



Regional Development Through Industry-Academia-Government Partnerships

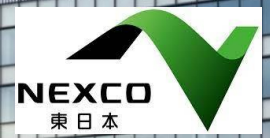
— Utilizing Resources to Create the Future

February 7, 2023
Advanced Academic Agency
The Graduate School of Project
Design
Risa Tanaka, President

2012 Tokyo / Minami-Aoyama



2022 Sendai JR Sendai East Gate Building



2018 Fukuoka JRJP Hakata Building



2019 Nagoya JR Gate Tower



2018 Osaka Grand Front Osaka





学校法人 先端教育機構

事業構想大学院大学

Graduate school to foster members of society that will conceptualize new businesses that look to the future.

Tokyo / Sendai / Nagoya / Osaka / Fukuoka

Master's: 2 years

Degree: Master of Project Design
(Professional)

Eligibility

- Those in charge of new businesses
- Those who have inherited/will inherit a business
- Those who are aiming to start a company
- Those in charge of regional revitalization

<https://www.mpd.ac.jp/>



No. 1 Media for “Regional Development x Innovation”

企業活性、地方創生、イノベーション

月刊 事業構想

projectdesign.jp

First issue September 1, 2012
 Published 1st of every month
 Price 1,300 yen (including tax)
 Copies issued 50,000 per month
 Digital Approx. 700,000 page views (actual page views in November 2015)

Sales methods Sale in book stores throughout Japan, regular subscriptions, direct online sales

Distribution All governors, mayors of municipalities (84% reading rate), divisions related to features on the municipality






Other Likes from over 80,000 people on Facebook



Contribution to the Achievement of SDGs

Co-creating with society, and fostering personnel that will build the future

The Advanced Academic Agency works towards achieving the SDGs, mainly through the provision of quality education as an educational/research institution, and the implementation of partnerships such as public-private and industry-government-academia partnerships. We consider the implementation of innovation, the establishment of industrial infrastructure, and the development of sustainable community development as key SDG areas, and is working to achieve these through practical research on knowledge.

1		Implementation of partnerships/public-private partnerships We work to establish multi-stakeholder partnerships, such as public-private partnerships and industry-government-academia partnerships, in order to develop new businesses and come up with project plans for regional vitalization. In addition to promoting the networks and partnerships of our graduate we have also established partnership agreements with municipalities such as Yokohama City, inter-university comprehensive partnership agreements with Okayama University and Shinshu University, in order to help create new value.
2		Practical research and publications for achieving the SDGs We implement quality practical education towards achieving a sustainable society, through our Master's program, our research on new SDG business projects, and SDG-related publications/seminars. We also offer courses such as a teaching practitioner training course, in order to foster educators who are able to provide quality education, and provide education on SDG awareness, the sustainability of cities and the planet, etc., for elementary and junior high school students who will become members of society in 2030.
3		Creation of jobs in the region through new businesses We contribute to the creation of job opportunities, diverse work styles, etc., by vitalizing the region and developing new businesses, which leads to the creation of many meaningful jobs. We have worked to develop sustainable businesses and create new jobs in regions experiencing population decline/depopulation, for instance through rural region revitalization projects such as "Runners Village."
4		Promotion of innovation We work to promote innovation, diversify industries, generate added value for products, and more, through our research and education at the Graduate School of Project Design. The school has had 264 graduates, with 110 researchers involved in research for new SDG business projects. The school has already generated many instances of innovation.
5		Realization of a sustainable regional society We have established campuses for the Graduate School of Project Design in Nagoya, Osaka, and Fukuoka, in order to realize a sustainable regional society and help vitalize these regions individually as well. We also offer programs to foster project designers in regions such as Tochigi Prefecture and Iida City. Going forward, our goal is to establish campuses in all 47 prefectures of Japan, in order to realize regional sustainability.

Participated in UN Academic Impact as the Graduate School of Project Design

Concrete examples of initiatives to achieve SDGs

- 1: Project research for new SDG businesses
 - Osaka campus (1st, 2nd, 3rd, and 4th terms)
 - Tokyo campus (1st, 2nd, 3rd, 4th, 5th, and 6th terms)
 - Nagoya campus (1st term)
 - 1am company type — Region
- 2: SDG media
 - *Fundamentals of SDGs*
 - *Implementation of SDGs*
 - *Implementation of ESG Management*
 - "SDGs Management"
 - "Environment and Humanity Conference"
- 3: Regional revitalization / Local SDGs
 - Circular and ecological economy
 - Runners Village (Revitalization of rural regions)
- 4: Collaborations/partnerships
 - Inter-university comprehensive partnership agreement with Okayama University
 - Inter-university comprehensive partnership agreement with Shinshu University
 - Partnership agreement with Yokohama City
 - Project design research group with Toyama City
 - Comprehensive partnership agreement with Komoro City/Kakuichi
 - Project research for new Noto SDG business projects
 - Partnership agreement with Yamagata City, etc.



Towards the Osaka/Kansai Expo 2025



“TEAM EXPO 2025 Co-Creation Partner” at Osaka/Kansai Expo

The Osaka/Kansai Expo is also referred to as the “SDGs Expo.” In November 2020, we registered as a “TEAM EXPO 2025 Co-Creation Partner” for the Expo Osaka, Kansai. MESAP (MPD Team EXPO / SDGs Acceleration Program) will serve an active leadership role in building a sustainable future society by combining members of our internal and external student networks, with various different resources, skills, and experiences, in an organic manner, so that they can come up with and implement new projects that will contribute to the achievement of the SDGs.

*MESAP: Collective term for program to promote Team EXPO and the SDGs within the school

Graduate students and alumni

- ❑ Graduate students and alumni make new initiatives to realize project designs
- ❑ Discuss project designs towards 2025 in graduate student/alumni research meetings

Project research

- ❑ Initiatives within project research for new SDG businesses
- ❑ Initiatives within project research at the Osaka campus (hub)

New initiatives

- ❑ Develop new businesses based on co-creation at the Osaka/Kansai Expo

Osaka/Kansai Expo - Overview

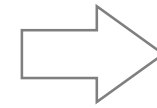
- Duration: April 13 (Sun.) – October 13 (Mon.), 2025; 184 days
- Location: Yumeshima, Osaka
- Floor space: Approx. 155 ha
- Number of visitors expected: Approx. 28 million
- Economic ripple effect (estimated): Approx. 2 trillion yen
- Main theme:
“Designing Future Society for Our Lives”
- Sub-themes:
“Saving Lives”
“Empowering Lives”
“Connecting Lives”



Source: Ministry of Economy, Trade and Industry

Envisioning and Realizing an Ideal Future

- Creating new value (society, personnel) = Value-design society
- Businesses that garner support from the world/are sustainable



**Sustainable
creativity**

Working towards a value-design society

Realizing Society 5.0

**Combination
of diverse
personalities/
imaginations**

**Cultivation
of support**

+

**Digital
innovation**

||

Create value / Discover and solve social issues

Based in
**regional resources
and personnel**

© Discover and identify business resources

© Notice, discover, and refine one's environment, strengths, etc.

© Diverse, varied, and heterogeneous networks of people

© From tacit knowledge to formal knowledge. Turning corporate expertise and experiences into reproducible models

Innovation that utilizes business resources

Think of the ideal project design, and research plans to realize this design

Creativity + MBA

Evolving and developing sustainable businesses

Turning ideas into reality

Draw out the personalities and abilities of personnel through a curriculum that standardizes uniqueness

Motivation to drive peers and incite change in the organization

Example Utilization and promotion of regional resources (Kujukushima University)

Personnel training

Tourism

Foreign tourists

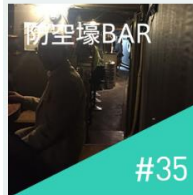


“Kujukushima University,” a Regional Revitalization Project with Sasebo City



GOOD DESIGN AWARD Received

見てみよう
LOOK



#35



#38



#53



#57

食べてみよう
EAT



#39



#51



#64



#66

やってみよう
TRY



#16



#23



#37



#56

Example Runners Village (Seven regions in Japan)

Personnel training

Tourism

RUNNERS VILLAGE



事例 ▶ ランナーズ・ヴィレッジ(山口県山口市)



地域の宿(民泊)・食・体験にランニングを組み合わせ、ランナー向けのパッケージとして販売中。(主体:山口観光コンベンション協会)



Run 周防大橋をランニング



宿 民泊先での家庭料理



体験 尻川湾での SUP 体験



食 郷土料理「瓦そば」



体験 寺院での座禅・ヨガ



Run 畑と菜花の間をランニング

Example Establishment and development of the regional ecosystem (partnership agreement with Yokohama City)

Establishment of ecosystem



Working with Yokohama City, regional companies/organizations, etc., towards a business that would utilize Yokohama's waterfront to generate new appeal



Sponsors: Ushio Lighting Inc., Sanipak Company of Japan, Ltd., Yokohama Toyopet Co., Ltd., Kase Kogyo Co., Ltd., Kei Kankyo Co., Fujitsu Electronics Inc., Keikyu Corporation
 Support : Kogane-x, Koganecho Area Management Center, Yokohama SUP Club, Hatsuhiro Merchant's Association, Chojamachi 7-8-9 Chome Shoekai, Yokohama University of Art & Design, Kawa-no-Eki Operation Association, Hinodecho Neighborhood Association, YADOKARI Co., Ltd., Sueyoshi 1-2 Chome Neighborhood Association, Ooka River Right Bank Vitalization Association, Mellow Inc., Yoshida Kosan Inc.
 Production: SPOON Co., Ltd. (2019)



Vision (illustrative) ►

An expansive waterfront area that expresses diverse characteristics/particularities, attracting and driving interaction amongst local residents and non-local tourists, so that locals are able to feel proud of their own city and be creative.



Worked with local art event "Koganecho Bazaar," the food event "bread & coffee marche," "SUP club," etc., to host a cleaning event of the river used in these events.

Example Project design research meetings in Toyama City

Urban reform

Personnel training



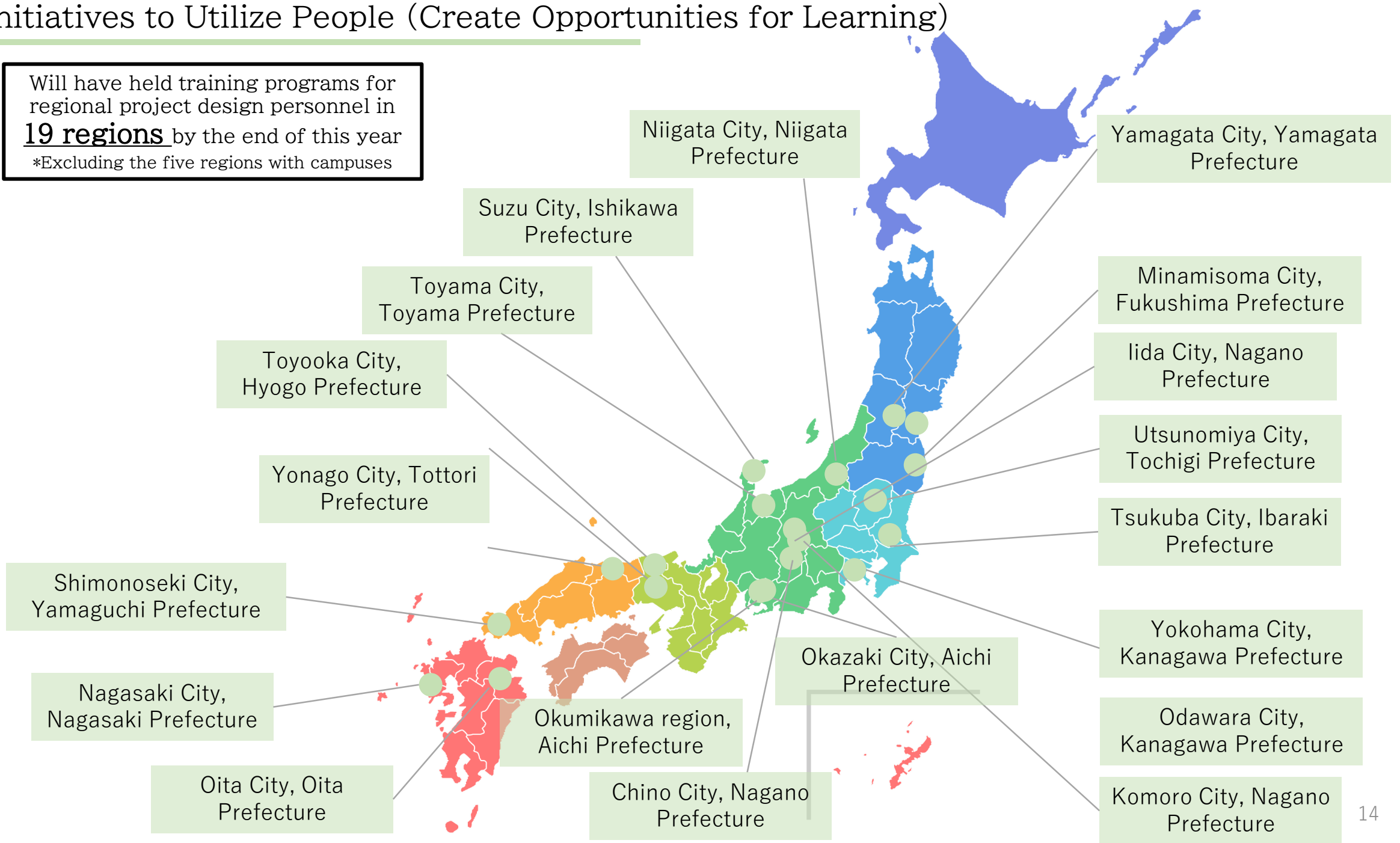
富山型
コンパクトシティの
構想と実践

富山事業戦略研究会【編】
20年前から描かれてきた、
人口減少による
都市課題解決の構想
実践の軌跡と、「55なる飛躍」に向けた構想を収録
PPTP | 2023.7.26 | www.pptp.jp

In these research meetings, students and alumni of the Graduate School of Project Design and Toyama City administrative staff/private businesses worked together to reevaluate policies, businesses, etc., mostly pertaining to the development of the “compact city” as promoted by Toyama City, and come up with concrete projects to boost the city’s presence as a “desirable city.”

Initiatives to Utilize People (Create Opportunities for Learning)

Will have held training programs for regional project design personnel in **19 regions** by the end of this year
*Excluding the five regions with campuses



Examples of Co-Creation

Okayama University Comprehensive partnership agreement for educational/research exchange and collaboration



Yamagata City Agreement for comprehensive partnership related to the promotion of regional development



Niigata City Partnership agreement for "Niigata 2km"



Komoro City Comprehensive partnership agreement for community development



Chino City Comprehensive partnership agreement towards becoming a "city desirable to young people"



Examples of Media Coverage

April 19, 2022 "Super J Niigata," Affiliated with TV Asahi Network



April 20, 2022, Nihon Keizai Shimbun

新潟県中心部発展へ協定

新潟駅から古町市・ジョルダンなど

新潟市交通経路策案、里沙学長が協定を結んで、中野市長は「新たな大手のジョルダン、事業だ。」「市の発展に貢献する」と述べた。また、ジョルダンは「この19日、新潟市と協定を結ぶことで、事業の創出や、事業の推進に貢献する」と述べた。

「いしがた2km」の発展を目指す東京の企業・大学と連携協定「いしがた2km」の推進、発展

「いしがた2km」の発展を目指す東京の企業・大学と連携協定「いしがた2km」の推進、発展

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April 20, 2022, Nikkan Kensetsu Kogyo Shinbun

2者と連携協定を締結

都心エリア推進 発展で

新潟市と、新潟県中心部発展を促進する「いしがた2km」の発展を目指す東京の企業・大学と連携協定「いしがた2km」の推進、発展

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March 19, 2022, Nihon Keizai Shimbun

山形市、事業構想大と企業支援

山形市は18日、フォント開発のモリサワ（大阪）市、社会人大学、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

山形市役所と事業構想大、オンライン会見に臨んだ佐藤孝弘市長は「激しく社会情勢が変化の中で、市外の力も活用して臨機応変に対応できる人材を育てたい。創造都市の推進につながる」と期待している」と述べた。

April 19, 2022, Nihon Keizai Shimbun

事業創出や人材育成 事業構想大など支援

山形市

「いしがた2km」の発展を目指す東京の企業・大学と連携協定「いしがた2km」の推進、発展

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March 19, 2022, Yamagata Shimbun

事業構想創る人材育成

山形市、地域活性化へ産学と共同

山形市は18日、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

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March 28, 2022, Kensetsutsushin Shimbun

山形市、モリサワ、事業構想大と1日から受講募集

創生プロジェクト研究

山形市は18日、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

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March 29, 2022, Mainichi Shimbun (Yamagata)

新事業生み出す人材育成

市内の経済活性化につながる新規事業に頼り出す企業の人材を育てよう。山形市は2022年度、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

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March 19, 2022, Kahoku Shimpō

山形市×事業構想大学院大 人材育成、事業創出支援

山形市と事業構想大学院大（東京）など3者は18日、5月に始動する「やまがた創生プロジェクト」の概要を発表した。大学側は「未来の地域社会のあるべき姿を提案し、大いに貢献したい」と述べた。

山形市は2月に同大と、3月にモリサワとそれぞれ地域創生の包括連携協定を結んだ。同大は4月、仙台市に仙台校を開設する予定だ。

参加者は、人材や技術など自社の経営資源を活用して事業を創出した人や組織の中核となる幹部候補、山形市をより良くする熱意を持つ人だ。市内外から7人程度を4月に募るほか、市職員3人が加わる。

参加費は無料。3者のうち、書体メーカー「モリサワ」（大阪）が企業版ふるさと納税で山形市に納めた寄付金を活用する。

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March 19, 2022, Yamagata Shimbun

自治体と大学 地方創生へタッグ

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March 25, 2022, Nikkan Kogyo Shimbun

新規事業創出支援プロ

山形市などが発足 地域活性化につなぐ

山形市とモリサワ（大阪）市、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

山形市役所と事業構想大、オンライン会見に臨んだ佐藤孝弘市長は「激しく社会情勢が変化の中で、市外の力も活用して臨機応変に対応できる人材を育てたい。創造都市の推進につながる」と期待している」と述べた。

April 7, 2022, Fukushima Minpo

復興への先進例に

南相馬市は事業構想大学院大と連携

南相馬市は事業構想大学院大（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

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March 19, 2022, Kahoku Shimpō

自治体と大学 地方創生へタッグ

山形市と事業構想大学院大（東京）など3者は18日、5月に始動する「やまがた創生プロジェクト」の概要を発表した。大学側は「未来の地域社会のあるべき姿を提案し、大いに貢献したい」と述べた。

山形市は2月に同大と、3月にモリサワとそれぞれ地域創生の包括連携協定を結んだ。同大は4月、仙台市に仙台校を開設する予定だ。

参加者は、人材や技術など自社の経営資源を活用して事業を創出した人や組織の中核となる幹部候補、山形市をより良くする熱意を持つ人だ。市内外から7人程度を4月に募るほか、市職員3人が加わる。

参加費は無料。3者のうち、書体メーカー「モリサワ」（大阪）が企業版ふるさと納税で山形市に納めた寄付金を活用する。

参加者は、人材や技術など自社の経営資源を活用して事業を創出した人や組織の中核となる幹部候補、山形市をより良くする熱意を持つ人だ。市内外から7人程度を4月に募るほか、市職員3人が加わる。

March 28, 2022, Kensetsutsushin Shimbun

山形市、モリサワ、事業構想大と1日から受講募集

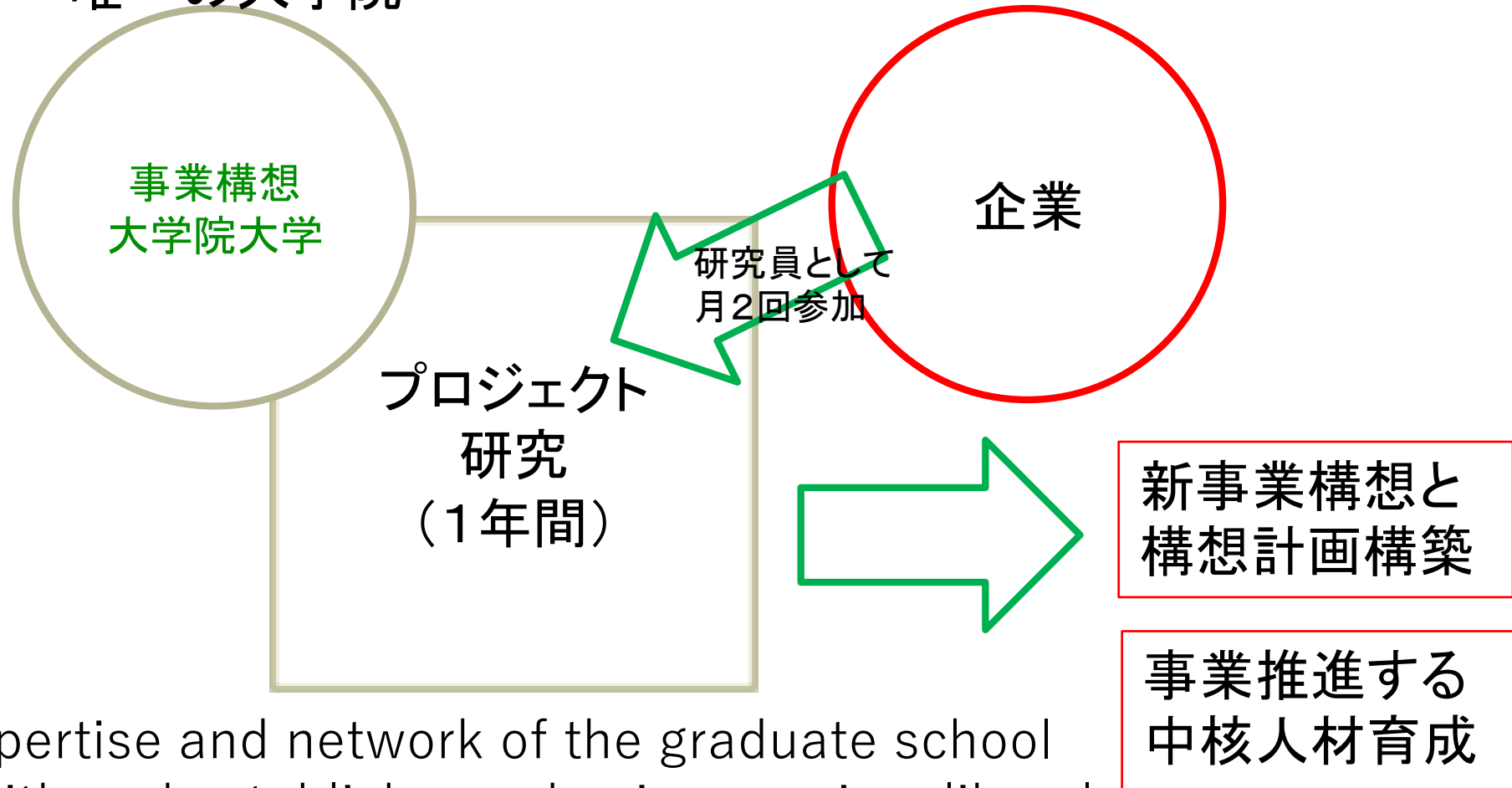
創生プロジェクト研究

山形市は18日、事業構想大学院大学（東京）と連携し、企業の新規事業創出や人材育成を支援する「やまがた創生プロジェクト」を立ち上げた。5月からの3年2ヶ月間で計20回セミナーを開く。参加は無料で、4月1日から募集を始める。自社の経営資源や技術を活用し、山形市の経済活性化を図る。新規分野開拓などを目的とする経営者や人材育成を支援する。事業計画書作成に向け、事業構想大のノウハウを活用する。事業資金にはモリサワからの企業版ふるさと納税資金がある。

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Graduate School of Project Design – Project Research

新事業構想に特化した
唯一の大学院



Utilize the expertise and network of the graduate school to come up with and establish new businesses in a liberal setting.

Example | Development of new projects that utilize regional business resources <Project research>

Tochigi regional development project research



Co-hosts: NEZAS Holdings Ltd., Shimotsuke Shimbun

Established to train personnel who can grapple with social issues by formulating project designs to solve social issues in Tochigi Prefecture. Industry-academia-government partnerships with the Graduate School of Project Design, NEZAS Holdings, and Shimotsuke Shinbun that was held over two terms.



Oita new business project research



Co-host: Oita Godo News

Oita, Kyushu – Japan’s top hot springs prefecture, slated to become the site of Asia’s first spaceport. In April 2021, we established research meetings to research new business development, with co-host Oita Godo News, in order to promote the training of personnel who will build the future of the region.



Example | Development of new projects that utilize regional business resources <Project research>

Project research to create new value in Nagasaki



Co-host: Nagasaki Broadcasting

Will begin in April 2023

Nagasaki is seeing opportunities for regional revitalization and shifts in industrial structure, what with the opening of the Nishikyushu Shinkansen in September, the promotion of the “Kyushu/Nagasaki IR Basic Concept,” which is slated to be established across Kyushu by 2027, and more.

In order to engage in sustainable management in the midst of these dramatic changes in corporate environment, industrial structure, etc., it is essential for businesses to enter new areas that transcend the boundaries of existing businesses, and create innovation.

As such, we will begin project research to concrete new value in Nagasaki, with co-host Nagasaki Broadcasting, as an initiative to train personnel capable of building the future of the region.

Courtesy visits by President Tanaka

We have received many comments from the heads of the prefecture’s major corporations, as well as the mayor of Nagasaki City, expressing anticipation for our initiatives



Tomihisa Taue, Mayor, Nagasaki City



Takujiro Mori (Chairman, Juhachi-Shinwa Bank)
Chairman, Nagasaki Doyukai



Seiji Akaki
Representative
Director & President
JR|Nagasaki City



Powerful PR initiatives

Example | Development of new projects that utilize regional business resources <Project research>



Minamisoma City project research

Partnership agreement: Minamisoma City, Fukushima Prefecture

- On March 8, Minamisoma City and the Graduate School of Project Design signed the “Partnership Agreement to Promote Regional Development and Personnel Training.” In May, the Minamisoma City project research began.
- The theme for the first year was to come up with project designs that utilize the potential of the Minamisoma-Kashima Service Area and its wide variety of local resources. We expect this to lead to the creation of new businesses that will bring more visitors/customers to the Joban Expressway/Minamisoma-Kashima Service Area.
- Researchers were comprised of city office staff, and employees of companies from within and outside of the city, branch offices of major Japanese companies, etc., from multiple industries, including infrastructure, construction, tourism, and media.
- On December 15, it was announced that the research team would be conducting a market sounding survey for the development of the area around the Minamisoma-Kashima Service Area.



The mayor of Minamisoma City also attended the project research opening ceremony.

Media coverage

May 19, 2022, Yomiuri Shimbun



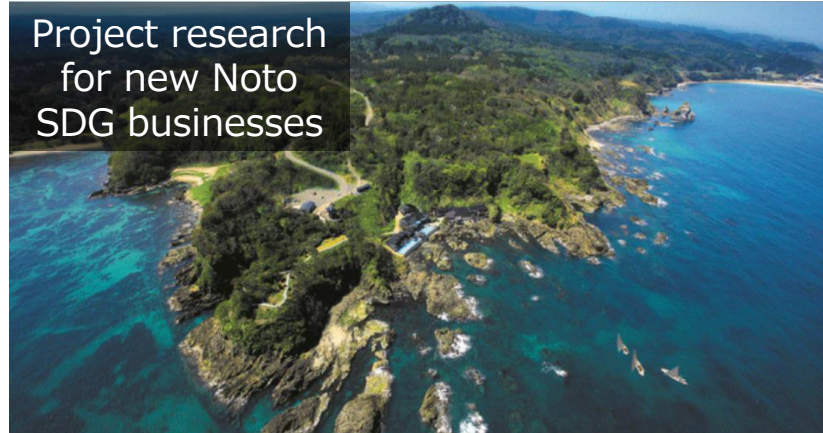
May 19, 2022, Fukushima Minpo



May 19, 2022, TV-U Fukushima



Example | Taking on “SDGs x New Business x Regional Development” at the very edge of the Noto Peninsula



ASTENA Holdings Co., Ltd.

Development of new food business / Branding of mushrooms, herbs, etc.

• In 2021, ASTENA Holdings moved part of its headquarter operations to Suzu City, Ishikawa Prefecture. They work to establish regional development businesses in three areas: education, SDGs investment, and regional support.



• One example of this is their promotion of regional branding and sixth sector industrialization of raw materials for health goods, such as mushrooms and herbs, in agriculture.

• The company is also working with banks, etc., to establish SDG funds, rebuild hotels, and more, to generate financial resources that can be reinvested in the region.

• The research team under the partnership with the Graduate School of Project Design has begun project research for new Noto SDG businesses. The team is working to research and develop new SDG businesses within the framework of industry-academia-government partnership.



The project research for new Noto SDG businesses is operated through funds accrued through corporate hometown tax payment charitable contributions (ASTENA Holdings and other participating companies), etc.

Example | Initiatives to utilize personnel through industry-academia-government partnerships (Creating opportunities for learning)

Shimonoseki business design project research

Shimonoseki City / NS Solutions / Graduate School of Project Design

Comprehensive partnership agreement for community development, the solving of local issues, and personnel training in Shimonoseki City



July 4, 2022: Partnership agreement signing ceremony at Shimonoseki City Hall; from left to right: Risa Tanaka (President, Graduate School of Project Design), Hiroyuki Morita (Representative Director & President, NS Solutions), Shintaro Maeda (Mayor, Shimonoseki City)

The **Shimonoseki business design project research** began with funding by corporate hometown tax payments from NS Solutions

Comprised of 10 researchers, mainly Shimonoseki City residents, including a regional revitalization specialist known as a “community revitalization evangelist.”

Examples of researcher industries	Manufacturing	Transport	University	Consulting
	Insurance	Post office	+ NS Solutions employees	

Duration: July 2022 – March 2023 (20 instances)
Faculty in charge: Masami Kawamura, Professor, Graduate School of Project Design



Mid-term presentation meeting



Example | Initiatives to utilize personnel through industry-academia-government partnerships (Creating opportunities for learning)

Project research to become a “city desirable to young people”

Chino City / KITZ / Graduate School of Project Design

Comprehensive partnership agreement towards realizing a “city desirable to young people”

The **project research to become a “city desirable to young people”** began with funding by **corporate hometown tax payments** from KITZ

In this research, people involved in regional initiatives from all generations and industries discuss ways to make the city more desirable to young people, and envision a possible future. The goal is to build a future for Chino City that will make it more comfortable for young people.

Duration: September 2022 – March 2023 (20 instances)

Faculty in charge: Takuya Shimodaira, Professor, Graduate School of Project Design

Researchers: 10 researchers selected through open recruitment



July 28, 2022: Partnership agreement signing ceremony at Chino City Hall; from left to right: Atsushi Imai (Mayor, Chino City), Makoto Kono (Representative Director & President, KITZ), Risa Tanaka (President, Graduate School of Project Design)



Research meetings were conducted in the KITZ Group Innovation Center, Work Lab Yatsugatake, etc.



Attention on Projects by Alumni

“Haneda Doyokai,” BS TV East



Example of Project Design/Implementation by Alumni | “Gyokatsu Box,” a live-fish transportation system that preserves the freshness of fish

Tadakatsu Sekiyama, President & CEO, Nikken Lease Kogyo Co., Ltd.

New business in a construction materials company: Increases fishermen income and contributes to regional development

A new business established by Nikken Lease Kogyo, whose primary business is in construction materials. The company took on the challenge of opening a live-fish center in an effort to contribute significantly to the growth of the fisheries industry.

The president of the company, Sekiyama, is an alumni of the Graduate School of Project Design.

Using knowledge gained from their work in another new business, drinking water production, the company succeeded in maintaining fish in a sleeping state under carbon dioxide anesthesia, then resuscitating them. This discovery led to the creation of the “Gyokatsu Box” live-fish transportation system. Within this system, “katsugyo,” or live fish, are transported in a sleeping state to food establishments within metropolitan areas.

It is garnering attention as an innovative new technology that will revolutionize the marine product transportation industry.



Gyokatsu boxes



解説者
日建リース工業(株)
代表取締役社長 関山 正勝さん

もともと当社は建設工事の「軽量仮設資材」のレンタルを主な事業としており、水産業界には全く縁がありませんでした。

ある時、創業時の社長が「ナノバブル水」という極小の気泡を充滿させた水の開発に着手したのですが、なかなか収益につながらず、その技術をいかに活用するかを模索するうちにたどりついたのが「活魚の輸送」です。

当社は農産物の輸送に用いるパレット（荷物を載せる荷役台）のレンタル事業も手掛けており、その経験が活かせるのではないかと考えたのも、水産物輸送に参入しようと思った理由の一つです。

農林水産省

English キッズサイト サイトマップ 文字サイズ 標準 大きく

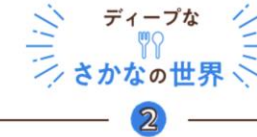
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会見・報道・広報 政策情報 統計情報 申請・お問い合わせ 農林水産省について

ホーム > 会見・報道・広報 > aff(あふ) 最新号 > aff(あふ) バックナンバー 2020年 > 20年8月号 > 新鮮な「活魚」をお届け！新たな輸送システムに迫る

aff 08 August 2020

8月号トップへ戻る



新鮮な「活魚」をお届け！ 新たな輸送システム に迫る

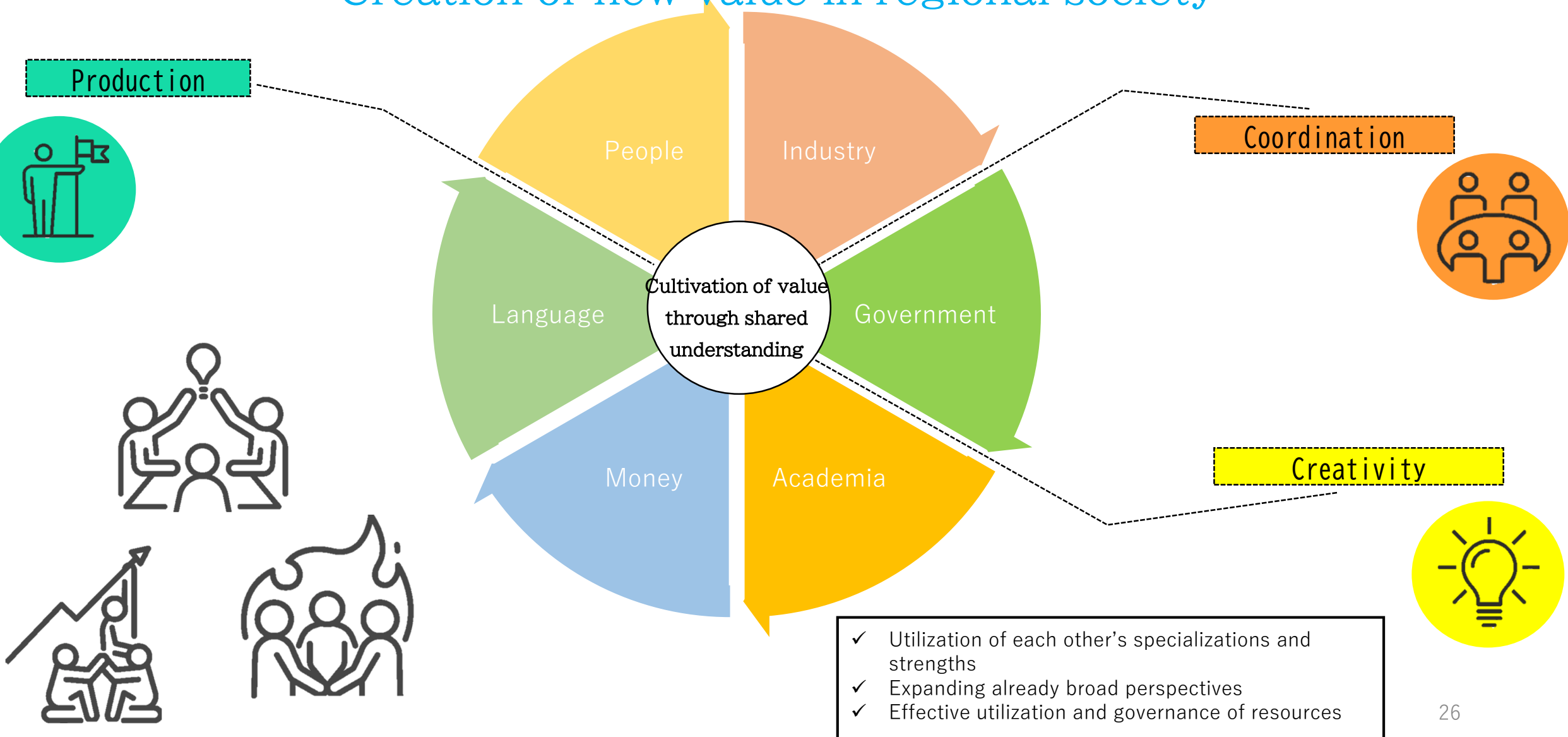
四方を海に囲まれ、豊かな水産物に恵まれた日本ですが、生きたままの新鮮な魚介が市場に出回ることは、それほど多くありません。そんな現状に変化をもたらすかもしれない輸送システムを、今回の特集では紹介します。

“水産物輸送業界に 新たな風を巻き起こす新技術”

Was also introduced on the Ministry of Agriculture, Forestry and Fisheries website (Source: Ministry of Agriculture, Forestry and Fisheries website)

Co-creation by diverse entities and growth through shared knowledge

Creation of new value in regional society

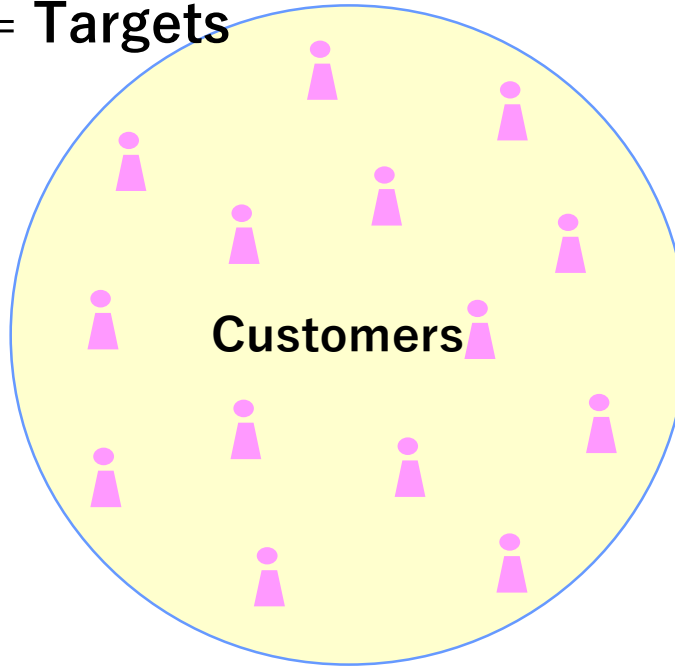
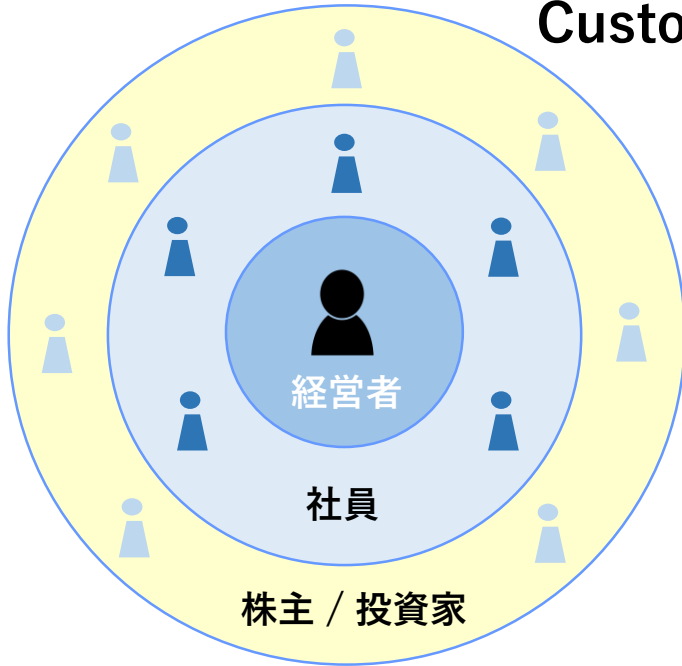


- ✓ Utilization of each other's specializations and strengths
- ✓ Expanding already broad perspectives
- ✓ Effective utilization and governance of resources

From Traditional Marketing to Co-Creation

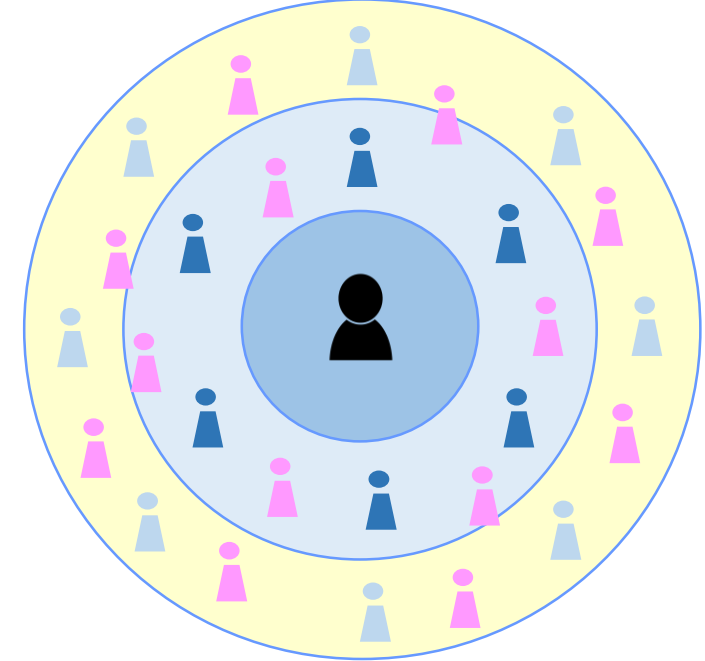
Way of thinking in companies without customer-centric philosophy

Customers = Targets



Way of thinking in companies with customer-centric philosophy

Customers = Partners



From
MARKETING

Sell company products to an external
"market"

From
Co-CREATION

Create products with partners
(customers)

Turning Communication Into Vitality

Industry, government, academia + Money, language, and people

Propose an ideal (shared goal) and establish its position within society and the market

Share an ideal vision. Visualize philosophies and meanings.

- Learn about the targets. Think about things from their perspective. → What forms of media do they come in contact with?

The value and meaning that will be provided to the targets

- Invite them to participate in processes to realize this ideal.

Increase the number of advocates, supporters, and associates **Work to maintain and improve motivation**

- Constantly verify that the message is getting through to the targets, and think about things from their perspective.
- Propose ideas that are seen to offer real value to targets

Purpose and design → Promotes innovation on-site