



To whom it may concern

“Report” APEV held a pre-workshop
“Social EV” Design Contest for International Students 2022

April 4th, 2022

APEV Design Contest Executive Committee
Association for the Promotion of Electric Vehicles (APEV)

The Association for the Promotion of Electric Vehicles (APEV) has announced 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.

We are pleased to announce the report of the pre-workshop held on March 27th.

★ Date and time: Sunday, March 27, 2022 from 13:00 to 17:40

★ Participants: Students, teachers, sponsors, supporters, executive committee, total of about 60 people

★ Place: Hybrid of webinar by Real and WebEx in the conference room of IBM Japan Headquarters

★ Timetable

<Start time> <Lap time> <Title>

13:00	0:05	Orientation
13:05	0:10	Contest overview
13:15	0:30	How to proceed with the workshop (1)
13:45	0:25	Keynote Speech: Chairman Dr.Fujiwara
14:10	0:05	Short break
14:15	1:00	Announcements from supporting companies + Things I want students to think about
15:15	0:05	How to proceed with the workshop (2)
15:20	0:20	Long break
15:40	0:15	How to proceed with the workshop (3)
15:55	1:25	Workshop: Future Exploration & Future Scenario Creation
17:20	0:05	Short break
17:25	0:15	Summary

★ Contents

■ Orientation

The following items were explained by the material (* Note) from Genichiro Yasujima, Administrator of the executive committee.

1. Today's menu
2. Timetable
3. Introducing the executive committee

■ Outline of Design Contest 2022

Mr.Toshio Yamashita, Chairman of the Executive Committee, explained the following items using materials (* Note).

1. Purpose
 - 1) Theme : “Social Design and EV” Creation of society in 2040
 - 2) Finding: “Mobility Architect” as next-generation human resources
 - 3) Student⇄Company : Searching for a valuable future together
 - 4) Collaboration: Creating a team that transcends schools and countries
2. Schedule
3. Jury members and supporting companies
4. Draft scoring criteria

■ How to proceed with the workshop

Mr.Toru Nakayama IBM Japan Business Transformation Consultant explained the following items using materials (* Note).

1. What I would like you to take home at the pre-workshop
2. Flow of EV design contest period and positioning of pre-workshop
3. About the approach to construct the future hypothesis
4. How to proceed with the pre-workshop-Overall flow
5. First half Keynote speech ・ Setting “future issue” from corporate presentation
6. Worksheet (1) Future issue (hypothesis of change)
7. Second half: Exploring the future & emergence of future scenarios in the breakout room
8. Future exploration
9. Worksheet (2) Creating a hypothesis of unexpected changes
10. Emergence of future scenarios

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

Screening committee chairperson Dr.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?

■ Announcement of 3 sponsors

1. Mr. Takeru Kyan, Principal of Car Design Academy, explained with the material (* Note).
 - ・ The Car Design Academy (CDA) is an international educational service that offers design courses online.
 - ・ What to expect from this contest
 - ・ Emotional proposals / Proposals that focus on people, not things
 - ・ For technical students: Don’t be technology first
 - ・ For design students: Don’t be styling first
2. Mr. Yoshiyuki Kawashima, CTO Automotive Industry IBM Japan, explained using the material (* Note).
 - ・ Circular Economy/What is Electric Vehicle ?/ Architecture change of the Car/Similar lesson learned in the past – Case Home Electric appliance/The figure of Car: Internet of the Things Device/Increasing data: example of car probe data/IT Technology’s Evolution
3. Mr. Akihiro Kawanabe, Director Product Planning Department, MONET Technologies Inc. explained using the material (* Note).
 - ・ Company profile / Society that MONET aims for / Social issues that it faces / MONET = Platformer in the age of autonomous driving / What is MaaS? System x Mobility x Know-how / Case study

■ Workshop: Future exploration & future scenario creation

In the second half, we created two breakout rooms (BOR) with WebEx and asked the participating students to select them, in which we made a hypothesis of unexpected changes from future exploration.

BOR1: People and EV and society / environment and EV BOR2: Technology and EV

Participating students, supporting companies, supporters, and organizers actively exchanged opinions online.

* Note: Presentation materials (Japanese and English) are summarized here.

https://www.apev.jp/contest/2022/work_files.html

■ Summary

Finally, after thanking the students and related parties who participated the pre-workshop, Mr.Toshio Yamashita stated “The sponsoring companies are interested in what kind of society students are envisioning and trying to create in 2040. I look forward to the proposals that come out of everyone’s hearts.”

Finally, I concluded that I would like you to apply by the deadline for participation on May 10th, and also to talk to your acquaintances.



Mr. Toshio Yamashita



Dr. Hiroshi Fujiwara



Mr. Toru Nakayama



Mr. Takeru Kyan



Mr. Yoshiyuki Kawashima



Mr. Akihiro Kawanabe



Supporter Mr. Takeshi Kubota



Supporter Mr. Ken Yamane



Administrator Genichiro Yasujima



A group photo by Mr. Takeshi Kubota. Sorry, online participants can't show up.

■ Video recording: Will be released on YouTube later.

★ The features and schedule of this contest (from the plan)+++++

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.

Overall Schedule

January–August 2022: The second sponsors sought

14th February 2022: Start of accepting applications

27th March 2022: Pre-workshop

10th May 2022: Deadline for entries

10th 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.

Mid of March 2023 Final Report (Schedule will be changed without notice)

[Administration Office]

Association for the Promotion of Electric Vehicles

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