Local Health Institute “A-SHI-TA” (Efforts for the Super Aging Population and Citizen Participation)

In Japan, which is already a super-aging society, challenges including social security costs and an increase in senior citizens have become more obvious.

In response, the Promotion Council for the "FutureCity" Initiative made the “Declaration of Health Future City Kashiwa,” which provides three important issues that need to be addressed in everyday life for healthy living: “Aruku (walking) – Shaberu (speaking) – Taberu (eating).”

Moreover, a local health institute named “A-SHI-TA” was developed as a promotion base for the ideal conditions of said three issues.

The city is making efforts to popularize such health values and develop places for the residents to create a meaningful life while promoting social participation across the whole city.

Building KOIL that Creates Business Chances (Efforts for the Creation of New Industries)

Business starts from exchange with various people, links to knowledge and technology, and encounters with curiosity and inquiry. These are exactly the initiators of new innovation. Therefore, entrepreneurs and researchers established Kashiwa-no-ha Open Innovation Lab (KOIL) in front of the Kashiwa-no-ha Campus Station as a place for creating new businesses, products, and services, with the largest co-working space in Japan and other spaces for organic human interaction.

Furthermore, TEP TX Entrepreneur Partners encourage economic growth of Kashiwa by fostering and supporting entrepreneurs and venture businesses.

Building an Emergency Smart Energy System (Environmental Efforts)

After the Great East Japan Earthquake, Kashiwa City also experienced an energy shortage, and a planned outage was implemented. As a response to the outage, the city developed various kinds of power generators, including photovoltaic generation, storage cells, and a self-operated power grid in the region, and built a structure that interchanges power within the district.

This energy management is conducted intensively at Kashiwanoha Smart Center, providing residents with security and safety by working for energy and CO2 saving through peak cutting of power in normal times and transmission to infrastructures including elevators or groundwater pumps in high-rise condominiums in times of emergency such as disasters and outages.