

Laboratory / Center profile

Entrepreneur Laboratory

<http://lab.sdm.keio.ac.jp/el/Aboutus/aboutus.html> (in Japanese)

Representative: Takashi Maeno maeno@sdm.keio.ac.jp

Members: Professor Shinichiro Haruyama, Associate Professor Seiko Shirasaka, Guest Professor Toshiyuki Yasui, Project Associate Professor Nobuaki Minato, and others

Every year more than ten business owners and managers study at Keio SDM. In addition a sizeable number of students aspire to start up companies or establish new businesses within existing companies. This fact inspired a group of students

and faculty to come together and create a platform for entrepreneurship by utilizing Keio SDM's methodologies and methods. The establishment of the Entrepreneur Laboratory came to life in summer 2012.

Activities

- systematize entrepreneurship design and contribute to a new course, "Entrepreneurship Design," which will be launched starting from the academic year 2013
- gain practical knowledge and tips about entrepreneurship by organizing sessions to learn from the experiences of entrepreneurs and business managers
- organize sessions to brush up different business ideas using SDM's methodologies, such as system thinking and design thinking
- organize sessions covering the basic knowledge essential for entrepreneurs (e.g., management, accounting, innovation) (This year we had a session on "Business Model Generation" by Associate Professor Minato.)
- co-host the Future Design Conference
- conduct discussions, information exchanges, and joint research concerning entrepreneurship and starting up of new businesses



Laboratory in action

The laboratory has been very active, as can be seen by the fact noted above that a new course, "Entrepreneurship Design," will be launched beginning from the academic year 2013. We welcome anyone who is interested. Come and join us!

Advanced City Design Laboratory

Representative: Masaru Nakano nakano@sdm.keio.ac.jp

Members: Professor Shoichi Sasaki, Project Associate Professor Nobuaki Minato, Project Lecturer Tomomi Nonaka, and others

Objective

There is an increasing call for a concept creation related to sustainable cities as we face critical issues, such as Japan's falling birth rate and the aging population, natural disasters, as represented by the Great East Japan Earthquake, and the global boom of building environmental cities. This laboratory studies comprehensive methodologies related to policy evaluation and thereby makes policy recommendations.

Methodology

The Advanced City Design Laboratory conducts research into comprehensive methodologies with a view to: (1) visualizing issues faced by cities, such as natural disasters and aging society; (2) setting targets; and (3) making concrete proposals, such as recommendations on policies and infrastructures (see figure below). We ensure that recommended measures are evaluated from the three key perspectives: environment, economy, and society. This, we believe, allows stakeholders to have fruitful discussion on basic concepts for the localized city design. The key to consensus building among various stakeholders is the problem analysis and the quantitative evaluation of policies, the quantitative analysis of multiple policies based on multiple scenarios. For the quantitative evaluation we use: system dynamics, multi-agent simulation, population dynamics, life-cycle assessment, input-output analysis of inter-industry relationships, General Equilibrium Model, and game theory.

Research Themes

The Advanced City Design Laboratory has thus far conducted research on the following themes:

- (1) Design for sustainable redevelopment of new towns developed in the suburbs of metropolitan areas during the Japanese post-war economic miracle, such as Tama New Town
- (2) Redevelopment policy for concentration areas, such as Suginami and Arakawa wards of Tokyo, where wooden buildings mushroomed during the chaotic periods following the Great Kanto Earthquake and the War
- (3) Attractiveness analysis of advanced regional cities, such as Toyama and Kitakyushu
- (4) Sustainability assessment for the redevelopment of large cities' high-rise areas, such as Yokohama and Nihombashi
- (5) Reconstruction and city planning for the affected areas in Tohoku

Activities

The laboratory collaborates with partner companies to generate active discussions concerning advanced cities. We hold seminar almost every month to discuss methodology and organize field visits and on-site interviews (see pictures below). The laboratory's work goes beyond Japan: We have received joint research proposals from overseas including a European university.

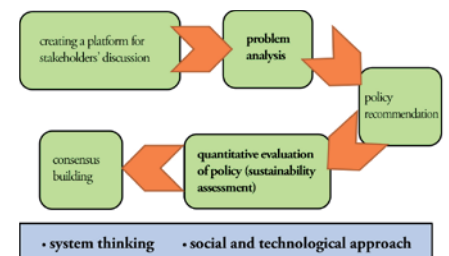


Figure: Comprehensive methodology for advanced city design



Field visits (Toyama city, Kitakyushu city, and Ishinomaki city)



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