What is it like to have a long life?

Age-friendly city efforts in Akita City

Yuko Kodama (Chief, Age-friendly City Section, Akita City, JAPAN)
Geographic features and industry

By Air
Tokyo  Approx.65min  Akita
Nagoya  Approx.90min

【 POPULATION 】
307,919人 (30th September 2019)

【 AREA 】
906.07 km²

【 INDUSTRIES 】 (1st June 2016)
Primary  0.4%
(agriculture, forestry, fisheries)
Secondary  13.1%
(mining, manufacturing, construction)
Tertiary  86.5%
(finance, insurance, service, telecommunications, etc)
Tradition and History

Akita Kanto Festival (Important Intangible Folk Culture Asset)

Tsuchizaki Minato Hikiyama Festival (Intangible Cultural Heritage by UNESCO)
Front line of JAPAN = Front line of the World

Population Ageing

Population in Akita city

Populations: JAPAN, KOREA, SINGAPORE, GERMANY, SWEDEN, AUSTRALIA, CHINA, UNITED STATES, INDIA

Age groups: 0 to 14, 15 to 64, 65 or older

Estimated populations over time from 1950 to 2000 and projections until 2050.
Timeline

Age-friendly city project begins

Joins WHO global network for age-friendly cities and communities

The 1st action plan

The 2nd action plan

New city hall opens

2015

Coin bus project

Residents’ mutual support program

2016

Exhibition about the elderly in Akita

2017

Senior film festival

2018

Age-friendly partner project

2019
One Coin Bus Project

Encouraging the elderly to go out, socialize, and enjoy life

- Affordable fee (Especially for long distance)
- Easy of use (One flat rate, easier than bus coupon tickets)

Increasing:
- The number of bus users
- Social participation of the elderly
Senior Film Festival

Concession ticket : 500 yen
For 65 and older with “one coin bus certificate” or “disability certificate”

10 mins lecture + movie
New City Hall, universally designed for easy access

- Offering one stop-concierge service at the front desk
- The central citizen service center, a local autonomy, is also located in the facility.
- The ground floor lobby can be open to the public as a shelter in times of natural disasters.
Age-Friendly Partner Project

105 businesses and professionals such as bank, hotel, hair salon, temple, supermarket, construction, etc.

Creating age-friendly community

Register private companies as “age-friendly partners” that support the elderly

Opportunity to create new businesses for the elderly

Snow removal volunteer

Bench installation

Beauty salon that can be used in a wheelchair
The program that leads locals’ mutual support

case 1: creates friendly and familiar environments utilizing regional features

Regional diagnosis with SWOT analysis → Local events with a theme of common interests → Prevention of the need for nursing care through community support

Outdoor party → Joy of sake → Elderly nursing care class for men
The program that leads locals’ mutual support

case2: Making friendship beyond generations

What is it like to have a long life?

The value of cross generational relationships

Easy going, comfortable and natural friendships that keep people involved
For the realization of Age-friendly city

It is important to create a town through three-way collaboration between "government", "private businesses" and "citizens"
Thank you for your kind attention

Yuko Kodama (Chief, Age-friendly City Section, Akita City, JAPAN)