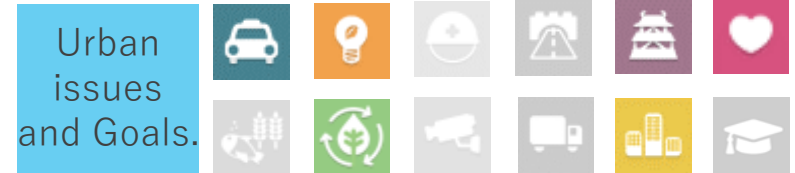


# Smart city Saitama model



Project Area	Saitama City, Saitama Prefecture
Project Organization	Misono Town Management Association



Project area goals, features and issues. (Smart city image)

## • Overview

Saitama City is located about 30 km north of central Tokyo. There are Shinkansen stations that operate in six directions, and it is a transportation hub that connects to many railways. It is an exchange base for "people, goods, and information" that connects various areas of eastern Japan with the metropolitan area and plays a central role in "cooperation with eastern Japan." With a population of over 1.33 million, it is the 9th most populous city in Japan.

## • Initiatives for smart cities

**2009~**

It has started the "E-KIZUNA Project", a measure to popularize next-generation vehicles such as electric vehicles, and we are aiming to reduce carbon dioxide emissions in the transportation sector.

**2011~**

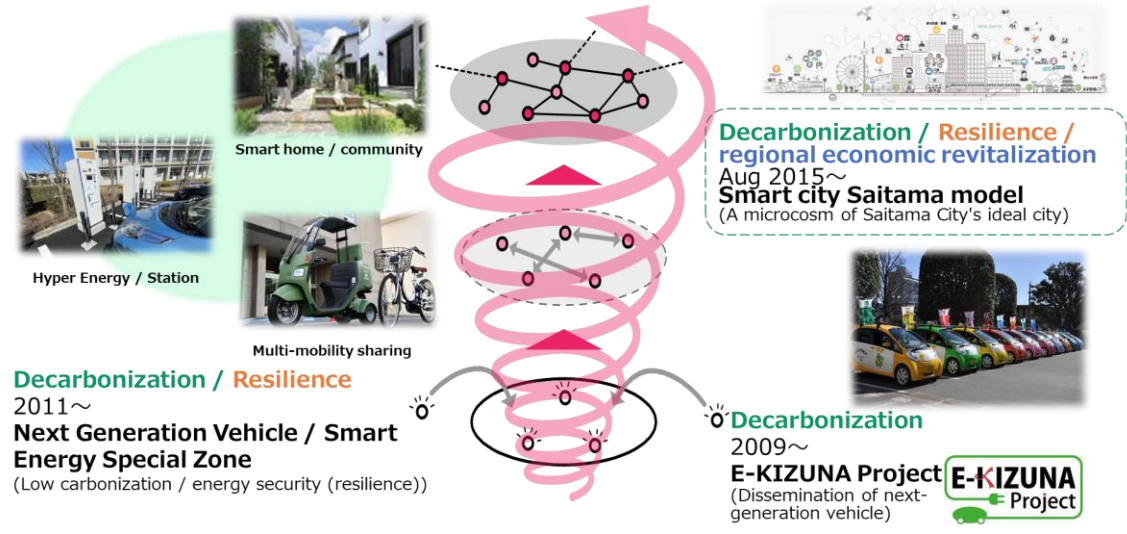
It has been designated by the national government as a "next-generation automobile / smart energy special zone" as a comprehensive special zone. It has started to promote as three priority projects, "Hyper Energy Station", "Smart Home Community" and "Low Carbon Personal Mobility".

**2015~**

We will advance the environment and energy fields and develop a "smart city Saitama model" that crosses fields such as "health," "mobility," "energy," and "community" that utilize AI, IoT, and data.

## • Strengths of smart city Saitama model

Various projects for the realization of smart cities are underway through an ecosystem in which "public, private + academia collaboration". Its strength is that it can utilize the "Common Platform Saitama Version", a city OS that collaborates with member companies of the "Misono Town Management Association", universities, and companies in Saitama City to provide and promote demonstration fields in the Misono area.



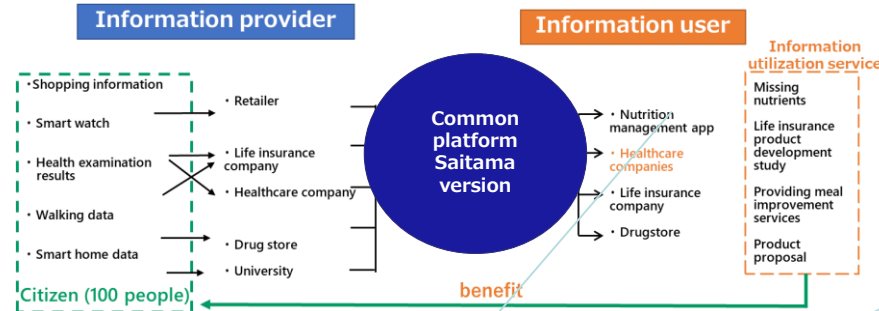
◇ It will challenge to solve problems in cities and townships by utilizing technology and data.

"Common platform Saitama version" is not limited to a specific device or manufacturer. It aims to provide a one-stop service to improve the quality of citizens' lives for residents by integrating various data and services.

Self-driving bus demonstration



"Misono Data Mirai" Project



Regional points



Child care share



Information dissemination of the area



Multi-mobility sharing



Common platform Saitama version (city OS)

Smart planning

Project overview



Next-generation terminal city planning (Smart Planning!)

Proposal of Smart Infrastructure in Saitama

- Development of transportation infrastructure by utilizing big data (GCS, Bus terminal, etc.)
- Enhancement of shared multi-mobility (Improvement of excursion space, migratory performance)

Utilizing data

Common platform Saitama version

Providing data Providing data Providing data

Shared multi-mobility autonomous driving service

- Movement trajectory data (small EV, Share cycling)
- Operation status data of optimally placed depot
- Patronage
- Congestion information from mobility

MaaS+

- Information of mobility needs
- Reservation information for stores and ordered products (Book, etc.)
- Payment information

Health mileage (Pedestrian / Bicycle)

- Movement trajectory data (Pedestrian / Bicycle)
- Health data

Creation of local communities



Misono Market



Misono Festival



Local radio exercises

Smart home community



Food-sharing mileage project



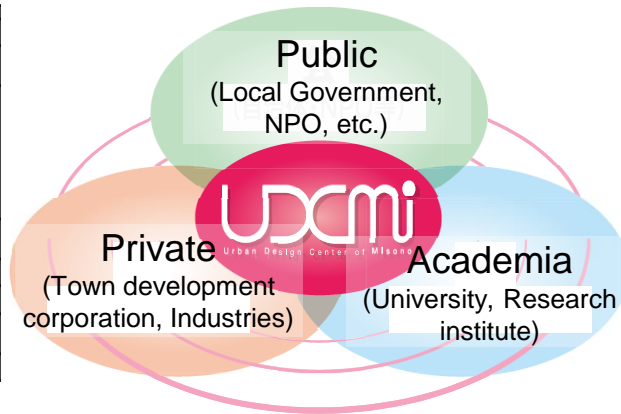
# ◇ Implementing organization

## Misono Town Management Association member list

Classification	Organization / group name	
Government	●Saitama City	Saitama City Cultural Promotion Agency
Industry	AQURAHOME CO.,LTD. ●AEON DELIGHT CO.,LTD. Aeonpet.Co.LTD. AsMama Inc. F Bit Communications Corp. COCOLOMACHI Co., Ltd. Saitama Resona Bank, Limited J:COM SAITAMA·HIGASHINIHO Co., Ltd. SoftBank Corp. EX Research Institute Ltd. TANITA corporation. DIGITAL GRID Corporation NISHIMATSU CONSTRUCTION Co.,Ltd. The Japan Research Institute, Limited Sompo Japan Insurance Inc. FeliCa Pocket Marketing Inc. Misawa Homes Institute of Research and Development Co.,Ltd. Mitsubishi Electric Corporation	AEON Credit Service Co.,Ltd. AEON BIKE CO.,LTD. ●AEON RETAIL Co.,Ltd. FM SYSTEM,INC. KOYOU RENTIA Co.,Ltd. Saitama Prefecture Housing Development Council Cyber workshopLimited liability company SEKISUI HOUSE, LTD. TEPCO Power Grid, Inc. Takasago Construction Co., Ltd. Chuo Housing Co., Ltd. Tokyo GAS Co., Ltd. ●IBM Japan, Ltd. Electric Works Company, Panasonic Corporation BTM, Inc. Mitsubishi HC Capital Inc. ●Misono Town Management Association, Inc.
Academia	●Keio University. Shibaura Institute of Technology	Kogakuin University. Tokyo Denki University

## Misono Town Design Council Member List

Classification	Organization / group name
Government	Local government Saitama City Saitama prefecture
	Public interest corporation Saitama Stadium 2002 (Saitama-ken park association.)
Industry	Land readjustment project officials Urawa Eastern First Specified Land Readjustment Project Council Daimon Shimonoda Specified Land Readjustment Project Council Former Urawa Eastern First Specified Land Readjustment Project Council Former Iwatsuki Southern Shinwa Nishi Specified Land Readjustment Project Council Daimon Shimonoda Specified Land Readjustment Association
	Local government Misono District Neighborhood Association Federation Shinwa District Neighborhood Association Federation
Academia	Entering companies AEON RETAIL Co.,Ltd. Urawa Red Diamonds Co., Ltd.
	Transportation operator Saitama Railway Corporation Kokusai Kogyo Co., Ltd.
Academia	Town development corporation Misono Town Management Association, Inc.
	Saitama University. Shibaura Institute of Technology



# ◇ Project Timeline

## E-KIZUNA Project

- 2009
  - Started measures to popularize electric vehicles as a measure to reduce CO2 emissions from the transportation sector.
- 2011
  - Next Generation Vehicle / Smart Energy Special Zone**
  - Since the Great East Japan Earthquake, we are aiming to create a city with a resilience function that is resistant to disasters. It has been designated as three priority projects by the Japanese government.
- 2014
  - Preparations for establishing Smart City Saitama Model, Misono Town Management Association
- 2015
  - Smart city Saitama model started**
  - We will advance the environment and energy fields and start to develop a "smart city Saitama model" that crosses fields such as "health care," "mobility," "energy," and "community" that utilize AI, IoT, and data.
  - Misono Town Management Association, Misono City Design Council, Town Development Company (one company) Misono Town Management, establishment of base facility "Urban Design Design Center Misono (UDCi)"
  - City OS "Common Platform Saitama Version" Development-Demonstration**
- 2021
  - "Tamapon" application started to be provided
- 2025
  - Realization of Smart City Saitama Model**

# ◇ Others (Awards, selection for smart city projects promoted by the government, etc.)

### <Awards>

- Good Design Award 2016 "Good Design Award" (October 2016)
- Japan Resilience Award 2017 "Excellence Award" (March 2017)
- General Incorporated Association Open & Big Data Utilization Regional Revitalization Promotion O (VLED)"New Town Development Award Utilizing Data (IBM Japan)" (self-approval) (March 2018)
- The 3rd Advanced Town Development City Competition "MLIT Award" (February 2019)
- According to the MLIT dissemination at the Real Estate Professional International Market Conference (France) (March 2019)
- Good Design Award 2019 "Good Design Award" (October 1st year of Reiwa)
- The 7th Platinum Grand Prize Excellence Award "New Era Town Development Award" (November



GOOD DESIGN AWARD  
2021年度受賞

- Impress DX Awards 2019 "Project Division (local government) Grand Prix" (March 2nd year of Reiwa)
- The 8th Good Life Award "Minister of the Environment Award Category Award Local Government Category" (December 2nd year of Reiwa)
- Good Design Award 2021 "Good Design Award" (October 3rd year of Reiwa)
- <Selection for Ministry of Internal Affairs and Communications business>
- Data utilization type smart city promotion business (2017, 2020)
- Information trust function utilization promotion business (2018, 2019)
- Regional IoT implementation promotion project (2018)
- Data linkage promotion type smart city promotion business (2021)