

From “Age-friendly” Cities to “Aging-friendly” Cities: Japanese Experience

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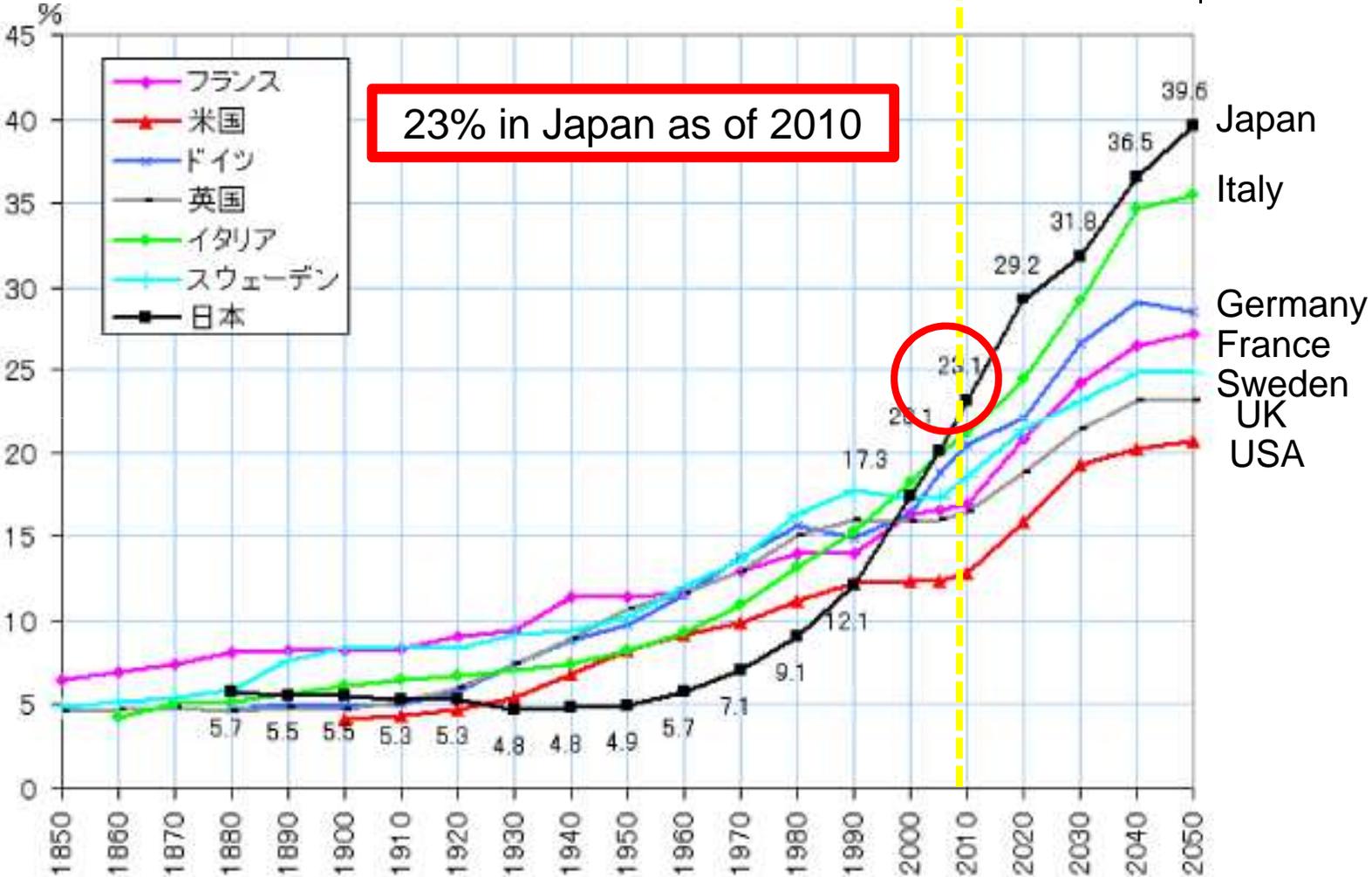
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Japan is the most rapidly aging country in the world



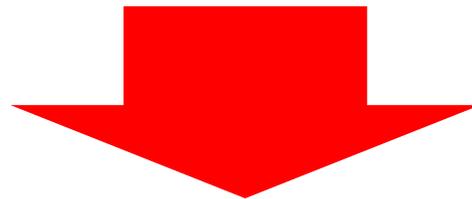
Age Ratio
(people 65+
vs. total
population)



国立社会保障・人口問題研究所「人口資料集2006」より抜粋

**Japan is on
“The Frontier of Challenges”
in Aging Societies**

**Japan is “Living Laboratory”
in terms of aging society**



**You can imagine
a future of your country**

Age-friendly
= friendly (or comfortable)
for a specific age group

In many cases,
Age-friendly is equal to
elder-friendly or senior-friendly

Example of Age-friendly Cities Sun City (Arizona, USA)



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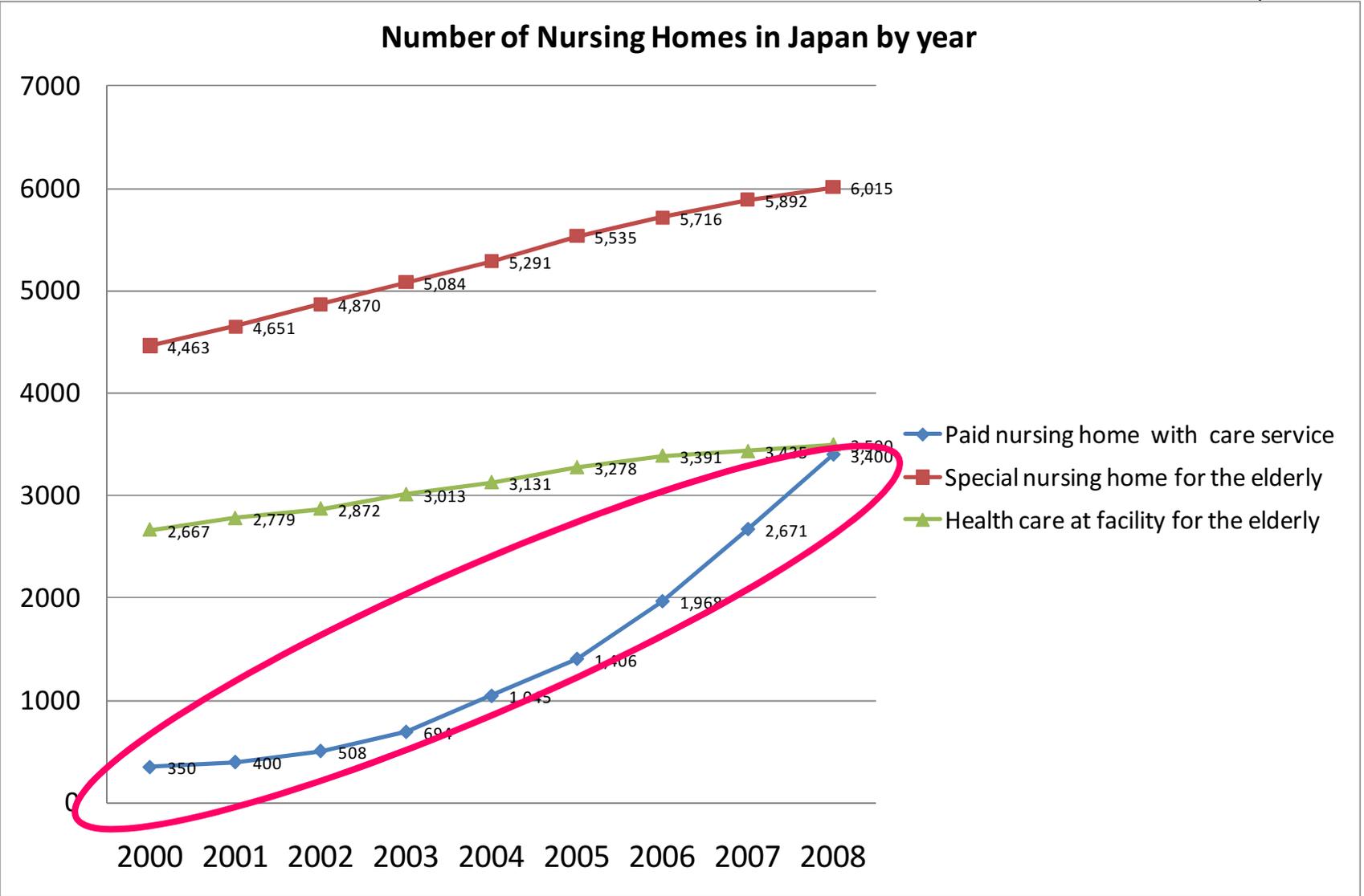


All residents are over 60

Example of Age-friendly Communities Senior Home (Japan)



Increase of senior homes in Japan



Source: Ministry of Health, Labour and Welfare, 2009

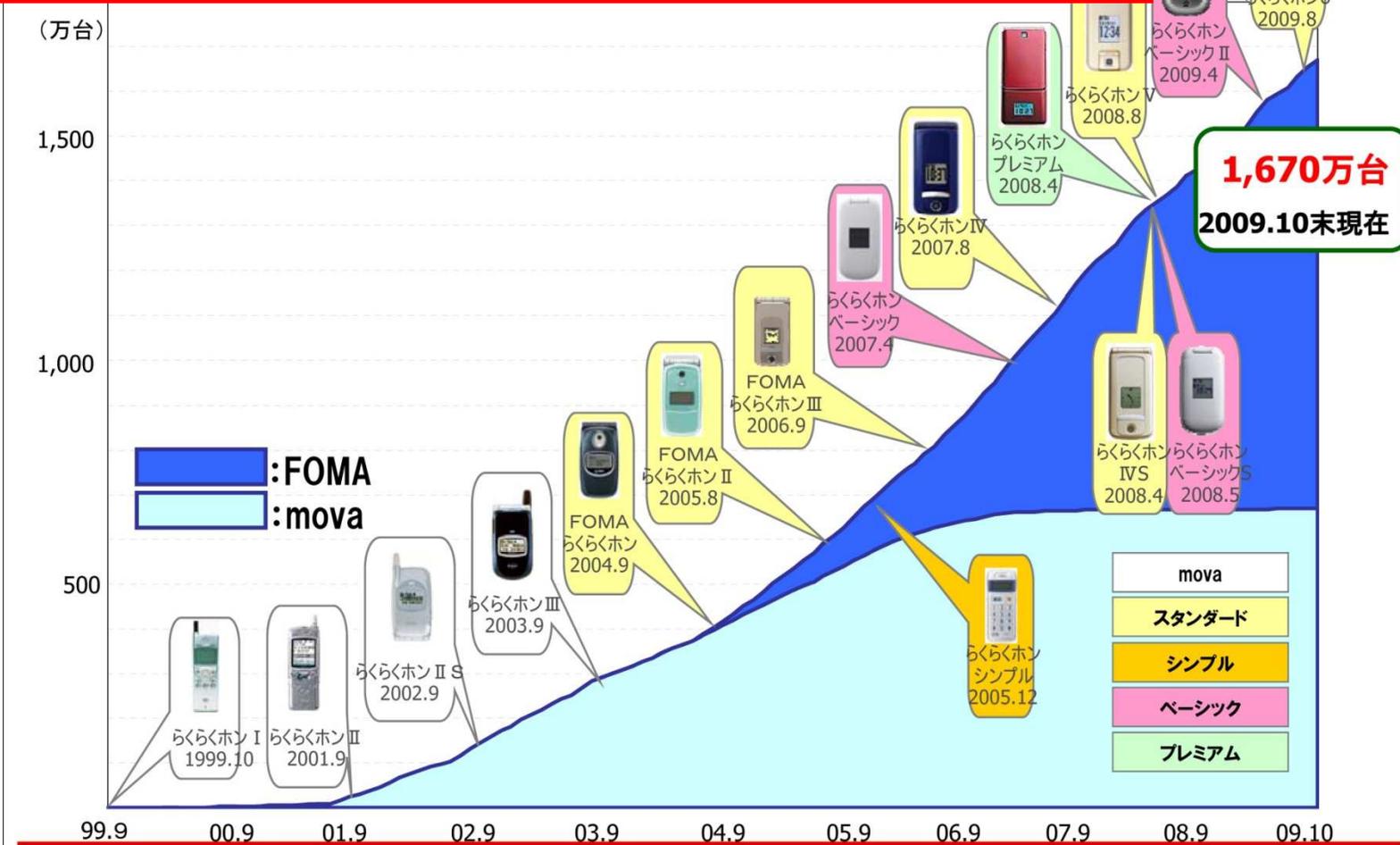
NTT DoCoMo / Raku-Raku Phone First “Age-friendly” cell phone in the world

楽楽携帯電話



Best-selling products

Over 17 million units as of Sep.2010



What are “Age-friendly” features?

The things that Raku Raku phone has continued to be loyal to.
Commitment & thought to allow use by everyone

Easy videophone

When using the videophone, even if the user is distanced from the handset their status can be accurately depicted by the image.

Three buttons enabling transmission by only one-touch

Transmission can be performed by one-touch to those who the user calls frequently.

Round-shaped receiving/sending buttons

Easy differentiation is enabled by the adoption of round-shaped buttons.

Easy voice mail

Even if text is not input, mail can be sent by voice.

Separate ring tones

New function

Distinction of the receiver by the ring tone is enabled as different ring tones can be set for each Group.

Soft sloping design

The “Soft sloping design” takes ease of button pushing and ease of handset gripping into sufficient consideration.



- (1) See the caller
- (2) Use the phone
- (3) Use mail
- (4) Shoot/view photos/video

Voice calling functions

- Address book
- Functions

Read aloud function

Strengthened

- Reads aloud each input letter
- Supports real voice cadence
- Reads aloud the whole menu
- Reads aloud i-mode

A very visible white/black reversible menu and handset color

Creation of a menu and handset body color of good contrast and high visibility.

A camera button with an easily distinguishable location

The camera button has been designed on the side of the handset at a protruding level to enable easy distinction.

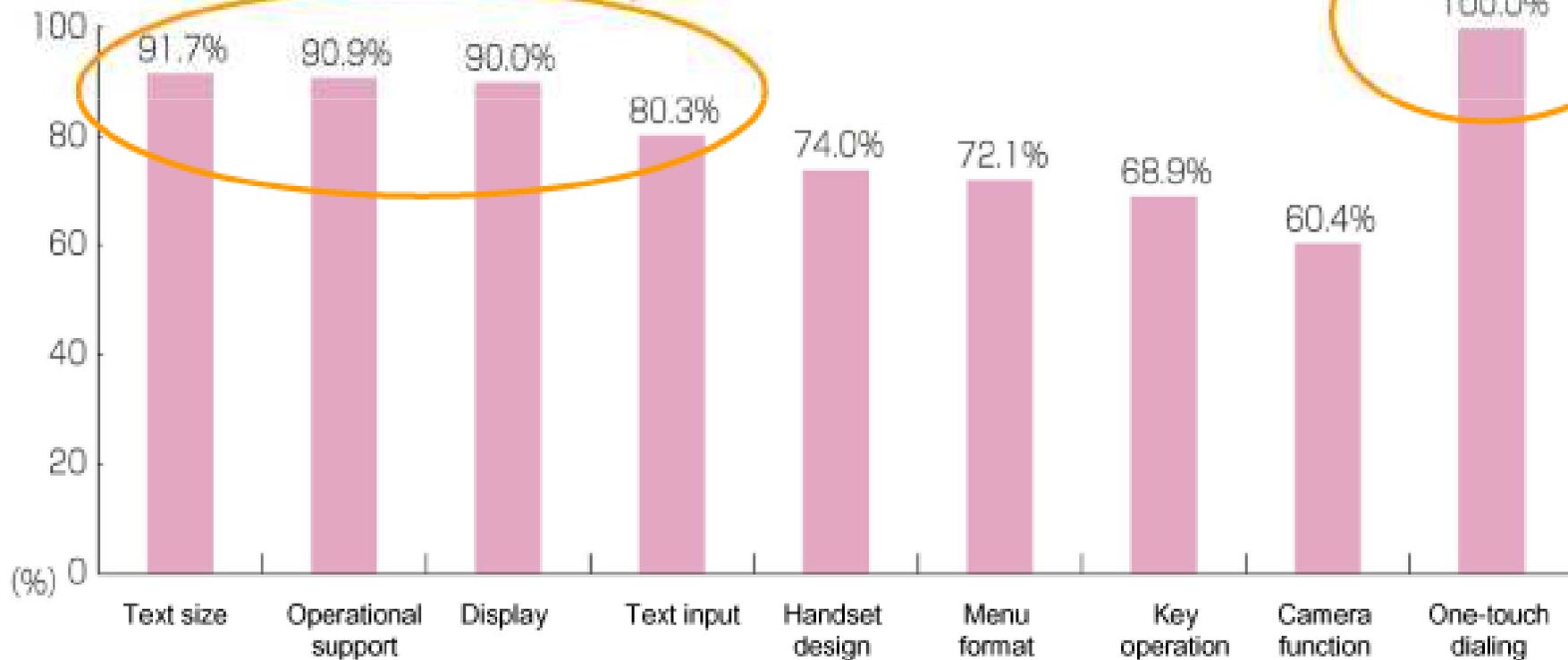
Protrusion placed “above the Return button”

A small protrusion has been designed to enable easy verification of the position of the button.

Why did older people choose Raku-Raku Phone?

High level of satisfaction regarding "Ease of use"

Satisfaction rating of all FOMA Raku Raku phone models



The demand for Raku-Raku Phone in early stage model

Larger text size

Clearer sound



However,
Age-friendly has a challenge



Friendly for a specific age group
is not always friendly
for other specific age group

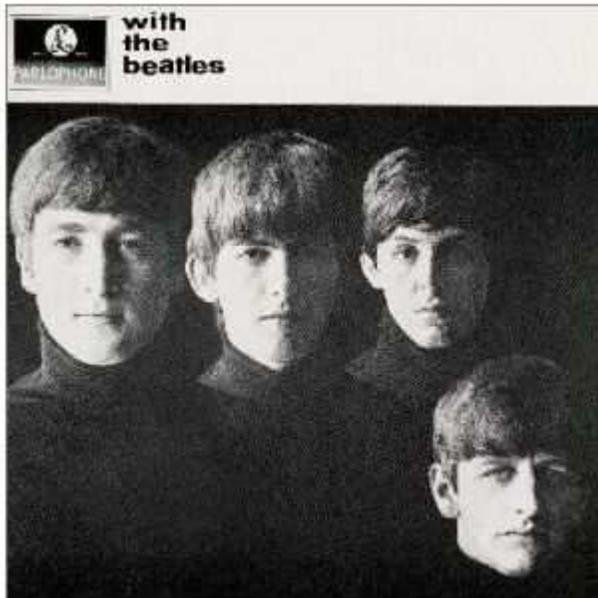
Example of Challenge of Age-friendly Communities Tama New Town (Tokyo, Japan)



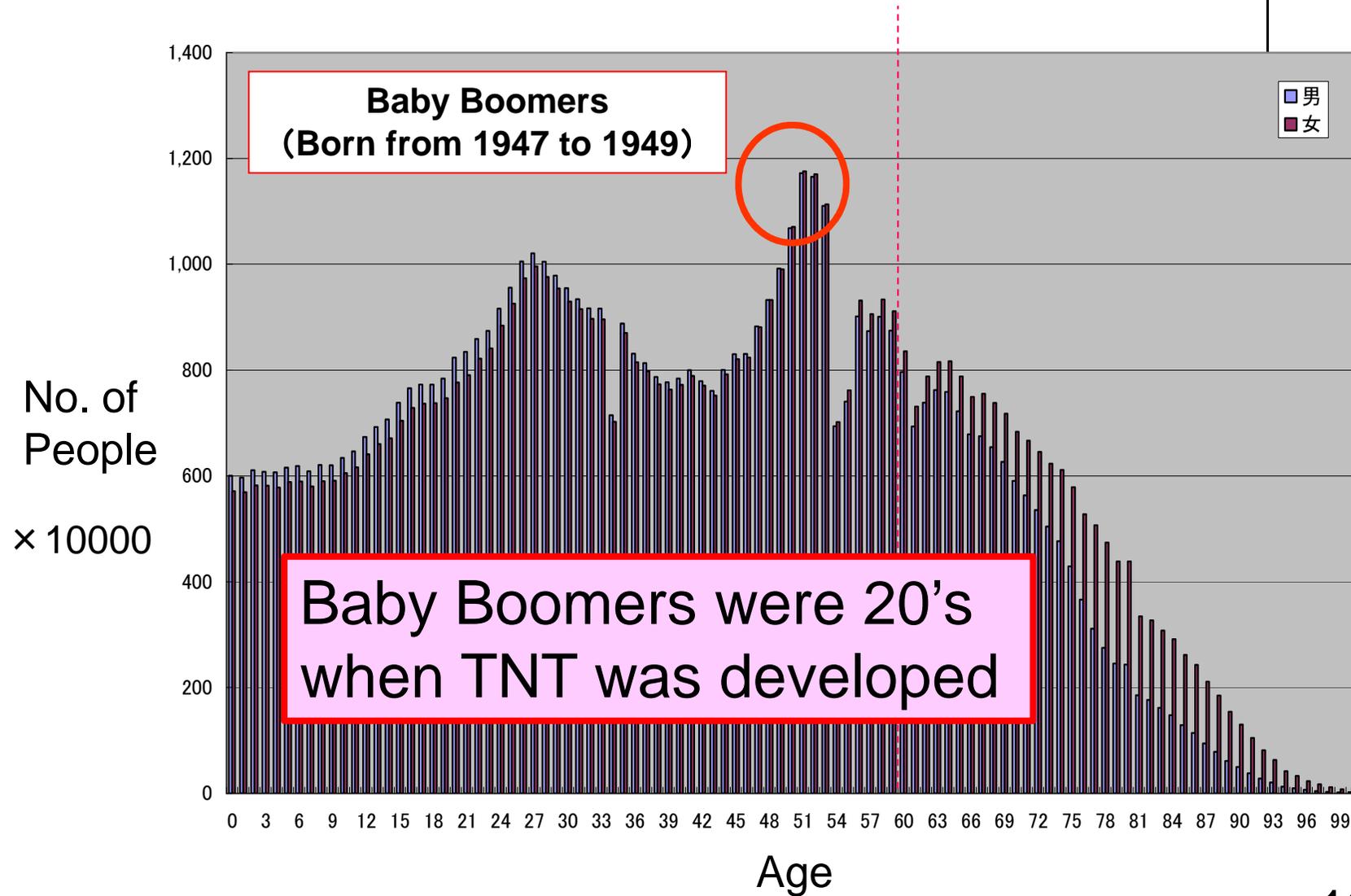
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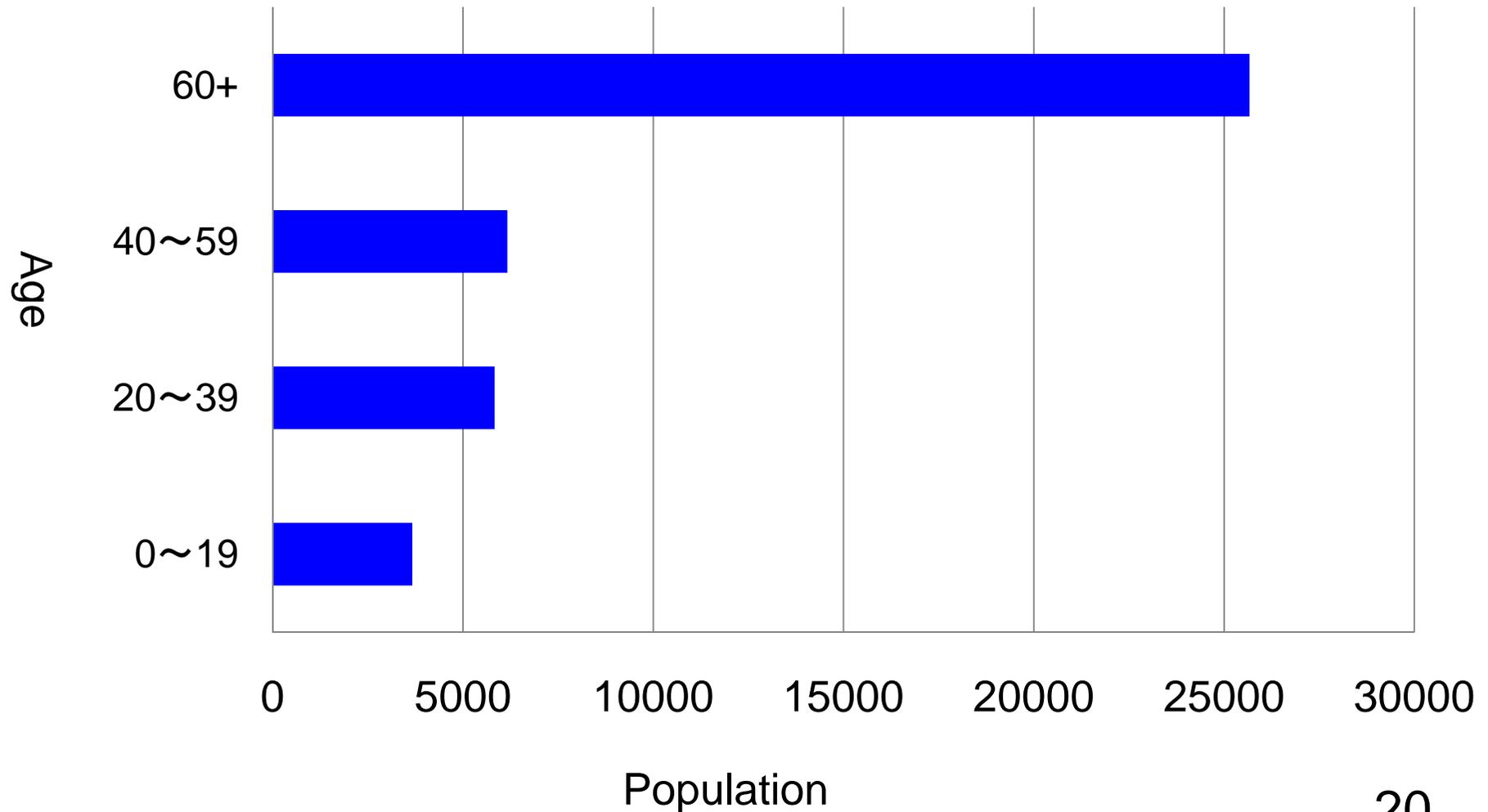
Who was the target of Tama New Town when it was developed in 1970's?



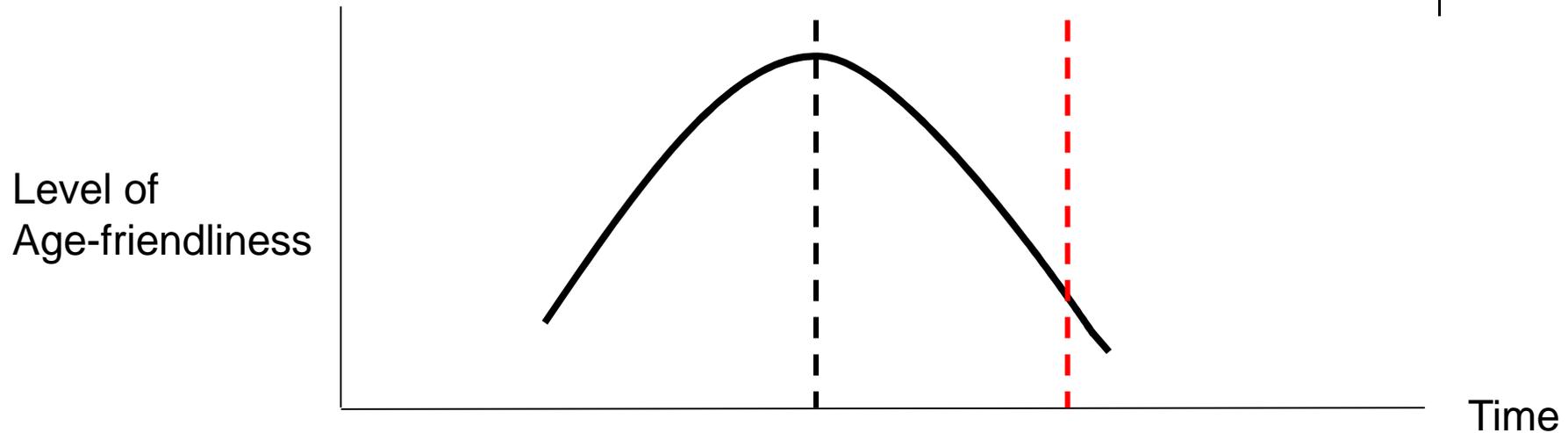
Demography of Japan 2000



Population structure of Tama New Town now



Limitation of Age-friendly Cities

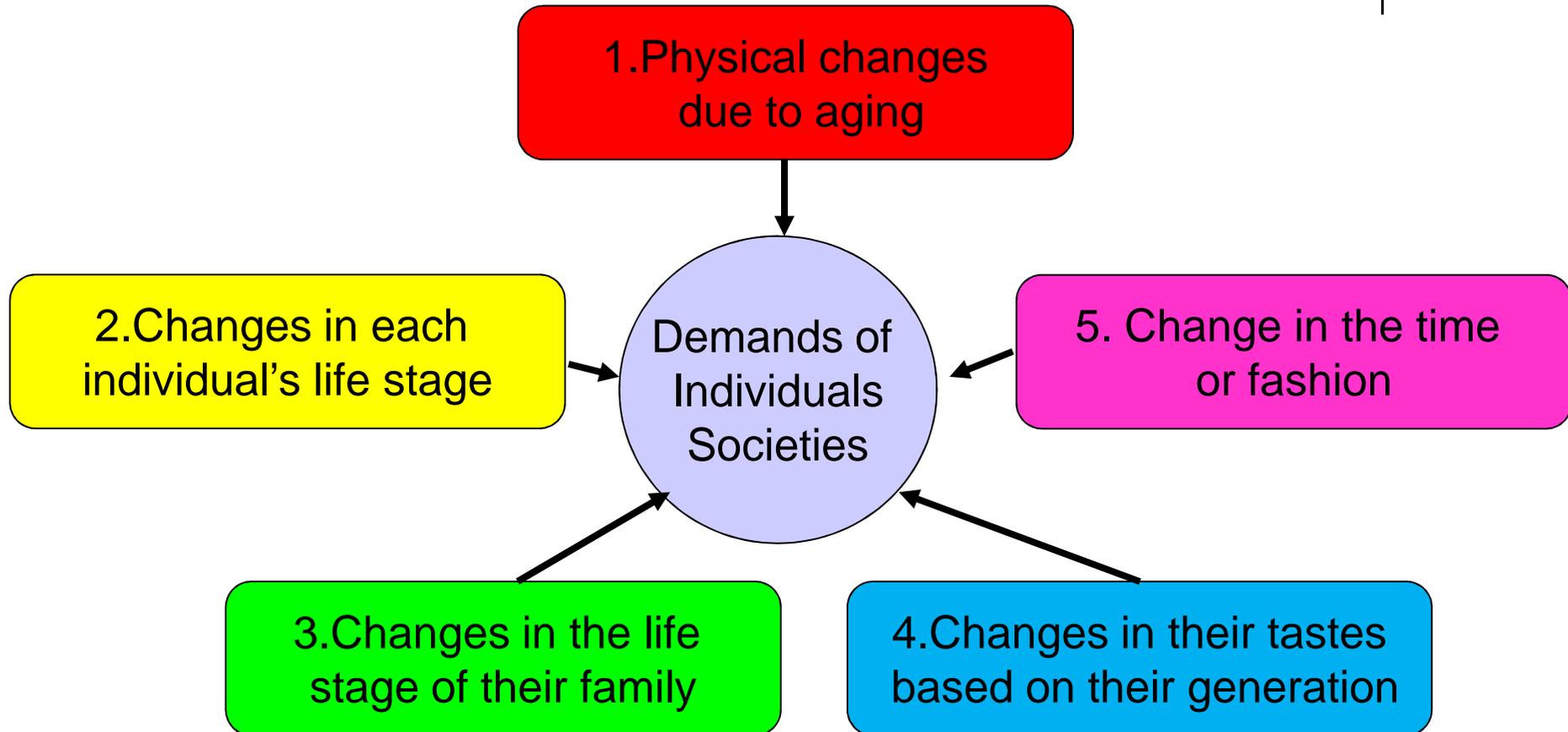


- Most optimum for a specific age group at a specific time
- Not optimum for a specific age group at **a different time**

Why?

1. Individuals and societies are **aging as the time goes by**
2. Aging of the Individuals and societies will **change their nature**
3. This change of nature will **change the demands** of individuals and societies

“Aging-friendly” cities must be **adaptive** to the change of demands



Example of Aging-friendly City

Yukarigaoka (Sakura, Chiba)

Yukarigaoka (Yukari's Hill)

1. Location: Sakura, Chiba (near Narita Airport)
2. Development was started since 1971
3. Total area: 245 ha
4. Total population: 17,000
5. Number of households: 6,000
6. Developer: Yamaman Corporation

Comprehensive zoning from the beginning of the development

1. Transportation system
2. Residential Zone
3. Commercial Zone
4. Natural Environment
Zone
5. Elderly Facilities Zone



Transportation system

1. Railway stations are located within 10 minutes from all residences
2. The developer constructed the railway and donated to Sakura City



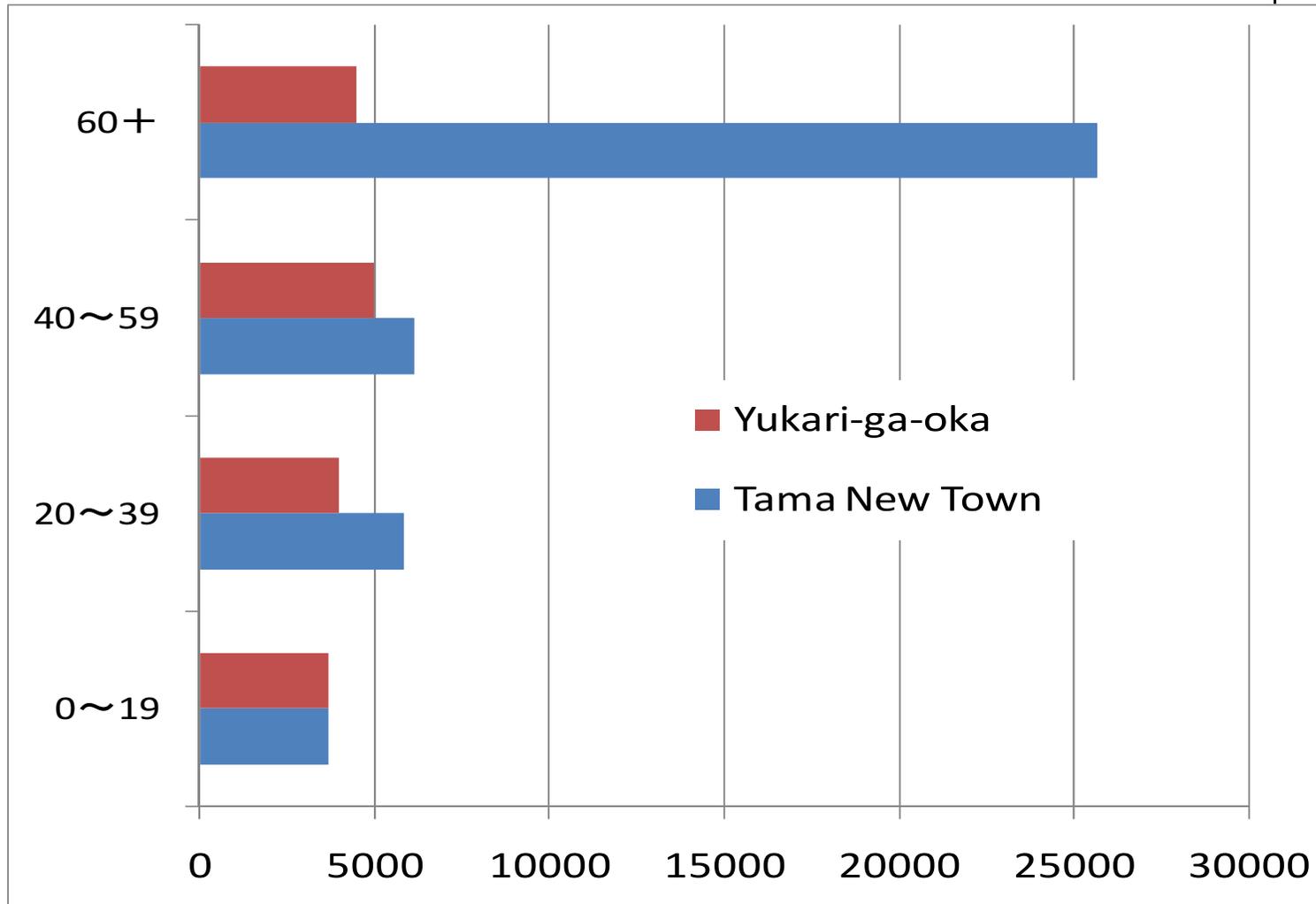
Feature of “Aging-friendly” community

1. From child-raising generation to elderly generation
2. Short-distance multi-generational family living
3. Function of finding out resident's demands
4. Relocation system for the senior residents
 - i. Developer buys a resident's house by **100%** of cost at the point of buying
 - ii. Developer sells the renovated house to the **younger generation with lower price than market**
5. Introducing electric bus transportation system throughout the residential zone

Electric Bus can stop at any locations if they are on the route



Population structure Yukarigaoka vs. Tama New Town

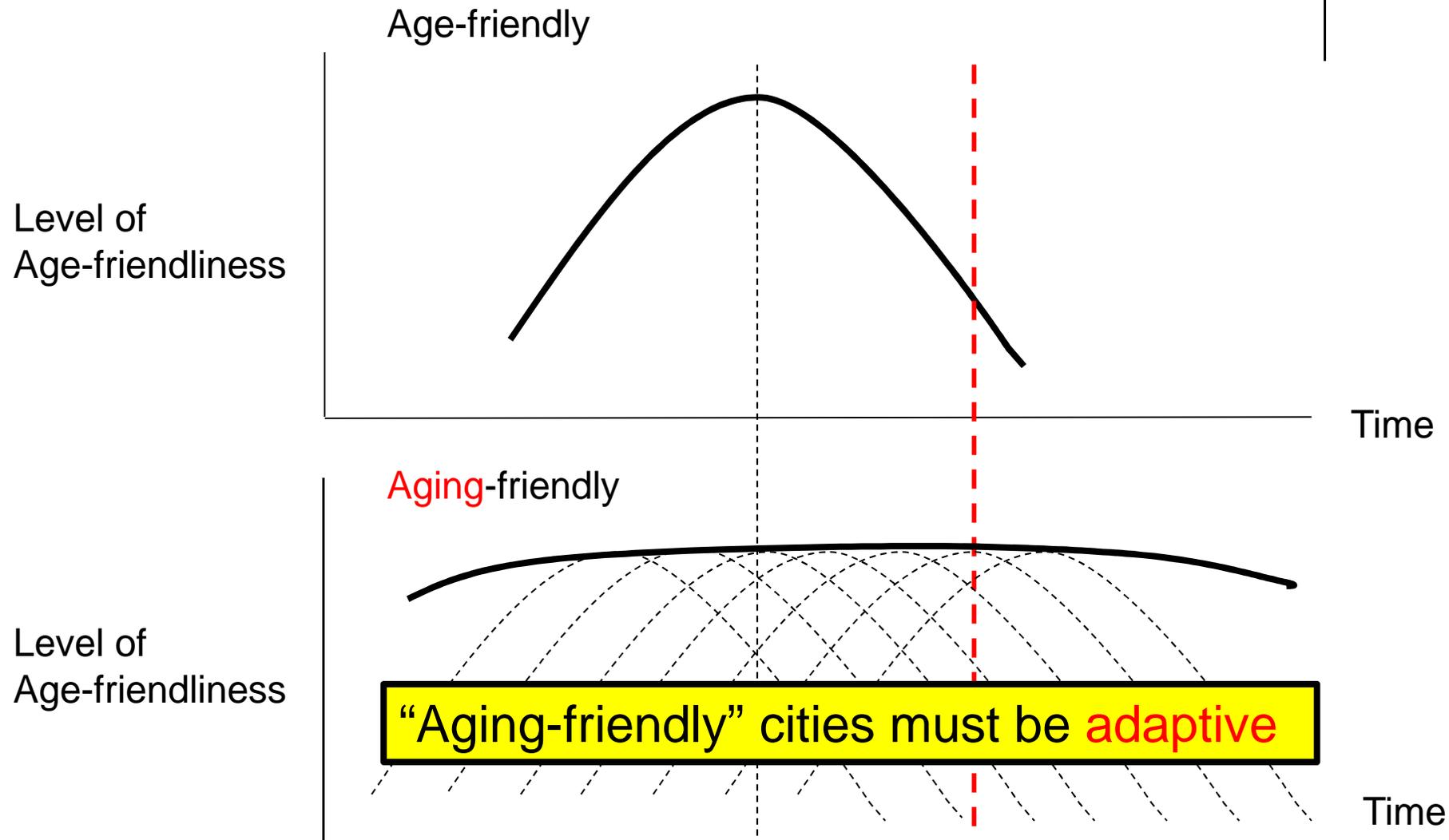


Lesson learned: Experience from Aging-friendly City



1. City is convenient to live from child-raising generation to elderly generation
2. Short-distance multi-generational family living can be affordable
3. Residents can choose optimum houses as they age with affordable prices
4. All generations can move among the city by public transportation

“Age-friendly” Cities vs. “Aging-friendly” Cities



Thank you!

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