HASEKURA2.0 MISSION on SMART COMMUNITIES

16th-21nd November 2015
Barcelona, San Sebastián, Bilbao, Sant Cugat (SPAIN)

CO-ORGANISATION: HASEKURA PROGRAM, (www.hasekuraprogram.com)
JEUPISTE Project, (EU-JAPAN Centre for Industrial Cooperation)

COLLABORATION: Barcelona Activa, Bilbao International, ESADE Creapolis
Fomento de San Sebastián, Pompeu Fabra University,
Sant Cugat City Council

OUTLINE

1.BACKGROUND.
CITIES AND POPULATION: WORLD TRENDS AND THE JAPANESE CASE.

1. According to UN and World Bank's data, 54 per cent of the world's population lives today in URBAN AREAS.
2. TOKYO is the world's largest city with 38 million inhabitants. Though its population is projected to decline, it will remain the world's largest city in 2030.
3. The result of Japan Council's report shows that, by 2040 the population of WOMEN in child-bearing age living in half the municipalities across Japan will be less than half of what it was in 2010. This factor will provoke a dramatic reduction in population and even the EXTINCTION for many TOWNS in rural Japan (http://ajw.asahi.com/article/behind_news/social_affairs/AJ201405090063)
4. The reduction in fertility rates is accompanied by a significant increase in the ELDERLY population worldwide. The number of people aged 65 and over is expected to double as a proportion of the global population, from 7% in 2000 to 16% in 2050. In Japan, life expectancy already surpasses 83 years, the highest level in the world. In 1989, 65 years and older people accounted for 11.6% of Japanese population. In March 2008, the number of people over the age of 65 reached 21.6% making of Japan an "HYPER-AGED" SOCIETY. (http://wisdom.unu.edu/en/ageing-societies/)
5. A recent poll has shown an increase (31% from 20% in 2005) in the number of young Japanese who would rather live in the COUNTRYSIDE than in mega-cities. (http://www.japanfs.org/en/news/archives/news_id035071.html)

2. OBJECTIVES

HASEKURA2.0, in collaboration with JEUPISTE, will bring to Spain a selected group of Japanese experts to discuss with their European counterparts the following issues:

a. Is over-urbanisation an irreversible trend?

b. Can technology support the de-urbanisation and re-ruralisation of Japan and could this become a model for other developed countries?

c. Ageing societies represent a challenge and an opportunity for governments, administrations, companies and actors at the grass-root level. How can technology help planning elderly friendly, sustainable and pleasant cities for the future?

d. Are Smart Cities laboratories for testing new technologies or are technologies tools at the service of good *machidukuri* (community building)?

In line with the objectives of the JEUPISTE program , the HASEKURA2.0 MISSION on SMART COMMUNITIES encourages EU-Japan PARTNERSHIP building on INNOVATIVE projects related to SMART COMMUNITIES, in order to find solutions to pressing issues faced by advanced societies.

HASEKURA2.0 acts as a platform for:

a) promoting the "inter-localisation" of innovative and creative projects in regional Japan and in regional Europe
b) connecting EU-Japan SMEs and local governments who share similar ideas but, due to distance and language barriers, have little opportunities to work together.

3.STRUCTURE

Participants to the 6 days long “mission” will present their projects to international experts at the **Smart City World Exhibition** and participate in workshops with European companies. They will also meet MBA students, learn about local institutions-sponsored initiatives, exchange information with local entrepreneurs, visit projects, etc.

The program includes field trips to 3 medium-size Spanish cities (Sant Cugat, Bilbao and San Sebastián) that represent interesting models of smart *“machizukuri”,* combining history, landscape, gastronomy and technology that are important factors in retaining and attracting their population.

SCHEDULE

2nd half of October	ON-LINE INTERVIEWS with the participants
SUN15/ MON16.11.2015	JPN-BCN Pick up at the airport, transfer by taxi to the hotel, check in FREE TIME
ACCOMMODATION	**HOTEL ACTUAL** **carrer Rossellò 238** **08008 Barcelona** **Tel. (34) 93 552 0550**

DAY 1
MON 16.11.2015

11.45H	Meeting and self introduction of participants
11.55H	Transfer to Barcelona Activa (Business Promotion Bureau)
12.30-13.15H	PRESENTATION: "Barcelona and its economic development after the Olympics. Barcelona as a model Smart City" By: Judith Romera, Barcelona Activa
13.15-13.40H	"Barcelona's Smart Mobility" By Yuji Yoshimura, Laboratory urban DECODE, MIT Senseable City Lab
13.45-15.00H	LUNCH L'Actiu Restaurant
15.00-16.00H	WALKING TOUR of 22@ SMART CITY DISTRICT By Francesc Mirón, Barcelona Activa (ends at Barcelona Media)
16.00-17.30H	VISIT to ÀGORA Educational Centre for the elderly by Prof. Josep Blat, Pompeu Fabra University (UPF)

CONTENTS of the VISIT

Àgora is a very active association that organises plenty of activities for its members, based on a strong sense of community and democratic drive.
Àgora will introduce themselves and some of their recent activities related to technology: "WORTHPLAY", (worth playing games for elderly people (https://worthplay.upf.edu/)
"LIFE2.0" (a EU Smart Cities project launched in 2010 to develop a new social online service for elderly people to support their independent living and social interactions. The project involved universities, IT businesses and elderly associations from Finland, Denmark, Spain, Italy and Bulgaria.)

- Ms. Andrea Rosales (UOC and UPF PhD student), will introduce the ongoing project "Smartwatches and Elderly people";
- PhD candidate Ms Valeria Righi will present ongoing work on scaling community activities in Barcelona's Sant Andreu district.

EVENING	FREE TIME
19.30H	OPTIONAL: Welcome drinks with the HASEKURA Team BAR MUTH Pau Clarís nº 192 Tel.93 217 43 38

DAY2
TUE 17.11.2015 — BARCELONA-SAN SEBASTIÁN

05.15H	Transfer by taxi to Barcelona's El Prat Airport Check in and Departure to SAN SEBASTIAN
07.00H-08.10H	(VY2486 BCN-EAS) Arrival at San Sebastián airport and transfer to the hotel Luggage drop off and check-in
ACCOMMODATION	**NH COLLECTION ARANZAZU** **Ondarreta** **Vitoria-Gasteiz, 1,** **20018 San Sebastian** **+34 94 3219077**
09.40H	pick up at the hotel, transfer to FOMENTO de San Sebastián
10.00-11.00H	PRESENTATION: San Sebastián and its "Smart Community" model. by Mr Euken Sesé Sarasti, General Manager, Fomento de San Sebastián
11.00-11.30H	PRESENTATION: Smart Strategy by Ms Ana Aizpuru, Head of Clusters (Fomento)
11.30-11.45H	COFFEE BREAK
11.45-13.30H	PROJECTS PRESENTATION and ROUND TABLE by the Japanese delegation and local entrepreneurs/institutions (see attached LIST OF BASQUE PARTICIPANTS)
13.30-15.00H	NETWORKING BUFFET
15.00-16.00H	"DSS2016 San Sebastián European Capital of Culture 2016"
16.00-18.00H	VISIT to ITC companies: VICOMTECH (http://www.vicomtech.org/eu) by Mr Gorka Marcos, Director of Technological transfer IRISBOND (www.irisbond.com) by Mr Eduardo Jauregui, General manager
18.00-20.00	WALKING TOUR of the city center
20.30-22.30H	OPTIONAL: DINNER at a Sociedad Gastronómica*

DAY3
WED 18.11.2015 — SAN SEBASTIÁN-BILBAO-BARCELONA

09.00-10.00H	Transfer to BILBAO by public BUS
10.00-10.30H	Pick up at Bilbao Bus Station by Ms Gemma Rojo, Bilbao International http://www.bilbaointernational.com/en/ and Transfer by underground to Bilbao Metropolis 30 (Association for the Revitalisation of Bilbao Metropolitan Area)

10.30- 12.00H	PRESENTATION: "Bilbao's post industrial machidukuri" by: Mr Alfonso Martinez Cearra, Director General Bm30 PRESENTATION: "Bilbao Txokoak" (regeneration of urban spaces, competition for non professionals) by Ms Carolina Gutierrez, Bilbao City Council
12.00-12.45h	Brief walking tour of the old town and transfer by tram to the City Council
13.00-14.15H	PRESENTATION: "Bilbao, a model of urban regeneration, from an Industrial to a Creative City" by Mr Asier Abaunza, Councillor for Urban Planning
14.30-16.00H	LUNCH BREAK, Restaurant Mandoya
16.00-16.30H	Walking tour to the Guggenheim Museum
16.30-17.30H	PRESENTATION of the Museum project and its impact on the cultural life of the city. VISIT of the Guggenheim Museum by Ms Maria Bidaurreta, PR Coordinator, Guggenheim Museum
18.30H	Transfer to the airport by public transport CHECK-IN, departure to Barcelona
20.10-21.15H	(VY1429 BIO-BCN) Arrival in BCN, transfer to the hotel FREE TIME

DAY 4
THU 19.11.2015 — BARCELONA

08.30h	pick up at the hotel, transfer to FIRA de Barcelona
09.00-17.00H	SMART CITY WORLD EXHIBITION (www.smartcityexpo.com)
09.30-11.00H	WORKSHOP: "INTERNET OF THINGS IN THE AGEING SMART CITY - A FOCUS ON HEALTHCARE" http://www.jeupiste.eu/events/workshop-ageing-smart-city
11.00-11.30H	BREAK
11.30-14.00H	WORKSHOP: "TOWARDS A SMART AGEING SOCIETY: COMMUNITY BUILDING AND THE ROLE OF ICT. OPPORTUNITIES FOR EU-JAPAN COLLABORATIONS".
14.00-16.00H	EEN BROKERAGE EVENT
17.00-18.30H	VISIT to Hospital Clinic's R&D center http://www.idibaps.org/qui-som/en_index.html c/ Rosselló, 149-153 08036 Barcelona

DETAILS of the VISIT

17:00h: Welcome to IDIBAPS (institutional video)
17:10h: Presentation by Maria Victoria Sánchez-Vives (virtual reality)
17:25h: Presentation by Xavier Carné (ECRIN network)
17:40h: Presentation by Josep Roca (ICT-supported integrated care for chronic patients)
17:55h: Debate
18:10h: Visit to the Integrated care unit at Hospital Clínic of Barcelona
18:30h: End of the visit

20.00-22.00 OPTIONAL: NETWORKING DINNER
with local architects, entrepreneurs and JEUPISTE
RESTAURANT KAK-KOY (Michelin Starred Chef Hideki Matsuhisa)
carrer Ripoll 16, Barcelona

DAY5
FRI 20.11.2015 FIELD TRIP TO SANT CUGAT DEL VALLÈS, 20.11.2015

09.15-09.50H Transfer by FGC train from Barcelona to Sant Cugat

10.15-11.15H PRESENTATION at the St Cugat City Council:
"Flourishing in the shadow of a Metropolis. Sant Cugat as a model of sustainable intergenerational urban development."
By Representative of St Cugat City Council

11.15-11.50H WALKING TOUR (Smart Street, Park Bernill, Millennium Library, Auditori theatre)

12.00-13.20H VISIT OF ESADE CREAPOLIS Business Innovation Center

DETAILS of the visit:

12.00-12.30h: PRESENTATIONS (CREAPOLIS)

"Business Schools and technology: Opportunities for collaboration"
by Nuria Agell, PhD, ESADE Director, Department of Operations, Innovation and Data Sciences, Co-ordinator GREC (Research Group on Knowledge Engineering). ESADE is one of the world leading business schools

"ESADE Creapolis Innovation Ecosystems"
by Edgar Jordà General Manager and/or Elisabet Juan, Innovation & Entrepreneurship Director, ESADE CREAPOLIS.

"The CREAFUTUR Foundation"
by Charlotte Bouchet, General Manager. Creafutur is a private foundation, promoted by the Government of Catalonia and ESADE with the aim of identifying future business opportunities by analysing consumers' behavioural patterns and forecasting how they will evolve in future.
They have a strong current focus on city mobility.

"**TRIFERMED**"
by Marta Fernandez, Founder of Trifermed, organization that provides support to the pharmaceutical, biotechnology and medical device industries in the form of business development services outsourced on a contract basis.

12:30-13.00h	PRESENTATIONS by the Japanese delegates
13:00-13:20	FREE DISCUSSION
13.30-14.30h	PRESENTATIONS of the Japanese delegates at ESADE Business School and Q&A session with the MBA students
14:30-16.00h	LUNCH
16.00-17.00h	WALKING TOUR by Arch Yuichi Suzuki, resident of St Cugat, author of publications on Sant Cugat's Smart city model (団地再生 まちづくり４)
17.00H	Return to Barcelona CONCLUSION of the Mission. Questionnaire and discussion.

EVENING	FREE TIME
SAT 21.11.2015	BARCELONA-JAPAN
MORNING	Transfer to El Prat Airport Departure to Japan (arrival on 22nd November)

CONTACT:

Renata Piazza
Fonder & Director,
Hasekura Program
+34.692.220.619
SKYPE: piazzarenata
LINE: hasekurarenata
renata@hasekuraprogram.com
http://www.hasekuraprogram.com