

# **Digitization of Local Public Services in Rural Environments in Japan: Perspectives and Challenges**

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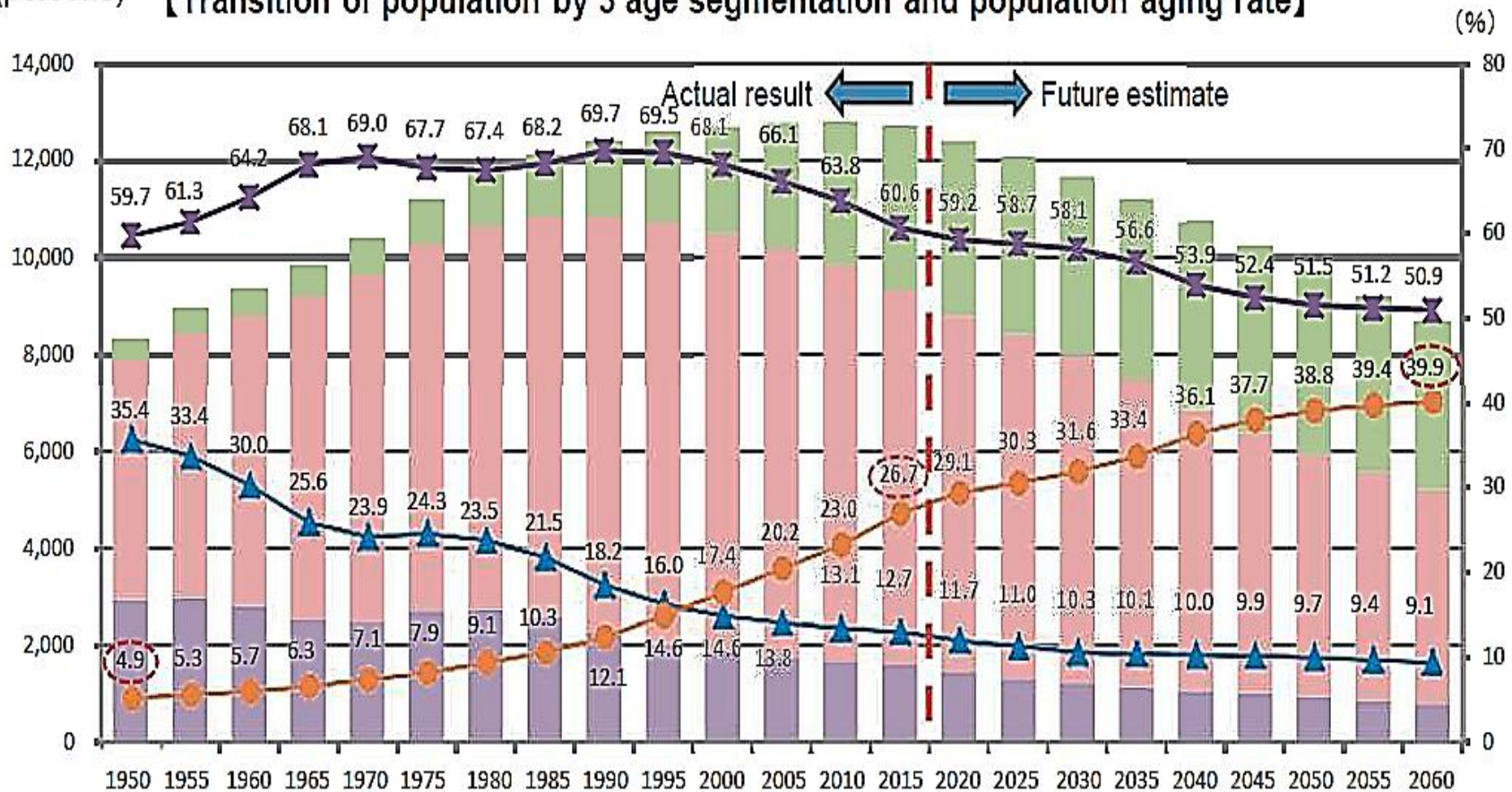


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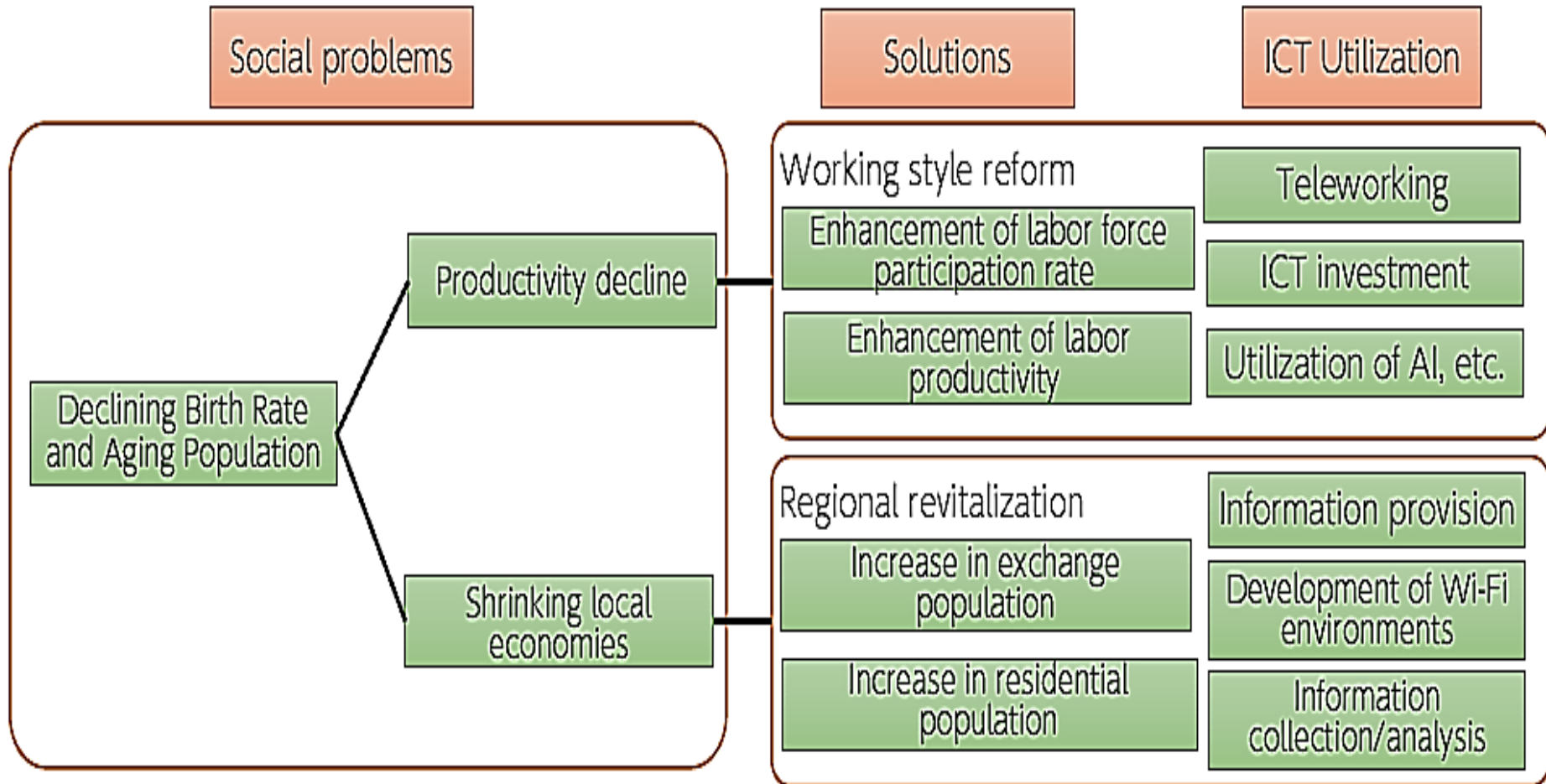
# 1 Problems of Depopulation in Japan

10000 (persons) 【Transition of population by 3 age segmentation and population aging rate】



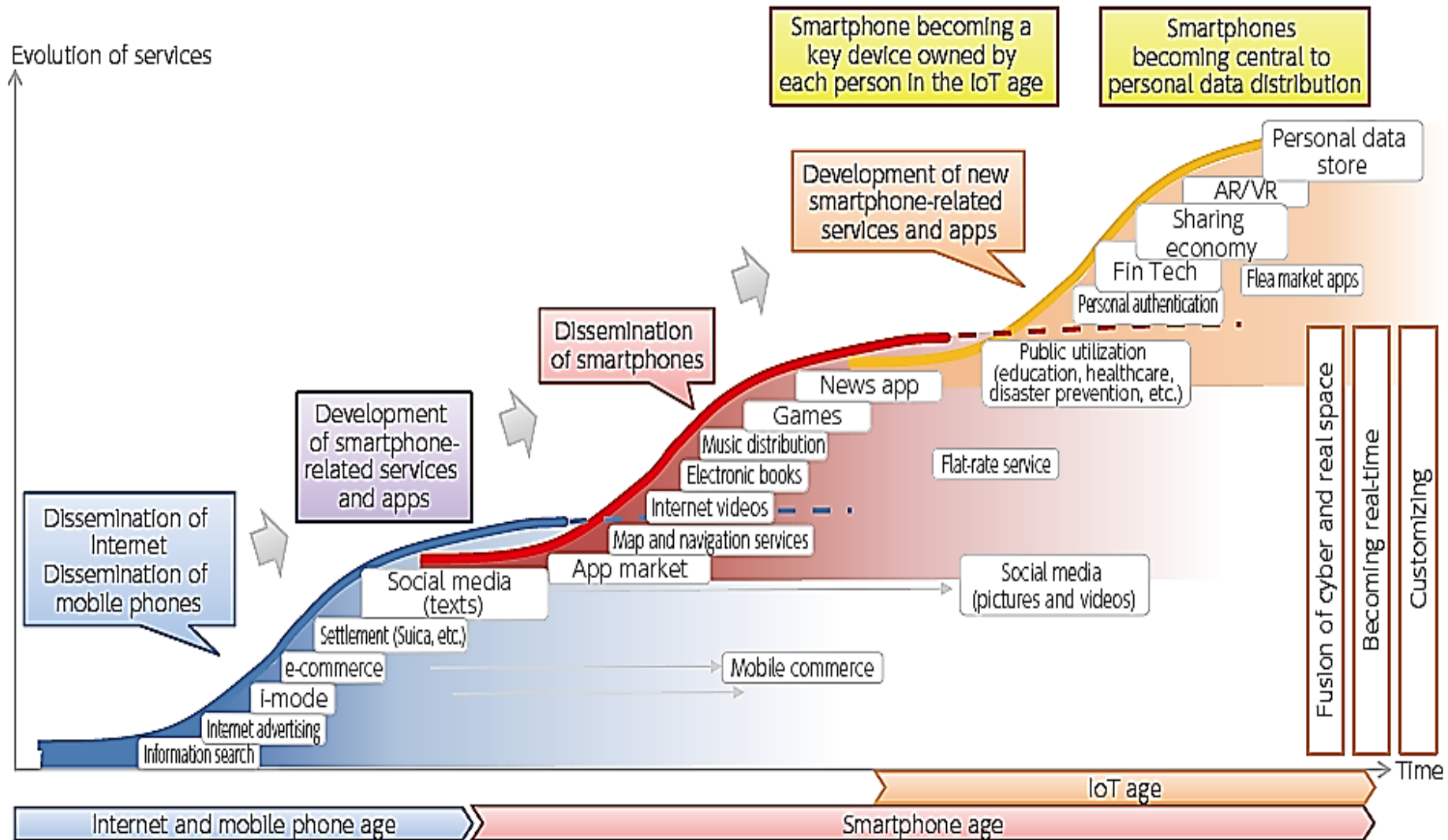
(Source) <http://www.mhlw.go.jp/english/wp/wp-hw10/dl/summary.pdf>

## 2 ICT Utilization for Solving Social Problems



(Source) <http://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2017/chapter-4.pdf>

# 3 Dissemination of Smartphone



(Source) <http://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2017/chapter-1.pdf>



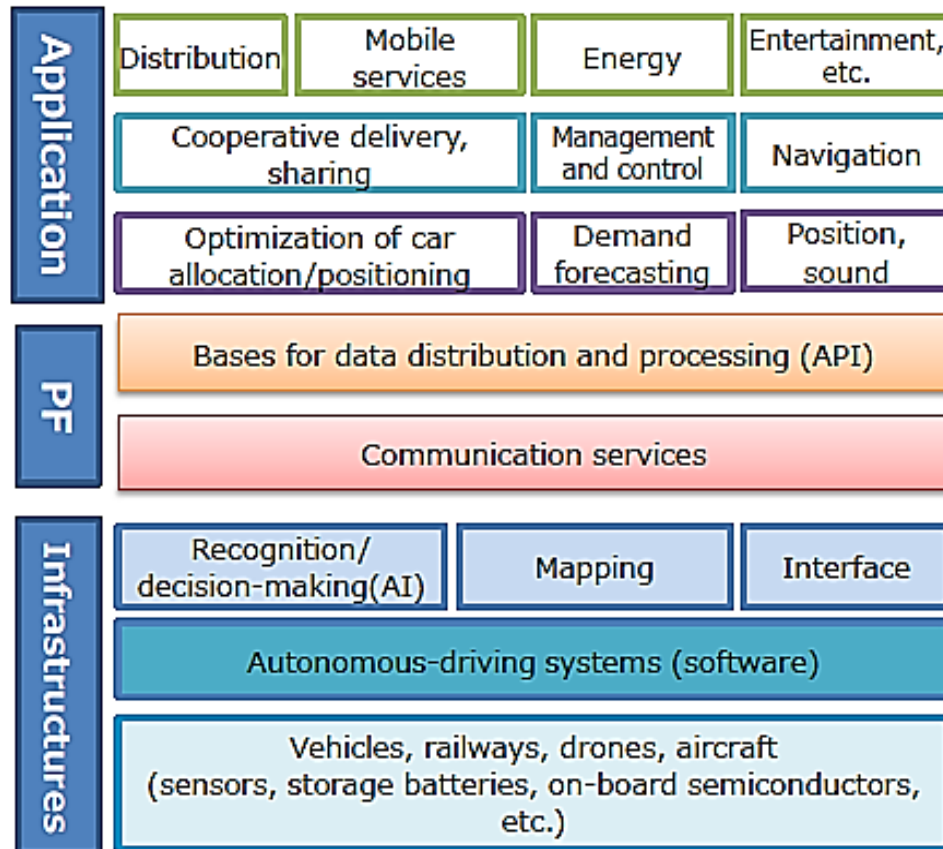
# 4 Internet Shopping and Sharing Economy

	B to B	B to B to C (Two-sided market)	B to C	C to C
Conceptual diagram				
Specific services	<div>Fin Tech (for corporations)</div> <div>AR/VR (for corporations)</div>	<div>Information search</div> <div>Social media</div>	<div>Fin Tech (for individuals)</div> <div>AR/VR (for individuals)</div> <div>Internet shopping</div> <div>E-books</div> <div>Music</div>	<div>Sharing economy</div> <div>Auction Flea market app</div>

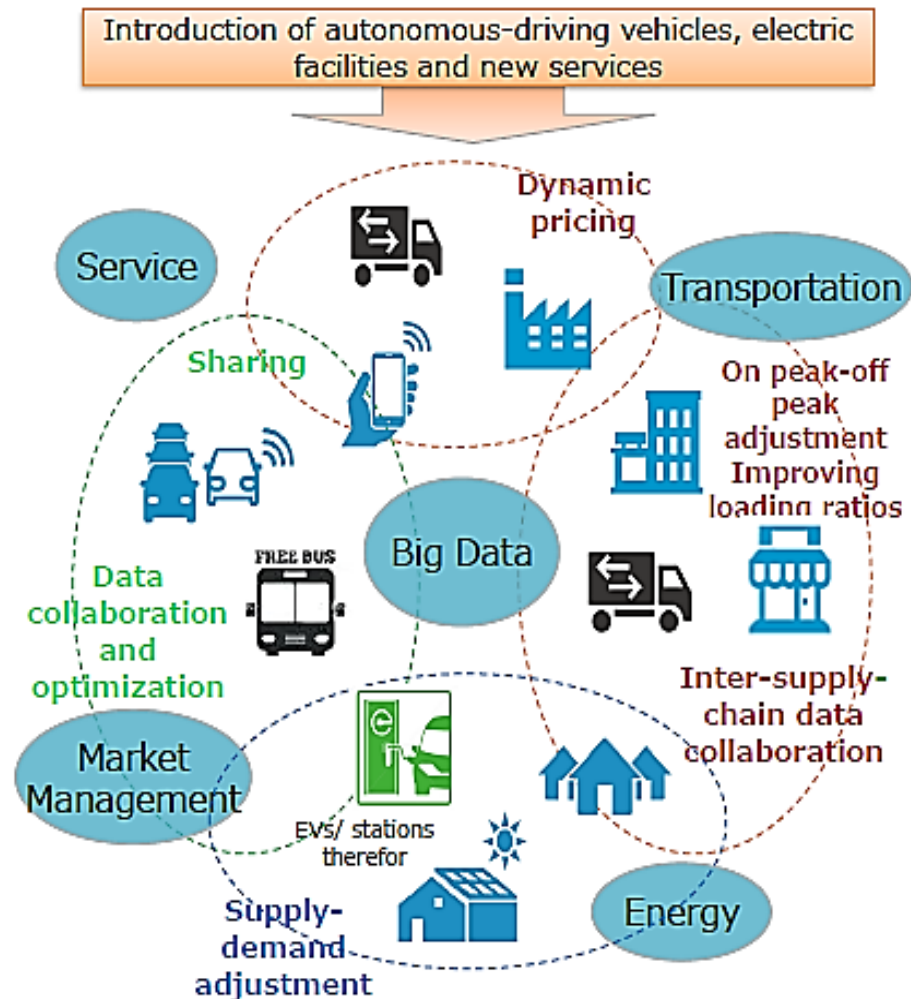
(Source) <http://www.soumu.go.jp/johotsusintokei/whitepaper/eng/WP2017/chapter-1.pdf>

# 5 Popularization of Mobility as a Service

## Mobility service architectures



## Diagram of shift to new social systems

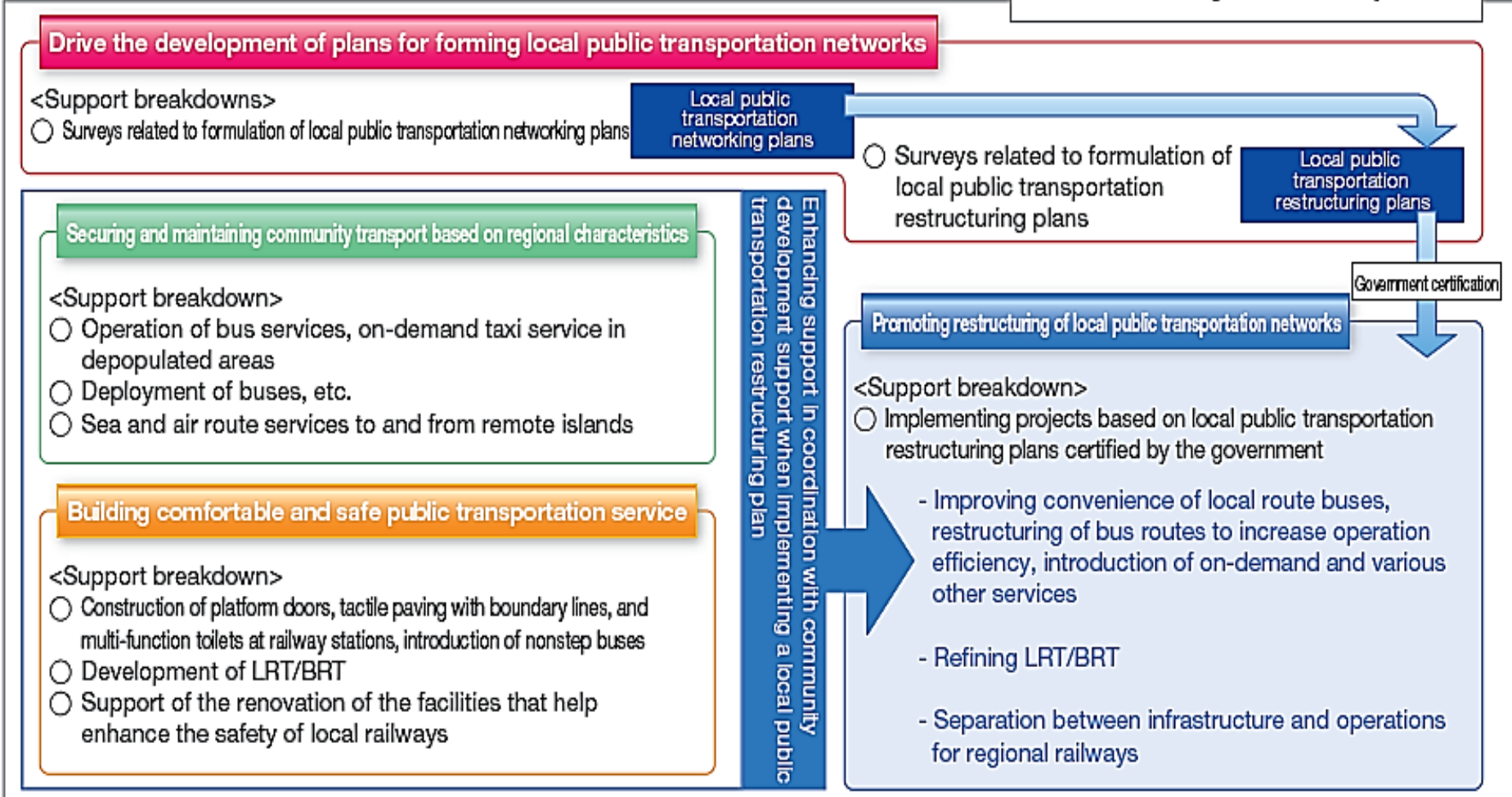


(Source) [http://www.meti.go.jp/policy/mono\\_info\\_service/connected\\_industries/pdf/initiative2017.pdf](http://www.meti.go.jp/policy/mono_info_service/connected_industries/pdf/initiative2017.pdf)

# 6 Revitalization of Local Public Transportation

Support efforts to rebuild local public transportation networks that are indispensable in realizing Compact Plus networks.

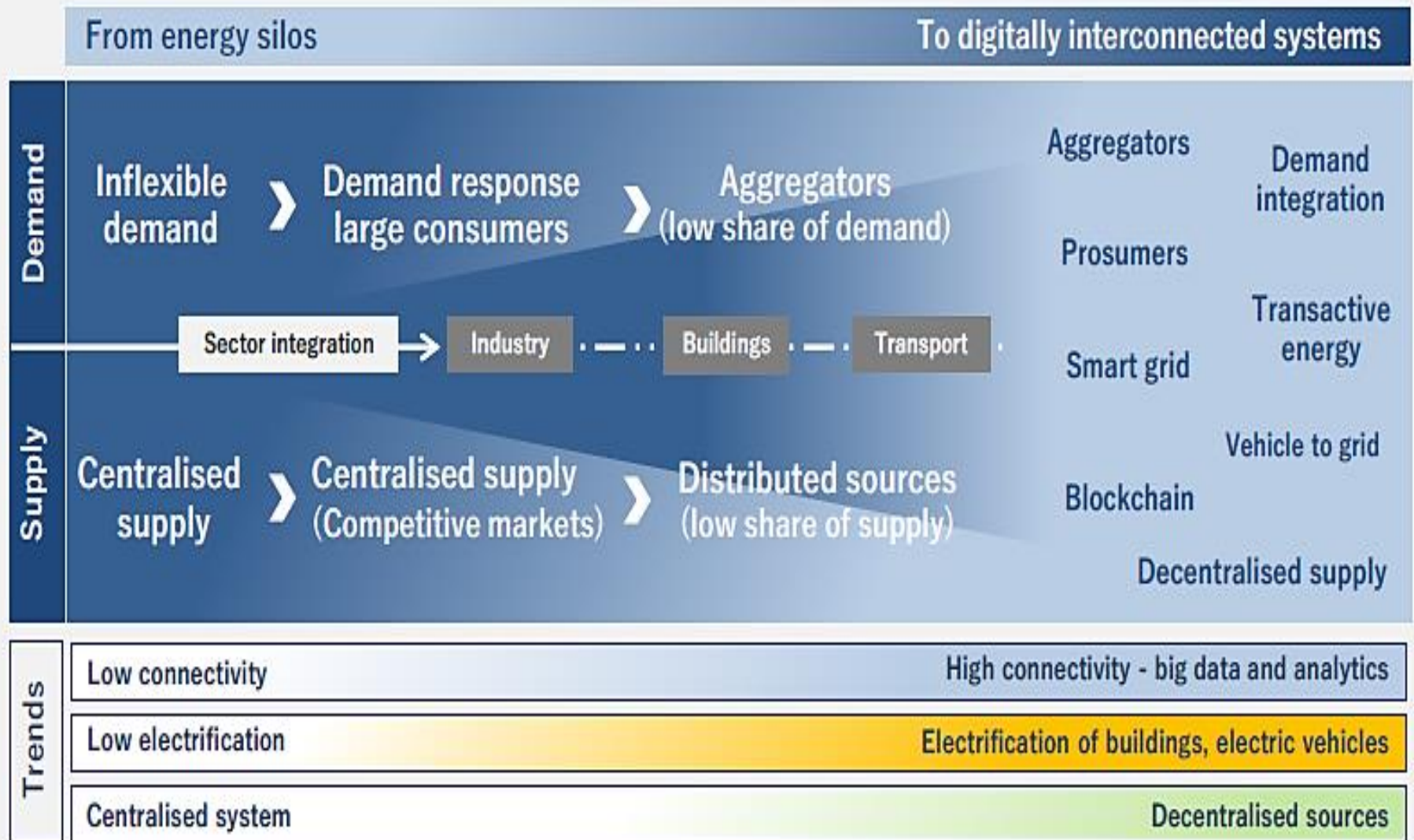
FY2016 budget: 22.9 billion yen



(Source) <http://www.mlit.go.jp/common/001216008.pdf>

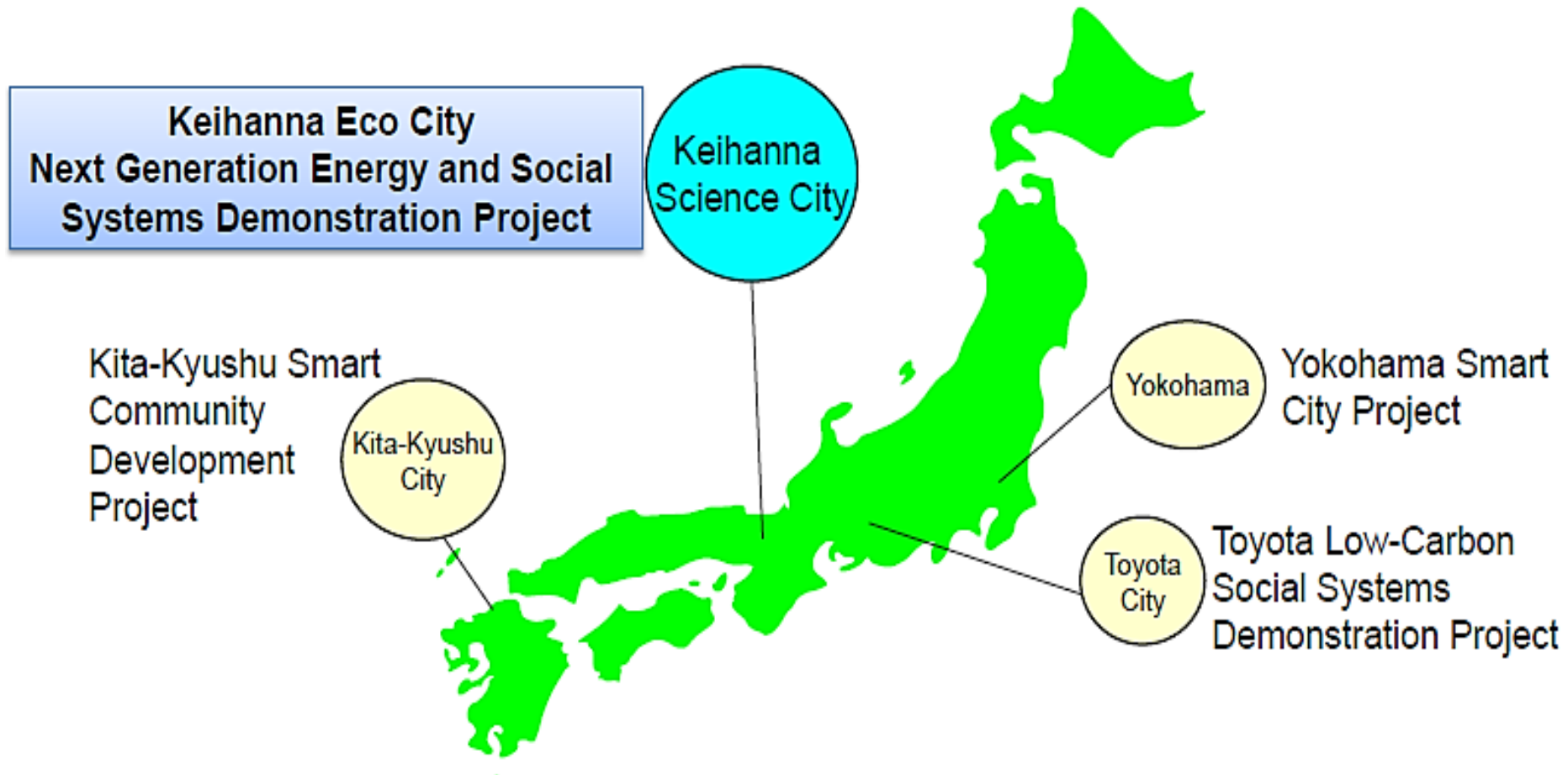


# 7 Digital Transformation of the Electricity System



(Source) <https://www.iea.org/publications/freepublications/publication/DigitalizationandEnergy3.pdf>

# 8 Next Generation Energy and Demonstration Project

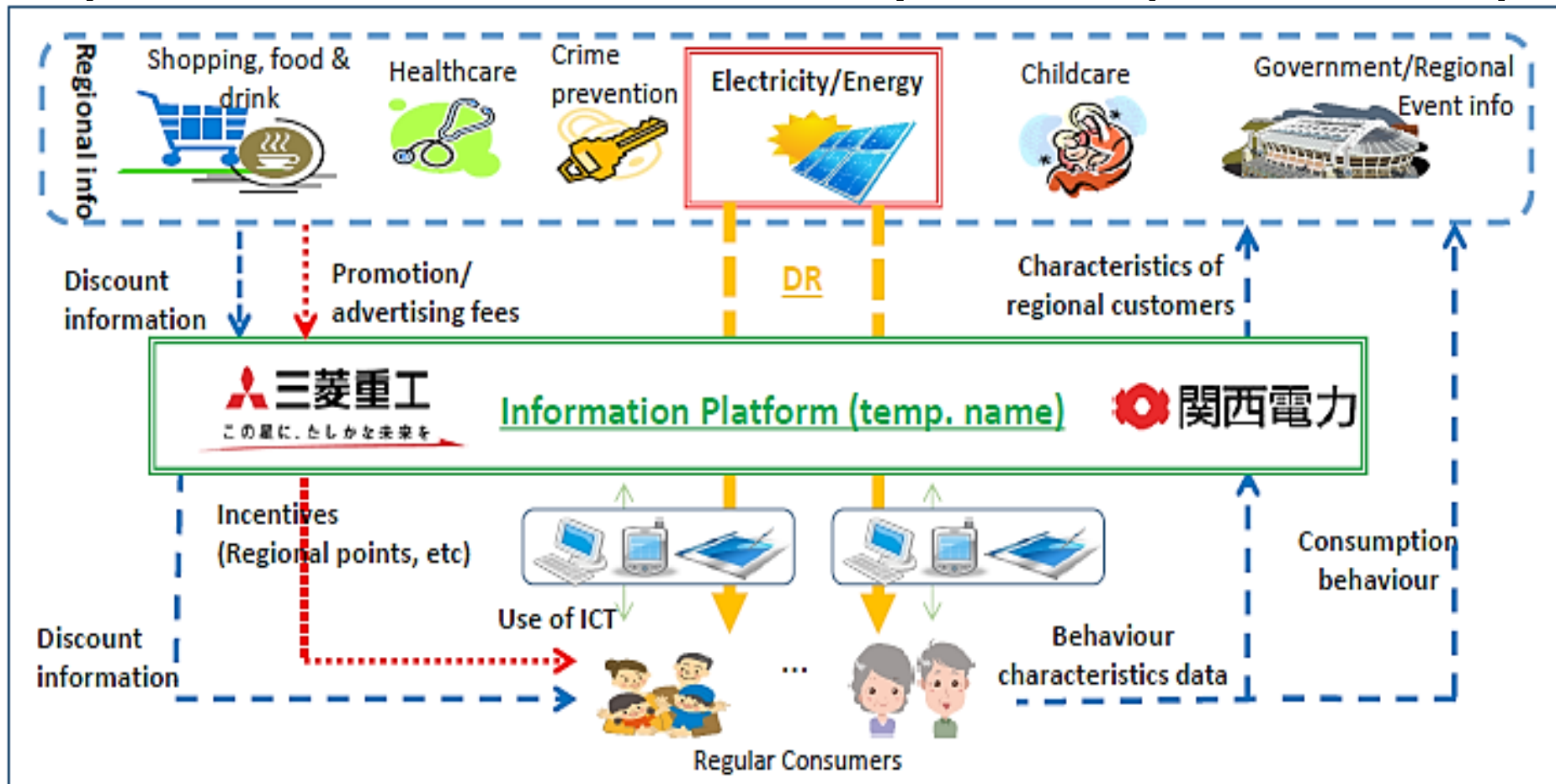


Over the 5 years from 2010 to 2014, trial projects have been underway to develop regional energy management systems which utilise each region's fundamental features and cultures

(Source) [https://www.smart-japan.org/english/vcms\\_cf/files/Keihanna\\_Project\\_English.pdf](https://www.smart-japan.org/english/vcms_cf/files/Keihanna_Project_English.pdf)

# 9 Moving towards Application of Smart Community

## Verification content of Takanohara Smart Community FS (Verification Office: Mitsubishi Heavy Industries, Kansai Electric)



(Source) [https://www.smart-japan.org/english/vcms\\_cf/files/Keihanna\\_Project\\_English.pdf](https://www.smart-japan.org/english/vcms_cf/files/Keihanna_Project_English.pdf)

# 10 Digital Government Strategies

**The steady integration of new technologies** (e.g. cloud computing, social media, mobile technology) into the everyday lives of people, businesses and governments is helping to open up governments and giving rise to new forms of public engagement and relationships that transcend public, private and social spheres.

**This new digital environment offers opportunities for more collaborative and participatory relationships that allow relevant stakeholders** (i.e. citizens, business and non-governmental organisations), to actively shape political priorities, collaborate in the design of public services and participate in their delivery to provide more coherent and integrated solutions to complex challenges.

Digitally enabled participation and production of services is changing people's expectations about their relationships with governments.

As a result, **new public governance approaches are needed to support a shift from governments anticipating citizens' and business's needs (citizen-centric approaches) to citizens and businesses determining their own needs and addressing them in partnership with governments (citizen-driven approaches).**

(Source) <http://www.oecd.org/gov/digital-government/Recommendation-digital-government-strategies.pdf>