# About smart and compact city in Fujieda City

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| Project Area | Fujieda City, Shizuoka Prefecture |
| Project Organization | Fujieda ICT Consortium |

Urban issues and Goals.

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

## Ⅰ. Fujieda City Overview

Fujieda City is located almost in the center of Shizuoka Prefecture. It has a population of about 145,000 and a city area of 194 ㎢.
JR Tokaido Railway, National Highway No. 1, Tomei Expressway, and Shin Tomei Expressway are located in the east and west. It is a transportation hub that can access Mt. Fuji Shizuoka Airport in about 35 minutes.

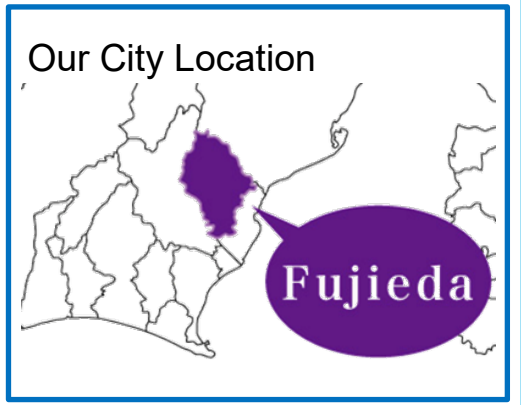
## Ⅱ. Main issues to be addressed by cities and goals of smart city projects

① The commercial agglomeration capacity will decline and private bus routes will be abolished.
(1) Responding to an increase in the number of people with inconvenience in using transportation in the suburbs and rural areas.
→ Number of route bus and shared taxi users: 1,400,000.

② The shipment value of manufactured goods and the working population will decrease.
(1)Take measures to sustain the industry and not to reduce the number of carriers.
→ Number of matching between ICT experts and companies in the city: 50.

③ Declining population and aging society and youth generation will flow out to other cities.
(1)Take measures for a society with a declining population.
→ Evidence-based policy-making (EBPM) number for advancing the action plan: 20.
(2) Efforts to encourage the younger generation to live in our City.
→ Number of influx of families raising children (20-40s): 3,309.

④ Take measures against natural disasters such as the Nankai Trough earthquake.
(1) Prevent the spread of natural disaster risk.
→ Number of people registered in the disaster information distribution system: 9,000.




## Ⅲ. Project promotion points.

Fujieda City's priority strategies of four pillar solutions (health, education, environment, crisis management) will be linked to compact + network town development.
It utilizes a data linkage platform (urban OS) for the introduction of advanced technology that leads to the improvement of citizens' convenience and the promotion of EBPM for each measure.

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

**□It will develop a "four-pillar solutions in which citizens participate" for smart planning by People-Flow Analysis / People-Counting Analysis, etc.**

The four pillar solutions (health, education, environment, crisis management) in our city can be linked with the utilization of solutions (applications) that improve the convenience of citizens and change their behavior.
The purpose is to collect personal data that is the basis for promoting the solution.
Data utilization will create a virtuous cycle that makes citizens' lives more "safe," "comfortable," and "convenient."

**□The use of AI will strengthen cities and advance resilience measures.**

Using AI etc will analyze water level and rain gauge data in combination with past water level and rainfall data in order to ensure the safety and security of citizens and to lead to business continuity and sustainable development of the city's industry.
In this way, the water level prediction model for each river will be confirmed, centering on the flood-prone areas.

**□Develop an environment that promotes open innovation.**

We will solicit public competitions for problem-solving demonstration experiments on themes such as regional issues and citizen services that should be introduced in the future in order to improve the quality of citizen services and power up the city's industry by utilizing ICT.

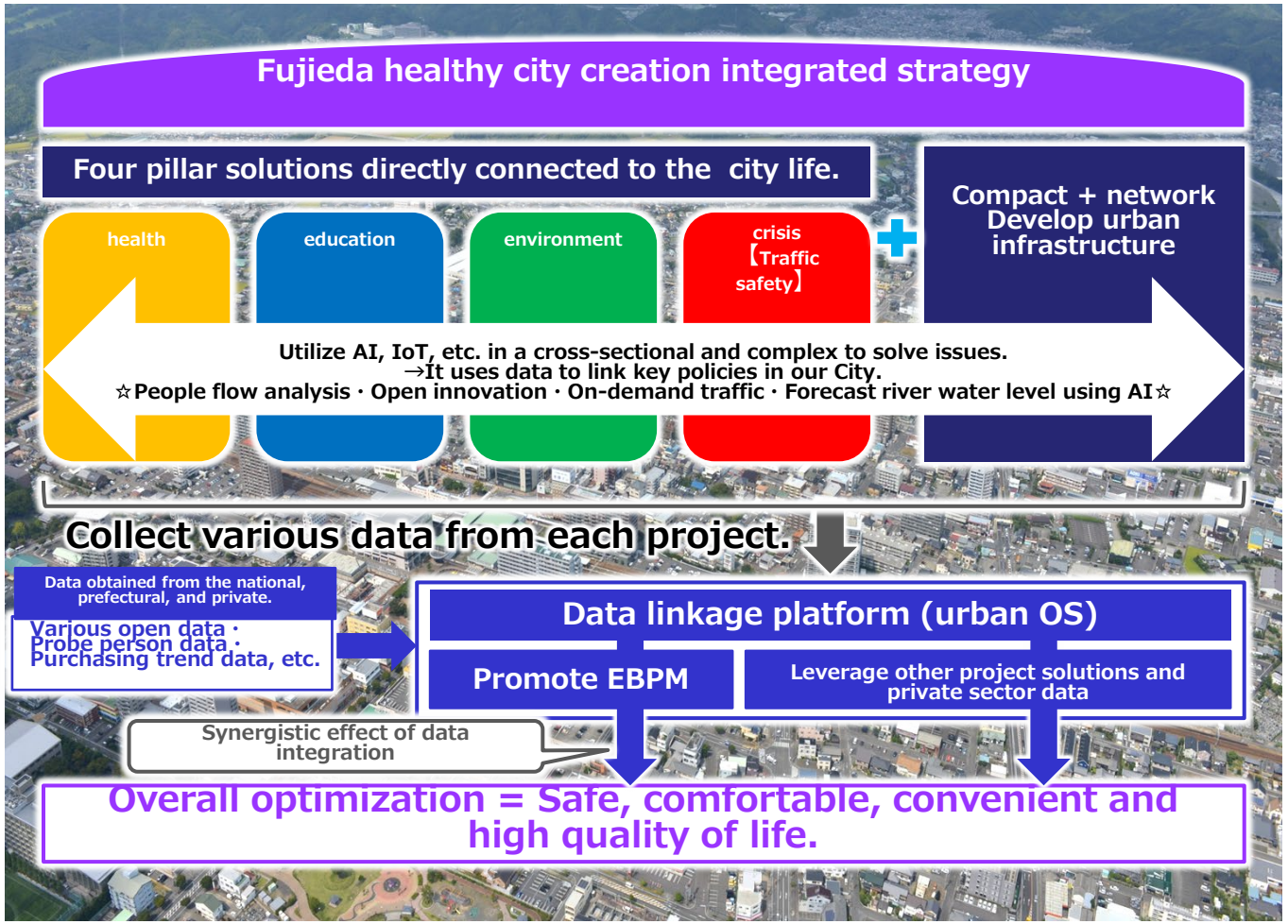
**□Develop develop and operate crowdsourcing systems in our city.**

We will install crowdsourcing that can be used anytime and anywhere in order to improve the efficiency of industrial operations in the city and to realize diverse working styles of citizens (promotion of telework environment). It will improve personal income and the local economy activation.

**□"On-demand traffic" will strengthen the network between bases.**

In order to form a network connecting suburbs and rural areas with bases such as central urban areas and commercial facilities, it will analyze and forecast demand for traffic and traffic information using mobile phone base station data and probe data at various locations.

■Overview of this project.

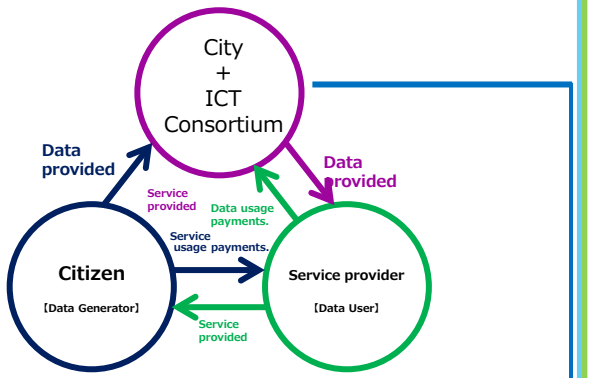


## ◇ Implementing organization

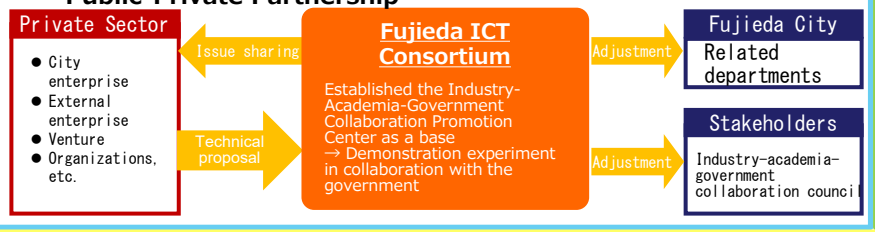
| Action | Performer |
|---|---|
| Overall (secretariat / support) | Fujieda ICT Consortium、Fujieda City、Softbank Corp. |
| People-Flow Analysis /four-pillar solutions | Fujieda City、Softbank Corp. |
| Open innovation | Fujieda ICT Consortium、Fujieda City |
| On-demand traffic | Fujieda City、MonetTechnologies（株） |
| Forecast river water level | eTRUST Co., Ltd. 、Softbank Corp. |
| Urban OS | Fujieda City、Fujieda ICT Consortium、Softbank Corp. |
| Other | About 100 companies participating Fujieda ICT Consortium |

**＜ Management and Operation business model draft utilizing data platform.＞**

・Develop a data utilization system that can generate operating costs with the Fujieda ICT Consortium, an industry-academia-government collaboration organization, as a hub.
・It will solve issues by four-pillar solutions (health, education, environment, crisis) proposed by Fujieda City and develop service solutions that make citizen's lives safe, comfortable and convenient. It requires citizens to fully understand data utilization.




**Fujieda ICT Consortium Coordinating Public-Private Partnership**




## ◇ Project Timeline

2017～2019

**Step 1** IoT demonstration by utilizing LPWA
It collaborated with SoftBank Corp. on the development of an environment for LPWA utilization and the implementation of an IoT utilization demonstration experiment.

2020～

**Step 2** Optimization by open innovation
Advance open innovation to solve regional issues by combining knowledge and services of different industries and fields.

2021～

**Step 3** Data collection and cross-cutting utilization
Digitize priority projects and utilize apps to collect data on projects with four pillar solutions.The collected data will be used in a cross-cutting manner to solve problems.→ Develop EBPM in collaboration with each project.

2024～

**Step 4** Develop a data linkage platform and Achieve urban maintenance
Utilize a data linkage platform (urban OS) that optimizes the entire town.
Develop an urban infrastructure to realize a smart and compact city

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

【Award】 The 1st Compact Town Development Award, Comprehensive Strategy Division, MLIT （Minister of Land, Infrastructure, Transport and Tourism）
Reason for the award: Our City is a public-private partnership that guides urban functions to the central city area, improves the quality of existing stock in the central city area and utilizes it to create a lively atmosphere, challenges smart mobility, secures familiar transportation means through public-private partnership, and uses ICT for disaster prevention. We are trying to respond to various urban issues such as town development. In particular, it was evaluated that it is excellent to create an activity / exchange base that utilizes city-owned land through public-private partnerships, to create a lively atmosphere by utilizing road spaces and station squares, and to create a city that utilizes existing stock, such as the efforts of a migratory factory.
【Selected as a model project】 MLIT has selected it as a leading model project for the "smart city model project." (2021)