



To whom it may concern



Revised on 1st October 2022

APEV Design Contest Executive Committee

Association for the Promotion of Electric Vehicles (APEV)

Project plan for APEV “Social EV” Design Contest for International Students 2022

The Association for the Promotion of Electric Vehicles (APEV) is pleased to announce the launch of the fifth “EV Design Contest for International Students.”

From 2013 to 2019, APEV organized biannual “EV Design Contest for International Students” in conjunction with the Tokyo Motor Show. In 2021 it was postponed due to the COVID-19 pandemic, but the fifth contest will be held with a major revamp in 2022.

The theme of this contest is “designing society and EV: suggestion for 2040.” We have set a clear deadline in accordance with the current topics of “Achieve 100% electric vehicle sales by 2035” and “going carbon-neutral by 2050.” Our time is drastically shifting to electric vehicles. Therefore, we have concluded that this contest should be about considering electric vehicles not only as moving objects but as essential mobility for people’s lives. Participants should also think about the meaning of “making a good living.”

Consequently, we would like to reach a better solution for the theme of this contest with participants and supporting companies, by designing society itself, that is, thinking about ideal society and eventually about how EV should be as mobility.

Moreover, we would like to focus on fostering the human resources more than ever, with an emphasis on discovering the “interdisciplinary talent (mobility architects)” of the next generation. From now on, electric vehicles will not be just cars converted from engines to motors. As represented by the keywords such as “Mobility as a Service (MaaS)” and “Connected, Autonomous, Shared & Services, Electric (CASE)”, people’s value is shifting from entity-oriented consumption to situation-oriented consumption. It is inevitable that the current automobile industry will be required to undergo further changes. Is the education offered so far good enough for human resources to cope with such a new era? We believe that it is important for new talent to emerge for the new time that we are heading for. “Interdisciplinary talent (mobility architects)” can be the human resources that symbolizes such an era.

Note: The definitions of the terms “social EV” and “mobility architects” are for use only in this contest.

Therefore, we now change the evaluation points for the contest as follows:

[previous points] “Styling (focused on design perfection) + Concept (design description, story)”

[new points] “Designing society in 2040 (focused on finding issues) + Concept (solution for the issues) + Design (visual materials to explain the concept)”

We expect participating students to create a new “design of society” in consideration with urgent issues such as environmental problems, natural disasters, mobility safety, and energy, and with the construction of a new social system based on service.

The specialty of the participants is not particularly limited. We would like to promote integrating the area of humanities/arts and science. Anyone is eligible to participate if s/he would like to do research on the society of 2040 and the future of mobility that will play an active role in that society. We look forward to the participation of students from various fields, regardless of their major, more than ever.

Contest Overview

1. Title “Social EV Design Contest for International Students 2022”

【What is “Social EV?”】

Currently, electric vehicles are privately owned by individuals and are not directly related to society. On the other hand, we think that EV should be incorporated in the social system to support our life. Therefore, we define EV which is mobility evolving and contributing to both public and private situation in the society as “social EV.”

2. Objectives

To foster interdisciplinary talent that will lead the next generation through research on social design and EV possibilities. We call this interdisciplinary talent “an architect”, and the development of this sort of human resource is the highlight of this contest. An architect is a person who has a vision and insight beyond the scope of design and engineering and the profession in the area of cars.

“An architect” is defined as a person with:

- a solid vision
- high expertise in “Art / Design”, “Philosophy” and “Technology”
- deep thoughts on “Sustainable & Human Society” and
- comprehensive capability to involve various fields as a project leader in the future and to build a magnetic field where people from such fields can cooperate with each other for the success of the project.

3. Organizations

–Organizer: Association for the Promotion of Electric Vehicles (APEV)

–Supporters: (tentative, in alphabetical order)

- Graduate School of Interdisciplinary Information Studies, University of Tokyo
- Japan Automobile Manufacturers Association, Inc.
- Ministry of Economy, Trade and Industry of Japan
- Ministry of Land, Infrastructure, Transport and Tourism of Japan
- Ministry of the Environment of Japan
- Society of Automotive Engineers of Japan, Inc.
- Tokyo Metropolitan Government

–Sponsors:

<First application> (in alphabetical order)

- Benesse Holdings, Inc.
- Car Design Academy
- CCC MK Holdings Co.,Ltd.
- Dell Technologies Japan Inc.
- Hino Motors, Ltd.
- IBM Japan, Ltd.
- MONET Technologies Inc.
- Wacom Co.,Ltd.

★We are looking for Second application: Please contact Administration office contest@apev.jp

–Sponsorship: Gold 5 million yen, Silver 2.5 million yen, Bronze 1 million yen (+ consumption tax)

<Advantages for the sponsors>

- To be able to hear the voice of the younger generation (new value replacing the current marketing research)
- To be able to contribute to the development of students who will lead the next generation
- To be able to publicize their business (useful for recruiting activities)
- To be able to exchange opinions with the students participating in the contest (useful for the product and service development)
- To be able to interact with other supporting companies
- To be able to show that they are engaged in EV promotion activities and global warming prevention activities.

4. **EV Design Contest Executive Committee (APEV Committee)**

- Chairperson: Toshio YAMASHITA (APEV Commissioner, CEO of INTERROBANG DESIGN INC.)
- Vice–Chairperson: Hitoshi ARIMA (APEV Commissioner, President of Arima Management Design, Ltd., Representative of Yokohama Smart Community)
- Supporters: To be open called from APEV members and sponsors
- Secretariat: Association for the Promotion of Electric Vehicles (APEV)

5. **Screening Committee**

- 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
 - Mr. Zhang FAN: Vice President, Head of Design Guangzhou Automobile Group Co., Ltd
 - Ms. Keiko IHARA: CEO, Future, Inc. –Car racer – Director, Nissan Motor Co., Ltd
 - 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
- Ms. Kei TAKEOKA: Automobile Journalist–Automobile Journalists Association of Japan Deputy Chair
- Dr. Akira WAKITA: Artist–Professor, Faculty of Environment and Information Studies, Keio University
- Mr. Nobuhiro TAJIMA: APEV President– Chairman / CEO of Tajima Motor Corporation

6. Assignment and screening

■ Assignment: To propose a design of society and EV in 2040

■ First screening: Create the following [1] [2] in PDF format .

Teams which pass the first screening (about 20 teams) will be invited to participate in Workshop I.

[1] An Essay including A) B) (figures and graphs can be used) *Notes

A) Discussion about the social background in 2040. Please include the following keywords.

- Solving social issues / Social conditions and people's lives / Evolution of mobility / Evolution of social infrastructure / Technology and lifestyle

B) Clarification of the concept and a story based on A)

* Notes) Format for the essay and word limit

- Format :A4 portrait

- Number of characters and font size:

In the case of English = 5 pages or less (about 500 words per page), font size should be 11 points

In the case of Japanese = 5 pages or less (about 1600 characters per page), font size should be 11 points.

(Translation from Japanese to English is NOT required for the work submitted to the first screening)

- Required items: Team name, creation date, outline (120 words or less), keywords used (up to 10 keywords)

[2] Visual Image which helps us to imagine your concept (both hand-drawn and digital images are accepted) A3 size horizontally. Up to 3 sheets.

1) Second screening: Create the following [1] [2] with pfd and combine them into one folder.

Teams which pass the second screening (about 10 finalists) will be endowed with the right to participate in workshop II

[1] Same as the first screening (to be improved through workshop etc.)

[2] Same as the first screening (to be improved through workshop etc.)

More specific visual materials (Hand-drawing or digital data)

2) Final screening: All the finalists will have a presentation as follows. Afterwards, awards will be decided and given.

① Presentation with a 5-minute video: The concept of the second screening should be reflected.

② B1 size poster data in pdf (portrait)

● Participation

- 1) Participants shall be students and 18 years old or older as of April 2022. (Individual or team)
 - 2) Entree is free of charge.
 - 3) Team formation across schools is possible (If you want to create a team across schools, the organizer will consult with you)
 - 4) Participants are requested to register on designated social media ★so that they can respond to all forms of guidance from the organizers/sponsors in a timely manner.
★Facebook : <<https://www.Facebook.com/profile.php?id=100015938746866>>
 - 5) English should be used in the works, but participants' native languages can be put alongside.
 - 6) We are also looking for observers from 15 to 17 years old. Observers can participate in "contest social media, workshops, final screening & awards ceremony" and communicate with the participants and related parties.
- * From this contest, the rule regarding the consent of the faculty member in charge has been abolished, and students can apply by themselves.

<Advantages for the participating students>

- To be able to learn about the society through advice from people who are active in the reality, which will have a positive impact on their education with the perspective of STEAM (integration of the areas of Science, Technology, Engineering, the Arts, and Mathematics).
- To be able to broaden their horizons by exchanging opinions with other university students, supporting companies, and supporters through workshops and social media.
- To be able to obtain significant information including advice from sponsors and supporters in the workshops.
- Once passing the first screening, their work will be published in the collection of works, which will lead to the improvement of their portfolio.
- Once passing the second screening, they will experience the honoring final screening and obtain specific comments.
- There is a possibility for the secondary use of their works, depending on the decision of the sponsoring companies.

★Criteria

- 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 story (logical) 20 points
- ④ Social design and the position and design of EV : Attractive reflecting the timeliness and sociality 20 points
- ⑤ Originality: A high level of consideration of the unique social background, and the proposed ideas and stories are original and attractive. 10 points
- ⑥ Have the potential to be realized in 2040 10 points
- ⑦ Presentation ability: Highly expressive and persuasive of the presentation 20 points (Only for the final screening)

*Works must be original and previously unpublished.

7. Awards (To be given to the finalists)

- Grand Prix: 200,000 yen and a certificate
- Ministry of Economy, Trade and Industry of Japan Award: 100,000 yen and a certificate
- Ministry of Land, Infrastructure, Transport and Tourism of Japan Award: 100,000 yen and a certificate
- Ministry of the Environment of Japan Award: 100,000 yen and a certificate
- Awards offered by the sponsors (To be decided according to the sponsors.)

8. Interaction on social media

1) The organizer will operate an exclusive contest social media★ from the start of entry to the end of the contest.

★Facebook: <<https://www.Facebook.com/profile.php?id=100015938746866>>

2) The social media will be used by participating students, faculty members of participating schools, supporting organizations, sponsors, supporters (industry-leading designers, experts, etc.), observers, and the contest executive committee.

3) Contents of interaction: Participants must introduce themselves on the social media. They can also exchange information, seek consultation and advice, and ask questions in the work production process.

9. Workshops (WS)

1) Outline of the workshops (WS)

The organizer will hold lectures about the current situation and future trends such as “Mobility as a Service (MaaS)” and “Connected, Autonomous, Shared & Services, Electric (CASE)” for the students to deepen understanding and to refer to making suggestion for 2040. Moreover, APEV will also provide instructions about the expression of design as needed. In this way, the contest will be fair for all the participants regardless of their majors such as humanities, sciences, and designs.

With the development of “architects (interdisciplinary talent)” in mind, “Workshops (WS)” will be conducted for each theme by supporters. It will be announced if these workshops will be held onsite or online.

2) Role of each WS

◎ Pre-WS: Explanation of the planning intention of the contest and improvement of participants' motivation for the contest

◎ WS I: Advice for the first screening works

◎ WSII: Advice for the second screening works and presentation methods

3) Pre-WS was conducted on 27th March 2022.

Report with photos: <https://onl.la/CuD4pQx>

Videos: https://youtube.com/playlist?list=PL6Zpok3BHnQHmS-7mD6-DJhZjQ_Ur9Be9

4) Contents of WS I (Details are subject to change)

Approximately 3 hours remote (including breaks) with the participation of the team that passed the first screening

- Presentation: Participating students will present their primary work and comment from the organizer, etc.
- Summary: The organizer and participating students look back on the whole
- Individual consultation will be answered by chat in the whole

5) Contents of WS II (Details are subject to change)

Approximately 2 hours with remote with the participation of the team that passed the second screening

- Contents are based on WSI.

10. Overall Schedule

20th January 2022: Online Press Conference

January–August 2022: The second sponsors sought

14th February 2022: Start of accepting applications

27th March 2022: Pre-workshop

20th June 2022: Deadline for entries

(The secretariat will coordinate those who want to work with other people)

19th July 2022: Deadline for the work for the first screening

1st August 2022: Announcement of the first screening results

9th August 2022: Workshop I

5th September 2022: Deadline for the work for the second screening

21st September 2022: Announcement of the second screening results

7th October 2022: Workshop II

18th October 2022: The final screening and award ceremony, and APEV symposium*

* At CEATEC2022.

Mid of March 2023 Final Report

(Schedule will be changed without notice)

[Administration Office]

Association for the Promotion of Electric Vehicles
III FUKUTAKE HALL THE UNIVERSITY OF TOKYO
7-3-1, Hongo, Bunkyo-ku, Tokyo 113-0033, JAPAN
TEL : +81-50-3375-4937
E-MAIL : contest@apev.jp

[END of Document]