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Itochu Corporation, SAP Japan Co., Ltd., LG CNS Co., Ltd.

Kokusai Kogyo Group, JX Nippon Oil & Energy Corporation, Shimizu Corporation

Sharp Corporation, Nikken Sekkei Ltd., Nippon Telegraph and Telephone Corporation

Hewlett-Packard Japan, Ltd., Hitachi, Ltd., Mitsui Fudosan Co., Ltd.

Mitsui Home Co., Ltd., Yamatake Corporation, e-solutions, inc

Smart City Planning Inc.

Full-scale Launch of the Flagship Kashiwanoha Smart City Project

On July 12, a joint press conference regarding the plan to build Kashiwanoha Campus City was held by the City of Kashiwa, Chiba Prefecture, the University of Tokyo, Chiba University, and Mitsui Fudosan Co., Ltd. An overview of the plan to develop Block 148, which will showcase the project in front of the Tsukuba Express Kashiwanoha-campus Station, was announced at the conference, marking the full-scale start of the development efforts to build a centralized energy management system for the area surrounding the station ("Kashiwanoha Smart City").

Smart City Planning, Inc., a joint venture founded in September 2009, established the Smart City Project, and together with Mitsui Fudosan Co., Ltd. has been engaged in planning and developing Kashiwanoha Smart City as its flagship project. The result is the creation of the Kashiwanoha Model, which sets out a plan for how Kashiwanoha Smart City should look in the future. Under this model, Smart City Planning, Inc. proposed to Mitsui Fudosan the introduction of an area energy management system (AEMS) that will enable visualization of the energy consumption of the entire area.

The Kashiwanoha Model was created by the industry-leading companies participating in the Smart City Project, including Mitsui Fudosan, and proposes a solution involving the creation of Kashiwanoha Smart City as an environmentally friendly city. The model is designed to enable creation of a problem-solving city that makes maximum use of nature's power through coexistence with the environment, equipping the city with state-of-the-art technologies, and proposing a new way of life to the community.

AEMS will be used to optimize energy operations in the region and maximize their efficiency, providing a platform for Kashiwanoha Smart City to grow alongside development of the entire region. By connecting together various facilities such as homes, offices, commercial buildings, solar panels, and secondary batteries, AEMS systematically allows residents and companies to see their energy consumption, encouraging them to conserve energy. In this way, AEMS would enable energy conservation to be promoted throughout the entire region. In addition to peak-cutoff and peak-shift measures already underway, more advanced and intelligent functions will be added in the future, with the goal of forecasting demand based on energy information analysis and enabling autonomous energy consumption optimization for the entire city.

The goal of the Smart City Project is to solve the environmental and energy issues facing the world in the future, as well as other social issues such as maintaining urban functions following disasters, with Kashiwanoha Smart City pioneering these solutions. The next step is to offer a model of what the world could look like in the future to cities within Japan as well as overseas.

■ History of the Smart City Project

In September 2009, based on a concept developed by the Future Design Center Incorporated Association (<http://www.fdc.or.jp/index.html>), leading corporations joined forces to found Smart City Planning, Inc. and commenced working on the Smart City Project (<http://www.smartcity-planning.co.jp>).

As of July 2011, the project has 18 members, including Itochu Corporation, SAP AG, LG CNS Japan Co., Ltd., Kokusai Kogyo Group, JX Nippon Oil & Energy Corporation, Shimizu Corporation, Sharp Corporation, Tsuneishi Holdings Inc., Nikken Sekkei Ltd., Nippon Telegraph and Telephone Corporation, Hewlett-Packard Japan, Ltd., Hitachi, Ltd., Future Design Center Incorporated Association, Mitsui Fudosan Co., Ltd., Mitsui Home Co., Ltd., Yamatake Corporation, and e-solutions, inc.

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