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研究成果報告書

研究課題名

地域あんしんシステムを実現するためのソーシャルビジネスの創成

Social System Design Project:
Launching of Social Businesses to Reassure the Community

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Abstract

The greatest challenge facing Japan today is the country's aging population — an extremely serious problem that can only be solved if Japan takes a leading role in the search for a solution. In our effort to squarely address this challenge, our research group organized the “Social System Design Project: Launching of Social Businesses to Reassure the Community”. For more than four years, we have been fulfilling our mission with the help of research grants from Secom Science and Technology Foundation.

The purpose of the present research is to design a social system that will support all aspects of the daily life of the elderly, including health, medical care and nursing care. We have been working towards the following three goals:

First, R&D of a vision of community reassurance that encompasses support for health, medical care, nursing care, elderly care and other aspects of daily life, as well as residential environments.

Second, as a basis for launching a community reassurance system, we are working to develop an information-system network together with a residential environment support system, and to operate them in an actual community environment to demonstrate their usefulness.

Third, to create community businesses (social business) that will support and further expand the above prototype systems.

The Suwa Nagayama area in Tama New Town was selected for implementation of the project. There, a community research base was established, and the project's researchers have been facilitating activities, each with specific research and development targets. Project members include people who have been practicing in Tama New Town as architects, doctors and community activists; those members contribute to a larger share of project activities. Furthermore, significant progress has been made in establishing tangible relationships with community residents and local governments.

Conducting the aforementioned activities has enabled clarification of the purpose and effects of the system to be created. The role of and the relationship between the elderly/residents and the local organizations/governments supporting various services have also been analyzed. The specifics of comprehensive services to be provided, as well as appropriate relationships in terms of information sharing, business co-operation, and responsibility sharing within the project have also been discussed. What resulted from those discussions was the design for a “Community Reassurance System Model”, which we decided to implement.

It was decided that this “Community Reassurance System Model” be applied to Tama New Town. We decided, as the first step, to develop and promote the “Daily Life Consulting System” and “Reassurance Communication Network” as the Model's tangible infrastructure bases. After this, a support system for residential environments (a support system for residence selection and relocation) will be developed, to make the Model a comprehensive system.

These systems being developed by inter-disciplinary researchers, community activists (medical personnel, nursing-care personnel, institution personnel, daily-life-support organizations, etc.) and development engineers are now at the stage of final demonstration testing. With ordinary information systems development, the party deciding on the specifications (the ordering party) and the party developing the system according to the specifications are divided, making goal sharing difficult, and resulting in poor achievement. Our community reassurance system is being developed through close contact among community activists who constantly deal with the elderly, editors of information contents, and information technology developers.

The specifics of the above two systems are as follows:

Daily-life Consultation System

1. A website information and communication technology (ICT) system for relieving worries and solving problems encountered by elderly people.
2. The users of the system are assumed to be elderly people, their families, and relevant personnel, as well as navigators/instructors of organizational bases in the city.
3. The system is dynamic and ambitious, in that both the elderly person and the people associated with him or her, and the people providing support are expected to grow through participating in the system.
4. During FY2011, demonstration tests will be conducted at “Fukushitei” and “Nagayama House”, which are known as places where elderly people gather.
5. Information about the demonstration tests will be disseminated to relevant people both inside and outside of Tama New Town.
6. The pilot system is expected to function as a standard model system applicable in various places in Japan.

Reassurance Communication Network

1. A system to be used by medical, nursery and institutional staff supporting the elderly to convey information concerning elderly persons to nonresident family and related people is currently undergoing demonstration tests.
2. It is hoped that quick entering of information on the condition of an elderly person as a cell phone voice message will contribute to the building of mutual trust.
3. A service that enables the staff of a nursing home facility to convey the situation of a resident to nonresident family members and other relevant people is currently undergoing a demonstration test.
4. A system for doctors, nurses, care managers, care workers, etc. to share information concerning the elderly person is also undergoing a demonstration test.
5. In line with the current ICT use environment, these systems make use of cell-phone voice messages. Implementation signals of voice input have already been automatically delivered as

e-mail messages. The system will be made multi-terminal/multi-media in the future, in order to enable the use of cell phones, PCs, etc., and voice and e-mail messages as appropriate.

6. The pilot system currently undergoing demonstration testing will be a standard model system.
7. In the initial stage of the project, a monitoring system was developed to automatically send doctors' voice messages to elderly patients, who send their reply concerning their health condition by pressing buttons. This monitoring system has already been put into practical use.

The above-mentioned two systems will be integrated in the next stage, to form the Reassurance System. Connections will be made within and among communities to create a network. Furthermore, we plan to move forward with the development of a support system for residence selection and relocation in accordance with people's life-stage. At the same time, the business vision/program is being formulated to create community businesses (social businesses) which will function as the backbone of business entities in the "Community Reassurance System Model".