

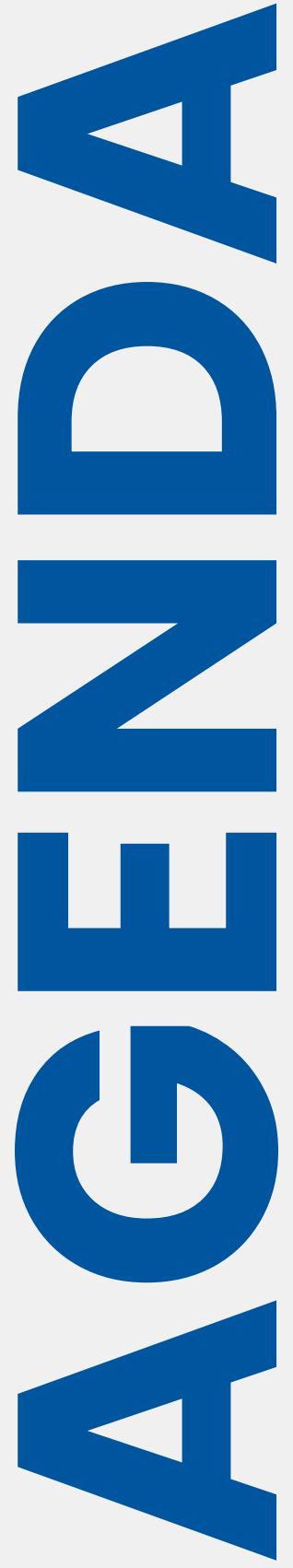
FUJISAWA



Bringing energy to life.

Sustainable Smart Town Debrief – Urban System

10/2024



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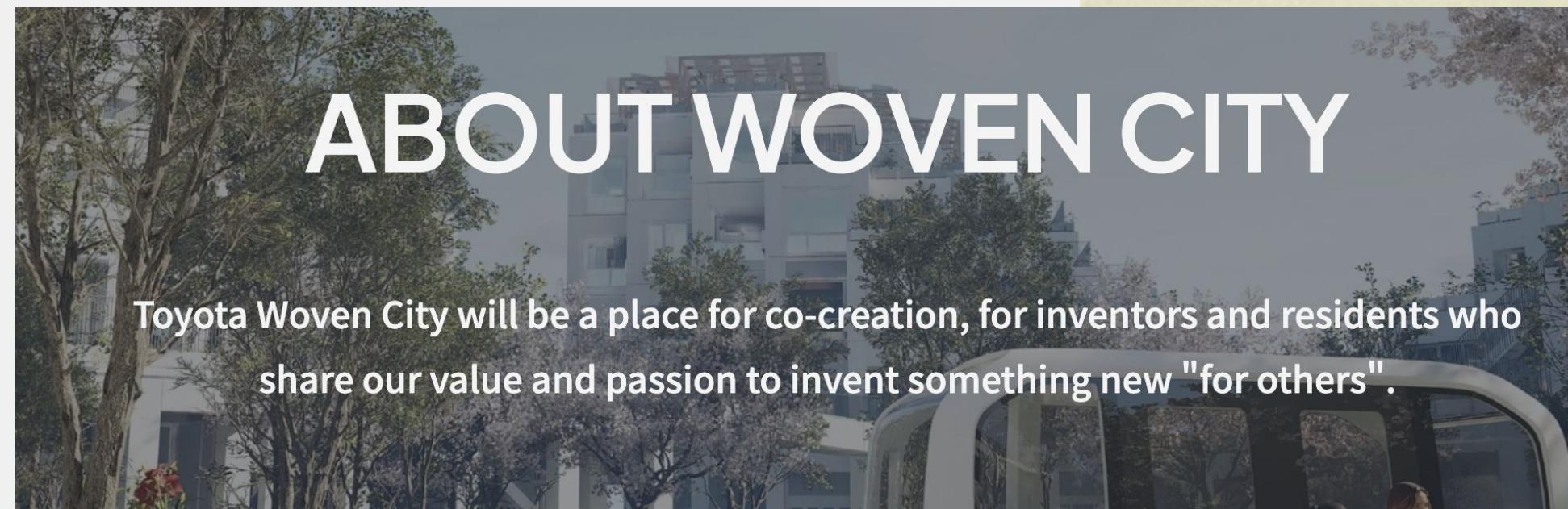
Fujisawa SST

- Joint project between Panasonic and Government
- 100-year vision for the new 100 year lifespan
- Holistic smart city for community and lifestyle with community energy system, autonomous delivery, rideshare EV cars and bikes, ICT health tracking, and security



Sources: [CNBC Interview with Panasonic Lead, Fujisawa West](#)

Race to Smart Cities Inside Japan



2014	2018	2022
 	 	 
<p><u>Fujisawa(Fujisawa City, Kanagawa)</u> <u>Environmentally symbiotic Smart Town</u></p>	<p>Tsunashima(Yokohama City, Kanagawa) Next-generation Urban Smart Town</p>	<p>Suita(Suita City, Osaka) Multi-generational Health- centererd Smart Town</p>

Are Smart Cities the
Next Big thing?

Energy

self-creation & self-consumption

Panasonic solar panels on rooftops of all houses
Storage batteries



Community Energy Management System (CEMS)

Aim to meet 100% of household energy requirements

Excess power

- sold for town revenue
- stored for emergency use



Energy agents

City Government of Fujisawa

Panasonic: Lead organization

Tokyo Gas: town's energy generation
and management infrastructure

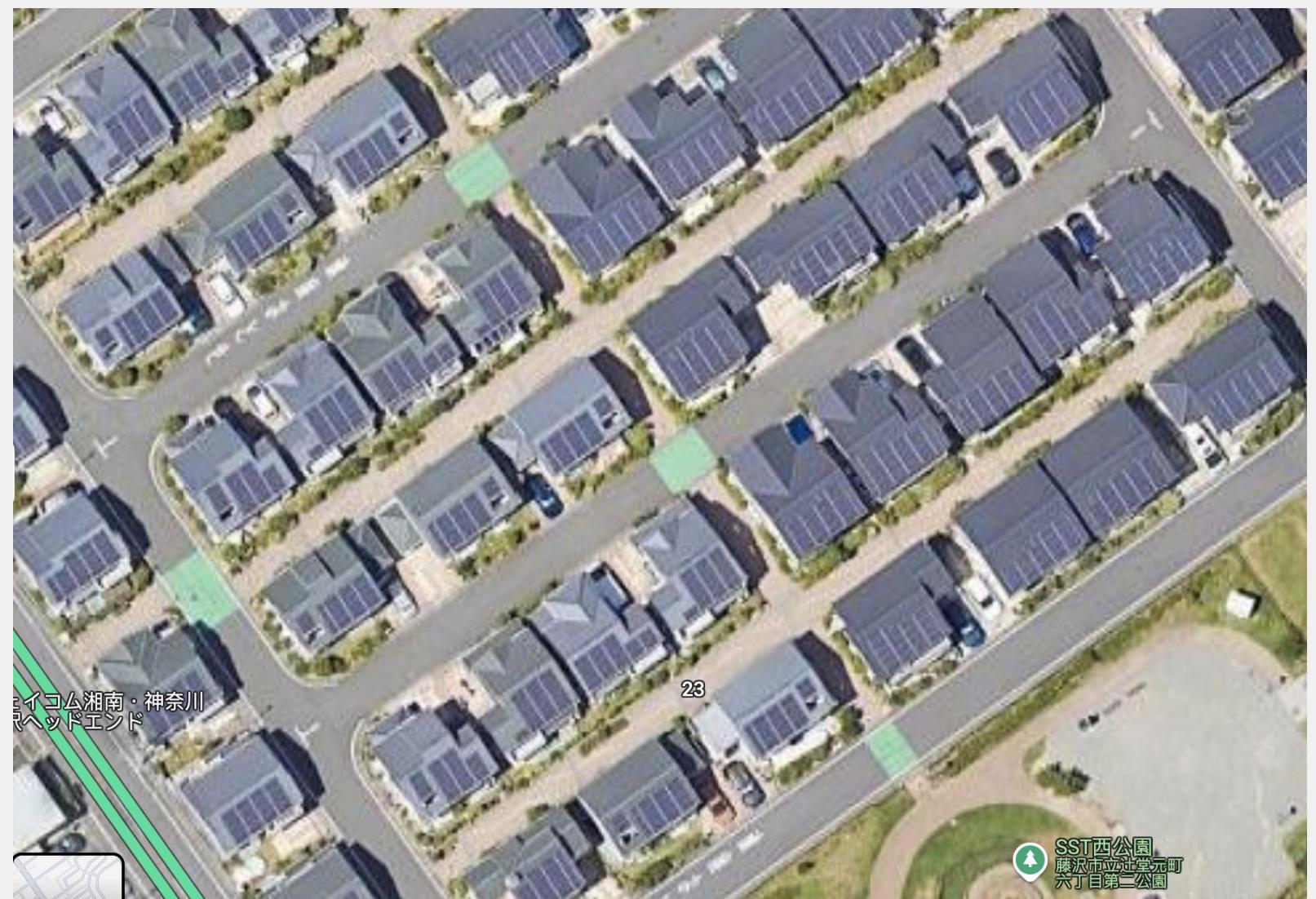
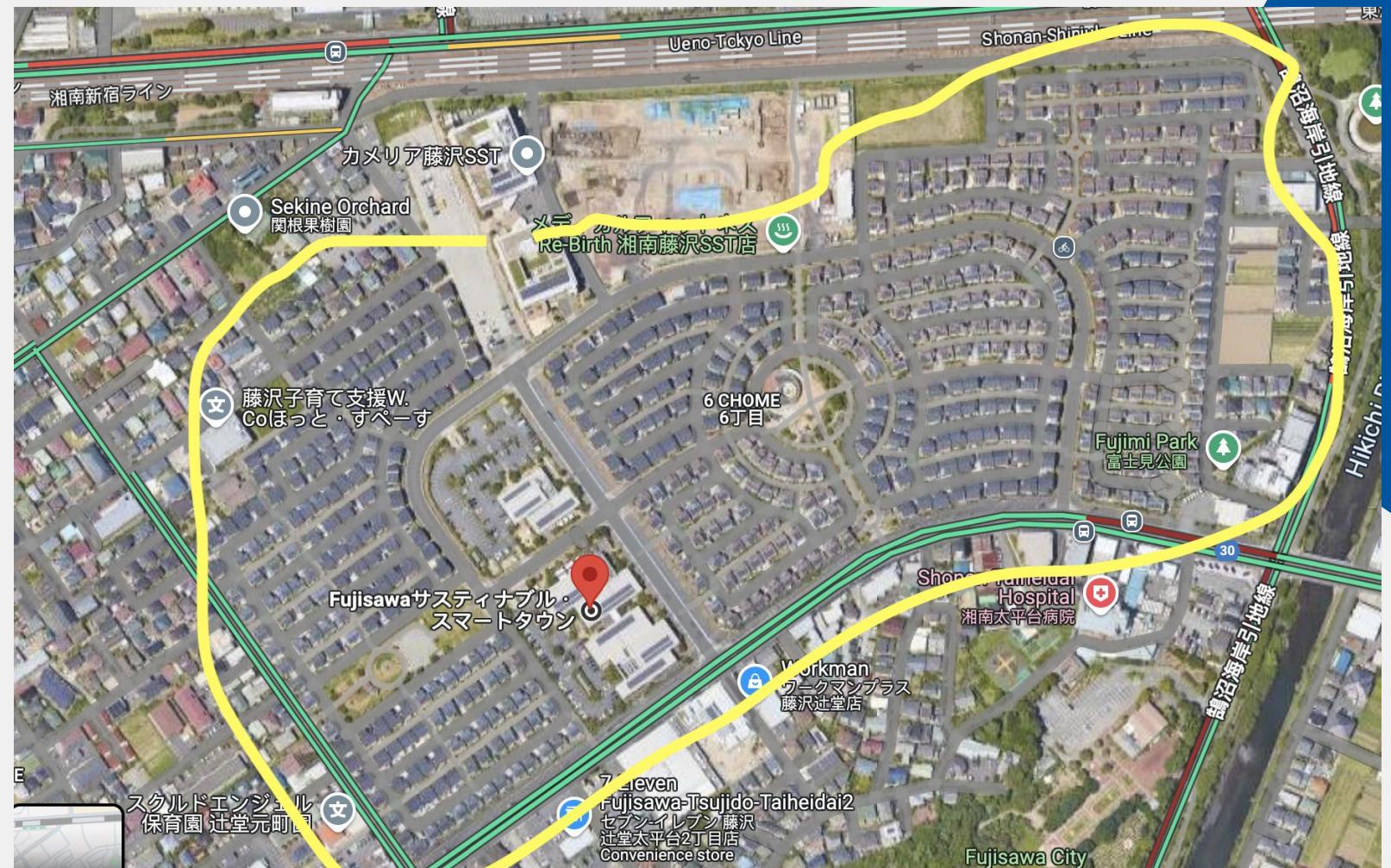
Tepco: energy partner

Residents: monitoring energy
consumption

Energy nodes

Homes and public buildings with
energy-generating and storing capacity

Centralized energy management center
for smart grid operations



Energy network

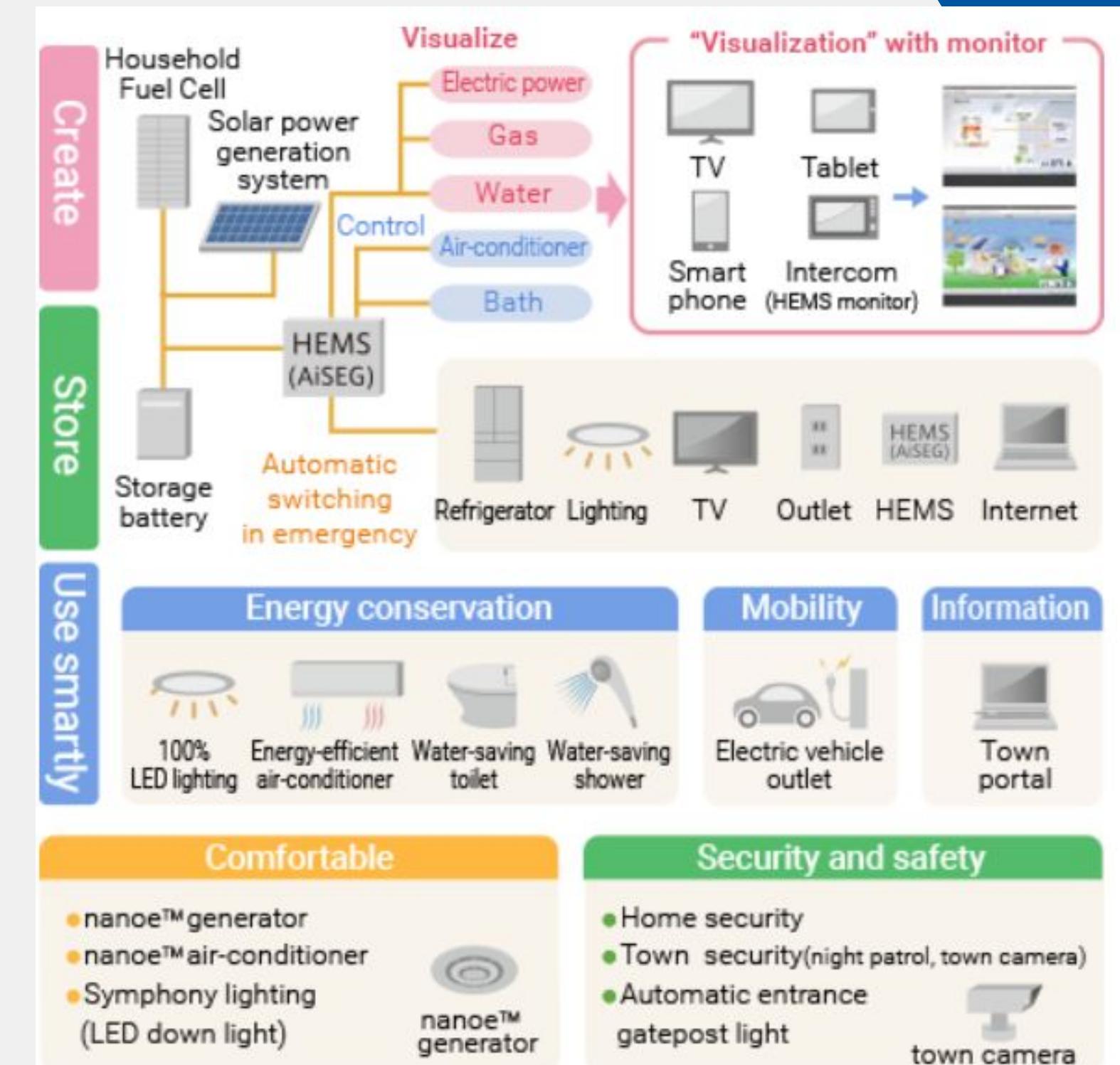
Interconnected Systems: Homes generate and consume their own solar energy.

SMARTHEMS™ Integration: Optimizes energy flow and usage in each household.

Community Connectivity: Links to Building and Community Energy Management Systems for collective efficiency.

Emergency Preparedness: Ensures stable power supply for essential services during emergencies.

Collaborative Support: Residents engage in mutual assistance groups to enhance cooperation and disaster response.



Energy

flows

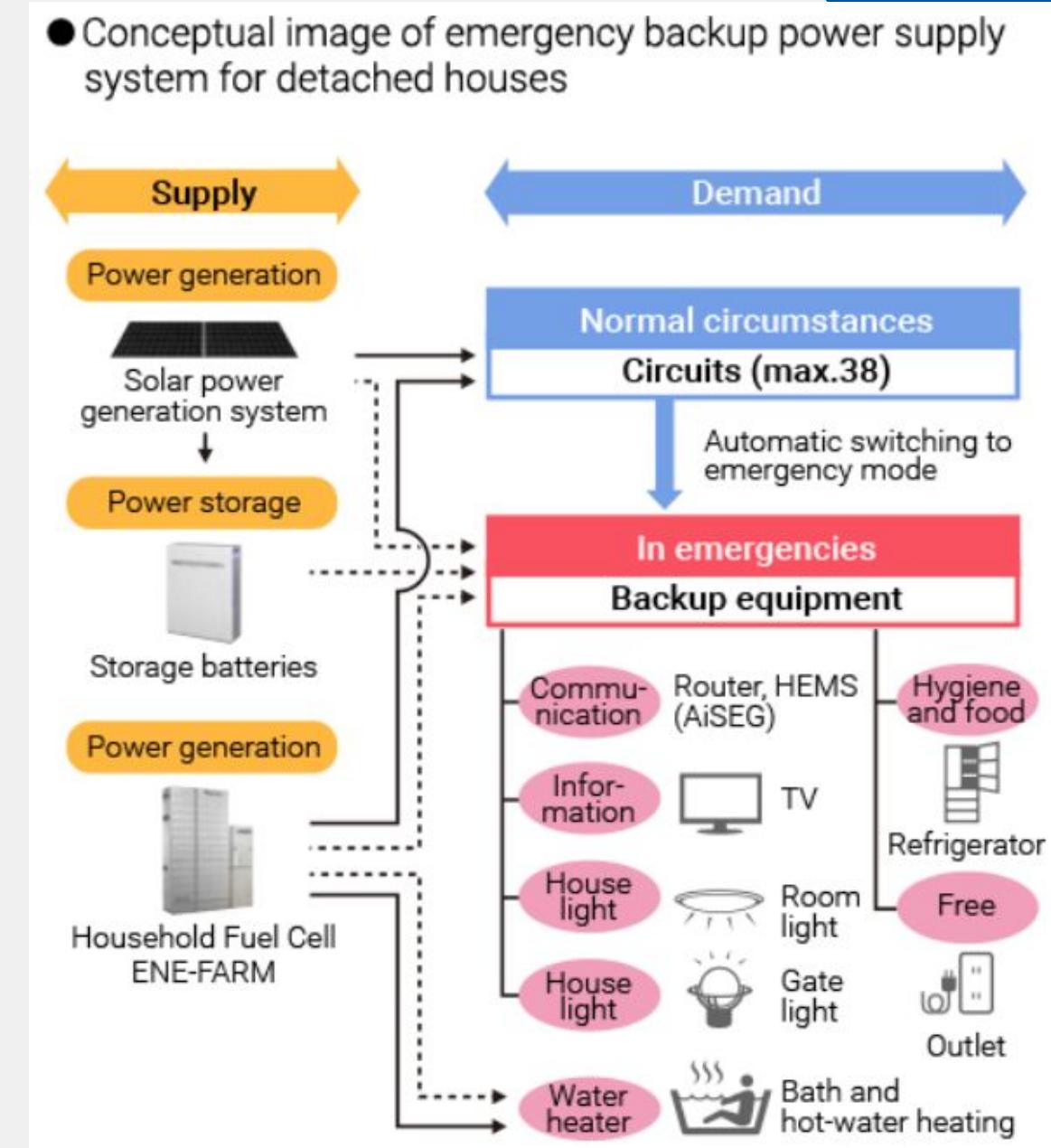
Energy Flow: Homes generate solar power, which flows into storage systems for household use, ensuring energy independence.

Data Flow: SMARTHEMS™ technology facilitates real-time monitoring and management of energy consumption across homes.

Community Flow: Excess energy can be shared or sold back to the grid, promoting collaborative resource use.

Emergency Flow: During outages, a backup system ensures essential services remain powered, maintaining critical flows for lighting and communication.

Resource Flow: Community solar installations provide a shared energy source, enhancing resilience and supporting low-carbon living.



passive design

sunlight and breeze

Utilizes natural resources like wind, sunlight, water, and ambient heat for comfortable living with minimal energy use

Wind & Sunlight: Roadside trees and garden paths are aligned with wind flows from Shonan beach.

Sunlight Access: Homes are built with at least a 1.6-meter margin to avoid blocking sunlight.



Fujisawa

Kanagawa, Japan, East Asia

Population

423,894

Energy consumption

9,746 TJ

23.0 GJ/capita
(Share of data covered)

GHG emissions

1,175,707 Ton CO₂e

2.8 Ton CO₂e/capita
(Share of data covered)

Compare

Fujisawa

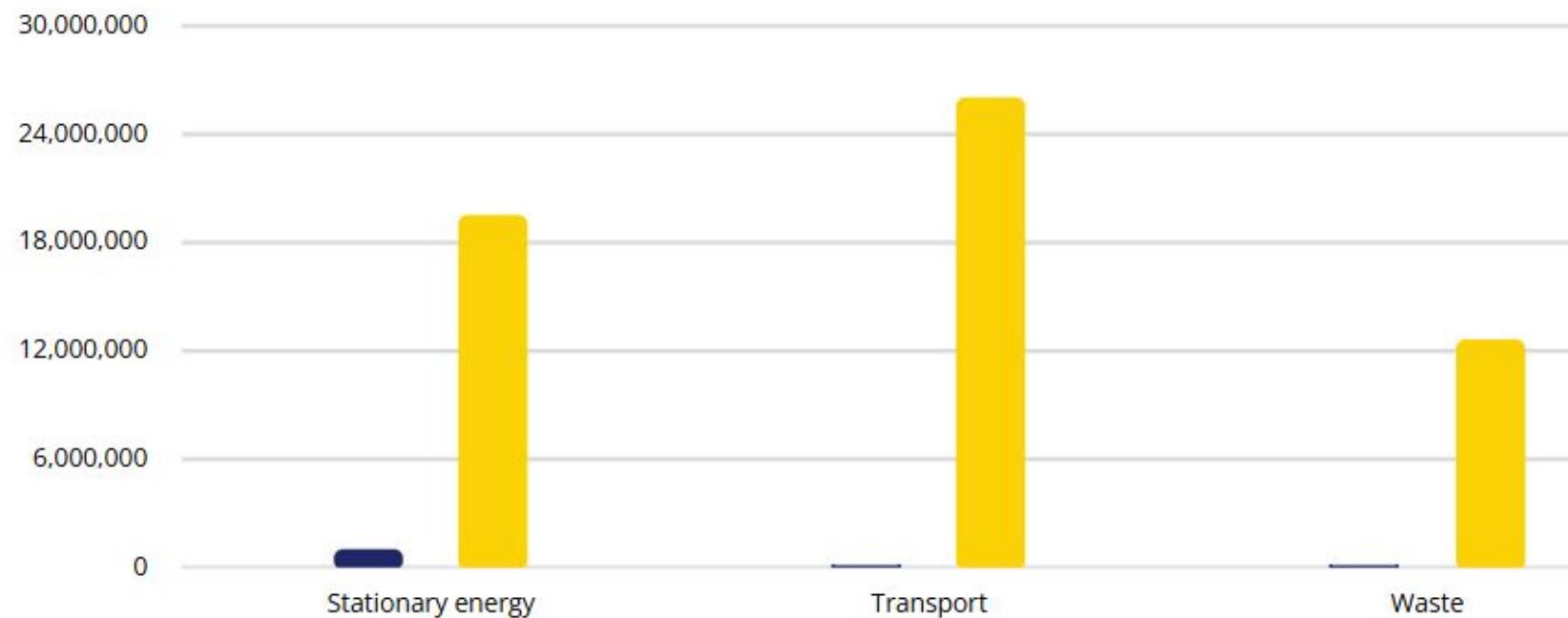


With

New York City



Ton

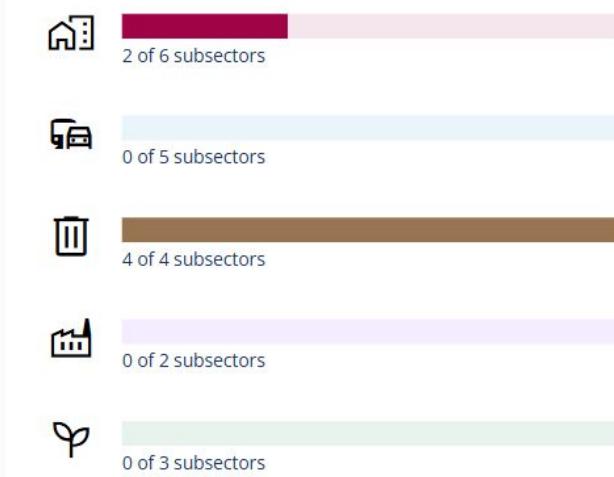


● Fujisawa ● New York City

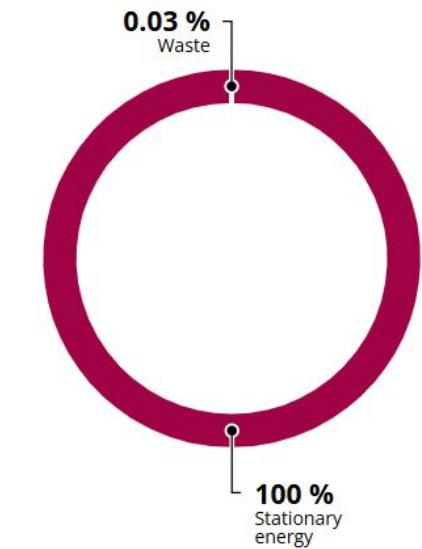
Total GHG emissions (Ton CO₂e)

2016

Data Coverage

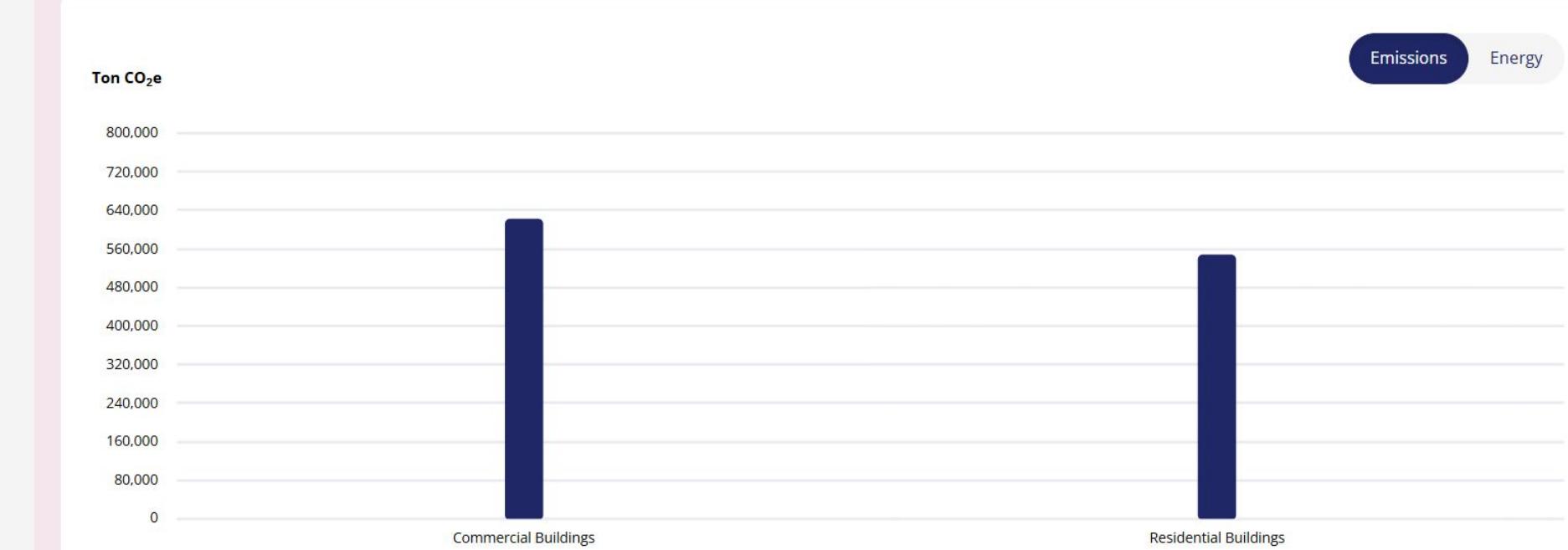


Emissions by Sector



Stationary energy Transportation Waste IPPU AFOLU

Sub-sectors



Source of data: Fujisawa | Data Portal for Cities

Transportation

“An active town, even for people without cars.

An eco-town, even for people with cars”

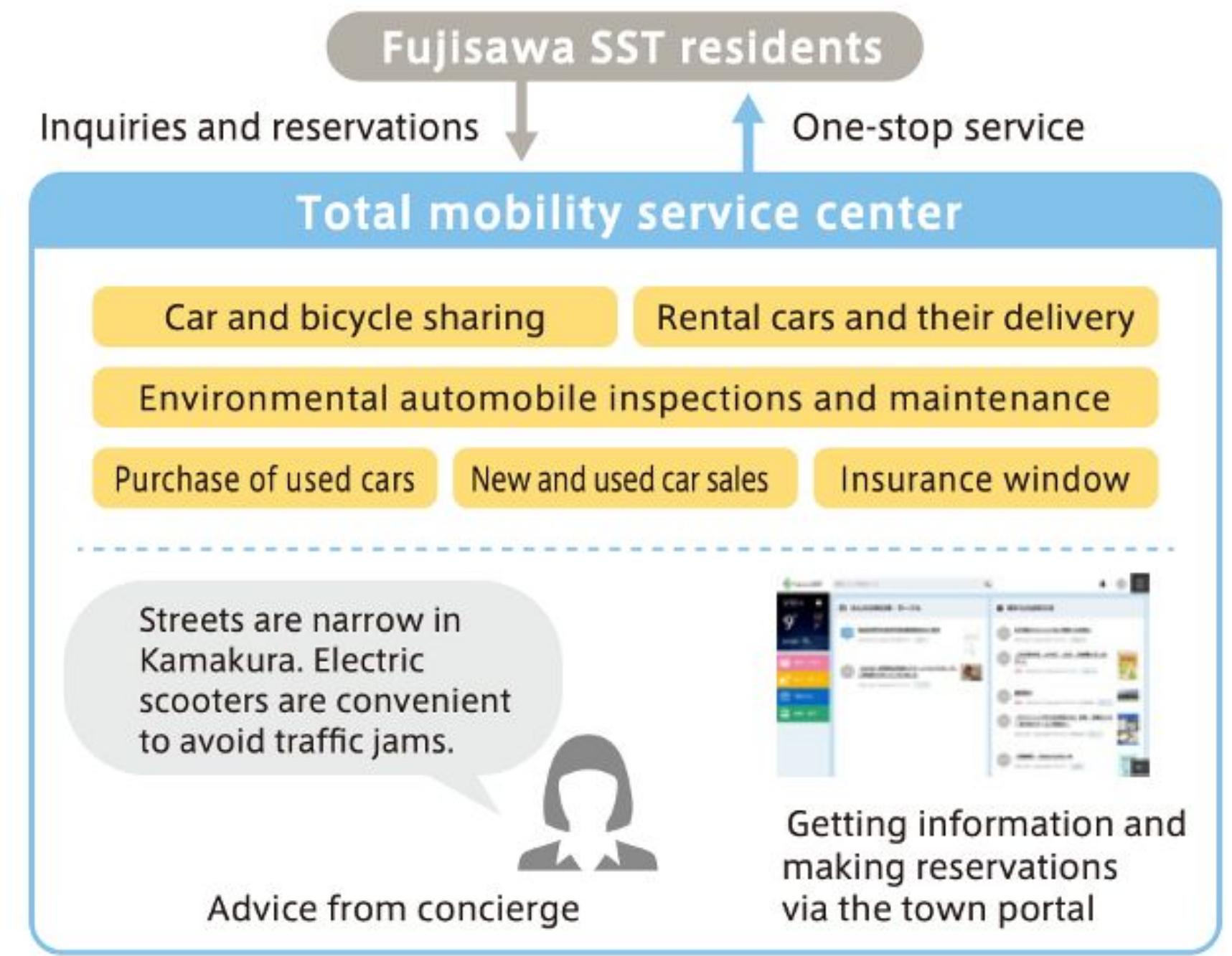


Transportation

Network

Total Mobility Service Center

- 24/7 rentable electric vehicles and bicycles from phone and home tv via town portal
- Personal mobility concierge tailors optimal mobility service to your needs
- Car delivery to your current location
- Battery charging and exchange stations
- Environmental automobile inspections to reduce CO2 emissions and improve gas mileage
- New and used car sales



Transportation Agents



Fujisawa SST Management Company:
city design and policy makers

Orix Rent A-Car: provides car rental and delivery services

SEA-Bikes: E-bike rentals

Sun Autas: car sales, inspections, and maintenance.

People: move within, throughout, and beyond town



SUN AUTAS



Transportation

Nodes

Square Mobility: main center to rent vehicles, purchase cars, get environmental vehicle inspection, register for car insurance, and test drive cars

Smart Spot Charging Stations: public stations to charge bike or car and pickup ready to use fully charged bike battery

Hello Cycling Stations: bike sharing stations

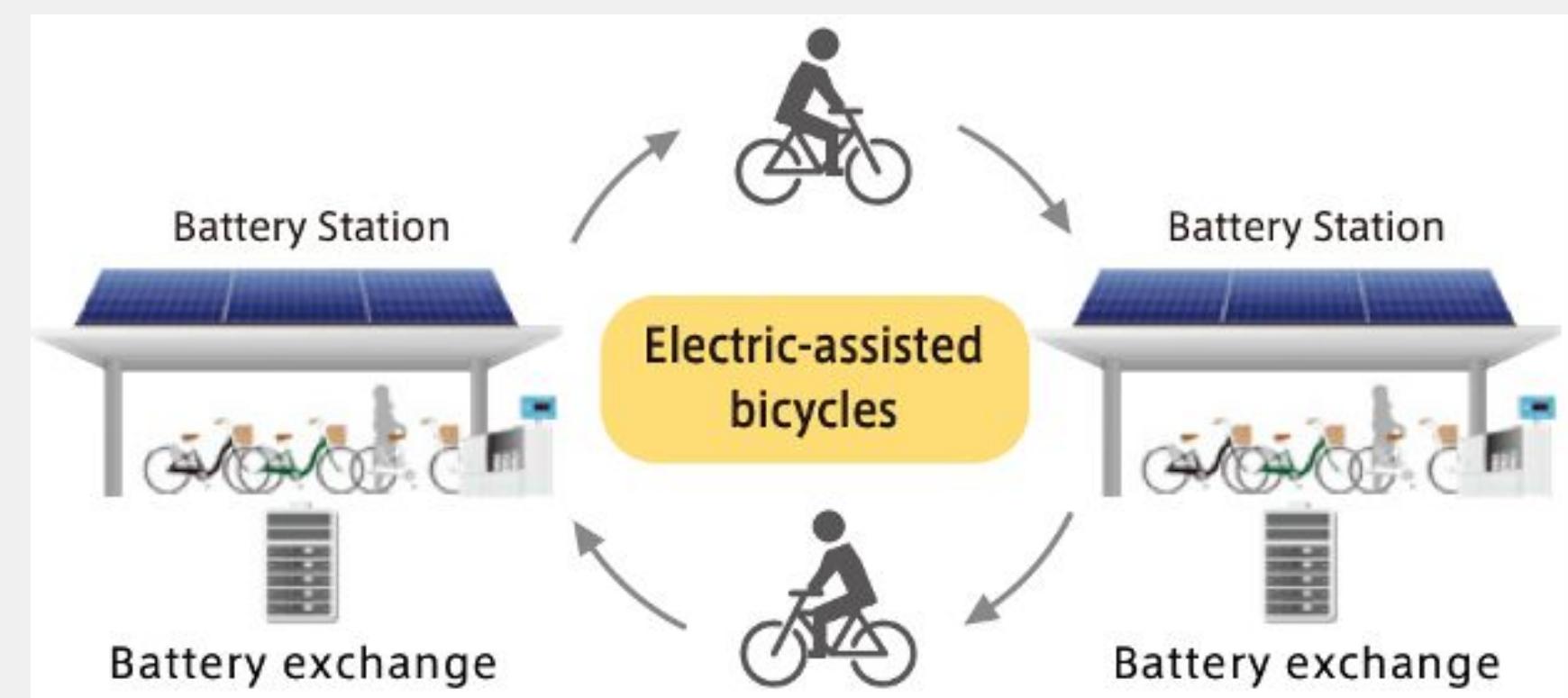




Transportation

Flows

- Movement of people throughout city
- Charged electric batteries circulate between e-bikes
- Garden paths designed with a primary focus on pedestrian safety and accessibility
- Shared rental bikes and vehicles



How active is a citizen of Fujisawa SST actually?

Less than 12 minutes to walk the width of
the town

Virtual Gated Town

- Entrances remain accessible, but monitored by security cameras
- Security “concierges” patrolling city
- Network of security cameras, guards to the scene for emergencies and theft prevention
- Feeds can be accessed by any household
- Framed in the context of child safety and theft prevention



Sources: [CNBC Interview with Panasonic Lead, Panasonic](#)

“Safety” Monitoring

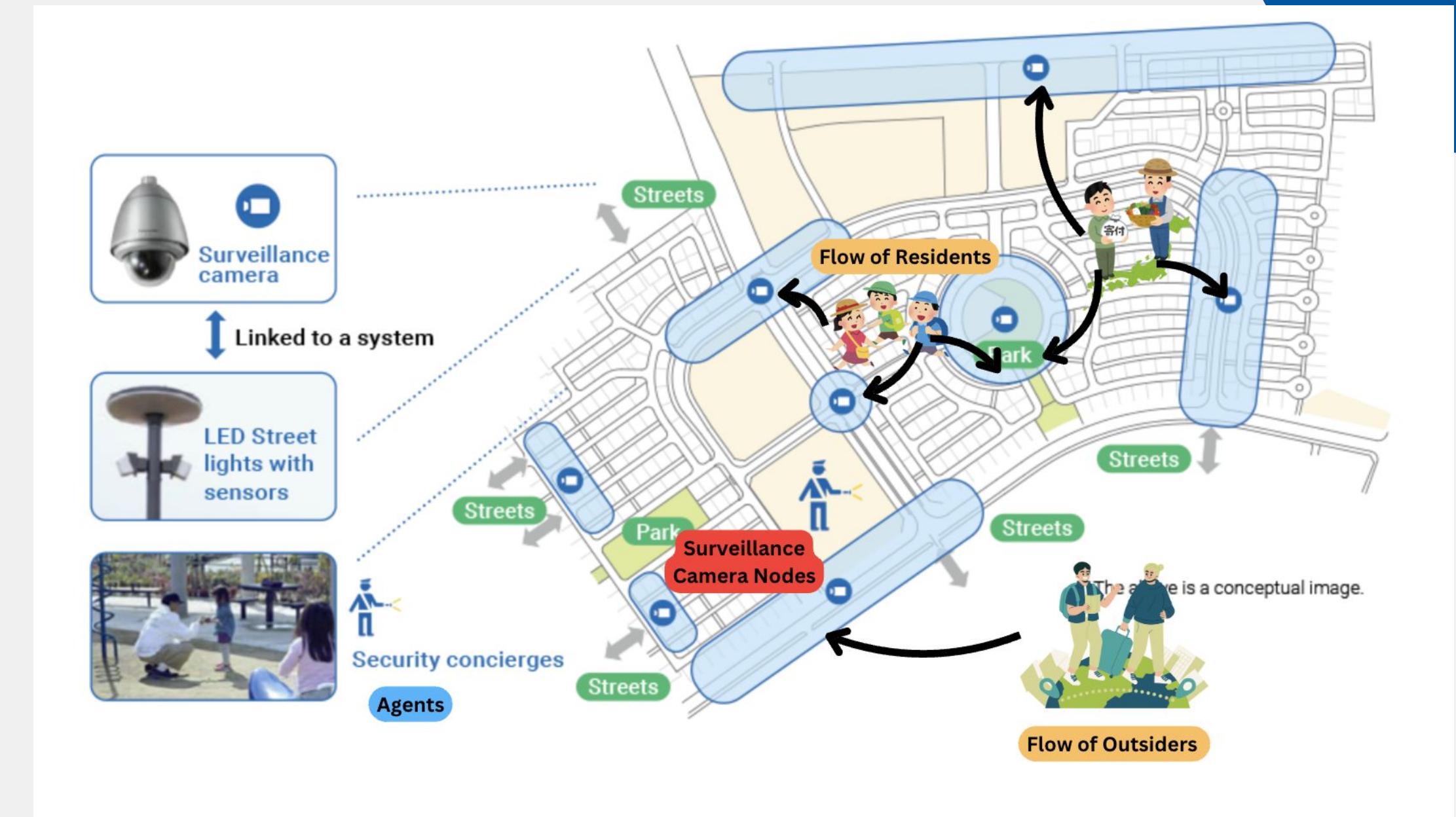


Security Network

Nodes: Security Cameras, Monitoring Headquarters

Flows: Movement of outsiders, Movement of citizens

Agents: Panasonic, Security Concierges, Enforcement, Monitoring by citizens



Replacing the role of Government?

While Panasonic has sold off the real estate, they continue own and maintain all digital infrastructure.

CITATIONS

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BRAINSTORM TECHNIQUE



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123,456

Big numbers catch your audience's attention

MIND MAP

CREATIVE IDEA 1

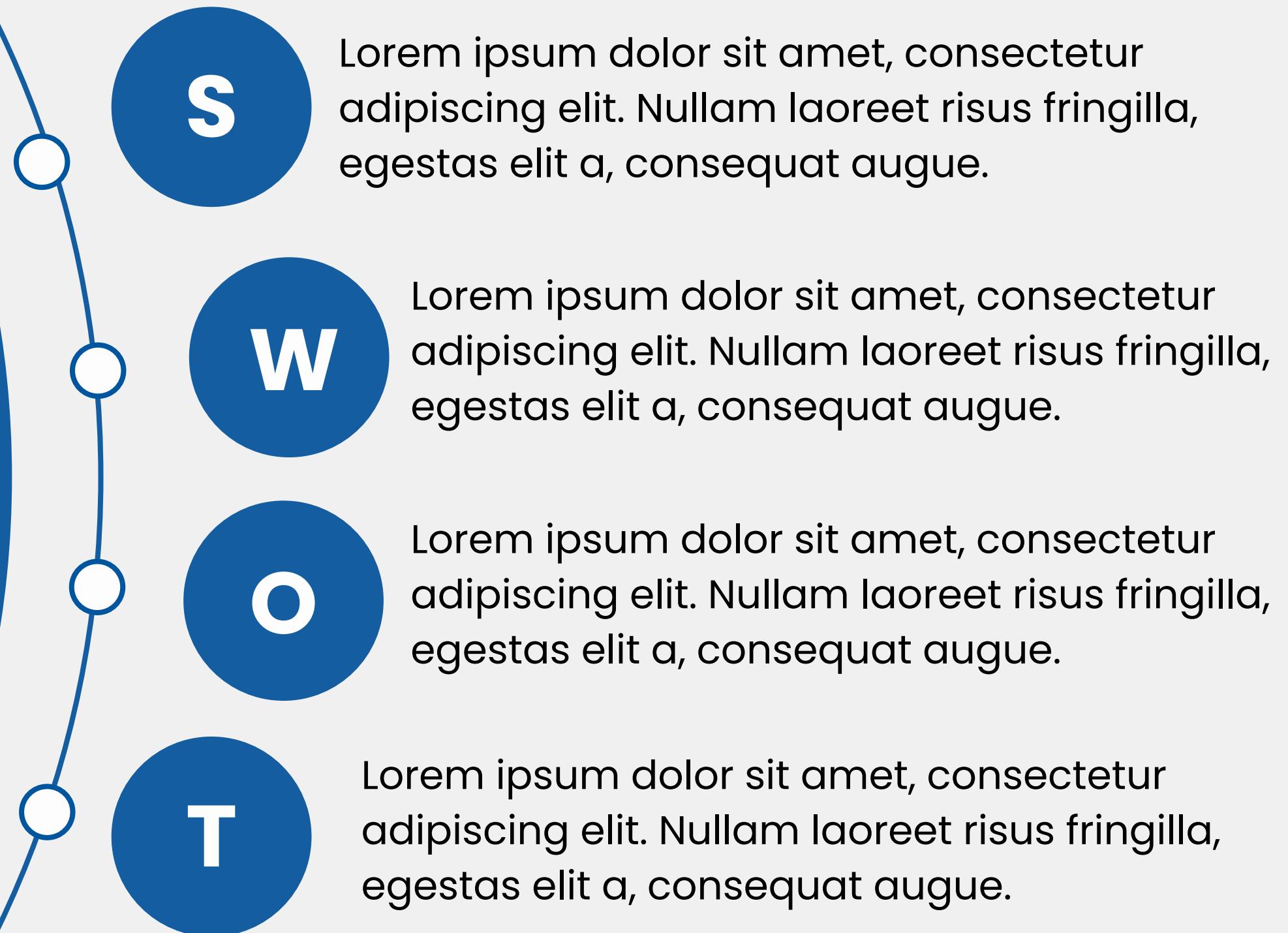
CREATIVE IDEA 2

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CREATIVE IDEA 3

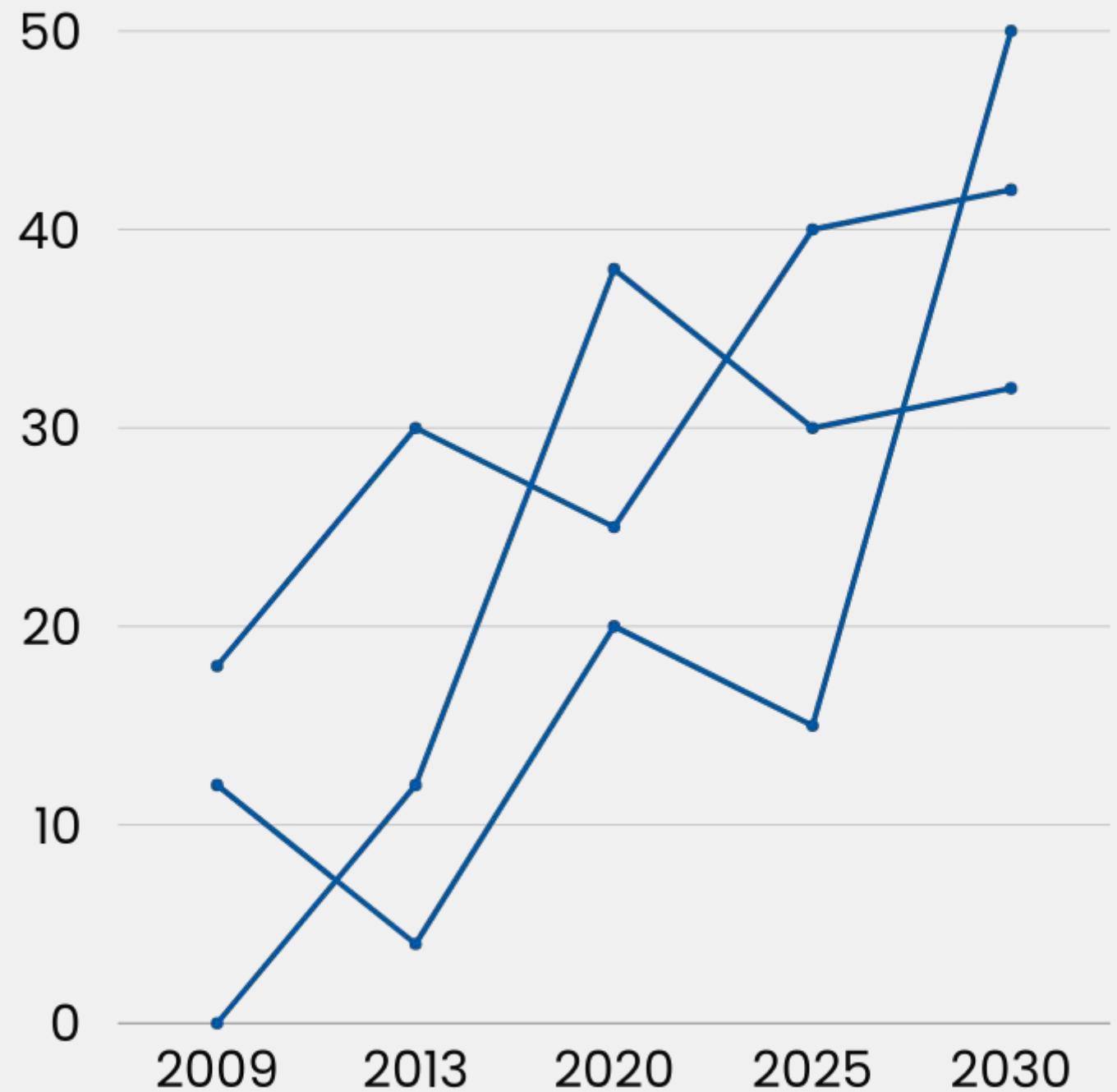
CREATIVE IDEA 4

MARKET ANALYSIS



ANALYTICS

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Get those
creative juices
flowing!

Anonymous

PROPOSED TIMELINE

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2022

Write a business project or milestone here.

2023

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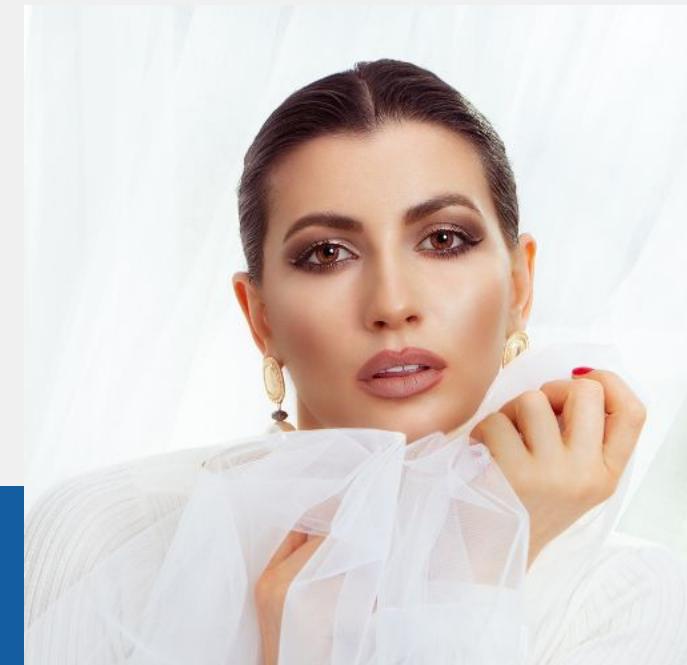
2024

Write a business project or milestone here.

2025

Write a business project or milestone here.

MEET THE TEAM



John Doe

CEO & Founder

John Doe

President

Jane Doe

Marketing Head

Jane Doe

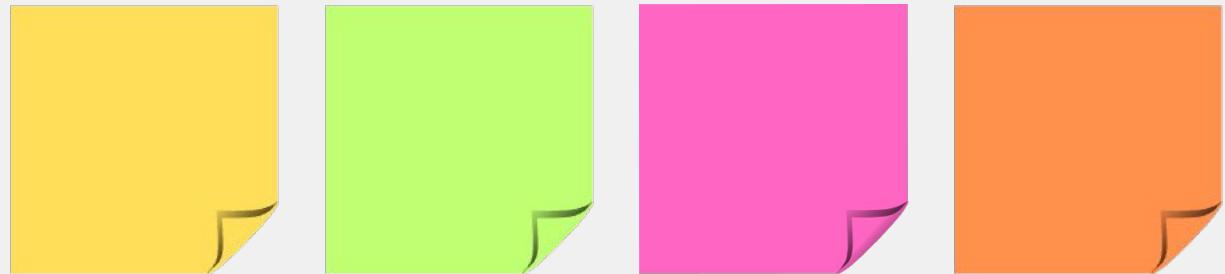
Creative Director

Jane Doe

Editor-In-Chief

ACTION ITEMS

WRITE ACTION ITEMS
IN THE BOXES.



DRAG YOUR PHOTO UNDER THE
ACTION ITEM YOU WANT TO OWN.



Action 1

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CONCLUSION

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THANK YOU!

REFRENCE

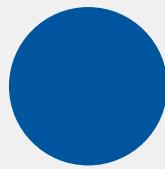
Fonts

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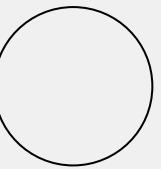
<https://fujisawasst.com/EN/project/>

You can find these fonts online to.

Colors



#00569E



#F0F0F0



#AEE0EF