
A new challenge for mobility in Japan

Facing to the super-aging society

“Platinum Society”

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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

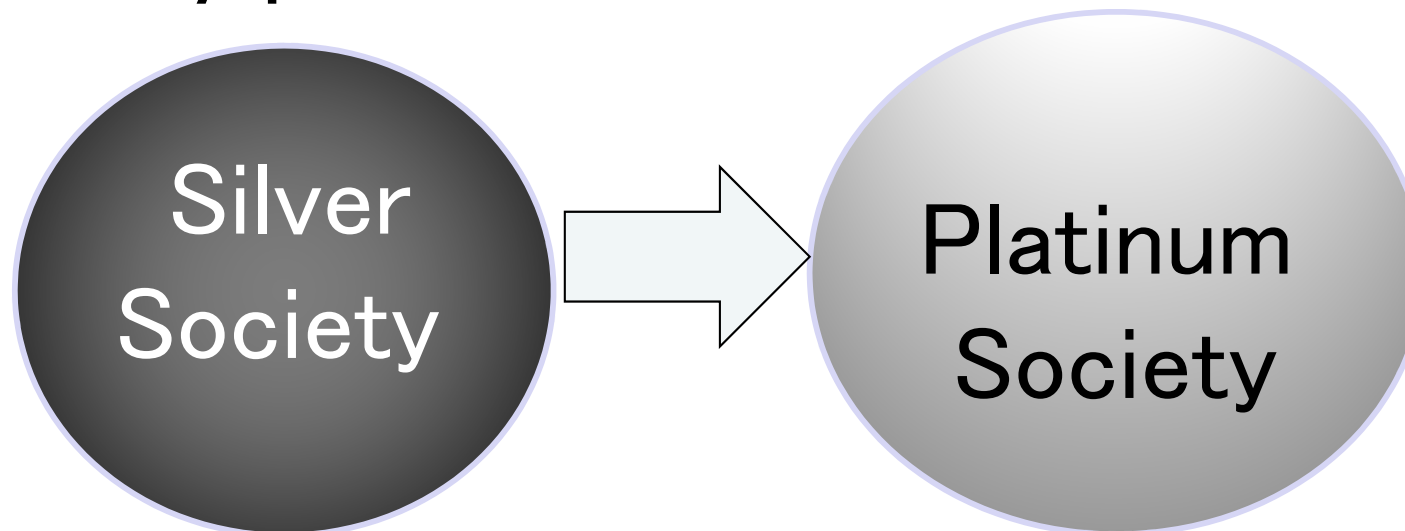
- ◇ 80% of the elderly are healthy, active in Japan
- ◇ Changing image toward the elderly
 - ⇒ Not a burden but an asset of the society



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

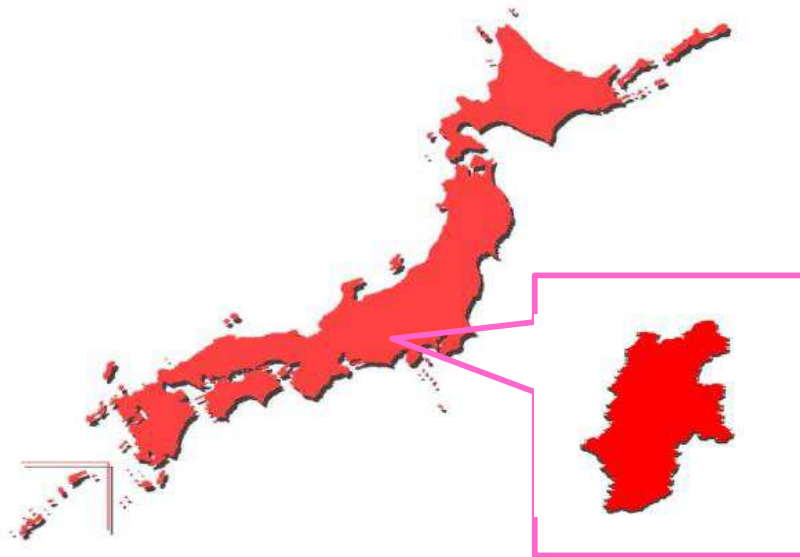
Project



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:



2 : Economic issue

3 : Children

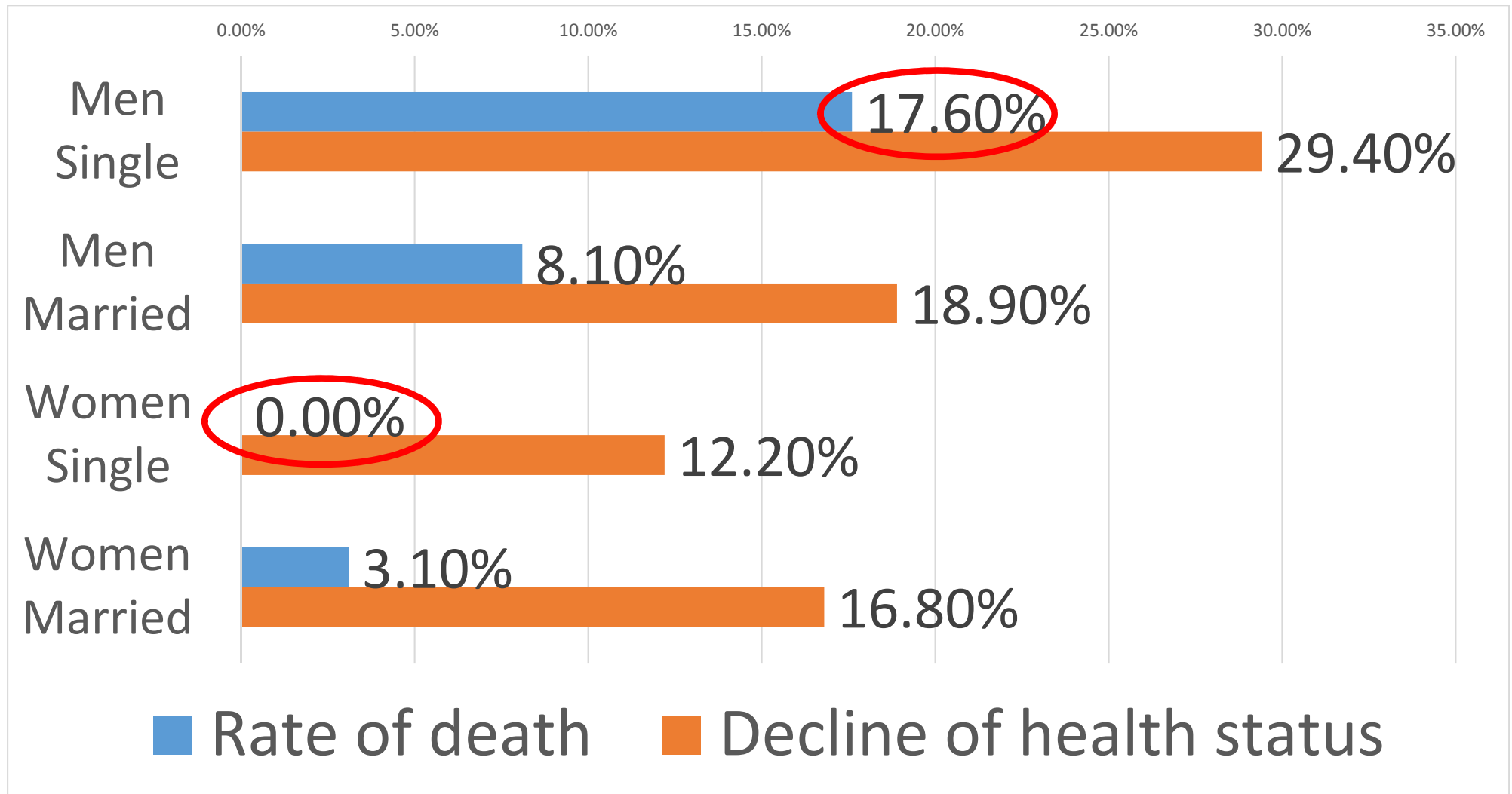
4 : Earthquake

5 : Sickness

Source The elderly survey by Mitsubishi Research Institute in 2014

Be careful, single living men !

300 elderly over 75 for 5 consecutive years



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”

vision

process

project



Source Marunouchi Platinum University