

An advanced approach to the super-aging society: The Fukuoka 100 Project



Background and Reason for the Project

New community-building initiatives for abundant living in the fast-approaching super-aging society

Fukuoka City is one of the few cities in Japan where the population is increasing; however, while the elderly population aged 65 years or older is continuing to increase, the working-age population (aged 15–64 years) has virtually levelled off. Furthermore, the young population (aged 0–14 years) is anticipated to begin declining in 2020. Accordingly, the elderly population is continuing to increase, and is estimated to reach 24.8% by 2025 and 31.0% by 2040. Moreover, it is expected that the number of people requiring nursing care due to dementia and other illnesses will also increase.

Against this background, it is posited that in the future Fukuoka City will have increasingly greater and diverse healthcare and welfare needs, while the number of people providing these services will decrease.

In addition, because the percentage of the total population deemed to be of working age is declining, it is predicted that there will also be issues such as increases in social security expenses. Thus, in order to overcome these issues, in 2017 Fukuoka City launched the Fukuoka 100 Project as a sustainable social model for anyone and everyone to live a full life in good health.

Project Aims

Create a regional society that fits with the “Age of the Centenarian” through industry-academia-government-civic collaboration.

Looking ahead to the “Age of the Centenarian”, the project is promoting a sustainable social

model in response to the super-aging society, consisting of community-building initiatives that bring happiness to both individuals and society by incorporating new ideas and methods conceived by private enterprises and universities into government policies and measures, in addition to creating opportunities for residents to realise that that they, too, will be personally affected by the issues that will occur as the aging of society progresses, and begin working towards solutions.

Project Outline

Key words are “All Fukuoka” and “Sustainable Community-building Initiatives”

The Fukuoka 100 Project encompasses not only healthcare, medical care, and nursing care, but also community-building initiatives in a broad sense, including housing, community-building, and working styles, with not only government agencies but also local residents, businesses, and universities—“All Fukuoka”—working in industry-academic-government collaboration to promote the project. Below is an introduction of the project’s four main initiatives.

1. Dementia-friendly City Project

With the aim of creating communities in which people with dementia can live with peace of mind in their familiar neighbourhoods, various classes are held to teach local residents about methods for communicating with and caring for people with dementia, and guides for designing facilities that provide a comfortable living environment have been compiled.



Classes for local residents



Class at a primary school



Example of dementia-friendly designs

2. Community-based integrated care information platform

To enable elderly people who require nursing care to also live peacefully in a more familiar neighbourhood, data related to healthcare, medical care, and nursing care is collected and managed centrally, enabling

information collaboration among professionals in multiple medical and nursing care occupations, as well as regarding the visualisation of community needs.

3. Initiatives promoting shopping support

In response to residents' community-specific needs and said community's special traits (e.g. a lack of supermarkets nearby or an abundance of hills making shopping impossible), community-specific mechanisms have been created to provide shopping support in various forms, such as the establishment of mobile street stalls and temporary retail outlets.



Mobile street stalls

4. Project supporting active social participation by seniors

In order to build a society in which elderly people can play an active role in society for as long as possible, efforts are being made to create the environment and mechanisms needed to match elderly people who wish to work with companies through support for employment of the elderly and encouragement of companies to employ elderly people.

Features, Innovation

An advanced approach to the aging society that utilizes Fukuoka's strengths

Fukuoka City has the strengths of being a start-up city with an environment that supports people challenging themselves and a city that has an involved community while also being an urban centre.

Utilising the strengths of start-up companies with new technologies such as ICT, Big Data, and AI, as well as the strengths of the local community, efforts to extend healthy longevity and create an environment in which people needing support can live with peace of mind are being promoted through industry-academia-government-civic collaboration.

Results of the Project

The Fukuoka 100 Project aims to implement 100 new initiatives through "All Fukuoka" industry-academia-government-civic collaboration by 2025, and as of the end of November 2020 is currently proceeding with 70 initiatives.

Issues and Responses

The Fukuoka 100 Project is a community-building initiative movement for the "Age of the Centenarian"

Maintaining and improving health are said to be greatly influenced not only by an individual's own efforts to help themselves, but also various social factors in said individual's surroundings, such as their housing, community, school, or work environment.

Looking ahead to the "Age of the Centenarian", the key to creating a society that can truly rejoice at the prospect of longevity is thought to be the ability to promote initiatives as community-building initiatives in a broad sense while at the same time further expanding not only healthcare, medical care, and nursing care services but also the circle of participation by various industry-academia-civic actors.

Future Developments

We wish to make the Fukuoka 100 Project the global standard

Because the super-aging society and declining birthrate that Japan is currently facing is a situation that the world has yet to experience, previous rules of thumb cannot be applied.

Especially in Asian countries that are rapidly approaching Japan's level of aging society, many are focusing on Japan's initiatives as a model for the super-aging society.

By bearing fruit from this project, we intend for the Fukuoka 100 Project—which aims to achieve regional community-building in response to the aging of society through industry-academia-government-civic cooperation—to become a project that can be propagated throughout the world as a Japanese model for success, contributing to the world's efforts in countering the effects of society's aging.

Reference URLs

<https://100.city.fukuoka.lg.jp/>
("Fukuoka 100 Project" official website)

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