

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.