

Panasonic's Challenge towards a Sustainable Smart Town (Fujisawa Sustainable Smart Town)

Panasonic Corporation

Fujisawa SST Outline

FujisawaSST SQUARE
(Urban design center)



Wellness SQUARE



- Area: 19Ha
- Household: 1,000
- Population: 3,000
- Schedule: Town opening in Spring 2014



Apartment Building

Commercial Facility



Committee Center



Detached houses



Targets to achieve eco, safety and peace of mind

Environmental Targets

CO2

70% reduction

(VS.1990)

Water consumption

30% reduction

(Comparisons with the equipment generally used in 2006)

Energy Target

Renewable Energy usage

over **30%**

Safety & Security Target (CCP)

Lifeline maintenance

3 days

CCP

* Community Continuity Plan
(A plan designed to remain in effect until the recovery of normal conditions in the event of emergencies)

Primary consideration for town construction

Town construction starts from proposal of smart community lifestyles.



Energy



Security



Mobility



Wellness



Community

Proposal of smart lifestyle



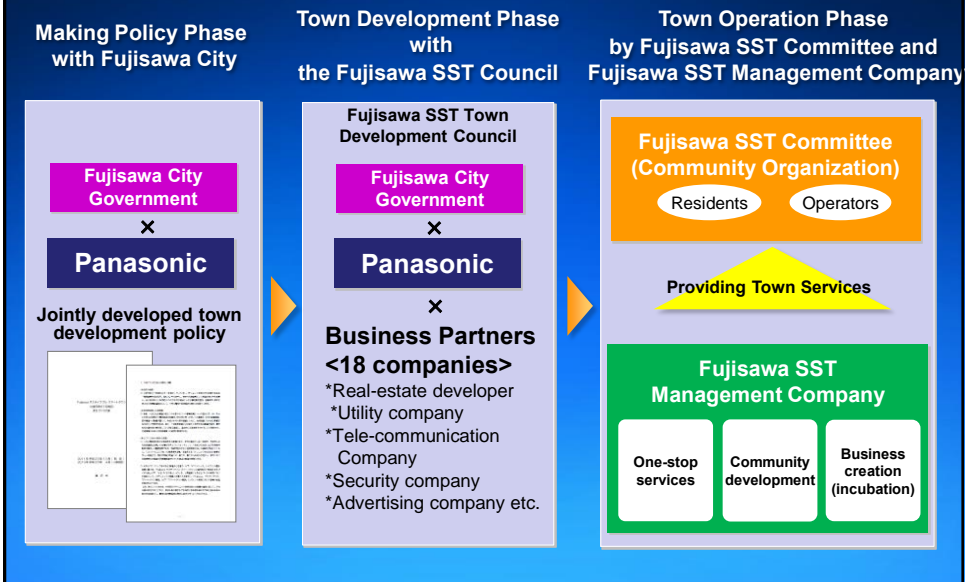
Design smart spaces



Creation of smart infrastructures



Working during the construction Period of the Town



Certification

The following certifications and awards were received:

- Adopted as a 'Model Project for Promoting CO2 Reduction in Housing and buildings' by the Ministry of Land, Infrastructure, Transport and Tourism.
- Adopted as a 'Business Promoting CO2 to Enhance the Value of a Low Carbon Society' by the Ministry of the Environment.
- Obtained the Rank S certification in CASBEE for Urban development.
- Certified as a 'Business for Promoting Town Development in Harmony with the Environment' by Kanagawa Prefecture.
- Panasonic Received the Zayed Future Energy Prize 2015, an award established by the United Arab Emirates government and managed by Masdar, for the Large Corporation category.
- Fujisawa SST won an award for "Good Design Award 2015" commending the design for "Regional/Community development and social contribution activities".

Logos for the Zayed Future Energy Prize and the Good Design Award 2015 are displayed at the bottom.