

SDGs Future City, Koriyama

- “No one will be left behind.”
- “Nothing about us without us.”
- “There is no Planet B.”

Koriyama City Collaborative Core Urban Area,
Broadening, strengthening and cooperating, through SDGs
~For the creation of a rich urban area for the next generations~

8th of May, 2019



Koriyama City (Fukushima Pref.)

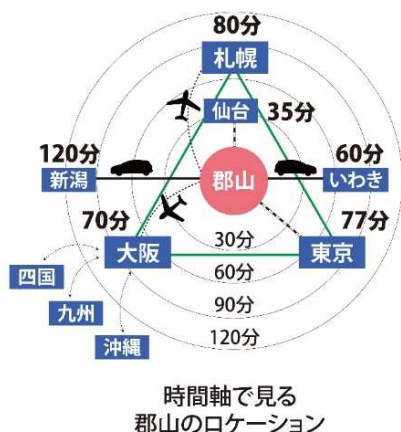
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1 Outline of Koriyama City and Koriyama Collaborative Core Urban Area

Koriyama City

■ **Population:** 331,639
(Prefectural Economic Capital) (as of April 2019)

■ **Area size:** 757,20 km²



1. 4th Belt Line of Tokyo
(Jōban-, Jōetsu-, and Kanetsu Lines)
2. 77 min. from Tokyo
(3rd stop from Tokyo)
3. 70 min. from Osaka (ITM)

◆ Koriyama: a Hub for Knowledge

Knowledge accumulates at academic- and research institutes, located at a hub of the expressway network.

◆ Promotion of Collaboration, using Koriyama's strengths

Open Innovation, Challenge Startup, ICT Kaizen, Safe Community etc.



Fukushima Renewable Energy Institute, AIST (FREA) (Koriyama)



Fukushima Medical Device Development Support Centre



Fukushima Technology Center (Koriyama)



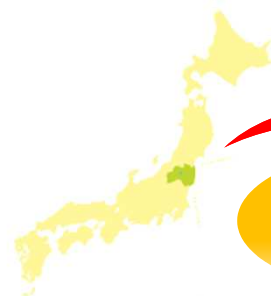
College of Engineering, Nihon University (Koriyama)

Koriyama Collaborative Core Urban Area (Mar. 2019)

■ **Composition:** 4 cities, 7 towns, 4 villages
(Core City: Koriyama City)

■ **Population:** +/- 590,000 (≈30% of Fukushima Pref.)

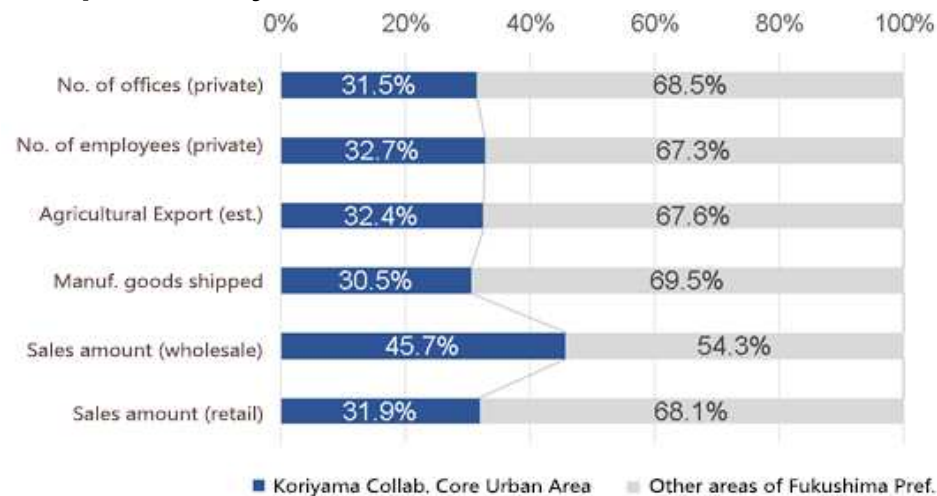
■ **Area Size:** +/- 2,968 km² (20% of Fukushima Pref.)



One for all, All for one!

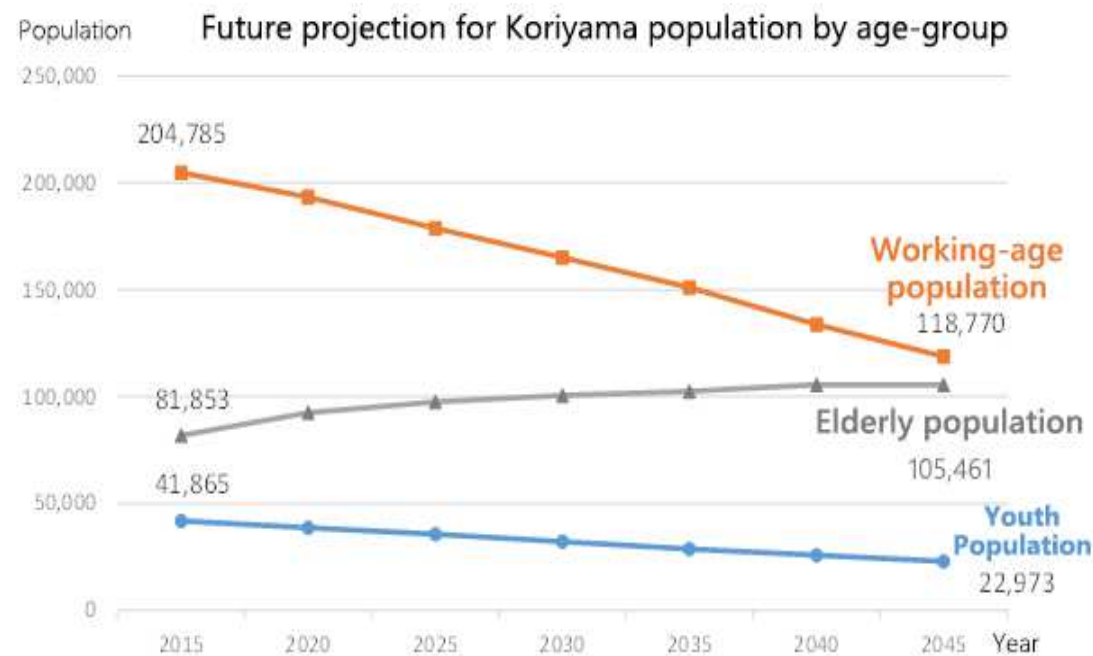


Share per industry (in Fukushima Pref.)

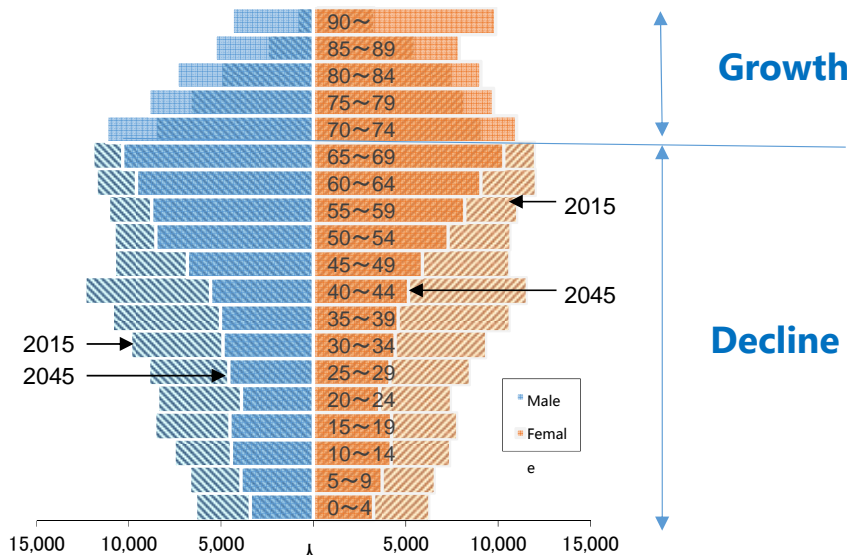


2 Background to the model project efforts ①

- Koriyama's projected population in 2045 is 247,204 (26.3% less than 2015)
⇒ **Population aging and declining birth rate are ongoing problems**
(2015: 335,444)
- In 2045, 25.3% of population projected to be 'latter-stage elderly' (75+)
- **'Prolongation of Healthy Life Expectancy' ⇒ 2045: if people between 20-74 can be counted in the working-age population they would account for 62.5% of total population ⇒ the current working-age population rate of 61.8% can be maintained**



【Koriyama City's projected population pyramid】



2015 total population	335,444	2045 total population	247,204
75+ population (ratio)	40,766 (12.2%)	75+ population (ratio)	62,626 (25.3%)

■ Koriyama City's Working-Age Population

2015: 204,785 ⇒ 2045: 118,770 (42% decrease from 2015)

■ Koriyama City's Elderly Population

2015: 81,853 ⇒ 2045: 105,461 (28.8% increase from 2015)

From 'self-help' to 'inter-support' and 'mutual-aid'

2 Background to the model project efforts ②

○ 3/11: Great East Japan Earthquake Disaster ⇒ **Health measures for all generations incl. children are important**

Decontamination Info Station

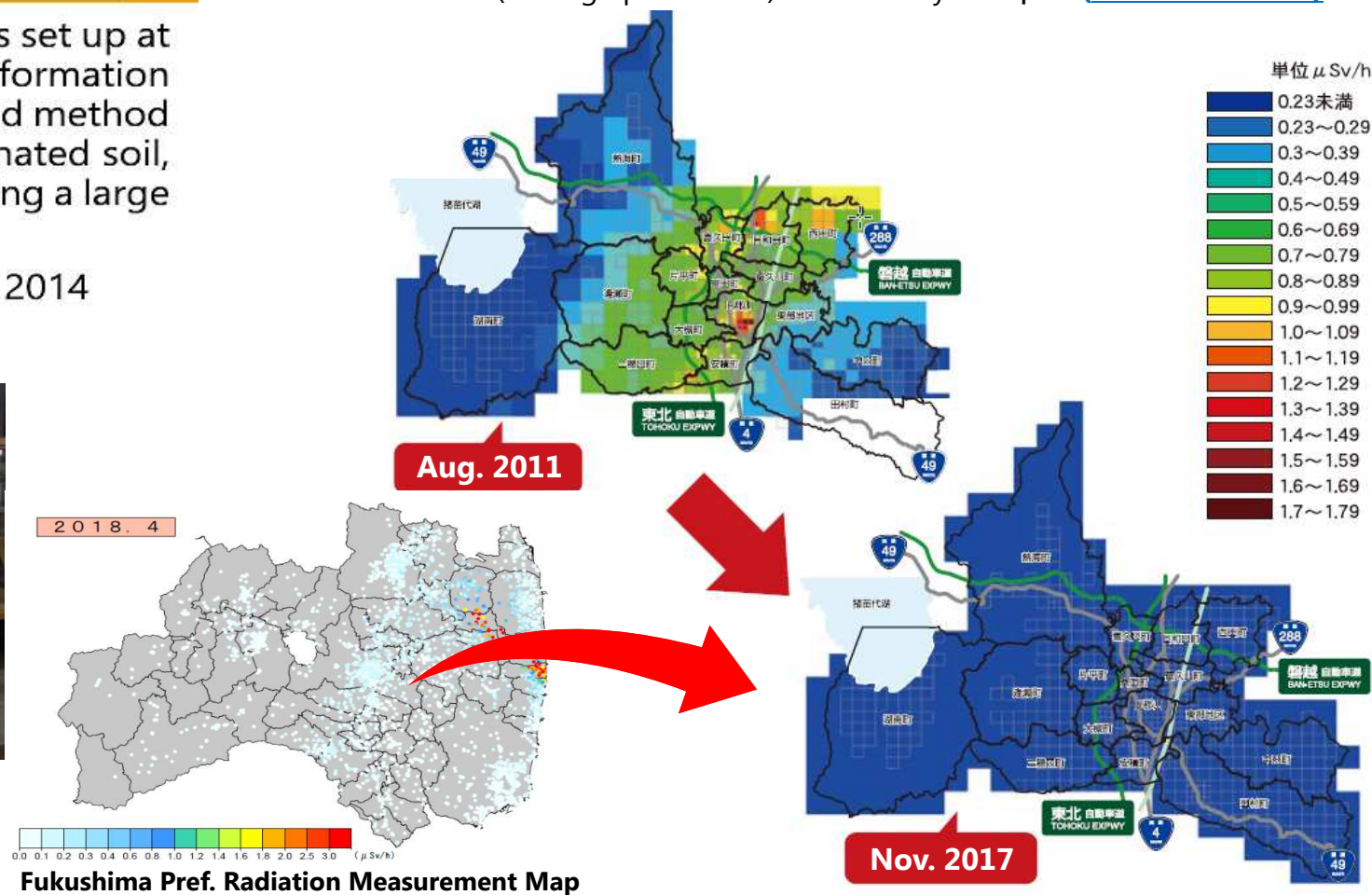
A Decontamination Info Station is set up at Koriyama City Hall, providing information on topics such as the progress and method of the transportation of contaminated soil, radiation levels in the city etc., using a large touch-screen.

* Available in English since Oct. 2014



Set up at Koriyama City Hall in Feb. 2014

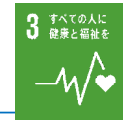
■ **Spacial Radiation Levels** (Koriyama City Nuclear-Disaster Management Div.)
March 15, 2011 (Fukushima Pref. Koriyama Office): max. hourly 8.26 μSv
Nov. 2018 (Average per district): max. hourly 0.12 μSv (**98.6% decrease**)



2 Background to the model project efforts ③

UN Summit (Sep. 2015)

- Among the 17 SDGs adopted by the UN: **'Good Health and Well-being for All'**



Sustainable Development Goals (SDGs) Promotion HQ: Outline of SDGs Implementation Guidelines (Dec.16)

- Among the 8 priority subjects: **'Achieving Health and Longevity'**

Growth Strategy Council 'Investing for the Future' (council documents, March 20, 2019)

- According to studies, the biggest contributing factor on the subjective happiness rate is **health**.
- The increase of anxiety among non-healthy people is larger than the decrease of anxiety among healthy people.
- When you become unhealthy, you start to appreciate **health** more.

National Governors' Association:

(Nov 15, 2018)

'Concerning the request for "an emergency motion towards the strengthening of countermeasures against the declining birthrate and child-poverty".'

National Governors' Association: Declaration on Building a Healthy Nation

(National Governors' Association, July 2018)

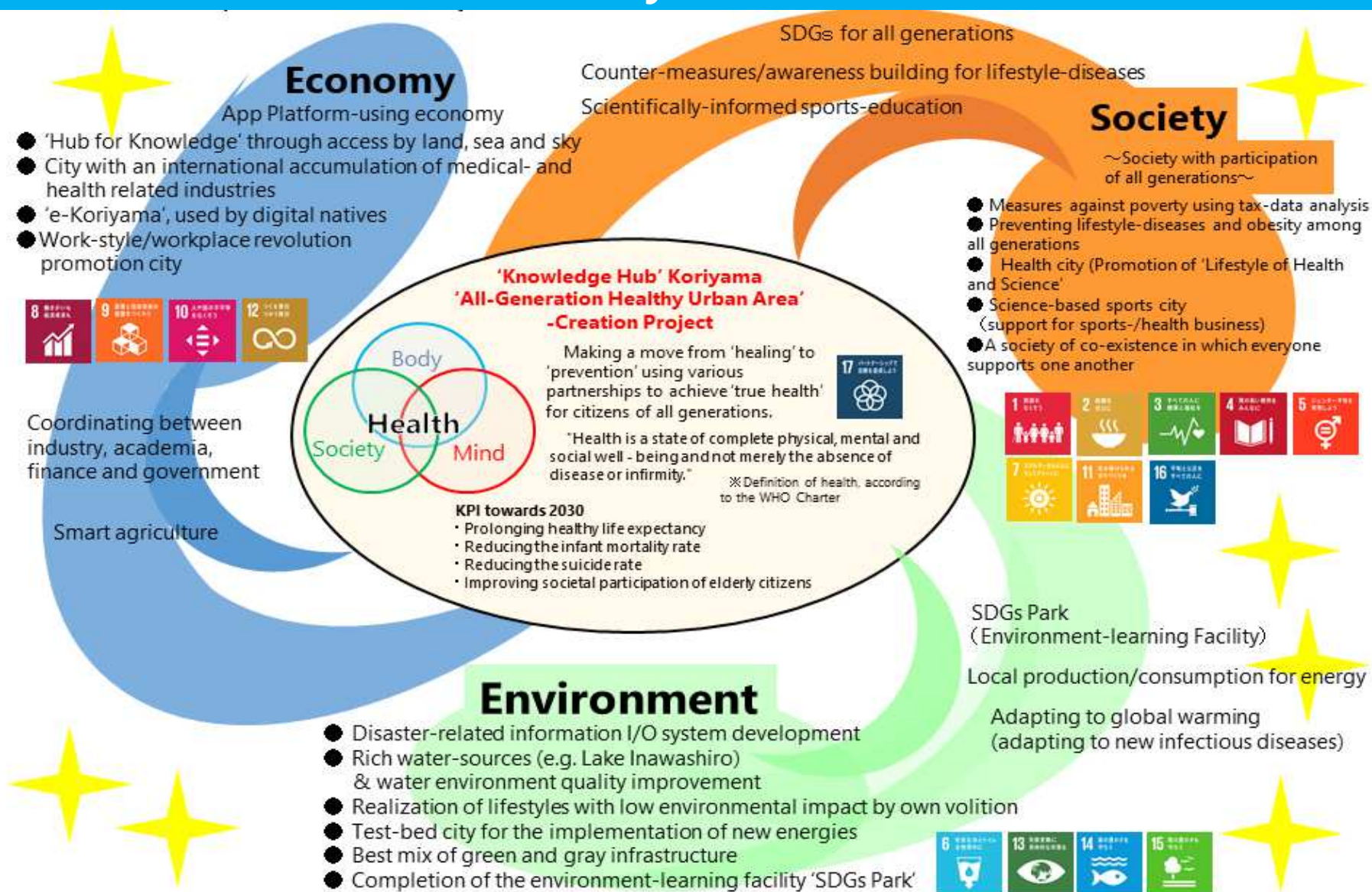
- The realization of a society with an active working-age population of up to 74 years old
- ① Improvement of QOL through prevention of lifestyle diseases and increases in severity, and
- ② reduction of health care costs

Prologing the 'healthy expectancy'

Nationally strengthening the sustainability of Japan's social-security system

- ◆ Strengthening **Regional Sustainability** in the countryside where the population decline is advancing rapidly.
- ◆ Health is not only the foundation for the QOL of citizens, but also for sustaining industry and civil activity.

3 The envisioned state of the Koriyama Core Urban Area in 2030



4 Outline of Model Projects

City of Koriyama, Fukushima Prefecture JAPAN

Economy

Society

Economy×Health

Accumulation and promotion of the medical care- & health industries ~an Advanced Industry City centered around medicine-industry collaboration~

- **Industrial innovation projects**
 - Coordinating collaborations between industry, government, academia, finance, labor, press and law
 - Consultation for collaborations between medicine and industry)
- **New agricultural projects with a diverse group of citizens**
 - Agriculture Project
 - Optimization of agriculture using IoT (Agri-tech)
 - Support for technical learning for people with disabilities (Agriculture/Social Welfare Linkage)

Prolonging of the healthy life-expectancy and creation of employment opportunities through the development of diverse health industries

Realizing life-long activity and increasing the work force through the prolonging of the healthy life-expectancy

**Integrated efforts to connect the three aspects
'Knowledge Hub Koriyama'
'All-Generation Healthy Urban Area'-
Creation Project**

Society×Health

Extending the healthy life expectancy and reducing medical expenses

- **Health promotion linking health centers and the community**
 - Koriyama Iki-iki Health Points Project
- **Promotion of cancer screening & diabetes-prevention measures**
- **Fact-finding and analysis by meal history questionnaire**
- **Health promotion through sports guided by professionals based on scientific knowledge**

Environment×Health

Ensuring a comfortable living environment with a small environmental impact

- **Anti-global warming measures**
 - Decrease of greenhouse-gasses by using new energy sources
 - Formation of a climate change adaptation plan (Collaboration with the National Environmental Research Institute)
- **Local Energy Production and Consumption' promotion**
 - Use of regional renewable energy sources (incl. geothermal)
- **Enhancement of experience-based environmental learning facilities, using existing facilities**

Increase in people pushing environmental activities through the realization of lifelong activity

Growth of the (non-resident) population by creating a good environment

Supporting and improving the natural environment by stimulating agriculture

Increase in demand for energy-efficiency by fostering environmental awareness



National Institute for Environmental Studies (NIES) Fukushima Branch

Fukushima Renewable Energy Institute, AIST

Environment



セーフコミュニティ郡山

1. Open-data informed community building, lifestyle-disease prevention measures, analysis of regional medical care (EBPM)
2. Promotion of the prolonging of the healthy life-expectancy by implementing health counseling based on science, using ICT (EBM)

- ★ Realizing an 'All-Generation Healthy Urban Area'
- ★ Realizing a sustainable region



5 Integrated efforts connecting three dimensions (projects eligible for subsidy) ①

■ Integrated efforts connecting three dimensions

'Hub for Knowledge, Koriyama' and the 'All-Generations Healthy Urban Area Creation Project'

- Health-maintenance and measures to prevent lifestyle diseases using open data & analysis of wide-area medical care (EBPM)
- Promotion of healthy lifespan extension measures (EBM), through the implementation of evidence-based health management coaching using ICT.

- Collaboration of various stakeholders (besides private enterprises, higher education- and research institutes, also collaboration between industry, academia, finance, government, labor, press and law).
- Collaboration with other organizations designated as 'Safe Communities' (obtained in Feb. 2018, as 15th in Japan, 391st in the world)

Spreading Koriyama City's efforts to the Core Urban Area

Innovations in medical care and health ⇒ New business development in medical care and health industry

Promotion of 'Safe Communities'
Realization of a Healthy Urban Area for all generations
Formation of a sustainable Koriyama Core Urban Area

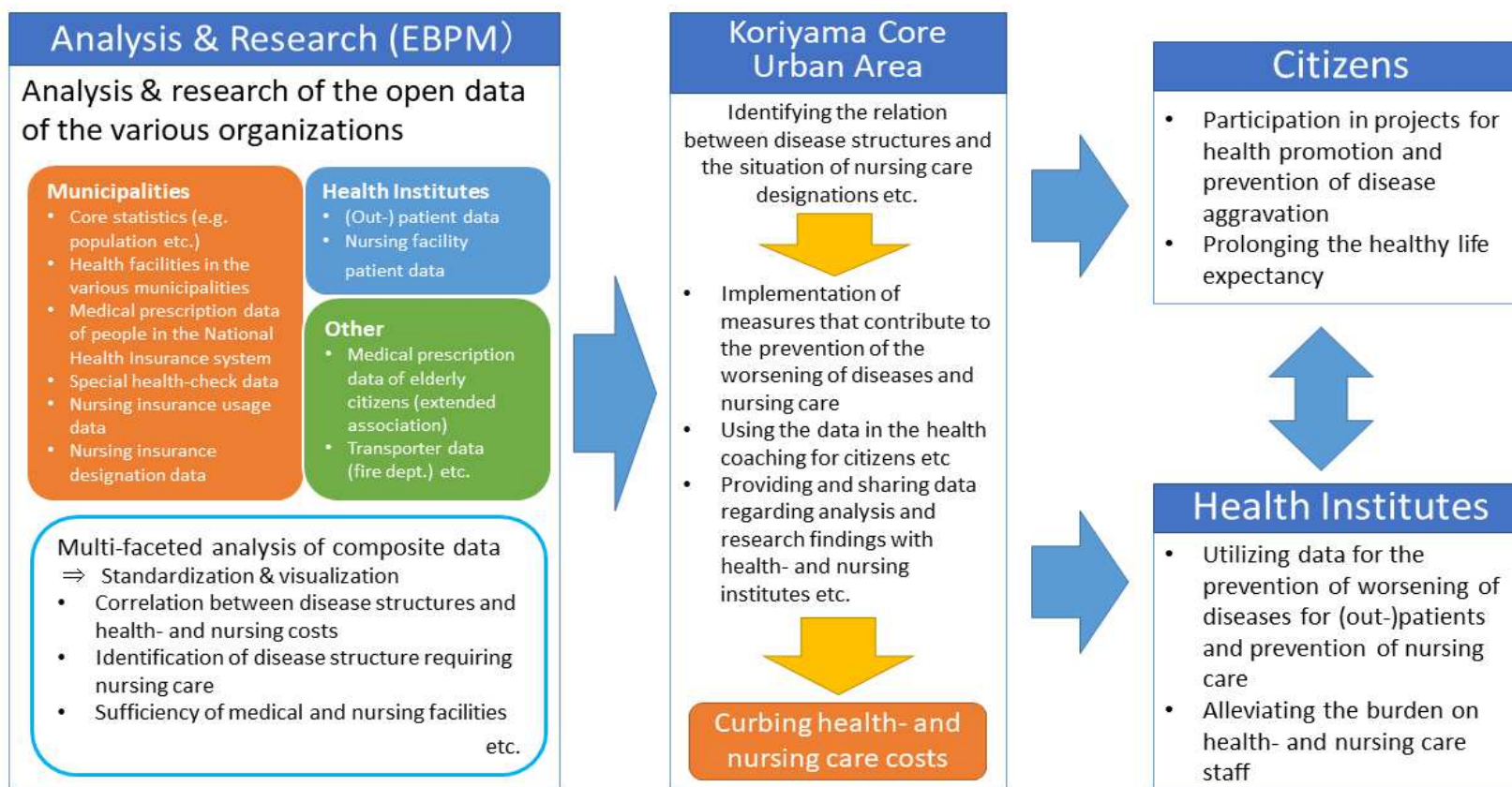


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EBPM: Evidence-based Policy Making
 EBM: Evidence-based Medicine

5 Integrated efforts connecting three dimensions (projects eligible for subsidy) ②

- Health-, nursing- and health-check data' + 'Relation between disease structure and health- and nursing care costs' etc. ⇒ Quantified visualization
- Expanding health maintenance- and nursing prevention projects etc. among citizens of the Koriyama Core Urban Area ⇒ Prolonging the healthy life-expectancy of Core Urban Area Citizens ⇒ **Moderation of the health care costs and health benefits in the Core Urban Area**
- Diabetes Aggravation Prevention Collaboration of Private Enterprises (Novo Nordisk Pharma Ltd. etc.) with Higher Education Institutes (Fukushima Medical University) in Koriyama ⇒ Expansion to the Koriyama Core Urban Area
- Data-based backcasting point-of-view ⇒ connecting to **support for the children who bear our future**



Diabetes Aggravation Prevention Research Project

■ **Partner:** Medical Information System Development Center

■ **MoU:** Concluded a MoU for securing health promotion among Koriyama citizens enrolled in the national health insurance scheme (10-10-2017)

■ **Content:** Implementation of a demonstration experiment for the digitalization of data regarding diabetes handbooks and medical record handbook using a smartphone application (Personal Health Record), with the consent of 26 individuals, starting March 2019.

6 Synergy through integrated efforts ~collaboration with various stakeholders~



Multifaceted research & analysis of Open Data etc. ⇒ Accumulation of health-related evidence ⇒ collaboration between industry, academia, finance, government, labor, press and law (230 MoU's as of March 2019, e.g. with Fukushima Pref. Unicef Association, Fukushima Labour Bureau, JICA, Kowa Company, Ltd. (Currently Tohoku Alfresa Corporation etc.)

⇒ Innovation in the fields of medical care and health ⇒ Creation of new medical and health industries



Creation of new medical and health industries ⇒ creation of new business opportunities calling for (ESG) investment & regional revitalization

ESG Investing ⇒ a type of investment in which companies' environmental, social- and governance-related considerations are valued in the selection of companies to invest in

○ Advice and guidance from the perspective of public health

Fukushima Medical University

National Institute for Environmental Studies

○ Research on the promotion of sustainable community building
○ Research on cities and areas with adaptability to climate change

Essen City (GER)

○ Inter-city collaboration in the field of medical industry (Duisburg University Medical Faculty)

○ Collaboration for the accumulation of medical care-related industries

Fukushima Medical Device Development Support Centre

○ Public awareness building for the improvement of lifestyle habits in order to reduce health care expenses
○ Provision of medical prescription data, and the use of analysis results

Fukushima Pref. Elderly Care Wide Area Union

Lawrence Berkeley National Laboratory / California Uni., Berkeley

○ Perspectives on resilience

○ Implementation of model projects through the collaboration of the Japan Medical, Dental- and Pharmaceutical Associations

Sanshikai (Japan Medical, Dental- and Pharmaceutical Associations)

Aflac Life Insurance

○ Cancer-check awareness studies and stimulation campaigns

○ Provision of medical prescription data, and the use of analysis results

Health & Nursing Care Organizations in the Urban Core Area

The Dai-ichi Life Insurance Company, Limited

○ Cancer-check awareness studies and stimulation campaigns

○ Dual-implementation of Koriyama Iki-iki Health Points Project' and the 'Fukushima Pref. Citizen App'

Fukushima Pref.

Unicharm Corporation

Otsuka Pharmaceutical Co., Ltd.

○ Lifestyle-diseases, diet studies, nutrition education

Novo Nordisk Pharma Ltd.

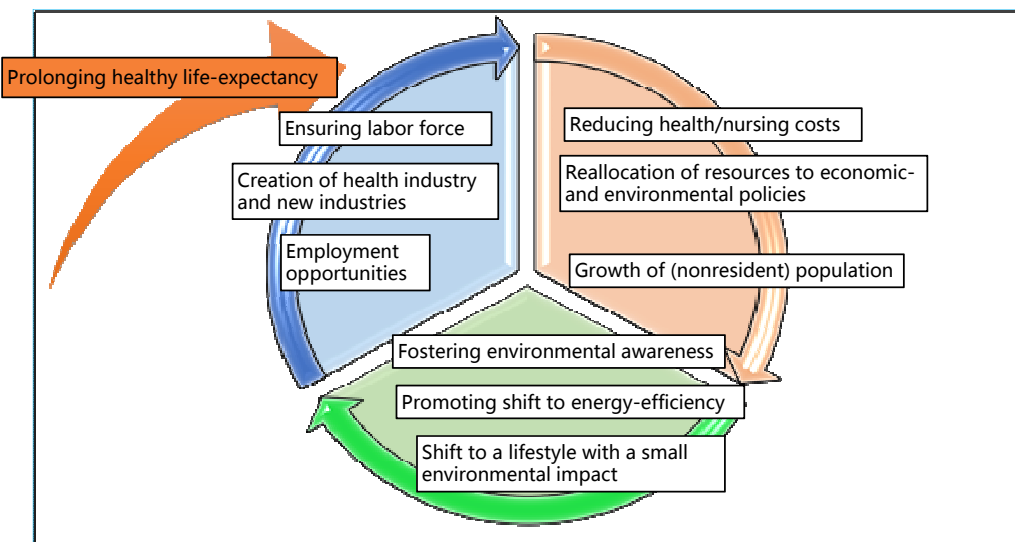
○ Anti-diabetes measures, surveys, statistical analysis of data
○ Data analysis of the living environment, e.g. traffic and medical institutions etc.

Hub for Knowledge, Koriyama

7 Independent upward spiral

City of Koriyama, Fukushima Prefecture JAPAN

- The foundation of efforts for the economy, society, environment is **Health** ⇒ Accumulation of expertise on the prevention of lifestyle-diseases and nursing care
⇒ **Evidence-based policy making (EBPM)** ⇒ **Prolonging of the healthy-life expectancy**
- Health-/Nursing care cost reduction for both individuals and local government by better **health** ⇒ resources can be reallocated to other fields
- Considering **environmental problems as health problems** ⇒ lifestyle with consideration of the environment ⇒ purchasing energy-efficient devices
⇒ **upward spiral for both economy and environment**
- Growth of the population that is active all their lives, and participation of various stakeholders ⇒ revitalization of the regional community ⇒ growth of the participating-, nonresident-, and new settling communities ⇒ solving the labor scarcity problem of local businesses and the securing of foreign workers ⇒ **Revitalization of the regional economy and ensuring the region's sustainability**



Upward spiral by prolonging the healthy-life expectancy

Creation of a rich urban area for the next generation



Revitalization of the regional economy
Ensuring the region's sustainability

8 Expansion of the integrated efforts

City of Koriyama, Fukushima Prefecture JAPAN

Schedule-outline for the projects for the upcoming 3 years (2019-21)

- Use of various Open Data sets
- Participation of various stakeholders

FY 2030: Goal

- Implementation of scientific evidence-based health-counseling using tablets etc. by public health nurses and dieticians in the area
- Working towards lifestyle disease- and disease aggravation prevention in the region as a whole ⇒ **reduction of the health gap and prolonging of the healthy life-expectancy**

FY 2021

FY 2020

FY 2019

- Enacting policies based on analysis results in local governments
- Providing and sharing analysis results of medical- and nursing care organizations ⇒ **Reducing health- and nursing care costs**
- Building a health-counseling system

- Collection and sampling of the composite data in the possession of organizations in local municipalities such as doctor's associations, and medical- and nursing care organizations
- Medical prescriptions data analysis, and analysis of hospitalization-causes by medical data analysis specialists



**Together with the
Koriyama Core
Urban Area**

9 Understanding and Execution of SDGs

City of Koriyama, Fukushima Prefecture JAPAN

■ Projects so far (FY2018)



Koriyama City SDGs Seminar

Aim: Education amount basic knowledge towards the implementation of SDGs
Date/Time: July 30th, 2018 13:30~16:00
Content: P.1 'Promotion of SDGs in local governments for community-building'
 P.2 'Koriyama Core Urban Area from the perspective of SDGs'
Participants: Approx. 160 (from companies, research institutes, city assembly members, staff from local governments in core urban area etc.)

Participated in the Cabinet's Regional Revitalization SDGs Private-Public Forum

A platform set up by the Cabinet Office to stimulate the collaboration between various stakeholders such as local governments, companies that create new added-value for regional economies, NGOs & NPOs, universities and research institutes. 2 staff members of Koriyama City participated in sub-working group 'Promotion of SDGs using the Company Hometown Tax'.

Private-Public Joint SDGs Workshop

Aim: Deepening understanding of Koriyama SDGs Seminar content towards implementation
 *with National Environmental Research Institute Fukushima Branch, Utsukushima NPO Network
Content: 'Considering Koriyama's Future from the perspective of SDGs'
Date/Time: Sep. 20, Oct. 19, Nov. 27, 2018
Participants: JICA, Private enterprises, NPOs, Koriyama City Assembly, approx. 70 people



SDGs Japan Model Declaration (Feb. 28, 2018)

SDGs Promotion Activities

Posters and signs in gov. offices



Pin badges, a distribution of cabinet-leaflets



■ Projects for 2019

[Understanding & Implementation in Koriyama, Core Urban Area]

- Koriyama City Core Urban Area SDGs Seminar
- Workshop: collaboration between academia and private enterprises
- Classes for citizens and students in local schools
- Organization of a SDGs Club
- Private-public joint workshop (2018~)
- Collaboration with local schools (distribution of Unicef Association's SDGs book)

[Understanding & Implementation on Koriyama City Website]

- Awareness-building on city website and SNS
- Production of PR merchandise, given out at events
- Set up a 'SDGs Corner' at the Koriyama City Library
- Utilization of MAPTING

[Collaboration with other local governments (domestic & abroad) and local high schools for understanding and implementation]

- Information sharing through sister cities (domestic & abroad)
- Information sharing through Essen City (GER) (industry-related partnership)
- Subject-study using SDGs by Asaka High School (designated as a Super Science School (SSH))

As a Local Government SDGs Model Project:

[SDGs Event for general audiences in collab. with local media etc.]

- Creating of a themesong by famous musician(s) from Koriyama
- Information sharing at event booths

[Establishing a environmental education center using an existing facility (temp. name: SDGs Park)]

- Environmental education hub for learning about environmental issues on a global- and local scale



Lake Inawashiro (our eternal source of water)



2018 Google、DigitalGlobe