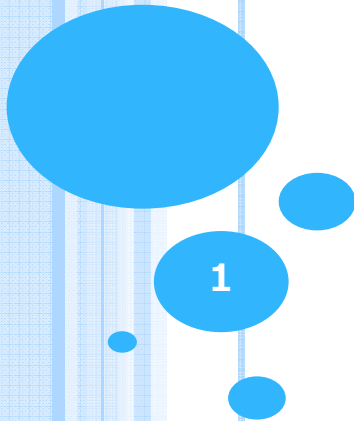


Asia-Pacific Conference on Measuring Well-Being and Fostering the Progress of Societies
THEME 2 : Sustainability and future challenges
2b : Age and gender perspectives

**FOR THE LOCAL COMMUNITY WHERE EVERYONE
CAN FEEL HAPPY**



**Mayor of Arakawa City
Taiichiro Nishikawa**

■ PROFILE

Taiichiro Nishikawa

【Career】

- Member of the metropolitan assembly (1977.7~1993.7)
- Member of the House of Representatives (1993.7~2003.11)
- Parliamentary Vice-Minister for Defense (1999.10~2000.7)
- Congressman representing National Council on Educational Reform (2000.3~2001.4)
- Parliamentary Secretary of Economy, Trade and Industry (2001.1~2002.1)
- Senior Vice-Minister of Economy, Trade and Industry (2002.10~2003.9)
- Mayor of Arakawa City (2004.11~, in the second term now)
- Chairman of the special association of mayors of twenty-three cities of Tokyo (2011.5~till now)

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1. General information about Arakawa City

■ GENERAL INFORMATION ABOUT ARAKAWA CITY

Gross area : 10.20 km²

Population : 204,837 (01/01/2011)

Population density : 18,526 / km²

Households : 95,682 (01/01/2011)

Budget : 91,570 million yen
(original budget of 2011)

Officers : 1,545 (04/01/2011)



Toden Arakawa Line



Arakawa Yuen (Arakawa Amusement Park)

2. Initiatives to solve problems relating with the aging society and gender equality

■ CURRENT SITUATION OF THE AGING SOCIETY

	Japan (10/01/2010)	Arakawa City (Basic register of residents, 01/01/2011)	Arakawa City (Including foreigners, 04/01/2011)
Population	128,060 thousand	188,968	205,263
Population of older citizens	29,580 thousand (23.1%)	42,848 (22.67%)	43,873 (21.4%)
Population of productive age	81,520 thousand (63.7%)	124,664 (65.97%)	
Population of younger citizens	16,960 thousand (13.2%)	21,456 (11.35%)	

Source: Cabinet Office「White Paper on Aging Society, 2011 edition」
Arakawa City「Government Pocket Book, 2011 edition」

(1) AGING SOCIETY

i) Work and local activities

- System of volunteer points
- Secure the safety of children
going to school and home from school

ii) Mutual support in the community

- Network where older citizens are watched

iii) Promotion of healthy life and prevention of nursing care

- Original exercise for prevention of tumble
- Provide meals to older citizens



(2) GENDER EQUALITY

- i) To raise the awareness of gender equality
 - Education of citizens and holding lectures
- ii) To decrease violence from a viewpoint of gender equality
 - Connection of related organizations for early detection of domestic violence and corresponding to it
- iii) To raise the awareness of work-life balance and to keep environments good
 - To support women to go back to the work after giving childbirth

3. For the local community where everyone can feel happy

(1) SET UP A DOMAIN WHERE THE MUNICIPAL ADMINISTRATION IS A SYSTEM THAT MAKES CITIZENS HAPPY

- i) Although the GDP has risen in Japan, the happiness of the Japanese has not improved.
- ii) We should aim at the warm local society where rich minds and connections with others are respected.
- iii) By raising policies, we should show citizens and officers the roles of local administration clearly.

(2)INTRODUCTION OF THE GROSS ARAKAWA HAPPINESS (GAH)

- i) Gross Arakawa Happiness (GAH) is the indicator of happiness of the Arakawa citizens.
- ii) GAH is also the indicator for building up the local society where citizens can feel happy.
- iii) Two sides of GAH
 - (a) Side of the indexes
We make the indicators by which we can measure the happiness of citizens. Using the indicators, we conduct policies and improve the happiness of citizens.
 - (b) Side of positive commitment of citizens
Based on GAH, people and organizations related to Arakawa City act together.

(3) PROGRESS ON RESEARCH

Building up indicators

Tentative indicators were published in the interim report.

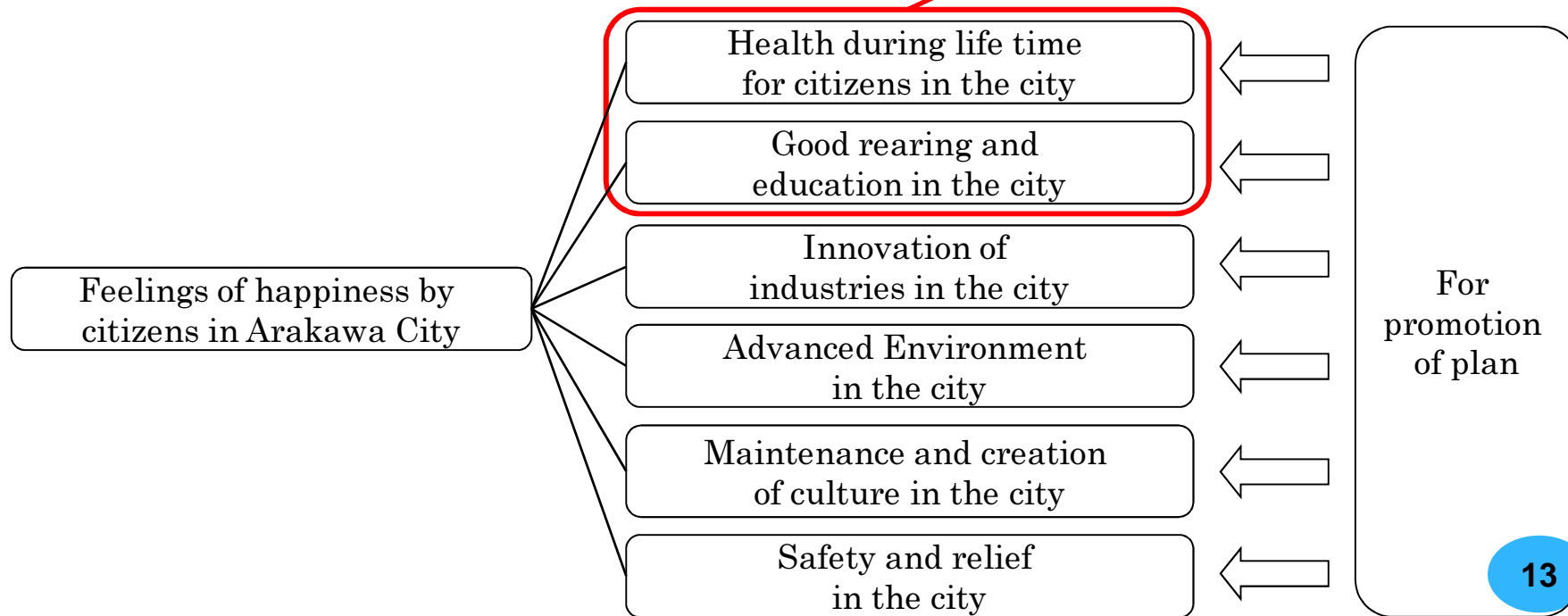


Fig. Feelings of happiness by citizens in Arakawa City

(4) FOR IMPROVING THE GROSS ARAKAWA HAPPINESS (GAH)

- i) Initiatives to improve GAH make it possible to conduct citizen-oriented administration. Through such, we can also realize a society where citizens share happiness mutually.
- ii) The role of local administration is to assist citizens to become happy about themselves