




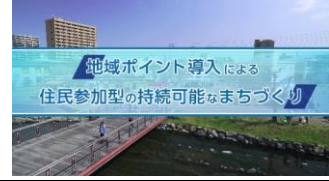







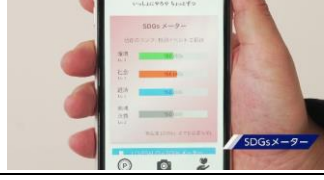




Creation of a resident-participatory regional promotion cycle through the implementation of a regional point program
 —Love Saijo Point Program— Three video clips

No	Rap	シーン	英訳
シーン1/導入 (他地域とは違い普及が進んでいる)			
1	00:06		
2	00:05		Question: Do you use Love Saijo points? "Yes, I do." "I use Love Saijo points"
3	00:04		Question: Do your customers use Love Saijo points? "Yes, many customers use Love Saijo points."
4			Saijo City, located in the east part of Ehime Prefecture, aims to become the most exciting city in Japan.
5	00:22		NTT West concluded an agreement with this city to target the revitalization of the region through ICT utilization and to work together on a variety of different initiatives.
6	00:07		One of the initiatives is a sustainable resident-participatory city development initiative by implementing the regional point program.
7			Question: What is the penetration rate of the Love Saijo Point Program?
8	00:09		"About 40% of the 100,000 citizens use the program."

シーン2/LOVESAIJOポイントの紹介と特長		
9		 <p>The Love Saijo Point Program</p>
10	00:14	 <p>is Saijo City's proprietary service, which incorporates the general regional point service and Saijo's SDG initiative.</p>
11		 <p>Through the system established by NTT West</p>
12		 <p>Saijo citizens are given point rewards for regional consumption and health promotion activities,</p>
13	00:18	 <p>and for various SDG activities.</p>
14	00:09	 <p>The best feature of the system is this SDG Meter, which visualizes the citizen's SDG contribution level.</p>
15		 <p>An individual's SDG Meter increases through the participation in the initiatives and events relevant to each item so that they can see their contribution to the region.</p>
16	00:23	 <p>It aims to preserve the beautiful environment of Saijo for future generations through promoting citizen's behavior and attitude changes.</p>

17			Also, citizens' use of the regional points helps activate the regional economy.
18			Furthermore, citizen's excitement through the regional point program and SDG activities will help make Saijo City become an attractive city where people want to move and settle in.
19	00:23		Such a resident-participatory regional promotion cycle can be expected.
20			Question: What is the program evaluation of Love Saijo Point Program?
21			"Through this program, I feel the excitement of the city has definitely been increasing. I began to hear the payment beeps of Love Saijo Points in stores in the city more often and feel that it is widely used now."
22	00:26		"We would like to expand the use of the program to different city development initiatives, including child raising and medical services as a platform. We would love to have NTT West to work with us."
23			Question: What future development is planned for the Love Saijo Point Program?
24	00:14		"By not only enhancing the program but also utilizing the expertise and data accumulated through this regional point program, we would love to continue contributing to the further development of Saijo City."
25	00:10		NTT West will continue promoting regional sustainable city development with ICT.
26	00:04		
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