



Kashiwa City is located in the northwestern part of Chiba Prefecture and is a major urban area about 30 minutes away from Tokyo. The city is a bedroom suburb for those who commute to Tokyo, and there are national academic institutions, such as Kashiwa Campus of the University of Tokyo and Center of Environment, Health and Field Sciences, Chiba University, and an industrial complex of major companies.

Kashiwa City presents three problem-solving models of an Eco City, The City of Health and Longevity, and New Industry Creating City and envisions and makes proposals by combining Most-Advanced Wisdom from its universities, etc., and local bodies, such as citizens and companies, to continually and autonomously conduct the management of its programs and initiatives. The city intends to realize a mechanism that anyone, from elderly people to young people who are responsible for the next generation, and to children with freewheeling thinking and who wish to do something for the community, can participate in developing the city.

## 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.

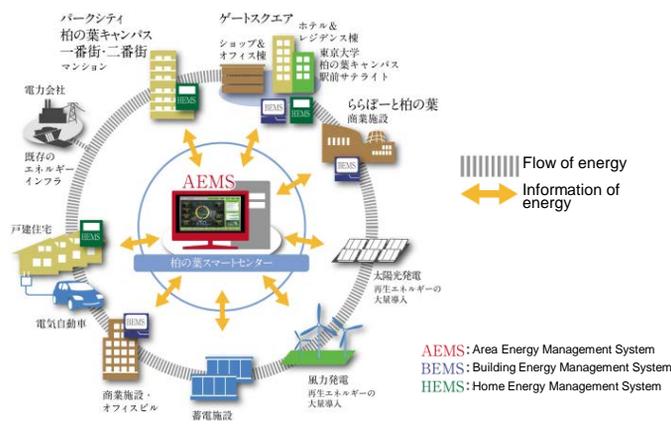


Largest-class Co-working space in Japan (170 seats)

## 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 CO<sub>2</sub> 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.



Flow of energy  
Information of energy

AEMS: Area Energy Management System  
BEMS: Building Energy Management System  
HEMS: Home Energy Management System