



一般社団法人電気自動車普及協会  
Association for the Promotion of Electric Vehicles

**【Press Release】**

**【Report】Press conference “Social EV” Design Contest for International Students 2022**

25<sup>th</sup> January 2022

Association for the Promotion of Electric Vehicles(APEV)

Masanori Suzuki, APEV Chairperson

Nobuhiro Tajima, APEV President

To whom it may concern,

We would like to thank you for your continued support.

The Association for the Promotion of Electric Vehicles (APEV) announce the launch of the fifth “APEV “Social EV” Design Contest for International Students 2022”

We would like to inform you that we have held a press conference as follows.

- Date and time: Thursday, January 20, 2022, from 14:00 to 16:00(Japan time)
- Participants: Press, Students, Teachers, Sponsors, APEV members
- Online meeting: On Microsoft Teams
- Timetable [120 minutes in total] No simultaneous interpretation
  - 1) Greetings: By Masanori Suzuki, APEV Chairperson
  - 2) Description of APEV and Design Contest 2022:

By Secretary General and APEV Director, Eriko Araki and  
Executive Committee Chairperson and APEV Director, Toshio Yamashita
  - 3) Lecture “Social Design in 2040 from the Viewpoint of Mobility x IT [Creation]”

By Screening Committee Chairperson and APEV Director, Hiroshi Fujiwara
  - 4) Panel discussion “Social design and human resource development in 2040 from the perspective of mobility x IT”

Panelists: Four Sponsors + Hiroshi Fujiwara (Moderator: Toshio Yamashita)
  - 5) Thanks message : By APEV President Nobuhiro Tajima,
  - 6) Group photo session

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- Greetings from Masanori Suzuki, APEV Chairperson

I was appointed Chairperson of APEV in June last year, and I am working under the philosophy of Honorary Chairperson Soichiro Fukutake, “To leave the beautiful Earth for our children in the future.” In 2010, I was in charge of EV of the Ministry of Economy, Trade and Industry and promoted clean energy vehicles. I am deeply moved to be a member of the APEV this time.

As you all know, based on the agreement confirmed at COP26, all stakeholders are required to make further efforts to achieve the “1.5 ° C target”. International rules are also under consideration, and the TCFD guidance required in the prime market this year recommends that automotive companies disclose information on CO2 emissions up to the point where fuel is manufactured, installed in vehicles, and used. (Well-to-Wheel)

I participated in COPs 15 and 16 more than a dozen years ago, but I feel like I'm in a different world. I think that the automotive industry is entering a period of dramatic change that happens only once every 100 years, and there is a need for a revolution rather than an improvement in the business model. Just as telephones have changed to smartphones and new business models have been created, not only will gasoline engines be replaced by motors and batteries in automobiles, but there will also be business models such as autonomous driving, Maas / CASE, and changes in user awareness due to the introduction of AI. It is expected that major changes will progress.

What is expected at such times is sensibility of young people. Considering the direction of the automobile industry, which is changing drastically, this 5th Design Contest drastically changed the design-oriented concept into a social design-oriented concept.

Students will be asked to think about "social design in 2040 and the role, design, and usability of EVs." In addition, this contest is a training type that not only collects and evaluates works, but also holds three workshops. I would like to develop human resources who will lead the era of major changes from a medium- to long-term perspective.

We would appreciate it if you could visit our website for various APEV activities such as workshops for high school students, promotion of regional e-mobility, technical proposals, and business matching.

#### ■ Explanation of APEV and Design Contest 2022

Eriko Araki, the secretary general, and Toshio Yamashita, the executive committee chairperson, explained the following items using materials (\* Note), and then had a question and answer session with the participants.

- APEV introduction
- The outline of this presentation
- What is "Social EV"?
- What is the background of integrated human resources "architect"?
- What is the role of the integrated human resources "architect"?
- Contest contents
- Overall schedule

#### ■ Lecture "Social Design in 2040 from the Viewpoint of Mobility x IT [Creation]"

Screening committee chairperson Hiroshi Fujiwara explained the following items using materials (\* Note).

~ Consideration of social background in 2040 ~

1. Social conditions (what are the means of people's lives and transportation?)
2. How is mobility, including EV, evolving?
3. How is social infrastructure evolving?
4. What value does technology give people?

#### ■ Panel discussion "Social design and human resource development in 2040 from the perspective of mobility x IT"

Panelists were

Akira Nakajima, General Manager, Dell Technologies Japan Inc.

Toru Nakayama, Client Engineering, IBM Japan, Ltd.

Shogo Ono, Product Strategy Department, Hino Motors, Ltd.



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.

#### ■ Criteria

1) Originality: The thoughts on the social environments shall be at high level and proposed ideas and stories shall be unique and appealing.

A) The consideration of social issues shall be accurate and realistic.

B) The concept of the solution, new technology, story and vision shall be clear.

2) Design shall be reflecting the era and society and have a potential to be realized.

3) Presentation shall be expressive and convincing.

\* Works must be original and previously unpublished.

#### ■ 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

·Awards offered by the sponsors (To be decided according to the sponsors.)

#### ■ 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 Marketing 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](mailto:contest@apev.jp)

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

■ EV Design Contest Executive Committee (APEV Committee)

- Chairperson: Toshio Yamashita (APEV Director, CEO of INTERROBANG DESIGN INC.)
- Vice-Chairperson: Hitoshi Arima (APEV Director, 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)

■ Screening Committee

- Chairperson:  
Dr. Hiroshi FUJIWARA: APEV Director-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/CEO

■ Overall Schedule

August–December 2021: The first sponsors sought/Supporters sought

20th January 2022: Online Press Conference

January–August 2022: The second sponsors sought

Beginning of February 2022: Start of accepting applications

End of April 2022: Pre-workshop

Beginning of May 2022: Deadline for entries

Beginning of June 2022: Deadline for the work for the first screening

End of June 2022: Announcement of the first screening results

Beginning of July 2022: Workshop 1

Beginning of August 2022: Deadline for the work for the second screening

End of August 2022: Announcement of the second screening results

Mid of September 2022: Workshop 2

End of October 2022: The final screening and award ceremony, and APEV symposium\*

\*The collaboration with CEATEC2022 is under consideration because Tokyo Motor Show will not be held in 2022.

(Schedule will be changed without notice)

■ Photos



Masanori Suzuki, APEV Chairperson



Toshio Yamashita, APEV Director



Hitoshi Arima, APEV Director



Eriko Araki, APEV Director



Hiroshi Fujiwara, APEV Director



Akira Nakajima, Dell Technologies Japan Inc.



Toru Nakayama, IBM Japan, Ltd.



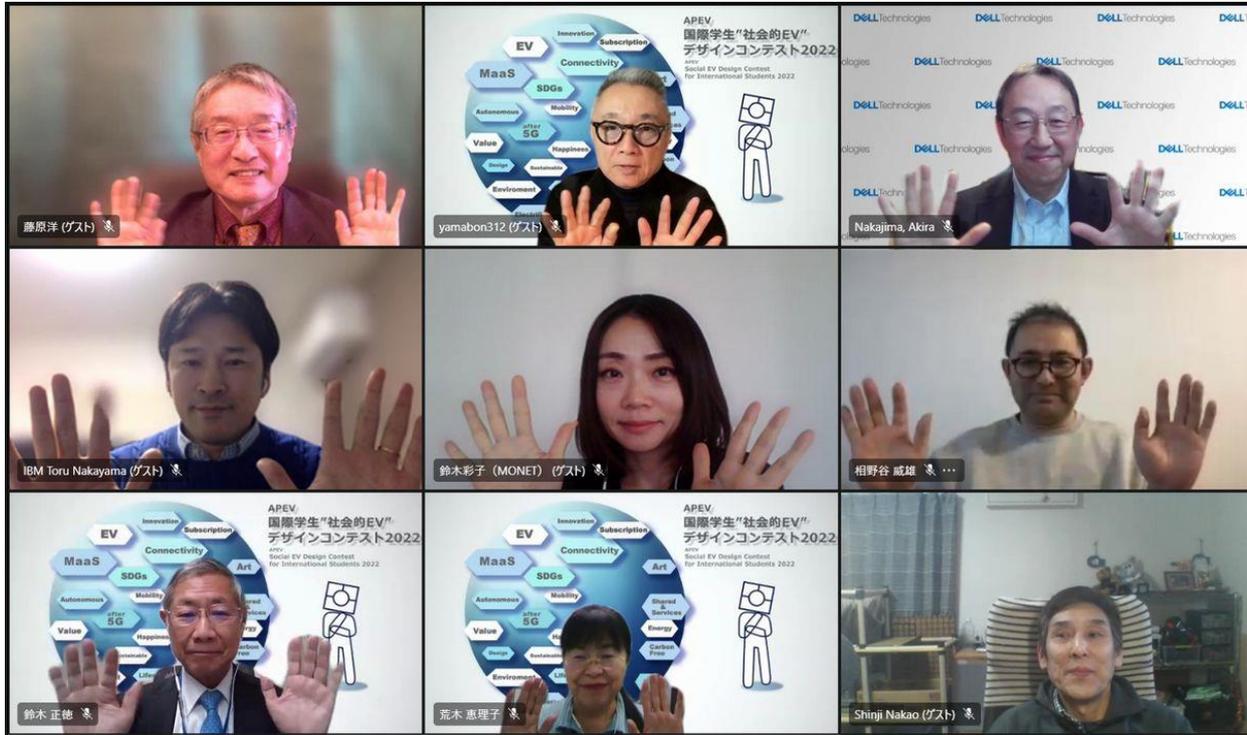
Shogo Ono, Hino Motors, Ltd



Ayako Suzuki, MONET Technologies Inc.



Nobuhiro Tajima, APEV President



Group photo

■ Video recording: Will be released on YouTube by the end of January

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