

Association for the Promotion of Electric Vehicles (APEV)

**The 5th**

**APEV “Social EV” Design Contest for International Students 2022**

# **Contest overview**

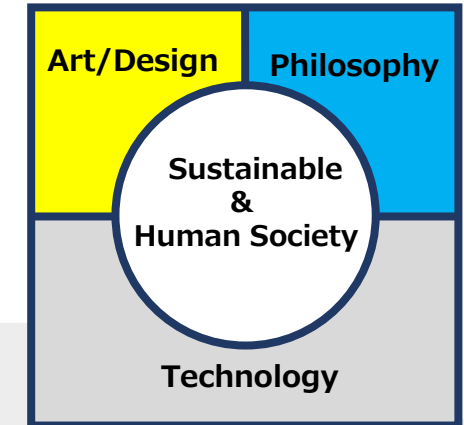
Chairperson : **Toshio YAMASHITA**

27th March 2022

■ Theme  
**Proposal of  
"Social Design and EV"  
for 2040**



■ "Mobility Architect"



■ Schedule  
Beginning of February 2022: Start of accepting applications  
End of October 2022: The final screening & award ceremony

## Purpose of the contest !

- ① Theme : **"Social Design and EV" Creation of society in 2040**
- ② Finding : **"Mobility Architect" as next-generation human resources**
- ③ Student  $\rightleftharpoons$  Company : **Searching for a valuable future together**
- ④ Collaboration : **Creating a team that transcends schools and countries**

(participation is possible from 1 person)

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① Theme : **"Social Design and EV" Creation of society in 2040**

**About new values of society a little ahead**

**Beyond the boundaries of humanities, science, information,  
and art & design,**

**Unravel the theme from various angles**

**More specific and easier to understand**

**We are expecting your proposals**

① Theme : **"Social Design and EV" Creation of society in 2040**

**Not just document**

**Not just technology**

**Of course, not only sketches**

**Consideration and concept  
with story**

**We are looking forward to your proposal**

① Theme : **"Social Design and EV" Creation of society in 2040**

Because

It's will be your

# Real future

## ① Theme : **"Social Design and EV" Creation of society in 2040**

### **Social Design**

From a student's perspective, please consider **Services** such as **"MaaS"** and new values in "society" shortly after **Autonomous** driving becomes a commonplace. We would like you to "create" a society in 2040 that we could never imagine by using the know-how, experience, and seeds of the sponsoring companies as a consultants.



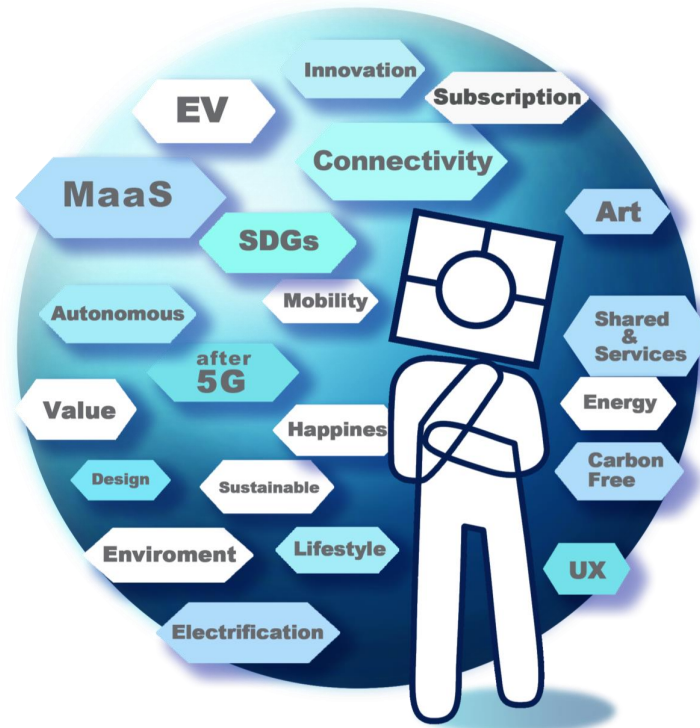
## Relationship between creation of "social design" and mobility ! !

**18 years until 2040!**

How and what can we do?

What is a social design?

What is the future of EV?



Environmental issues : EV-centric  
Service evolution : MaaS  
Real world / Digital world  
Privately owned vs. public / shared  
Transforming the quality of transfer  
(transfer-less?)

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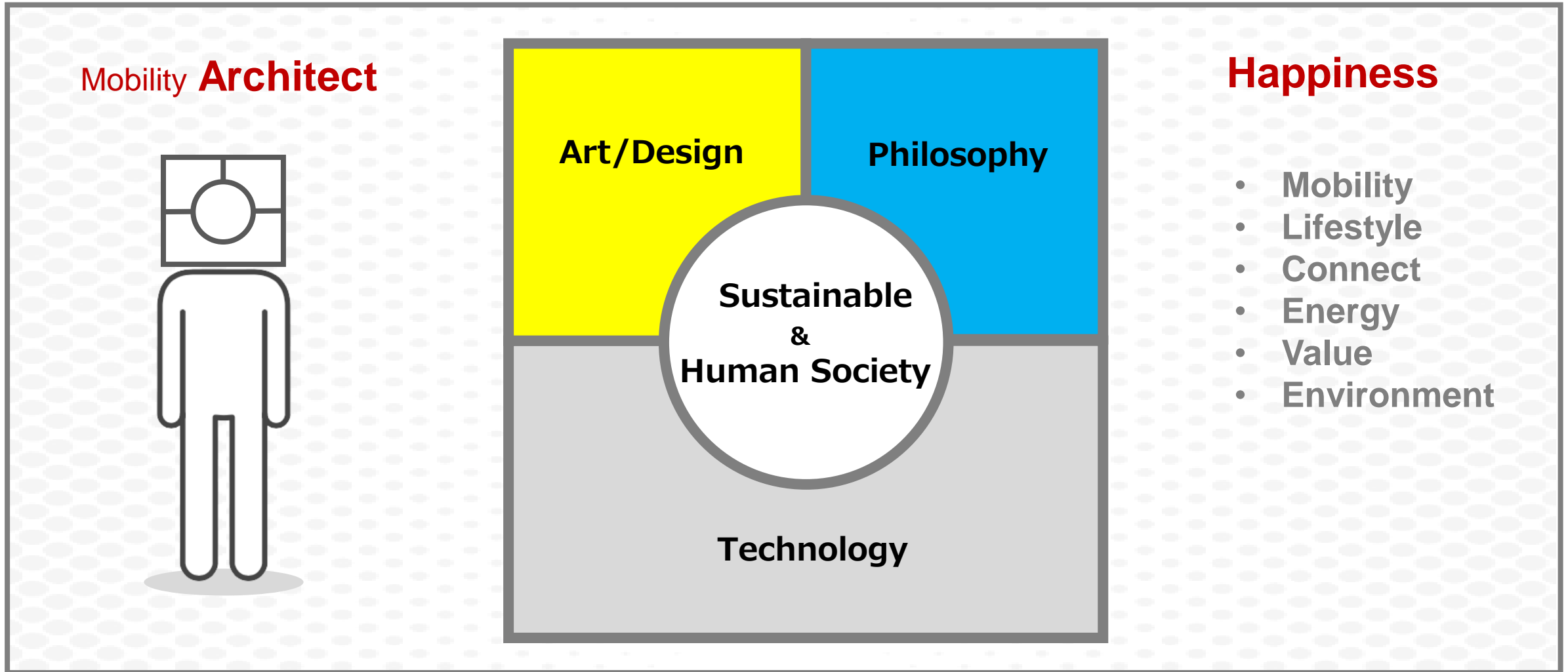
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## ② Finding : **"Mobility Architect"** as next-generation human resources

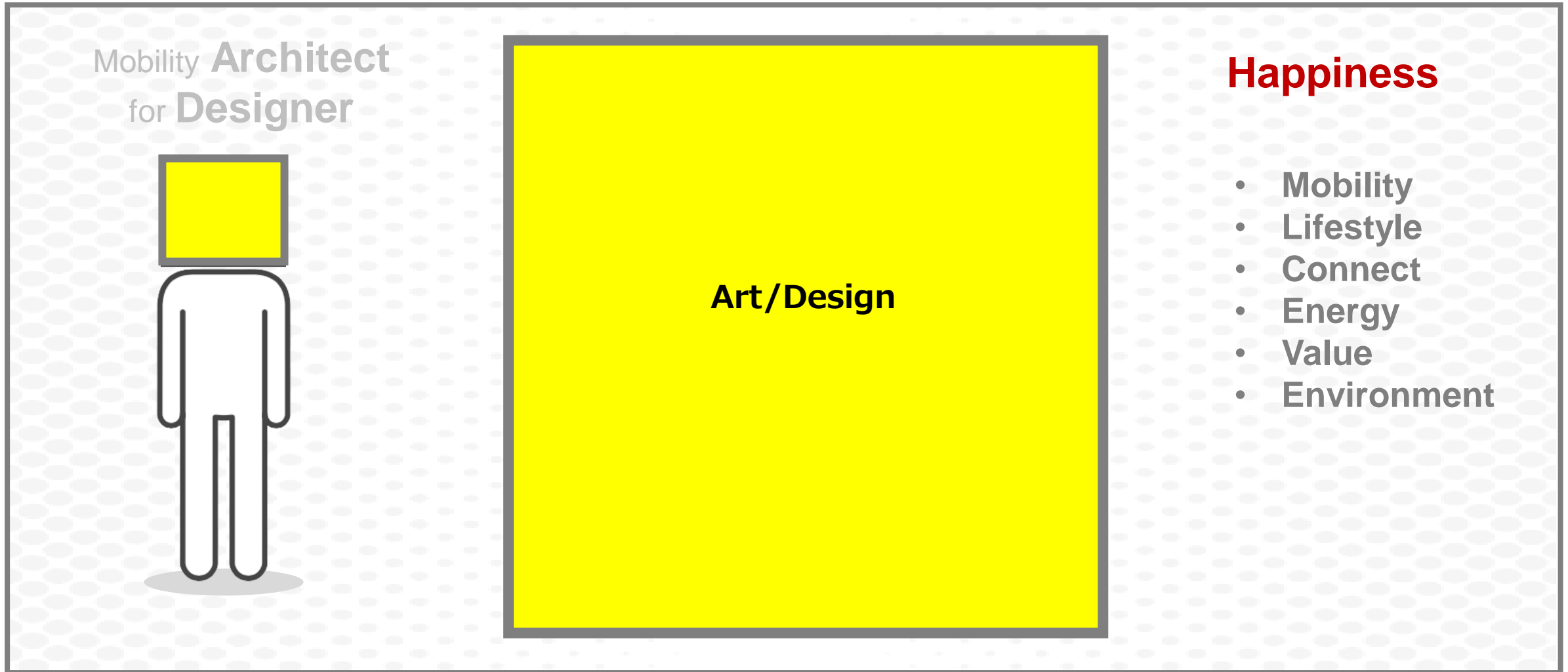
Based on the idea that promoting the **integration of humanities and sciences** is the most important way of thinking about human resources development, this time we are targeting students in the humanities, science and engineering, information fields, etc. unlike the conventional contest specializing in design (art school). By changing to the new type of contest, we plan to realize a contest in which various students participate. By providing a place for diverse students to communicate with each other, I hope that human resources with broad knowledge and high motivation will be discovered while focusing on their expertise. This **" Mobility Architect "** that we define is an indispensable human resource for the next generation, and we would like to hurry to develop it.

- **"Discovery and training" of human resources who can entrust the future** -

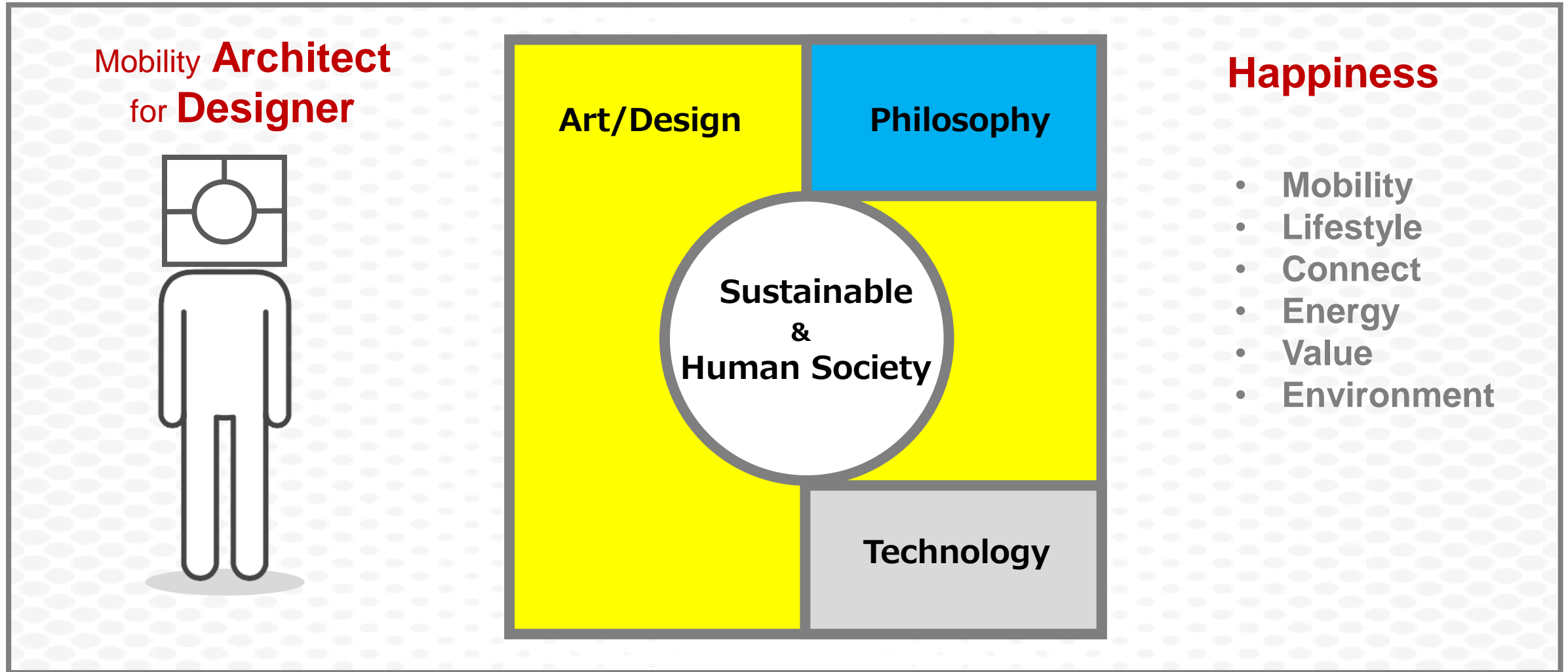
## Find "Mobility Architect"



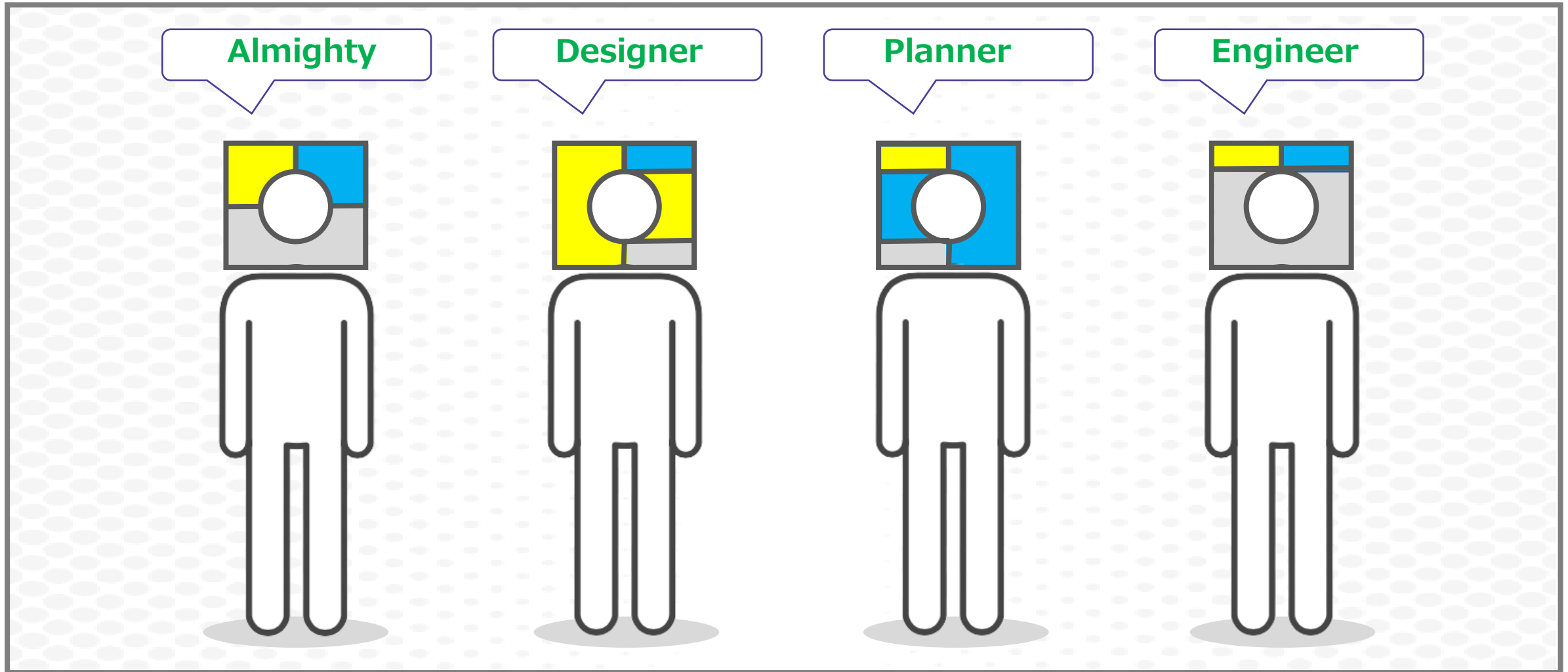
## Find "Mobility Architect"



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- ① Theme : "Social Design and EV" Creation of society in 2040
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- ③ Student  $\rightleftharpoons$  Company : **Searching for a valuable future together**
- ④ Collaboration : Creating a team that transcends schools and countries

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## ③ Student $\rightleftharpoons$ Company : **Searching for a valuable future together**

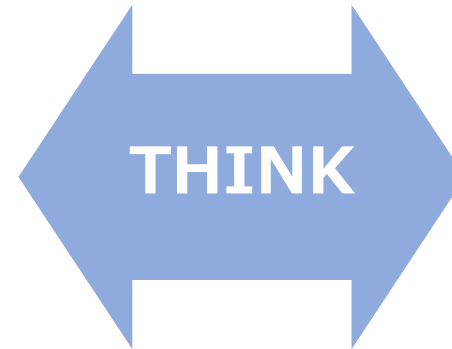
With **COVID-19**, we are aware that there is a world where conventional wisdom and experience do not apply, and we are keenly aware of the need for completely new ideas / viewpoints.

- ① **Vision building:** Responsiveness in unstructured situations, where goals and means are uncertain
- ② **Science Oriented:** Finding the best design solution for the goals and defining requirements at the same time
- ③ **Leadership:** "Belief, Judgment, Humor (Humanity)" Gain trust and lead the team to heights

## ③ Student $\rightleftharpoons$ Company : **Searching for a valuable future together**

*- You would like to find a solution with young people, wouldn't you !!!! -*

Opportunity creation  
Privately owned vs. public / shared  
Innovation  
Carbon neutral trends  
Evolving market (Gen Z)  
etc...



**MaaS**  
**CASE**  
**Energy**  
**Infrastructure**  
**Technology**

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- ③ Student ⇔ Company : Searching for a valuable future together
- ④ **Collaboration : Creating a team that transcends schools and countries**

(participation is possible from 1 person)

## ④ Collaboration : **Creating a team that transcends schools and countries**

**Beyond the boundaries of country, school,  
specialty, etc.**

**Focused on what should be done**

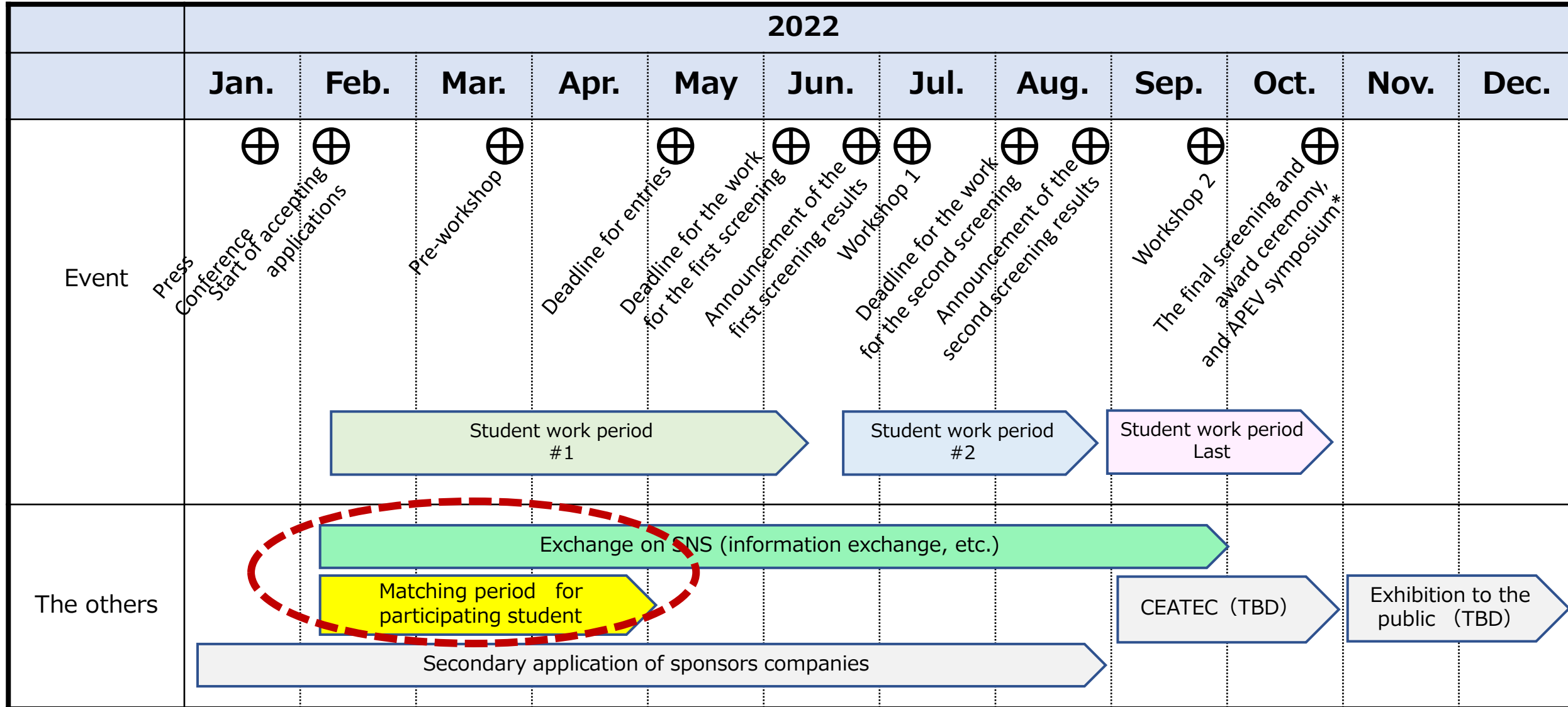
**Create an ideal team**

**Compete in the contest!**

**This is a "Prototype" for future projects**

*(participation is possible from "1" person, of course!)*

# Overall Schedule (Draft)



# Screening Committee supporting the contest !

## Chairperson:

**Dr. Hiroshi FUJIWARA** : APEV Commissioner-Chairman, President and CEO BroadBand Tower, Inc President and CEO Internet Research Institute, Inc.

## Members: (in alphabetical order)

- **Mr. Tadao ANDO** : Architect- Professor Emeritus, University of Tokyo
- **Ms. Keiko IHARA** : CEO, Future, Inc. .-Car racer - Director, Nissan Motor Co., Ltd
- **Mr. Zhang FAN** : Vice President, Head of Design Guangzhou Automobile Group Co., Ltd
- **Ms. Kei TAKEOKA** : Automobile Journalist-Automobile Journalists Association of Japan Deputy Chair
- **Ms. Hiroko MATSUMOTO** : Director, Vice President, Professor, Concentration in Product Design, Department of Design and Crafts, Joshibi University of Art and design
- **Dr. Patrick le Quément** : Designer - Former Senior Vice President Renault Design
- **Dr. Akira WAKITA** : Artist-Professor, Faculty of Environment and Information Studies, Keio University
- **Mr. Nobuhiro TAJIMA** : APEV President- Chairman / CEO of Tajima Motor Corporation

# Screening Committee supporting the contest !



Chairperson

**Dr. Hiroshi FUJIWARA**



**Mr. Tadao ANDO**

(Photo by Kanno Kinji)



**Ms. Keiko IHARA**



**Mr. Zhang FAN**



**Ms. Kei  
TAKEOKA**



**Ms. Hiroko MATSUMOTO**



**Dr. Patrick le  
Quément**








**Dr. Akira WAKITA**



**Mr. Nobuhiro TAJIMA**

# Sponsor companies supporting the contest ( First application) !

Benesse Holdings, Inc.	
Car Design Academy	
CCC Marketing Co.,Ltd.	<b>CCC MARKETING</b>
Dell Technologies Japan Inc.	
Hino Motors, Ltd.	
IBM Japan, Ltd.	
MONET Technologies Inc.	
Wacom Co.,Ltd.	<b>wacom®</b>

(in alphabetical order)



- ① Consideration of social issues: Clear and realistic. **20 points**
- ② 2040 Social Vision: Attractive. **20 points**
- ③ Solution concept: New technologies and ideas are clear and have a story. (logical) **20 points**
- ④ Social design and positioning of EV: The timeliness and sociality are attractively expressed. **20 points**
- ⑤ Originality: A high level of consideration of unique social background, and proposed ideas and stories are original and attractive. **10 points**
- ⑥ It has the potential to be realized in 2040. **10 points**
- ⑦ Presentation skill: Highly expressive and persuasive in the presentation. **20 points**(0 point for the first screening)

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**EOF**