

# **Innovations for Future Postal Networks**

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I have already explained several times 'Innovation' in our postal business like these examples ...



Innovation refers to a change in one of these technologies.

Technologies:  
engineering and manufacturing to encompass a range of marketing, investment, and managerial processes.

From 'The Innovator's Dilemma'  
By Clayton M. Christensen

Change in technologies  
(engineering)

Change in managerial  
processes



Advent of Aging Population

Comprehensive daily  
life support services  
(Mimamori)

Progress of ICT

Introducing new  
engineering  
methods

Advance of  
Internationalization

Travel support for  
overseas tourists

Report by Postal Services Policy Committee, Ministry of Internal Affairs and Communications of Japan, March 2018

## Outline of Mimamori Watch-over Services

### Basic Service: Monthly Mimamori

A service in which a **post office employee visits the homes of elderly persons monthly**, checks their current living situation, and reports to a designated family member or local authorities.

Clients and families can also use 24/7 telephone health consultations.

### Additional Service

Emergency visit upon request

# Comments from people using Mimamori Services

Client: woman in her 60s,  
living in Kumamoto



Monthly photos and  
comments make our  
wide-spread family  
feel closer.  
(From her family)

I want the post office staff to come,  
which is wonderful.



Client: woman in her 80s,  
living in Kagoshima

I wondered what kind of  
person the postmaster was.  
I found him to be friendly and  
I could say anything to him.



Client: woman in her 80s,  
living in Yamanashi

- **Local governments use Mimamori services** as part of their welfare services or as part of their administrative services in return for Furusato tax payments.

	Administrative Service Contracts	Furusato Tax Payments
<b>FY 2018</b>	20 local governments	287 local governments

As of July 1, 2019



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## Background

Rapid growth of overseas tourists

10 million(2013)  $\Rightarrow$  31 million(2018)

Japan National Tourism Organization



## Contents of the Services

- 1 Coordinating accommodations and transportation for tourists' preferred route (ex. Tour of Northern part of Japan).
- 2 Providing a Wi-Fi device and an original tour guidebook.
- 3 Providing tourist site information and novelty goods at local post offices.
- 4 Assistance for tourists in an emergency.



## Assistance for tourists

Tourists can receive various kinds of support at post offices if they encounter problems while travelling.

Post office novelty goods



## 緊急連絡先案内

**This is the address.**

こちらが住所です。



緊急連絡先案内

### Nearest police station

最寄りの警察署



Police Station 警察機関	Sakae Machi Police Box 栄町交番	Aizu Wakamatsu Police Station 会津若松警察署
Address 住所	5-21 Sakaemachi, Aizuwakamatsu-shi, Fukushima 福島県会津若松市栄町5-21	248 Yamamimachi, Aizuwakamatsu Shi, Fukushima Prefecture 福島県会津若松市山見町248
Phone no. 電話番号	0242-24-4172	0242-22-5454
Access 局からのアクセス	10-minute walk 徒歩10分	30 minutes by bus 市バスで30分以内

### Nearest hospital

最寄りの病院



Hospital 病院	Takeda General Hospital 竹田総合病院
Opening hours 営業時間	24 hours 24時間
Address 住所	3-27 Yamaga-cho, Aizuwakamatsu Shi, Fukushima Prefecture 福島県会津若松市山鹿町3-27
Phone no. 電話番号	0242-27-5511
Access 局からのアクセス	10-minute walk 徒歩10分

28

## Travel information

Showing emergency  
contact information  
(Nearest police station  
and hospital)



1. What is innovation ?  
⇒ Changes in technologies (for socioeconomic changes)
2. Technology includes engineering, manufacturing, marketing, investment, managerial processes, etc.
3. Innovation in engineering (drones, robots, autonomous cars, etc.) ⇒ For higher operational efficiency
4. Innovation in managerial processes in post offices  
⇒ For new roles of the postal network
  - ① Mimamori Watch-over Services for advent of aging population
  - ② Travel support for overseas tourists for advance of internationalization

Japan Post is trying to  
improve these new roles of the postal network further and  
find **other innovations for new socioeconomic changes**.

Japan will be pleased to  
cooperate with APPU member countries in the field of  
innovations both bilaterally and through the UPU\* and  
**welcomes your participation in projects for innovations**.

\* **FTF** (Future Together Fund): Voluntary contribution from  
Japan for **DRR** and **Innovations** (for advanced technologies  
and new roles of the postal network)

Advent of Aging Population

Comprehensive daily life  
support services  
(Mimamori)

Progress of ICT

Introducing new  
engineering methods

Advance of  
Internationalization

Travel support for  
overseas tourists

New Socioeconomic Changes

Innovations for new roles  
of the postal network

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**Thank you  
for your kind attention.**