

# REALIZATION OF NEXT GENERATION ENERGY SOCIAL SYSTEM THROUGH COLLABORATION, CASE STUDY OF FUJISAWA SST

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Panasonic group is developing a new city by making effective use of factory sites which had contributed to the development of industries and areas. We have named the sites "Fujisawa SST", we are trying to improve the value of the location with partners of local governments and related companies.

Fujisawa SST in Fujisawa City, Kanagawa Prefecture, making use of the former site of the Fujisawa factory, has 1,000 houses, commercial facilities, hospitals and public facilities.

Fujisawa SST is a consortium composed of many private companies. In traditional urban development, housing construction and infrastructure development had been prioritized. Companies such as power companies, gas companies, housing makers, etc. had only the responsibility for "holding a place", and there was no concept that companies would create diverse values through collaboration.

Fujisawa SST project has been established as a city plan with the main target of creating a low-carbon city. And by collaboration among companies, we will realize the idea of creating diverse values throughout the city and enhancing the appeal of the city.

Fujisawa SST emphasizes the creation of a city with an environmentally-friendly focus, including the goal of reducing carbon dioxide emissions by 70% from the 1990 level and reducing water consumption by 30% throughout the city there. For this purpose, we installed a photovoltaic power generation system, an electrical energy storage system (Lithium-ion battery system), a fuel cell system in all houses. Residents can create energy by utilizing these equipments and be self-sufficient.

After listening to the voices of the residents, we added concepts of a good town, combining ideas with technology and services. In other words, features such as:

- 1) aging countermeasures
- 2) energy security (the countermeasures against blackouts)
- 3) safety and security of the city

These three points will be increase the asset value and spatial value of the city. The knowledge and experience gained by Fujisawa SST will be used to make a next-generation urban smart city required worldwide. Towards 2020, using this experience, Panasonic group will create a town that the world can be proud of.

In this presentation, I will describe the system configuration and new activities of Fujisawa SST.

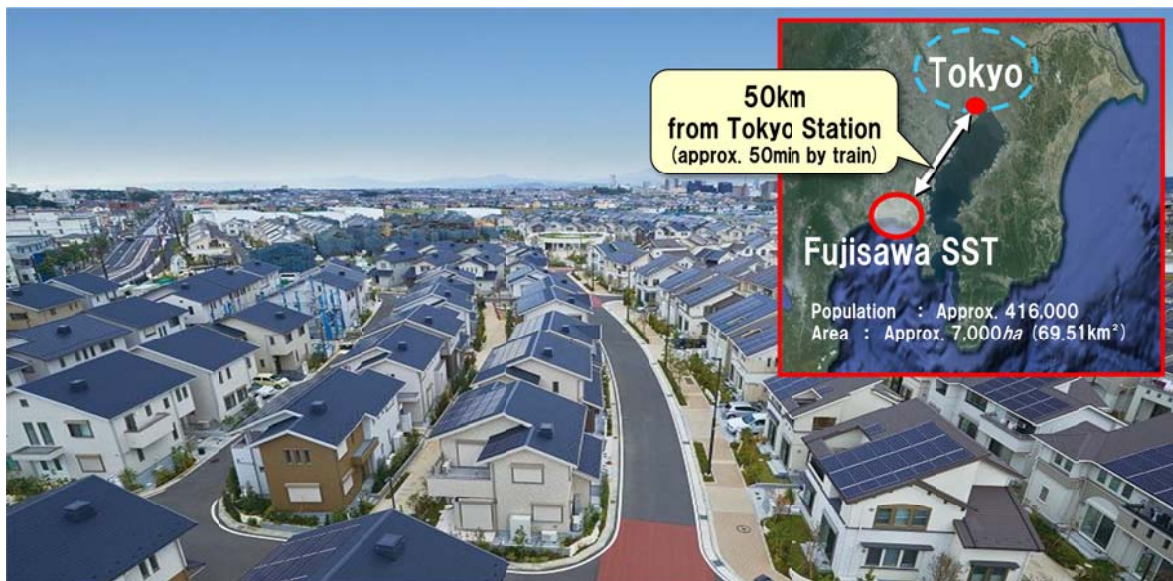


Figure 1: Overview of Fujisawa SST