



【Press Release】

November 22, 2022

Association for the Promotion of Electric Vehicles (APEV )

Toshio Yamashita APEV Director/Chairperson of the Contest Executive Committee

## Detailed Report “Social EV” Design Contest for International Students 2022

To whom it may concern

We are pleased to report the details of the event APEV held at CEATEC2022..

We would like to express our sincere gratitude to everyone who participated.

### 1. CEATEC Exhibited in 2022

◎APEV booth name: APEV Design Contest 2022

Hall 6 Booth No. P017 in the newly opened “Partner’s Spark” at CEATEC 2022 in Makuhari Messe.

◎Exhibition: Joint exhibition by APEV and companies\* from October 18 (Tue) to October 21 (Fri), 2022.

Posters, pamphlets, videos, etc. were used to introduce initiatives centered on the “Social EV” Design Contest for International Students 2022.

\*Exhibitors: Dell Technologies Japan Inc. Hino Motors, Ltd. IBM Japan, Ltd.

MONET Technologies Inc. Denno Kotsu, Inc

### 2. Final Screening & Award Ceremony of “Social EV” Design Contest for International Students 2022

◎Date: October 18, 2022 (Tuesday) 14:30 start–17:00 end

◎Location: Talk stage at CEATEC 2022 in Makuhari Messe Session number: B141

◎Contents/timetable

14:30 Greetings: APEV Chairprespon Masanori Suzuki

Contest Description: Executive Committee Chairprson Toshio Yamashita

14:40 Work presentation: 12 teams

15:40 Keynote speech: “Next-generation regional transportation realized from DX in the taxi industry”

Lecturer: Mr. Yosuke Kondo, CEO and Founder of Denno Kotsu, Inc.

(Screening in a separate room during this time)

16:20 Awards ceremony

16:52 General Comment: Screening Committee Chairperson Hiroshi Fujiwara

16:57 Commemorative photo

17:00 End

◎Screening outcome

The judges \* realistically evaluated the presentations of the final works of the participating teams, and as a result of discussions, the following eight teams won the crown.

Award name: School name/ team name

- Grand Prize Grand Prix: Graduate School of Tokyo Metropolitan University/Sakai Mobility Systems
- Minister of Economy, Trade and Industry Award: Chiba University & Kyushu Sangyo University / TARAKO & PEANUTS
- Minister of Land, Infrastructure, Transport and Tourism Award: Tokyo Metropolitan University Graduate School/TMU – torapo –B
- Minister of the Environment Award: HAL Tokyo/HALO!
- Special Award from Screening Committee: Chiba Institute of Technology Graduate School/FLAT
- Special Award from Screening Committee: (India) National Institute of Design, Transportation and Automobile / Shunya
- MONET Technologies Award: Chiba Institute of Technology Graduate School/Costa
- IBM Japan Award: Tokyo Metropolitan University/MINK

\* Chairperson of the Screening Committee: Dr. Hiroshi FUJIWARA: Director of APEV , Chairman and CEO of BroadBand Tower Co., Ltd.

\* Members:

- Ms. Keiko IHARA: CEO, Future, Inc. .-Car racer – Director, Nissan Motor Co., Ltd
- Ms. Hiroko MATSUMOTO: Director, Vice President, Professor, Joshibi University of Art and 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

\*Screening team:

- Mr. Yohei KAWADA Director for Water and Air Environment Bureau, Automobile Environmental Measures Division Automotive Environmental Strategy Planning Officer Ministry of the Environment
- Mr. Kuniharu TANABE Director for Manufacturing Industries Bureau Automobile Division Automobile Strategy Planning Office Minister of Economy, Trade and Industry
- Mr. Hiroyuki INOMATA Director of Vehicle Regulation and International Affairs Division Minister of Land, Infrastructure, Transport and Tourism
- Mr. Kenichi MURASAWA Vice President Client Engineering, Technology IBM Japan, Ltd.
- Mr. Akihiro KAWANABE Director Product Planning Department MONET Technologies Inc.
- Dell Technologies Co., Ltd., • Hino Motors, Ltd.

◎Outline of Keynote Speech “Next-generation regional transportation realized from DX in the taxi industry” Lecturer: Mr. Yosuke Kondo, CEO and Founder of Denno Kotsu, Inc.

In 2016, President Kondo, who is a lecturer, launched Denno Kotsu, which converts taxi dispatch operations into DX, while rebuilding a taxi company in Tokushima Prefecture. Currently, taxi operators in 43 prefectures have introduced this dispatch system. 1) Cloud-based vehicle dispatch system 2) Outsourcing of vehicle dispatch call center operations 3) Regional transportation solutions are the core of our business. Regarding the conversion of taxis to EVs, we will work with Daiichi Kotsu Sangyo to develop and demonstrate a system for optimizing the operation and power supply of EV taxis as a project adopted by NEDO.

He encouraged the students who participated in the contest, saying, “I want you to cherish your time and encounters and nurture your proposals.”

◎Chairperson of the Screening Committee Dr. Fujiwara

The reason why we named the contest title “Society” this time is that EVs are not just a means of transportation or a means of solving energy problems, but we also wanted young people with promising futures to come up with ideas for tackling social issues.

As intended, we received wonderful proposals from the 12 finalists.

We were asked to identify social issues in Japan and the world, and to come up with unprecedented ideas to solve those issues. Technologies such as Metaverse, Life Science, and Chemistry were proposed as supporting technologies for realizing ideas.

Sakai Mobility Systems team has a wonderful idea of farming using EVs to increase Japan’s food self-sufficiency rate. Let’s support young people together!

◎Videos of this event are available on YouTube.

- 1) Greetings, contest explanation, 12 team’s presentation [https://youtu.be/\\_5rgJYGsF80](https://youtu.be/_5rgJYGsF80)
- 2) Keynote speech by Mr.Kondo [https://youtu.be/oKTWzhFiRiA\\_](https://youtu.be/oKTWzhFiRiA_)
- 3) Award ceremony and general comment <https://youtu.be/eN9jrD7 R tXA>

### **3. Open Workshop of “Social EV” Design Contest for International Students 2022**

◎Date: October 20, 2022 (Thursday) 13:00 start–16:00 end

◎Venue: Co-creation space at CEATEC2022 in Makuhari Messe

◎Contents: “Further deepening the business model and realization of the grand prix”: Can the work be done as it is? Sponsors and CEATEC participants discussed services, technologies, future insights, etc., and deepened discussions.

◎Participants: Tokyo Metropolitan University Graduate School/Sakai Mobility Systems Team, HAL Tokyo/HALO! Team, Chiba Institute of Technology Graduate School/FLAT Team, Okayama Prefectural University/Okayama Mobility Club Team, Sponsors

#### **Contest overview** ++++++

◎Title : “Social EV” Design Contest for International Students 2022

◎Purpose : 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.

In this year’s contest, the theme was set as “Proposal for ‘Social Design and EV ’ 2040” with a clear deadline. We concluded that the role of EVs should not be viewed simply as a mobile vehicle, but rather as a form of mobility that is essential to people’s lives, and that it should be a contest that considers what it means to enrich people’s lives.

◎Organization

- Organizer: Association for the Promotion of Electric Vehicles (APEV)
- Supported by : 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

◎Sponsor (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.

◎Prize money/prize

Grand Prize: 200,000 yen + certificate, Environment Minister’s Award, Economy, Trade and Industry Minister’s Award, Land, Infrastructure, Transport and Tourism Minister’s Award: 100,000 yen each + certificate, Special Award from Screening Committee: 100,000 yen + certificate, Sponsoring Organization Award: Goods provided by the sponsoring organization + certificate

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#### **【Photo album】**



Final Judging & Awards Ceremony Photo by Takeshi Kubota





photo after the final judging and award ceremony Photo by Takeshi Kubota



APEV Chairperson Mr.Suzuki



Executive Committee Chairperson Mr.Yamashita



Denso Kotsu,Inc.President Mr.Kondo



Chairperson of screening committee Dr. Fujiwara,



Grand Prix Sakai Mobility Systems ' presentation



Grand Prix Sakai Mobility Systems





Minister of Economy, Trade and Industry Award TARAKO & PEANUTS Minister of Land, Infrastructure, Transport and Tourism Award TMU-torapo-B



Minister of Land, Infrastructure, Transport and Tourism Award TMU-torapo-B



Minister of the Environment Award HALO!



Special Award from Screening Committee FLAT



Special Award from Screening Committee Shunya



MONET Technologies Award Costa

Photo by Takeshi Kubota



Japan IBM Award MINK



Visit to APEV Booth by Ambassador of Botswana





Full view of the APEV booth



After the Open Workshop on October 20th



Open Workshop Business Model Campus

[Executive Committee Contact]

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