

19. Promotion of Smooth Biz

1. Overview

We position the Tokyo model of new work styles and corporate activities as "Smooth Biz" for both smooth transportation and maintenance of economic activities during the Tokyo 2020 Games, and promote travel demand management (TDM*) for reducing traffic congestion during the Games as well as work style reform initiatives such as telework* and Jisa Biz*.

2. Legacy in a nutshell

Taking the Tokyo 2020 Games as an opportunity, we will promote work style reforms and establish the Tokyo model of new work styles and corporate activities, so as to improve the comfortable commuting environment and corporate productivity, increase the productivity of society as a whole, and realize a society where all people can work lively and play active roles.

Stakeholders	Private companies / organizations, railway / bus operators, the Tokyo 2020 Organizing Committee, the national government, etc.
Type of legacy	Economy & Technology
Geographical scope	Tokyo
Timing scope	Long term
Responsible for implementation	TMG
Source of legacy	Action Plan for 2020, Future Tokyo: Tokyo's Long-Term Strategy
Associated SDGs	3-Good Health and Well-Being, 5-Gender Equality, 8-Decent Work and Economic Growth, 9-Industry, Innovation, and Infrastructure, 10-Reduced Inequalities, 11-Sustainable Cities and Communities, 17-Partnerships

3. Development

(1) Why

The Tokyo 2020 Games will be held in one of the world's most mature cities, and for the success of the Games, it is indispensable to achieve both smooth transportation and maintenance of economic activities. To realize them, we must promote mutual

understanding for improving business practices and distribution, and creation of an environment where citizens can easily cooperate with each other.

In addition, working hours and commuting hours are long for people working in Tokyo. and further work style reform is necessary. Easing crowdedness in commuting trains is a major issue to be addressed to improve productivity of society, and public and private sectors are required to work together to solve the issue.

Due to the spread of COVID-19 infection in 2020, society is required to make a shift from “crowded” to “disperse”, from “face-to-face contact” to “non-face-to-face contact”. A changeover of work styles to telework and staggered commuting will become increasingly important.

(2) When

FY2016	The "System for Companies Agreeing on the TOKYO Work Style Reform Declaration*" was established
FY2017	The "Jisa Biz Campaign" was implemented in summer
	The "Meeting for Realization of 'New Tokyo' Implemented by Public Authorities, Employees, and Employers" was held *TMG, management groups, and worker groups exchanged their opinions for reforming work styles and vacations and promoting life-work balance
	The "Tokyo Telework Promotion Center" opened
FY2018	The "Jisa Biz Campaign" was implemented in summer and winter
	The "2020 TDM Project" launched *Efforts for travel demand management to alleviate traffic congestion during the Tokyo 2020 Games conducted by TMG, the national government, and the Tokyo 2020 Organizing Committee
	The "Meeting for Realization of 'New Tokyo' Implemented by Public Authorities, Employees, and Employers" was held *TMG, management groups, and worker groups exchanged their opinions for accelerating efforts to change "work styles" throughout society
	The "2020 TDM Project", telework, and Jisa Biz were placed as a part of the "Smooth Biz Promotion Project"
	3 additional trains were introduced on the Toei Oedo Line
FY2019	As a trial one year before the Games, a test was conducted to alleviate traffic congestion during the Smooth Biz Initiative Promotion Period (July 22 – September 6).
	To help Smooth Biz takes root in society, the Winter Smooth Biz

	Period was set (January 14 – January 31, 2020)
	The “Meeting for Realization of 'New Tokyo' Implemented by Public Authorities, Employees, and Employers” was held *TMG, management groups, and worker groups exchanged their opinions for balancing transport for the Tokyo 2020 Games and business activities
FY2020	The “Meeting for Realization of 'New Tokyo' Implemented by Public Authorities, Employees, and Employers” was held *TMG, management groups, and worker groups exchanged their opinions for the promotion of telework and getting it entrenched
	“Telework Tokyo Rule Implementation Companies Declaration” system was started
	To help Smooth Biz takes root in society, the Winter Smooth Biz Period (December 1, 2020 – February 28, 2021) and Smooth Biz period in spring (March 1 – May 9, 2021) were set

(3) Who

TMG

(4) How

<Promotion of Smooth Biz>

- In order to establish the Tokyo model of new work styles and corporate activities, we promote the “2020 TDM Project” and initiatives of new work styles such as telework and Jisa Biz in an integrated manner as “Smooth Biz”.
- To get Smooth Biz initiatives entrenched in society, which also helps preventing the spread of infectious diseases, we continue with PR activities using posters, videos and websites, and also holding events. In addition, we call for cooperation of companies based on the verification of effects using questionnaire surveys.

Smooth Biz leaflet^[1]



① Efforts to alleviate traffic congestion

- We support the formulation of the "2020 Action Plan*" by dispatching consultants to companies and holding briefing sessions in order to achieve

[1] Future Tokyo: Tokyo's Long-Term Strategic Vision (TMG)

smooth transportation during the Games and maintain economic activities.

- We set up the “2020 Distribution TDM Implementation Council”, consisting mainly of TMG, the national government and industry organizations, we disseminate information necessary for alleviating traffic congestion to small and medium-sized enterprises, etc. during the Games period. We also provide private consultations tailored to each business sector or business category and hold study meetings for shopping streets.
- As a trial one year before the Games, we conducted comprehensive tests aimed at alleviating traffic congestion, setting high goals that are equivalent to the goals for the actual Games.
 - Period: July 22 – September 6, 2019
 - Road traffic volume: Reduced by about 7% on the Metropolitan Expressways and by 4% on general roads
 - Congestion on railways: Reduced by about 3% during peak hours (from 8:00 a.m. to 9:00 a.m.)
 - Number of people teleworking (TMG workers): 13,900 in total
- We aim to reduce total traffic volume based on TDM during the Tokyo 2020 Games period and implement TSM* (traffic system management) according to the traffic conditions and implement pricing measures on Metropolitan Expressways.
- In order to deepen the understanding of companies and citizens about transportation methods and traffic behavior during the Tokyo 2020 Games, we implement public relations through the utilization of media and collaboration with economic organizations, so as to increase the number of collaborators in the alleviation of traffic congestion during the Games.
- In order to ensure smooth port logistics during the Games, we implement traffic measures such as development of temporary freight yards in the areas possessed by TMG around wharfs, provision of information on forecast of traffic congestion in the seaside area, and enhanced transmission of traffic congestion conditions through installing a webcam.

② Work style reform (Promotion of telework)

- For companies that are considering introducing telework, the Tokyo Telework Promotion Center provide information, consultation, advice, etc. in a one-stop manner in cooperation with the national government and provide opportunities to try telework equipment and hold related seminars.
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- We bear the expenses required for the trial introduction of telework on behalf of companies that have received consulting for the introduction of telework.
- As the measures to prevent the spread of COVID-19 and secure business continuity of companies in emergency situations, we provide subsidies for the introduction and update of equipment necessary for telework for SMEs.
- For companies considering the introduction of the telework system, we hold seminars to experience teleworking and provide work style reform consulting.
- Using the “Tokyo Telework app”, we transmit useful information including the position information of satellite offices nearby, seminars and case examples.
- We provide one-stop online consulting to support addressing issues to introduce and operate telework.
- To support efforts to get telework entrenched in society, we create a declaration system for companies implementing the “Telework Tokyo Rules” for matching of companies that have agreed to the declaration and job seekers who want to telework, and give award to companies that take excellent initiatives and transmit them as model cases (The Tokyo Telework Award).
- We cooperate with the initiatives of "Telework Days" implemented by the national government to foster the momentum of introducing telework.
- Disseminating the introduction of telework for enlightenment in cooperation with economic organizations and financial institutions, etc.
- We subsidize setting up and operation of satellite offices for local governments and companies to promote the installation of satellite offices.
- We subsidize costs to set up satellite offices at private companies and local governments to contribute to the promotion of workation.
- We subsidize usage fees when companies introduce satellite offices, and promote the utilization of telework in companies.
- We support the establishment of satellite offices in the Tama and Island areas, so as to promote work styles with close placement of residence and work place through telework.
- In order to expand the use of telework, we provide opportunities to use satellite offices near train stations in Tama area.

< Telework app >[2]



<Satellite office>[3]



[2] Future Tokyo: Tokyo’s Long-Term Strategy (TMG)

[3] Future Tokyo: Tokyo’s Long-Term Strategic Vision (TMG)

- In consideration of the situation in Tama area, we subsidize organizations operating small-scale satellite offices as a model to contribute to local development.
- We set up next-generation shared offices utilizing unused municipal facilities to practice and transmit a model of new work style and sharing economy.
- We publicly seek ideas of new work style utilizing 5G from companies in Tokyo and widely disseminate the initiatives as a model.
- In order to reduce long-hour working and promote the acquisition of annual paid leave, etc., we set goals and details of initiatives and provide incentives to companies that agree on the "TOKYO Work Style Reform Declaration". In addition, if a company introduces a new system, an extra incentive is provided.
- For "Companies Agreeing on the TOKYO Work Style Reform Declaration", we hold exchange meetings aiming at sharing results, issues, and know-how related to work style reforms of other companies and encouraging them to implement further initiatives.
- We dispatch specialists such as small and medium enterprise management consultants for "Companies Agreeing on the TOKYO Work Style Reform Declaration" to improve productivity of small and medium enterprises.

③ Promotion of initiatives for comfortable commuting

- We promote measures for comfortable commuting in collaboration with railway operators.
- For Toei Subway, cars have been added for the Toei Oedo Line and the number of cars per train increases to 10 for the Toei Shinjuku Line.
- We implement Jisa Biz on Toei Subway and Nippori-Toneri Liner to promote off-peak commuting and provide crowdedness information in trains of Toei Subway lines using car data.
- We promote efforts to get off-peak commuting entrenched, which has been advanced as a measure to prevent the spread of infectious diseases.



(5) Benefits

Based on the following achievements, we will achieve both smooth transportation and maintenance of economic activities during the Tokyo 2020 Games, which will bring the success of the Games, establish the Tokyo model of new work styles and

[4] Future Tokyo: Tokyo's Long-Term Strategy (TMG)

corporate activities, create a comfortable commuting environment as well as improve corporate productivity, leading to the realization of a society where all people can work lively and play active roles.

- The number of companies that prepare a "2020 Action Plan" will increase and the TDM will be promoted.
- The number of companies that agree on the "TOKYO Work Style Reform Declaration" will increase, long-hour working of employees will be reduced and the acquisition of annual paid leave will be promoted.
- The number of companies that introduce telework will increase.
- "Jisa Biz" will be widely spread and the crowdedness during peak commuting hours will be alleviated.

4. Facts and figures

Promotion of TDM for the Games	Briefings for companies and industry groups (approx. 600 times) Individual consultations (approx. 3,600 times) Entities registered in the 2020 TDM Project (approx. 50,000 companies, business offices and organizations) (as of March 2021)
Companies Agreeing on the TOKYO Work Style Reform Declaration	6,465 companies in total (at the end of FY2020)
Telework introduction rate in companies (with more than 30 employees)	57.8% (June 2020) [Reference] 6.8% (at June 2017)
Promotion of initiatives for comfortable commuting	<ul style="list-style-type: none"> • Implementation of Jisa Biz as a Smooth Biz initiatives (promotion of off-peak commuting) (Implemented intensively from July 22 to September 6, 2019; from January 14 to January 30, 2020) • Holding of three events to foster momentum and for enlightenment and promotion • 1,752 Companies participating in Jisa Biz (at the end of March 2021)

	<ul style="list-style-type: none"> • Holding of opinion exchange meetings between Tokyo Governor and railway operators on the measures to alleviate crowdedness in the future • Holding of study meetings with railway operators (1st to 4th meetings)
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(Items in the table are achievements to March 2020 unless otherwise noted)

5. Explanation of Terms

TDM	An abbreviation for Travel Demand Management. Efforts to alleviate congestion on roads and crowdedness in trains by promoting change of traffic behaviors such as efficient utilization of automobiles and conversion to public transportation, and by adjusting traffic demand such as controlling generated traffic and leveling concentration.
Telework	A flexible work style that utilizes information and communication technology, regardless of location or time. Classified into three types: telework at home (home teleworking), mobile work, and telework utilizing facilities (satellite office work, etc.)
Jisa Biz	Efforts to experience comfortable commuting by implementing staggered commuting, telework, and off-peak measures by railway operators all at once
Companies Agreeing on the TOKYO Work Style Reform Declaration	Companies that are working on goals and actions for 2-3 years stipulated in the Declaration regarding the reduction of long-hour working of employees and the promotion of acquisition of annual paid leave, etc. on a companywide basis. The Declaration is published on TMG's website
2020 Action Plan	The 2020 Business Continuity Plan that describes measures to avoid traffic congestion during the Tokyo 2020 Games and help companies continue their business activities
TSM	An abbreviation for Traffic System Management. Efforts to maintain smooth traffic by controlling and limiting traffic on roads where traffic congestion is

	expected
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6. References

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- Towards 2020 –Building the Legacy - (Main Part)
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- Future Tokyo: Tokyo's Long-Term Strategy