

The Third

Akita City

Age-Friendly City

(a city that is considerate of the elderly)

Action Plan



Aiming for the realization of an Age-friendly City



Amid a declining birthrate, and a rapidly aging and shrinking population, the city took a new perspective on measures towards aging. For this purpose, in 2009, the city agreed with the spirit of the Age-friendly City (a city that is considerate of the elderly) proposed by the WHO, and has begun measures to realize this concept.

In December 2011, Akita City became the first municipality in Japan to join the Global Network for Age-friendly Cities and Communities¹ established by the WHO.

The plan that has been formulated this time, the Third Akita City Age-friendly City (a city that is considerate of the elderly) Action Plan, seeks to respond to the challenges presented by the changing societal situation due to the diversification of value systems. For this purpose, the actualization of a higher dimension of an Age-friendly City is being aimed for through the cooperation of the three sectors of administration, citizens, and private businesses.

Basic Principles

In a society where the aging of the population is progressing, all generations wish to live meaningful lives while mutually recognizing one another in society. It is also the wish of all generations that as people age, they will be able to have a role, place to belong, and so on in their familiar neighborhoods. We consider making this a reality as an obligation of the prefectural capital of elderly Akita Prefecture.

To realize an Age-friendly City, it is essential for administrations, citizens, and private businesses to think together and take joint measures. With this collaboration as the central pivoting point, this plan sets the following basic principles as the form the city should aim for.

Conceptualizing and Creating an Age-friendly City Together :

Towards a Society Where Anyone Can Live Energetically With Rich Spirits

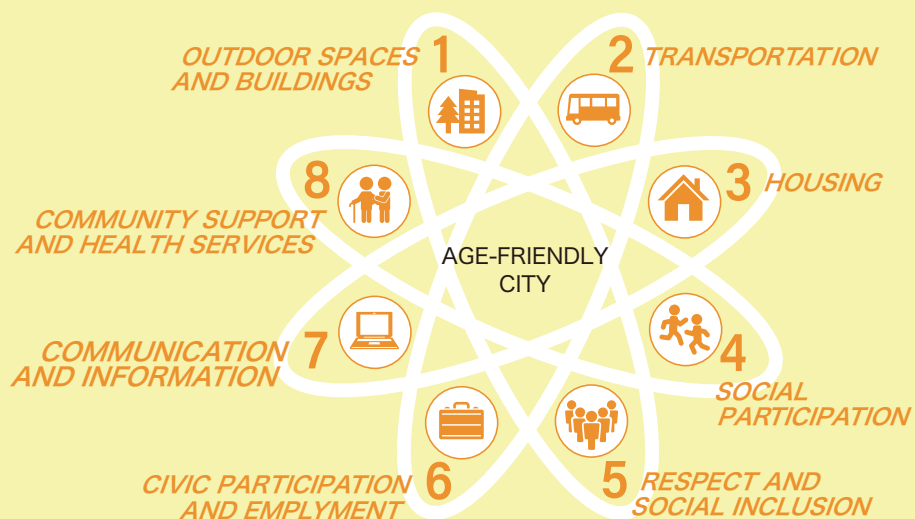
Based on this philosophy, we will continue to implement Age-friendly City measures and aim for a situation where anyone can think they are glad to have lived in Akita City.

Plan Period

The time period for this plan are the five years from the fiscal year 2022 to 2026.

8 interconnected domains of urban life

Based on the 8 interconnected domains of urban life as defined by the WHO, the city will implement various measures that will act as the direction for city creation as the means to realize the basic principles, with 8 fundamental goals being set from here on as well.



8 fundamental goals and measures

The city is aiming for the realization of an Age-friendly City through various measures for each of the fundamental goals, and will promote ever more effective measures while cooperating with others.

The Third

Akita City Age-friendly City Action Plan Initiatives Project

Fundamental goal 1



Develop outdoor areas and facility environments that are safe and secure, where anyone can pass time comfortably

- ① Maintain facilities and provide services that are easy for anyone to use
- ② Formulate a comfortable living environment
- ③ Create a safe and secure local community
- ④ Maintain the road environment
- ⑤ Implement measures for snow removal

Fundamental goal 2



Improve the convenience of transportation

- ① Promote the use of public transportation
- ② Guarantee means of daily transportation for elderly people

Fundamental goal 3



Maintain a living environment that can continue to be lived in comfortably with peace of mind

- ① Improve the convenience of the living environment for elderly people
- ② Prevent the isolation of elderly people

Fundamental goal 4



Create a sense of fulfilment throughout life, promote social participation, and so on

- ① Create places of social participation that respond to diverse values
- ② Support activities in local areas

Fundamental goal 5



Create local communities where all generations mutually recognize one another

- ① Reform how elderly people and an elderly society are considered
- ② Understand elderly people, and create a support system for them

Fundamental goal 6



Create opportunities for employment and civic participation for elderly people

- ① Develop an environment for the employment, and so on, of elderly people
- ② Develop opportunities for volunteering and other activities

Fundamental goal 7



Develop the informational environment for elderly people

- ① Create an environment where elderly people can easily obtain information
- ② Support elderly people in using digital technology

Fundamental goal 8



Create local communities where various daily life support services can be used

- ① Maintain a consultation counter
- ② Ensure complete health, welfare, and medical services
- ③ Ensure rich welfare activities in local areas

Vital Policies

We are setting up forms that we want our city to take, in order to respond to the problems gripping our social situation.



Form 1

A city that fosters an Age-friendly awareness among all age groups



Form 2

A city where people can see various lively community activities led by residents

We are planning for the promotion of activities in local areas so that elderly people do not become isolated. We are also continually making activities more visible and taking measures to hasten the provision of information even further. Alongside this, we are also thinking about local communities that are appropriate for a super aging society, so that mutual aid activities, daily life support activities, and so on led by residents can progress.

Heading into the era where people are expected to live into their 100s, we are aiming for a city where citizens can grasp the idea of aging positively. We are fostering awareness through measures such as setting up an Age-friendly City Day. In addition, we will promote the creation of opportunity areas where elderly people and others can skillfully use and enjoy various forms of communication, including those in the digital realm.



Form 3

A city where age friendliness can be felt nearby

Along with our partner businesses, we are aiming for the development of an environment that is easy to live in, where people can feel glad they lived here. We are doing this by expanding our Age-friendly partners across various fields, and promoting elderly friendly measures that make use of the strengths of businesses.



Form 4

A city where industry, academia, government, and the private sector work as one to take measures so elderly people can take active roles in a lively fashion



Heading towards a local problem solving system that can cover various types of avenues, we are working to be able to continually create new measures through cooperation between private businesses, citizens, NPOs, universities, and administrations. To this end, we will plan for the promotion of systems jointly created by industry, academia, administration, and the private sector working as one, and promote activities that match with the personal characteristics, lifestyles, and so on of various elderly people.



Future Estimates for the Aging of Akita City



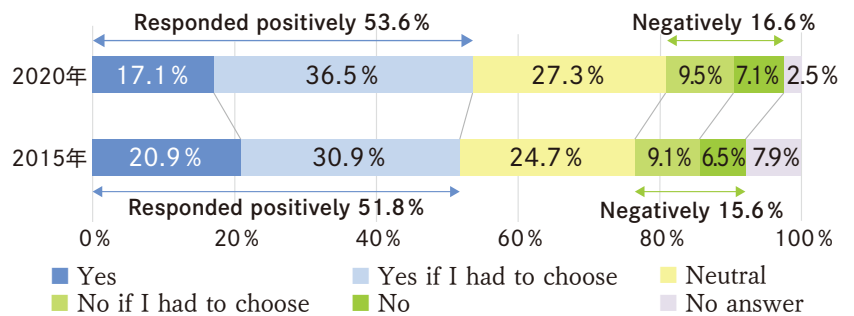
Current estimates predict that the population of Akita City will be around 226,000 people by 2045. The aging ratio, which is the percentage of people out of the whole population who are 65 years of age or older, is following a one way path upwards. It was 28.6% in 2015, and in the 30 years from then until 2045, it is expected to rise a lot, up to 46.8%, or nearly half of the total population. It is estimated that this rate will rise above the rate of the working population (those aged 15-64 years of age), which will create a situation where 1 person from the working population will be unable to support 1 elderly person of 65 years of age or older.

Key Indicator 1

Percentage of elderly people who feel they are able to live their own desired lifestyle

Q. Do you feel you are living your own desired lifestyle in a lively way, with a fulfilling life?

Out of the 65 years of age or older elderly people who responded, those who responded positively with either Yes, or Yes if I had to choose, amounted to 53.6%. Those who responded negatively, with either No, or No if I had to choose, amounted to 16.6%. There were many more people who answered positively than negatively.

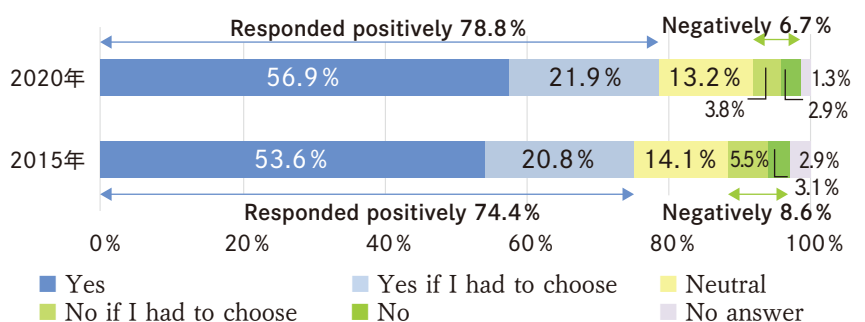


Key Indicator 2

Percentage of people who feel the city is a good place to live for all generations

Q. Do you want to continue to live in Akita City?

Out of everyone who responded, those who responded positively with either Yes, or Yes if I had to choose, amounted to 78.8%. Those who responded negatively, with either No, or No if I had to choose, amounted to 6.7%. Those who responded positively outnumbered those who responded negatively by more than ten times.



Main measures taken until now in Akita City

2009 Fiscal Year	•Began promotion of the Age-friendly City concept
2010 Fiscal Year	•Incorporated the concept as one of the growth strategies in the 12th Akita City General Plan
2011 Fiscal Year	•Began the Elderly Person Coin Bus Project •Began participation in the WHO Global Network for Age -friendly Cities and Communities ¹
2012 Fiscal Year	•Started the nursing care support volunteer program, and the listening volunteer training program •The city mayor presented examples at the 11th IFA Global Conference on Ageing, which took place in the Czech Republic
2013 Fiscal Year	•Formulated the 1st Akita City Age-friendly City Action Plan
2014 Fiscal Year	•Began Age-friendly City College relay seminars •Started publication of Age-friendly City newsletter
2015 Fiscal Year	•Established an Age-friendly City symbol mark •Started the Age-friendly Partner ² Creation Promotion Project •Started the Elderly Person Community Activities Creation/Support Project (until the 2017 fiscal year)
2016 Fiscal Year	•Formulated the 2nd Akita City Age-friendly City (a city that is considerate of the elderly) Action Plan •Founded the Age Gap Friends Club ³
2017 Fiscal Year	•Started the Film Festival for Those Using the Elderly Person Coin Bus to Go Out
2018 Fiscal Year	•Presented examples at the 14th IFA Global Conference, which took place in Toronto, Canada •Started the Age-friendly City Promotion Strategies Creation Workshop
2019 Fiscal Year	•Produced a television program to do things such as introduce Age-Friendly Partner measures
2020 Fiscal Year	•Administration collaborated with the private sector to construct a portal website for senior information

*1 WHO Global Network for Age-friendly Cities and Communities: A network established in 2010 by the World Health Organization (WHO) to further expand Age-friendly Cities, and plan for cooperation between all the cities

*2 Age-friendly Partner: Private businesses and organizations who support our Age-friendly measures, and that work with our city to implement measures that are considerate of elderly people, those with disabilities, and others

*3 Age Gap Friends Club: Currently the Akita Age Gap Friends Club. Organized with the goal of people having fun living in Akita for a long time. It does this through the exchange, awareness, and so on made possible by age gaps, by creating friendship relationships between people of different ages. Won the Good Design Award in 2018.

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The download page
can be found here



The 3rd Akita City Age-friendly City (a city that is considerate of the elderly) Action Plan can be downloaded from the Longevity Welfare Section's Homepage