



News

博報堂 広報室

HAKUHODO

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Hakuhodo and the University of Tokyo Establish Social Innovation Consortium at the University's Center for Knowledge Structuring

Tokyo—June 30—This June, the University of Tokyo (Bunkyo-ku, Tokyo; Hiroshi Komiyama, President) and Hakuhodo Inc. (Minato-ku, Tokyo; Junji Narita, President & CEO) jointly established Social Innovation Consortium within the University of Tokyo Center for Knowledge Structuring.

Social Innovation Consortium was jointly established by the University of Tokyo and Hakuhodo within the University of Tokyo Center for Knowledge Structuring (Director: Yoichiro Matsumoto, Graduate School of Engineering). With participation from companies from many industries, the Consortium puts forward for discussion emerging social issues and approaches to innovations that could potentially lead to solutions.

Issues such as resources, energy, global warming, food, the dwindling birthrate and graying of society, labor and regional revitalization affect society as a whole. Closely interlinked, these are no longer distinct challenges and cannot be dealt with without considering the implications for society and business.

Social Innovation Consortium closely examines social issues based on future scenarios of society (the world), structuring (interlinking) the independent and disparate frontier knowledge held by each participating entity to tease out approaches to innovation that can lead to solutions.

More particularly, the Consortium, centering on Professor Hideyuki Horii (Graduate School of Engineering) and a focal group consisting of Professor Shunya Yoshimi (Interfaculty Initiative in Information Studies), Associate Professor Takashi Shimizu (Graduate School of the Arts & Sciences), Associate Professor Yutaka Matsuo (Graduate School of Engineering) and Hakuhodo, works with participating companies from many industries as well as students from the University of Tokyo, Massachusetts Institute of Technology (USA) and the University of Amsterdam (Netherlands) to interlink the knowledge amassed by academia with solution knowledge developed by Hakuhodo and other participating companies to uncover new directions for innovation.

We believe that bringing together industry and academia to narrow down issues facing society, companies and people's lives and identify solutions will enable us to draw out solution mechanisms to essential common challenges facing society in the future that can be shared by society and industry. The fruits of this work will be presented from time to time in the form of recommendations, with the aim of contributing to the growth of society and industry through the implementation of concrete solutions.

- **Overview of the Social Innovation Consortium**

Planning:	Hideyuki Horii, Deputy Director of the Center for Knowledge Structuring; Hakuhodo
Participating professors:	Professor Hideyuki Horii (Graduate School of Engineering) Professor Shunya Yoshimi (Interfaculty Initiative in Information Studies) Associate Professor Takashi Shimizu (Graduate School of the Arts & Sciences) Associate Professor Yutaka Matsuo (Graduate School of Engineering)
Participating companies:	To be determined
Participating universities:	University of Tokyo, Massachusetts Institute of Technology, University of Amsterdam
Operation:	Hakuhodo Innovation Lab, Market Design Business Promotion Division
Location:	Hakuhodo Univ.
Outcomes:	Press conferences, academic papers and presentations at academic societies, published reports, information on web pages

- **About the University of Tokyo Center for Knowledge Structuring**

A ground-breaking interdisciplinary, cross-sectoral research body unlike any other in a university setting, the Center for Knowledge Structuring was established in June 2007 with the objective of structuring vast amounts of independently and disparately created knowledge in order to generate concrete values. Through collaborations between the arts and sciences and medicine and engineering, the Center for Knowledge Structuring aims to generate new intellectual, economics, social and cultural values. It also works to identify knowledge structuring methodologies and contribute to the concrete advancement of the structuring of knowledge by rapidly implementing its findings. (Center Director: Professor Yoichiro Matsumoto; Deputy Directors: Professor Hideyuki Horii, Professor Shunya Yoshimi)

- **About Hakuodo Innovation Lab**

Companies today seek solutions to such major business challenges as ensuring ongoing innovation and the development of strategies for value creation in addition to solutions to traditional marketing & communications problems. To better address these issues and play a pivotal role as our clients' innovation creation partner, Hakuodo in April 2008 integrated its specialist futures consulting team (Hakuodo Foresight) and innovation research team into Hakuodo Innovation Lab. The Lab is a specialist unit that is a leading player in innovation creation, carrying out everything from revolutionary idea discover (research), to business concept planning (strategy creation) right through to implementation (communication activities). Hakuodo Innovation Lab undertakes research from the standpoint of solutions open to society and accordingly works closely not just with Hakuodo clients, but also with Japanese and international universities and think tanks, the national government and local authorities, and a broad range of other parties interested in the realization of innovation.

(Executive Manager: Keigo Awata)

- **About Hakuodo Univ.**

Established in April 2005, Hakuodo Univ. is a corporate university intended to strategically train professional staff and sharpen the skills of Hakuodo employees, our most important source of competitive advantage. Aside from conducting basic skills training, the facility also hones employee creativity at many levels through a variety of methods, and even conducts research leading to proposals for new *sei-katsu-sha** realities.

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Hakuodo Innovation Lab

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* *Sei-katsu-sha* are more than simply consumers, just as people's lives and lifestyles include more than just shopping. Hakuodo introduced this term in the 1980s to emphasize its commitment to a comprehensive, 360-degree perspective on consumers' lives.