A new challenge for mobility in Japan

Facing to the super-aging society

“Platinum Society”

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Tomoo Matsuda
Research Director and Chief Producer
Platinum Society Center
Mitsubishi Research Institute
My profile:

1966 Born in Tokyo,
Graduated from Keio University, Political Science.
【Expertise】Regional vitalization in super aging society
Visiting professor of Kochi university
Cabinet Office committee member of aging society
Lead speaker of OECD, round table aging city in 2014
Central government committee of Japanese retirement community
International Hotel & Restaurant show committee
Ishikawa prefecture. Niche top start up evaluation
【Books】
“Future of Japan where senior shining”
“New consumer market in Japan”
Keywords

◇ Motivation

◇ User’s point of view

◇ 26%
Super aging society is a chance

◇ 80% of the elderly are healthy, active in Japan
◇ Changing image toward the elderly
⇒ Not a burden but an asset of the society

Source Matsumoto city
Platinum Society

- Platinum Society ⇒ Positive and active Philosophy
- Shining like “platinum” rather than silver, never getting rusty, decent image
- Society designed for solving the super aging society problem
Platinum Society lead by Mitsubishi Research

Co-Creation of Industrial-Academic-Government

538 Members
266 Companies
141 Local governments
131 Universities, NPO

Vision
Process
Project

Source Platinum Society Association
An example from Platinum Society Association

Matsumoto Health Valley Initiative

Source Matsumoto city
Share the vision

World health capital conference in Matsumoto
Share the vision and the best practices in Platinum society from all over the world.

Source Matsumoto city
Co-creation of Industrial-Academic-Government

Workshops in many industrial sectors

New product development by industry-academia collaboration in

Source Matsumoto city
Question

What’s the No.1 cause of stress of women in their 60’s Japan?

1. Economic issue
2. Children
3. Earthquake
4. Sickness

Source: The elderly survey by Mitsubishi Research Institute in 2014
Be careful, single living men!

300 elderly over 75 for 5 consecutive years

![Graph showing rates of death and decline of health status for men and women, single and married.]

Source: The elderly survey on daily life in International Longevity Center in Japan in 2008
Personal Mobility’s possibility

Personal mobility helps the elderly to go out

ULV:
Ultra Lightweight Vehicle

Mobility Scooter

Electric bicycle
Old New Town Problem and personal mobility

◇ New Town getting older

◇ As aging, stay indoors, less opportunity to go-out

◇ Decline of health status, Risk for dying alone

◇ Personal mobility can help to solve this problem
New Challenge: Personal Mobility Pilot Projects

Pilot projects of the personal mobility sharing

Encourage the elderly to go-out by this system
But, **Personal mobility is only a tool**

Personal mobility is only a tool.

The point is to make the elderly want to go-out

How to increase the opportunity to go-out
How to increase opportunity to go out?

Things to do, Places to go

Have fun and the feeling to be needed by someone

Interaction with younger generations
What shall we do from now on?

Policy and institutional design

⇒ Going-out mileage program for the elderly

Source: Matsumoto city
All around win-win model

The elderly
Healthy life

University Research
Gerontology
Lifelong education

Private sector
Business opportunity

Public sector
Healthy town
The things I wanted to emphasize again today

1. Platinum Society = Never getting rusty
   Positive philosophy in super aging society

2. Co-creation of Industrial-Academic-Government
   Vision = Process = Project

3. Mobility is important for the elderly to go-out,
   but it’s a tool, not a goal.

4. Policy and institutional design for the elderly to go-out

5. All around win-win model
   for the elderly, private, public
Today is the day

Share the vision and best practices,
Engage in dialogue deeply together,
Step forward for active aging society,
“Platinum Society”

Source Marunouchi Platinum University