西日本電信電話株式会社 関西支店
ビジネス営業部 堺市ICT推進室 御中

12th NTTGROUP SUSTAINABILITY CONFERENCE MOVIE

Initiatives to Build a Regional Smart City
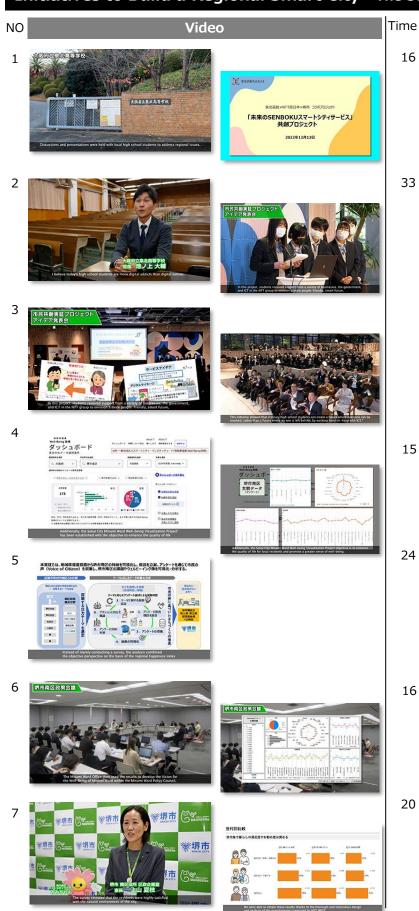## - The Senboku Smart City Consortium -

Scenario

Total Time : 4m56sec

2024/12/25
株式会社NTTExCパートナー

Initiatives to Build a Regional Smart City - The Senboku Smart City Consortium -

NO	Video	Time	Narration
1		7	Senboku New Town has developed as one of the largest New Towns in western Japan.
2		7	However, more than 50 years after its establishment, it is now facing the challenges of an aging population and population decline.
3		23	To overcome these challenges, Nankai Electric Railway, Osaka Gas, NTT West Japan, and Sakai City have established the 'Senboku Smart City Consortium,' a public-private partnership aligned with the ideals of Sakai city's 'Sakai Smart City Strategy,' to achieve sustainable development within the city.
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5		14	Through this consortium, the member organizations effectively utilize ICT and aim for sustainable development by addressing regional issues with a cross-boundary approach, enhancing the quality of life, and creating new value.
6		24	「Drawing on my expertise developed from taking part in numerous Smart City projects, and through the establishment of this consortium, I aim to foster a connection between the citizens with industry, government, and academia. I am highly dedicated to this project, valuing my interactions with the citizens to ensure the development of Senboku New Town, a place I deeply love.」
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Initiatives to Build a Regional Smart City - The Senboku Smart City Consortium -

NO	Video	Time	Narration
1		16	Presentations and discussions were held with local high school students to address regional issues. The NTT West Group provided feedback to the consortium by visualizing and refining ideas to support the creation of new services.
2		33	「I believe today's high school students are more digital addicts than digital natives. They are passively reliant on technology, resulting in the real world-including society and communities-becoming more distant to them. In this initiative, students received assistance from various businesses and the government, along with the capabilities of ICT, to envision a more people-friendly, smart future, resulting in the development of sustainable revenue-generating models. This is proof that ordinary high school students can create a postive future where 'everyone can be involved' instead of a 'no-one left behind' approach, by working hand-in-hand with ICT.」
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4		15	Additionally, the 'Sakai City Minami Ward Well-being Visualization Project' has been established with the objective to enhance the quality of life for local residents and promote a greater sense of well-being.
5		24	Specifically, a survey was conducted to analyze the current state of well-being among Minami Ward residents. Instead of merely conducting a survey, a deep analysis was made to examine the factors influencing life satisfaction by combining the citizens' objective perspective based on the regional happiness index with the subjective perspective provided by the survey results.
6		16	Built upon the survey results, The Minami Ward Office launched the 'Vision for the Well-Being of Minami Ward' as part of an intiative by the Minami Ward Policy Council, which includes residents, academics, and private sector representatives.
7		20	「The survey revealed that the residents were highly satisfied with the natural environment of the city, which did not reflect the significant gap in the level of satisfaction regarding living conditions across different categories and age groups. We were able to obtain these results thanks to the meticulous design and thorough analysis of the survey conducted by NTT West Japan.」

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Initiatives to Build a Regional Smart City - The Senboku Smart City Consortium -

NO	Video	Time	Narration
1		18	Additionally, a demonstration project was conducted to test the 'Sakai Senboku Pocket' (Sen-Poke), an app developed through a public-private partnership. This app aims to digitally connect the consortium, local businesses, organizations, and residents together, and to facilitate the distribution of smart city services and useful regional information.
2		20	As users receive the latest regional information tailored to their personal interests and preferences, the app enables connections to everyday services provided by local stores and public facilities. Additionally, we aim for residents to experience convenience by utilizing new services offered by the consortium provided through the app.
3		14	「We hope this app will create opportunities for the residents of Senboku New Town to shop or participate in other outings using the Nankai On-demand bus. Additionally, we expect an increase in the users of transportation services through the collaboration of the 'Sen-Poke' app.」
4		15	「We conducted a demonstration experiment by collaborating the 'Sumai Link TV Stick' to the 'Sen-Poke' app. Many residents were delighted to discover that they could easily browse local information from 'Sen-Poke' on their television sets at home, without the skills needed to operate a smartphone.」
5		8	With just three years after its establishiment, the 'Senboku Smart City Consortium' has grown into one of the largest consortiums in Japan.
6		15	We will continue our mission to create a sustainable city by accelerating collaboration within the consortium and supporting the creation of new businesses.
7		7	Lastly, the consortium seeks to replicate the extraoridinary success of Senboku, aiming to inspire and trasform regions across Japan.