

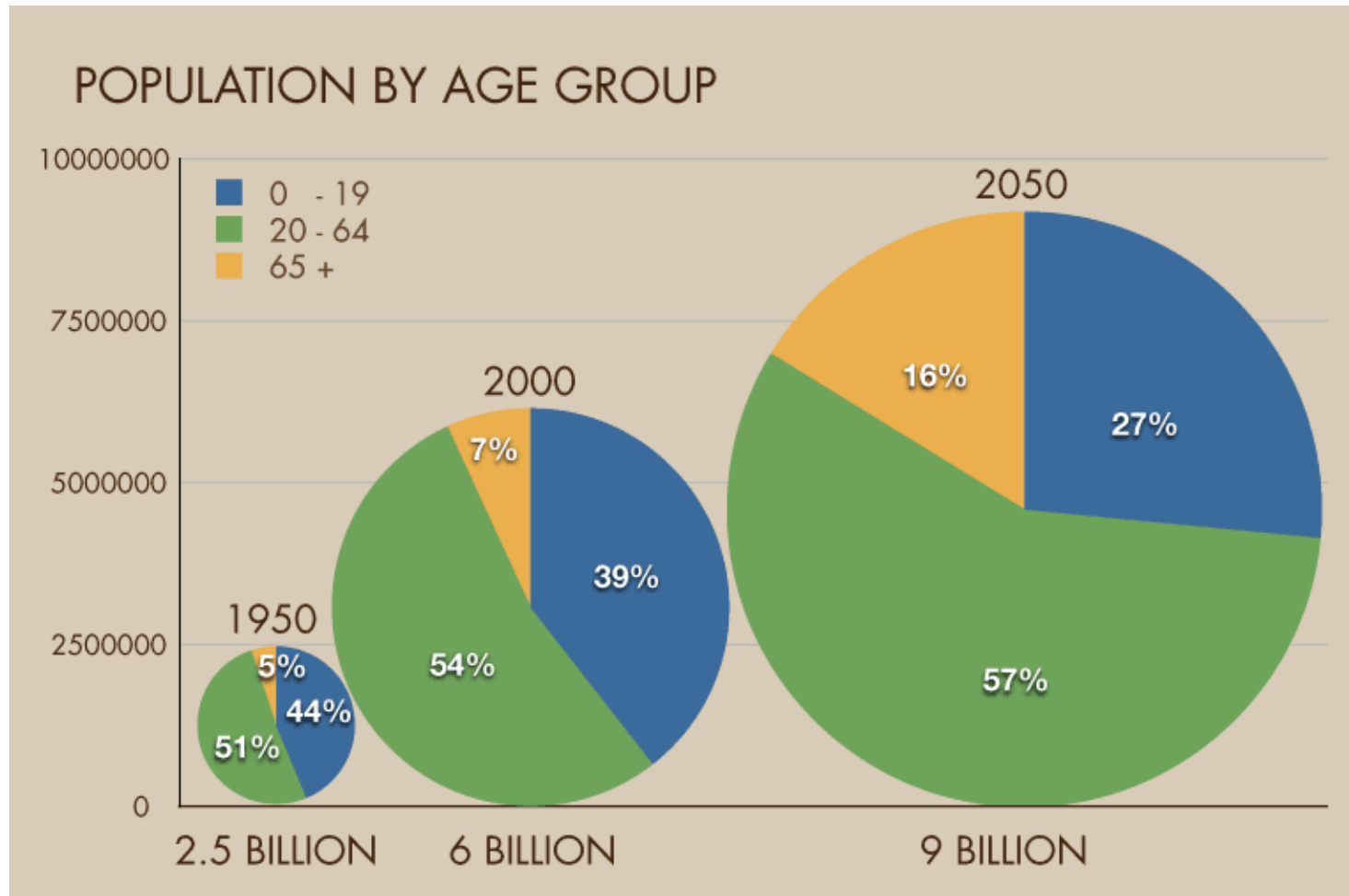


Responding to change: An investigation into the processes of rural place-making in the face of ageing

Japan case study 08-09

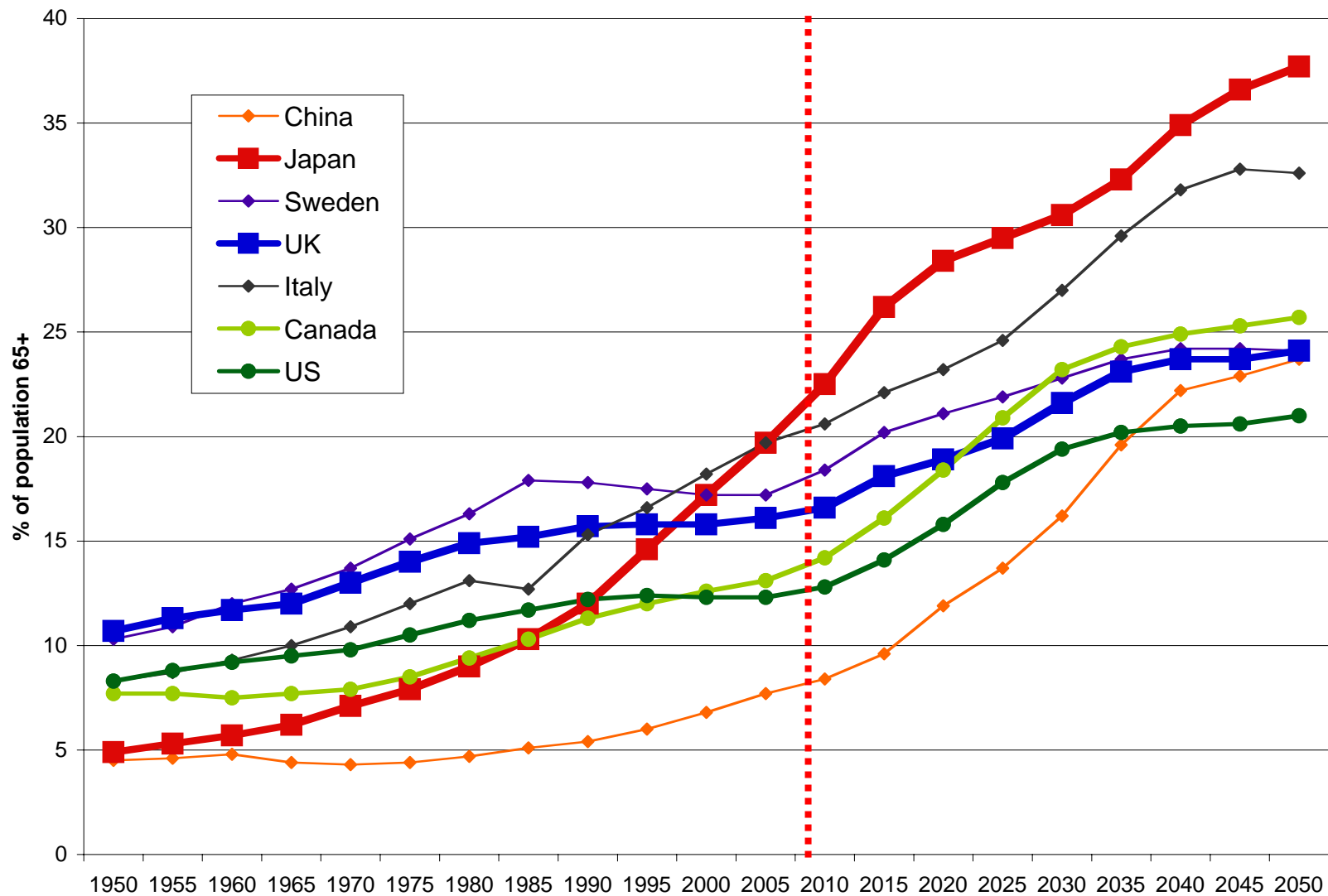
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“The number of people aged 65 and over will double as a proportion of the global population, from 7% in 2000 to 16% in 2050”



Source: <http://wisdom.unu.edu/en/ageing-societies/>

Ageing population (65+) in selected countries



Source: Population Division of the Department of Economic and Social Affairs of the United Nations Secretariat, World Population Prospects: The 2006 Revision and World Urbanization Prospects: The 2005 Revision, <http://esa.un.org/unpp>.

Research objectives

- To explore three key areas of transformation and their interrelationships
 - (1) an ageing population;
 - (2) economic and social change; and
 - (3) the changing shape of local government and shifting governance cultures;
- To conduct evidence-based analysis of the responses to these challenges made by the public, private and voluntary sector to assess the extent and shape of institutional and market responses to ageing

Hyper-aged society in Japan

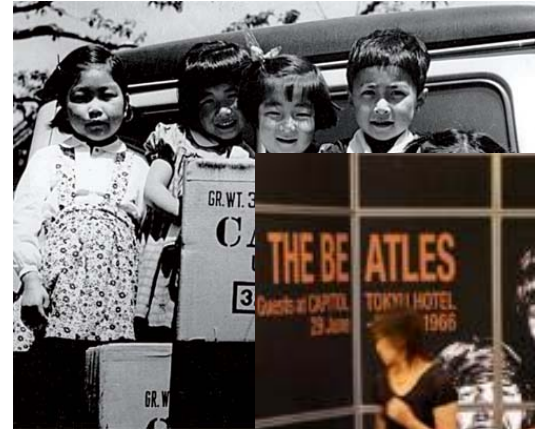
- People aged 65+: 25.6 million (20%) .
- The '*old-old*' (75+): 11.6 million.
- It will rise to 26% in 2015, 35.7% in 2050.
- Increasing old single household: one in three living alone by 2010.
- Increasing social welfare expenditures
 - pension, medical and other services, the Long-term care insurance: ¥93.6t (£963b) in 2005
 - 17% of GDP (¥537t) in 2005 (1.9 growth rate) *IMF figure

Emerging *New Old*

The *dankai* (post-war baby boomer)

- “at the forefront of radical social, economic and political change”
- Aspiration of ‘later life’
 - ‘new consumerism’
 - Social involvement
 - **Relocation**

‘Change of pace by a change of place’



How to respond to hyper-aged society?

- Attitudes towards ageing
 - **Anti-ageing**: many products & financial commodities for keeping yourself younger and independent
 - **Technology solutions**: electric gadgets, products designed for older people
 - **Free from family dependent care** to which?: social (institutional) / private / community-based cares?

Magazines for 50+



Easy mobile phone

人生100年時代の
**住まいと暮らしと
シニアライフ** **280** 冊

インターネット対応ブック
<http://www.mrpartner.co.jp/sumai2009>

House, Living
Seniorlife

この一冊に
あなたの求める理想の暮らしが
きっとみつかるはず

Home repair / universal design

Wii Fit



Anti-ageing food restaurants / receipt books

Robot suit 'HAL'



Telehealth
Intelligent Toilet,
measuring the
user's blood
pressure, weight,
body fat, urine
sugar level



Domestic
Robot
'Wakamaru'



Electric kettles / beds with activity
monitoring function via mobile phone



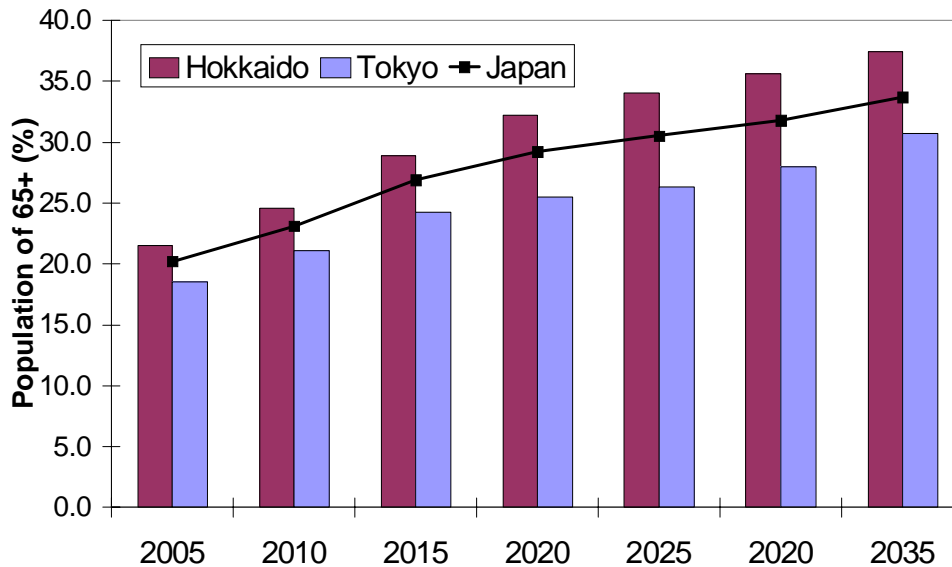
How public sector respond to demographic ageing?

- Multi-habitation (one in urban, the other in rural, seasonal living) inviting *new old*
- Community-based case service provision
- Entrepreneurship in care service sector
- Housing strategy
- New 'life support' industry
- Partnership based governance



Case study in Hokkaido

- Population 5.6 million
- Sapporo – 1/3 of the total population
- 1/5 population living 4/5 of land area
- Ageing – 21.4% (65+) in 2005



Source: The National Institute of Population and Social Security Research, Japan

Multi-habitation strategy

- 2004: Internet survey
- 2005-2006: ¥50m (£3.3m) initiatives
 - Marketing
 - One-stop information bureau
 - Housing
 - Transport
 - Medical care
 - Community
 - Public-private Consortium
- 417 people spending 8,471 days in Hokkaido using 'testing-out' schemes in 2006.

北海道移住・生活体験旅行

ちょっと暮らし

(株)北海道コンシェルジュ TEL.0138-23-0001

北海道へのんびり長期旅行、又は移住をお考えの方へまずは生活体験旅行。北海道満喫プラン満載！

ホーム 会社案内 お問い合わせ

ちょっと暮らしって?
ABOUT THIS SITE

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RECOMMENDATIONS

「遊ぶ」体験ツアー検索・予約
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ご予約までのながれ
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無料カタログ請求
REQUEST FOR BROCHURE

北海道暮らしに役立つ情報

→「暮らし」について

→「住宅」について

→「交通」について

→「医療機関」について

北海道暮らしの豆知識

動画で見る北海道

北海道からの「70's」ホットな情報

「ちょっと暮らし」では、北海道での生活体験ができる、長期滞在可能な「宿泊施設」、そして北海道を満喫する「遊び体験」をご用意しております。

道北エリア
富良野市・名寄市・比布町・東川町
中標町・下川町・東神楽町

道央Aエリア
札幌市・小樽市・滝川市
当別町・倶知安町・沼田町
栗山町・南幌町・黒松町

道南エリア
函館市・北斗市・せたな町
江差町・長万部町・森町・八雲町

道央Bエリア
室蘭市・登別市・伊達市・千歳市
豊浦町・新ひだか町・滝川町
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本別町

釧路・根室エリア
釧路市・中標津町・標津町
鶴居村・弟子屈町

オホーツクエリア
網走市
網走市・紋別市・美幌町・清里町・津別町

無料カタログ請求

TOPIX

2008-06-19 移住アドバイザーさんからの情報 第36回標(はなだ)展開催のご案内。詳細は「北海道からのホットな情報」をご覧ください。

2008-06-13 田んぼ物語6-12「北海道からのホットな情報」にアップ第2弾取り体験詳細ご案内中！

Impacts on rural areas?

- **Economic multiplier effect** of ¥570b (£3.8b), if 1,000 retiree couples per year moved Hokkaido during 2007-2009
- **Housing** development
- Create **new businesses** - matching the skills of in-migrants to local skill shortage and needs.
- Strengthen **community development** – community business, volunteer works
- Stimulate an **increased supply of health care services**



Community-based social care network

- *Kuriyama* social welfare model
- 3 principles: community-centred, community-based and universal design
- Involving local business & community
 - a personalised 'care management' system,
 - a home repair service using local building companies,
 - trained home care helpers, Voluntary activities for young people
 - Home stays, Networking events for older people;



Community businesses and entrepreneurship

- Universal design for public spaces
- Older people-friendly public transport
- Telephone shopping and free delivery service
- The 'Kurin', local labour exchange, time-banking



Community businesses and entrepreneurship

- The 'Shien' - support with high aspiration - established in 2003 by a local young entrepreneur
- 24 local young employees
- Growing and diversifying business:
 - Social care management (2003)
 - Home care service delivery (2003)
 - Housing provision for older people (2004)
 - Nursery support for families with young children (2005)
 - Furniture design – 'Little Wood' (2005)

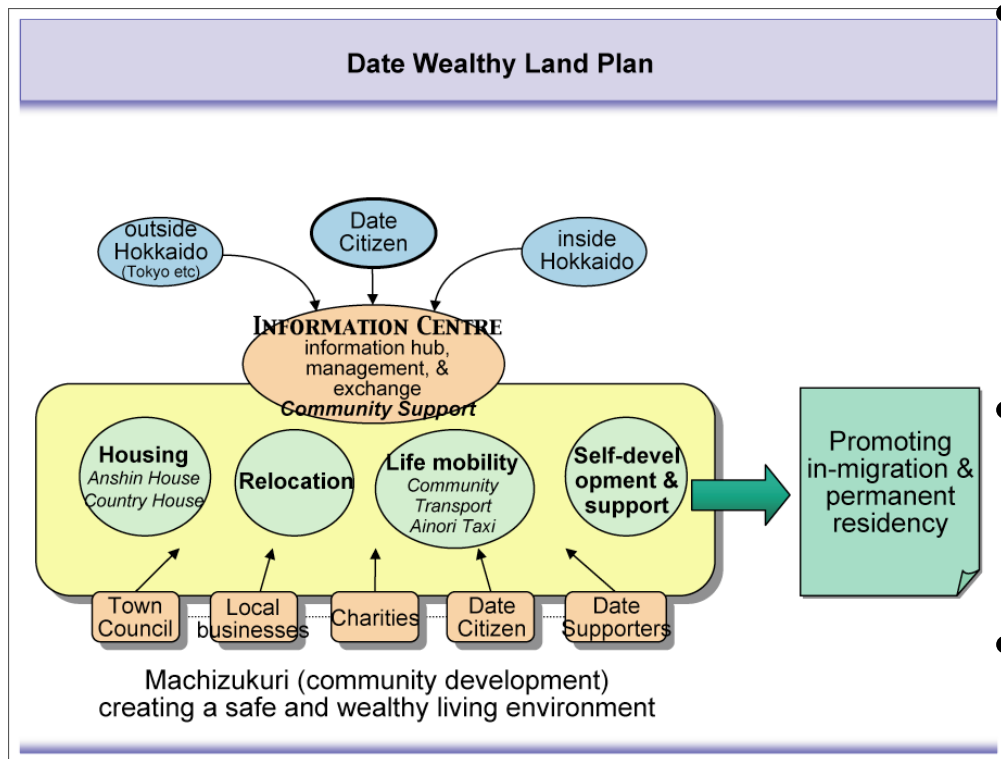


Relocating older people at the heart of the town

- *Nanporo* 'Silver' Housing Project
- Social housing development at the town centre
- Barrier free standard design
- A warden office as a hub of care service facilities in the town



Date 'Wealthy Land' Policy and new style of local governance



To create a new economy based on a '**welfare-support industry**' by the deregulation and encouragement of private sector investment in social welfare provision.

Shift from public sector dominance to **private sector-led care service provision**

Shift from the despised one-size-fits-all state control to **local governance and discretion**

Housing, transport, and ICT



Date 'safety' homes for elderly



Local website & free paper



Local information centre run by a newly set-up ICT venture company



'Excellent countryside housing'



Community taxi scheme

Impacts on rural-urban balance?

- **Successful ageing model** in rural community
- Leads to **new roles for rural areas** and rationales for supporting the rural economy
- Multi-habitation **not necessarily lead to permanent migration to rural areas**
 - uncertainty makes it difficult to implement mitigating measures (e.g. social care provision at local level)

Which direction?

- A highly mobilized consumer society
- Spring board for bringing about overall improvement

Discussion points

- What lessons might be learned from the Japanese approach to ageing?
- How can societies meet the two challenges- firstly making use of the resource that older people represent and secondly meeting the needs of growing numbers of frail elders?
- What value do we place on later life- what might be the goals and purpose for individuals?