



Group work at the introductory camp, conducted on April 11-13, 2014



## Message from the Faculty

### From Keio SDM to Tokyo 2020

It was decided at IOC's 123<sup>rd</sup> General Meeting in September 2013 at Buenos Aires that the 2020 Olympics and Paralympics would be held in Tokyo. It will have been 56 years since a summer Olympics was last held in Japan, and it will have been 22 years since the Nagano Olympics. One of the features of Keio SDM is that not only the faculty members, but also many of its students, have viable ties with, or are active members of, the business community. In fact, the faculty and students of Keio SDM were greatly involved in the efforts of hosting the upcoming Olympics and Paralympics. On the day that Tokyo was selected as the next host in Buenos Aires, photos of Keio SDM's faculty and students were broadcasted to those waiting at home and the

excitement was shared among all members. The occasion gives us hope, including the children of the next generation, because Japan also faces various issues, such as the rebuilding of the areas destroyed by the 2011 disaster, the falling birth rate and the aging population, and economic recovery. The fact that the festivities that the entire world focuses on will be held in Tokyo in 2020 gives Japan a great opportunity to regain its energy and strength for the future. The SDM Research Institute established the Sports Design Management Laboratory in 2013 after one year of preparation, with the aim of improving the technical effectiveness of sports and nurturing human resources, as well as improving the value and understanding of sports through

collaboration with various non-sports sectors. In addition, in the present year - 2014 - it has been six years since the foundation of Keio SDM, while we have six more years until the Tokyo Olympics and Paralympics. Certainly, Keio SDM should play a significant role in making the Tokyo Olympics and Paralympics a success, and also in addressing the social problems of Japan and the world after 2020, the timing for 'a leap'. I believe we can make valuable and significant contributions to society if students, researchers, faculty and staff work on various projects as one. For this, Keio SDM endeavors to nurture future international leaders through research and education based on systems approach.

Naohiko Kohtake, Associate Professor  
Graduate School of System Design and Management

## News

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### Keio SDM's Information Session on April 19

Keio SDM held its first information session of the year at the Collaboration Complex in Hiyoshi Campus on Saturday, April 19, 2014. The venue was almost full, with 85 participants, which is a relatively large number compared to the information sessions in the past. The session was opened by Dean Maeno who explained about the vision, curriculum, and research of Keio SDM.

Additionally, each faculty member, including Professor Tomohiko Taniguchi and Associate Professor Makoto Ioki – who have recently joined – introduced his/her own lectures and research. The participants then observed an actual lecture and visited the laboratory before attending a poster session at which the faculty and students introduced their laboratories and centers while

actively exchanging opinions with the participants. Finally, Associate Professor Tetsuya Toma gave a demonstration class on project management which was attended by many participants. The next information session is planned to be held on Mita Campus at 18:30 on May 21.

## Introductory Camp: April 11-13



Group work carried out during the camp

Many students from a wide range of fields and with various backgrounds joined Keio SDM again this year, all with a passion for transforming society for the better. A week after the entrance ceremony and introductory guidance session, on Friday, April 4, 2014, the introductory camp was held at *Seimei no mori* (“The Forest of Life”) in Nagara Town, Chosei Gun, Chiba, over the weekend April 11-13. This year’s group work dealt with different themes based on ‘systems’, ‘design’ and ‘management’. As such, the curriculum was designed in such a way that students could deepen their understanding of Keio SDM’s education and research while getting to know each other and sharing their ideas. The camp also included a lecture on Fukuzawa Studies, which has become a tradition. There were also occasions for new students to interact with SDM graduates who are playing leading roles in society—it was a fruitful event.



## Symposium on Big Data Innovation on March 17



On Monday, March 17, 2014, “Keio University’s Symposium on Big Data Innovation 2014” was held at the Raiosha Building on Hiyoshi Campus for the purpose of sharing the achievements of 2013 and making plans for 2014 onwards concerning Keio SDM, Keio Business School, and the Faculty of Science and Technology’s joint

program. The joint program is sponsored by the Ministry of Education, Culture, Sports, Science and Technology (MEXT), titled “Skills and Practice-based Big Data Innovation Human Resource Development Program” (Leader: Professor Takahira Yamaguchi, the Faculty of Science and Technology). The symposium saw lively discussions among more than one hundred participants. Dean Tojiro Aoyama of the Faculty of Science and Technology gave an opening speech. Counselor Hiroaki Hanaoka of MEXT then introduced MEXT’s research and human development for the utilization of big data. This was followed by Vice Director-General Hiroshi Murayama of the Institute of Statistical Mathematics, who explained about the formulation of networks for the nurturing of data scientists, and lead scientist Yu Hirate of the Rakuten Institute of Technology, who introduced examples of big data utilization at e-commerce companies. After the presentations,

the faculty members of each graduate school made presentations. From Keio SDM, Associate Professor Naohiko Kohtake presented as a faculty member in charge. The joint program is a three-year project which will continue until 2015. It aims to create a network of networks for the development of innovative human resources among research institutions, such as universities, by connecting various human development networks by academic discipline utilizing qualitatively and quantitatively large data (big data) in each sector. With each institution bringing in its own resources related to human development (human resources, data, etc.), the intention is to nurture human resources for the utilization of big data more effectively, efficiently and strategically.

Keio University’s Symposium on Big Data Innovation 2014:

▶ <http://bd.comp.ae.keio.ac.jp/2014/03/17/00/> (in Japanese)

## Keio SDM's Interaction Session on April 19



The sixth floor of the Collaboration Complex was packed with students (casual meeting in a conference room and poster session in the hallway)

The interaction session for newly admitted students and existing students - which has become an annual event held each April - was held on Saturday, April 19, 2014. The sixth floor of the Collaboration Complex, including the hallways and conference rooms, was filled with students and faculty members. A poster session was organized during the event at which participants could get to know each other while snacking—it was a great opportunity for the new students to find a laboratory they would like to join.

This year, each group of newly admitted students was asked to present on project plans for enhancing Keio SDM's values in the form of skits as a part of their achievements from the 'management' session that they attended during the introductory camp. It was a lively event from beginning to end.



## Change the World with System x Design Thinking – “How to Innovate” by Keio SDM

This book was published by Nikkei Business Publications, Inc., in March 2014. Dean Takashi Maeno is the author and editor of the text, with coauthors Guest Professor Yasui, Associate Professor Shirasaka, Project Assistant Professor Ishibashi, Part-time Lecturer Tomita, Part-time Lecturer Yagita and Researcher Iwata. The book summarizes methodologies and methods that have been used in the 'Design Project', one of the required subjects of the Keio SDM Master's course, the “Keio Innovative Design School” (KiDS), which is an extension lecture series for the public, and training for and joint research with private firms and entities. Part One asks “What is innovation?” It touches upon the basics of system x design thinking

and Keio SDM's philosophy and direction. Part Two introduces technical aspects and examples of utilization. It summarizes 16 techniques, methods and examples of utilization, while providing ample actual cases. Part Three talks about the means of utilizing system x design thinking as useful 'weapons' (or 'tools'). The book describes techniques and tips for the utilization of this method, especially for business professionals. At the end of the book, there are 33 sets of questions and answers, corresponding with major questions raised thus far. The book has been selling well, having already reprinted three times. It seems to reflect the current situation in which education for innovation is demanded by different sectors. Building on



this book, we aim to accelerate our endeavor to become Japan's center for innovative education.

## Laboratory / Center profile

### AGRI (Agricultural Laboratory)

[http://lab.sdm.keio.ac.jp/nouto\\_lab/](http://lab.sdm.keio.ac.jp/nouto_lab/) (in Japanese)

Representatives: Professor Takashi Maeno, Project Professor Mikako Hayashi

The “Agriculture Laboratory” was formed in 2008, at the time of the establishment of Keio SDM, as one of its cross-cutting research laboratories. The laboratory seeks a “symbiosis of rural areas and urban cities,” as the concept aimed at the revitalization and activation of local communities. The “Agriculture Laboratory” aims to study, spread and advocate regional revitalization through rural-city symbiosis, and has been made possible by a donation from Norinchukin Bank. Professor Maeno, Project Professor Mikako Hayashi and others are guiding the laboratory. The main activities of the laboratory are as follows:

#### (1) Research into Regional Revitalization based on Rural-Urban Symbiosis

The laboratory holds seminars once or twice a month, as Project Professor Hayashi is based in Sapporo working as a TV broadcaster. The seminar participants are diverse: Master’s and doctoral students and many researchers from the SDM Research Institute are actively conducting research. The laboratory conducts research into themes such as deserted arable land, plant factories and AGRI business using SDM methods, focusing on total optimization instead of localized solutions.

#### (2) Activities Related to Spreading and Advocating Rural-Urban Symbiosis

The laboratory conducts forums every year. This year, a seminar on agriculture, rural villages and regional revitalization was held in March. Project Professor Hayashi has a number of publications, such as *The Secret of Rural-Urban Symbiosis* (Jurosha Publications, Inc.) and *Let’s Become Happy with Agriculture in Rural Towns* (Azumi Publications, Inc.) in addition to the Agricultural Laboratory’s annual reports.

#### (3) Research in Agriculture and Rural Areas

Every summer, we visit agricultural and rural areas. Last year, we visited farms and agriculture-related facilities on the invitation of Obihiro Municipal Government Office and witnessed community building efforts as part of our research. On the last day, a workshop and presentation session was held using SDM methods on the theme “Cultivate Tokachi’s Charms,” together with the city government and local residents. We received positive comments from Obihiro City government and local companies, such as: “We would like to utilize what we have learned for the future.” This year, we plan to conduct research at Obuse Town in Nagano Prefecture in collaboration with the Social Design Center of the SDM Research Institute in Obuse. To all of you those who are interested in “Rural-Urban Symbiosis” and “Regional Vitalization,” please feel free to take part in the Agriculture Laboratory’s activities!

**AGRI (アグリ)ゼミ 活動紹介**  
 所属 システムデザイン・マネジメント研究科  
 氏名 林 美香子

1. アグリとSDM

2. アグリゼミとしての取り組み内容

3. 教員紹介

林美香子教授  
 松尾 大正一教授  
 紅野 隆也教授

Hiyoshi Research Portfolio  
 「研」をめぐる社会との交流・協働キャンパス

▶ <http://www.sdm.keio.ac.jp/pdf/agrizemi.pdf> (in Japanese)



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