We are 7 billion in the world!

Source: UN

http://www.economist.com
However, Japan faces demographic catastrophe.
In 2010 only 3 out of 254 passed the national exam of Nurse in Japan.
Multi Function Community Center

ALPS WS#03

6F Event hall
5F Marriage consulting
4F Japanese education service
3F Work support
2F Day care
1F café & information center
Immigrant Simulation System

Please select your avatar

Student
Celebrity
Nurse
Scientist

ALPS WS#04
Green Card with Point system

Scientist
???
Businessman
Foreigner SSN Card (Japanese Green Card)

Name: keio barbara
ID Number: F12345
Birth: 1988/06/01
ALPS WS#04
Green Card with Point system

Address in Japan:
#223-8526 1 - 1 - 1 Hiyoshi Kouhokuku
Yokohama City

Expiration date:
2011/09/30 ~ 2013/09/29
Nationality: Italy
Implications of Global Aging: How to Accept Immigrants and Foreign Workers Better in Local Communities

Proposer: Global Policy Initiative
Why we need to accept immigrants?
In 2003 JETRO (Japan External Trade Organisation) investigated U.S. immigrants and they mentioned the future of Japan.
How many immigrants we need in a year?

If we need to maintain current population, we need to accept approx. 400,000 immigrants every year until 2050.

Source: 米国の移民 by JETRO in 2003
Voice of Customer
Do you have any problem to stay in Japan?
Office Worker (half Japanese but no permanent residency)
Difficult to rent a room

I have to ask somebody to guarantee my payment
Japanese lessons
Student (Chinese)
Japanese language
English Teacher (USA)
Discrimination
Student (Chinese)
Too many implicit rules and manners
Current Japanese society CVCA : As is (relationship between Japanese and foreigners)

- Public employment service
- Enterprise
- Medical department
- Doctor
- Nurse
- Japanese language school
- School (Educational department)
- College
- Real-estate
- Language school
- Day care
- Embassy
- Immigration office
- Local government
- Foreigner (immigrants)
- Residents (Japanese)
- Day care
Future Japanese society CVCA : To be (relationship between Japanese and foreigners)

- Public employment service
- Enterprise
- Medical department
- Doctor
- Nurse
- Japanese language school
- Embassy
- Immigration office
- Local government
- Day care
- Language school
- Real-estate
- School (Educational department)
- College
Visualize the voice of stakeholder

### VOC

<table>
<thead>
<tr>
<th>Job option</th>
<th>Price</th>
<th>Communication</th>
<th>Contract</th>
</tr>
</thead>
<tbody>
<tr>
<td>Discrimination</td>
<td>Work Environment</td>
<td>Loneliness</td>
<td>Health care</td>
</tr>
</tbody>
</table>

### Functions

<table>
<thead>
<tr>
<th>Identification</th>
<th>English skill</th>
<th>Japanese skill</th>
<th>coupon</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communication</td>
<td>information</td>
<td>step up</td>
<td></td>
</tr>
</tbody>
</table>
Visualize the voice of stakeholder

**VOC**
- Job option
- Price
- Communication
- Contract
- Discrimination
- Work Environment
- Loneliness
- Health care

**Functions**
- Identification
- English skill
- Japanese skill
- coupon
- Communication
- information
- step up

Solve
### Priority of solution Functions

<table>
<thead>
<tr>
<th>Rank</th>
<th>Elements or Functions</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Proof of identity</td>
<td>21%</td>
</tr>
<tr>
<td>2</td>
<td>Easy to step up</td>
<td>19%</td>
</tr>
<tr>
<td>3</td>
<td>Increase information</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>Improve Japanese skill</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>Increase communication</td>
<td>10%</td>
</tr>
<tr>
<td>6</td>
<td>Improve English skill</td>
<td>12%</td>
</tr>
<tr>
<td>7</td>
<td>Issue coupon for foreigner</td>
<td>4%</td>
</tr>
<tr>
<td>Elements or Functions</td>
<td>Image</td>
<td></td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>----------------------------------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>Personal identification (Green Card)</td>
<td>![Green Card Image]</td>
<td></td>
</tr>
<tr>
<td>Improve English skill</td>
<td>![English Improvement Image]</td>
<td></td>
</tr>
<tr>
<td>Improve Japanese skill</td>
<td>![Japanese Improvement Image]</td>
<td></td>
</tr>
<tr>
<td>Issue coupon for foreigner</td>
<td>![Coupon Image]</td>
<td></td>
</tr>
<tr>
<td>Increase communication</td>
<td>![Communication Image]</td>
<td></td>
</tr>
<tr>
<td>Increase information</td>
<td>![Information Image]</td>
<td></td>
</tr>
<tr>
<td>Easy to step up</td>
<td>![Step Up Image]</td>
<td></td>
</tr>
</tbody>
</table>
① Issue for SSN

② Green card with point system

③ Global education at school

④ Coupons to enjoy Japan

⑤ Coupons for communication

⑥ Combined communities
Selected the solutions

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Solution 1</th>
<th>Solution 2</th>
<th>Solution 3</th>
<th>Solution 4</th>
<th>Solution 5</th>
<th>Solution 6</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job option</td>
<td>+ -</td>
<td>+ -</td>
<td>D</td>
<td>-</td>
<td>-</td>
<td>+ -</td>
</tr>
<tr>
<td>Expensive to pay for entertainment</td>
<td>-</td>
<td>-</td>
<td>A</td>
<td>+ +</td>
<td>+ -</td>
<td>+</td>
</tr>
<tr>
<td>Communication problem</td>
<td>-</td>
<td>S</td>
<td>T</td>
<td>-</td>
<td>-</td>
<td>+ -</td>
</tr>
<tr>
<td>Complicated contract system</td>
<td>+ + +</td>
<td>+</td>
<td>U</td>
<td>-</td>
<td>-</td>
<td>+ +</td>
</tr>
<tr>
<td>Discrimination</td>
<td>+ +</td>
<td>+ +</td>
<td>M</td>
<td>-</td>
<td>-</td>
<td>+</td>
</tr>
<tr>
<td>Improve work environment</td>
<td>+ +</td>
<td>+ +</td>
<td>N</td>
<td>-</td>
<td>-</td>
<td>5</td>
</tr>
<tr>
<td>Loneliness</td>
<td>S</td>
<td>S</td>
<td>-</td>
<td>S</td>
<td>S</td>
<td>5</td>
</tr>
<tr>
<td>Healthcare</td>
<td>+ - -</td>
<td>+ - -</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Overall</td>
<td>10</td>
<td>7</td>
<td>-5</td>
<td>-4</td>
<td>9</td>
<td></td>
</tr>
</tbody>
</table>

① Issue for SSN

② Green card with point system

⑥ Multi Function Community Center
Solutions
① SSN
Proof of your identity

**AS IS**
- complicated process
- Lack of reliability when foreigner rent an apartment

**TO BE**
- Simple process
- No need for strict investigation
- No more bias against foreigner

good!
② Green card by point system
More points, the more benefits

AS IS
- difficult to get permanent residency
- difficult to get hired
- Ambiguous guideline

TO BE
- earn points to get permanent residency
- more Job options
- Clear guideline, “more points, the more benefits”

good!
What do you think of Green Card?
I’m half Japanese. But I need VISA for next year. So I would like to get Green Card.
I can make credit card if I have Green Card.
Multi Functioned Community Center
Solve your problems

AS IS

• don’t know who to ask for help
• don’t know how to find a job
• don’t know how to make friends in Japan

TO BE

• MFCC will solve your problem

*Symbiosis and Synergy
Place for Japanese and foreigner to exchange
Do you need “MFCC” (Multi Function Community Center)?
I’d like to consult MFCC when we have a problem.
I think MFCC is a good idea.
Accept immigrants and foreign workers better
Do you want to live in Japan for long time?
The rules and regulations for getting a Visa are not clear.
Do you want to get permanent residency?
Of course. I love Japan very much!
Can we (Japanese) change our mind?
It is difficult to change our mind. And it takes time. We feel comfortable if immigrants have something like Green Card.
It is difficult to change our mind in a short term.

So we need something visible that can identify immigrants easily.
Name: keio barbara
ID Number: F12345
Birth: 1988/06/01
Address in Japan: #223-8526 1-1-1 Hiyoshi Kouhokuku Ykohamashi kanagawa
Expiration date: 2011/09/30 〜 2013/09/29
Nationality: Italy
Prototype: Green Card & MFCC
Prototype: Green Card & MFCC
Thank you for your attention!

Special thanks to
Yasui sensei
Sakurai san (M2)

ALPS Group C
Nakayama, Mitsuru
Fukuchi, Naomi
Shigaki, Benie
Baba, Mayuko
Kitanaka, Sam