

Laboratory / Center profile

Social Design Center (SDC)

Representative: Professor Takashi Maeno

Overview

What we call “social design” means that multiple stakeholders such as government, companies, universities and citizens participate in problem-solving processes (“multi-stakeholder process”), seeking to create a new society by “working in collaboration” in order to address the issues of an increasingly complex society. The Social Design Center (SDC), which was established in April 2010, aims to serve as a practical platform to realize social design. The following are two cases of such attempts.

Case 1: Multi-Stakeholder Value-Creation Project

The SDC collaborates with an advertising agency, Hakuhold Inc. (among other such agencies) to implement a value-creation project with multiple stakeholders, with a view to addressing social issues. Currently there are two projects that are on-going. One is the “Food Loss Challenge” project. Under the auspices of this project we have conducted study tours and workshops with the aim of providing tips on how participating companies can change their own behavior, and how to forge opportunities for creating new business. (<http://foodlosschallenge.com/> in Japanese)

The other project is the “Conference for Future Education”. A kick-off symposium was held in March 2014, at which we shared our concerns on various issues with 250 individuals from the private sector, the public sector, NPOs, and the education sector. We plan to organize study tours in and outside Japan in pursuit of solutions to intrinsic issues. (<http://miraiikk.jp/>)

Case 2: Keio SDM Obuse Social Design Center

The Keio SDM Obuse Social Design Center (office name: Obuse Office, Social Design Center, SDM Research Institute) was established inside the municipal office of Obuse Town in 2014. Working creatively with various stakeholders, we plan to organize Obuse youth meetings, an Obuse summer school, and future Obuse meetings, while carrying out practical research for creating new businesses and developing a happy community.



A logo of the Food Loss Challenge Project



未来教育会議

A logo for the Conference for Future Education



A study tour



A workshop



In front of the office
(From left, Professor Koizumi from the University of Tokyo, Project Professor Hayashi, Dean Maeno, Mayor Ichimura, Guest Professor Nakajima and Omiya Researcher)



Systems Approach for Business Engineering

As globalization and other factors make business environments more complex, system-thinking management – aiming to capture things by taking a panoramic view of the whole – is increasingly required. This book aims to enable readers to develop structured creative thinking and systematic problem-solving skills at the same time as illustrating the methodological systems approach. The book was written by Professor Masaru Nakano and Associate Professor Nobuaki Minato of Keio SDM as a textbook or supplementary reader for undergraduate and postgraduate programs concerning business engineering, systems engineering and business management. The book is also meant to motivate managers and those who aim to be managers in the future.

The first part sets out the definition of a system and lays out the basics of systems thinking by emphasizing the importance of capturing business as a system and integrating multi principles. The second part introduces a methodology which enables stakeholders to



understand hidden programs concerning business and root causes in a systematic manner, while explaining the ways in which business can be analyzed and evaluated as a system. The third part discusses how the systems approach can effectively be applied in corporate activities such as business strategizing, marketing, finance planning, human-resource and supply-chain management, and business-process reforms.



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