



【Press Release】

November 18 , 2024

Association for the Promotion of Electric Vehicles (APEV)

“ Creating 2030 with Mobility” Executive Committee

Final Presentation and Award Ceremony Report “Create 2030 by new Mobility” International Workshop

We would like to express our sincere gratitude for your continued cooperation with our activities.

Association for the Promotion of Electric Vehicles (APEV) has held an “EV Design Contest for International Students” five times from 2013 to 2022.

In 2024, we are hosting the 6th edition of the “Create 2030 by New Mobility” International Workshop with a significantly updated program content.

The final presentation and award ceremony were held as follows.

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

“Notes”

- Date and time: Saturday , November 9, 2024, 13 : 00–17: 00 , followed by a social gathering
- Location : 7–3–1 Hongo, Bunkyo-ku, Tokyo, Japan, University of Tokyo, Fukutake Hall, Interfaculty Initiative in Information Studies, 2nd basement floor, Fukutake Learning Theater
- Content and timetable
 - 13:00 Opening remarks: APEV President Mr. Nobuhiro Tajima
 - 13:04 Explanation of the International Workshop and introduction of the selection committee: Advisor Mr. Kimiya Mochizuki
 - 13:13 Participating team presentations and Q&A: 6 teams x (5-minute presentations + Q&A)
 - 15:03 Free talk by all participants (selection meeting in another room)
 - 16:10 Awards Ceremony
 - 16:50 Thank you speech: APEV Chairperson Mr. Masanori Suzuki
 - 16:55 Commemorative photo
 - 17:15–18:00 Social gathering at Fukutake Learning Studio (free to attend)

• Participating teams

OLD Team name	School name(Eng)	Country	NEW Team name
Keito	Shiga University	Japan	Mother Earth
Mother Earth	HAL Nagoya	Japan	
Seven	National Institute of Design	India	Svarna Pravah
X-Thailand	Maharakham University	Thailand	
One World	National Institute of Design	India	
CHO&CHO	Kyushu University	Japan	Ten Q
TEAM SOLEIL	HAL Tokyo	Japan	
Ikubunkan Grobal Highschool	Ikubunkan Grobal Highschool	Japan	NUOVA
NUOVA	HAL Nagoya	Japan	
Rikuto	Seikogakuen Highschool	Japan	KFYF
KFY	HAL Osaka	Japan	
halsaka	HAL Osaka	Japan	H.O
SAKAHARU	HAL Osaka	Japan	

☐ Opening remarks: APEV President Mr. Nobuhiro Tajima

I would like to extend a heartfelt welcome to all of you gathered here today. At the same time, I would like to congratulate all of you who made it to the final selection stage. We, the selection committee, look forward to reading and listening to all of your wonderful proposals. Thank you for your cooperation.

This will be the sixth time we have held this international workshop. Until now, the final selection and award ceremony have been held at the Tokyo Motor Show, but since the motor show itself has changed to the Japan Mobility Show, we would like to hear wonderful presentations from all of you here at the University of Tokyo today.

Your predecessors have been doing really great things. We are all very happy to see that they are doing great things not only in the automotive industry but also in jobs that incorporate the latest technology. We hope that they will take this opportunity to be active not only in Japan but also globally. The awards are presented by the three most representative ministries in Japan: the Ministry of Economy, Trade and Industry, the Ministry of Land, Infrastructure, Transport and Tourism, and the Ministry of the Environment. Opportunities to receive such awards are rare. We hope that those who receive them will use it as encouragement and continue to work even harder.

We look forward to seeing and hearing from you, so please make your presentation without feeling nervous.

☐ Final presentation and Q&A

The six teams gave presentations in the order listed below, and after each presentation the participating teams answered questions and comments from the selection committee and supporters.

H.O.

KFYF

Mother Earth

Ten Q

NUOVA

Svarna Pravah

☐ Free talk by all participants (selection meeting in a separate room)

There was a lively exchange of opinions among the participants and students.

☐ Awards Ceremony

The following awards were given to six teams, and the award recipients and presenters made comments.

Minister of Economy, Trade and Industry Award: NUOVA

Minister of Land, Infrastructure, Transport and Tourism Award: HO

Minister of Environment Award: Mother Earth

Jury Special Award: KFYF

Special Tourism Award: Svarna Pravah

Regional Issue Special Award Ten Q

☐ Thank you speech: APEV Chairperson Mr. Masanori Suzuki

Thank you all so much for taking time out of your busy schedules to participate in our workshop. Listening to the comments of the award winners earlier, it was clear to see how hard you have all worked. I am very impressed by all of your efforts. Many teams worked hard over a period of four to six months, and we selected you all. We also formed the teams with the aim of encouraging you to talk to a variety of people beyond your school. Thank you so much for all your efforts. I am grateful for your efforts and for today's wonderful presentations. Everyone was very good at their presentations, and I felt that they had

substance.

Congratulations to all the award recipients. I will briefly talk about the selection process of the selection committee, which was a very heated debate. Each award really reflects the judges' thoughts. The Tourism Special Award and the Regional Issues Special Award were selected because we wanted to give awards that matched everyone's presentations and achievements. Please understand that it was a heated debate. Our association would be happy if we could be of some help to all of you who participated. We would like to ask you to continue to make efforts to be of even greater use to the world in the future. Today is the start. We would like to move forward toward 2030, so we appreciate your support. Again, thank you very much for your participation today.

[Photo album]

All photos by Mr. Takeshi Kubota



Mr. Tajima



Mr. Kmamiaraiso



Mr. Mochizuki



Mr. Suzuki

★Teams★ From left: presentation, award certificate presentation, commemorative photo with the award presenter

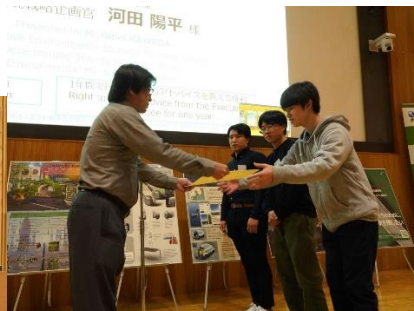
◆Minister of Economy, Trade and Industry Award: NUOVA



◆Minister of Land, Infrastructure, Transport and Tourism Award: HO



◆Minister of the Environment Award: Mother Earth



◆Special Award from Screening Committee : KFYP



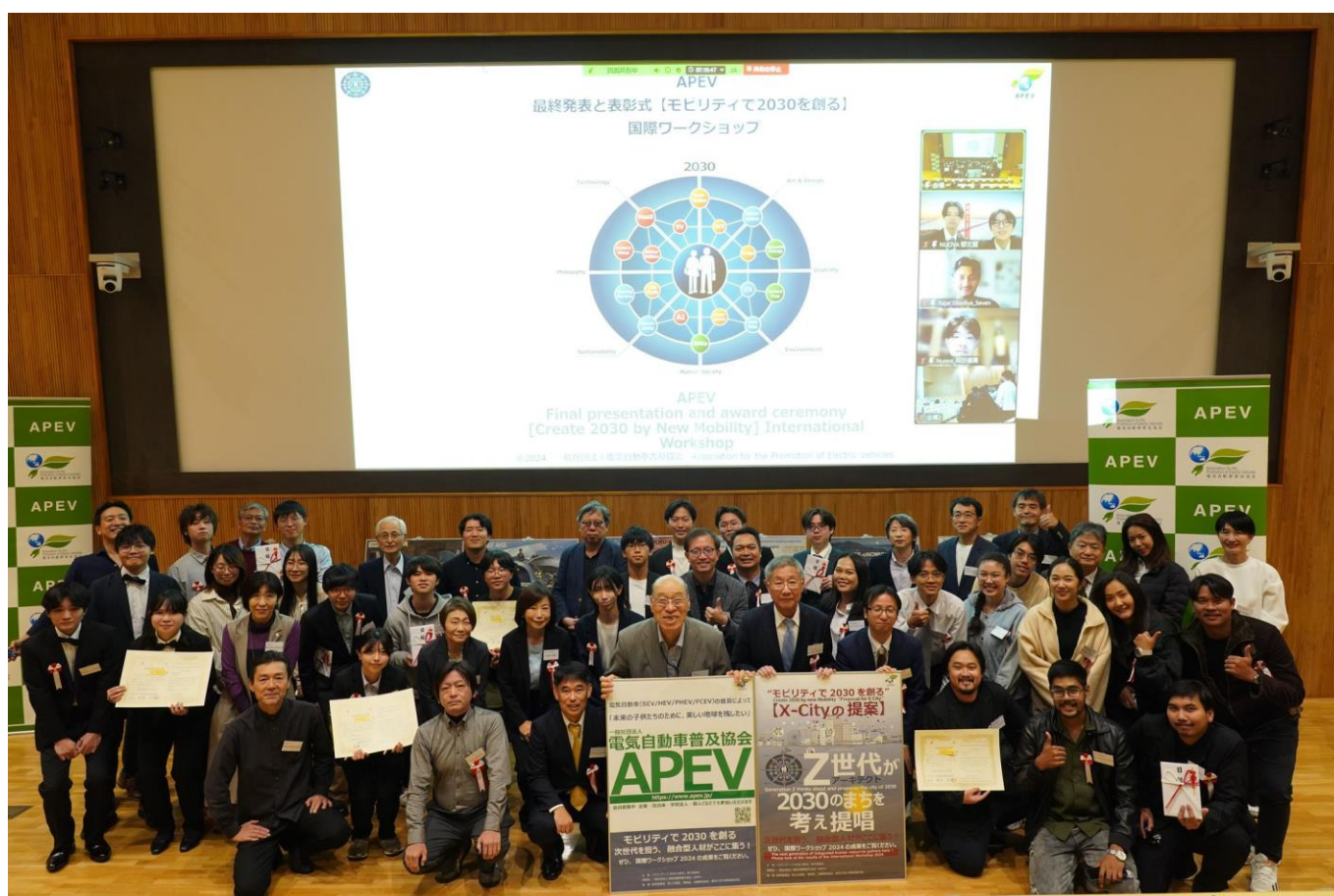
◆Tourism Special Award: Svarna Pravah



◆Special Regional Issue Award Ten Q



★Free talk by all participants★



★Video: YouTube★

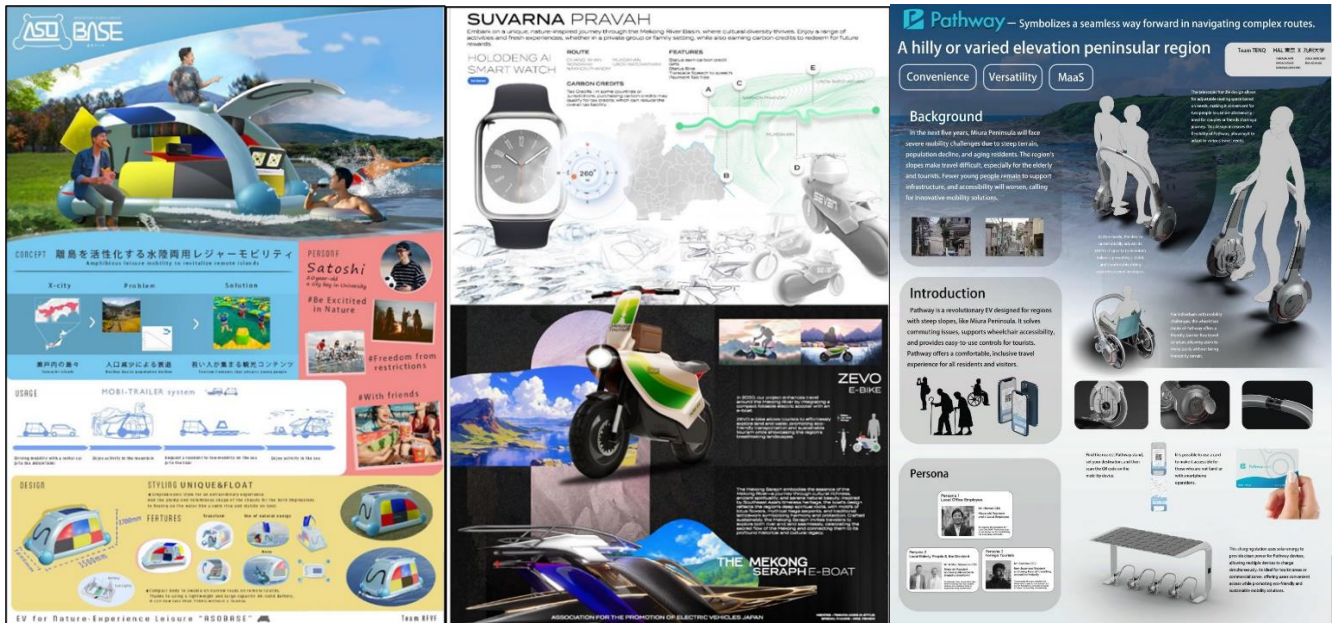
APEV provided the following two webinars for the “Mirai Monozukuri International Expo 2024”

- 1) “Create 2030 by new Mobility” International Workshop Part 1: Final Presentation
<https://youtu.be/wfxQmMrxUZU>
- 2) ” Create 2030 by new Mobility” International Workshop Part 2 :Award Ceremony
<https://youtu.be/NBld7mTcFjg>

★Posters★



METI Minister's Award: NUOVA/MLIT Minister's Award: HO/Environment Minister's Award: Mother Earth



Jury Special Award: KFYF/Tourism Special Award: Svarna Pravah/Regional Issue Special Award Ten Q

Workshop Overview

■ Theme : Create 2030 by new mobility ” [Proposal for X-City]

■ Objective: “Develop integrated human resources who will lead the next generation”

Integrated human resources *= Opportunity to develop architects through workshops.

*Refers to an individual with a solid vision and insightful perspective, extending beyond the expertise surrounding mobility to encompass design and engineering realms.

Acquire expertise regarding ” Art/Design,” ”Philosophy,” and ”Technology,” while also understanding ”Sustainability & Human Society.”

It is defined as an individual with comprehensive skills who integrates various fields and establishes a platform for project cooperation

■ Proposal to solve social issues in X-City

Applicants define a city (=X-City) and identify its social issues.

City Definition: Either of land, sea, and air domains. It can refer to specific cities such as Yokohama and Nagoya, residential areas, as well as agricultural and fishing zones.

■ Awards

Minister of the Environment Award: 100,000 yen + Certificate

Minister of Economy, Trade and Industry Award: 100,000 yen + Certificate

Minister of Land, Infrastructure, Transport and Tourism Award: 100,000 yen + Certificate

Special Award from Screening Committee : Right to receive advice from the Executive Committee for one year + Certificate

■ Organizational structure

Organized By: “Create 2030 by New Mobility” Executive Committee

Secretariat: Association for the Promotion of Electric Vehicles (APEV)

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

● Screening Committee

Mr.Toshiya Ando: CEO of X-Style

Ms.Yuko Iida: Automobile critic, member of the Japan Automobile Journalist Association, and member of the Japan Car of the Year selection committee

Ms. Hiroko Matsumoto : Joshibi University of Art and Design, Director of the Institute, Vice President, Professor of the Department of Co-Creative Design, Faculty of Art

Mr.Akihiro Yanaka: CEO of Lean Mobility Co.,Ltd

Mr.Yohei KAWADA: Automotive Environmental Strategy Planning Officer of Ministry of the Environment

Mr. Kuniharu TANABE: Director of Ministry of Land, Infrastructure, Transport and Tourism

Mr. Tomonobu SUGISAKI: Director of Ministry of Economy, Trade and Industry

Mr. Masanori SUZUKI: Chairperson of APEV

Mr.Nobuhiro TAJIMA: President of APEV

■ Overall Schedule

Kickoff press conference: February 4th

Pre-workshop (WS) (online): April 20th

Concept proposal deadline: May 17th

Selection meeting: May 29th

Workshop 1 (WS1) (real + online): June 29th

Workshop 2 (WS2) (real + online): August 24th

Final presentation and award ceremony (in person + online): November 9th

■ Calling for sponsors and supporters

We plan to continue holding this workshop in 2025, and are looking for sponsors and supporters. If you are interested, please contact the Executive Committee Secretariat listed below.

★Inquiries: [“Create 2030 by new Mobility ” Executive Committee Secretariat]

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Website: <https://www.apev.jp/workshop.pdf>

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