



Japan. Digital Garden City Nation.

# City-to-City Collaboration for Well-Being and a Sustainable Society

**SMARTCITY**

EXPO WORLD CONGRESS

5 - 7 NOVEMBER 2024

BARCELONA



Organized by



**Smart City  
Institute Japan**

-5th Anniversary-

Supported by



**日本商工会議所**  
The Japan Chamber of Commerce and Industry

**日西経済委員会**  
The Japan-Spain Business Co-operation Committee



# Messages from Government and Private Sector Representatives

## The Regional Revitalization Initiatives – Aiming for the Great Smart Cities

The year 2024 marks the 10th anniversary of the launch of the Japanese government's Regional Revitalization initiatives. During this period, the government has promoted a wide range of policies to support cities throughout Japan in their efforts to resolve their local issues proactively. While developing the digital infrastructure necessary for smart cities, the national and local governments have been working toward realizing these strategies through various measures for creating jobs, increasing human flows, realizing hopes for marriage, childbirth, and childrearing, and enhancing the attractiveness of every region. At the same time, the Japanese government has been promoting "Super City" initiatives, conceiving a near future society that incorporates the perspectives of its citizens, involves their participation and will be realized by 2030. By organically linking services across diverse sectors, we will seek a picture of affluent urban development by generating innovative value in various realms such as mobility, healthcare, disaster prevention, and the business environment. Japan will continue to commit toward the robust, sustainable, and inclusive cities. In the Japan Pavilion, various public sector organizations, private companies, and academic institutions that support and significantly contribute to the initiatives are exhibiting their booths. We welcome you to learn about their activities and achievements and to engage in fruitful discussions with enthusiastic participants, hoping this stage will inspire the future of smart cities.

**Rikako Kishida**

Councillor  
Secretariat of the Headquarter for  
the Creation of New Regional Economies  
and Living Environments  
Cabinet Secretariat



## Japan-Spain Collaboration Makes Economic Growth More Sustainable Than Ever

Since our establishment in 1979, the Japan-Spain Business Co-operation Committee has been working to promote mutual friendship and understanding between the business communities of Japan and Spain. We periodically hold a joint meeting together with our counterpart, the Spain-Japan Business Committee, either in Japan or Spain. The next meeting will be the 29th, and will be held in Tokyo in the coming April.

Japanese investment in Spain remains very active because of the country's attractive sectors such as renewable energies, IT, the automotive industry, and the food industry. On the other hand, Spanish companies have been increasingly vigorous in investing in Japan, in sectors such as renewable energies, automobile parts, foodtech industries, and others. The neighboring dynamic markets also interest businesspersons of both countries, because the counterpart can be an effective gateway.

Our relationship is not limited to economy. We have a long history of interaction in fields such as politics, culture, and the arts. This is the background on which our two countries share a common vision for solving social issues based on shared values such as human rights, the rule of law, and democracy.

Currently, sustainable economic growth is imperative, and an essential part of that is the quality of life of the residents and the wellbeing of our cities. As the two business communities have knowledge and experience in enhancing those matters, we are confident that the collaboration will make economic growth more sustainable than ever, not only in Spain and Japan, but also in other countries.

We hope that the Japan Pavilion at SCEWC, the world's largest urban innovation event, will contribute to the achievement of sustainable growth as well as to encourage business matching and cooperative relationships among the participants.

**Mikio Sasaki**

Chairman  
The Japan-Spain Business  
Co-operation Committee





# Key Message from the Organizer of the Japan Pavilion

Smart City Institute Japan (SCI-Japan) is a private-sector-led non-profit organization established in October 2019 by Mitsubishi UFJ Research & Consulting, a think tank and consulting firm, and NIKKEI, Asia's leading economic media group. SCI-Japan serves as a leading knowledge and public-private-academic partnership platform, with over 750 cross-sector members and global partners, promoting the implementation and advancement of smart cities in Japan and around the world.

SCI-Japan, one of the strategic partners of Fira Barcelona, is organizing Japan Pavilion (Hall 3, Stand E130) and supporting the Tokyo Pavilion (Hall 3 Stand E140) at Smart City Expo World Congress 2024 in Barcelona, under the theme of "Improving Citizens' Well-Being Toward a Sustainable Society". The Japan Pavilion consists of around twenty co-exhibitors from cross-sector organizations, highlighting "human-centric" smart city case studies that address urban issues such as inclusiveness, carbon neutrality, and urban resilience, utilizing digital technologies and data.

## Co-Exhibitors showcasing solutions for urban challenges such as resilience

### Japanese government organizations:

- Cabinet Office exhibiting Osaka Super City and Tsukuba Super Science City
- Ministry of Land, Infrastructure, Transportation and Tourism (MLIT) exhibiting the "Project PLATEAU", the Digital Twin Initiative in Japan (co-exhibiting with Eukarya, Info Lounge Corporation & Yamate Planning Cabin, and HoloLab)
- Japan International Cooperation Agency (JICA)
- Japan Aerospace Exploration Agency (JAXA)
- Japan External Trade Organization Kyoto (JETRO Kyoto)

### Municipalities:

- Sakaimachi (Sakai Town)
- City of Yokohama
- The City of Kobe
- Nago City

### Private companies and cross-sector organizations:

- NEC
- ABeam Consulting
- Internet Initiative Japan
- H-UTokyo Lab. (Hitachi and UTokyo Joint Research)
- Mapxus Technology Japan

## Well-Being City Theater

The Japan Pavilion has set up an open theater called the "Well-Being City Theater". Throughout the event, the theater will host a series of presentations by co-exhibitors and joint sessions with our partner countries and organizations from around the world. SCI-Japan will also announce the latest developments in the LWCI® (Liveable Well-Being City Indicators) in this theater. The LWCI has been endorsed by the Japanese government as one of the key performance indicators (KPIs) for Japan's Smart City Policy.

## City-to-City Collaboration for Well-Being and a Sustainable Society

Following the "Kagawa-Takamatsu Principles of Achieving Sustainable Urban Development Together" (adopted at the G7 Sustainable Urban Development Ministers' Meeting in 2023), SCI-Japan will advance "City-to-City" collaboration beyond borders for well-being and a sustainable society, addressing global environmental crises through collaboration in the development of smart and resilient cities.

We look forward to working together toward well-being and a sustainable society.



**Tatsuya Kitamura**

Executive Managing Director  
Smart City Institute Japan (SCI-Japan)  
Supervisor, Japan Pavilion



**Smart City  
Institute Japan**

-5th Anniversary-



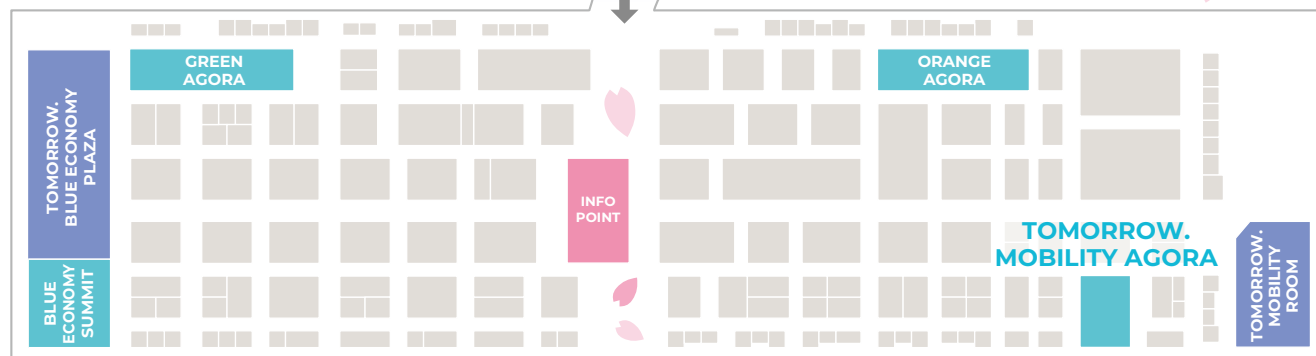
# Floor Map

South Entrance & CC1

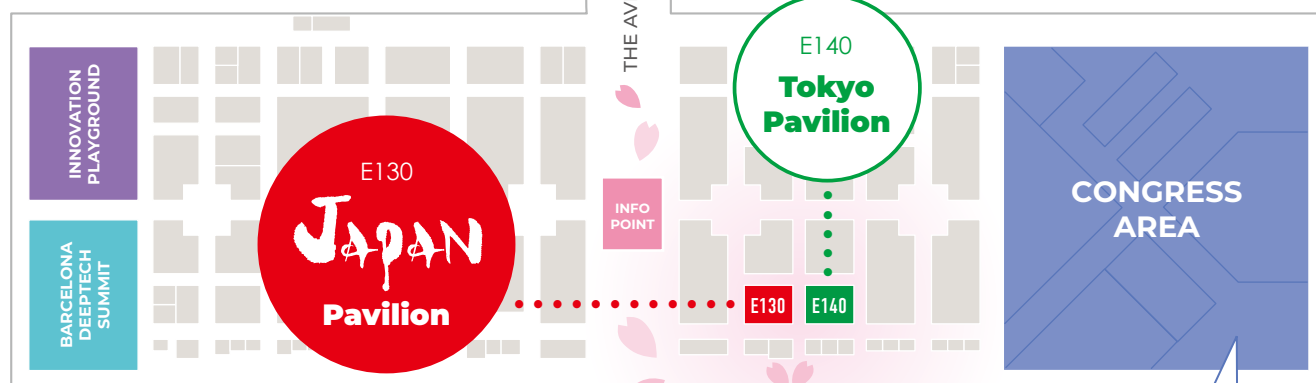
ENTRANCE

Conference Center 1  
ROOM 1.1

HALL 2



HALL 3



## Congress Sessions

| Date       | Time          | Speakers and Title   | Location                                     |
|------------|---------------|--|--|
| November 5 | 12:05 - 12:50 | <b>Mr. Yutaka Matsuzawa</b><br>Vice-Minister for Global Environmental Affairs, MOEJ<br><b>Session: Calling all Cities to Action: Tackling the Climate Emergency</b>  | Congress Auditorium<br>High-Level Roundtable |
| November 6 | 11:20 - 12:05 | <b>Dr. Keiko Kuroda</b><br>Vice Mayor, the City of Kobe<br><b>Session: Eco-Urbanism: Responding to a Changing Climate</b>  | Congress Auditorium<br>High-Level Roundtable |
|            | 13:40 - 14:25 | <b>Ms. Yuka Sogawa</b><br>Senior Deputy Director of International and Digital Policy Division, City Bureau, Ministry of Land, Infrastructure, Transport and Tourism<br><b>Session: Empowering Urban Resilience through Digital Twins</b> | Congress Red Room                            |
| November 7 | 13:25 - 13:45 | <b>Takehiko Nagumo</b><br>Representative Director, Smart City Institute Japan<br><b>Thematic keynote: Wellbeing-Based Smart City Policy Design</b>   | Congress Red Room                            |





# Tokyo Metropolitan Government

## "Smart Tokyo", a City of Higher Well-being

We will leverage advanced technology to enhance the quality of life (QOL) for Tokyo residents in all aspects. By using the power of digital technology to support those in need, we aim to create the world's smartest and most inclusive city.

### ABOUT TOKYO PAVILION

#### ● Smart City Areas

##### [Leading Area Otemachi, Marunouchi and Yurakucho (OMY) District]

We aim to improve the international competitiveness of Tokyo and Japan by promoting a state-of-the-art smart city in the heart of the city.

##### [Smart City Takeshiba ~Tokyo Bay~]

We are taking on the challenge of creating a smart city in Takeshiba area, to address issues such as disaster prevention and improving area connectivity.

##### [Shimizu Corporation's Smart City Projects]

1. City Development Initiatives to Attract Various People e.g. XR, Slow Mobilities and Owned Channels
2. Phase-Free Smart Hospital Concept Powered by Data Platform

##### [Upcoming smart city project: TAKANAWA GATEWAY CITY]

New TOD smart city "TAKANAWA GATEWAY CITY", lead by JR-East, is scheduled to open in March 2025. It will be the experimental site for the future covering 845,000m<sup>2</sup> at the center of Tokyo.

##### [Ota City (HANEDA INNOVATION CITY)]

"HANEDA INNOVATION CITY" is developed through a public-private partnership between Ota City and Haneda Mirai Kaihatsu Co., Ltd.

We utilize this place as a test bed for promoting smart city in Ota city.

#### ● Infrastructure

##### [Tokyo Waterworks & Tokyo Sewerage]

Introduction of Technology and International Cooperation in Tokyo Waterworks and Tokyo Sewerage.

#### ● Environment

##### [ZERO EMISSION Bureau of Environment Tokyo Metropolitan Government]

Under the campaign 'TIME TO ACT', the Tokyo Metropolitan Government has launched a climate action movement that calls for effective global action and collaboration among cities worldwide to advance decarbonization efforts.

#### ● Tourism promotion

##### [Tokyo Tokyo]

We will provide you with charms and information on sightseeing in Tokyo, where modernity and tradition.



#### ● Smart Solution

##### [Tokyo Bay eSG Project-Office of the Governor for Policy Planning]

Exhibition and presentation of cutting-edge technologies by Tokyo Metropolitan Government and five Tokyo Bay eSG partners.

##### [SHIMIZU CORPORATION / HOKKAIDO UNIVERSITY / GORLEM DAC Coat]

Our "DAC (Direct Air Capture) coat" contributes to mitigating global warming by promoting the absorption and fixation of atmospheric CO<sub>2</sub> in concrete.

##### [Oth3llo PBADAO Co., Ltd.]

Developing Othello, an infrastructure platform that provides a simple and safe web3 experience, and services in the environment and tourism fields.

##### [swille BODY - SIRIUS CO., LTD.]

SIRIUS addresses caregiving challenges from aging populations, a common issue in developed countries. Our solution enables the elderly and physically disabled to shower while staying in bed.

##### [A Brain-Delighting Lifestyle powered by BHQ]

BHQ is an MRI-based brain health index of international standards.

We use webcams and smart glasses instead of MRI to predict BHQ and support a brain-delighting lifestyle.

##### [Beyond "Smart" - Gaming Digital Twin for Urban Development / SpaceData Inc.]

A pioneering space startup developing digital twins of Earth and space, as well as software for space robotics and stations, integrating AI and automation.

##### [Be Smart Tokyo]

By collaborating with startups, we create new services to enhance the QOL (quality of life) of residents, workers, and all kinds of people in Tokyo.

#### ● Global Event in Tokyo

##### [SusHi Tech Tokyo 2025 on MAY 8-10]

Tokyo Metropolitan Government will host the Asia's largest startup event "SusHi Tech Tokyo 2025" in May 8 - 10.

Under the concept of creating a sustainable city with high technology, the Tokyo Metropolitan Government has been promoting "Sustainable High City Tech Tokyo," or "SusHi Tech Tokyo" for short, to convey the challenge of solving urban issues and the diverse attractiveness of the capital city.



TOKYO  
METROPOLITAN  
GOVERNMENT

Tokyo Metropolitan Government

2-8-1 Nishishinjuku, Shinjuku-ku, Tokyo, Japan

[URL] <https://www.metro.tokyo.lg.jp/english/index.html>





## Achieve People's Well-Being by Extending Their Health Spans While Keeping Their Physical and Mental QOL Levels High

There are various cultural regions in the world. In a different culture, people see well-being differently. The perception of happiness differs from one cultural region to another. In Japan, emphasis is not only on personal happiness but on the harmony of society as a whole and connectedness to others as well.

A traditional idiom "ISHIN-DENSIN" originated from Buddhism is used in Japan. "Read the room" is also a frequently used expression. The former means "thinking along the same lines, no words needed." The latter means "understanding the situation based on the atmosphere and figuring out what one should do as well as what other people want one to do." As indicated by these phrases, Japanese have long valued being sensitive to and caring about other people's feelings, and this value is deeply entrenched in the Japanese society. We believe that taking advantage of this temperament of the Japanese in building social frameworks will lead to hope for the future and a higher level of well-being that we are seeking to achieve.

We, the Japanese, think of a "society sensitive to individual

feelings" as a "human-friendly society" where people of all generations can lead healthy, active lives. In this society, everyone can enjoy convenient, safe, and secure lives and no one is left behind.

Our presentation introduces initiatives in Japan that are aimed to achieve people's well-being – the basis for a sustainable society – by extending their health spans while keeping their physical and mental QOL levels high.

### ■ Digital healthcare service for local residents

FonesVisuas is a service whereby future risks of diseases are predicted from small blood samples and medical institutes inform users about their current health condition, with the goal of realizing a society where everyone can lead healthy, active lives. A municipality can provide this service to its local residents to extend their health spans and create a sustainable society where people of all generations can continue to work with a sense of satisfaction.

### ■ DX service for disaster prevention

Day-to-day disaster prevention and mitigation efforts are essential to reduce the enormous damage from natural disasters. We offer a disaster evacuation assistance service that ensures "zero-delay evacuation" from natural disasters by helping people in need of assistance in evacuation, such as elderly and disabled individuals who often fail to escape in the event of a disaster. Here is an example of a local municipality utilizing this service.

#### NEC Corporation

7-1, Shiba 5-chome, Minato-ku, Tokyo 108-8001, Japan

URL <https://www.nec.com/> [E-mail] [info\\_c@cibu.jp.nec.com](mailto:info_c@cibu.jp.nec.com)



## Global consulting firm that forms industry-government-academia consortia and proposes practical use cases

Abeam Consulting plays a crucial role in leading digital transformations and addressing social issues across industries by collaborating with governments, private companies, and academic institutions on smart city projects.

With our extensive experience consulting for numerous government agencies, municipalities, and private companies across various industries, we have developed many business models and use cases to promote smart cities. We are capable of leading projects by selecting, involving, applying, and controlling the necessary technologies and stakeholders — including municipalities, companies/startups, and academic institutions — at a global level, not limited to Japan.

### ■ Abeam Consulting's goal is to be the No.1 global consulting firm in Asia



By addressing these areas, we support the creation of sustainable, technologically advanced urban environments that enhance the quality of life for residents.

#### Abeam Consulting Ltd.

Tokyo Midtown Yaesu, Yaesu Central Tower, 2-2-1 Yaesu, Chuo-ku,

Tokyo 104-0028, Japan URL <https://www.abeam.com/jp/en>

[E-mail] [jpadbgf@techdxi@abeam.com](mailto:jpadbgf@techdxi@abeam.com)



## JETRO KYOTO



### Kyoto-Osaka-Kobe Startup Ecosystem

The three cities Kyoto, Osaka, Kobe with JETRO are working together to create a new ecosystem for Kansai startups aiming to the global market by doing mashup each cutting-edge technology and originality based on a long history. "Kansai Startup Mashups" is the brand message that communicates this initiative to the world. We aim to promote the presence of Kansai startups to domestic and international investors and create new synergy in startups through the exchange of cutting-edge technology and global

wisdom in Kansai, a region rich in long-lived companies.



#### JETRO Kyoto

RM308, 78 Kankoboko-Cho, Muromachi Higashi-Iru, Shijo-Dori, Shimogyo, Kyoto 600-8009, Japan

URL <https://www.jetro.go.jp/en/>

<https://www.starecokansai.com/keihanshin/kansaisstartpmashups-en/>  
E-mail KYO@jetro.go.jp

#### KYOTO STARTUP ECOSYSTEM

### Innovation and Tradition

Kyoto has a range of industries that incorporate research and technology by universities, companies, and institutions. There is a concentration of deep tech startups collaborating with academics, particularly in decarbonization, bio/life sciences, and food tech. Kyoto is also known as a city with many universities and a large student population. Kyoto's culture and environment, which has fostered over 1,000 years, are uniquely attractive ecosystems that inspire entrepreneur's creativity.



#### Startup Promotion Kyoto Wisdom Industry Creation Center Startup

URL <https://kyotostartup.jp/en/> E-mail [startup@chiemori.jp](mailto:startup@chiemori.jp)



### The world's first-ever stress visualization system

NeuralPort Inc. is a Japanese sports brain tech company. The CEO, Shimafuji, started the startup after conducting research in eye tracking and neuroscience. We have developed an eye tracking VR stress check system. It quantifies stress in 3 minutes using a proprietary algorithm. And for athletes, the system also includes vision training to measure dynamic and deep vision. In the future, we plan to develop new VR contents that use neurofeedback methods to guide the ZONE state (SMR waves).

#### The eyes don't lie!



#### NeuralPort Inc.

1-8-2F, Iwazono, Ashiya, Hyogo 659-0093, Japan

URL <https://neuralport.studio.site> E-mail [anna.shimafuji@neuralport.jp](mailto:anna.shimafuji@neuralport.jp)



## Super City Initiative: Aiming for Early Realization of Future Society

The Japanese government is striving to create "a society where everyone can live in convenience and comfort wherever they live in the country." The "Super City" initiative is positioned as a leader in this effort. In April 2022, Tsukuba City in Ibaraki Prefecture and Osaka City/Osaka Prefecture were designated as Super Cities. These Super Cities are working to provide new services across a wide range of sectors covering all aspects of citizen life, utilizing digital technology and regulatory reform, with the goal of achieving early realization of a future society by around 2030.

## Image of the Super City Initiative



The initiative aims to provide services across various sectors relevant to citizen life, including mobility, logistics, health, medical care, town-building, and administrative procedures.

### Cabinet Office, Government of Japan

1-11-39 Nagata-cho, Chiyoda-ku, Tokyo 100-0014, Japan

URL <https://www.chisou.go.jp/tiiki/kokusentoc/english/super-city/index.html>

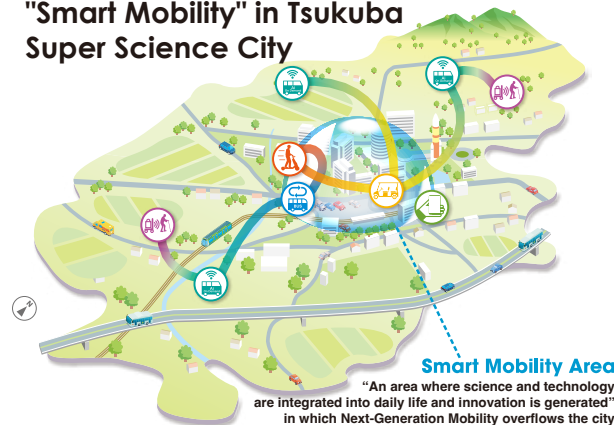
E-mail [g.super-city.i9e@cao.go.jp](mailto:g.super-city.i9e@cao.go.jp)



## Tsukuba City ~Tsukuba Super Science City Initiative~

Tsukuba City is the largest technology hub in Japan, and was designated as a "Super City-type National Strategic Special Zone" by the Japanese government in April 2022. Together with universities, research institutes, numerous companies and citizens, the city is promoting the social implementation of cutting-edge services utilizing AI and robotics technologies. It will seek not only to solve local community issues but also to rapidly realize a citizen-centered smart city of the future, bringing innovation in mobility, logistics, and various other fields.

## Next-generation MaaS integrated with "Smart Mobility" in Tsukuba Super Science City



The city aims to build a next-generation MaaS (Mobility as a Service) system integrating existing public transportation with state-of-the-art mobility.

### City of Tsukuba

1-1-1, Kenkyu-gakuen, Tsukuba, Ibaraki 305-8555, Japan

URL <https://www.city.tsukuba.lg.jp/> E-mail [sts03@city.tsukuba.lg.jp](mailto:sts03@city.tsukuba.lg.jp)

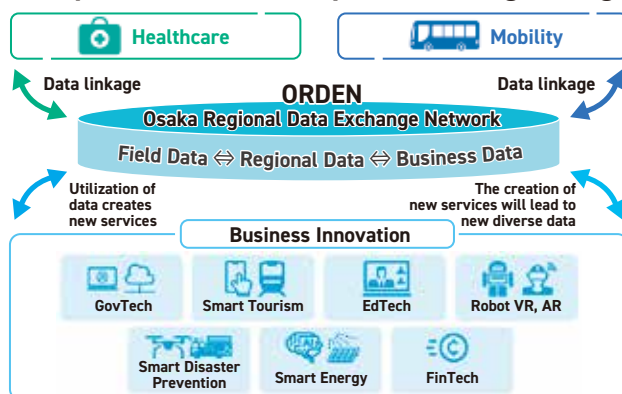


## Osaka Super City Initiative

We believe that in order to drive Japan's growth and development, it is essential that the Expo be something that makes an impact, and that Osaka takes the lead in realizing a cutting-edge city of the future.

As such, we will take Expo 2025 Osaka, Kansai, Japan as a milestone to implement cutting-edge services and expand them to the entire Osaka area after the Expo finishes, aiming to improve residents' quality of life and enhance the city's competitiveness.

## An Osaka where every resident's QoL improves and the city continues growing



We aim to become a future-centric business city full of opportunities in a comfortable environment which promotes business through innovation.

### Osaka Prefectural Government

1-14-16 Nankokita, Suminoe-ku, Osaka-shi 559-8555, Japan

URL <https://www.pref.osaka.lg.jp/index.html> E-mail [supercity@gbox.pref.osaka.lg.jp](mailto:supercity@gbox.pref.osaka.lg.jp)

### Osaka City

1-3-20 Nakanoshima Kita Ward Osaka City 530-8201, Japan

URL <https://www.city.osaka.lg.jp/> E-mail [bb0006@city.osaka.lg.jp](mailto:bb0006@city.osaka.lg.jp)



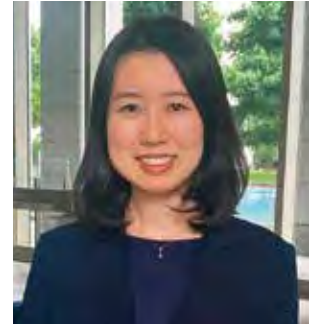
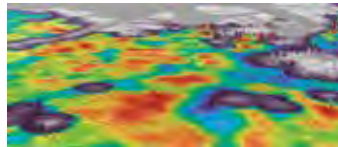
## Ministry of Land, Infrastructure, Transport and Tourism (MLIT)

### PLATEAU: Enhancing Urban Well-Being with 3D City Models

Launched by Japan's Ministry of Land, Infrastructure, Transport and Tourism (MLIT) in 2020, Project PLATEAU aims to develop, utilize, and open data from 3D city models. This initiative seeks to enhance the well-being of citizens by promoting smart city development, such as an effective urban planning, disaster management, tourism and so on.

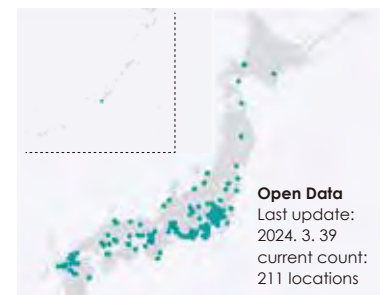
MLIT aims to advocate the universal usefulness of 3D city models by serving PLATEAU as a role model for urban policies and inspire other participating cities to take an action. While attention to digital twins is increasing, there have been few cases where a digital twin has been extensively developed at the nationwide. In this context, MLIT also aims to promote PLATEAU's innovative aspects such as practical data utilization, open data policy, the participation of diverse players, and development across a wide range of industries.

In May 2024, MLIT presented PLATEAU at the Geospatial World Forum and strongly attracted participants. Next year, MLIT plans to co-host 3D Geo Info and Smart Data & Smart Cities in Japan. The presence of Project PLATEAU as a driving force for smart city development is rapidly increasing. At SCEWC, by showcasing use cases of PLATEAU data, we expect to accelerate networking and foster new collaborations.



**Yuka Sogawa**

Senior Deputy Director of  
International and  
Digital Policy Division



**URL** <https://www.mlit.go.jp/plateau/>

**E-mail** <https://www.mlit.go.jp/plateau/contact/>

Three companies introduced below join PLATEAU booth at this exhibition.

#### Eukarya Inc.



Development and operation of the state-of-the-art Web GIS platform "Re:Earth" that enables full web capabilities for GIS, the core technology for digital twins and smart cities. Adopted as the core technology for the Ministry of Land, Infrastructure, Transport and Tourism's project "Project PLATEAU" to develop 3D city models with 3D and semantics, managing data of over 200 municipalities.

**URL** <https://eukarya.io/>

**E-mail** [project@eukarya.io](mailto:project@eukarya.io)  
Ebisu Garden Place Tower, 27F,  
4-20-3 Ebisu, Shibuya-ku, Tokyo  
150-6027, Japan

#### Info Lounge Corporation & Yamate Planning Cabin



We are developing solutions that leverage digital twin and XR technologies to enhance citizen participation in the fields of urban development and urban management.

With our developed "Xdiorm" as a tangible interface system, it is possible to directly manipulate the VR space by operating tangible token. By using Xdiorm, even non-experts can design cities easily and intuitively.

**URL** <https://xdiorm.jp>

**E-mail** [info@info-lounge.jp](mailto:info@info-lounge.jp)  
South Core 402, 8-33 Chigasaki-Chuo,  
Tsuzuki-ku, Yokohama, Kanagawa  
224-0032, Japan

#### HoloLab Inc.



HoloLab Inc. is a technology startup focused on AR/VR/MR and 3D Spatial Computing, located in Tokyo, Japan.

With over 60 talented XRers, HoloLab Inc. offers the research, system and application development for their clients, as well as some package solutions like below.

**torinome** - Digital Twin Platform with XR interface for Urban Design

**mixpace** - Visualization solution for BIM/CAD with HoloLens 2, iPad, and Apple Vision Pro

**Assists** - Spatial recording and playback of behavior with HoloLens 2 and iPad

**URL** <https://hololab.co.jp/>

**E-mail** [torinome-support@hololab.co.jp](mailto:torinome-support@hololab.co.jp)  
Tokyo, Japan



## Climate Change Measures City of Yokohama

### Collaboration with the private sector

In April 2015, the "Yokohama Smart Business Association" (YSBA) was established with the goal of reducing CO2 emissions across the entire city. The YSBA continues to promote public-private initiatives such as the local production and consumption of energy, the improvement of energy efficiency and disaster prevention, stimulation of the economy through new services due to the deregulation of electricity and gas, and the further increase of public awareness of ongoing global warming countermeasures.

### A green future with Asian cities

The 13th Asian Smart City Conference saw domestic and international stakeholders from public and private sectors, international organizations, and universities come together to share ideas, expertise, and visions for growth toward a sustainable and green society that begins with reducing GHG emissions. While building and strengthening partnerships with Asian cities, Yokohama will continue to be a model of sustainability as the "green hub in Asia."

### Green×Expo 2027

In 2027, Yokohama City will host Green×Expo 2027. This large scale world horticultural exposition will showcase a transformed society built from green innovation, based on the mindset that solutions can be found in nature. Join us as we explore "Scenery of the Future for Happiness," the motif of Green×Expo 2027, and uncover answers to global issues, including achieving a net-zero, biodiverse, and circular economy.

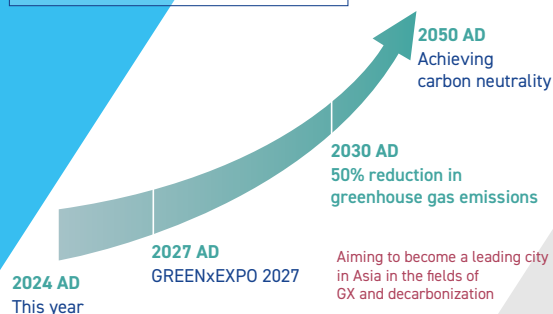


photo provided by Yokohama Port Cruise Ship Photo Contest

The City of Yokohama is a port town with a population of 3.77 million and is located just 30 minutes from Tokyo's Haneda Airport. Minato Mirai 21, the central business district, aims to reduce carbon emissions from electricity consumption to zero by the year 2030.

### Early realization of decarbonization

Building on the success of GREEN×EXPO 2027, we will accelerate and achieve decarbonization.



The City of Yokohama plans to host Green×Expo 2027 in three years. At that time, we will present to the world an Expo that encourages understanding and behavioral change throughout society. This will lead to our goal of 50% carbon emissions by 2030 and carbon neutrality by 2050.

### City of Yokohama

6-50-10 Hon-cho, Naka-ku, Yokohama 231-0005 Japan  
[URL](https://www.city.yokohama.lg.jp.e.sj.hp.transer.com/city-info/yokohamashi/org/green/) <https://www.city.yokohama.lg.jp.e.sj.hp.transer.com/city-info/yokohamashi/org/green/> [E-mail](mailto:da-lifestyle@city.yokohama.lg.jp) [da-lifestyle@city.yokohama.lg.jp](mailto:da-lifestyle@city.yokohama.lg.jp)



## Symphonic City Nago in Motion

Nago City is initiating epoc-making transformations: the central district is under historic renewal, a new theme park expected to redefine the regional tourism industry, and smart city solutions delivered to the residents, to name a few. Notwithstanding its distance from large cities, Nago is winning attention as a field of smart city open innovation. With more than 100 startups, academic institutions and local governments working together, Nago smart city is opening the frontier for cutting-edge services to be born one after another.

### Find out what "smart city x open innovation" looks like



Nago Smart City Consortium has grown almost double since SCEWC last year, traversing service domains, locations and industries

### Nago Smart City Promotion Council

Nago Industry Support Center, 1-19-24 Onaka, Nago City, Okinawa 905-0017, Japan  
[URL](https://smart-nago.or.jp/) <https://smart-nago.or.jp/> [E-mail](mailto:Hideaki.Ishiyama@jp.kpmg.com) [Hideaki.Ishiyama@jp.kpmg.com](mailto:Hideaki.Ishiyama@jp.kpmg.com)



## Creating a well-being town where everyone can continue to live

Sakaimachi has a population of approximately 24,000 people and an aging rate of over 30%. There is no train station in Sakaimachi, so people rely on cars for transportation, and elderly people in particular have limited means of transportation for daily tasks such as going to the hospital or shopping.

In order to overcome this situation, Sakaimachi has implemented measures such as self-driving buses, medical MaaS using health data, drone delivery, and a visiting town hall. We aim to be a town where you can continue to live happily with your family and friends.



## Initiatives for Sustainable Society through Phosphorus Recycling in Kobe City

Kobe strives to become a leading city that contributes to the achievement of the SDGs. After implementing the Kobe Phosphorus Recovery Project and retrieving this vital resource from sewage sludge, we now supply it as a safe fertilizer ingredient, known as Kobe Recycled Phosphorus. The fertilizers that incorporate it are used to grow vegetables and various types of rice throughout the city. The harvested crops then make their way to the citizens' tables, and the phosphorus eventually returns to the sewage treatment plant, completing the cycle. We strongly believe that this project is a good model for local



## Mapxus: Revolutionizing Indoor Digital Transformation for Smart Cities

Mapxus, is a leader in geospatial intelligence, specializing in indoor mapping and navigation solutions. Mapxus platform bridges digital and physical spaces, boosting smart city and mobility initiatives. Complying with Apple Maps and OGC standards, our AI-driven map and navigation solutions serve diverse venues in the Asia-Pacific. In Japan, Mapxus collaborates with Kawasaki Heavy Industries, Ltd. on "mapxus Driven by Kawasaki," is developing indoor spatial data infrastructure and location-based navigation services. Mapxus envision a future where indoor GIS technology drives digital transformation, making cities sustainable and more accessible for all.

## Japan's first self-driving bus in regular operation on public roads



Since November 2020, Sakaimachi has been operating self-driving buses regularly on public roads, the first of its kind in Japan.

### Sakaimachi, Ibaraki pref.

Sakai-Town, Sashima District, Ibaraki 306-0495, Japan

[URL] [https://www-town-ibaraki-sakai-ig-jp.translate.goog/index.html?\\_x\\_tr\\_sl=ja&\\_x\\_tr\\_tl=en&\\_x\\_tr\\_hl=ja](https://www-town-ibaraki-sakai-ig-jp.translate.goog/index.html?_x_tr_sl=ja&_x_tr_tl=en&_x_tr_hl=ja)

[E-mail] [kikakukeiei@town.ibaraki-sakai.ig.jp](mailto:kikakukeiei@town.ibaraki-sakai.ig.jp)

production and consumption of phosphorus recovered from sewage sludge in Japan.

## Resource Circulation "Kobe Phosphorus Recovery Project" in Kobe City



Kobe Recycled Phosphorus has become the symbol of SDGs in our city through 10+ years of working in partnership with the local community.

### Sewage Works Department, Public Construction Projects Bureau, Kobe City

3-1-7, 3F Concordia-Kobe, Isobe-dori, Chuo-ku, Kobe City 651-0084, Japan [URL] <https://www.city.kobe.lg.jp/>

[E-mail] [taketoshi\\_shimizu@office.city.kobe.lg.jp](mailto:taketoshi_shimizu@office.city.kobe.lg.jp)

## Mapxus Anywhere – the powerful web-based map solution that makes indoor navigation easy and barrier free.



The best AI-based indoor digital twins for sustainable properties

### Mapxus Technology Japan Limited

Level 9, Edobori Center Building, 2-1-1 Edobori, Nishi-ku, Osaka 550-0002, Japan

[URL] <https://www.mapxus.com/jp> [E-mail] [info@mapxus.com](mailto:info@mapxus.com)



## The Largest Satellite Earth Observation community in Japan

The Consortium for Satellite Earth Observation (CONSEO), established in 2022, serves as a platform to enhance Industry, Academia, Government partnerships of Satellite Earth Observation in Japan.

CONSEO now includes over 270 organizations from these sectors. For those seeking solutions or partners to address societal challenges and diverse market needs, CONSEO connects them with Japanese companies and academic groups offering expertise and technologies in satellite Earth observation.

CONSEO introduces benefits and use cases of satellite applications in smart cities, focusing on areas such as Achieving

Carbon Neutrality, Disaster Management & Infrastructure Monitoring, Urban Planning & Digital Twins, and Smart Agriculture.

### CONSEO can support Social challenges by offering satellite data service/solution



CONSEO is operated by JAXA (Japan Aerospace Exploration Agency) as the secretariat.

#### Consortium for Satellite Earth Observation

2-1-1 Sengen, Tsukuba, Ibaraki 305-8505, Japan

[URL](https://earth.jaxa.jp/conseo/en/) [https://earth.jaxa.jp/conseo/en/](mailto:ohteki.yuto@jaxa.jp) [E-mail](mailto:ohteki.yuto@jaxa.jp) ohteki.yuto@jaxa.jp

## H-UTokyo Lab.

Hitachi and UTokyo Joint Research

## Urban Well-being for Mega City

Society 5.0 is a super smart society that enriches people's lives. H-UTokyo Lab is running Habitat Innovation Project to realize Society 5.0, where people live a comfortable, energetic and high-quality life.

Currently, we are developing "Tokyo Smart City 2030 Plan" to achieve urban well-being for the mega city through a human-centric, diverse, sustainable, pleasurable, and slow-digital life. The exhibition presents several lenses that support the enhancement of the attractiveness of cities and the agency of the people who live in them from various scale perspectives.

### Urban Well-being for Mega City



"Tokyo Smart City 2030 Plan" achieves urban well-being for the mega city through a human-centric, diverse, sustainable, pleasurable, and slow-digital life.

#### The University of Tokyo

7-3-1 Hongo, Bunkyo-ku, Tokyo 113-0033, Japan

[URL](https://www.ht-lab.ducr.u-tokyo.ac.jp/en/) <https://www.ht-lab.ducr.u-tokyo.ac.jp/en/>

[E-mail](mailto:office@koshizuka-lab.org) office@koshizuka-lab.org

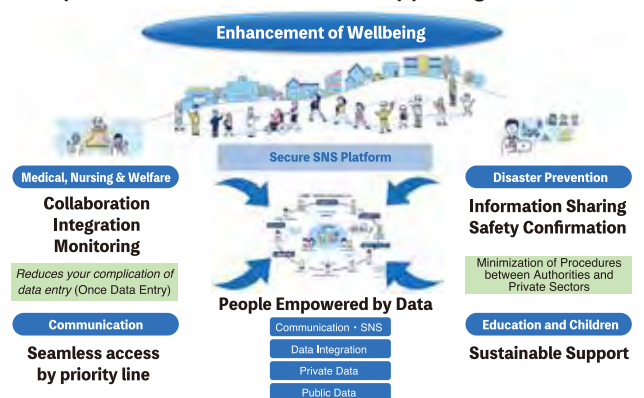
## IIJ Internet Initiative Japan

## A secure SNS platform that helps improve the wellbeing of residents "IIJ Social Collaboration Hub"

The "IIJ Social Collaboration Hub" is a secure SNS platform that connects professionals who support the lives of local residents, including medical, welfare, nursing and administrative professionals. IIJ, a network/cloud service/cyber security provider, provides a platform that enables secure data linkage using the Internet on top of its own infrastructure technology for various administrations that support local residents.

### "IIJ Social Collaboration Hub"

A professional network service supporting communities



Secure and efficient smart city by linking information from various fields such as medicine, disaster prevention and education.

#### Internet Initiative Japan Inc.

Iidabashi Grand Bloom 2-10-2 Fujimi, Chiyoda-ku, Tokyo 102-0071, Japan

[URL](https://www.ij.ad.jp/) <https://www.ij.ad.jp/> [E-mail](mailto:kayo@ij.ad.jp) kayo@ij.ad.jp





## Respecting “Green”, “Resilient” and “Inclusive”

JICA is an implementing agency of Japanese ODA for the purpose of supporting the socioeconomic development, recovery or economic stability of developing regions. In the field of urban and regional development, JICA is working with Japanese partners and supporters to tackle with various kinds of urban issues that cities of developing countries are facing in order to “achieve the SDGs”, which incorporate the principles of human security”. JICA aims at realizing cities that are “Green,” “Resilient,” and “Inclusive” by respecting “people centered approach” and introducing Japanese good examples of smart cities.

## Promotion of smart city approach using digital technology for solving urban issues



### Japan International Cooperation Agency (JICA)

Nibancho Center Building 5-25, Niban-cho, Chiyoda-ku, Tokyo 102-8012, Japan  
 URL <https://www.jica.go.jp/> E-mail [Sakanishi.Yuta@jica.go.jp](mailto:Sakanishi.Yuta@jica.go.jp)

11/5 (Tue) 12:05-12:50 High-Level Roundtable | **Calling all Cities to Action: Tackling the Climate Emergency**

## Message from the Government Speaker at CONGRESS

The Basic Environment Plan was drawn up in December 1994 based on the Basic Environment Law, which outlines the general direction of Japan's environmental policies. This plan was formulated in response to the outcomes of the Earth Summit held in Brazil, 1992, based on “sustainable development” as discussed in the Brundtland Report.

In 1998, following the adoption of the Kyoto Protocol, Japan enacted the “Climate Change Policy Act” that stipulates the responsibilities and actions of the national government, local governments, and companies to reduce greenhouse gas emissions.

Japan revised the Act in 2008, requiring 47 prefectures and more than 1,700 local governments to formulate an “action plan” for a decarbonized society.

However, in 2011, the Great East Japan Earthquake brought Japan's energy policy to a crossroads.

Following this trend, in 2021, we set the target of reducing greenhouse gas (GHG) emissions to net-zero by 2050, and in response to the national commitment, the Prime Minister's Office developed “Regional Decarbonization Roadmap” for local governments.

Based on this roadmap, we select at least 100 areas as “Decarbonization Leading Areas” that are blueprinting for advanced initiatives based on regional characteristics toward decarbonization, which aim to achieve Net-Zero by 2030, 20 years ahead of the national target year of 2050.

The Ministry of Environment also provides financial support for these regions and fostering collaboration among local stakeholders.

Commemorating 30 years of the first Basic Environment Plan, and in response to extreme weather, climate change, COVID-19 pandemic, and countless examples of this environmental crisis, this May, The Cabinet approved the Sixth Basic Environment Plan.

This plan, its primary objective being to realize the well-being of our citizens, including future generations, aims to simultaneously solve both environmental as well as economic and social issues at the local and regional level. We will achieve this goal by taking an integrated approach of Net Zero, Nature Positive, and Circular Economy measures, above all, well-being, to leave no one behind.

In this talk session, I would like to discuss Japan's efforts in detail.

I believe that none of these issues are unique to Japan and am convinced that this Expo will show significant pathways to Smart City, with many issues and solutions to share and bring home.



**Yutaka Matsuzawa**

Vice-Minister for  
Global Environmental Affairs, MOEJ  
Policy on Carbon Neutral Circular Economy,  
and Private Sector Involvement



# Liveable Well-Being City Indicator

## A New Smart City Approach from Japan

As Japan's smart city projects progress into the implementation phase, it is crucial that efforts in smart cities and urban design extend beyond the mere application of technology to actively enhance citizens' well-being. To better visualize the impact of these policies, SCI-Japan developed Japan's own evaluation system of well-being called the "Liveable Well-Being City Indicator (LWCI)" to further smart city development and improve citizen's well-being.

Approximately 100 regions (municipalities and prefectures) have already incorporated the LWCI into their policymaking processes. This includes regions selected for the "Digital Garden City Initiative Promotion Subsidy," as the adoption of the LWCI is a prerequisite for receiving this subsidy. Introduced in FY 2022, this Japanese government subsidy aims to assist local governments in leveraging digital technology and data linkage platforms to address local challenges and revitalize regional economies.



**Takehiko Nagumo**  
Representative Director  
Smart City Institute Japan

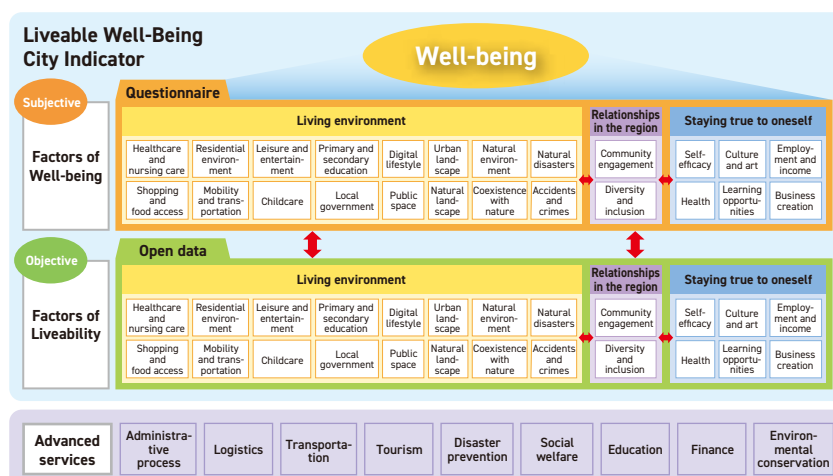
The LWCI was developed and introduced for the following purposes.

- ✓ Recognize "human-centric" principles in smart cities development.
- ✓ Visualize "Liveability" and "Well-being" from the viewpoint of citizens.
- ✓ Create opportunities for local governments to "refine originality" rather than compete their ranking.
- ✓ Incorporate international frameworks such as those of the WHO.
- ✓ Utilize both objective and subjective data. Open and free.
- ✓ Use for evidence-based policy making (EBPM) and wise spending in smart city development.

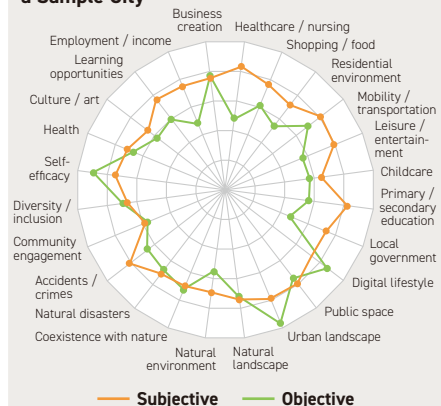
The LWCI is a comprehensive evaluation tool of cities and is composed of 24 categories of subjective indicators and 24 corresponding categories of objective indicators. The 24 categories can be divided into four domains: "urban environment," "natural environment," "community relations," and "staying true to oneself".

Both the survey results of the subjective indicator and the open data that make up the objective indicator are published on the website of the Digital Agency. We have also developed a user-friendly dashboard where one can visualize the LWCI data and compare one's city with another.

During last year's Smart City Expo, we engaged in discussions with cities worldwide on how to evaluate citizens' well-being. Tampere City in Finland has introduced a well-being indicator to develop its own local version, and we are planning to create a global network of cities that share a common framework for well-being. We look forward to exploring opportunities for collaboration with you to evaluate and enhance the well-being of your city's citizens.



**Subjective and Objective Scores for a Sample City**





# Premiere Events Information

DAY 1

NOV  
5  
TUE

@Conference Center 1 ROOM 1.1 (See P.4 Floor Map)

## Strategies and Challenges of Mobility, Digital Transformation, and Zero Emissions in Japan

Organized by ICEX (SPAIN)

Time: 14:30 – 18:00

@Well-Being City Theater (in Japan Pavilion)

## Japan Night — Networking “Japanese Sake” Reception (Invitation Only)

Time: 16:45 – 18:00

DAY 2

NOV  
6  
WED

@ACORA in TOMORROW. MOBILITY (See P.4 Floor Map)

### Session: NetZero Cities: Public Transportation and Personal Mobility

Co-organized by Urban Technology Alliance and Smart City Institute Japan

Time: 12:45 – 13:30

Speakers: **Prof. Akinori Morimoto**

Professor, Department of Civil and Environmental Engineering, Waseda University

**Ms. Verónica Gutiérrez**

General Director of Innovation, Digital Transformation, and Modernization, City of Santander

**Ms. Julie Blais**

Head of the Observation, and Mobility Foresight Department, SMMAG, Grenoble-Alpes Metropole

**Mr. Greg Brenner**

Project Leader and Coordinator, Innovation and IT, Wiener Linien, City of Vienna

**Mr. Juho Kostianen**

Project leader of Mobility Lab Helsinki, City of Helsinki

DAY 3

NOV  
7  
THU

@Well-Being City Theater (in Japan Pavilion)

## Wellbeing-Based Smart City Policy Design

Time: 15:10 – 15:40

Speaker: **Takehiko Nagumo**

Representative Director of Smart City Institute Japan

**Don't miss stopping by “Well-Being City Theater”**



**40 sessions over the 3 days !**

You will discover Japanese technologies and “human-centric” smart city case studies that address urban challenges such as inclusiveness, carbon neutrality, and urban resilience.

Enjoy premier networking opportunities such as “Japan Night” and joint-sessions to get business done.

**Please download & check the  
Well-Being City Theater program  
(complete ver.)**



SCAN  
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**SMARTCITY**  
EXPO WORLD CONGRESS  
**5 - 7 NOVEMBER 2024**  
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