



INCF Event Summary

■ INCF General Assembly was held

INCF General Assembly for FY 2018 was held on April 18th welcoming over 80 attendees from 41 member institutions. The secretariat reviewed the activities in FY 2017 and outlined the action plans for FY 2018. Then the organizers of past and new WGs/SIGs introduced their own reviews and plans. New INCF members also introduced themselves and shared their visions on solving societal issues.

After the meeting session, a welcome reception was held that provided members with an opportunity to develop their networks and exchange opinions and information.

< Attendees of the assembly >

Categories	Institutions	Individuals
Corporate Member A	17	41
Supporting Member	5	11
Corporate Member B	19	31
Total	41	83



(1) Activity Report for Q3-4 2017

<WG>

• Congestion WG / To create new values in aiming for a zero-congestion society (Organizer: Toyota Motor Corporation)

This WG aims to realize a society with no traffic congestion by developing a business plan for a “driving behavior modification model by giving eco-points as an incentive for cooperative drivers that help in reducing congestion.” A “proof of concept” experiment for this model was conducted on the Tomei Expressway. Two other experiments are being planned. One will implement applications and systems developed by “bspr Inc.”, a Corporate Member B, in June at Fuji-Yoshida City. The other will center around intrinsic motivation and is scheduled to take place this October.

• Finance WG / Evaluating societal impacts (Organizer: MUFG Bank, Ltd.)

This WG aims to provide solutions to the all too common challenge for sustainable source of funding. Discussion has centered around methodologies for evaluating social businesses that will serve as a communication tool among companies, financial institutions and governments. Past activities have resulted in the development of an evaluation sheet prototype that is scheduled for further refinement. The result is planned to be released to the public this summer.



<SIG>

• To create businesses that promote “Kenko-Keiei” (Organizer: Tokio Marine Holdings, Inc.)

This SIG discussed the potential of utilizing gamification technology and the community aspect of an organization to modify individuals’ health-related behaviors. The SIG developed four ideas: (1) A “Self innovator” who positions “health” as an integral aspect of the lifestyle of a “cool business person”, (2) a “Health Advising Entranceway” that automatically dispenses personalized advice to employees, (3) “Health Points”, an incentive system based on community dynamics, and (4) “Scouter to visualize employees’ mental status”, a system to find diagnostics from employees’ performance such as their voice. Peer group discussion will be continued to inaugurate a WG and to design viable business plans by the member companies.

• Achieving flexible working styles through sharing (Organizer: Tokyo Metro Co., Ltd.)

To solve the societal issue of the decreasing labor force, the SIG employed the sharing of “time”, “space”, “mobility” and “human resources” and worked out four ideas: (1) “sharing of corporate child care centers” that shares both facilities and nursery staff, (2) “sharing of weekend babysitting by fathers” that students and fathers organize a babysitting community, (3) “my own station” that shifts child care, satellite office functions and facilities to nearby train stations, and (4) “inter-business HR matching”, a platform that facilitates the flow of personnel among enterprises. Peer groups will be organized to continue discussion to inaugurate a WG.



(2) New activities (call for participation)

• Open Innovation Management Research Group (Organizer: Prof. Yasuo Sugiyama, Graduate School of Management, Kyoto University)

Academic and business sectors discuss essential issues facing open innovation to propose a new management method for industry-academia co-creation. Topics for discussion include “Developing relationship between an open-innovation department and existing businesses divisions within a company”, “Measures for finding potential alliance partners including universities and startups with criteria for screening those partners”, “Systems for financing and handling of intellectual properties”, “Concepts of open innovation that utilizes a startup ecosystem such as corporate venture capital and accelerators” Meetings will be held monthly where presentations by both practitioners and academia will be followed by discussion among participants.



• **Lifelong Learning for Working Seniors SIG (Organizer: Net One Systems Co., Ltd.)**

Taking longer life expectancy and working years into account, the SIG will discuss the concept of “lifelong learning” from both corporate and individual perspectives, when innovation-centered human resources are keenly needed. Three frameworks are set for discussion: “sharing momentum”, “continuous cycles of lifelong learning” and “matching learners with the market.” The SIG will propose an evaluation system that will be conducted by both learners and capital markets. A prototype business model will be the output of five sessions from May till August.

• **Lifestyle Remodeling SIG (Organizer: TOTO LTD.)**

Given the trend of new technologies such as smart homes and change in lifestyle including sharing, the SIG will discuss the “Concept of new secure, safe and comfortable everyday living” and develop a business plan. The activities consist of two parts: To understand the status quo (input) and to create a business (output). For the input, the SIG plans to invite guest speakers from: National and local governments, academia, and startups in relevant industries. For the output, the SIG will discuss the outline of the business and develop concrete ideas. Five meetings are scheduled from May to September.

• **Agri-entrepreneurs SIG (Organizer: Yanmar Holdings Co., Ltd.)**

The agriculture sector of Japan faces declining and aging of labor-force, despite citizens’ high level of interest in experiencing farming. The SIG aims to increase the number of “Agri-entrepreneurs” by designing a service-model package of procedures for new farmers. Discussion will start in May to learn from outside speakers about “Facts, data and policies related to farmers in Japan.” Members will also share “Personal experience in farming”, “Experiences from enterprises that entered into the farming field”, “Breakthrough technology in agriculture”, which will be followed by business ideas discussion.

(3) New members

New members (6 Corporate A, and 18 Corporate B Members) introduced themselves including their innovation related activities and their ongoing businesses.

(4) Welcome reception

Presentation booths were setup by 17 out of 18 new Corporate Members B that attended the assembly, where vibrant conversation and networking took place. Feedback from the attendees include: “The entrepreneurs introduced were of high quality”, “presentations at the general assembly provided background information for smooth communication at the reception.” Some enterprises and entrepreneurs scheduled future meetings as the next step toward business matching.

