

# Smart East PoC Program2020 Application Guide

## 1. Program Summary

### (1) Purpose of program

To create “Fukuoka Smart East”, an urban area with a comfortable, high-quality lifestyle and urban spaces through introducing cutting-edge technological innovations. The ultimate goal of the project is to sustainably develop the area to solve various urban developmental challenges and other social issues, such as declining birthrates and an aging society. Continuing our efforts from last year, Fukuoka aims to conduct proof of concept demonstrations of advanced technologies and innovative business models in the urban development of Hakozaki, to clarify the feasibility of smart cities in order to make Fukuoka Smart East a reality.

### (2) Summary of program

Gather PoC projects that users can actually experience with cutting-edge technologies and innovative business models for the Smart East Proof of Concept (PoC) Program.

We will support the coordination of parties who are involved in the demonstration experiment and the recruitment of independent observers for the projects selected to conduct PoCs.

Demonstration experiments based on the changes in social conditions caused by COVID-19 are also accepted.

## 2. Application Details

### (1) Eligible Applicants

Projects must:

- be based on the concept of Fukuoka Smart East, a model city that in the future can be proud of creating a comfortable and high quality lifestyle and urban spaces by introducing the latest technological innovations;
  - contribute to the resolution of social issues that are expected to occur in the future; and
  - focus on areas of innovation including mobility, health, sharing, living, shopping, manufacturing, logistics, education, working, energy and safety.
- be something that users can actually experience.

Recruitment fields include

Mobility, Wellness, Sharing, Living, Shopping, Makers, Logistics, Education, Working, Energy, Security, etc.

Of the fields listed above, we are particularly interested in demonstration experiments related to wellness, security, and mobility.

### (2) Qualifications and Experience

- Applicants must have experience with technology related to the areas mentioned above
- Applicants must be able to perform live PoC demonstrations in Fukuoka (predominantly around the former Kyushu University Hakozaki Campus site.)

### (3) How to Apply

Applicants must submit a proposal by email to the Fukuoka Smart East Promotion Consortium Office ([info@fukuoka-dc.jpn.com](mailto:info@fukuoka-dc.jpn.com)). The proposal must include an outline of the PoC, its purpose and its impact on society, including any social issues that you are trying to solve. In addition, the proposal should fulfil the examination guidelines stated below and must be no more than 5 pages in A4 size.

#### **(4) Examination Guidelines**

The proposed PoC will be examined based on the following five areas. In addition, interviews may be conducted if deemed necessary.

- A) Innovativeness
- B) Possibility of commercialization
- C) Marketability
- D) Sociality
- E) Possibility of demonstration

#### **(5) Proposed Demonstration Sites**

The former Kyushu University Hakozaki Campus site, Hakozaki Shopping Street, Hakozaki Shrine, Hakozaki Station and other locations.

#### **(6) Application Schedule**

- Application period: October 2020 – end of December 2020 (applications accepted at any time)
- Demonstration period: October 2020 – end of November 2020  
(Implemented only by related parties (users are also related parties))  
December 2020 - end of January 2021  
(Implementation after taking measures against COVID-19 outdoors in an open area)
- PoC demonstration commencement date: demonstrations will commence as appropriate after the PoC has been decided.

### **3. Support Details**

Support will be provided in the following areas regarding the implementation of your PoC.

- (1) Consultation with managers and related parties
- (2) Coordination with related parties
- (3) Conducting briefings for companies
- (4) Finding users for monitoring and test purposes as required
- (5) Media correspondence
- (6) Support for expenses related to PR and safety measures generated by this demonstration experiment

### **4. Notes**

- (1) We do not require an address, a main location or legal personality as a qualifying requirement.
- (2) The following applicants are excluded:  
individuals associated with known criminal organizations (meaning criminal organizations as prescribed in the Act on Prevention of Unfair Acts by criminals (No. 77 in 1991 Law), Article 2 No. 6) or criminals (as prescribed in the same law Article 2 No. 2 or a person who has a close relationship with criminal organizations).
- (3) Participation in the Smart East PoC Program is free.

(4) Applicants will be responsible for the cost of the demonstration experiment.

However, there is support for expenses related to 3. Support Details (6).

(5) This PoC Program does not guarantee implementation at the Hakozaki Campus site.

(6) Take measures to prevent the spread of COVID-19 infections.

(7) Due to the impact of COVID-19, implementation is expected based on trends in the Japanese government and Fukuoka City's situation. Depending on the situation, the content of the demonstration experiment may be changed or canceled.

## **5. Contact**

FUKUOKA Smart EAST Consortium Office

Person in charge: Mr. Enomoto, Mr. UCHIHO

E-mail: [info@fukuoka-dc.jpn.com](mailto:info@fukuoka-dc.jpn.com)