
Design for Daily Life in the COVID-19 Era #1 Vaccine Appointment Help Squad



When appointments for the COVID-19 vaccine were first made available to the public, the city had to encourage the use of the online reservation system in order to limit the pressure that would be placed on call centers.

To that end, the city deployed “help squads” comprised primarily of university students, to ward offices and other locations. The members of the help squad made online reservations for elderly residents who visited these locations, allowing even those who were unaccustomed to the Internet to make online reservations with ease. In the month with the highest number of appointments (May 2021), the help squad assisted with 4,000 cases a day - approximately 30% of all appointments made. This was also a meaningful initiative in the sense of providing an income to students whose part-time jobs at restaurants and other businesses may have been suspended under the country’s state of emergency declaration (2,536 people registered).

Design for Daily Life in the COVID-19 Era #2 KOBE Student Community Contribution Scrum

This project was established in FY2020 in order to support students with educational/vocational training, encourage them to participate consistently in social contribution efforts, and more. It does so by having students actually participate in efforts conducted by NPOs and other organizations, with the goal of solving the city’s social and regional issues.

Through efforts such as teaching the elderly ICT skills, running a children’s cafeteria, and participating in educational support programs, the project has provided opportunities for younger generations to become more aware of local issues and to build networks within the community. The project encourages students to participate proactively and engage directly with local issues, and in doing so, come up with potential solutions to these issues.



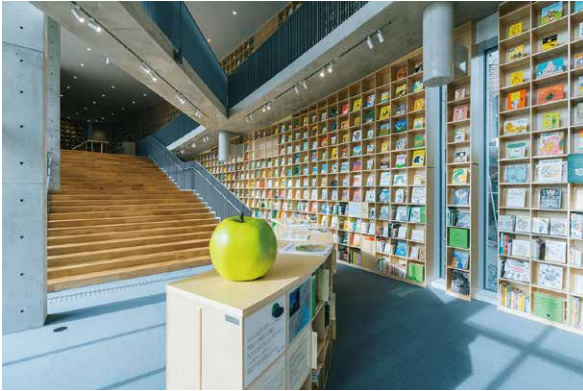
KIITO:300



The city established KIITO:300, which houses both KIITO:300 CAMP and KIITO:300 FARM, on the third floor of the Design and Creative Center Kobe (KIITO). The aim is to develop it into a site open to all, where people can connect.

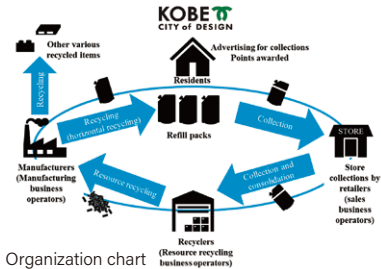
KIITO:300 CAMP hosts workshops, develops creative education programs, and trains personnel as a hub for fostering creativity that explores children’s sense of curiosity and exploration. KIITO:300 FARM provides support and consultation for social contribution efforts, as a platform for collaboration and participation that allows anyone to engage in social contribution and interact with one another.

KOBE Children's Book Forest



KOBE Children's Book Forest is a cultural facility that was opened on the south side of Kobe East Park (Higashi Yuenchi Park) - funded by a donation from architect Tadao Ando - with the aim of allowing children to engage freely with books. The facility boasts a wide variety of quality books, including picture books and illustrated guides. The hope is that these encounters with art culture and the history of Kobe in a park in the central part of the city will help cultivate their sensitivity and creativity of local children, and teach them the value of life - in an area that still bears the memory of the Great Hanshin-Awaji Earthquake. KOBE Children's Book Forest also hosts a wide variety of book-related events, and work with other facilities, companies, and organizations to make the facility more appealing to children.

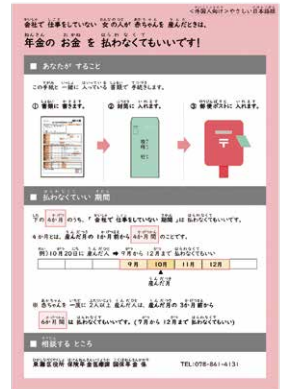
Recycling of Refill Packaging (KOBE PLASTIC NEXT)



Kobe City is working with retail stores, household goods manufacturers, and recyclers for a horizontal recycling project that involves collecting refill packaging for household goods, and recycling them back into refill packaging. The aim of the project is to raise awareness about the current realities and issues regarding societal problems, such as marine litter and the difficulty of recycling due to the increased use of plastics year after year.

Creative Tweaks for Information Dissemination #1 Simple Japanese

"Simple Japanese" makes it easier for residents, particularly foreign residents, to understand information by reducing the amount of information and the number of characters, using simple and easy-to-understand expressions, and more. In order to establish this way of thinking within city government, the city employees took on the challenge of improving actual documents provided to residents, based on discussions with Japanese-language instructors and foreign residents themselves. By disseminating information in a way that is more considerate of the reader, the city aims to improve resident-oriented services and reduce the number of inquiries.



Creative Tweaks for Information Dissemination #2 Promotion of Youth Voting

The Hyogo Prefecture gubernatorial election, the Kobe mayoral election, and the House of Representatives general election were held in 2021. The city engaged in an effort to improve voter turnout amongst younger generations, for instance by distributing original stickers after each election to those that voted, with different designs for each election. The stickers became a trending topic on social media due to their distinctly Kobe pop-art style, with some restaurants offering services, including discounts, for those who had the sticker. All in all, the effort led to a livelier election for the city.