



Sustainable Smart Town
FujisawaSST



Introducing Fujisawa Sustainable Smart Town. A town sustainably evolving through living ideas has come to life

We did not simply aim to create a state-of-the-art smart town, but a town seeking the ultimate ideal. The Fujisawa Sustainable Smart Town (Fujisawa SST) we are developing in Fujisawa City, Kanagawa Prefecture is a joint project between the private and public sectors which involves partner companies promoting advanced initiatives and Fujisawa City itself. The main feature of this project is that we will build an actual smart town with 1,000 households. We are not simply aiming to develop a town underpinned by advanced technology-based infrastructure, but a town based on actual lifestyles. We first put a 100-year vision at the center of our project and then established guidelines for town and community designs. Residents sharing the objectives of the town live, interact and exchange ideas for achieving better lifestyles. The town management company will take resident views into consideration, incorporate new services and technologies, and continuously support the sustainable evolution of the town. Actual lifestyle-based innovative systems will continue to bring energy in every aspect of people's lives in terms of energy, security, mobility, wellness, community and also emergency measures. Fujisawa SST will serve as a model for future towns.



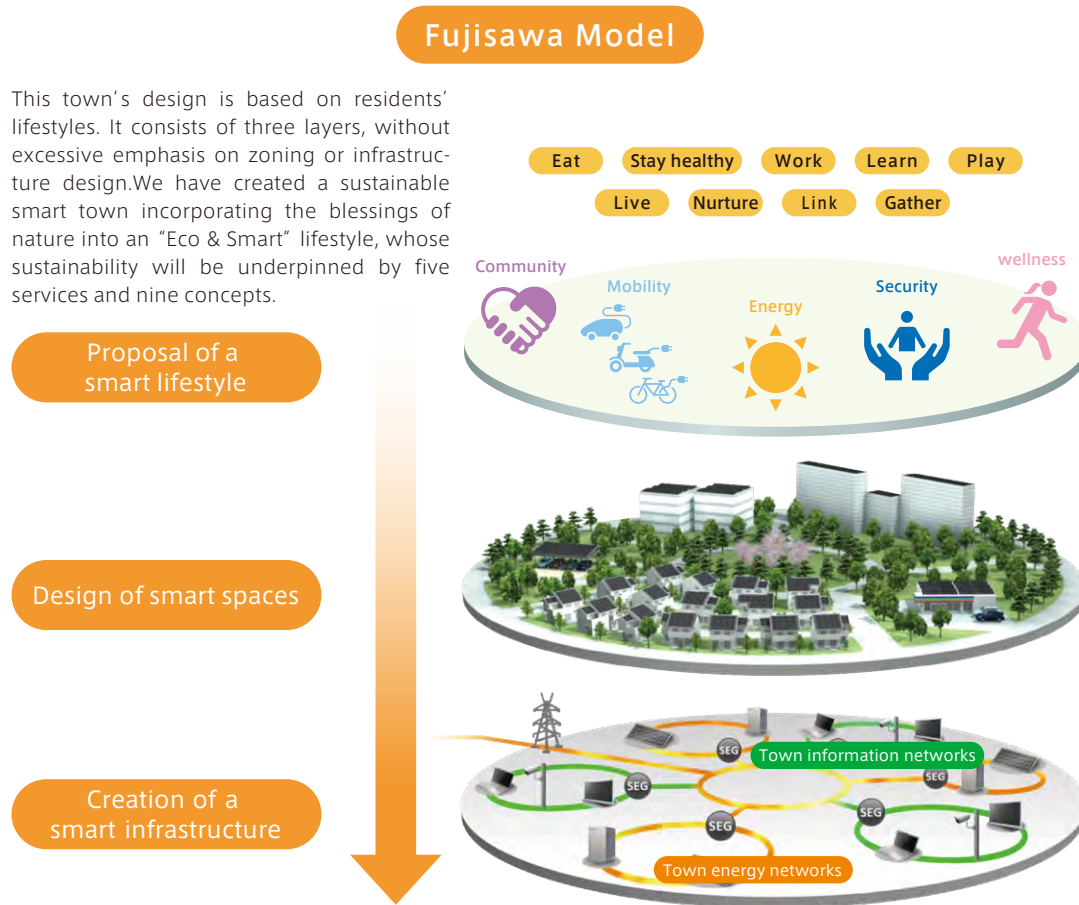
Bring

An aerial photograph of a modern residential development. The central focus is a large, circular, white building with a green roof and a wide, curved staircase. The building is surrounded by a paved plaza with people walking and a small circular structure. In the background, there are rows of modern houses with solar panels on their roofs. The sky is clear and blue.

ing energy to life.

The Fujisawa SST challenge to build a new smart town based on actual lifestyles, not technologies, is underway

What we honor at Fujisawa SST is not the town's scale, but the underlying concept and process of how it was built. In a technology-centric smart town the primary focus is the infrastructure, which is built first before designs for comfortable homes and facilities are drawn up. Services for residents are the last consideration. But at Fujisawa SST, the primary consideration was to create a concept for a smart community lifestyle based on residential comfort, regional characteristics, and future living patterns – taking into account such aspects as energy, security, mobility, and wellness. Next, we designed the entire town with optimized smart spaces like homes and facilities to realize this smart lifestyle. And finally, we created an optimum smart infrastructure to support this new way of living. Fujisawa SST will sustainably develop with ideas and processes based on actual lifestyles. We will build a sustainable town enabling residents to have eco-friendly and comfortable lifestyles incorporating the blessings of nature while ensuring safety and security. We will actively promote smart town projects in Japan and other countries modeled on Fujisawa SST.



The town development approach adopted for Fujisawa SST received a great deal of praise.

- Adopted as a "Model Project for Promoting CO₂ Reduction in Housing and Buildings" by the Ministry of Land, Infrastructure, Transport and Tourism
- Adopted as a "Business Promoting CO₂ Reduction to Enhance the Value of a Low Carbon Society" by the Ministry of the Environment
- Obtained CASBEE's highest S Rank certification for Urban Development
- Certified as a "Business for Promoting Town Development in Harmony with the Environment" by Kanagawa Prefecture
- Good Design Award 2015 (Regional/community development and social contribution activities)
- Received Kanagawa Global Environment Award 2015 (Kanagawa Smart Energy Plan)
- 2016 Environment Minister's Award for Global Warming Prevention Activity (Countermeasure Technology Introduction and Dissemination Category)
- Logistics Environmental Conservation Activities Award at the 18th Annual Logistics Environment Awards
- Municipality Division Award at the Wellness Award of the Year 2017

In order to turn our town concept into reality, we set a series of numerical targets and guidelines to help revitalize residents' activities

Fujisawa SST's mission is to turn the concept into a real town. As such, Fujisawa SST set a number of numerical targets to set the direction for creating this town, and devise guidelines to ensure that these numerical targets could be met. We will then establish town structures including the town management company and five smart services. We will link the structures and services to eco-friendly and smart activities of all individuals involved in the town.



【Target figures】

Environmental targets

CO₂ **70%** reduction※1

We aim to achieve significant reductions in carbon dioxide (CO₂) emissions for the entire town through the installation of solar panels, storage batteries, and energy-saving equipment for detached houses, facilities, and shared areas.

* We aim to achieve virtually zero CO₂ emissions for detached houses.

※1 VS.1990

Water consumption

30% reduction※2

We will minimize water consumption across the entire town by installing water-saving products and making maximum use of rainwater.

※2 Comparisons with the equipment generally used in 2006.

Energy target

Renewable energy usage

over **30%**

Throughout the entire town, we will make effective use of energy generated through technologies such as a community solar power generation system installed on land for public use. Together with solar panels to be installed on houses, facilities and public zones, we will cover over 30% of energy used in the entire town with renewable energy sources.

Safety and security target (CCP)

Lifeline maintenance **3** days

CCP (Community Continuity Plan) is a plan designed to remain in effect until the recovery of normal conditions in the event of emergencies. This is a challenging new attempt to implement the concept of BCP (Business Continuity Plan: action plan for companies to ensure the continuity of their businesses in emergency situations) into a town-creation project. For example, we are extending medium-pressure gas pipes right into the middle of the town to ensure that it can remain strong in the face of disasters. Our aim is to lay down a comprehensive emergency structure to maintain sufficient washing water, food, drinking water, manhole toilets, and convertible cooking benches that can last until normal conditions are reestablished.

【Guidelines】

Proposals for the Town

Project Design Guidelines

◎Guidelines for project promotion processes

Design and Development of the Entire Town

Town Design Guidelines

◎Town development guidelines
◎Environment creation guidelines



Sustainable Management

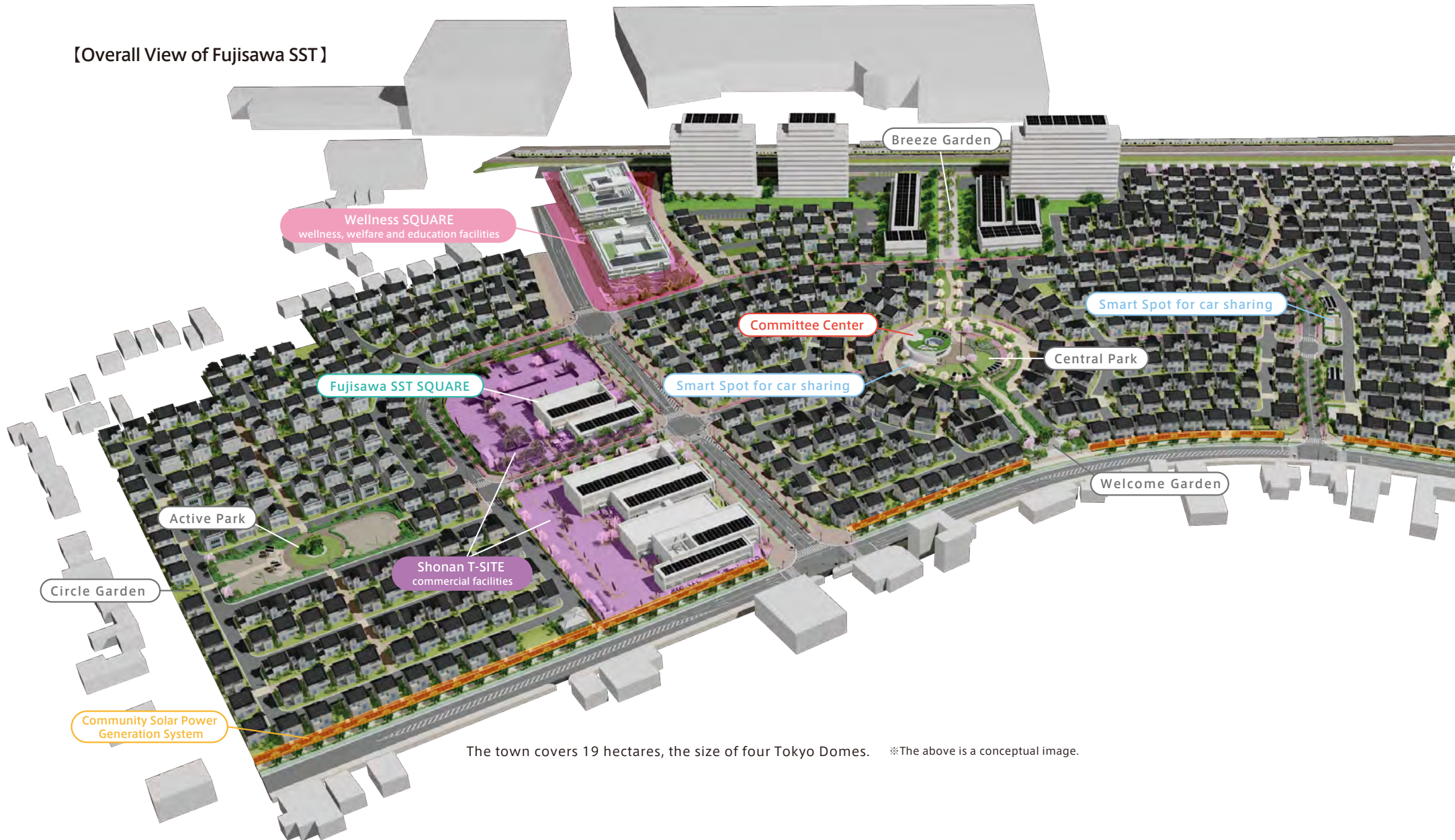
Community Design Guidelines

◎Lifestyle guidelines
◎Emergency guidelines



For bringing energy to life over the next 100 years onward, planned houses, commercial facilities, wellness, welfare and educational facilities, parks and zones will be built to develop the town

[Overall View of Fujisawa SST]



The town covers 19 hectares, the size of four Tokyo Domes. ※The above is a conceptual image.



For example, houses will adopt an energy management system, which provides comfortable living by linking energy-creation, energy-storage and energy-saving equipment. The Community Solar Power Generation System will supply a total 100 kW on public land. We will continue to promote innovative smart town initiatives in each zone of the town such as the community center named Committee Center, which will serve as a shelter equipped with a power generation system in the event of an emergency. Fujisawa SST will aim to be a new town even after 100 years by incorporating houses and facilities with state-of-the-art equipment and services of the time based on actual lifestyles.

Bringing new energy from the sun



Fujisawa Energy

Managing local energy generation for "self-creation and self-consumption of energy", using a hybrid of natural energy and advanced technologies, including energy-creation, energy-storage, and energy-saving technologies

Bringing new energy to safety and security



Fujisawa Security

Ensuring safe and secure living through a new security service called "virtual gated town"

Bringing new energy to mobility



Fujisawa Mobility

Providing total mobility lifestyles that enable non-driving residents to become more active, and drivers to become more eco-friendly

Bringing new energy to wellness



Fujisawa Wellness

Providing lifestyles that help all individuals involved in the town improve their health while having communications in daily life

Bringing new energy to community ties



Fujisawa Community

Supporting community life, enabling individuals to join person-to-person networks and enjoy greater connection with the community

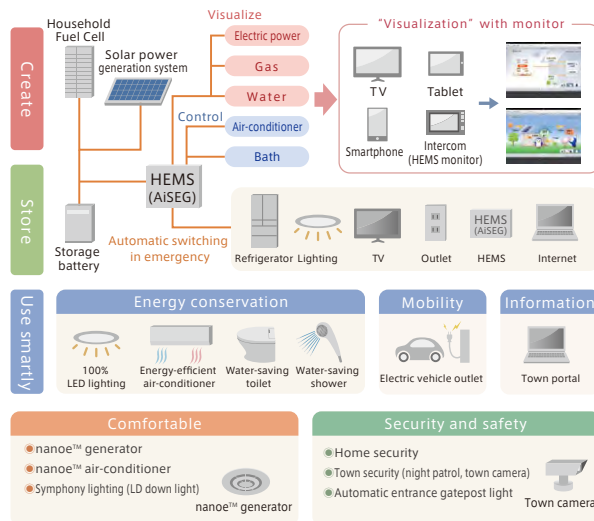
Utilizing Sunlight and Breezes throughout the entire town of Fujisawa



Since the Great East Japan Earthquake on March 11, 2011, there has been increasing public demand for an energy paradigm shift to renewable energy solutions that are less vulnerable in times of disaster and have smaller environmental impacts, as primary energy sources to support everyday living. Under the new slogan of “self-creation and self-consumption of energy”, the Fujisawa SST project will provide energy services designed to perfectly complement lifestyles through to the next generation, enabling residents to generate the energy that they use in their own homes, through optimal utilization of solar power generation and other tools. Detached houses to accommodate some 600 households are to be constructed in the town. Each will be equipped with a solar power generation system and storage battery units. The houses will be designed so as to make possible lifestyles based on “self-creation and self-consumption of energy” through the “SMARTHEMS™ (Home Energy Management System)”. All residents of this Fujisawa SST will be able to start enjoying eco-friendly and smart lifestyles, underpinned by optimal and stable utilization of renewable energy sources. Fujisawa SST is intended to be a sustainable smart town that achieves independent and symbiotic energy management aiming for maximum energy efficiency through state-of-the-art smart houses designed to thoroughly promote self-creation and self-consumption of energy. Flexible response to changes in the power supply environment and in people’s lifestyles will enable adaptation to future energy usage behavior.

Detached houses in Fujisawa SST to be equipped with a complete SMARTHEMS™, integrating solar power generation, storage batteries and other devices aimed at the future

Every detached house in Fujisawa SST will be equipped with a solar power generation system and storage batteries. Devices for managing power consumption by home appliances will be integrated into a complete Smart HEMS (Home Energy Management System). This will be a house that is comfortable and eco-friendly to live in and enables optimal control of household energy consumption while utilizing electricity generated from Fujisawa's sunlight. Customers can choose between all-electric and fuel cell type homes, according to which type best meets their particular lifestyle energy needs. This is how we aim to realize "independent and symbiotic energy management", with which people generate their own home-use energy and utilize it in an efficient and smart manner.



Smart management from power saving to selling by linking solar power generation systems, storage batteries and ENE-FARM

Detached houses have the latest Energy Creation-storage Linked System for Home, which links a solar power generation system or storage battery to the ENE-FARM household fuel cell cogeneration system. Electric power generated by respective systems can be used to meet household requirements and excess power can be sold. In the future, individual houses that are independent in energy terms will be linked to the Building Energy Management System (BEMS) of facilities in the town to create a group. We have our sights set on the establishment of an independent and symbiotic energy management system where the value is expanded by linking individual groups to the town's Community Energy Management System (CEMS). Utilizing these systems enables you to respond to next-generation energy use styles, where the town and residents cooperate in electricity conservation.

Achieving eco-friendly and comfortable living with the adoption of "passive design" to streets or zones of the town, delivering sunlight and breeze to the entire town in Fujisawa City.

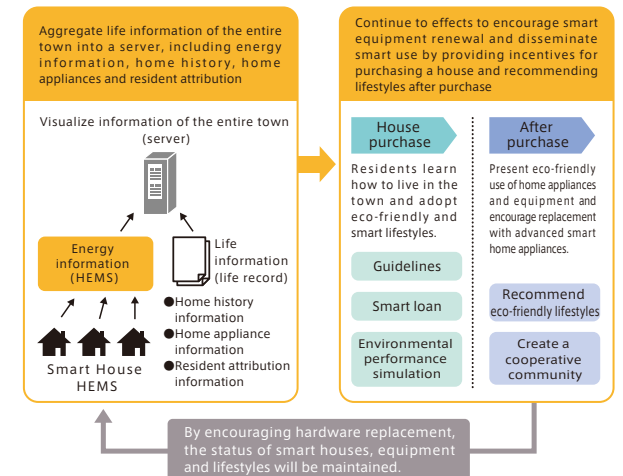
"Passive design" naturally utilizes wind power, sunlight, water, ambient heat and other natural resources of Fujisawa. "Passiveness" is a concept enabling very comfortable living with minimal burden on energy resources. It incorporates traditional knowledge about homebuilding, such as the thatched roofs used on traditional Japanese houses. Based on this concept, road-side trees and garden paths are designed



along with comfortable wind flows from the Shonan beach in Fujisawa SST. Town design guidelines requiring building houses with at least a 1.6 m margin allows town design that does not block sunlight. Passive design enables houses that will also be equipped to achieve optimal energy management efficiency through "active" devices for energy creation, storage and saving based on solar energy. The active devices and passive technologies will enable comfortable and eco-friendly living throughout the entire house through a synergistic effect.

Not only "visualizing" power consumption of houses and facilities, but also providing energy consulting services to meet changes in lifestyles

In Fujisawa SST, electric power of houses and all facilities of the town will be visualized with Smart HEMS or BEMS, including electric power generated by solar power generation systems or the power consumed by home appliances. In addition, energy consulting services will be offered based on the family structure or the power use status. We will provide eco-friendly and budget-pleasing support by helping residents control excessive electric power use or sell generated power.





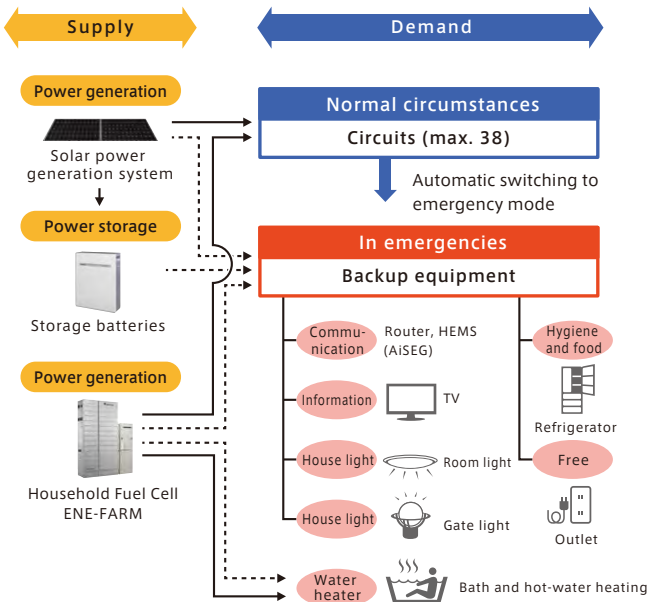
Lit-up for hope during emergencies

The importance of uninterrupted power supply was brought home to us through the tragic experience of the Great East Japan Earthquake. People depend on electric power for everyday living and its supply should never be interrupted, even in a time of emergency. Fujisawa SST sees consistent, reliable power supply as another theme and mission of the sustainable smart town project. In Fujisawa SST, all homes will have functioning lights in the event of an emergency. Families will have energy sources available for information media such as mobile phones and tablets, and means of transportation such as electric vehicles (EV) and electric-assisted bicycles. In Fujisawa SST, homes will remain lit to help keep inhabitants' hopes and spirits up during an emergency.

Energy Creation-storage Linked System for Home Supplying electric power and hot water in emergencies by utilizing ENE-FARM

Detached houses of Fujisawa SST are equipped with the Energy Creation-storage Linked System for Home, which controls not only the solar power generation system and storage batteries but also ENE-FARM. The system will achieve more stable power supply by allowing the use of solar-generated electricity and electricity generated by ENE-FARM even in the event of a power outage. Hot water will also be supplied. Furthermore, the energy management system will continue to supply energy in emergencies such as by distributing power to lighting, refrigerators, TVs and other pieces of equipment essential for daily life in accordance with selected settings.

●Conceptual image of emergency backup power supply system for detached houses



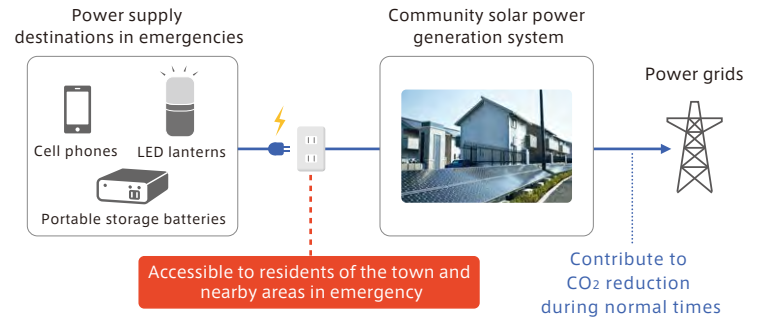
Establishing the Community Solar System, distributed renewable energy system, and other hardware throughout the town

In the south of the town, a community solar power generation system was installed on public land. Under normal circumstances, this system will feed power into power grids and contribute to low-carbon lifestyles in the region. In the event of a disaster, it will become an emergency power source for Fujisawa SST and neighboring areas. The system consisting of compact units with solar power generation functions can be easily moved by unit. In the future, versatile use of this system will become possible as a distributed renewable energy source. We are building a disaster-resistant town by installing solar power generation systems and storage batteries in the Committee Center, the community center in the Central Park. Furthermore, we will lay power lines underground and use medium-pressure gas conduits with high earthquake resistance.

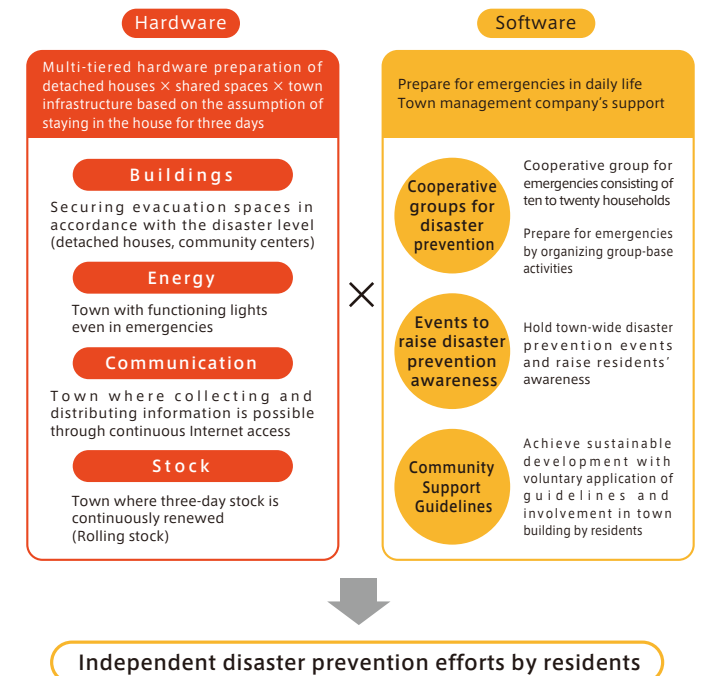
Providing daily support system to raise residents' awareness to enable maximum use of the town's facilities in emergencies

We will raise residents' awareness of efficient hardware use in daily life scenarios in preparation for emergencies. Ten to twenty households will create a mutual assistance group and participate in seasonal or disaster prevention events organized by the town management company. Residents will strengthen group ties and deepen cooperation through communications, which will help them cooperate in emergencies. The town management company will support the operation of energy-related equipment of houses and the town for continuously maintaining and evolving hardware for emergencies. It will provide a finely-tuned backup service such as offering advice on replacement timing or performing periodic maintenance.

●Conceptual image of community solar power generation system



●Hardware and software preparation for emergencies





Protecting town residents' safety and security with invisible gates

The "gated town" is a security-oriented residential concept that has been introduced into towns in Japan and other countries. In a gated town, security is enhanced through installation of boom barriers and security gates at entrances, and by strictly restricting the coming and going of vehicles and pedestrians. Although a fort-like, guarded town may be physically secure, the protective measures can also give rise to a sense of cloistered unease among residents. Fujisawa SST will realize the concept of a "virtual gated town", a new model of security that delivers a higher level of safety without hemming in the town with gates and barriers. The absence of physical walls relieves residents from psychological oppression, and facilitates more efficient communication among townsfolk. Thus, the town will also provide "warm" security based on mutual exchange and consideration. In addition, the disaster prevention push notification TV system will be installed and lent, which will deliver and display disaster and town information on home TVs. Residents will be able to play, safely and without anxiety, in the open atmosphere of Fujisawa SST.



Disaster prevention push notification TV system that automatically displays alerts when residents are watching programs or while in standby mode

An information terminal will be linked to the TV of each residence. Disaster information (special heavy rain and other special weather warnings) from the Meteorological Agency will automatically be delivered and displayed. The Town Management Company provides a service to distribute independent alerts if there are power outages or other risks due to typhoons, storms and tornados. This TV system will also be utilized for safety confirmation in emergencies, communications of changes in town events, or ballots related to community programs.



Surveillance camera

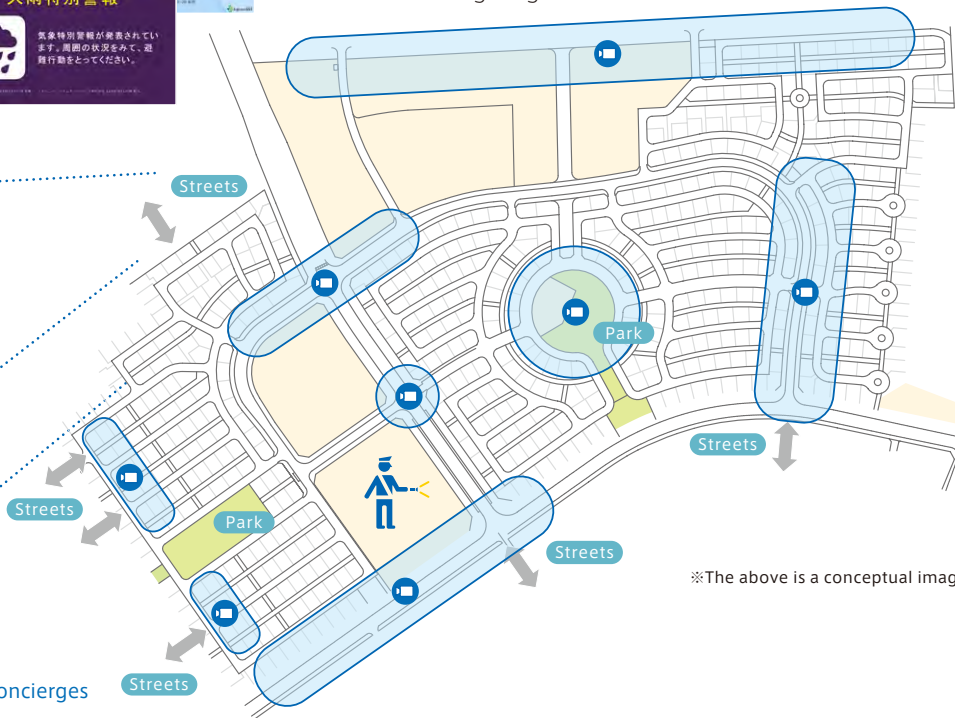
Linked to a system



LED Street lights with sensors



Security concierges



※The above is a conceptual image.

Ensuring security throughout the entire town, where safety of residents can be monitored in an unobtrusive manner through a combination of surveillance cameras, lights, and human patrols

Around 50 surveillance cameras and lights are effectively installed at the entrance to the town, public buildings, shady areas in the park, crossings on main streets, etc. Furthermore, combining these facilities with patrols by “security concierges”, will give the town comprehensive security in an open atmosphere. Children’s safety can be monitored in an unobtrusive manner. And, street layouts designed to minimize vehicular through traffic will also contribute to secure and safe town planning through traffic safety. Security cameras and lighting will be used for disaster prevention purposes by ensuring safety in emergencies. In addition to monitoring by cameras, a certain number of street lights will remain illuminated to ensure safety, and house entrance lights as well as room lights will provide faint street lighting.

Illuminated brightly enough by detecting humans or cars — Eco-friendly security system linking camera-lighting functions

Installed in optimal locations, LED street lights with sensors will dim when there is nobody around at night. But when a passerby or car is detected, they will provide sufficient brightness to illuminate not only the area directly beneath, but also a short way ahead, thus realizing both security and eco-friendliness. Furthermore, with cameras and lights connected to a wireless network, the system will relay security lights in the direction of the street ahead.



Illuminate brightly enough not only directly under, but also a short way ahead of a passerby

A security approach aimed at providing reassurance for residents - Integrated “space + town + house + people” security

In Fujisawa SST, space-level security is protected by limiting gateways to the town, town-level security is ensured with surveillance cameras and lights and house-level security is provided by integrating functions such as intrusion detection, fire detection, and emergency warning in the home security system. By adding a security guard patrol service, this integrated network of systems and services enable the provision of security without any blind spots.



Home security by the town management company

We will offer a security system that works to guard a house on a 24-7 basis, not only when residents are at home but also they are away for a short or extended period of time. Security guards rush to the scene in emergencies.



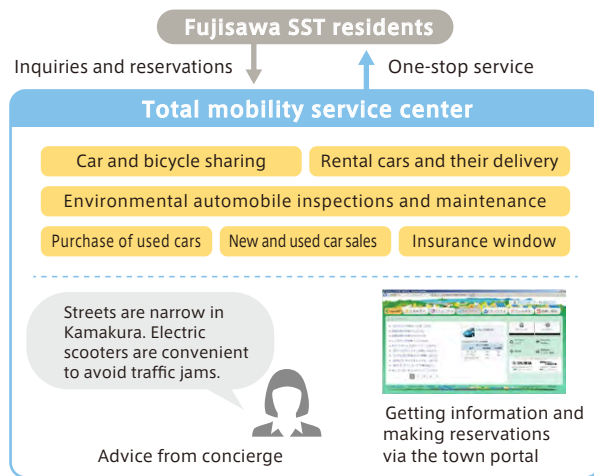
Fujisawa SST will offer entirely new total mobility services for all residents with and without their own cars. It will include the service of sharing electric vehicles (EV) and electric-assisted bicycles as well as a rental car delivery service, and battery stations for renting rechargeable batteries. These days, traffic jams can be seen regularly around Fujisawa, with long lines of vehicles heading for tourist spots especially on holidays. Our mobility sharing services, which include electric-assisted bicycles, will also contribute to the solution for this social problem of traffic gridlock. Mobility innovations in Fujisawa SST will benefit the residents, the environment, and the regional community. Fujisawa mobility will help create a flexible and comfortable relationship between residents and their cars.



An active town, even for people without cars
An eco-town, even for people with cars

New “total mobility service” recommending and offering electric vehicles (EV), electric bicycle sharing and rental car delivery services tailored to purposes or needs

A unique feature of Fujisawa SST’s mobility services: It will offer a sharing service for electric vehicles (EV) and electric-assisted bicycles tailored to residents’ purposes or needs, including the time of day, distance to your destination, and the environment. There is an option to use a rental car delivery service to deliver a car near resident’s home. This service will also allow residents without their own cars to broaden the scope of their activities and help residents have more active lives.



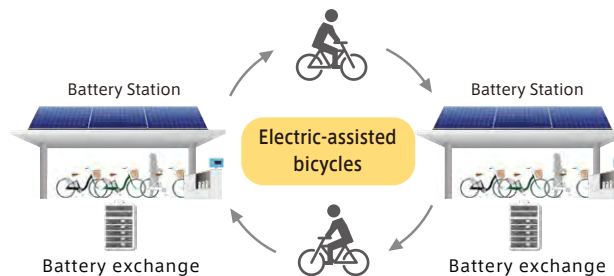
Mobility concierge and Mobility portal — One-stop services recommending optimal service use or routes to your destination by human and technology

Mobility concierge is a one-stop service offering various total mobility services. As well as accepting reservations, in consideration of the distance, hours of use, change in traffic

conditions by time of day, the concierge chooses an optimal mobility service from car sharing or rental car, and selects a means of mobility such as electric vehicles (EV) and makes recommendations. The introduction of places only known to local residents or events will help you use mobility services. The Mobility portal, which enables you to check availability and make reservations on your TV or smartphone from home, also provides car sharing or rental car delivery service use records and thereby allows the amount of CO₂ reduction to be checked through the use of these services. These one-stop services promote the use of new mobility services.

The battery sharing service promotes a new mobile lifestyle by eliminating the time and effort for charging batteries of electric-assisted bicycles and concerns about batteries going flat at awkward times

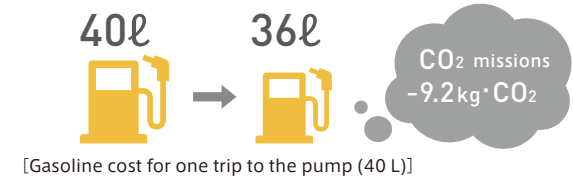
The battery sharing service enables residents to freely replace and use batteries for electric assisted bicycles. It will eliminate the time and effort required for charging batteries after getting home and concerns about running out of battery power while commuting or shopping. We will spread mobility lifestyles with less environmental impact by removing a bottleneck in the adoption of bicycles.



Environmental automobile inspection service is also available for improving gasoline mileage and reducing CO₂ emissions

Environmental automobile inspections are new criteria in the legal automobile inspection system. The inspections help minimize the emissions of carbon monoxide (CO), carbon hydride (HC), nitrogen oxide (NO_x), dark smoke (DS) that are harmful to humans and carbon dioxide (CO₂), which is thought to be the main cause of global warming. Reduction of gasoline consumption leads to fuel cost reduction. This system will raise environmental awareness by attaching the eco clean sticker to cars that passed the inspections.

●Effects of environmental automobile inspections on gasoline mileage



Installing electric vehicles (EV) and V2H outlets in the Committee Center as means to provide electricity in emergencies

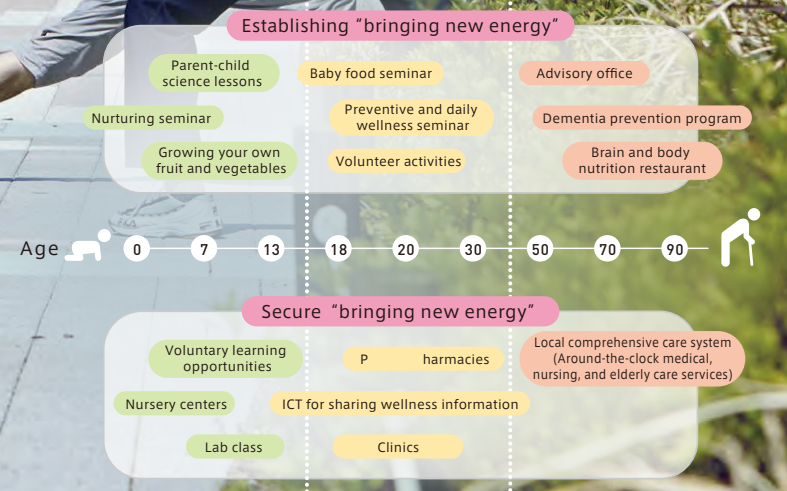
In emergencies, electric vehicles (EV) and V2H outlets installed in community centers “Committee Center” will be open to the public as a valuable emergency power supply and generate energy that people require to live.





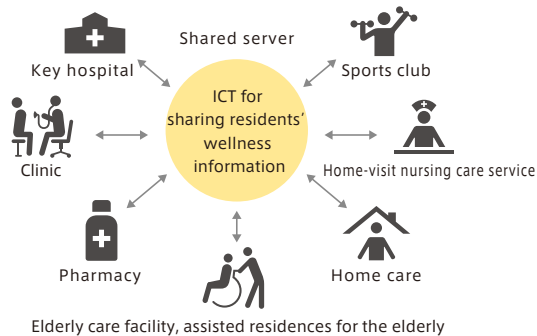
Social interaction helps all people associated with the town to live a physically and psychologically healthy life

Is there such a thing as a town where all residents, from children to the elderly, can live comfortably in the way they want? The world is facing many problems, including a low birth rate and aging populations. Fujisawa SST gives one answer to this question – social interaction. The town will provide a Wellness Square, a focus for elderly care facilities, assisted residences for the elderly, pharmacies, home care services, clinics, nursery centers, after-school day-care centers, cram schools, etc. In this area, a range of services are seamlessly linked across field boundaries to efficiently offer optimum services to every resident. Still more, there will be opportunities for naturally linking people and fostering interaction among those who come to the Wellness Square. The elderly can pass down their knowledge and skills to children, and children can brighten the lives of the elderly. Fujisawa SST aims to create a town that can always present this charming sight.



A “local comprehensive care system” for providing linked and seamless medical care, nursing care, elderly care, and pharmaceutical services

For example, medical care and elderly care have up to now been regarded as entirely different fields. Patients returning home after hospitalization tend to find it hard to get essential home care, due to distance limitations and lack of information. To overcome these problems, a “local comprehensive care system” needs to be built to provide appropriate services seamlessly that meet residents’ needs. Fujisawa SST will promptly set up this state-driven system, and provide linked services that transcend the traditional borders of medical care, nursing care, elderly care and pharmaceutical services. Based on residents’ health information and treatment information, we will examine measures to provide services as and when needed using ICT (Information and Communication Technology)..



Plan and hold diverse health promotion events.

Based on the guidelines of the Ministry of Internal Affairs and Communications and other administrative bodies for utilizing ICT and health checkup data, we will plan and hold events for the maintenance of good health and contribute to the welfare of the local population including individuals such as full-time homemakers, who have few opportunities to have health checkups.

Nursery schools, cram schools and after-school day-care centers for developing “thinking skills” — The basis of “zest for living”

A nursery school is created not merely to shorten waiting lists for nursery schools. It is an opportunity to develop children’s individuality and to foster thinking skills. Cram schools and after-school day-care centers are also provided in response to children’s urges to “learn” and “acquire knowledge.” The Wellness Square will provide study-support services in combination with a nursery center, to form a basis for developing a “zest for living.” The Wellness Square also supports daily health care.



Library zone and laboratory zone Area for enjoying warm connections with the community

The Wellness Square will include a community place that is freely open to Fujisawa SST residents. A collection of picture books and encyclopedias is placed in the library zone to stimulate curiosity and a thirst for knowledge. Both children and adults will be intrigued by the experimental kits in the laboratory zone. Children visiting the Well SITE* to do their summer homework projects are likely to receive kindhearted advice from elderly people waiting for clinical examination. Residents strolling into the Well SITE* may find themselves chatting for the first time with other residents. Warmth and people-to-people interaction at the SITE is what marks the town as special.

Residents listen to and respond to other residents’ interest in “learning” and their “desire to pass on” their experience. All the people in the town take center stage in communication.

A wide range of opportunities, including parent-child science lessons, baby food seminars, and advisory office are provided to ensure “bringing new energy”. The town not only offers “opportunities”, but also has a system that lets residents take the lead in planning “opportunities”. For example, a resident who plays the ukulele as a hobby holds ukulele lessons, or people who want to learn English hold English conversation classes by inviting residents who have studied abroad to teach the class. The residents themselves generate social interactions that broaden their knowledge and outlook. New-style lifelong learning – another feature of Fujisawa SST.



From the day you move into Fujisawa SST, you will be able to connect with fellow residents and enjoy access to local information. Everyone, from children to seniors, will be able to easily access advanced services via the proposed network. We plan to offer a community platform, including an easy-to-access one-stop portal service that enables anyone to monitor their household's energy consumption. Residents will also be able to access a range of helpful services, including local services, a points system, reservations for mobility services, and information exchange within the community, from their first day as residents of Fujisawa SST. The Fujisawa SST Committee will keep real community activities lively.



A town that networks residents of the town and nearby areas and people working in the town, building a community with forward-looking values

As an entrance to town services, a portal site supporting multiple devices provides information that everyone needs

Fujisawa SST will provide a one-stop portal site linked to town information and other unique services. The portal site is designed to carefully simulate scenarios for using the site. For example, your household energy consumption is visualized to provide energy-saving advice that is specifically tailored to your home. You can also access events and sightseeing information for the surrounding area, make reservations for mobility sharing, and gain access to residents' experience and word-of-mouth information. The portal site itself predicts how it will be used. In the event of an emergency, you can quickly access the information needed and related information and immediately find the information you need, such as the latest conditions and safety confirmation. The portal site also supports multiple devices to allow easy access from the smart TVs equipped as standard in all detached houses, as well as smartphones and PCs. Everyone, from children to seniors, can get the information they need in every situation.



Purchase and repair records of housing and home appliances are registered as housing information in the Life Record to protect the value of your assets

Management of housing information will help maintain asset value. This is the Life Record. The housing records are appropriately managed to ensure the best house maintenance. Registered family information and home appliances information help to encourage energy-saving habits.

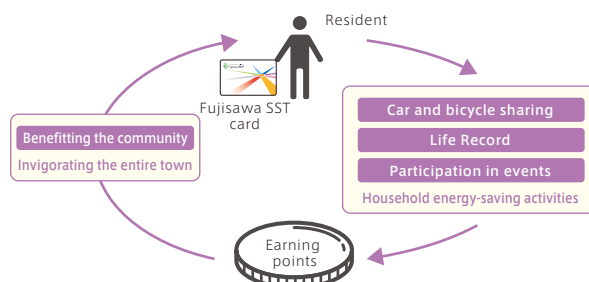
The Energy Report and Eco-life Recommendation Report provide advice on optimum energy-saving lifestyles that match your way of life



We will give residents an Energy Report that summarizes electricity use data and an Eco-life Recommendation Report that gives energy conservation advice on a monthly basis. Residents will receive specific advice on how to use energy most efficiently and how to reduce the power consumption of each piece of equipment tailored to their lifestyles.

The unique Fujisawa SST card and point program helps create a community, ensure the observance of guidelines and meet the targets of the entire town

The Fujisawa SST card can be used as an ID card for a wide range of services in the town. For example, residents only need to pass the card over the verification terminal instead of following a complicated procedure for borrowing an electric-assisted bicycle or replacing a rechargeable battery. The card will also be used for verification for using town facilities. Points will be given by participating in the Life Record program and town events and answering questionnaires. Presents will be given for accumulated points. You can check your point balance and history on the portal site. The card encourages the active participation of residents in programs designed to improve the town value.



Creation of a town where individuals help each other based on real-time information. The SOY LINK community platform was created by Fujisawa SST for the local community

Using new technologies, we want to revive companionable neighborhood communications, like we used to have in Japan, but in a form suited to our current lifestyles. SOY LINK provides a community platform that links residents, stores, companies, groups and people working in the town and strengthens the collective powers of the town. If there is a system for residents to exchange their abilities, we will have more opportunities for utilizing older people's knowledge and experience. If we develop mutual understanding based on their experience, we will instinctively help each other in the event of crises and disasters. We believe that we will be able to lead a more companionable life in the future if we can build a cooperative society.



Resource requests

A need arises. **Share goods with the owner.**

This is a service designed to match resources, such as goods and skills, and support that members possess with the needs of other members.

Town stores This is a fan page for stores operating in the community. Useful information such as store events and time-limited sales can be obtained.

Town groups A fan page can be created with the participation of five or more individuals to share information.

Communication among members You can check information from members or send messages.

Three Squares to Support the Town

SQUARE
1

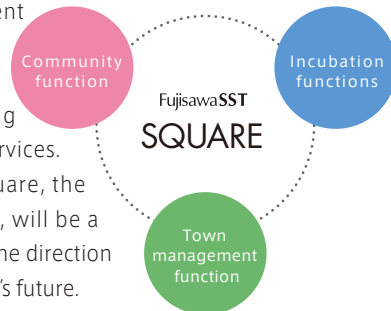
The town's landmark,
is the base for a range of
resident activities

Sustainable Smart Town

Fujisawa SST Square

The Fujisawa SST Square is a site that maximizes value for town residents, neighborhood residents and companies who come to the square. Based on collaboration among a wide range of stakeholders, it is equipped with functions to "bring energy to life." It serves as the information transmission base of Fujisawa SST, welcomes guests, gives publicity and fulfills functions of incubating new businesses or services. The square has community functions that include helping Fujisawa SST and neighborhood residents, individuals working and gathering in the town to create communities, and organizing environmental education programs or events. It also offers management functions with the office of the town management company, lending support for town building as part of core services.

Fujisawa SST Square, the town's landmark, will be a place for setting the direction of the community's future.



Cars & Bicycles: Rental, Insurance and Environmental Inspection Services
SQUARE Mobility

The SQUARE Mobility is a total mobility service base offering eco-friendly transport. You can rent electric vehicles (EVs) and electric-assisted bicycles and access various insurance consultation desks.



Meet, incubate and initiate
SQUARE Center (Cafe & Kitchen)

We will create an interactive communication café, featuring a system promoting the development of a community of FSST and neighborhood residents, creation and preparation of recipes utilizing home appliances and serving dishes. You can flexibly use the café for working space or events.



Ideas for Better Living
SQUARE Lab KURA_THINK

This is a place where ideas are proposed for new lifestyles and for better living through home appliances. In addition to experimenting with new home appliances, community services and living services are provided and events are held on the themes of food, health, and beauty.



Meet, incubate and initiate
SQUARE Center

This is Fujisawa SST's comprehensive communication base. This is a place for showing the town's appeal points and lifestyles to companies and government bodies around the world through video presentations or other tools. Partnerships will be created and new businesses and services will be incubated.



Discussing the town's future
SQUARE Future

This is a place where diverse stakeholders can gather, share issues with the town and discuss its future. A wide range of events, workshops and seminars will be held throughout the year.



Town management office
SQUARE Office

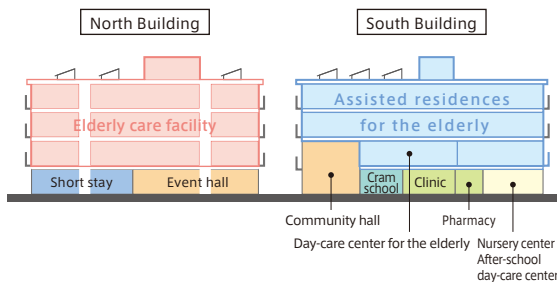
This is the base of Fujisawa SST Town Management Company. It also serves as the Community continuity planning (CCP) center in charge of planning and implementing disaster recovery measures in the event of emergency.

SQUARE
2

Health, Wellness, and Community Interaction for All Residents

Wellness SQUARE

The services provided at Wellness SQUARE are designed to perfectly match the needs of each resident, seamlessly integrating the services of diverse fields including special nursing homes and assisted living residences for the elderly, pharmacies, home care services, clinics, nursery schools, after-school activity centers, and cram schools. Residents interact at Wellness SQUARE, fostering communication and a sense of community, with older residents sharing their knowledge and experience with children and the children brightening the lives of the elderly. This is the type of community spirit that Fujisawa SST aims to create.



Wellness SQUARE, North Building



Wellness SQUARE, South Building

SQUARE
3

Heralding the Future of Parcel Delivery Services

Next Delivery SQUARE

Parcel delivery companies normally operate independently, so if a recipient is not at home for a delivery they must contact the respective delivery company for each parcel. But at Next Delivery SQUARE, all parcels—whether shipped via Yamato Transport or another delivery company—are gathered for combined delivery to residences within Fujisawa SST or to the SHONAN T-SITE commercial facility. Deliveries are made using bicycle-drawn carts and handcarts rather than motor vehicles, reducing environmental impact and prioritizing residents' safety and security.

Advanced information and communications technology ensuring smart, ecological parcel delivery services also contributes to Fujisawa SST's sustainable community activities. To enable Fujisawa SST to continue evolving as a livable and open community, additional services are being developed to make life more convenient, comfortable and secure, including support for on-demand logistics.



SHONAN T-SITE



Building a base for making the rest of the world aware of new lifestyles developed in this town

SHONAN T-SITE

The SHONAN T-SITE commercial facility is not just for selling goods. It's not a site just for selling goods. It's a base for inspiring residents and visitors to the Shonan area, nurturing new lifestyles, and making this lifestyle known to people outside the town. Lifestyles born in the town called Fujisawa SST have great potential to affect lifestyles in Japan, and furthermore, in the world.



Ultimate cozy design A complex cultural facility recommending Shonan lifestyles

The SHONAN T-SITE is not just for residents of Fujisawa SST. We aim to build a site that showcases Shonan culture, where visitors to Shonan will drop by before they go home. This includes ultimate cozy space design surrounded by the natural environment of the Shonan area, shops, products, and a wide range of other ideas, which will promote healthy Shonan lifestyles.



The SHONAN T-SITE will provide goods and spaces where individuals will be able to enrich their lifestyles.

At shops in the SHONAN T-SITE, only goods that appeal to persons of sensibility are selected and sold. For example, a wide range of books or magazines that provide new information on hobbies, jobs, cooking, child-rearing, and so on are selected. In addition, visitors can order coffee and read books or magazines before buying or enjoy lunch cooked with locally produced food at the slow food restaurant. Everyone can enrich their lifestyles with a visit to the SHONAN T-SITE.



Epoch-making action, anticipating the needs of the age and continuing sustainable evolu- tion

People's demands for goods and services change as culture changes and develops. Instead of responding to these changes by re-fitting its shops, the SHONAN T-SITE will think about new lifestyles together with shop owners in the T-SITE before changes occur, always making proposals for lifestyles that are ahead of the times. Cooperation between shops may also offer extra value.



Fujisawa Town Parent Project



Community activities “Fujisawa Town Parent Project” is in action, including Fujisawa SST residents, companies, and people working in neighboring areas and in the town. All individuals involved with the town openly come up with ideas as parents who nurture the town and make the community grow. For the Fujisawa SST, the project will pursue the ideal goal of a new town and lifestyles, and promote relationships among people and between people and the town. We will establish good examples that serve as a good model for future smart towns around the world.

Community activities have already started, where all Fujisawa SST and neighborhood residents can play a principal role

Culture Fest Fujisawa SST

In this fun-filled event, people who live and work in Fujisawa SST gather to celebrate the charms of their community and share their affection for Fujisawa SST with residents of neighboring communities.



Career Experience

Various companies conduct a “Career Experience” event to offer children a glimpse of possible future professions and an opportunity to participate in community building.



Disaster prevention events

Participants visit sites where disaster prevention programs are held to learn about disaster prevention measures and equipment.



Community Care

A community care initiative encourages the people who live and work in Fujisawa SST to help support dementia sufferers and their caregivers, promoting a spirit of mutual assistance within the community.



Developing a Fujisawa SST Original Coffee Blend

Residents and companies hold meetings to discuss and bounce ideas off each other such as new services suitable for the town.



Music Salon and Surf Meet

Music and sports events representative of the Shonan district help to foster residents’ love for their community.



Fujisawa SST Future Co-creation

Fujisawa SST shifted from the development phase to the nurturing phase. It will promote Co-creation activities with diverse companies, and will meet the challenges aiming to establish new styles of society, town and life.

Activities will expand,
where the town nurtures businesses
and businesses nurture the town

Town Meetings

Residents and representatives of the companies doing business in Fujisawa SST gather to discuss the needs of the community and exchange ideas for new services to meet those needs.



Green Air Conditioner

A new air conditioner that reduces heat in outdoor areas for greater comfort is being developed as a product for countering the heat island effect.



Shared Garden

Providing an opportunity to grow food teaches important lessons about the bounties of nature and the value of farming, while building a sense of community among the people who live and work in Fujisawa SST and surrounding neighborhoods. Integrating the Shared Garden with other facilities and services will lead to the creation of new food and health related services.



Future Co-creation HOUSE

We will recommend smart houses and one-step-ahead lifestyles in Fujisawa SST. We will create next-generation homes that integrate the technologies and ideas of diverse companies.



Battery Sharing System

One of Fujisawa SST's initiatives for achieving a low-carbon society is an electric bicycle-sharing service that employs an eco-friendly and convenient battery-sharing system.



Delivery Lockers with Communication Functions

Delivery lockers equipped with advanced communications technology provide a new IoT service that improves user convenience and reduces the need for redelivery of packages.



Sleep Environment Support System

Through the cooperation of community residents, data on real-life conditions is being collected for use in developing new products and planning new services.



Roboneko Yamato

Focusing on the future of parcel delivery and realization of an autonomous vehicle society, experiments for a next-generation logistics service were conducted up through June 2018.



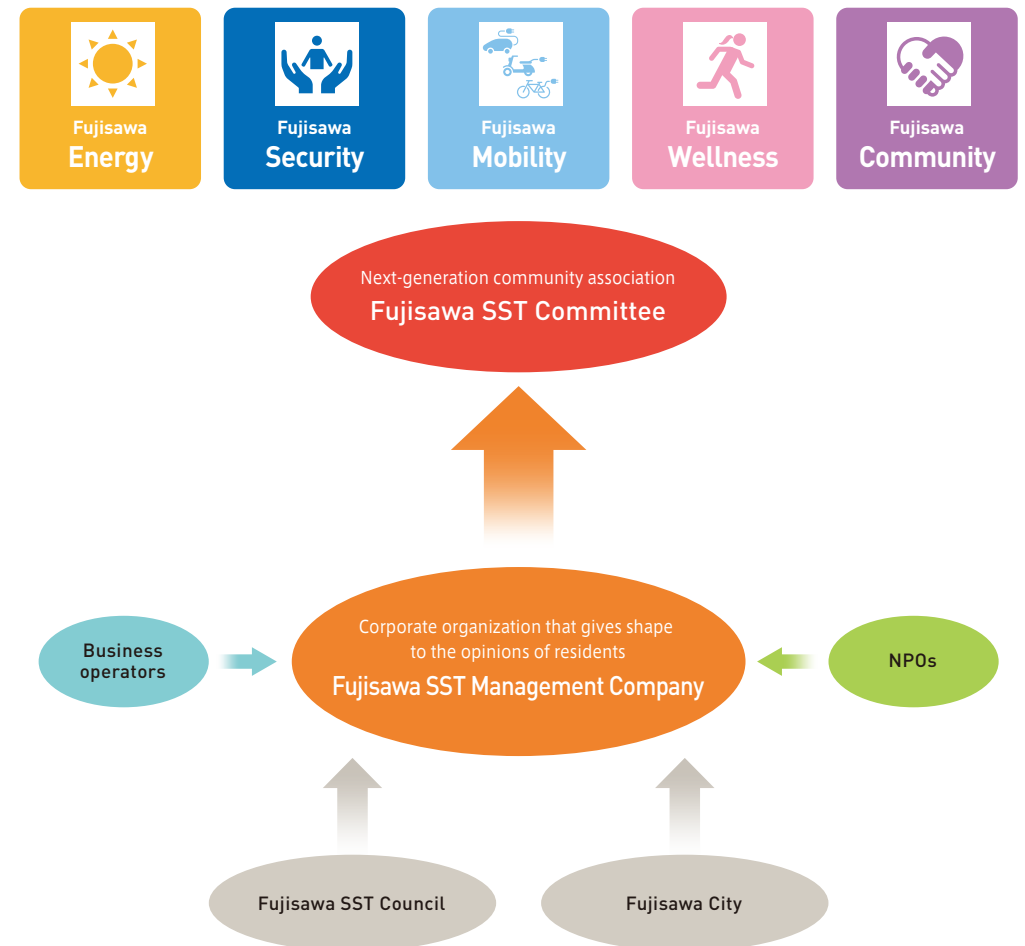
Sustainably developing the town by forming links between the next-generation community association and the town management company

The Fujisawa SST Committee, the next-generation community association, takes a central role in resident-led town development.

To continue developing and nurturing eco-friendly and smart lifestyles even a century from now, people and companies need to share their visions, establish systems and services needed on a moment-to-moment basis, and take actions that affect the entire town. To this end, Fujisawa SST has organized the Fujisawa SST Committee, a next-generation community association. In addition to the roles of a conventional community association, the Fujisawa SST Committee has prominent functions that include a wide range of activities related to the environment, energy, security, and safety, and the maintenance and management of properties owned. The Fujisawa SST Committee will act as the foundation for resident-led town development. It generates specific ideas and takes actions to achieve the goals of the entire town. Furthermore, the Fujisawa SST Committee will plan events, festivals, culture lessons, eco-seminars, and so on to enrich communication between residents of the town and nearby areas. A real community will be developed.

A corporate organization for realizing input from residents – Fujisawa SST Management Company

To provide specific services and systems based on the real opinions of residents found in the Fujisawa SST Committee, a corporate organization called the Fujisawa SST Management Company was established. This Company will be engaged to negotiate with partner companies, Fujisawa City, and peripheral communities; realizing specific demands of residents; and sustainably evolving the functions of the town. Even though the town may be more advanced than any other type of town at the time of opening, it will become a “historical relic” in five years, thirty years, or a hundred years unless it keeps evolving in line with needs of the times and of its residents. The Fujisawa SST Management Company is a system that adopts a “resident-led” perspective for continuously modifying the town in accordance with current lifestyles.



Fujisawa SST Council

Lead organizer



Panasonic Corporation

Organizers



Gakken Holdings Co., Ltd.
Gakken Cocofump Holdings Co., Ltd.



Culture Convenience Club Co., Ltd.



Koyama medical & welfare group



Dentsu Inc.



Tokyo Gas Co.,Ltd.



Panasonic Homes Corporation



NIPPON TELEGRAPH AND TELEPHONE EAST CORPORATION



Sumitomo Mitsui Trust Bank, Limited



MITSUI & CO., LTD.



Mitsui Fudosan Co.,Ltd.
Mitsui Fudosan Residential Co.,Ltd.



Yamato Transport Co., Ltd.

Members



AIN PHARMACIEZ INC.



Accenture



SUNAUTAS Co.,Ltd.



SOHGO SECURITY SERVICES CO.,LTD.

Advisory board



Keio Research Institute at SFC



TEPCO Energy Partner, Incorporated



NIHON SEKKEI, INC.



Fujisawa City



Fujisawa SST Management Company



Town Development Timeline

Nov.	2010	Concluded agreement with Fujisawa City on basic concept.
Sept.	2012	Land reallocation work is begun.
Nov.		Fujisawa SST Council is established.
Mar.	2013	Fujisawa SST Management Company is established.
Mar.	2014	Residents begin moving into single-family housing.
Apr.		Fujisawa SST is officially opened.
Nov.		Fujisawa SST SQUARE community center is opened.
Dec.		SHONAN T-SITE commercial facility is opened.
Sept.	2016	Wellness SQUARE South Building health, welfare, and education facility is opened.
Nov.		Next Delivery SQUARE next-generation logistics center is opened.
Apr.	2017	Wellness SQUARE North Building health, welfare, and education facility is opened.



Fujisawa SST Council

Lead organizer : Panasonic Corporation / 1-5-1 Higashi Shimbashi, Minato-ku, Tokyo Japan 105-8301 Tel. +81-3-3574-5604

The concepts shown in this booklet are current as of December 2018. There are conceptual photos, illustrations and drawings.