

Laboratory / Center profile

SDC: Social Design Center ▶ <http://lab.sdm.keio.ac.jp/sdc/> (in Japanese)

SDC
Social Design Center



Representative:
Professor Takashi Maeno

Members:
Yoshinobu Soda, Associate Professor Seiko Shirasaka,
Project Professor Toshiyuki Yasui, Professor Ryuichi Teshima,
Associate Professor Naohiko Kohtake

Why a Center?

We are living in global revolutionary times. The breakdown of traditional social systems results in a never-ending parade of new social issues. We know that one individual, no matter how talented, cannot solve a large-scale, complex social problem on his or her own. A systemic process of consensus-building among the various leaders (multiple stakeholders) is required so that solutions can be developed to overcome these various social issues.

We established "Social Design Center (SDC)" with these key terms in mind; "origin of social problems", "design thinking", "project base", and "multi-stakeholder process".

What is SDC's purpose?

Though SDM is fully committed to education and SDM Research Institute's laboratories are involved in a wide range of important research activities, we believe that it is time to take a more practical approach (on a project basis) to solving societal problems. In this spirit, SDM Research Institute has established the Social Design Center (SDC). SDC will lead social system innovation by applying systems thinking to social action programs.

SDC bases its activities in the Collaboration Complex, Keio University, Hiyoshi campus. In the spirit of collaboration, various players in the social revolution from industry, government, and academia—including students with business and research experience—will gather here. We will utilize this intellectual network to make the university a place that is not only for education and research, but also for implementing sound and practical social restructuring initiatives.

Activity Report 1 Kannai Future Center Project



Launch event at Kannai Future Center



Dean and Professor Takashi Maeno and SDM Research Institute researcher Yoshinobu Soda

SDC is engaged in collaborative activities with Kannai Future Center (Kitanaka-dori 3, Naka-ku, Yokohama) in Yokohama. Kannai Future Center is a business incubation facility in the Kannai area for entrepreneurs and creators involved in city planning. Under the concept of "mass × mass Kannai", it provides information and support to social entrepreneurs and creators and aims to create an international network for their use. SDC is designing a meeting place that will be quite similar.

At the Center's launch on July 7, over 120 participants from industry, academia, and the government gathered for a lively networking session. From SDC, Dean and Professor Takashi Maeno (Managing Director of SDC) and SDM Research Institute researcher Yoshinobu Soda (Director of SDC), discussed the possibilities for new public innovation in the Yokohama area with the participants.

We also plan to organize workshops for city planning and workshops for fostering entrepreneurs.

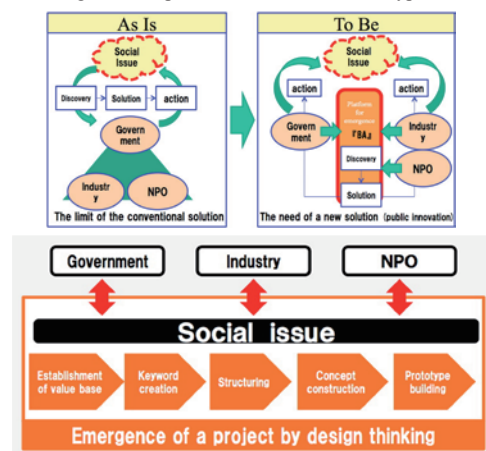
Call for support and cooperation

SDC is involved in social system innovation and in leading social activities in addition to those previously mentioned. In collaboration with SDM Research Institute laboratories and outside organizations, we're working on methodology development, Future Center operation methodologies, event management methodologies, and hands-on activities in society, such as symbiosis with local municipalities and regional revitalization, NPO/NGO, social companies, and business support. We wish to collaborate with people and organizations that are highly motivated to solve social problems, reform society, participate in social activities, or learn social design & management. If this sounds intriguing to you or your organization, we would like to hear from you.

What are the concept of SDC and basic process?

The concept of SDC is "Platform for emergence", which is based on the European-oriented idea of "Future Center". A Future Center is a place where various participants solve complicated social problems together based on future-oriented dialogue and creative collaboration. SDC is a new university-launched Future Center in Japan.

The design processes are divided into 5 steps; "Establishment of value base", "Keyword creation", "Structuring", "Concept construction", and "Prototype building".



Activity Report 2 Fukushima Disaster Restoration Project



SDC meeting



Presentation by students

In addition to the instant and devastating damage dealt to the residents of Fukushima on March 11, they are still suffering from the after-quake, the nuclear-power accident, harmful rumors, and other problems—even six months after the Great East Japan Earthquake struck. The Fukushima Disaster Restoration Project was launched to solve such large-scale complex problems.

The activities include study meetings on the restoration of Fukushima and briefing sessions on the activities of each member. In addition, we hold regular events. The open-invitation SDC meeting "Fukushima Disaster Restoration" on June 11, 2011 was one such meeting where we discussed our activities with Izumi Yoshida, Parliamentary Secretary for Finance.

Though we are still in the study stages, we plan to launch a Future Center in Fukushima among other activities.



SDM Research Institute, Graduate School of System Design and Management at Keio University
Collaboration Complex, Keio University, 4-1-1 Hiyoshi, Kohoku-Ku, Yokohama, Kanagawa 223-8526
Tel : 045-564-2518 Fax : 045-562-3502 E-mail : sdm@info.keio.ac.jp

SDM
System Design and Management