Vision

Design

Vision

Don’t just be smart, go beyond smart.

Design

Contents

3 ———— Introduction
4 ———— About Vision Design
10 ———— Capture the Future
12 ———— Discuss the Future: Crisis 5.0
14 ———— Cities and Homes
16 ———— Forms of Trust
20 ———— Discuss the Future: A Fictitious Article
24 ———— Future Living Lab
26 ———— Afterword
27 ———— Vision Design: History of Activities & Relevant Information

Introduction

This booklet introduces Hitachi's Vision Design initiatives.

Following the launch of its Social Innovation business, Hitachi's Vision Design concept was born in 2010 from the Design Department's prevailing belief that the principle role of design should be to illustrate visions for new social systems. We successfully joined forces with different research institutions in the engineering field by encouraging the broader application of creative approaches to problem-setting and resolution, such as design-driven thinking and service design methodology, across the Hitachi Group and our business partners. This ultimately resulted in the formation of the Global Center for Social Innovation in 2015.

The members of the Vision Design team sympathized with the fundamental concepts of the Society 5.0 vision announced by the Japanese Cabinet Office in 2016 to achieve a human-centered society that employs advanced digital technologies to balance economic advancement with the resolution of social problems and integrate cyber- and physical space. However, we also felt strongly that, rather than let technology lead people, we needed to illustrate social systems that focus on communities and their residents and could be driven by them. So, we promptly revised our targets, and launched the Vision Design initiative.

This booklet seeks to capture the broader background tableau of our multi-faceted Vision Design activities, and convey the diversity and potential of those activities by explaining some example projects. We hope this booklet will help deepen your understanding of Vision Design activities, and spark more creative debate about how to design future social systems.

Vision Design Project
Global Center for Social Innovation - Tokyo
Research & Development Group, Hitachi, Ltd.

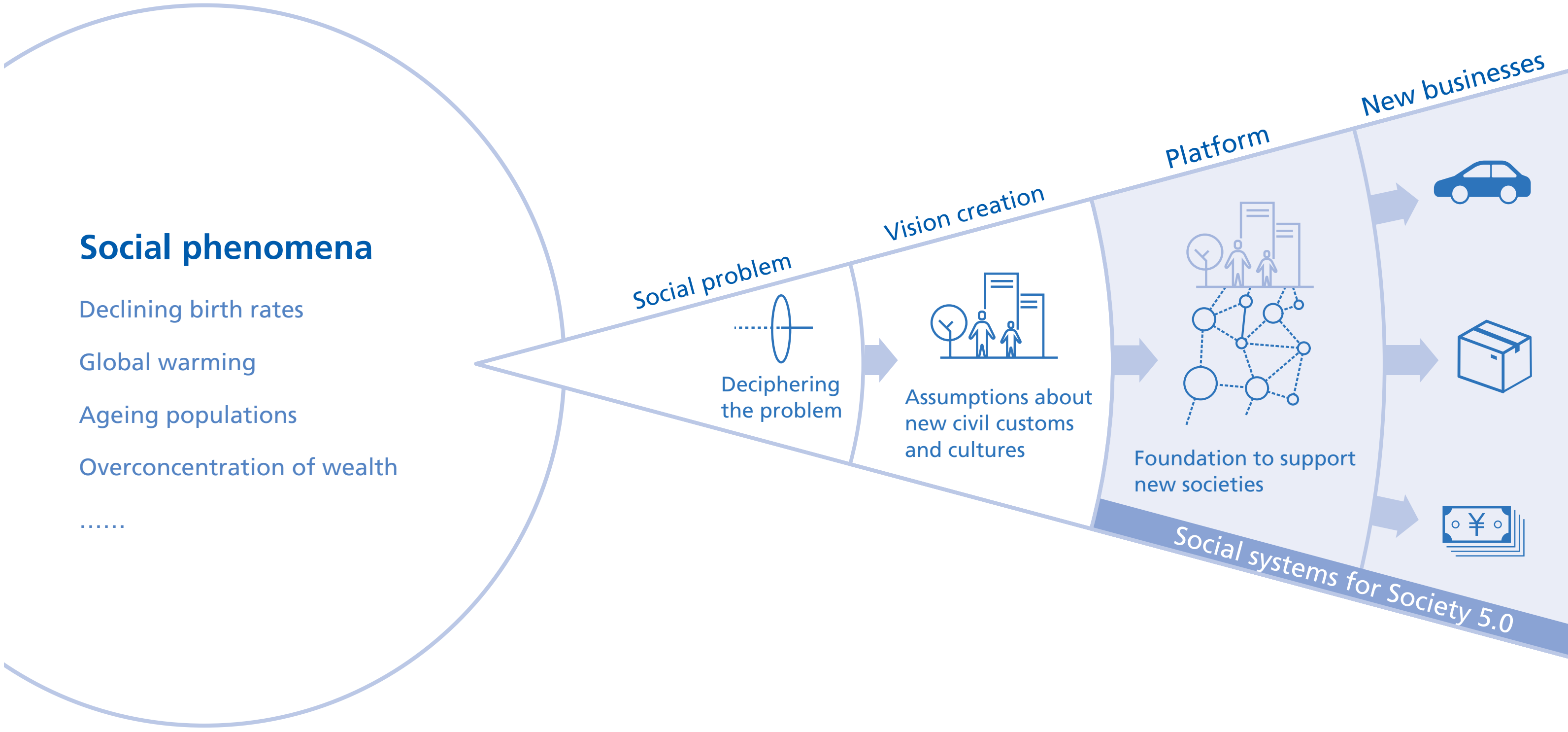
Vision Design

About Vision Design

We consider various phenomena occurring in today's society from our own unique perspective, apply hypotheses, and debate solutions to create successful social systems. The role of Vision Design is to explore the forms of social systems to come. In order to do so, it seeks to study social issues, debate possible solutions, and conduct experiments.

Hitachi is currently working to help realize the Society 5.0 concept which is suggested by Japan to complement the United Nations' Sustainable Development Goals (SDGs).

Society 5.0 indicates a paradigm shift from the current information technology-driven Society 4.0. In 2018, the Keidanren (Japan Business Federation) labeled Society 5.0 as the Creative Society. In other words, a society that values the improvement of human creativity than productivity and efficiency. Platforms such as Windows, the internet, the smartphone, and other information technologies underpinned the shift from the industry-driven Society 3.0 to the information-driven Society 4.0. However, an entirely different platform is needed to support Society 5.0.



Society 5.0 represents a Japan-led drive to build a better society and respond using digital technologies to the various anticipated global problems which Japan will confront earlier than other nations. In an era of declining populations, some people advocate the reduction of large-scale critical infrastructure in favor of small-scale, flexible infrastructure.

We can't create this small, flexible infrastructure simply by making miniature versions of today's critical infrastructure. Critical infrastructure involves the creation of a fixed, stable platform which will then be used by a large number of people over a wide area. Conversely, small-scale infrastructure involves helping local communities grow accustomed to using a new piece of infrastructure and then building the necessary platform to support it. Vision Design seeks to carve new social systems for this type of society.

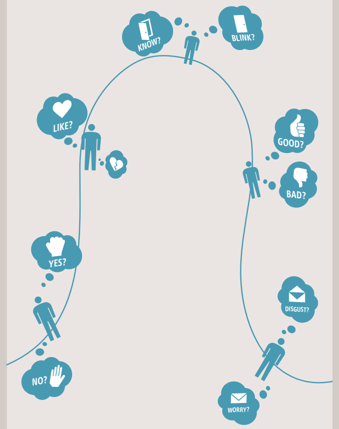
Conceptualizing these future social systems is not something simple that a single company like Hitachi can do alone. Vision Design seeks to fuel debate about desired social systems by creating a "vision" based on the presentation of a particular problem and a proper resolution for it.

When we conceive a vision, we constantly ask ourselves if it can adequately support the building of new customs and cultures for Society 5.0. It is the action of each resident that drives community systems, which are small-scale, flexible infrastructure. Technology and data are mentioned so often in relation to Society 5.0, but if local people are not accustomed to using these advanced tools on a regular basis, they won't be able to. The compelling argument for fueling vision-driven debates is that how technology and data can be used to help expand local people's potential activities.

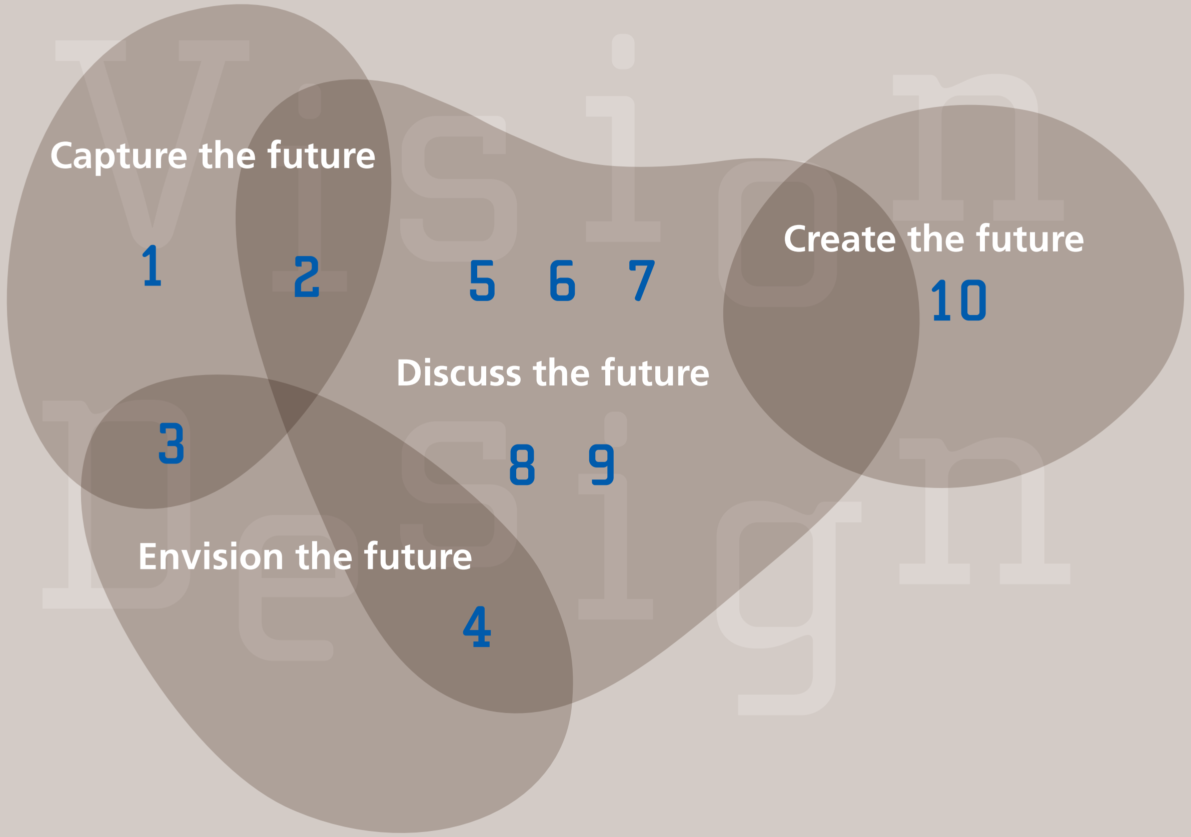
That's the philosophy behind our Vision Design concept: Don't just be smart, go beyond smart. We understand that people's compelling everyday problems cannot be solved by smart advanced technologies alone, and that smart technologies can potentially create fresh problems, so we have to think about and find ways of embracing technologies that could help solve problems humans can't solve alone. We believe the quest of Society 5.0 is not to form a super smart society, but to go beyond smart society.

Vision Design Activities to Date

1 25 future signs and future signs for digital society


KNOW?
BLINK?
LIKE?
GOOD?
BAD?
YES?
DISGUST?
NO?
WORRY?

Seek to grasp how the beliefs and actions of people might change and to understand future social problems from a grassroots perspective.



2 TRUST / 2030

The shape of future trust

Contemplate the shape of future trust by creating daily products for 2030.

ID for gig economy

Build trust among individuals by compiling detailed work-related performance and evaluation data and sharing it.

Your reliable city

Leaving many important matters up to the city as we gradually build a sense of value.

Cycle of Change

Empower community living by sharing the small change to foster trust within a community.

3 Crisis 5.0

Focus on people's primitive fears, and face relevant crises head on.

4 Energy

Energize our future communities

Link concern for our towns to energy-related action to gradually help shift towns onto microgrids.

5 Cities & homes

Ageing with me

Communication robots support everyday life of elderly people by encouraging them to speak more

More household items within reach

Easy living is made possible by cataloging and sharing household items.

My meal pass to go!

Even people on restricted diets can enjoy eating out with ID cards and "meal printers."

Home appliances to ward off colds

Urban residents move to prevent colds from spreading by using household appliances to visualize virus spread.

6 Building communities

Morphing into a walkable city

Transform rotaries in front of stations into pedestrianized areas to enable people to enjoy walking around town and foster new activities.

Fare fund

Build sustainable relationships between visitors and local residents by channeling a portion of train fare receipts into community projects.

7 Payments

Communication through dynamic pricing

Ensure daily purchases benefit society.

8 Manufacturing

Factories on demand

Distribute products created from the consumers' perspective in the same way as mass-produced items.

9 Automatic operation

Autonomous wheelchairs

Autonomous wheelchairs that follow and support a walking person give people the confidence to go out and enjoy walking.

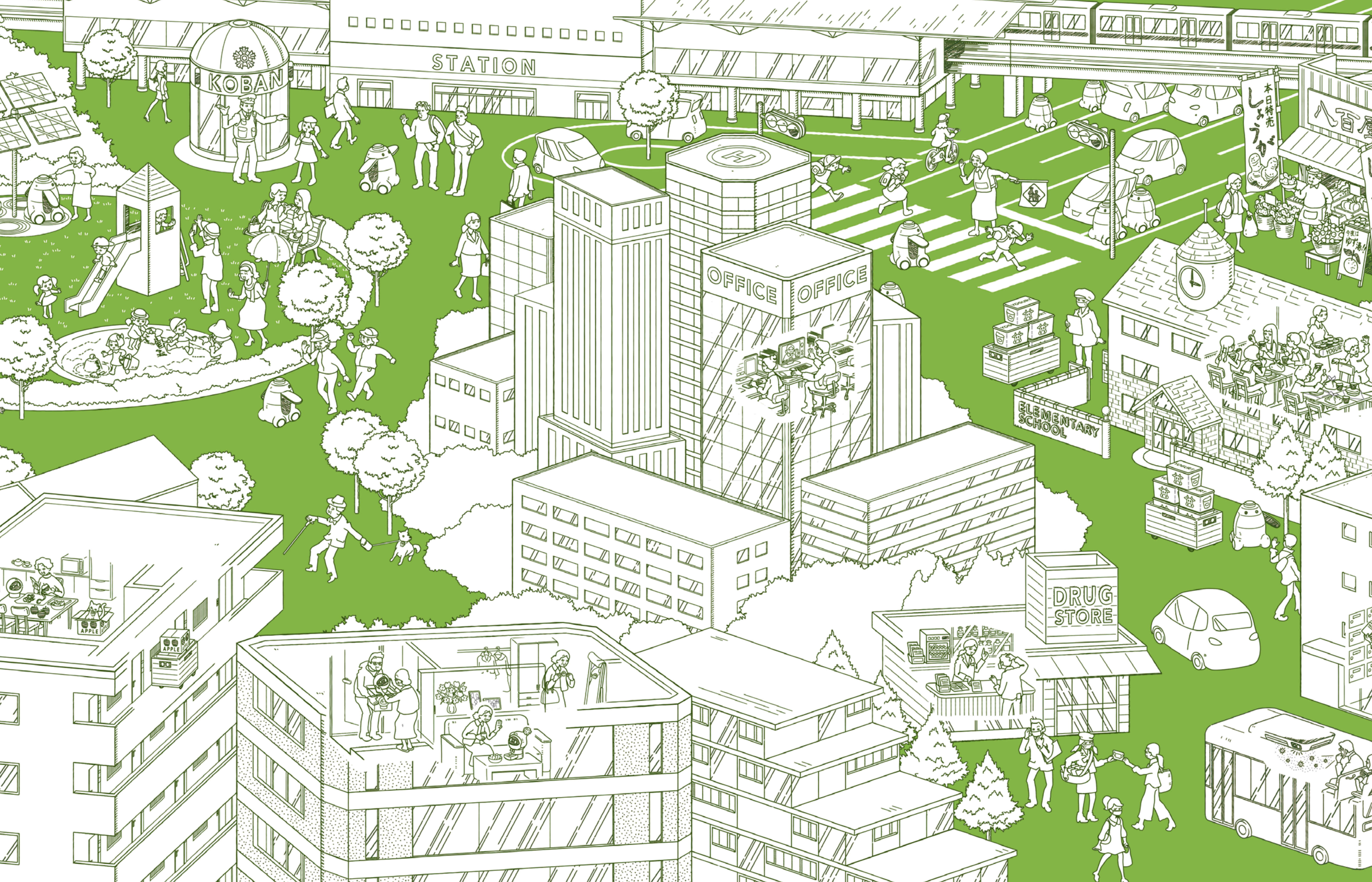
10 Future Living Lab

My vegetables Tokyo Kokubunji

Exploring new ways to create value in the community together with residents.

Hi Miura Project Kanagawa Miura

Expanding new members to share passion in the community together with residents.


STATION
KOBAN
OFFICE
OFFICE
本日特売
しょうが
八百屋
今夜は
ゆず湯!!
YOGURT
ELEMENTARY SCHOOL
DRUG STORE
APPLE

Future signs

Capture the future

To approach possible scenarios of the future, we have to grasp signs of future changes in people's thinking and actions.

You can't accurately predict the future just by analyzing past data. This section shows you some initial questions Vision Design would explore when considering the problems and needs people in future society would likely experience.

We aim to provide lenses to understand the future by illustrating concrete problem-solving scenarios to address problems that future signs indicate. Imagining the future of social systems from the standpoint of users, understanding real-life problems that cannot be solved through the pursuit of greater efficiencies alone and coming up with ideas to resolve them. That's what Vision Design is all about.

25 future signs

We considered how people's approaches and actions might change in cities with increasing needs to respond to issues of a shrinking and ageing population and find ways to be more sustainable and environmentally conscious society. Here, we envisage a future in which environmental measures are revised according to residents' knowledge and expertise, and family structures are becoming more flexible.

Our research was based on collecting information from wide-ranging sources and mapping them into political, economic, social, and technological (PEST) perspectives. The data was then analyzed to plot potential changes through 2030. This method is designed to fuel dialogues on social innovation with local authorities and other Hitachi co-creation partners.

DIY Society

There is no independent "public" because we ARE the public

The rising number of home gardens sprouting from a growing distrust of distributors and production locations could be taken as a sign that people are starting to build their own sense of security through "living environment DIY." This would in turn fuel a wider range of customized products to suit individual values, a broader choice of asset management services, and the incorporation of private citizens' ideas into social services such as infrastructure and national pensions. The end result would be the creation of cities across Japan built upon a diverse administration that accommodates the diverse values of residents.

Future signs for digital society

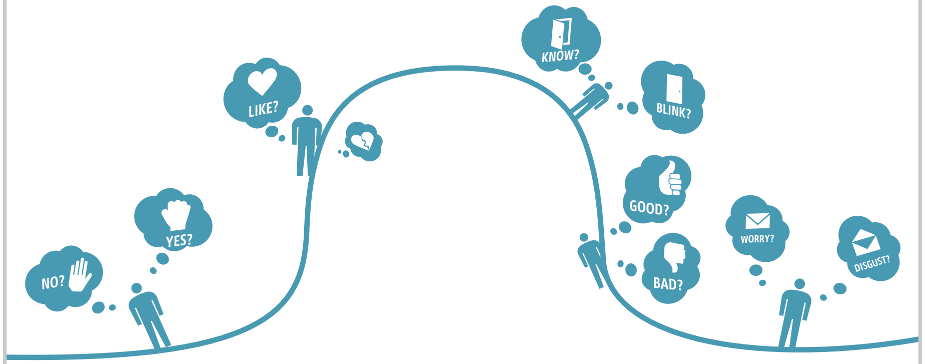
More and more services that support societal living are driven by digital technologies, be they infrastructure, financial, medical or other services. The proliferation of network-linked sensors, AI, and robots in our society is changing the way people and things are connected, and that, in turn, could greatly influence the way people think and act.

Future signs for digital society are indicators of how the thoughts and deeds of people living in a digital society might change. By debating these future signs, we hope to encourage people to consider future social issues from the perspective of ordinary citizens.

No policy, no life

Life is a constant expression of attitude

In today's world, even the performance of athletes is electronically monitored and objectively analyzed. While spectators delight in athletes' excellent performances, they might feel despondent to see athletes being attacked for weaknesses they themselves didn't even realize they had. Precisely because it highlights previously unseen items and issues, data analysis can both enrich people's lives, and pinpoint uncomfortable or inconvenient facts. We can choose to accept or try to change those points. We will repeat this decision-making process and gradually forge a comfortable way of coexisting and interacting with data.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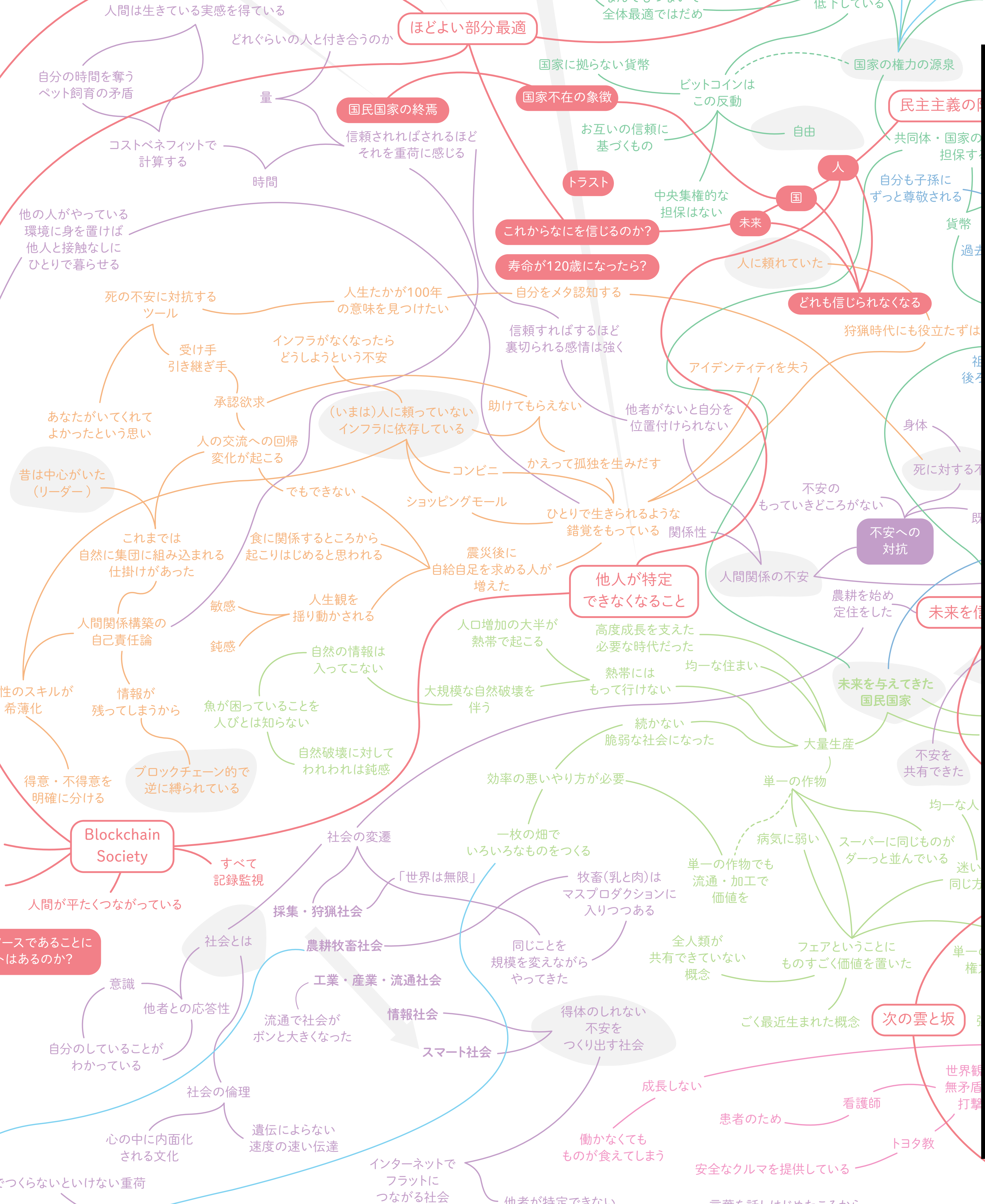

人間は生きている実感を得ている
ほどよい部分最適
全体最適ではだめ
低下している
社会の余剰を強制的に吸い上げる仕組み
国債で対応＝借金
チャレンジを設定してそこに向かう
規制緩和
落語
どれぐらいの人と付き合うのか
自分の時間を奪う ペット飼育の矛盾
量
国民国家の終焉
国家に拠らない貨幣
国家の権力の源泉
ビットコインはこの反動
国家不在の象徴
信頼されればされるほど それを重荷に感じる
お互いの信頼に基づくもの
自由
共同体・国家の担保す
コストベネフィットで計算する
時間
トラスト
中央集権的な担保はない
人
国
自分も子孫にずっと尊敬される
貨幣
未来
これからなにを信じるのか？
寿命が120歳になったら？
人に頼れていた
他の人がやっている環境に身を置けば他人と接触なしにひとりで暮らせる
どれも信じられなくなる
死の不安に対抗するツール
人生たかが100年の意味を見つけたい
自分をメタ認知する
狩猟時代にも役立たずは
信頼すればするほど裏切られる感情は強く
受け手 引き継ぎ手
インフラがなくなったらどうしようという不安
アイデンティティを失う
承認欲求
（いまは）人に頼っていない インフラに依存している
助けてもらえない
他者がないと自分を位置付けられない
あなたがいてくれてよかったという思い
身体
人の交流への回帰 変化が起こる
コンビニ
かえって孤独を生みだす
昔は中心がいた（リーダー）
でもできない
ショッピングモール
死に対する
不安のもっていきどころがない
ひとりで生きられるような錯覚をもっている
関係性
不安への対抗
これまでは自然に集団に組み込まれる仕掛けがあった
食に関係するところから起こりはじめると思われる
震災後に自給自足を求める人が増えた
他人が特定できなくなること
人間関係の不安
人生観を揺り動かされる
敏感
農耕を始め定住をした
人間関係構築の自己責任論
鈍感
人口増加の大半が熱帯で起こる
高度成長を支えた必要な時代だった
自然の情報は入ってこない
熱帯にはもって行けない
均一な住まい
未来を与えてきた国民国家
情報が残ってしまうから
魚が困っていることを人びとは知らない
大規模な自然破壊を伴う
続かない脆弱な社会になった
大量生産
不安を共有できた
得意・不得意を明確に分ける
ブロックチェーン的で逆に縛られている
自然破壊に対してわれわれは鈍感
効率の悪いやり方が必要
単一の作物
Blockchain Society
社会の変遷
一枚の畑でいろいろなものをつくる
病気に弱い
スーパーに同じものがダーっと並んでいる
すべて記録監視
「世界は無限」
単一の作物でも流通・加工で価値を
牧畜(乳と肉)はマスプロダクションに入りつつある
人間が平たくつながっている
採集・狩猟社会
社会とは
農耕牧畜社会
同じことを規模を変えながらやってきた
全人類が共有できていない概念
フェアということにものすごく価値を置いた
意識
工業・産業・流通社会
他者との応答性
流通で社会がボンと大きくなった
情報社会
得体のしれない不安をつくり出す社会
ごく最近生まれた概念
次の雲と坂
自分のしていることがわかっている
スマート社会
社会の倫理
成長しない
看護師
患者のため
心の中に内面化される文化
遺伝によらない速度の速い伝達
働かなくてもものが食えてしまう
トヨタ教
インターネットでフラットにつながる社会
安全なクルマを提供している
日本を強くする
知恵だった
閉じていたから成り立っていた
iPS細胞でなにから解決するのか問題
どう捉えるか

— Discuss the Future —

Crisis 5.0

Exploring societal issues for 2050

As part of a joint research project exploring the shape of universities and businesses in 2050, Hitachi and the University of Kyoto investigated which potential social phenomena might be the greatest change that will threaten the things that are most precious to humankind.

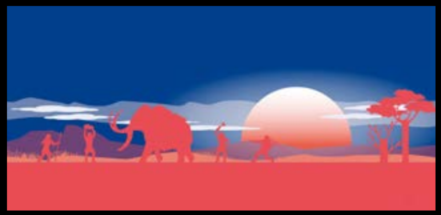
Debates about social issues often include terms such as ageing societies, declining birthrates, and depopulation, but these are only the phenomena. We surmised that social issues only emerge when those phenomena actually threaten the things that are important to humankind, such as life, property, human rights, identity, etc.

To better understand the fundamental essence of human society, we interviewed Kyoto University researchers in different fields. We used the accumulated knowledge gained through the interviews on current societal circumstances, changes, and causes to compile a study of social issues of 2050 in a booklet called Crisis 5.0.

We took the view that, throughout history, the development of human society has been propelled by a belief in the future and efforts to overcome any concerns that might emerge. We investigated a growing gap between today's accelerated pace of technological progress and humankind's innate spirituality and sensibility as forms of three losses: things to believe in, things to rely on, and things to do.

Nothing to believe in

Human civilization has developed through trust and investment in the future. However, the long-term pursuit of growth measured by physical affluence has generated environmental and other diverse problems, and fueled demands for a shift towards a more sustainable society. When it is difficult to innocently believe in the future, what can people believe in?



Nothing to rely on

In developed countries in particular, the state, built on sophisticated civilizations, has protected individual life and property to date. However, Japan's growth, formerly at a high speed, has been sluggish and weakened the state, and made it hard to rely on the nation state per se. What kind of social services and communities can we devise to maintain our society and protect people's lives?

Nothing to do

Society will likely become increasingly automated and efficient as AI and robots begin to take over roles previously fulfilled by humans. How can we assign meaning to human life and human identity in a world where people don't need to work?

Crisis 5.0 explores how human society can overcome these three losses. In 2018, we held Challenge 5.0 workshops on this theme with students from Kyoto University to deepen discussion and debate that will help shape future action.

Illustrating our vision of the future that goes

Cities & Homes

How will we live and think in cities of the future?
Grasping emergent problems and envisioning the solutions.

How will our shrinking, ageing, and increasingly urban population influence people's lives going forward, and what issues might arise? We have derived two potential future directions for cities and homes from the urban resident's perspective: the active movement of people and sharing of things, and a change in the nature of anxieties that people have. We have analyzed the problems those scenarios might cause and envisioned solutions for them.

beYond Smart

Beyond sharing in 2025

People and things move and switch places. The joy of reduced ownership

We explore the fresh potential of the growing range of sharing services and coexisting with communities as a means of addressing social issues such as concentrated urban populations, nuclear families and one-person households, and resource depletion.

More household items within reach

Imagine a couple who bought a house in a suburb 30 years ago but want to move to a more convenient location now their children have moved out. They can't get started because they dread sorting through their accumulated household items, but life changes when light-bulbs with cameras are fitted in their home.

The couple often struggles to find things, but the camera gradually remembers an object's location and begins to tell them. Organizing and tidying things is more fun if you can check all your items on a catalog list, and enjoy ordering an easy-to-use sharing service or trunk room from your tablet. Little by little, the couple moves and reduces the number of rarely-used objects, their house feels more spacious, and they are relieved.

The couple then moves to another apartment and leases their house to a family. This cycle of moving residence becomes increasingly popular across our towns and cities.

Beyond safety in 2025

A society that protects people from fears they cannot quell

How can we alleviate the new concerns people feel when increasingly accurate data analysis and information leaves them either knowing too much or having too much known about themselves? We explore how AI and data can be used to make people feel a greater affinity towards the technologies, and live comfortably, without concern or anxiety.

Ageing with me

A communication robot is introduced into a home where an elderly person who feels anxious about the future lives on their own. The expressive, chatty robot talks to and asks the person questions about what they want and orders it for them. The elderly person can just enjoy talking with the robot, which can remind them to take medicine and provide other general everyday support. The more they interact, the more the robot learns about the person's actions and activities, so it can inform their family members living apart or medical professionals about their state of health.

If a long-serving robot notices even the slightest change in an elderly person's actions, it can keep interacting with the person to ensure they don't feel anxious and start to gradually change its role and quietly introduce some cognitive function training for instance. As a long-term partner, a robot can get closer to an elderly person by autonomously changing its role to suit their companion's changing capabilities.

TrUsT / 2030

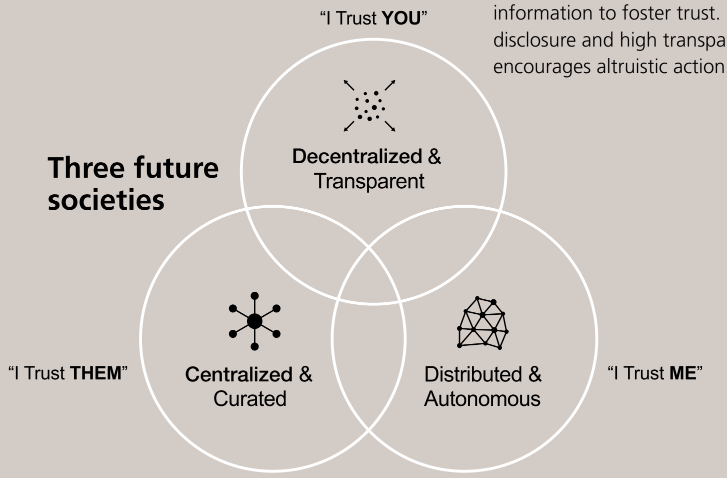
Forms of Trust

The year is 2030. How have our lives and values changed? We surmised three possible future societies and considered the forms of trust that could be fostered in each.

Trust is vital to any well-functioning society.

Economies are built on trust in financial systems and currencies, medical care is underpinned by trust in the study of medicine and doctors. In the past, people lived in small villages where everyone recognized each other, and built small societies based on a mutual obligation and accountability for individual actions. As our societies gradually expanded, we shifted the focus of our trust to large organizations such as governments, companies, and unions.

Today, the spread of the internet and mobile devices enables us to link directly with individuals without going through large organizations. The resulting sharing economy is growing, and the trust we focused on large organizations dispersing. We considered how future societal changes might transform people's lives and values and created three possible societies for the year 2030, so we could explore possible resulting new forms of trust.



1 **Decentralized & Transparent**
"I Trust YOU"
Will transparent information increase the level of trust in a society? Imagine a society that requires the provision of highly transparent and accurate information to foster trust. Full disclosure and high transparency encourages altruistic action.

2 **Centralized & Curated**
"I Trust THEM"
Can people entrust their whole life to a single company for the sake of convenience? Imagine a society where people place deep trust in a specific company or large organization. Since they believe in it, the benefits and convenience outweigh the risks of relying on one specific company.

3 **Distributed & Autonomous**
"I Trust ME"
Can we relinquish past conveniences to carry out our own will? In this society, everyone relies on their own community, not governments or companies. People trust the community they belong to, take responsibility for their own lives without relying on anyone outside the community, and live self-sufficiently.

Potential forms of trust in everyday goods in our three future societies

We explored potential future societies by creating artifacts in the form of everyday goods for 2030. The slightly different shape and function from today's everyday goods address various aspects about the lives and new forms of trust that 2030 users might have.

1 Decentralized & Transparent

— Connected ID card

There will be more and more gig workers who earn a living by receiving isolated creative work orders via the internet. This card enables people not affiliated with a specific company to convey their identification information. Professional experience and performance data are amassed on the card, which objectively illustrates a person's experience, capability, and expertise.

In a highly transparent society, a person's actions and achievements will be recorded and objectively evaluated. By sharing information using this card, a person can earn trust, not only for work, but other aspects of life as well.

2 Centralized & Curated

— Personalised meal bar

These personalized meal bars contain all the nutrients a specific user requires. The company not only provides the necessary nutrients based on user information they collect, but even suggests an optimum consumption time. The taste, smell, and texture are also adjusted to the user's preference.

In this society, a user's interest in food has deteriorated. They are not interested or able to understand the nutrients their bodies require, and don't want to spend time eating. They would prefer a company to manage their nutrition. These meal bars release users from the troublesome task of deciding what to eat that evening or checking a food's nutritional balance.

Alex, This is your Meal 3
Enjoy it at 19:36 after your
football training

3 Distributed & Autonomous

— Locally printed medicine

In this society, people have lost their trust in major pharmaceutical companies and medicine in the community is locally produced.

Medicines are supplied widely by locally certified pharmacists. They are made using a 3D printer. Their novel shape is recognized as proof of local production, fostering trust and security in the community.

Individuals and small communities fill the gap left by declining trust in large companies and organizations. The building of individual relationships of trust with local producers of pharmaceutical ingredients further increases trust in locally produced medicines.

Devising systems that support lives and foster trust in our three future societies

The use of data and digital technologies in various forms will become commonplace in future society, and the forms of trust fostered to enable people to live their everyday lives with a sense of security will also be different for each of our three future societies.

Decentralized & Transparent

1

Communicating trust with transparency/ ID for gig economy

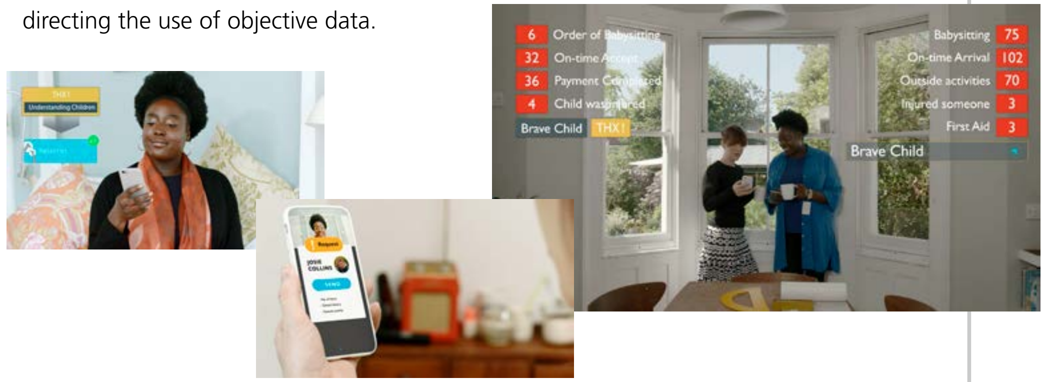
Build trust among individuals by compiling detailed performance data

In this society, many people who do not belong to a specific company work as gig workers. They seek and perform creative work, for example, as a gift concierge who also provides delivery services. In a society where people build trust through individual communication, it is important to be able to confirm each other's performance record.

The ID for gig economy enables individuals to compile and share their information with people around them and build new bonds of trust. Detailed information about a worker's delivery business, such as records of timely deliveries, or deliveries of a child's birthday cake can prove a worker is prompt and has experience working for children, and help earn trust when someone wants to hire them as a babysitter.

The ID can also be used to evaluate a customer's level of satisfaction. For instance, if a customer sends a message to the worker praising them for understanding their child's feelings, the worker can use this information to get more babysitting jobs.

The system also encourages discussion of information that requires more detailed explanation. Sometimes, with additional communication, even a negative performance can be turned into trust-building information. An individual can build one-on-one trust by directing the use of objective data.



Centralized & Curated

2

Committing trust to the authorities/ Your reliable city

Leaving many important matters up to the city as we gradually build a sense of value

Can we citizens trust a city when we cannot get a clear grasp of what type of personal activity data is being provided to the city or how it is being used? Your reliable city is a city that

values the process of building trust with citizens by utilizing citizen data accumulated little by little over time, rather than grabbed in large volumes from the outset, and by returning the benefits of that data utilization in a readily comprehensible form.

First, citizens accept location sensors. Then citizens decide exactly which type of data is passed on to the city through the sensors. Citizens can ensure their own safety by carrying around location sensors that tell traffic lights and signs to change when required. As the number of shops with sensor receivers increase, buses will start to come at exactly the right times, and getting around gradually becomes more convenient.

As trust starts to form between citizens and the city, robots start to appear, patrolling the streets. The citizens know the robots, which encourage communication between citizens based on location sensor data, and work to ensure well-operating communities. What kind of data must be provided, and at what pace, to make it possible for citizens to put their trust in something big like a city?

Distributed & Autonomous

3

Sharing trust in the community/ Cycle of change

Sharing the small change to foster trust within a community

Trust fostered among people who live in the same community is an important element of fruitful community living. How can we support local economy value in a society increasingly dominated by digital shopping and business with no face-to-face communication?

The Cycle of Change is a scheme for a face-to-face economy created between citizens and small businesses. Local stores come up with ideas to enliven their city, and residents that support those ideas entrust the small change left over from their purchases to participating stores. After attaining their target amount, stores use the money to realize their ideas. For instance, introducing kick scooters for moving along the shopping street, or subsidizing a portion of the cost when children buy books could help transform shopping streets before your very eyes. Such transformations encourage conversation among residents, and may make shopping locally more fun.

Sharing small change from various local stores becomes a community standard, which helps form trust, and build unique communities.

This is a form of community trust in a distributed and autonomous society.

COMMUNITY SCOOTER
£44.85
£0.15
PAY

— Discuss the Future —

A fictitious article

Energize our future communities: Power to the startup

Vision Design is not an activity solely driven by Hitachi. In fact, the true charm of our vision is that it spurs new discoveries and gives birth to new stories through discussions with other people.

How would journalists report the meaning and significance of social changes if they were able to visit the worlds illustrated in our visions? We teamed up with freelance writer Akihico Mori for a story prototyping experiment that collects and conveys information on circumstances created in our vision world and lends greater reality to the original visions. We chose our Energize Our Future Communities vision that depicts changes in the relationship between energy and city residents for Mr. Mori's news gathering. The vision focuses on microgrids, which are being tested as a way to boost the use of renewable energy, and highlights issues from the residents' perspective regarding how to introduce microgrids into local communities to encourage a smooth transition.

The system generates greater one-on-one interchange as residents provide surplus energy from their private power production to local businesses operators and receive their products in return. The lively interchange of power in cities sparks a natural shift to a microgrid, and generates the desired synergy between residents' hopes for clean electricity and energized communities.

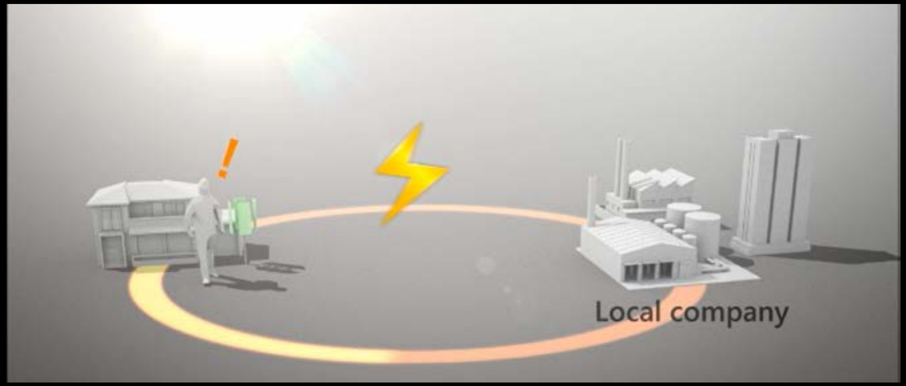
After sharing and repeatedly discussing this vision with Mr. Mori, he wrote a fictitious magazine article entitled Power to the Startup. Mr. Mori usually interviews various people, visits places, and conducts surveys when writing an article. We got him to do the same thing in the Energize Our Future Communities world.

The Power to the Startup article is set in 2020 in an imaginary town called the Second Hitachi District in Hitachi Prefecture. The town's policy of offering free electric power to incoming residents who start a business results in the launch of a brewery and other new businesses.

> The Tsuchihashi Dairy is also the town's power station. Densely packed solar panels cover the roofs of the cowsheds and the wide expanse of grazing land.
>
> "Cows and electricity are completely different, but the output of both business is greatly impacted by the size of the site."
>
> The electricity generated by Tsuchihashi Dairy is used in the Barbarian Brewery to make beer. In return, Tsuchihashi Dairy receives free beer, and also has the exclusive consignment contract to distribute the beer to major Japanese department stores and international locations through its dairy sales network.
> (Excerpt from Power to the Startup)

The original vision considered the issue of how to get local communities to gradually shift to microgrids. Describing the scene once that issue had been resolved, the Power to the Startup article moved one step further by considering issues such as who would be the first to embrace the newly emerged microgrid system, and how such communities would emerge.

Encouraging debate of these visions among creative minds unearths new issues to consider.



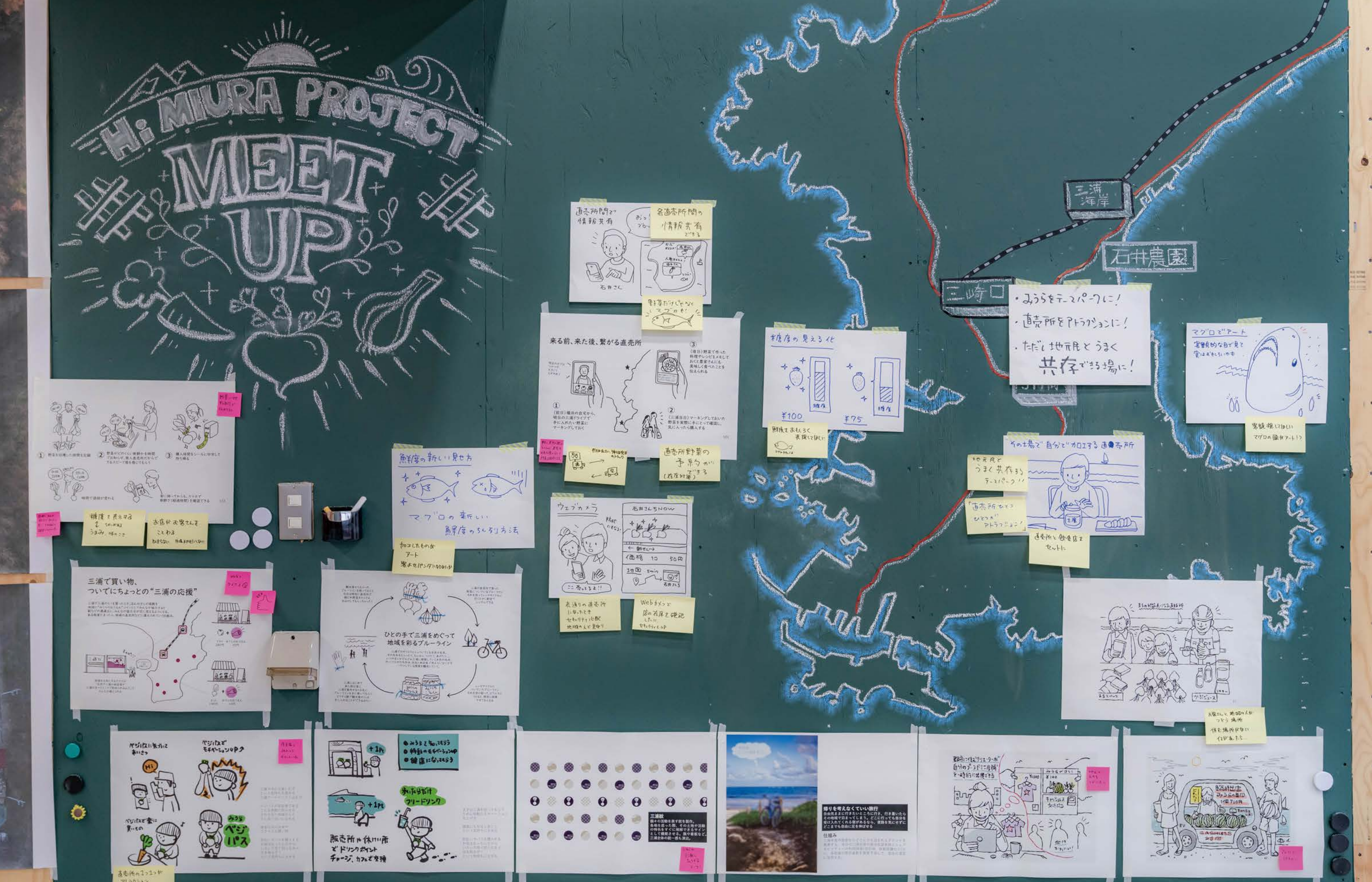
Energize our future communities

Power to t
STARTUP
「無料革命」が生んだ、
小さなスタートアップ・シティの奇跡

What I did was to create a fictional account of the type of society that would need to be established if Hitachi's vision was accomplished. I think there would be many reactions to this scenario. Some would support it and others wouldn't. I think large companies are trying to establish business based on ideas with the largest number of supporters, or are at least starting to act in that way. However, the real-world future creation process is indivisibly linked to the dynamic forming of answers through debate in an eclectic society of both consenters and dissenters. I think Hitachi's efforts to encourage such dynamic debate is an extremely creative endeavor.

Akihico Mori

Akihico Mori's articles on science, technology, and art have been published in WIRED Japan, Forbes Japan, MIT Technology Review, etc. He is also a member of the science writers' group Team Pascal.


Hi MIURA PROJECT
MEET UP
三浦海岸
石井農園
三崎口
直売所間で情報共有
各直売所間の情報共有できる
石井さん
野菜だけじゃなくマグロも
来る前、来た後、繋がる直売所
①（前日）横浜の自宅から、明日の三浦ドライブで手に入れたい野菜にマーキングしておく
②（三浦当日）マーキングしておいた野菜を実際に手にとって確認し、気に入ったら購入する
③（後日）野菜で作った料理やレシピをメモしておくと農家さんにも美味しく食べたことを伝えられる
直売所野菜の予約ができる（在庫対策）
ウェブカメラ
防犯にもなる!
石井さんちNOW
← 新せん →
価格 10 50円
地図 5min
石井さんち
ここ売ってるよ!!
表通りの直売所になったときセキュリティ心配 地域の人で見守り
Webカメラで店の在庫を確認したり セキュリティもUP
糖度の見える化
糖度
¥100
¥75
鮮度もおもしろく表現してほしい
・みうらをテーマパークに!
・直売所をアトラクションに!
・ただし地元民とうまく共存できる場に!
マグロでアート
客観的な目で見て実はおもしろいかも
客観視してほしい マグロの頭がアート!?
その場で自分で加工する直売所
地元民とうまく共存するテーマパーク!!
「直売所ひとつひとつがアトラクション!」
直売所と飲食店をセットに
まちの拠点になる直売所
かぶジュース
お客さんと地域の人がつどう場所 休む場所がない 何かあったら…
① 野菜を収穫した時間を記録
② 野菜がどのくらい新鮮かを時間でお知らせ。無人直売所だからできるスピード感を感じてもらう
③ 購入時間をシールに印字して持ち帰る
時間で価格が変わる
家に帰ってからも、スマホで新鮮さ（経過時間）を確認できる
糖度を表示する うまみ、味のこさ
お店がお客さんをことわる
鮮度の新しい見せ方
マグロの新しい鮮度のちん列方法
加工したものがアート 客よせパンダになれないか
三浦で買い物、ついでにちょっとの“三浦の応援”
ひとの手で三浦をめぐって地域を彩るブルーライン
ベジパスに気分にあいさつ
ベジパスでモチベーションUP↗
ベジパスで楽に買いもの
みうら ベジパス
+1pt
●みうらを知ってもらう
●移動のモチベーションUP
●健康になってもらう
歩いた分だけフリードリンク
販売所や休けい所でドリンクポイントチャージ、カフェで交換
三浦紋
帰りを考えなくていい旅行
仕組み
都市に住むクリエーターが自分のブースをミニ店舗を一時的に出展できる
みうらやさい ¥100
¥1000
キャッシュレス対応
臨時出店 みうらの西瓜 1個700円
CASHLESS 対応
直売所の1つ1つがアトラクション

Future Living Lab

Future Living Lab

The Future Living Lab activities conceptualize the future from within real-world living to implement visions with the community.

We cannot solve actual future societal issues through isolated research and development in the office or laboratory. Hitachi aims to join hands with the people facing various issues in their daily living, to discuss, deliberate, and innovate new ideas together.

The Future Living Lab considers the future from within real, specific communities, working with civic (NPOs and NGOs), public (central and municipal authorities), and private organizations (companies and investor institutions) to understand the type of problems we are likely to face in the future, devise new social systems, and design future societies.

We might not be able to overcome these imminent problems with technology alone. Instead, people will probably have to explore new sets of values and take individual autonomous action. These values, which cannot be realized through comfort and efficiency alone, will likely spur people into action. Our Future Living Lab seeks to help residents create and realize those new values in their local communities.

Shaping the future together with citizens

We are starting to implement Vision Design derived values into daily community living in various regions. This effort encourages repeated discussion with local people, and forges new systems to fuel the creative power needed to develop new community customs and cultures.

My vegetables

Suburbs lie between cities and rural areas. What systems do we need to make a better suburban living?

Kokubunji city in Tokyo boasts a 300-year agricultural history, and nearby restaurants actively use locally produced agricultural products, which are affectionately known as Koku Vege. We got together with the local government, citizens' groups, and restaurants to discuss and consider ways of forging even closer links between local residents, farms, and restaurants.

The My Vegetables initiative encourages residents who are also consumers to act as small links, or community-building facilitators, by selecting vegetables produced in local farms, taking those vegetables themselves to local restaurants, and eating the meals prepared with those vegetables. Residents use a dedicated app to search participating farms and restaurants and select places that offer their desired vegetables and menus, and then share their experience on social media.

My Vegetables events held in November and December 2018 proved popular with participating residents. This challenge to encourage new-style community-building by designing events with local residents provided plenty of food for thought for further Future Living Lab activities.

Hi Miura Project

What kind of initiatives do we need to put in place to ensure citizens can get a sense of the appeal of the regions? Together with Creative Director Dai Fujiwara, we met a manager who is pursuing the agriculture of the future in Miura City, Kanagawa Prefecture and learned about his passion and thoughts on producing vegetables. Over time, we concluded that sharing the thoughts of people who work in such regions with the local community could be a great step towards creating a new social system.

During the two years of project activities, we created an unusual system of determining prices through an exchange of thoughts between producers and purchasers to think about the potential of the region. We hope to use this model which started in stores in November 2019 to develop other activities that enable us to consider the future together with businesses, educational institutions, and local governments linked to the Miura region.

Today we often prioritize convenience, but we want to focus on the value created by putting in the time and effort to nurture meaningful relationships. We will continue to work to create new social structures in which even more people and businesses can get involved.

Afterword

Two significant things happened in 2016 to shape today's Vision Design activities.

The first was our slightly twisted encounter with the Society 5.0 concept.

When Society 5.0 was first announced, we went to talk to a person with detailed knowledge about it. The comment that stuck most in our minds was the idea that Society 5.0 represented a positive-sum, not a zero-sum world. We were told that, in the Society 5.0 world, rising production efficiency in one country wouldn't erode the happiness of workers in another country's factories that exported goods to the original country. Instead, any technological progress would contribute to the happiness of both countries. We felt we had grasped the true sense of hope encapsulated in the very word society: namely to aim to create a society that prizes people's lives and individual feelings above efficiency and convenience.

However, most of the information we saw in the initial promotion of Society 5.0 seemed to focus almost exclusively on the major role of advanced technologies such as robotics and AI. That's when we realized design must fulfill the role of painting concrete tableaus of the Society 5.0 we envisaged, and that we were the people to do it. The first vision we came up with was Energize our Future Communities. This vision doesn't try to achieve the major social target of reducing CO_2 emissions by working out how to conserve power most efficiently. Instead, it defines a key issue from the grassroots perspective regarding how to get local people to agree to shift their town to a microgrid power system, and seeks to solve that issue by motivating local residents to energize their communities. This first attempt convinced us that our Vision Design activities had a viable purpose in determining and presenting grassroots issues and formulating future-orientated social systems.

The second thing was the creation of our Cities and Homes vision, which was motivated by a Hitachi executive manager telling us they didn't want to create a smart home that automatically opened the curtains, but a future scenario through which we voice our opinions about society. We decided to run with this project, which we called Beyond Smart. Inspired by this slogan, we rewrote our scenarios many times before coming up with six concepts. As we shared the concepts with many different people, we became increasingly convinced of the importance of the Beyond Smart approach and it became the concept that underpins the entire Vision Design project.

Right now, we are implementing the values encapsulated in our vision with local communities. We don't mean to ask local people if they have any problems or to impose our ideas and actions on them. Rather, we seek to work together with local communities to achieve the Beyond Smart world we are so passionate about.

Community visions should not be determined by one single person, but formulated within a community. Our goal is to ascertain how Hitachi can help communities exert their creativity and invent new customs and cultures.

Don't just be smart, go beyond smart.

Vision Design Project
April 2019

	Hitachi, Ltd. Activities	**Created Visions, etc.**
2010–2015	Launched Vision Design's Vivid Activities (2010)	25 future signs Mobilize the future Future healthcare
	Awards received: Future envisioning tool: 25 Future Signs for 2025 wins Good Design Award 2013 Kizashi Method wins Best Practitioner Award, ICServ 2014	
2016	Launched Future Business Scenario Activities	Energize our future communities Factories on demand
	External initiatives Japan Cabinet Office formulated the 5th Science and Technology Basic Plan (Society 5.0)	
	Ministry of Economy, Trade and Industry of Japan implemented the smart mobility system R&D and demonstration tests (Researched potential new social value and launch scenarios for automatically operated mobility devices)	Autonomous wheelchairs Medical equipment transport vehicles Production system-linked distribution carts Guiding mass evacuations in times of disaster Replacing waterworks infrastructure
	Launched Vision Design's Beyond Smart Activities	Ageing with me Home appliances to ward off colds Humanizing public safety More household items within reach My meal pass to go! Educating kids with robots
2017	Announced Energize our Future Communities vision at DistribuTECH Announced Illustrating our Vision of the Future that Goes Beyond Smart at CeBIT Announced Super Smart Society Living concepts, and Communication Robot for Senior Citizens concepts at CEATEC JAPAN Presented a speech at the Innovation Roundtable® Summit	Communication through dynamic pricing Future signs for digital society Connecting services for household chores Morphing into a walkable city
2018	Announced Fare Fund at InnoTrans Launched Future Living Lab Activities	Fare fund Crisis 5.0 TRUST / 2030 ID for gig economy Cycle of change KOKU VEGE: Take "my vegetables" to be prepared and eaten
	Awards received: Vision Design Project: iF DESIGN AWARD 2018 Design Exploration into Future Societal Vision (Vision Design Project) wins Good Design Award	
2019	Hosted FUTURE TRUST Innovation Talk Initiated SHOP PEEKABOO proof-of-concept for Hi Miura Project Hosted Digital Tama Symposium in Kokubunji	Your reliable city Thoughts of producers and purchasers transform settlement systems
2020	Hosted the Embedded Exhibition in Mukojima Tachibana Ginza Shopping Street, Sumida City Announced Hi Miura Project activities at DESIGNART TOKYO 2020 Hosted Digital Tama Symposium 2020 Initiated Future Vegetable Project proof-of-concept for Hi Miura Project	Future signs for sustainable society
2021	Hosted Vision Design Forum 2021	

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HITACHI
Inspire the Next