

# OKAYAMA KENKOOO DAISAKUSEN: One of the largest “enterprise partnership-type social impact bonds” in Japan endeavouring to improve residents’ health by utilising investment by local businesses and residents

Okayama City



Poster



Points are awarded.

## Background/Aims

- Okayama City has a longer average life expectancy but shorter healthy life expectancy than other cities of similar size.
- In order to close this gap, Okayama City is implementing a “Health Point Project” as a means of supporting and encouraging residents to voluntarily improve their health.
- Initially, the project was funded using government funding, but a mechanism for procuring funding through public-private cooperation was later adopted with the aim of making the project more sustainable (see “Features” below).

## Project Outline

- Participants accumulate points every time they use a service or initiative related to health improvement, such as “Exercise”, “Nutrition and Diet”, and “Social Participation”.
- Accumulated points are publicly displayed on the project’s website, and participants can receive gifts (gift certificates, welfare grants, etc.) in accordance with rankings for each year.
- Eligible health improvement services have been created using capital acquired by project trustees appointed by the municipal government, who collect social investments (30 million yen) from local businesses and residents.

## Features

- The project presents a new way of procuring funding for innovative initiatives, for which government investment is said to be difficult.
- \*Social Impact Bonds (SIB)  
A new mechanism for resolving social issues through public-private cooperation that began in the UK, whereby government-appointed project trustees provide government services using funding provided by investors as capital, with government bodies later compensating the trustees based on results.

## Results

- Improvements in health practices are being seen, such as increases in the number of steps residents walk daily and decreases in the number of residents who are overweight.
- Diversification of service providers and environmental improvements for encouraging residents’ voluntary efforts to improve their health have been promoted.