

Press Release

October 31, 2019

For General Release

Information Services International-Dentsu, Ltd.
Aya Town Settlement Promotion Council

Launch of Demonstration Experiment to Verify the AYA SCORE App for Scoring Community Contribution Activities in Aya Town, Miyazaki Prefecture

Utilizing the Blockchain to Promote Smart Settlement in Agricultural Communities

Information Services International-Dentsu, Ltd. (Head Office: Minato-ku, Tokyo; President, CEO & COO: Ryoichi Nawa; hereinafter, “ISID”), and the Aya Town Settlement Promotion Council (Head Office: Aya Town, Higashimorokata District, Miyazaki Prefecture; Chairman: Manabu Momita), will conduct a demonstration experiment of AYA SCORE, which aims to create a community of mutual assistance using an app that scores activities leading to community contributions. The demonstration experiment is scheduled to run from November 2019 to March 2021(plan) in Aya Town, Higashimorokata District, Miyazaki Prefecture (hereinafter, “Aya Town”).

This demonstration experiment is a part of measures led by the Ministry of Agriculture, Forestry and Fisheries aimed at strengthening smart settlement conditions¹ in agricultural, mountain and fishing villages. The AYA SCORE app developed by ISID will be used by participants to score community contribution activities organized into four categories of activities linked to local contributions: (1) activities that connect people, (2) activities that facilitate mutual assistance, (3) activities that support agriculture and (4) activities that support local production for local consumption. People involved in this community, including residents, will earn scores for their activities using the smartphone app. The data accumulated will be used to examine the feasibility of building sustainable systems that provide enjoyment while benefitting the community through altruistic behaviors.



Significance and Aim of Demonstration Experiment

Recently, in rural areas such as intermediary areas between plains and mountains and outlying islands, population aging and declines are occurring more rapidly than in urban areas, and in some regions, this is adversely affecting the ability to maintain community functions and local resources. To address these conditions, it is important to encourage the young and old alike to return to the countryside² by creating environments in which all residents can lead active lifestyles.

For this demonstration experiment, the AYA SCORE scoring app for smartphones was developed for Aya Town, a community known as an organize farming and UNESCO Eco-Park town with the aim of creating opportunities to use ICT to enhance an environment (smart settlement conditions) enabling residents to continue living with peace of mind in support of Aya Town residents and other people with enjoyment while benefitting the community through altruistic behaviors.

About the AYA SCORE App

AYA SCORE will be used to score the following four activities linked to contributing to Aya Town. By engaging in these activities, users are able to earn predesignated scores.

1. Activities that connect people	Participation in and management of events held in Aya Town
2. Activities that facilitate mutual assistance	Participation in and management of volunteer activities
3. Activities that support agriculture	Participation in and management of agriculture-related events and training held in Aya Town
4. Activities that support local production for local consumption	Purchases of products made in Aya Town, benefit-your-locality tax schemes

AYA SCORE enables users to acquire rankings, titles and badges according to their scores and amount of activities in which they participated. The app employs game elements such as the ranking of users by highest score during the demonstration experiment providing users with enjoyment and promoting score-mediated communications. In addition, non-monetary benefits will be granted outside the app to users who have contributed to Aya Town and earned high scores during the demonstration experiment.

With promoting altruistic behaviors among AYA SCORE users through engineered incentives inside and outside the app, this demonstration experiment aims to encourage positive behavioral changes, increase the level of happiness among residents and deepen their intention to remain in Aya Town, while enhancing the Aya Town brand among people living outside the town.

About the Use of Blockchain (Distributed Ledger) Technology

Score information provided to users through AYA SCORE is managed using the Orb DLT distributed ledger technology developed by Orb, Inc. (<https://imagine-orb.com/en/>) Orb DLT is a platform that can be used for remittance between users as well as settlement at brick and mortar stores and other venues based on an original distributed ledger technology enabling the issue of multiple unique currencies with a variety of characteristics. AYA SCORE publishes and manages score information for each of the above four contribution activities as multiple differentiated scores. Going forward, we will consider expanding this technology to new experiences such as exchanging scores between users in order to further utilize the characteristics of distributed ledger technology.

Demonstration Experiment Overview

Demonstration period	November 10, 2019, to March 31, 2021 (plan) * Launch scheduled on November 10 at the Organic Farming Promotion Festival
Location	Aya Town, Higashimorokata District, Miyazaki Prefecture
App used	Smartphone app AYA SCORE
Usage fee	Free

Distribution requirements	<ul style="list-style-type: none"> • Apple iOS (available for download from the App Store at the beginning of November) • Android OS (available for download from Google Play at the beginning of November)
Active usage period	Early November, 2019, to March 31, 2021 (plan)
Languages supported	Japanese
Verification objective	Through the provision and operation of smartphone app AYA SCORE, we will verify the feasibility of constructing a system that can sustain positive changes in behavior related to the altruistic behavior of residents living in and people involved with Aya Town.

Notes: 1. Source: Agricultural, Mountain and Fishing Village Promotion Grants (Regional Revitalization Measures) (Ministry of Agriculture, Forestry and Fisheries website (Japanese only):

<http://www.maff.go.jp/j/nousin/teijyuu/attach/pdf/index-30.pdf>)

2. Return to the countryside: Phenomenon whereby people from urban areas actively migrate to and resettle in underpopulated rural areas.

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