


The 7th International Forum on the “FutureCity” Initiative
Session II Partnerships to promote local SDGs
- Public, Private, and Academic Collaboration in Kashiwa City

Kashiwanoha Campus

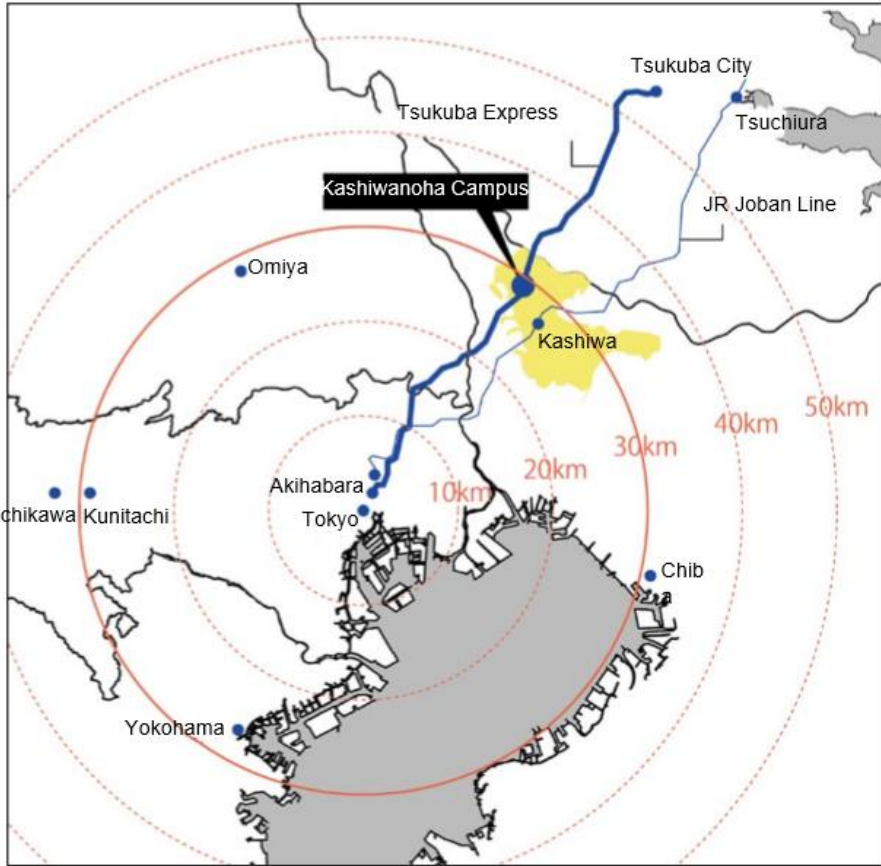
City Operation with Public, Private, and Academic Collaboration



October 4, 2017

 **Kashiwa Mayor – Hiroyasu Akiyama**

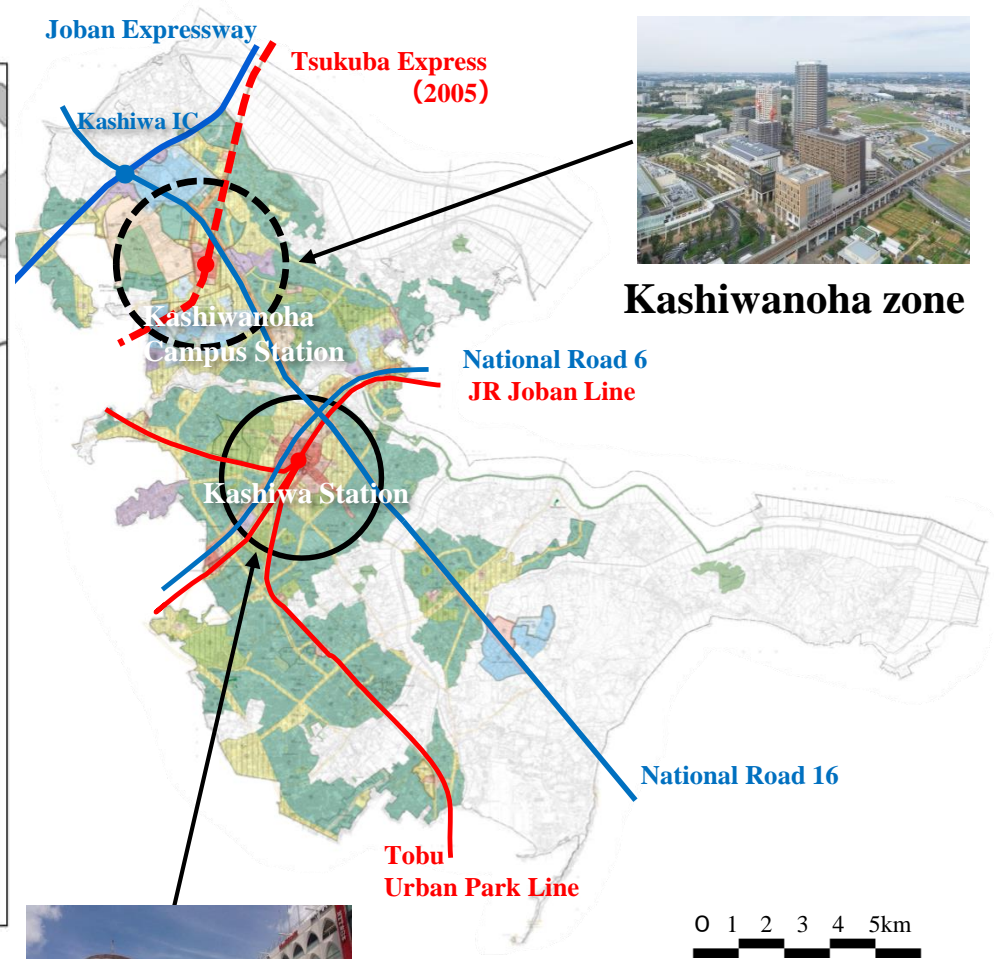
Kashiwa City location and overview



Located **within 30 kilometers** of central Tokyo

27 minutes on the Tsukuba Express from Akihabara

About one hour by car from Narita Airport and Haneda Airport



**Kashiwa
central district**

Kashiwa City
Area: About 115km²
Population: About 420,000 people

Overview of Kashiwanoha

Local sites



Kashiwanoha Campus zone



Land development area covering about 273 hectares and targeting 26,000 people



Building a community from scratch

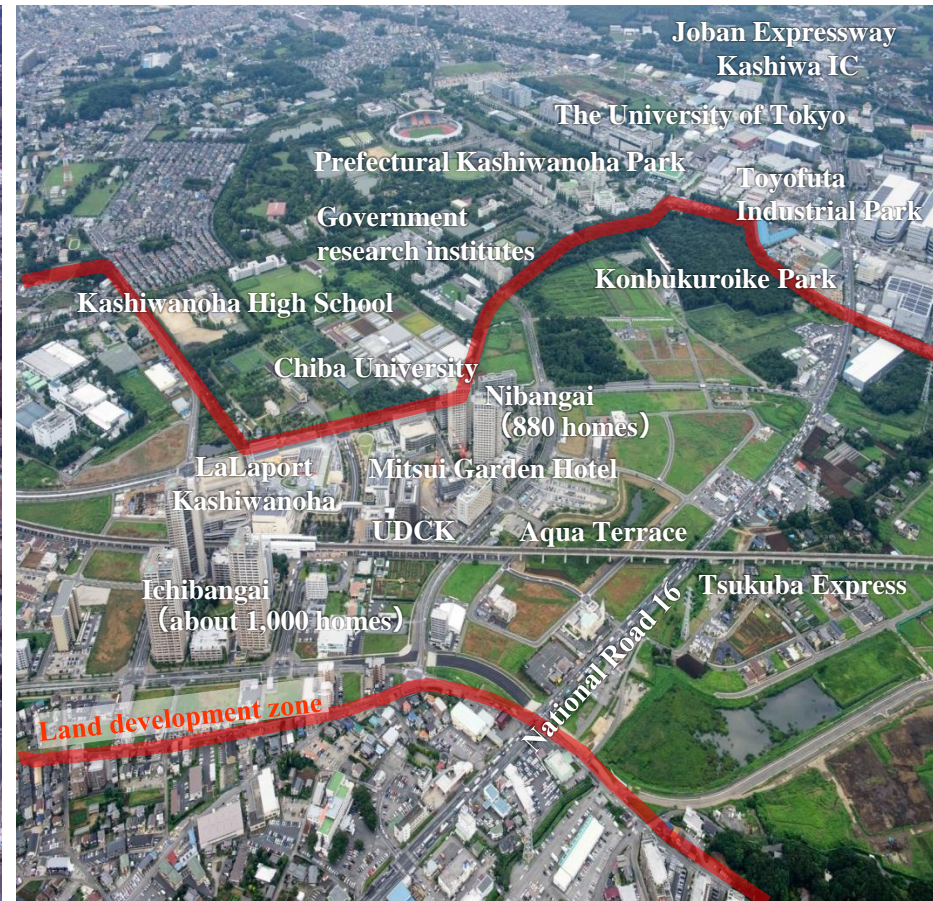
- Community equipped with cutting-edge knowhow and technology
- Creating a new lifestyle as a social experiment with the participation of residents



Changes in Kashiwanoha – Community development from scratch

2004 (before train service started)

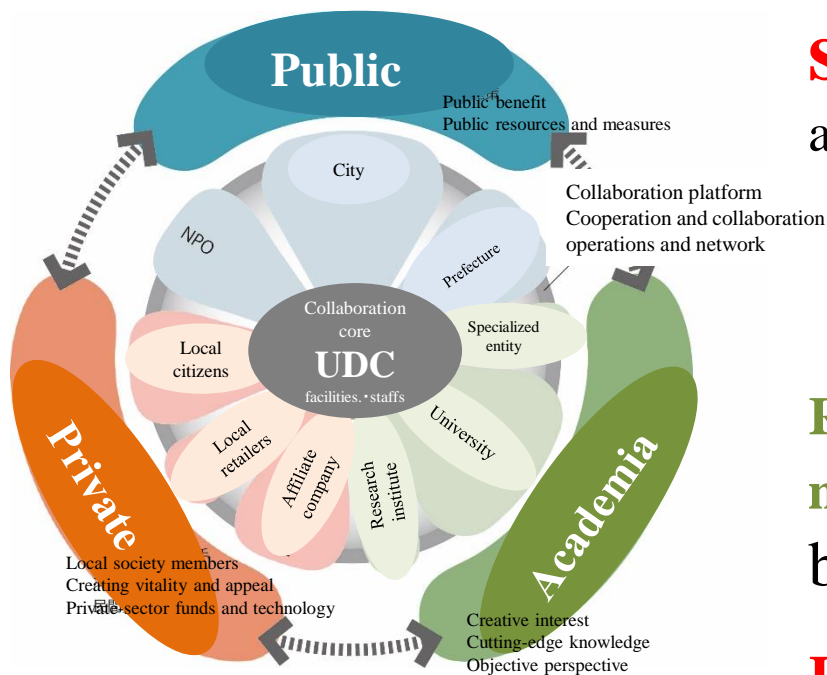
2016



Significant advances in community development over the past 10 years

Kashiwanoha Community Development Scheme

Next-generation community development with a model for resolving social issues by fully leveraging **public** leadership, **private-sector** energy, and **university** advanced knowhow



Requires a new community development mechanism and organization not dominated by government entities

Public x Private x Academic Collaboration

Shared future vision

Kashiwanoha
International Campus Town Concept

Joint promotional entity

UDCK
Urban Design Center Kashiwanoha



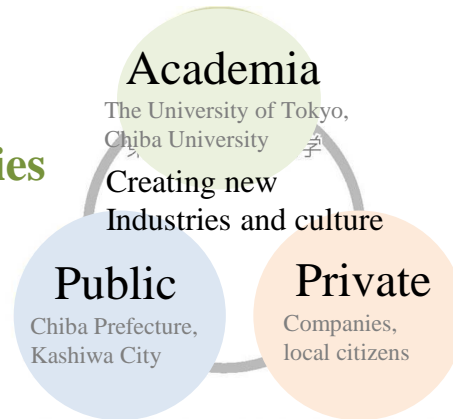
Kashiwanoha Community Development Concept

Kashiwanoha International Campus Town concept

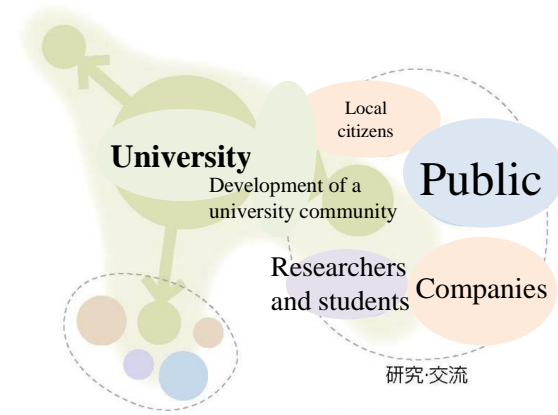
Formulated by Chiba Prefecture, Kashiwa City, The University of Tokyo, and Chiba University in 2008 and promoted by six parties including the previous four plus Mitsui Fudosan and Urban Renaissance Agency

Concept idea

“Harmonization of universities and the community”



Knowledge from campuses plus industry and culture



Environment and health, interaction, and creation campus

Presented eight goals (including eco-friendly, new industry creation, international science, next-generation transportation, health, and urban design) and 27 policies and priority measures

- Goal 1 Development of an eco-friendly garden city
- Goal 2 Fostering creative industrial space
- Goal 3 Formation of international scientific, educational, and cultural space
- Goal 4 Sustainable movement and transport system
- Goal 5 Creation of a Kashiwanoha style that fosters good health
- Goal 6 Implement area management through public, private, and academic collaboration
- Goal 7 Design high-quality urban space
- Goal 8 Innovation and field city

Community Development Site (Public, Private, and Academic Collaboration)

U D C K (Urban Design Center Kashiwanoha)



Participants

Kashiwa City

Public

Mitsui Fudosan
Metropolitan Intercity Railway
The Kashiwa Chamber of
Commerce and Industry
Tanaka Furusato Kyogikai

Private

The University of Tokyo
Chiba University

Academic

Jointly operated entity by public, private, and academic participants

- Established as a private group with joint operation by seven participants (public, private, and academic) in November 2006
- Loose management with sharing of activity costs, operational funds, and manpower
- Flat venue for discussion not constrained by past organizational frameworks

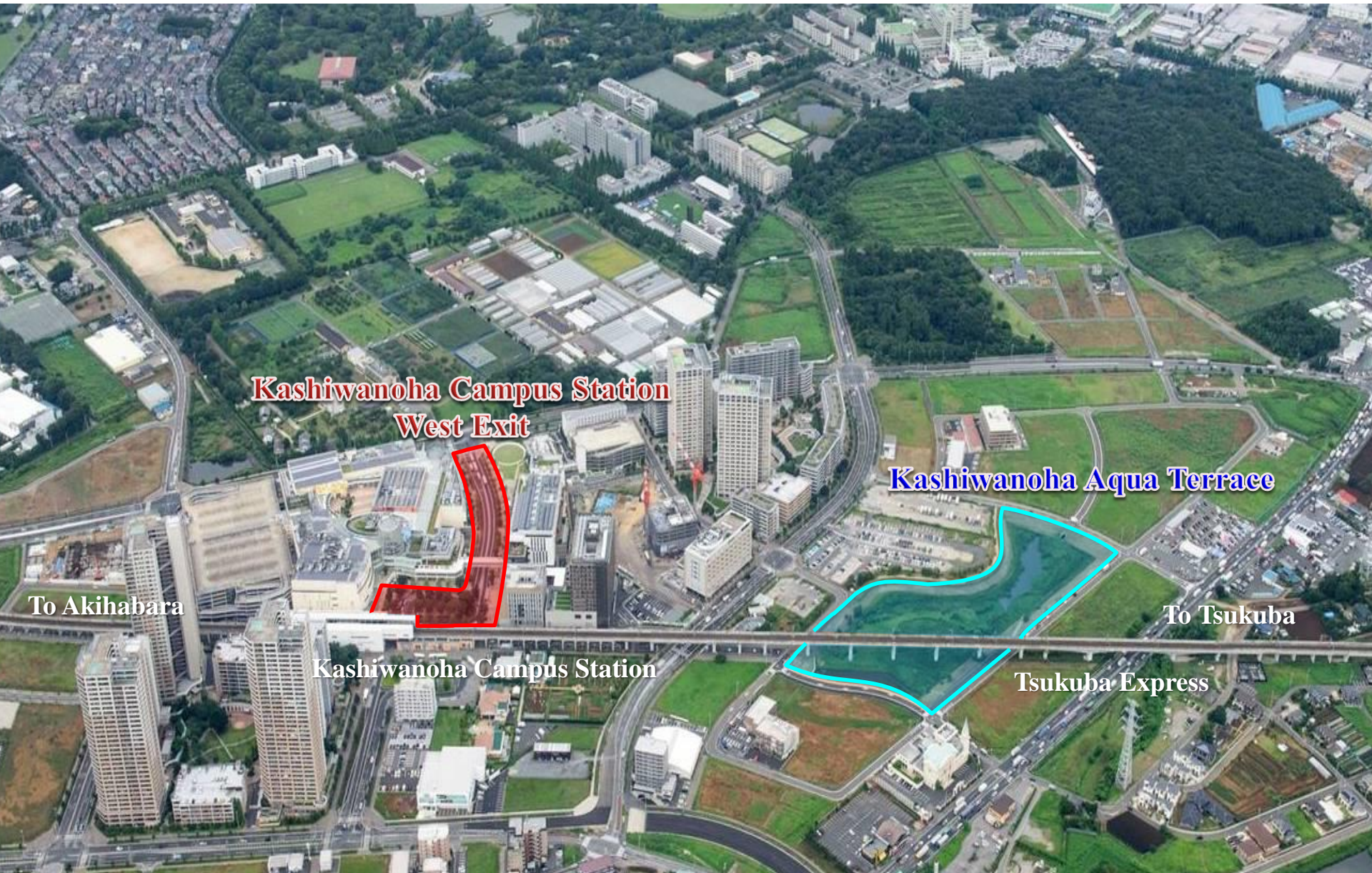
Led by experts

- Projects managed by community development experts
- Close cooperation by staff with expertise in many areas and timely implementation

Became a corporate entity

- Acquired status as a general incorporated association in December 2011 (landscape development, urban revitalization promotion)

1. Design management and area management to create high-quality urban space



Community Development in Kashiwanoha with Public, Private, and Academic Collaboration

Kashiwanoha Campus Station West Exit (Plaza by the station and road)

Develop high-quality public space by the train station utilizing the Act on Special Measures concerning Urban Reconstruction

- Create a bicycle-only lane (separated from pedestrians and bicycles)
- Develop space for relaxing (wood deck, furniture, lighting)
- Develop infrastructure that can be used for events (power source boxes, water and sewage facilities)
- Walkways and plants managed by UDCK as a local organization connecting public and private sectors



Kashiwanoha Aqua Terrace (Type 2 retention basin)

Improve the quality of facilities by the existing rainwater retention basin friendly and interactive water-related space aimed at improving value and driving land usage in areas around the basin

- Wide walkways around the retention basin, wood deck, benches, and high-quality peripheral fence (replace the net fence with a handrail and counter)
- Install a bridge and water stages
- Facilities plants managed by UDCK as a local organization connecting public and private sectors



2. Community development as an eco-friendly futuristic city and regional vitalization comprehensive zone



Promoting community development with emphasis on three themes toward building a next-generation city that serves as a model for resolving social issues

Eco-friendly

Disaster-resilient and people-Friendly, eco-friendly community

Long healthy lives

Safe, healthy lives for all generations

New industry creation

Fostering growth areas that bring new vitality to Japan

Eco-Friendly, Futuristic Community Initiatives

Eco-friendly – Disaster-resilient and people- and eco-friendly community

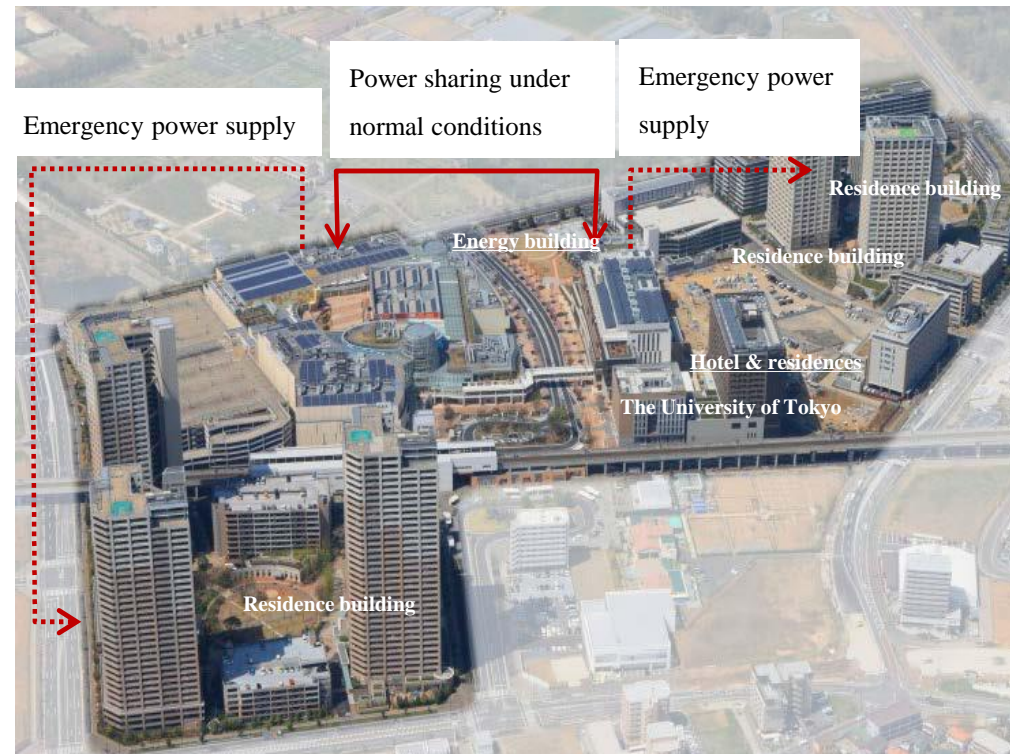
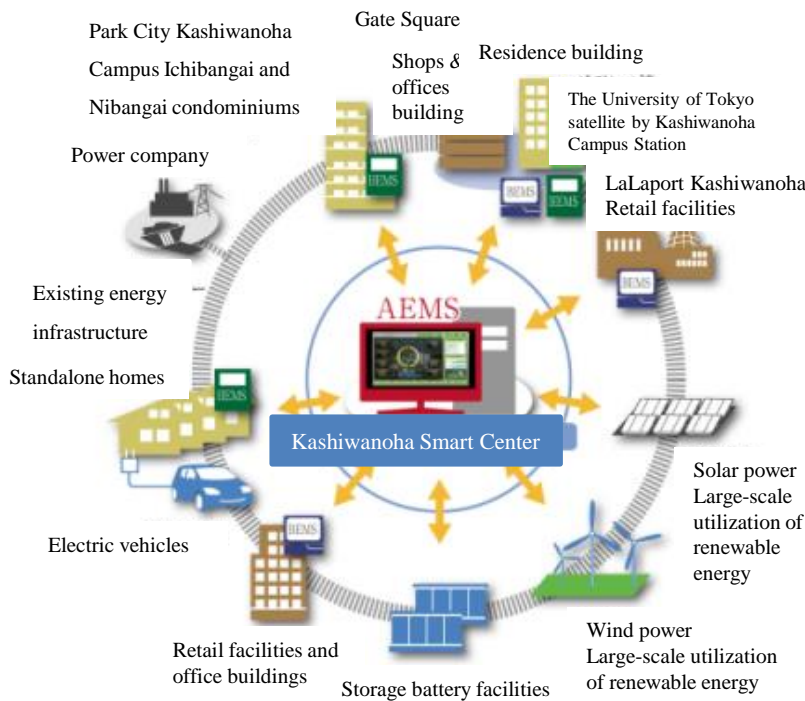
Area Energy Management System (AEMS)

Promote energy-saving activities for the entire area

Lower peak electricity usage volume for the entire community by utilizing distributed source energy (such as solar power and storage batteries) and electricity sharing by connecting zones

Community with reliable electricity facilities that prevent outages

Support three days of power supply at about 60% of the ordinary level even in an outage through electricity sharing with areas around the station (12.7 hectares)



Eco-Friendly, Futuristic Community Initiatives

Healthy long lives - Safe, healthy lives for all generations



ASHITA community healthy research institute

ASHITA community health research institute

Health information dissemination site with citizen participation

Operates the ASHITA community health research institute as a site promoting daily healthy lives **and conducts awareness activities to extend healthy lives and prevent care**

Implement home medicine through specially designated sites

Enhancing home medicine for an ultra-long lived society

Promote home medicine using deregulation in regional vitalization comprehensive zones **and home rehabilitation** outside of medical entities

New industry creation - Fostering growth areas that bring new vitality to Japan



KOIL (Kashiwanoha Open Innovation Lab)

KOIL innovation office

Create new industries through interaction with other industries

Operate KOIL (Kashiwanoha Open Innovation Lab) as a site for interaction among entrepreneurs, researchers, and others and creation of new businesses and services

Comprehensive assistance for venture companies

Promote comprehensive company cultivation (Kashiwa City and Kashiwa Chamber of Commerce and Industry) mainly through the **TEP assistance organization** even though the deregulation of the angel tax system was not adopted

Deployment throughout Kashiwa City; Nationwide Too

Building partnerships with a wide range of entities



Urban Design Center Kashiwa (from 2015)

Launched Urban Design Center Kashiwa (UDC2) as a platform for community development in Kashiwa's central district (around Kashiwa Station) as a citywide initiative with public, private, and academic collaboration.

Public: Kashiwa City, Kashiwa City Community Development Company

Private: Land owners, Kashiwa Chamber of Commerce and Industry, businesses, etc.

Academic: The University of Tokyo, Reitaku University, Shibaura Institute of Technology



Frailty Prevention Project 2025 (from 2016)

Kashiwa City formed a cross-sectoral organization to promote healthier lives and care prevention using the new "frailty" concept with The University of Tokyo, Japan Medical Association, Japan Dental Association, Japan Pharmaceutical Association, and local organizations.

This effort seeks to extend healthy lives by effectively linking health enhancement and care prevention activities and promoting citizen-led initiatives in the local area. It thereby promotes community development that supports vibrant and healthy living.



Forming partnerships with a wide range of entities aimed at eco-friendly, futuristic initiatives and realization of sustainable community development

