

**United Nations  
International Day for Older Persons  
Prof. Dr. Toshio OBI  
Waseda University, Japan**



NewYork, October 15, 2015

# KEY WORDS

**Sustainability** — UN SDG 2030

**Ageing Society** — Silver ICT Innovation

**Urban** — Smart City/ Mega City

(900 million OP will live in cities by 2050)

**Age Inclusiveness** — Digital/Social Participation

**Madrid** Action Plan 2002

25<sup>th</sup> anniversary of **IDOP** 2015

**WSAS** — World Summit on Ageing Society

# Japan as NO.1 Super Ageing Society

- **Issue 1 Economic impact: Decline in growth potential**

- 1. labor shortage vs unemployed Seniors
- 2. Economic disparity = Rich vs Poor elderly

**Issue 2 Social impact: Increasingly heavy pressure on social security and medical system**

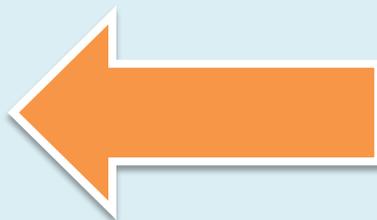
- (1) Pension system demands reform
- (2) Increases in medical and healthcare expenses
- 3. New big public projects for Ageing **infrastructure** in urban communities—old road /hospital/ school/building
- 4. Demographic revolution —**40%** of population will be 60+ in 2050 Long Happy life— Men 83 and Women 89

Increase of Older persons—**Silver Tsunami**  
Who will support them?

**Developed countries— OP become older after rich**  
**LDC—OP become older before rich**



**Need for Ageing  
Friendly  
Communities  
by cooperations  
among all Age /  
generations**



**2035  
One person  
finance  
OP**

# TOKYO –World biggest city



# Tokyo-Mega/Smart city

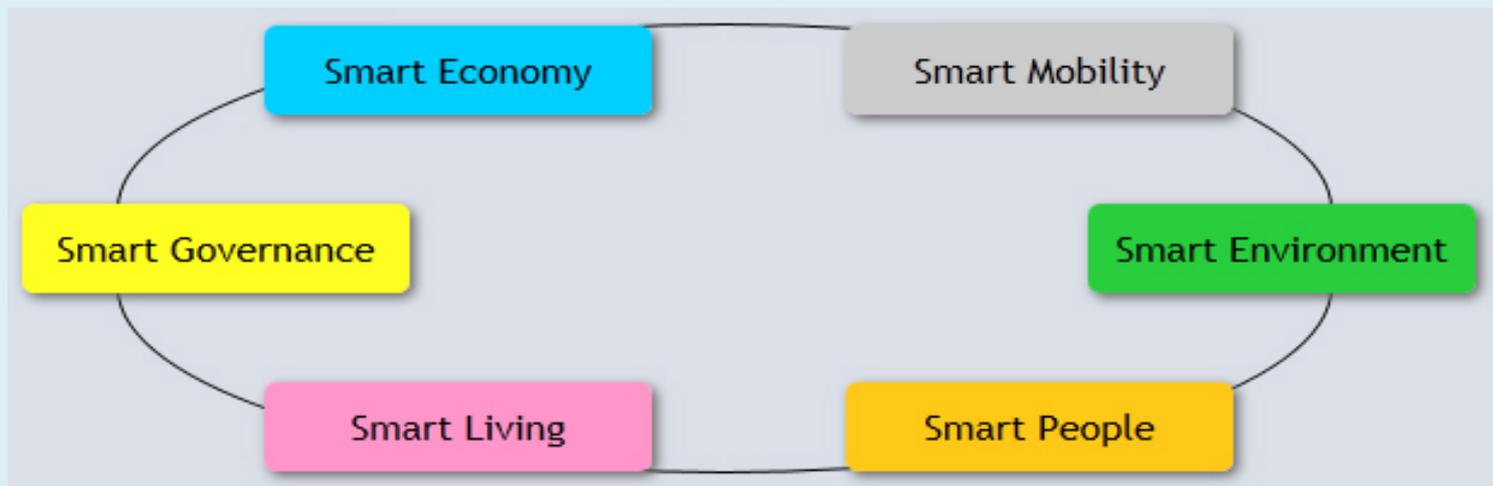
World most Clean, Safe, Convenient city

World Biggest city-25 million people

**GDP** – bigger than S.Korea.

**City Budget** – bigger than Indonesia

@90% of Japan population will live in urban area by 2050



# Urban Inclusive Problems

@ Urban **Poor** ← high cost of living+**Unemployed**  
(mismatched)older persons

(80% of retired persons want jobs. Only20% get)

@ Increase Wider **income and digital** gaps

- Lack of communication among the neighbors and **staying alone** at home
- Inconvenient ageing **infrastructure**—old and risky road /**building/railway**—need **Resilient community**

Another Urban problem  
Crowded by the elderly at hospital lobby  
**OP spend 60% of total medical expenses**



# Innovation in ICT application for ageing people

-Need Simple usability and affordability



IS01 by SHARP



IS02 by TOSHIBA



HTC Desire  
SoftBank  
X06HT



dynamopocket



dynamopocket



BlackBerry Bold™ 9700



Softbank



Docomo



TOUCH DIAMOND

# @DISASTER AND THE OLDER PERSONS

THREE-FOURTH OF THE VICTIMS IS

AGEING PEOPLE IN JAPAN

40% OF THE DISABILITIES

IS OP

**SDG** PRIORITIES—

INNOVATIVE ICT FOR

DISASTER



# Disaster-related Senior evacuees at School affected by East Japan earthquake

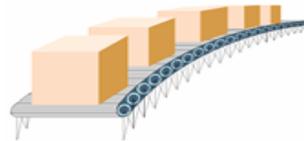


# Disaster Preparedness by age-inclusive at any Pre-disaster actions to avert loss of life & property

## Early Warning Disaster E for various situation



Controlling trains



Controlling factory lines  
--> To mitigate damage



To prevent  
traffic accidents



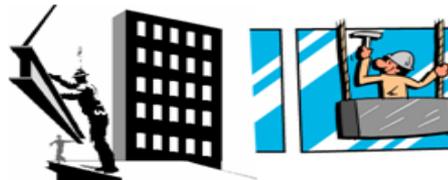
Controlling elevators  
--> To prevent people from  
being trapped



At home  
--> To enable personal protection



Suspending work in progress  
--> To avoid mistakes



Workers performing  
hazardous tasks  
--> To secure safety



Alerting schools and assembly halls  
--> To guide evacuation

# Global Network with academia and Gov/Business

## Activities of Waseda university Prof.Obi office

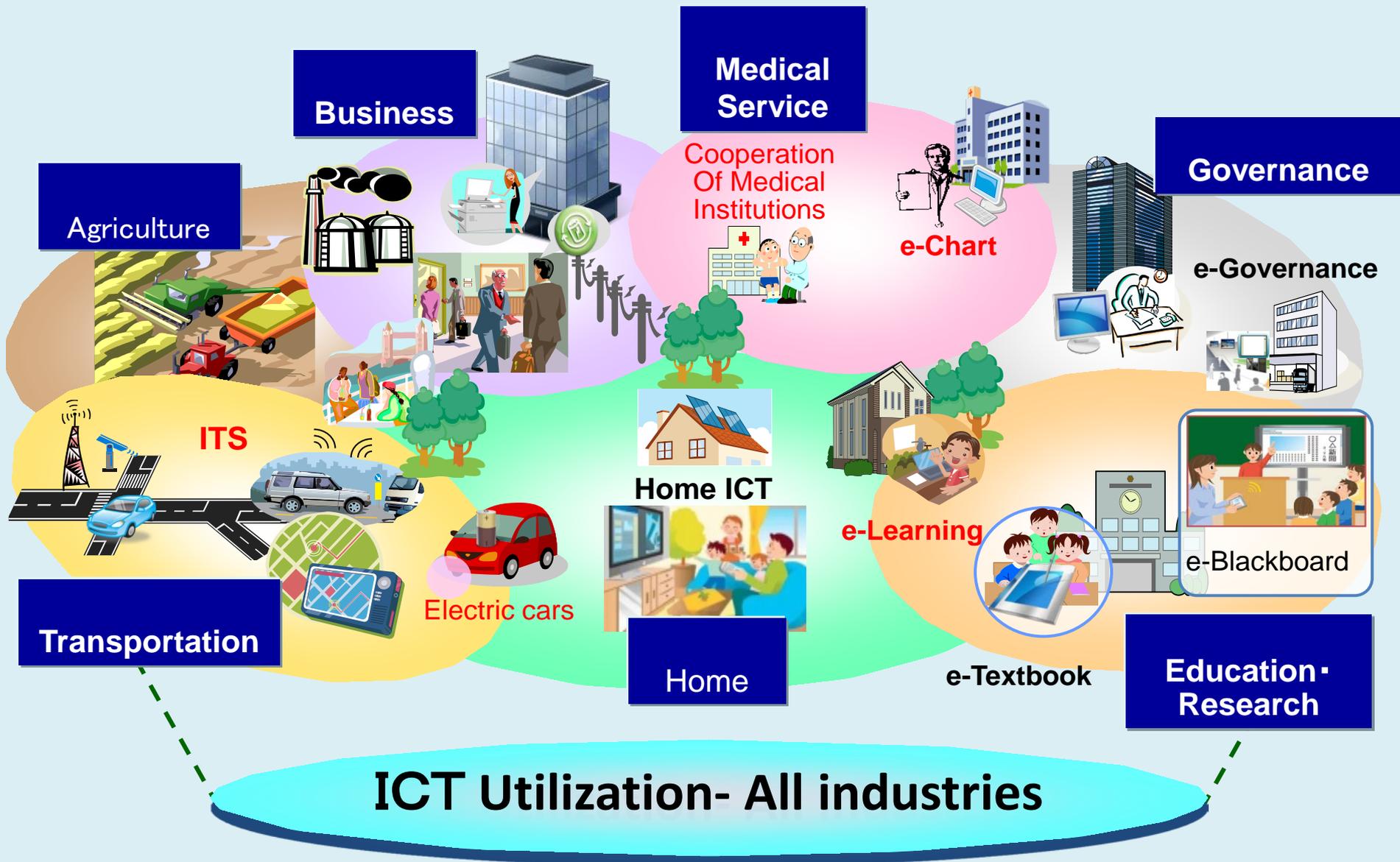
Prof. Obi as Chairs of  
OECD ,APEC ,Japan-EU,  
Japan-China on Ageing



# APEC project on ICT applications for People with Special needs "Ageing & Disability"

- Chair Prof.Obi Waseda University Japan
- Co-sponsoring's—Japan and Singapore, USA, Russia, Thailand, Philippines, Indonesia, China, S.Korea, and Canada
- Successful 4 APEC workshops from 2012–2015
- 4 factors = ICT [Accessibility + Availability+ Affordability + Usability for Ageing and Disability ]
- Topics:
  - Citizen centric, Community driven & Silver friendly PPP
  - Resilient healthy ageing community by ICT in APEC region
  - “Silver Digital Economy” and “Woman Empowerment”

# Promoting Social **Inclusion** by Smart-Community



# Robot Suit Hybrid Assistive Limb® for Well-being

- When a person tries to move their body, bio-signals is sent from the brain via moto-neuron. These bio-signals can be detected on the surface of the skin with sensors attached.
- applied for rehabilitation support and physical training support, ADL support for disabled people, heavy labor support at factories, and rescue support at disaster sites, as well as in the entertainment field.
- Adapting Mobility technology
- Robotic Nursing Care



# Criteria of SILVER ICT applications

**Silver industry will grow at \$ 27 Trillion by 2050**



## HOME ELECTRONICS

Smart home  
(supportive housing)  
Sensors by bed occupancy and  
nightlight  
Home safety alerts and GPS  
OASIS (open architecture for  
sensor)  
Remote for single living sensors  
Environmental controls  
Cooker safety  
Home treatment



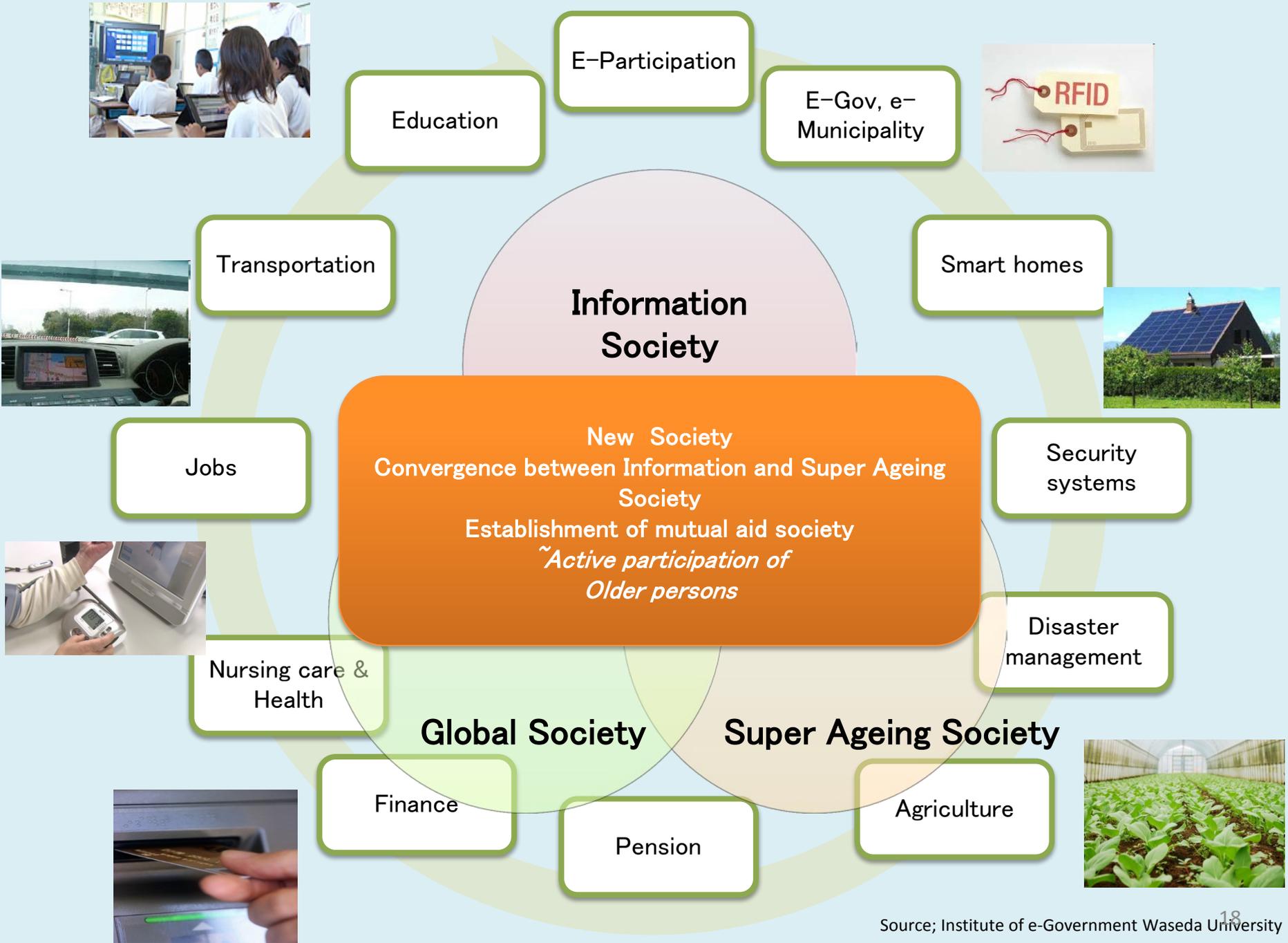
## HEALTHCARE

Telehealth (e-health)  
Health information  
management  
Telecare  
Just checking  
Robot care (Robot)  
Service innovation in  
hospital  
Dreaming (nursing  
home)  
E-carte  
Client monitoring  
system



## LIFE INNOVATION

E-inclusion  
Ambient assisted living Online  
shopping  
Net reservations with touch  
panel  
E-banking & e-payment  
ICT ethics for ageing  
TV-seniority and programs for  
the elderly  
Social alarms  
Social communication  
technologies  
Senior net talking  
Easy call, easy mobile and  
easy PC



# Solutions for Urban Inclusive Issues

- Renewal of urban Ageing **infrastructure**
- Training for new jobs and support on silver business as inclusiveness for Older Persons
- **Mutual** assistance of the neighbors in community
- New working styles with diversity such as **telework** and flexible –time work for Older persons by ICT
- Building Silver –friendly **smart city** with historical convergence of **Ageing and Information societies**
- Setting up **National Holiday** for respecting OP as Inclusion – UN=October 1 IDOP  
Japan =September 23 is National Holiday
- \* Cabinet Minister responsible for Ageing society
- \* **Positive Cooperation between DC and LDC**

Big change After 13 years from Madrid  
Proposal on **WSAS**(in 2018)  
**(World Summit on Ageing Society)**

Why we need Paradigm shift and great challenge with Global partnership–  
Better healthy life with OP dignity/HR

- MDG ⇒ SDG (Sustainable Development Goals)UN
- Skyrocketing increase of Older Persons– need Global

**Priorities and Grand design toward 2030**

- Ageing Issue – Minor in 2002 ⇒now **Major** Global Issue
- Historical Convergence of Ageing + Information Societies
- Rise of “**Super**–Ageing Society=**Japan**” as world pioneer model and the Best practices learnt from Japan
- Comprehensive Digital Tech Innovation as solution model
- Shift to Ageing Society will affect huge social changes for healthcare/  
Infrastructure / Pension with Social cost

