

Social Issues in Japan

★Population Decline

Present Population 127 million → estimated as less than 100 million in 2048

★Predicted social issues

Birthrate decline, aging society, decline of power of community, and shortage of revenue

★Issues of local governments

A big merger movement reduced the number of local governments from 3300 to 1700. Therefore, public services and facilities were merged and inconvenient.

Community Business will be a solution to substitute to poor public and local services and to enrich local citizens' autonomy.

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Concepts of Community Business

- 1. To create a work-life style with a view of a local community as a sphere of everyday life**
- 2. To create business and services which are required by local citizens**
- 3. To contribute to solving social issues and providing life-support services by using business approaches**
- 4. To create life-sized business within a work-life community.**
- 5. To utilize their local resources which have not been used or focused.**
- 6. To contribute to building a new social relationship and business partnership with a local community.**
- 7. To incubate local citizens autonomous workstyle and lifestyle, Community management.**

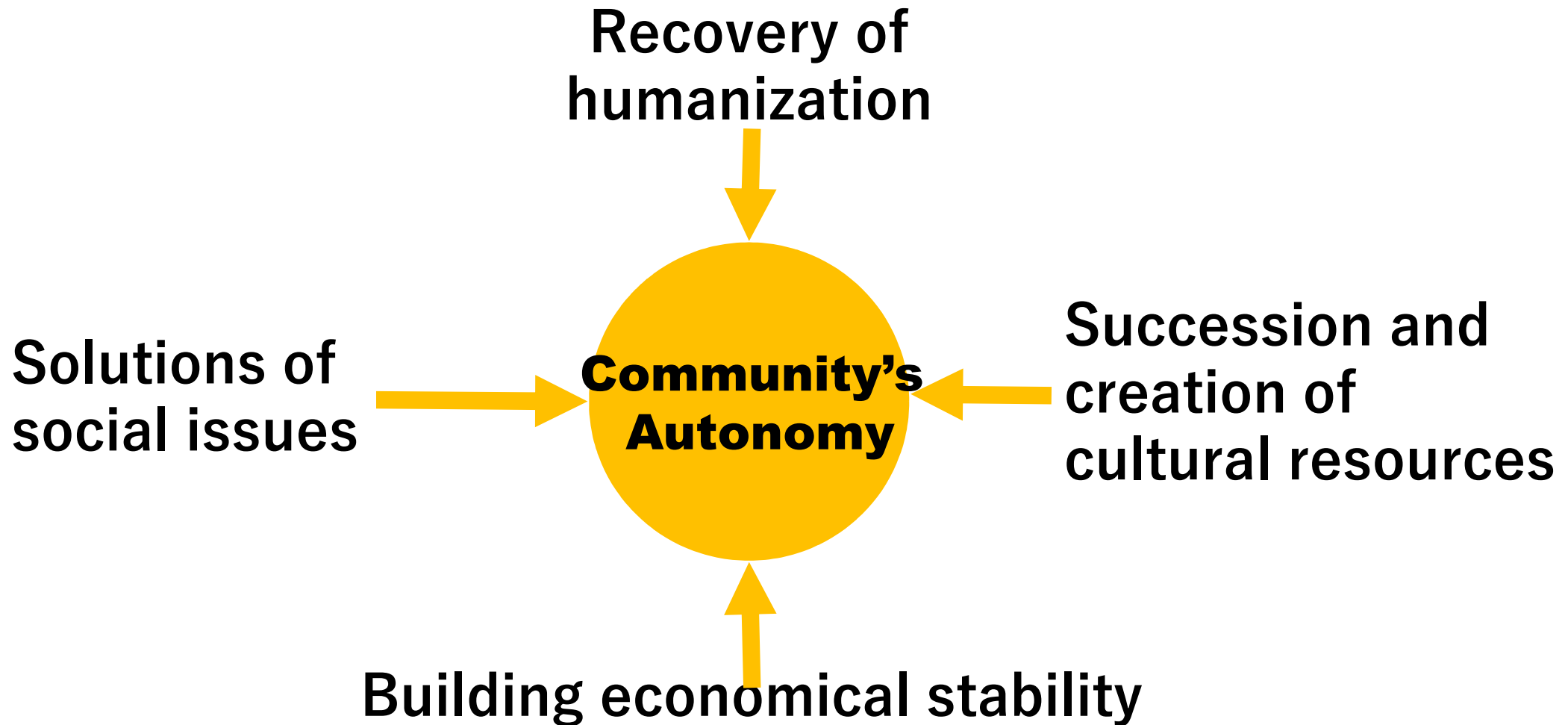
NAGANO MODEL : Japan ' s Sustainable Local Community

- 1. # 1 longevity in Japan (Male: #1, Female: #5)**
- 2. Face-to-face relationship in local community**
- 3. History and atmosphere of autonomy by local citizens**
- 4. Local community comparatively sustains communal ceremonial places (e.g. marriage and funeral)**
- 5. Strong attachment and pride toward their own community in all ages.**
- 6. Various jobs and work styles even for senior citizens**
- 7. Coexistence of up-and-coming spirit and diligence**
- 8. #1 in start-ups by seniors**

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Expected Effects of Community Business

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Sustainable Model of CB Management (Autonomous Economy)

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