Framework for Promotion



Schedule


FY2011
Jul.
Aug.
Sep.
Oct
Nov.
Dec.
Jan.
Feb
Mar.
FY2012
Application ・Selection
Making the selection standard
Application
Sep. 01
Selection Process
Sep. 30
Selection
Dec.
Concrete efforts
Planning of the selected cities
closely cooperate
Implementation of Model projects (supported by Cabinet Office)
International Forum
Feb. 21
FY2012 Support measures etc.
・examination of financial, tax measures etc.
・examination of legal framework
・Implementation of support measures etc.