

The European House  
**Ambrosetti**



**ThinkTankBasilicata**

Energie per un futuro sostenibile

**FORUM**

**“Energie per un futuro sostenibile”**

Venerdì, **25 febbraio 2022**

modalità phygital  
Matera, *Palazzo Viceconte*

**PRESENTATION BY**  
**TAKESHI ARAKAWA**

# **Panasonic**

Energies for a Sustainable Future

## **Bringing energy to Life ~Fujisawa Sustainable Smart Town**

**25 February 2022**

**Panasonic Corporation**

**Business Solutions Division CRE Business Promotion Department**

**SST Promotion Manager**

**Takeshi Arakawa**

# Introduction



## Education

**Kansai University Graduate School  
Graduate School of Engineering  
Master of Electrical Engineering**

## **Takeshi Arakawa**

**Panasonic Corporation**

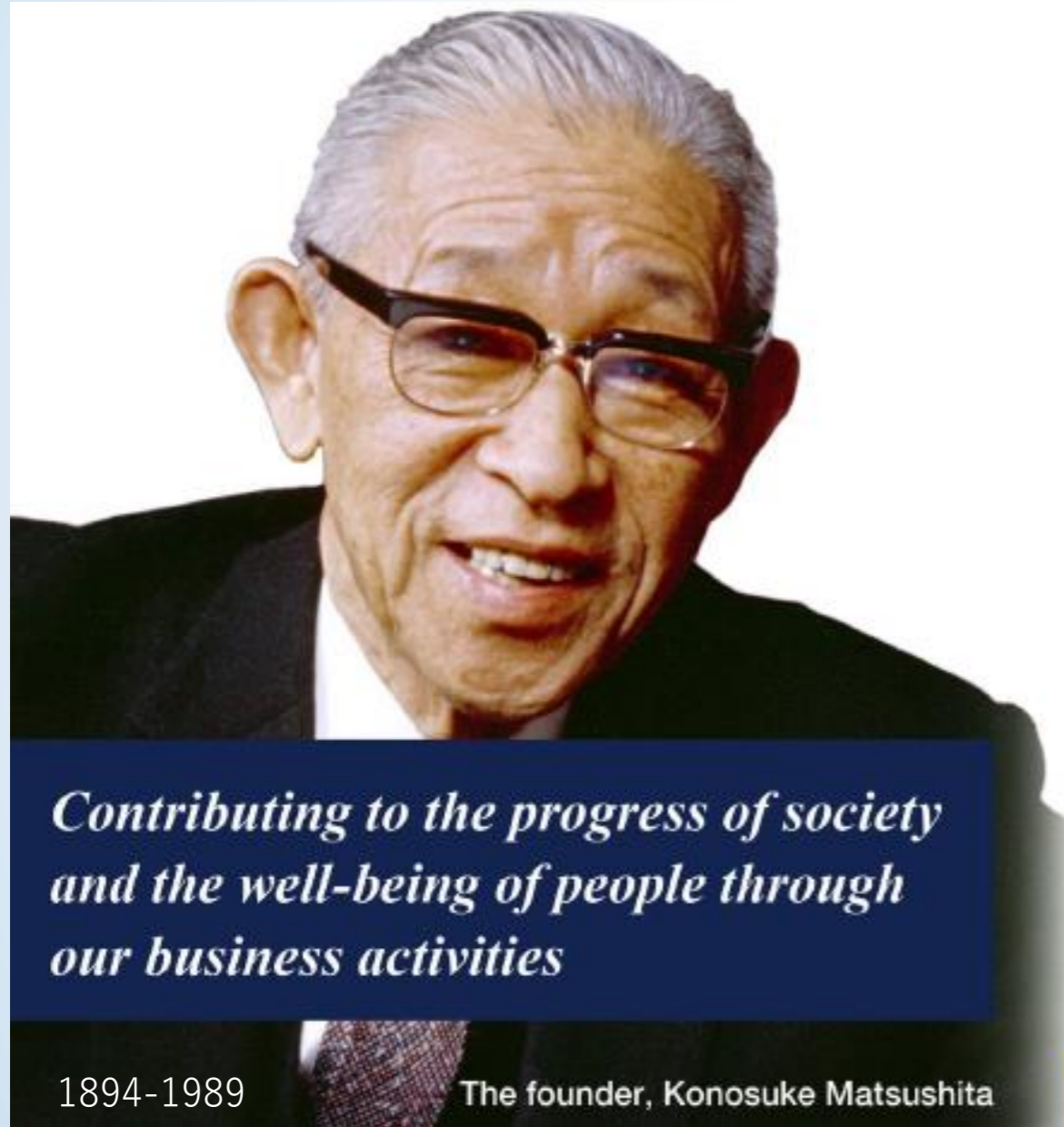
**Business Solutions Division CRE Business Promotion Department**

**SST Promotion Manager**

**Fujisawa SST Management Co.  
President and Representative Director**

- 1997 Joined Panasonic Corporation as a researcher in lighting technology
- 2004 Responsible for planning and development of lighting related products
- 2009 Responsible for business strategy of lighting and light source business
- 2014 Joined the Fujisawa SST project
- Since 2015 Head of Fujisawa SST project promotion  
Secretary General of Fujisawa SST Council
- From 2018 also responsible for the new Tsunashima SST project

# Who are Panasonic



*Contributing to the progress of society  
and the well-being of people through  
our business activities*

1894-1989

The founder, Konosuke Matsushita

1918

Founded by Konosuke Matsushita



Improved attachment plug



Double cluster socket

## Panasonic 7 Principle

1. Contribution to Society
2. Fairness and Honesty
3. Cooperation and Team Sprits
4. Untiring Effort for Improvement
5. Courtesy and Humility
6. Adaptability
7. Gratitude

# What is a Sustainable Smart Town (SST)

The Fujisawa SST challenge to build a new smart sustainable town based on residents lifestyles, not technologies

Living ideas



Cross-sectoral  
Five services



Co-Creation

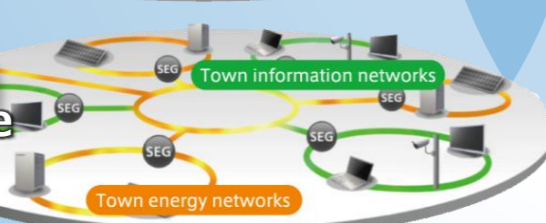
Proposal of a  
smart lifestyle



Design of  
Smart spaces



Creation of a  
Smart infrastructure



Community  
Residents

Companies  
Universities

Co-Creation

Government

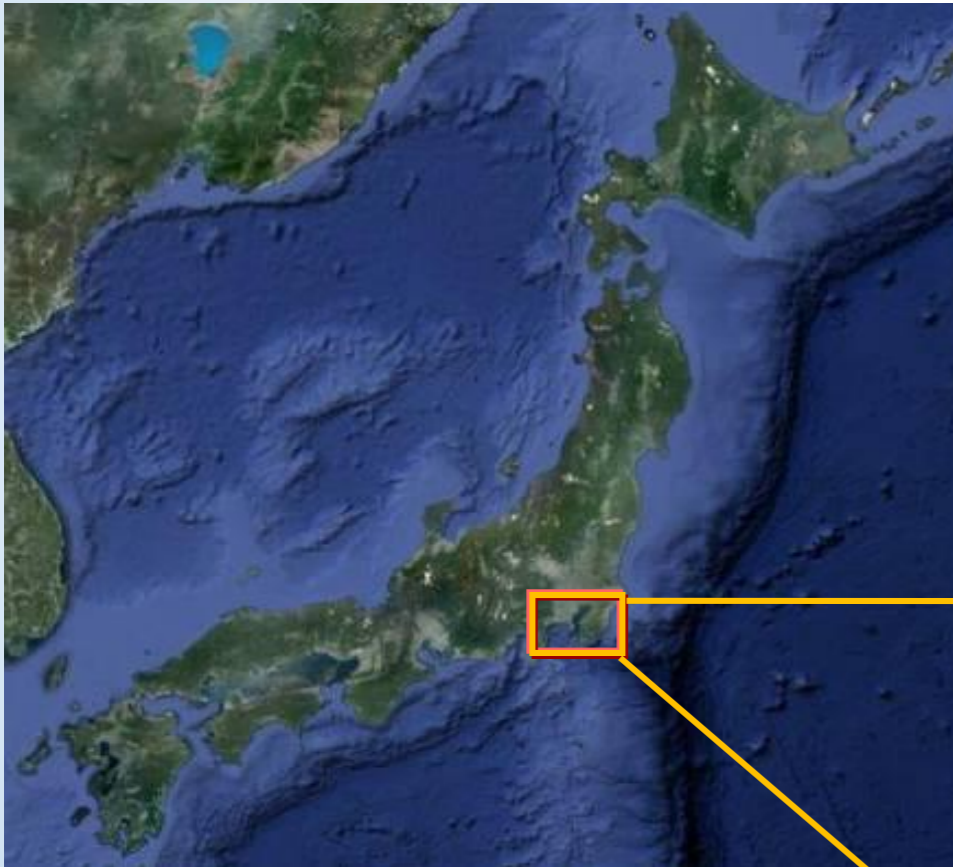
Panasonic

Solving the  
social issue

Development of  
the town

# Location

Located in Kanagawa prefecture, in an area rich in nature, commercial facility and educational facilities



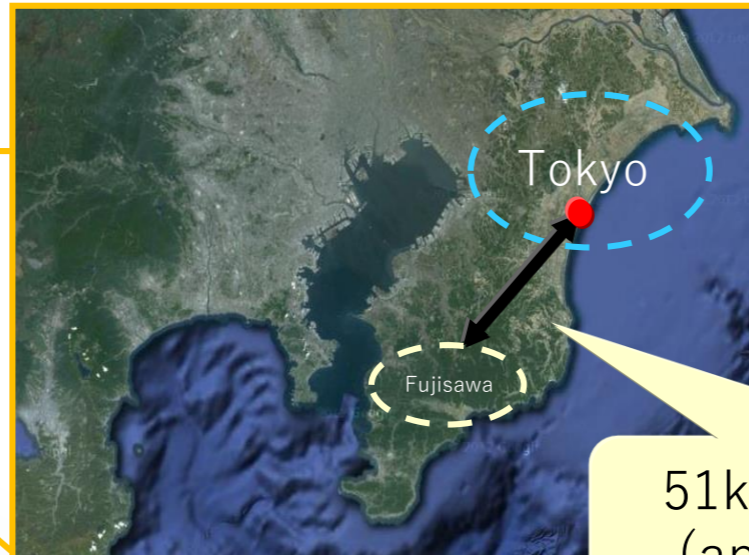
Prefecture: Kanagawa  
Population: 441,700  
Area: 69.57km<sup>2</sup>



Enoshima



Shonan Beach



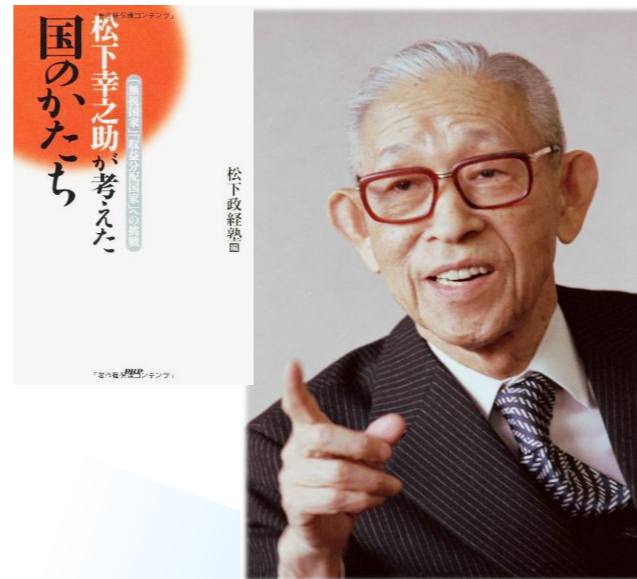
51km from Tokyo Station  
(approx. 50min by train)

# Background and history of town planning

## Local contribution and community revitalization as part of corporate social responsibility

1961

Establishment of Fujisawa  
Plant of Matsushita  
Electric Industrial Co.



In 2009

Our role as a factory is over.  
A new way of contributing to the community

2014  
Fujisawa SST Town  
Opening



# Suburban mixed-use development with a residential focus

**Fujisawa SST SQUARE**



**Wellness SQUARE**



\* 561 units already completed

**Houses**



**Development progress**  
Opening of the city in 2014  
Completion after 2024

**Site area**

**Approx. 19ha**  
(300m north-south by  
600m east-west)

**Population**

**Approx. 2000**  
(Mainly in their 30s and 40s)



**Commercial facilities**



**Committee Center**



**Next Delivery SQUARE**



# Concept and Target

Setting up a clear concept and quantifying the objectives to be achieved in the city



Bringing energy to life.



Environmental targets	Energy target	Safety and security target(CCP) ※3
<p>CO<sub>2</sub> reduction</p> <p><b>70%</b> ※1</p> <p>Water consumption reduction</p> <p><b>30%</b> ※2</p> <p>*We aim to achieve virtually zero CO<sub>2</sub> emissions for detached houses.            ※1) VS.1990            ※2) Comparisons with the equipment generally used in 2006.</p>	<p>Renewable energy usage</p> <p>over <b>30%</b></p>	<p>Lifeline maintenance</p> <p><b>3 days</b></p> <p>※3) CCP(community Continuity Plan) is a plan designed to remain in effect until the recovery of normal conditions in the event of emergencies.</p>

# Town Management

Working both with local community associations and with management companies  
Fostering and revitalizing the community through five town services



# Town Services

## The 5 town services bring the 'energy to life' to all the residents

### Security



Virtual gated town



Camera and lighting interlocking systems

### Energy

Self-sustained Energy Management Town  
Self-creation and Self Consumption of Energy



Solar cells, storage batteries and ENE-FARM\* installed as standard in each dwelling



Collecting and visualizing energy information in the city

### Mobility



EV car share



Cycle share

### Wellness



ウェルネススクエア北館

ウェルネススクエア南館

Integrated facilities  
Wellness Square



Smart Air Conditioner  
Monitoring Service

### Community



Town Portal



Event/Workshop

# Evaluation

## National and international recognition for its progressive approach to urban development

### National cooperation

**Ministry of  
Economy,  
Trade and  
Industry**  
(2012)

**Ministry of Land,  
Infrastructure,  
Transport and  
Tourism**  
(2013)

**Ministry of  
the  
Environment**  
(2014)

**Cabinet  
Office**  
(2018)

(UAE)  
Zayed Future Energy Award  
Large Company of the Year Award



Municipality Division Award at the Wellness Award  
of the Year 2017

## AWARD

### Tour

**BtoB Tour**  
**3,000 pairs and**  
**30,000 people**  
(2014-2021)

**More than**  
**50 countries**  
participated

