

Summary

● Opening article

Analysis of behavioral change methods to promote energy-saving behavior

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This paper attempts to systematize behavioral change methods aimed at energy conservation. It takes up seven methods, including the two-stage model of environmentally conscious behavior, nudges, and Shikake-gaku, categorizes them into logical and intuitive approaches, and analyzes which methods are suitable for which types of actors (those who are desired to carry out the behavior). It also categorizes actors into four types, organizes behavioral change methods suitable for each type, and presents a procedure for selecting a behavioral change method. Finally, the paper presents an example of how a logical approach to distributing energy conservation reports can reduce household energy consumption.

Keywords: Decarbonized society, Behavioral change, Nudge, Energy conservation, Systematization

● Research paper with referee reading

New Industrial City Plan and Its Impact on Fukuoka City South Area during the War
- Focusing on the Opening of Sakuranamiki Station -

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Fukuoka City has a vast area as an ordinance-designated city, and the southern part of the city formed Kasuga City, Onojo City and others (former Chikushi County). During the war, a military city plan called the “New Industrial City Plan” was implemented in this area as a national policy, which led to the establishment of an army arsenal and the zoning of the area for housing of workers and military personnel. After the war, U. N. occupation forces were stationed in the area. These city plans during the war included not only the extension of the Nishitetsu Line to Hakata Sta., but also ambitious plan as a “satellite city” of southern Fukuoka, such as a new station between Zasshonokuma Sta. and Kasugabaru Sta. and a commercial and office center designated to surrounding this new station. This indirectly resulted in the opening of the new station (Sakuranamiki Sta.) in 2024 over half a century later. This urban planning history of Fukuoka City South Area suggests the importance of the integration of urban infrastructure and transportation system not only in the city center but also in the fringe of the city, for the sustainable development of Fukuoka City.

Keywords: New industrial city planning, Nishi-Nippon Railroad, Sakuranamiki Station, Fire prevention street

● Research Report

The Impact of Bus Driver Shortage on the Growth of Fukuoka City and Countermeasures

- The Reconstruction of Bus Route Networks and Sustainable Urban Transportation Policies Are Needed -

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The shortage of bus drivers is becoming a serious issue. Looking at the age distribution of holders of the second-class driver's license (for buses and taxis) in Fukuoka Prefecture, 87% are aged 50 or older, 44% are aged 70 or older. Without progress in renewing this workforce, the impact on the bus routes in Fukuoka City, which are used by about 400,000 people daily, is inevitable. On the other hand, in France, the Constitution guarantees the "right to transport," and local and regional governments manage public transportation comprehensively, with independent funding sources for transportation. Through integrated public transportation policies that respond to changes in industry and urban structures, France is enhancing the sustainability of its cities. In Japan, since the Meiji era, except for the national railways and some public transportation services, public transport has mostly been maintained by private businesses. This study will explore examples where local governments and residents take an active role in maintaining public transportation and will propose a strategy for reconstructing and sustaining Fukuoka City's bus network, based on the city's strengths, and for developing a sustainable urban transportation policy.

Keywords: Driver shortage, Reduction and discontinuation of bus services, Urban Transportation Policy, Integrated Policy, Resident participation, Internalizing

● Research Report

Decarbonization Efforts of SMEs

- Current Status and Challenges -

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Green Transformation (GX) is positioned as a key pillar of national policy and is seen as an opportunity for the creation of new industries. On the other hand, many small and medium-sized enterprises (SMEs) in Fukuoka City and the surrounding areas do not recognize the direct relevance of GX-driven technological innovation and decarbonization to their own businesses. The adoption of energy-saving equipment is primarily seen as a means to reduce fixed costs, and there is little awareness of decarbonization or new business opportunities. This study aims to clarify the current state and challenges of decarbonization among SMEs, analyzing the factors contributing to stagnation as well as their unique awareness and behaviors. Through surveys and interviews, the study will focus on five key areas: "the extent of impacts caused by climate change," "challenges other than decarbonization," "awareness and implementation status of decarbonization," "motives for decarbonization," and "barriers to decarbonization," in order to deepen the understanding of the current situation and challenges of SMEs' decarbonization efforts.

Keywords: Decarbonization of SMEs, Decarbonization in Fukuoka City, Survey, Interview

● Research Report

A Study of Organization Management for Employment and Retention of Foreigners - Toward Realizing the Global City of Fukuoka -

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This paper will examine the management and organizational structure of foreign human resources by looking back at Barnard's theory, which has influenced business administration to utilize the skills and abilities of diverse human resources, especially foreign human resources, in organizational units. In order for Fukuoka to grow as a leader city in Asia, it must take advantage of a wide range of human resources. Thus, this paper reflects on Barnard's theory of how organizations can be made to work with foreigners and explains the importance of objective benefits, called inducements, that can be reflected in the hiring management of local firms and in city policies toward internationalization.

Keywords: organization management, employment of foreigner, Barnard theory, inducement, objective benefit

● Research Report

The Living Lab Implementation Process for Human Resource Development - A Case Study of the Fukuoka Directive Council's Initiatives -

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The living lab, a method of open innovation, has begun to spread in Japan from 2010s. In recent years, there has been an increasing number of cases of its implementation in local governments as a "framework to support innovation and sustainable development within communities." The Fukuoka Directive Council carried out the urban development project of the area starting from expressways from 2018 to 2023 with Saga Prefecture's Ogi City and West Nippon Expressway Company Limited (NEXCO-West) and integrated the living lab approach into their initiatives. Through the introduction of the living lab, not only were solutions born from co-creation activities, but there was also visible growth in how the implementing side approached challenges arising between stakeholders, as well as in the operational capabilities required for facilitating co-creation activities. This report focuses on the changes in the awareness and behavioral transformation of the local government staff members who were responsible for the operation, in conjunction with the overall initiative, and clarifies the competencies required in co-creation activities. It also examines the effective process for introducing living labs, which leads to human resource development.

Keywords: regional development, living lab, business creation, FDC, human resource development, rural regeneration, open innovation

● Research Report

Fukuoka City Enhances its Global Presence - Evolution of Fukuoka City, a “Global City” Driven by the “Professional Service Industry” -

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Although Fukuoka City has been rapidly internationalizing in recent years, the presence of “FUKUOKA CITY” in the world city evaluation ranking is still not sufficient, and there is still a gap compared to European cities and other cities. On the other hand, compared to cities of the same size as Fukuoka City in East and Southeast Asia, Fukuoka City has a relatively high international reputation. In order to become a global city chosen and valued by the world, “global companies” are a major factor nowadays. And, in particular, the location of the strategic and central functions of the companies has become particularly important. In order to accelerate the transition to a global city, along with attracting such companies, it is important to have specialized service providers to whom global companies outsource areas such as finance, accounting, and legal services. Fukuoka City has a certain concentration in the professional service industry, which is now becoming a representative industry of the city. By taking advantage of this strength and strengthening cooperation with global companies, Fukuoka City can further accelerate its transformation into a global city, increase its presence in the world, and become an “Asia’s Leader City” among cities of the same size in East Asia and Southeast Asia.

Keywords: Global City, Internationalization, Global company, World City Ranking, Professional Service Industry, Asia's Leader City

● Research Report

Research on Environment-Conscious Behavior Toward a Carbon-Free Lifestyle - Survey Results on Behavior Classification by Life Stage in Fukuoka City -

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This paper reports the results of a questionnaire survey conducted prior to group interviews that are planned to clarify the factors that impede citizens' transition to a carbon-free lifestyle. In addition to the tendency of participants to engage in environment-conscious behavior, the questionnaire survey asked participants about their efforts in actions that lead to carbon-free behavior and their awareness of environment-conscious behavior, assuming that participants would be divided into groups according to their life stage. The results showed that participants had a relatively high level of environmental awareness, but were largely divided into two types: those who engaged in carbon-free behavior and those who did not. In addition, some respondents were interested in ethical consumption, which involves purchasing eco-marked products and recycled materials, but were not yet able to engage in it. Ethical consumption requires information and knowledge about environmental considerations, but many respondents did not know of anyone who could teach them about carbon-free behavior or where to find advice. Creating opportunities to talk and seek advice about carbon-free lifestyles could be one way of promoting carbon-free lifestyles.

Keywords: decarbonization, environment-conscious behavior, questionnaire survey