

Explanation Material for Project Overview

Sustainability Conference

December 20, 2023



NTT West



Co-Designing Institute
for Polyphonic Society

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(i) Overview of the city of Saijo, Ehime Prefecture

- ✓ The fourth largest city (in population) in Ehime Prefecture, located at a distance of 1.5 hours from Matsuyama City.
- ✓ Focuses on promoting immigration, which helps increase the number of households, but the population is on the decline.

■ Numbers of population / households *As of October 2023

Population	Male	Female	# of households
104,655	50,807	53,848	50,787

Source: Saijo City Official Website, Population and Households in Saijo City at the end of each month

- Abundant nature
 - Seto Inland Sea (Hiuchi-nada) in the north, and the highest peak in western Japan Mt. Ishizuchi (1,982 meter above sea level) in the south
 - A natural coast, Kwarazu Shore is a home to horseshoe crabs
- Abundant water resources (Uchinuki spring water)
 - Selected for the best waters in Japan (in 1995 and 1996 for two consecutive years),
 - Selected for Japan's 100 Exquisite Waters (in 1985, by the Agency of Environment),
 - Selected for the 100 Selected Water Spots(in 1996, by the National Land Agency)



#1 in western Japan

■ Immigration promotion project

Ranked in the best countryside to live in (in the Young Generation category) for three consecutive years

2020年度
2021年度
2022年度

Saijo City took the first place for three consecutive years!

About 80% of the immigrants are young generations like us.

Source: Saijo City Official Website, Introduction to Saijo City

■ Industries in Saijo City

#2 in Shikoku

In 2020
Shipment value of manufactured goods
7,271 billion JPY

*Non-iron metals, electrical equipment, iron and steel, beverages, and more

of businesses: 240
of employees: 9,226

Source: Tallied from 2021 Economic Census-Activity Survey Manufacturing Industry (Data from statistical tables by region)

#1 in Shikoku

In 2020
Operating cultivated land
4,047 ha

Source: Ministry of Agriculture, Forestry and Fisheries, tallied from 2020 Census of Agriculture and Forestry

In 2021
Farming output **10.8 billion JPY**

Source: Ministry of Agriculture, Forestry and Fisheries, tallied from Agricultural Production in 2021 by Municipality (estimate)

<Main agricultural crops>

Naked barley
Atago persimmons
Seven herbs of spring



Wet rice
Soybeans
Carrots
Spinach
Japanese leeks
Cucumbers
Cabbages
Pumpkins

Melons
Strawberries
Persimmons
Japanese apricot
Figs



#5 in Japan in sales

*A farm stand run by JA Shuso

Source: The Japan Agricultural News (August 12, 2017)

(i) Overview of the regional revitalization initiatives in Saijo City

- ✓ Developed Smart City Saijo concept in FY 2016 and has been promoting the Health Point Project and Childraising Project since FY 2018
- ✓ Concluded Collaboration Agreement for Regional Revitalization Utilizing ICT with NTT West in FY 2020
- ✓ Implemented Love Saijo Point system and SDG Meter as an entire public participation gimmick in FY 2021

2016–2017

Step 1

Development of the concept (ICT Utilization Promotion Project)

- ✓ Toshihisa Tamai was elected as the mayor of Saijo City
- ✓ Smart City Saijo concept utilizing ICT



2018–2020

Step 2

Launch of the concept

- Health Point Project
- Child-raising Mobile Project



- Collaboration Agreement (between Saijo City and NTT West)



2021–2022

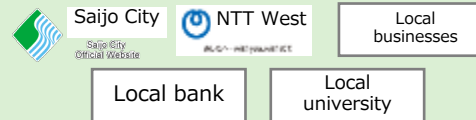
Step 3

Development of an entire public participation gimmick

- Provision of smart phone apps
- LOVESAIJO Point
- SDG Meter



- Promotion Council for SDGs Saijo City
- Comprehensive Collaborative Agreement on Regional Revitalization was signed



- Selection of SDGs Future City

2023–

Step 4

Realization of the concept <Sustainable City, Saijo 2050>

- Sustainable City Cloud (LOVESAIJO platform)
- Public services utilizing ICT

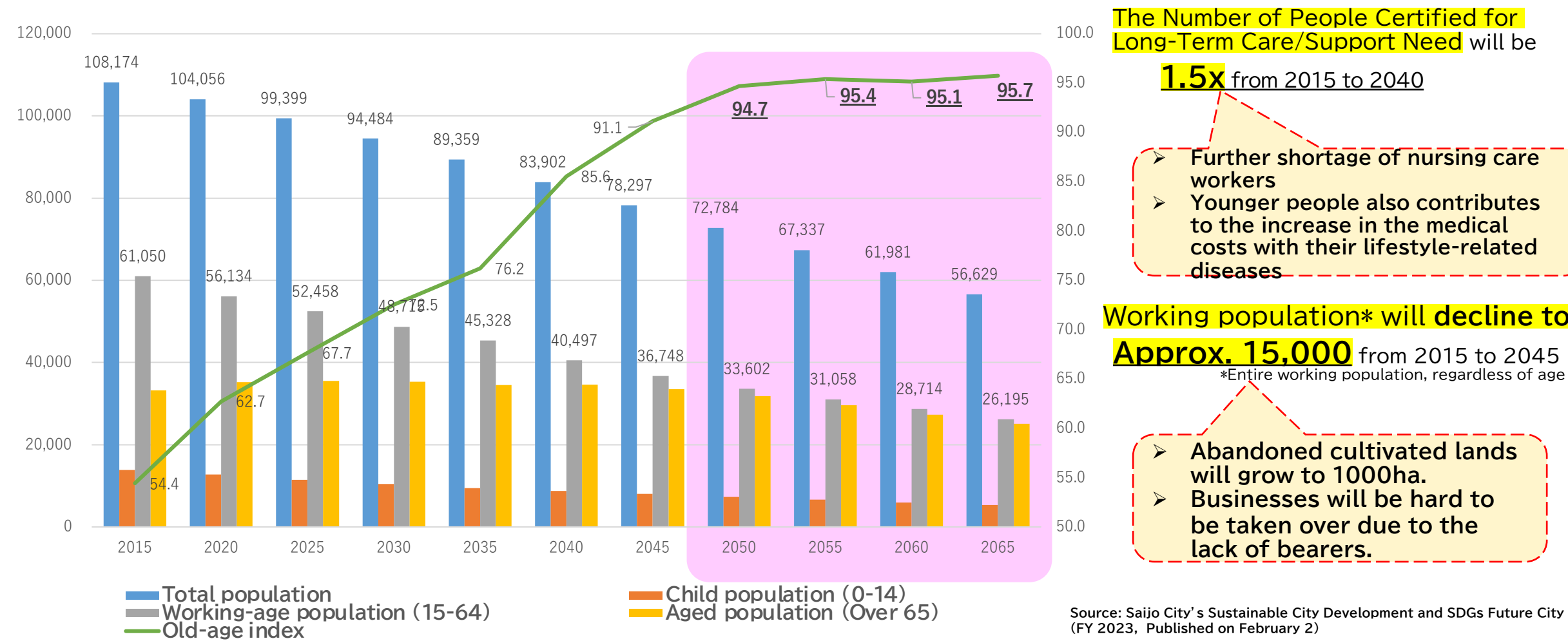


- Establishment of a general incorporated association and a business corporation
 - (General incorporated association) Promotion Council for SDGs Saijo City
 - (Business corporation) LAL

- Vision for a Digital Garden City Nation grants
Adopted for the Digital Implementation Type (Type 2)

(ii) Issues faced by Saijo City

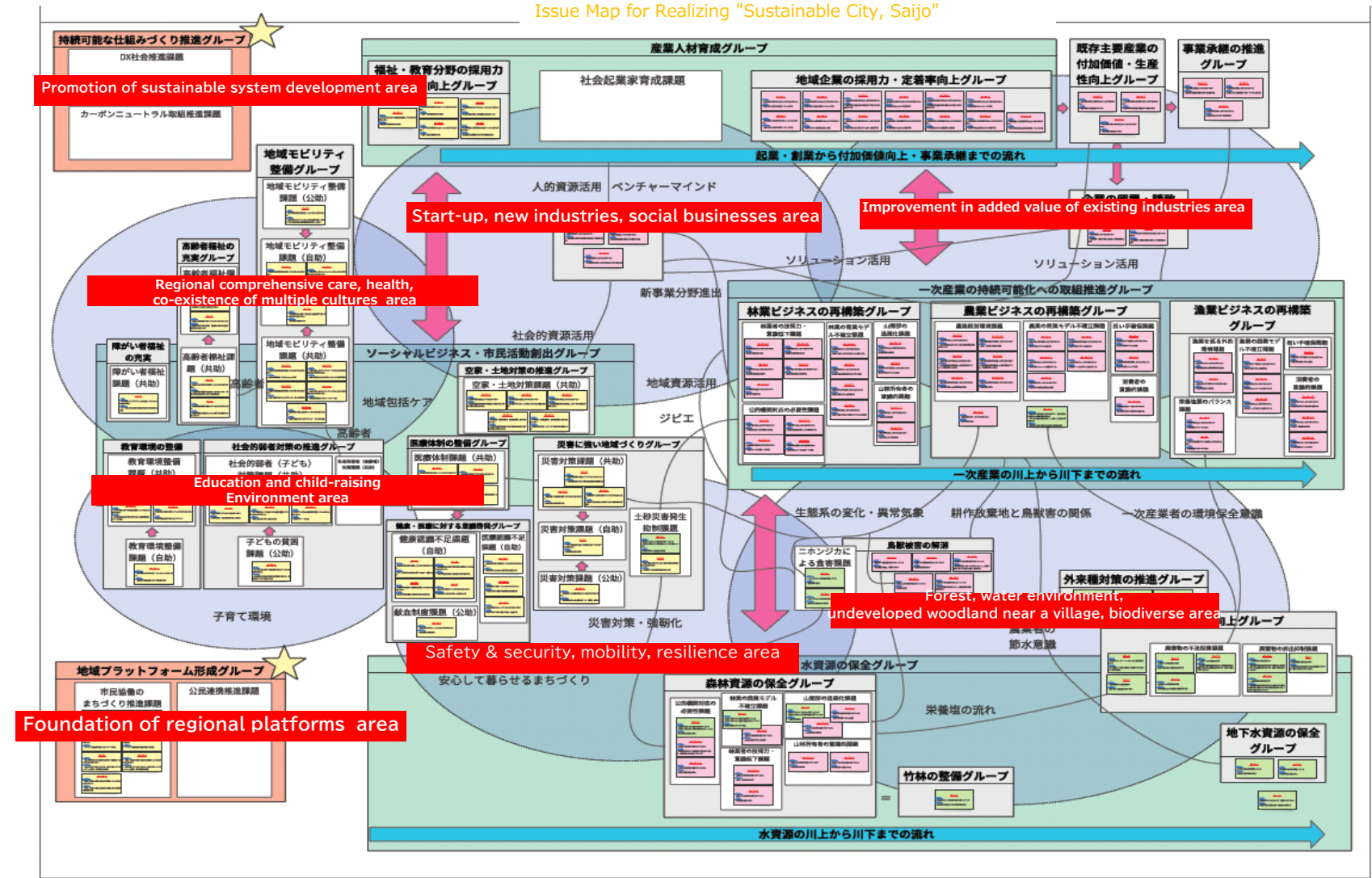
- ✓ Saijo City is also required to respond to various issues associated with the aging society and population decline just like other municipalities do.
 - ✓ The demographics change; the old-age index* will be flat after around 2050 due to especially the impact of the aging society and low birth rate.
- *Old-age index: (Population over 65/ Population between 15 and 64)



(ii) Issue identification and deep-dive

- ✓ Private companies in various areas and local government officials gathered and identified 96 regional issues of Saijo City under a collaboration between public and private sectors.
- ✓ Developed an issue map that organizes the relationships between each issue and categorizes them into eight issue areas.

Issue Map for Realizing "Sustainable City, Saijo"



- Eight regional issue areas -

Education and child-raising environment

Regional comprehensive care, health, co-existence of multiple cultures

Forest, water environment, undeveloped woodland near a village, biodiverse

Safety & security, mobility, resilience

Improvement in added value of existing industries

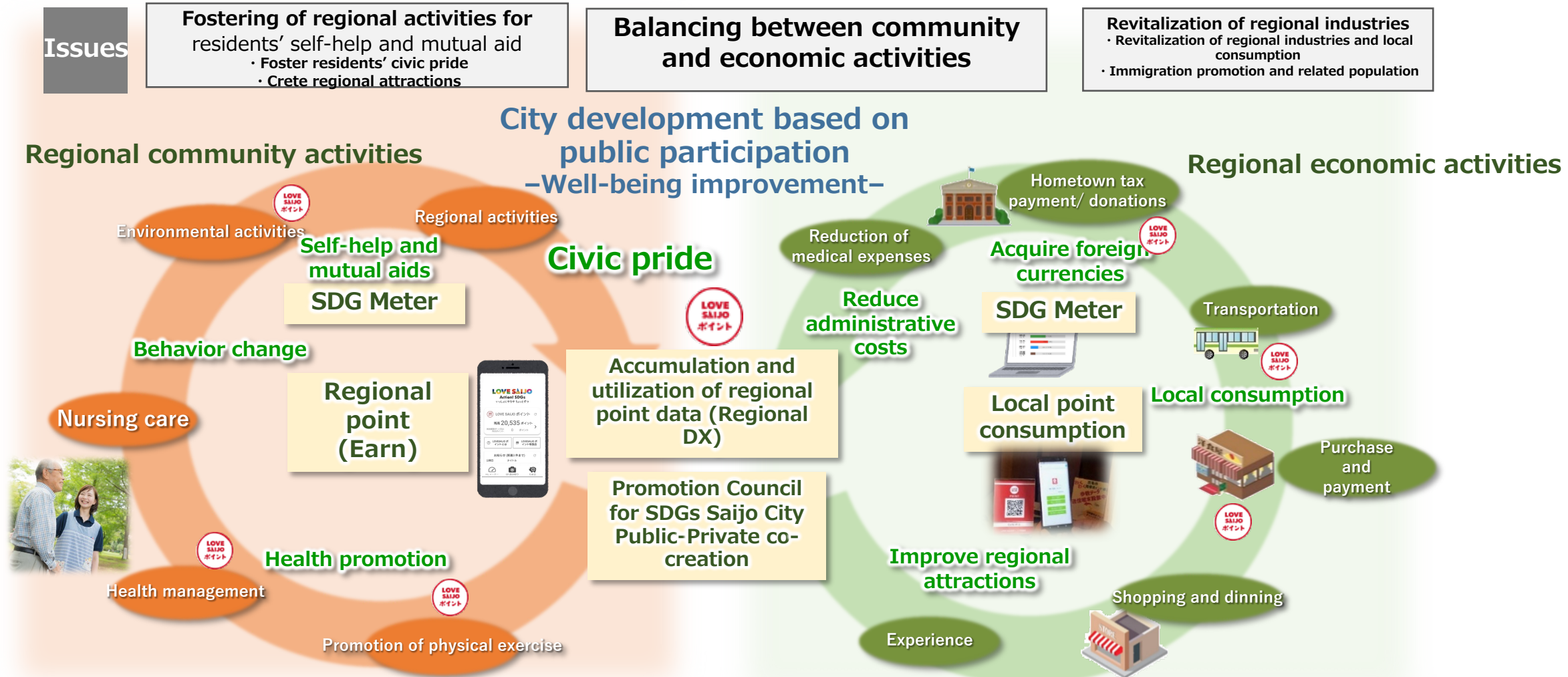
Start-up, new industries, social businesses

Foundation of regional platforms

Promotion of sustainable system development

(ii) NTT West's issue resolution model

- ✓ Envision a model to promote change of public behavior and revitalize regional economy by visualizing regional point incentives and activities.
- ✓ Form a regional community based on residents' self-help and mutual aids and develop a city that endeavors to resolve regional social issues (medicine, child-raising, welfare, etc.) through public participation.



(iii) Regional Point System and SDG Meter

- ✓ Implemented a regional point system Love Saijo Point that leads health points that the citizens gained through their health activities to local consumption.
- ✓ Promoted further change of public behavior by improving the system to make it more versatile so that citizens can also gain points through not only health activities but also SDG activities and implementing the SDG Meter, which visualizes citizens' their own activities. Aiming to develop a sustainable city based on public participation at the same time.



Point card is also available for those who do not have a smart phone



QR code for stores

Select your payment method

1 Pay by other than points.

2 Pay all with points.

3 Pay partly with points.

LOVE SAIJO
Action! SDGs
いっしょにやるや ちよとずつ

LOVE SAIJO points
Balance: 20,535 points

有効期限が1ヶ月以内のポイント 0 ポイント

LOVESAIJO ポイントとは

LOVESAIJO ポイント取扱店

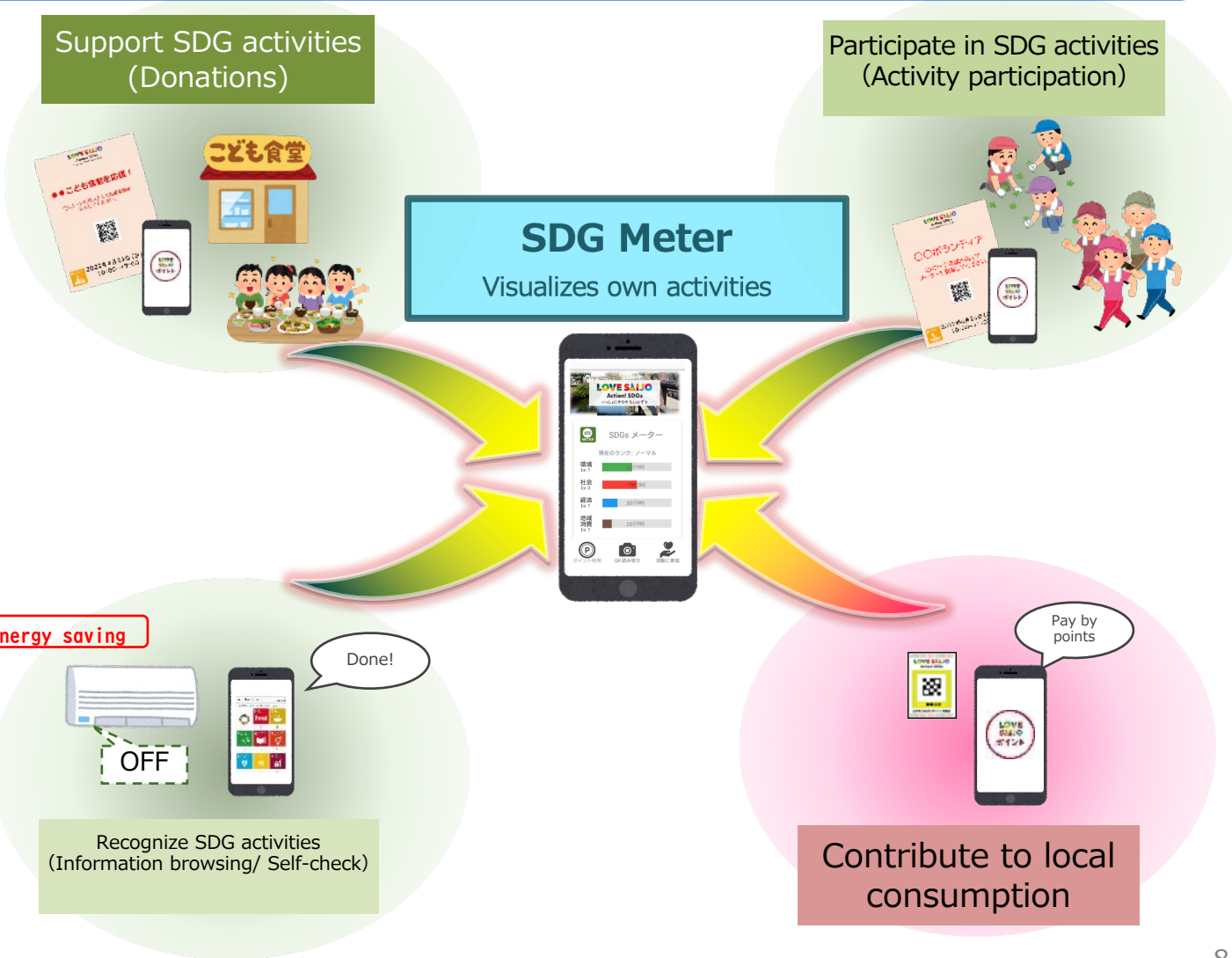
お知らせ (新着3件まで)

公開日 タイトル

My メーター

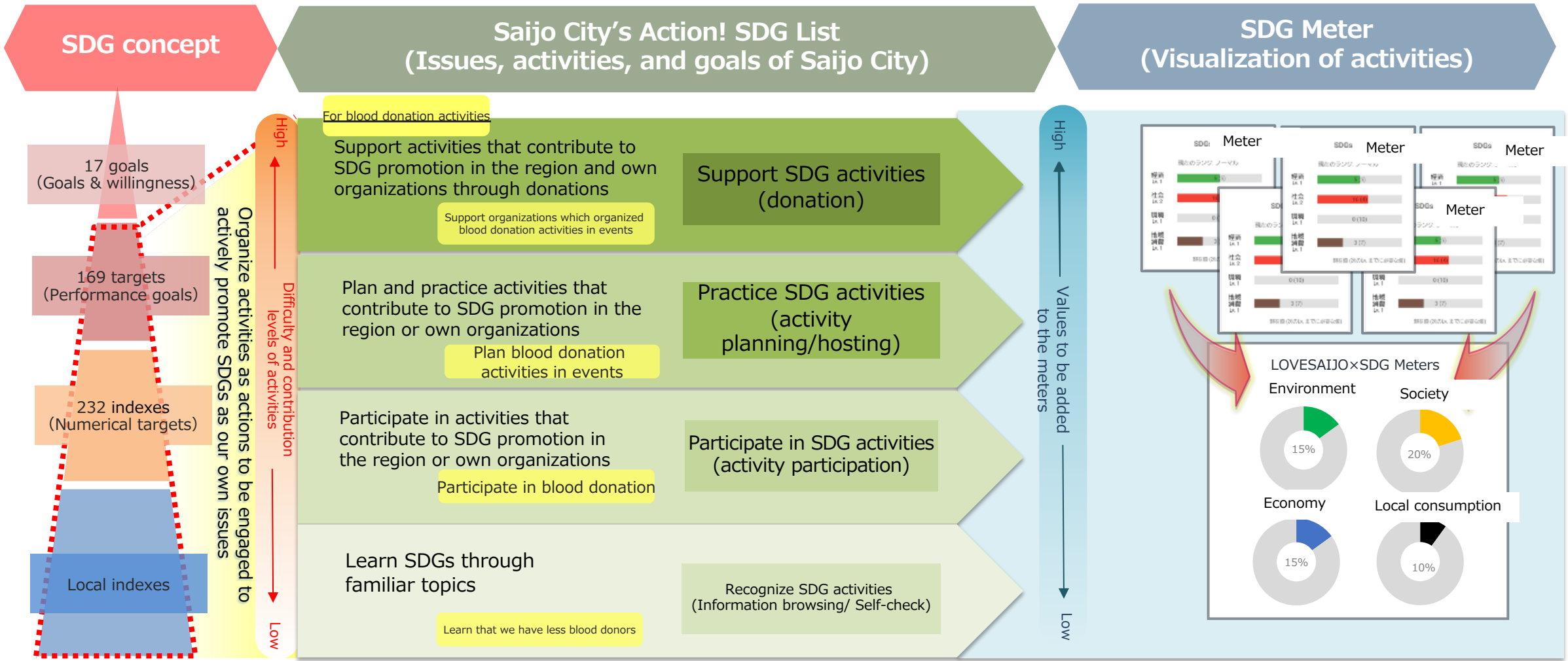
QR 読み取り

ためる



(iii) What SDG Meter aims for

- ✓ Created Action! SDG List, which associates the SDGs and targets with Saijo City's issues.
- ✓ Visualizes citizens' individual's activities through the meters, which are incremented based on the degree of their participation in and contribution to the activities associated with the list.
- ✓ Visualizes the SDGs contribution of the entire city as SDG Meter by individual users' adding up their My Meter values, which visualize each individual's contribution to the activities.



(iv) Initiatives utilizing Regional Point System and SDG Meter (1)

- ✓ Regional Point System and SDG Meter were utilized for various SDG-related promotion programs.
- ✓ They were also used for SDGs related programs sponsored by SDG partner companies and point member stores while being used for programs sponsored by the local government.

■ SDGs-related programs in FY 2022

Programs initiated by the local government Programs initiated by private sector entities

Shop/ Entity name	Program name	Descriptions	Point	Target goal	SDG Meter value
Saijo City	SDG Card Game	Grants points to citizens who participated in SDG card games (Citizens in junior high school age or older)	2,000 pt	Partnerships for the goals	120 meters
Saijo City	Food Waste Disposer Purchase Support	Grants points to citizens who purchased a food waste disposer	Within one-quarter of the purchase price	Responsible consumption and production	120 meters
Saijo City	Waku-Waku (exciting) Health Point Project	Grants points to citizens who participated in health point programs (Citizens over 30 years old, up to 700 people)	According to the health action	Good health and well-being	120 meters
Saijo City	30% Point Back Campaign at "Eat-up Campaign Promoting Stores"	Gives 30% back in points to citizens who ate all their meals at member restaurants	30% of the total consumption	Responsible consumption and production	5 meters
Saijo City	Recycling Activity	Grants points to citizens who brought resources to designated places	20-300 pt according to the amount brought in	Responsible consumption and production	10 meters
Saijo City	Farm Support Experience	Grants points to citizens who helped farms in the busy seasons	2,000 pt	Zero hunger	120 meters
Partner company	Blood Contribution	Grants points to citizens who donated blood	500-1,000 pt	Good health and well-being to all	5 meters

(iv) Initiatives utilizing Regional Point System and SDG Meter (2)

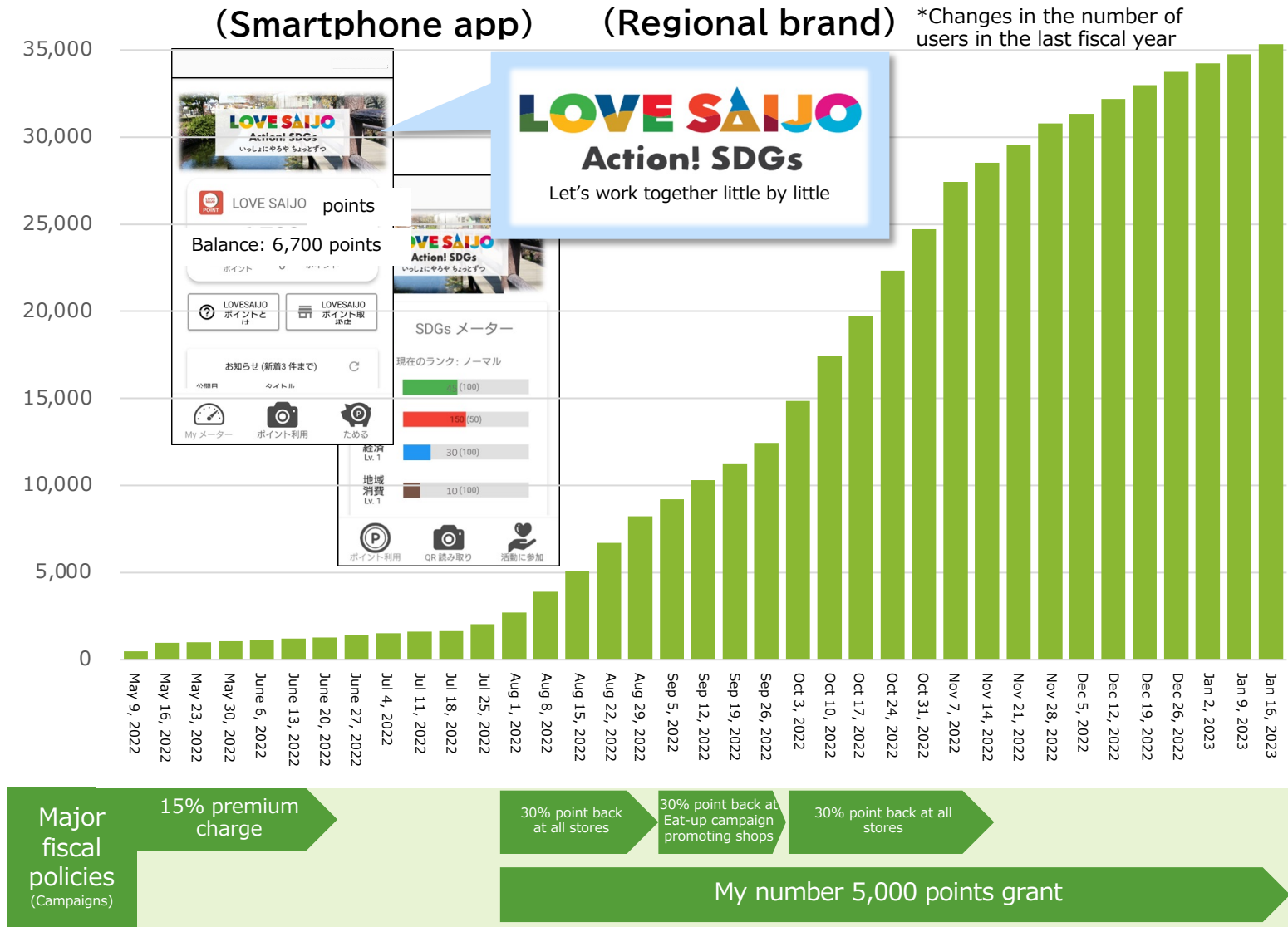
- ✓ SDG-related programs are still in increase sponsored by point member stores and SDG partner companies in FY 2023.
- ✓ More than 40 programs other the those in the following table are being implemented under the sponsorship of point member stores and SDGs partner companies.

■ SDGs-related programs in FY 2023

Programs initiated by the local government					
Programs initiated by private sector entities					
Shop/ Entity name	Program name	Descriptions	Point	Target goal	SDG Meter value
Saijo City	15% Point Back Campaign at “Delicious Eat-up Campaign Promoting Stores”	Gives points back to citizens who ate all their meals at member restaurants, which engage in reducing food loss	Give back 15% of the total consumption	Responsible consumption and production	5 meters
Saijo City	High Energy Saving Electrical Appliance Purchase Promotion Campaign	Grants points to citizens who purchased a high energy saving electrical appliance	20% of the purchase of energy saving electrical appliances	Specific actions to combat climate change	5 meters
Partner company (Point member stores)	Saijo City Sustainable Tour (The 4 th)	Grants points to those who participated in a sustainable tour including a beer factory tour, where Saijo’s uchinuki (groundwater) and naked barley are used	1,000 pt	Zero hunger	5 meters
Partner company (Point member stores)	Eco-bag Use Campaign	Grants points to those who shop carrying a shopping bag with them	100 pt to the first 100 people	Responsible consumption and production	5 meters
Partner company (Point member stores)	Orange Picking Campaign	Grants points to those who experienced local farming and purchased sun-dried new rice from the member stores	100 pt to the first 100 people	Zero hunger	5 meters
Partner company (Point member stores)	Regional Sports Supporting Campaign	Grants points to those who purchased sports equipment to children who are a member of regional sport teams and groups	100pt to the first 100 people	Quality education to all	5 meters
Partner company (Point member stores)	Cherished Item Maintenance Campaign	Grants points to customers who placed an order for repairing their cherished watches, jewelry, or glasses. (for the purpose to reduce waste)	100 pt to the first 100 people	Responsible consumption and production	5 meters
Partner company (Point member stores)	Local Attraction Confirmation Campaign	Grants points to customers who placed an order for meals that uses fresh local vegetables or seafood from Saijo and ate all their meals.	200 pt to the first 50 people	Zero hunger	5 meters

(iv) Public Participation Status

- ✓ NTT West also cooperated in the operational side by providing explanations on the system and business to local stores and troubleshooting and then promoted the wide use of the program.
- ✓ About 40% of Saijo citizens now use the app exceeding the initial targets (# of target users: 2,000, # of target stores: 200) of the last fiscal year and the program has been widely accepted by the local community.



<# of users and other information in this fiscal year (As of December 15, 2023)>

Item	Details
# of users	Approx. 43,300 users (#of IDs)
# of member stores	Approx. 300 stores
Major fiscal policies	14% point back at all stores
	15% point back at Eat-up campaign promoting shops
	Up to 30,000 points grant for purchasing an energy-saving electricity appliance

(v) Making Public-Private Co-creation Partners

- ✓ Established a promotional system to promote the SDGs through a collaboration among industry, government, academia, and financial institutions, including local companies that worked together to identify issues under a collaboration between public and private sectors.
- ✓ The established council, Promotion Council for SDGs Saijo City recruited SDG partner companies and has built a more robust system.



Academic

Financial Institute

Government

Industry



- ◆ Ehime University, the Iyo Bank, Ehime Bank, Saijo City, Saijo Industry & Information Center for Support, and NTT West signed **Agreement for Comprehensive Alliance Concerning Establishment of SDG Future City Promotion System**.
- ◆ Promotion Council for SDGs Saijo City was established with Nishimura, vice president of Ehime University, as the first chair.

Source: Saijo City official website
<https://www.city.saijo.ehime.jp/soshiki/miraiikyoso/sdgshokatsurenkeikyotei-2.html>

(v) Initiatives by the Council and SDG Partners (1)

- ✓ Created a logo and a concept book and held other events to increase the recognition of SDGs in Saijo City.
- ✓ NTT West cooperated for SDG activities sponsored by SDGs partners and promoted their implementations.

Promotion Council for SDGs



SDGs いっしょに始めよう!

SUSTAINABLE DEVELOPMENT GOALS

西条市SDGs推進協議会
キックオフシンポジウム

2022 3.27 13:00-17:00

西条市SDGs推進協議会

SDGsに因って、みんなで始めよう!

PROGRAM

1. 開会挨拶
2. 西条市SDGs推進協議会発足挨拶 (SDGs) - 西条市SDGs推進協議会
3. 西条市SDGs推進協議会発足挨拶 (SDGs) - 西条市SDGs推進協議会
4. 西条市SDGs推進協議会発足挨拶 (SDGs) - 西条市SDGs推進協議会
5. 西条市SDGs推進協議会発足挨拶 (SDGs) - 西条市SDGs推進協議会
6. 閉会挨拶



LOVE SAIJO
Action! SDGs

Logo creation

いっしょにやろや
ちよとずつ。



LOVE SAIJO
Action! SDGs

Concept book creation

Holding of a kick-off symposium

Initiatives to understanding and penetration of SDGs promotion activities

SDG partners



LOVE EAT SAIJO

Farm support experience



田産工業所

Blood contribution



食への感謝で
次の一歩が
おもしろいキャンペーン

Eat-up Appreciation



LOVE SAIJOポイント

Planting



Tour



In-house training

Grant regional points (Love Saijo Points) for regional contribution activities by collaborating with SDG partners

(v) Initiatives by the Council and SDG Partners (2)

- ✓ Hold campaigns and events with the government and related companies to create excitement.
- ✓ Implement SDG activities, for example, holding SDG card games and collecting cans in events.

Stimulate
consumption



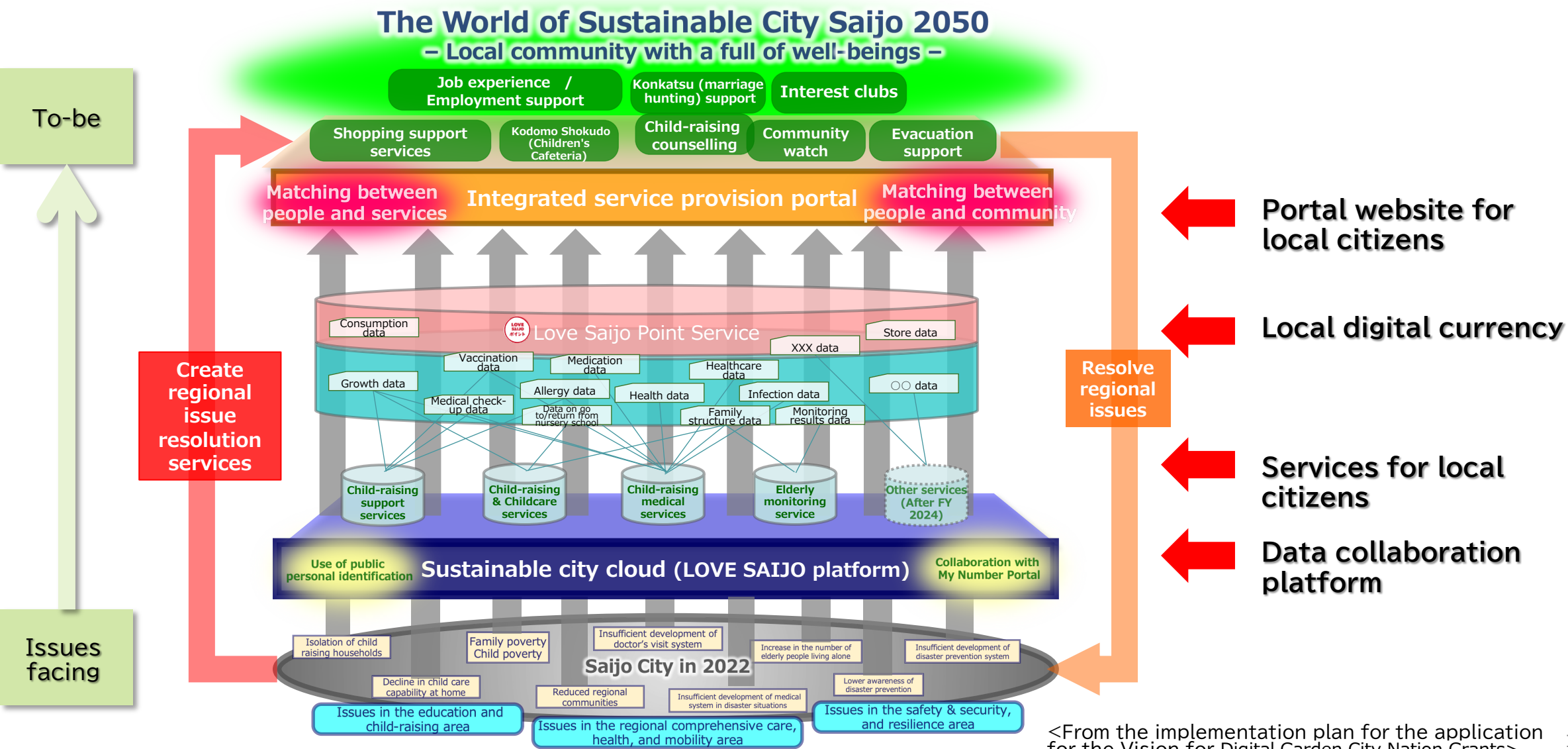
Hold campaigns and events to
create excitement

Event-related



(vi) Future Outlook and Objectives (1)

- ✓ Further improve public services and contribute to realizing a sustainable city by establishing data collaboration platform, developing the frameworks of services in various areas, and collaborating in order to resolve a diverse range of regional issues and promote the SDGs.



(vi) Future Outlook and Objectives (2)

- ✓ While being a coordinator with the Promotion Council for SDGs and partner companies, NTT West promotes the implementation of the best services for public services and government DX.
- ✓ Utilize the collaboration platform, which links with data accumulated in each service to help support resolving more complicated regional issues and improve the lives of citizens.

