

Accelerating the development of MEGURU STATION® to address community, business, and social issues



Four major community challenges

- ▶ Population drain
- ▶ Declining employment opportunities
- ▶ Aging and shrinking population
- ▶ Rising costs of social security programs



Business issues

- ▶ Promoting a circular economy
- ▶ Developing a circular business model
- ▶ Making greater use of recycled resources
- ▶ Dealing with plastic waste



Global environmental issues

- ▶ Depleting natural resources
- ▶ Climate change
- ▶ Surging energy consumption

Redesigning
communities

MEGURU
STATION®

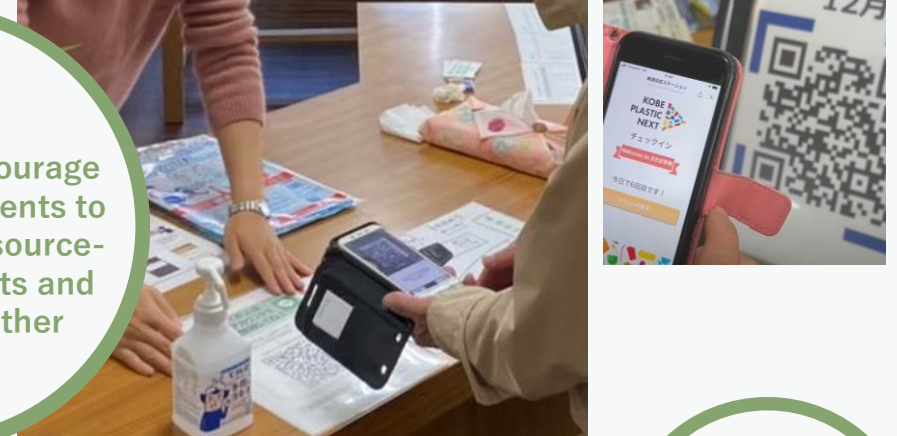
MEGURU STATION®

is a resource-collection site that promotes mutually supportive engagement among community residents

Collecting
sorted
household
garbage and
recycling it into
usable
resources



Using ICT
solutions to encourage
community residents to
participate in resource-
circulation efforts and
engage with other
residents



Promoting
local businesses
and residents'
well-being



Building a
mutually
supportive
community
around the
station



Value MEGURU STATION® offers

Sites of proof-of-concept field tests

Tachiarai, Fukuoka; Kobe, Hyogo; Ikoma, Nara; Minamisanriku, Miyagi

01 Mutually supportive community

02 Resource circulation



Assisting in caring for and watching over children



Assisting in watching over the elderly
Promoting intergenerational engagement among residents



Selling local specialties
Offering trial use of new products



Collecting sorted household garbage



Flea markets for used items
Everything-is-free stores



Collecting of used products directly from end users by manufacturers for recycling



Municipalities

Reduce costs of social security and welfare programs

- ▶▶ Costs of medical care, single-household support, and childcare support



Residents

Make residents feel more secure

- ▶▶ from being able to engage with others and live in a mutually supportive community



Businesses

Use information about consumer trends and resource consumption

- ▶▶ Optimizing the supply-and-demand balance of resources and products



Municipalities

Reduce environmental management costs

- ▶▶ Costs of collecting, transporting, incinerating, and putting household waste into landfills



Residents

Live more ecological and comfortable lives and become more environmentally conscious

- ▶▶ Discarding garbage any day of the week and making everyday lives more ecological



Businesses

Engage in a circular economy and reduce procurement risks for materials

- ▶▶ Collecting the makers' own branded products for recycling, and establishing a closed-loop resource procurement system

Redesigning communities

MEGURU STATION®

Verifying MEGURU STATION®'s benefits to people's health and well-being

Sites of proof-of-concept field tests Ikoma, Nara

2019: AMITA managed the station under contract from the Ikoma city hall.
From 2020 to 2023: The community association had been managing it with a subsidy from the city hall.

MEGURU STATION®
designed for Ikoma

The number of resident visitors* during 2021:

7,125

Community Center

Community center located right next to the station and managed by the association



*Residents have their QR codes scanned at the counter when they bring in garbage for recycling.

Project for FY 2021

Conducted joint research with the Center of Preventive Medical Sciences at Chiba University.

▶▶▶ The research proved scientifically that MEGURU STATION® had a **positive psychosocial impact** on the health and well-being of residents who regularly used it over the six-month period.

data 01

Resident users were found to have **greater opportunities** in:

01 Engaging with others

02 Engaging in community service

03 Engaging in community activities

04 Going out

I feel more positive about what I do

Residents who used the station (n=136)

69.1%

Residents who did not use the station (n=295)

51.5%

data 02

Furthermore, among residents who used the station, **more significant changes in mental state** were observed in those who visited the community center often than in those who visited less often.

I feel more positive about the future

I feel more positive about what I do

I feel happier



This finding presents an argument for the station's potential to mitigate people's nursing-care risks and curb cumulative nursing-care costs.

Redesigning communities

MEGURU STATION®

Developing and testing an urban type of MEGURU STATION®

The need for a mutually supportive community is becoming evident, not just in rural areas but also in urban areas.

Sites of proof-of-concept field tests → Kobe, Hyogo



Kobe Community Support Center
2F

AMITA signed a contract with the Kobe city hall

- Project** | Assisting in developing and managing a system to collect plastic waste from residents for recycling
- Periods** | Contract period: From June 30, 2021, through March 31, 2022
Field test : From November 1, 2021, through January 31, 2022

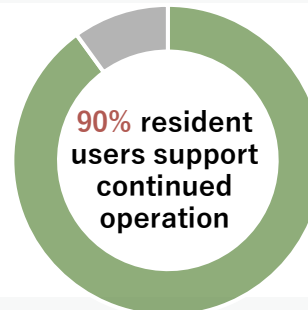
Outline | We set up a dedicated plastic-waste collection site in Kobe to increase the recycling rate of plastic waste in the city.

▶▶▶ The station also served as a community hub that promoted mutually supportive engagement among residents, which was the first of its kind in Japan.

The number of registered users : **455**

- Supporting organizations** | ▶ This was a prototype of an urban MEGURU STATION®.
- ▶ Members of J-CEP and other organizations in diverse industries joined forces in this project.

Result of user survey



The program has been extended beyond the test period at the request of residents.

Residents like it so much that it has turned into an ongoing program.