Innovation Nippon 2015

Innovation TOKYO for 2020 and beyond: Exploring the Shape of New Tokyo through Dialogues

1. Project Summary

1.1. Purpose

This report documents the series of workshops "Innovation TOKYO for 2020 and beyond: Exploring the Shape of New Tokyo through Dialogues" held in October and November 2015.

The workshops were initiated as part of the Innovation Nippon Project launched by the Center for Global Communications at the International University of Japan (GLOCOM) and Google Japan in 2013. The project aims to promote information and communications technology (ICT)-driven innovation in Japan, supporting the active contributions that the development and wide use of technologies make to the world. In this project, ICT experts conduct research designed to help related institutions with their policy planning and decision-making processes. These experts also make policy recommendations, referring to examples of legal systems, business practices, the directions of industrial development, and deregulation around the world.

The Innovation Nippon Project focuses on Tokyo, the host city for the 2020 Olympic and Paralympic Games, which are currently among Japan's most intense interests. Just as with the regional revitalization that the Japanese government promotes, urban community development has so many aspects that it needs to involve a wide range of internal and external stakeholders to make the community a better place. We believe that technology-driven innovation has enormous potential in many areas of urban community development, and that collaboration with people from all walks of life will set the stage for the fulfillment of that potential.

Therefore, we decided to take a different approach than the conventional one that relies mainly on intensive research by ICT experts. We held a series of workshops in which the participants from the public, private, and academic sectors exchanged and discussed their views and opinions. The list of participants reflected the diversity a large city boasts: people in the urban development, construction, service, manufacturing, and ICT businesses; those who work for central government ministries and agencies, municipalities, and other organizations in government service; those who represented NPOs, NGOs, and other private associations including incorporated foundations; and incorporated educational institutions, research institutes, and other organizations in academia. These stakeholders were a mix of technical experts and non-experts, and we aimed to make the workshops opportunities

for them to clearly identify the value that the Internet and other relevant technologies create, and to think about how they could make good use of these technologies.

Furthermore, for the participants to imagine the future, they needed to think outside the frameworks of familiar technologies and social systems, thereby adopting a future-oriented perspective that could enable them to imagine what the city in the future would look like, and what changes they would undergo before the visions come true. Therefore, we used a "Future Session" method that enabled the participants to adopt future-oriented thinking.

Consequently, the participants exchanged ideas as diverse as the participants themselves. In addition, we can say that the workshops helped them shape the visions of technological innovations needed to make these ideas realities, and see the direction in which these innovations should go. We hope that the results of this project and the insights gained from them will become available to people engaging in various aspects of urban upgrading in Tokyo and other cities, and that the innovations offered through the Internet and other relevant technologies will act as catalysts for new opportunities and possibilities.

1.2. The Theme of the Project

Innovation Tokyo for 2020 and beyond: Exploring the shape of new Tokyo through dialogues

  What are the innovations most effective for upgrading Tokyo to become globalized, smart, advanced, more comfortable, and so on? What are the potential values the Internet and technologies can provide in promoting those innovations?
  Our workshops highlighted three areas of investigation that we thought effective in upgrading the city for the 2020 Olympic and Paralympic games and beyond that is, the 2020's and onward. Participants from the private, public, academic, and civic sectors brought insights to engage in dialogue based on users' perspectives, and explored the future.

1.3. Subjects for the Workshops

Three areas of investigation were derived from the theme of the project: "moving" one destination to the other, "discarding" and "resting". We held three workshops where solutions were explored

through dialogue.

Workshop 1:

Making "moving within a city" more enjoyable: Thinking about making moving three times more fun, with personal mobility

Date and Time: October 28th (Wed), 2015: 6-9pm.
Place: Shibaura House (Minato-city, Tokyo)

   What are the functions, dramas, and other sources of enjoyment furnished by people's moving from one destination to the other? What should moving and the city be like for better efficiency and comfort, and enjoyment for everyone, including foreigners and disabled people. We discussed the experience of personal mobility, relevant information services, and other innovations for enjoyable moving within a city and upgrading of the city.

Inspiration Talks
  Ayumu Isomura, Representative Director of Board, Gradie Corporation
  Keigo Fukushima, Urban Development Business, Tokyu Corporation

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Workshop 2:

Making "disposing within a city" more enjoyable: Thinking about more comfortable relations with things within the arteries of a city

Date and Time: November 11th (Wed), 2015: 6-9pm.
Place: Shibaura House (Minato-city, Tokyo)

  Disposing of things is a part of everyday life in people's relations with things in a city, yet it is rarely talked about. What kind of innovation potential can we find within the arteries of a city? Specifically, we had dialogues and investigated possible innovations in relation to 1) Disposing: Special features and services that make disposing an enjoyable and comfortable experience, 2) Collecting: Installation and management of trash cans, and other ways to keep a city clean, and 3) Not Disposing: Design of things that do not turn into trash.

Inspiration Talks
  Yuko Sakita, President, NPO GENKI Net for Creating a Sustainable Society
  Fujio Kojima, CEO, Pirika, Inc.

Workshop 3:

Making "taking breaks within a city" more enjoyable: Thinking about creation and sharing of resting places that support health

Date and Time: November 25th (Wed), 2015: 6-9pm.
Place: Shibaura House (Minato-city, Tokyo)

In order to think about better ways to make use of resting places within a city where many more people, including tourists, will be coming, we focused on "taking breaks within a city." Breaks entail many different needs and different people have different ideas about breaks. How can we make better use of street and private spaces to respond to the diverse needs and ideas? How can we expand the new *omotenashi* culture of Japan with the Internet and other technologies? Dialogues were held on the possibilities for breaks and resting places in a city in 2020 and beyond.
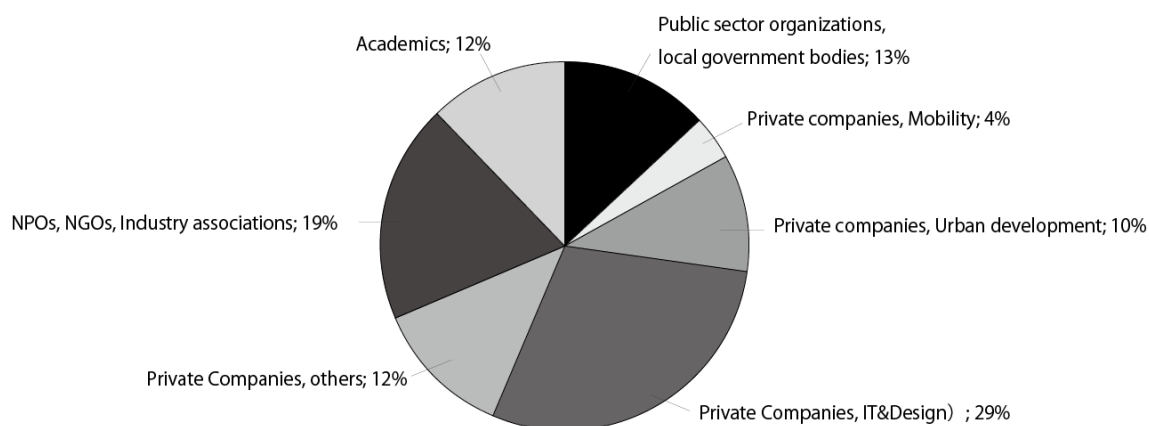
Inspiration Talks
 Masato Shiromori, Town Management Department, Mori Building Co., LTD
 Takahiro Kato, Policy Creation Division, Tokushima Prefectural Government

1.4. Workshop Participants

We invited stakeholders related to the subjects of the workshops, and a broader range of people involved in upgrading of cities with a view toward the Olympic and Paralympic Games, and those who are interested in such involvement. They spanned across the private, public, academic, and civic sectors. The affiliations of the participants were distributed widely across IT firms, design firms, urban development and construction, other private companies, industry associations, non-profit organizations, public sector organizations, and local government bodies.

【Affiliations of the participants】

Academics; 12%

Public sector organizations,
local government bodies; 13%

Private companies, Mobility; 4%

NPOs, NGOs, Industry associations; 19%

Private companies, Urban development; 10%

Private Companies, others; 12%

Private Companies, IT&Design）; 29%

1.5. Administration Team

This project was administered by the following members of Center for Global Communications (GLOCOM), International University of Japan.

Masahiko Shoji (GLOCOM), Concept Development and Administration
Tomoaki Watanabe (GLOCOM), Concept Development and Administration
Naho Kobayashi (GLOCOM), Concept Development and Administration
Akiko Kojima (GLOCOM) Concept Development and Administration
Shihoko Aoki (GLOCOM), Concept Development and Administration
Takahiko Nomura (GLOCOM, Future Sessions, Inc.) Facilitation

2. Discussion: Innovation Potential for Upgrading Cities

We analyzed the outcomes of the three workshops, and summarized them into the following four points regarding the innovation potential for upgrading of cities.

2.1. Broad range of potential contributions technologies can provide to urban upgrading

Not all the participants in this project were experts in the Internet or any other relevant technologies. Nevertheless, these people with different backgrounds working in public, private, academic, or civil sectors discussed ICT-driven innovation and explored what it could offer from users' perspectives.

We provided the subjects of "moving," "discarding," and "resting" for discussion from the perspectives of people who visit or live in the city, as opposed to "working," "playing," and "buying," which are typical subjects of discussion about urban life. The participants bounced various ideas around, giving the dialogue further depth. Among the ideas that the participants came up with were, in addition to specific individual services, daring suggestions for applying different technologies and services to make large-scale visions realities, such as "No damage even if a big earthquake hits Tokyo during the Olympics or Paralympics."

This indicates that we can further discuss potential innovation for urban upgrading in a much broader context.

2.2. Use of humanoid robots in social settings

Some of the participants offered ideas about humanoid robots working in future urban settings, such as transporting people and picking up trash on the street. Given that the participants included non-technical experts in various fields from different sectors, we inferred that the general public might keenly anticipate their future society using humanoid robots in many different settings. This also indicates that companies may consider using humanoid robots in a wider range of areas for their business development efforts in the future.

The discussion of many issues connected with humanoid robots working in social settings, such as product liability, has just begun. We believe that once legal and policy requirements are set in place,

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ideas about where and how humanoid robots are used will have more specific shape at a faster pace in a variety of fields, including the innovative use to address social issues, as some of the participants suggested during the workshops.

2.3. Communication is the key to people's relationships with technologies

Some of the participants commented that "resting" is a way of communication and hospitality is a part of interaction when they discussed the subject "resting," as well as the subjects of "traveling" and "discarding", in connection with their ideas for how to use humanoid robots. This indicates that the participants value communication, rather than mechanical automation, in their relationships with technologies.

Therefore, in addition to convenience, a human touch is probably the key to services provided through robots, smartphones, and even sensors. Technologies are likely to engage people if they have endearing qualities, resonate with users, offer two-way communication, or any other emotional merits. Given that the participants talked about this while they discussed "traveling," "discarding" and "resting"—acts for which communication hardly plays a central role—in the context of urban development, future innovation may depend on how it will create communication in technological settings.

2.4. Growing popularity of "sharing"

Each of the workshops saw its participants suggest ideas based on the concept of sharing, such as sharing personal mobility in social settings, car-pooling, trash cans for public use on private property, and "cafés in the yard" set up at people's homes. Hotels, taxis, and room rental businesses already provide services based on the idea of sharing, and, considering the discussions we had at the workshops, we can say that businesses in different industries are increasingly trending toward offering sharing services.

To encourage businesses to offer a variety of new sharing services, there must be a legal framework that clearly defines the responsibilities of service providers and users, and aligns regulations on existing sharing services with new ones. This will set the stage for innovation designed to assist

problem-solving in the city approaching the 2020s, and urban upgrading in general.

2.5. Conclusion: For urban upgrading toward the 2020s

As stated above, potential innovations emerged from discussions that explored possible uses of technologies in urban upgrading, thanks to the participants, who were from all walks of life. Also, in addition to the contexts of "traveling," "discarding," and "resting," there must be many other areas in which technologies can contribute to innovative development as we approach the 2020s.

That said, the workshops helped us see only a fragment of the potential innovations have. To successfully upgrade a city, we need opportunities to flesh out innovative ideas for uses of robots, communication, and sharing services, and to explore future-oriented technological innovations in a wide range of fields. We believe that it is vital to open and continue dialogues with local governments and businesses engaging in regional town planning projects to discuss what actions we can take and what rules we must follow to make our visions realities.

We hope that the Innovation Tokyo activities will contribute to Tokyo's urban upgrading efforts approaching the Olympic and Paralympic Games in 2020 and thereafter, thereby promoting ICT-driven innovation across Japan.

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