



ICF Quarterly Report

April to June 2024

FY 2024 Policy

Three months have passed since the start of ICF FY 2024. In this year, while adhering to the ICF founding philosophy, activities will be upgraded from the following three broad perspectives, which are based on the achievements of our activities over the past three years.

1. Upgrade of Societal issue-driven activities. In the past few years, the world has been rapidly changing. As this momentum continues to increase following the pandemic, ICF will identify new trends and provide clear assessment of the anticipated societal impact. This will serve as a starting point for activities. At the same time, the agenda for societal issues research will be set through back-casting methods ensuring a future-oriented perspective.

2. Upgrade of business co-creation activities. ICF will continue to explore the possibilities of creating businesses that resolve societal issues. ICF will also promote the development of tools effective in creating new markets and the rules governing them. Some of the key elements include strategy formation and evaluation frameworks based on societal impact, new

finance schemes, and strategic use of public affairs such as fostering the momentum essential for market creation. The secretariat aims to make all of these tools user-friendly for members and to provide them as open resources.

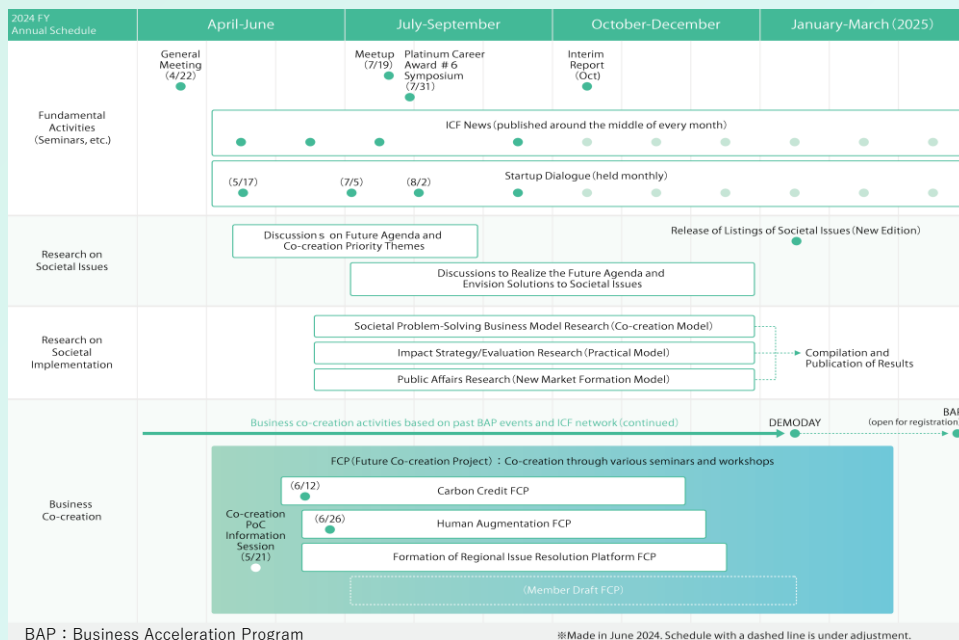
3. Upgrade of community activities. ICF provides a place for members to shine, where all bring together their interests and expertise under social issue themes. This brings collective impact. Meanwhile, networking events provide a venue for exploring industry-academia-government collaboration aligned with the themes of societal issues. ICF events motivate individual participants and help them set off on real actions.

Annual activity plan

<https://icf.mri.co.jp/activities/?lang=en>

- Emphasis on efforts to link ICF's member and network bases to concrete societal implementation

- Action plan consisting of fundamental activities, societal issues research, societal implementation research, and business co-creation



Activity Report April-June

ICF General Assembly 2024 (April 22)

The ICF General Assembly was held at the start of the new fiscal year and offered a review of ICF activities over the past three years as well as presentation of the activity policy and plans for the new fiscal year (see previous page). The secretariat expressed the organization's commitment to resolving specific societal issues and implementing solutions into society in a concrete manner.

In the keynote speech, Dr. Hirotaka Osawa, Associate Professor from Keio University, discussed future societal issues from the perspective of science fiction, providing many insights into future societal issues brought about by new technologies.

In the second half, eight members presented short pitches on their projects related to and shared their expectations for this year's ICF activities. A networking event followed, fostering active information exchange and networking among members.

Detailed event report (in Japanese):

<https://icf.mri.co.jp/activities/activities-17728/>



ICF Co-Creation PoC Planning Briefing Meeting (May 21)

The ICF Co-Creation PoC Planning Briefing Meeting was held online as the first session of ICF's business co-creation activities. The meeting presented six co-creation projects starting this fiscal year. Based on the proposals previously discussed in a semi-closed format, all of these projects aim to expand co-creation activities by recruiting additional participants.

《Co-Creation Themes》

Theme 1: Carbon Credit "Deep Dive Workshop" (Decarbonization Acceleration Lab Activities)

Theme 2: Regional Societal-Problem-Solving Platform (trial project of Azabudai Shopping Street Area in Tokyo × Generative AI)

Theme 3: Innovation Creation Utilizing PhD talents (collaboration project with Mitsubishi Research Institute's "INNOGUIDE")

Theme 4: Human Enhancement and Virtual Economy (co-creation project with venture members in this field)

Theme 5: Improving Well-Being of Caregivers (provided by NTT DATA Japan Corporation)

Theme 6: Regional Revitalization through Activation of Regional Economic Circulation (provided by NTT DATA Japan Corporation)

The secretariat recruited and matched interested participants after the meeting. Subsequent kick-off events were held for the following two themes:

Theme 1 → Carbon Credit "Deep Dive Workshop" (June 12th) <see page 3>

Theme 4 → Special Webinar: Societal Transformation Brought by XR (June 26) <see page 4>

Carbon Credit Deep-Dive Workshop (June 12)

On June 12, the secretariat held a kick-off event for Decarbonization Acceleration Lab, a new business co-creation initiative launched this year. Approximately 150 people (60 in-person and 90 online) attended the event.

The carbon-credit market environment is expected to change significantly in the coming years. This will be the result of progress in the global market system and its rules, for example principles for responsible participation in the voluntary carbon credit market announced by the Biden administration in May 2024. Keeping up with these market trends, ICF launched the Decarbonization Acceleration Lab to share knowledge about carbon crediting, generate co-creation ideas, and conduct case studies through credit procurement on a trial basis.

Early movers in this field who are already procuring or utilizing carbon credits in their business took the stage, and through a panel discussion they explored the significance of early efforts, future market prospects, and methods of persuasion for internal stakeholders.

Participants highlighted several significant benefits of the initiative, including strengthening relationships with business partners, secondary effects (such as regional contributions and biodiversity), and exploring and seizing business opportunities through early entry. On the other hand, challenges were also noted, such as difficulties of penetration and coordination within company, complicated procedures, and the considerable amount of time required for preparation. We will continue to advance our discussions towards concrete actions. The next round of events is scheduled for September.

《Program Outline》

- Opening: Introduction to the "Decarbonization Acceleration Lab" activities
- Presentation: Sharing new trends and raising issues related to carbon credits
- Panel Discussion Topic 1: Challenges of New Business Models through Carbon Offsetting and Insetting

Panelists:

- Michiko Ishikawa (JX Nippon Oil & Gas Exploration Corporation)
- Takahiro Okubo (Daito Trust Construction Co., Ltd.)
- Yohei Funakoshi (Sustineri Inc.)

Facilitator:

- Koji Kojima (Mitsubishi Research Institute, Inc.)
- Panel Discussion Topic 2: Challenges of Achieving Negative Emissions through Carbon Dioxide Removal (CDR) Credits

Panelists:

- Takuya Murao (Mitsui O.S.K. Lines, Ltd.)
- Kazuo Hirotoni (Japan Airlines Co., Ltd.)
- Yukimi Shimura (MUFG Bank, Ltd.)

Facilitator:

- Yushi Horita (Mitsubishi Corporation)
- Closing: Wrap-up and Moving towards Co-creation
- Networking



Participants in venue



Panel discussion



Networking

Aiming to Promote the Advancement of Women of Diverse Backgrounds, Offering Recurrent Education Courses for Women Who Are Unemployed or in Non-Regular Employment, and Verifying Effects for Commercialization

The advancement of women in society is one of the important societal issues highlighted in the [Listings of Societal Issues](#), which was prepared and published by ICF, and the [Business Acceleration Program \(BAP\)](#), which is a series of co-creation activities with startups with high aspirations to resolve societal issues. The secretariat has engaged stakeholders with solutions to discuss and explore potential businesses.

Through these activities, ICF recognizes that it is necessary to expand recurrent education for non-regular female workers (including fixed term, part-time, and temporary workers) and unemployed women, to provide solutions to the issues of women with diverse backgrounds, and to provide support for their social advancement in order to promote women's empowerment and activeness.

To this end, MRI has signed a Memorandum of Understanding (MOU) with ICF members [Sugiyama Jogakuen](#) and [calendrier](#) to launch the "Life Career × Healthcare Course for Women through Industry-Academia Collaboration." This course aims to identify clues to solutions to mental, health, and skill-related issues faced by women whose careers are interrupted or stagnant for various reasons and enable them to acquire skills to resolve these issues.

After the start of the course, the research group will evaluate its effectiveness for the participants and explore opportunities to create and expand a recurrent education market for non-regular female workers (including fixed term, part-time, and temporary workers) and unemployed women. Based on these results, we plan to expand out initiatives to companies, universities, and other entities that share our commitment to promoting the advancement of women from various background, aiming to

genuinely promote the active participation of women in the labor market, including not only regular female employees but also non-regular and unemployed ones.

For more details, please refer to the [news release](#).
<https://www.mri.co.jp/news/press/20240621.html> (Japanese only)

《Outline of the course》

Duration: 6 days from Saturday, October 12 to Saturday, December 21 (12 classes in total)

Main programs: the role of women's life careers, women's health literacy, and social communication to gain understanding from family and colleagues

Special Webinar: Societal Transformation Brought by XR (June 26)

We held this webinar as the kick-off event for a new business co-creation activity, "Human Enhancement and Virtual Economy," that is launched this year. Shun Kubota, CEO of Mogura, Inc.—which operates Mogura VR, Japan's largest XR-specialized media—was invited to give a speech about the latest trends and key points in XR and metaverse and efforts toward societal implementation.

Participants raised questions about the potential negative impacts of the evolution of XR and metaverse on the real world and the movement toward standardization of platforms developed by different companies. ICF will promote co-creation activities in the field of Human Enhancement and Virtual Economy through booth exhibitions at the ICF Meetup on July 19 and a workshop scheduled in August or September.



Shun Kubota, CEO of Mogura, Inc.

New Entrepreneurial Story of Impactful ICF Members (#43)

In order to tackle societal issues through business, entrepreneurs must have excellent interpersonal skills and strong organizational capabilities. What do they think and how are they trying to create the world they envision? The ICF has published a series of articles that sheds light on the personalities of entrepreneurs who are striving to resolve societal issues. The goal of these articles is to share with readers the philosophies of and the issues being tackled by these entrepreneurs, which in turn should accelerate future breakthroughs that contribute to society as a whole.

The new articles cover [Mogura, Inc.](#), which operates Mogura VR, Japan's largest XR-specialized media.

The list of Japanese articles is [here](#).

The list of English articles is [here](#).

FY 2023 Activity Results Published

In April this year, we published the event report and archived video of the MRI DEMO DAY 2024 held on March 7, 2024, including co-creation activities driven by societal issues with start-ups from BAP 2023 finalists and special award winners. More details can be found on the ICF website below: (Japanese only) <https://icf.mri.co.jp/activities/activities-17252/>

In late April this year, we published the 2023 ICF Activity Report 2023, which was shared with ICF members and was released to the public in May on the ICF website below : (Japanese only) <https://icf.mri.co.jp/information/information-17902/>

ICF Members

Members are listed on the [ICF website](#) (in Japanese).

From April 1 to June 30, 25 companies and organizations joined ICF. As of the end of June, the total number of ICF members is 627.

Scheduled Activities for July-September

ICF will continue and expand the business co-creation projects launched from April to June. The ICF Secretariat will start examining and creating a new list of societal issues, undertaking societal implementation research, and other activities.

In July, as usual, ICF will hold the Meetup event to introduce new members and explore co-creation opportunities. As the number of new members continues to increase, it is expected to be a lively event.

In addition, the timing of the next round of BAP, which usually starts accepting applications in July, will have its schedule adjusted to align with that of the MRI DEMO DAY. Co-creation activities with last year's (BAP 2023) finalists are ongoing, and the next MRI DEMO DAY is scheduled to be held around January 2025, fully based on the outcomes of these co-creation activities. As a result, the next round of BAP will start accepting applications around February to March next year.

ICF Meetup 2024 (July 19)

Following last year, ICF will hold a Meetup event again this year with the aim of promoting interactions and dialogues among ICF members and creating serendipity with new business partners. While in last year, the event focused on the theme of wellness and healthcare and featured a keynote lecture, it is planned for this year to update on "Community Activities." With an emphasis on promoting exchanges among members, the program will allocate a lot of time on pitches by newly joined members and those engaged in advanced activities aimed at resolving societal issues.

In addition, due to an increase in the number of members from municipalities and universities from Hokuriku region, the event will include a

session dedicated to the region, featuring presentations by five organizations to. After the event, a networking session will be held to provide an opportunity for exchanges among members.

For details about the program and how to register, please refer to the ICF website below.

(Japanese only)

<https://icf.mri.co.jp/activities/activities-18175/>

Platinum Career Award Ceremony and Memorial Symposium (July 31)

The Platinum Career Award is a joint initiative between Mitsubishi UFJ Trust and Banking (a co-creation member) and ICF to recognize companies that support the formation of platinum careers. Winners are selected based on the "Toyo Keizai 19th CSR Survey (2023)" conducted by Toyo Keizai Inc. and reviews on the Job Talk website, and the final awardees are determined by a judging panel.

The theme for the sixth edition of this event will focus on the question that whether the company shares its management philosophy and direction with its employees, provides an environment for developing and securing the human resources necessary to realize its philosophy, and support the autonomous career development of each employee. After receiving applications from a total of 116 companies, the screening meeting was held on June 14. The award ceremony and memorial symposium will be held on July 31.

The memorial symposium, supported by the Ministry of Health, Labour and Welfare and the Tokyo Stock Exchange, is schedule to be held at TSE Hall.

At the award ceremony, organizers will

present the history of the Platinum Career Award and the reasons for awards recipient companies. Mana Nakazora from BNP Paribas, who is also active as a member of the Council on Economic and Fiscal Policy, will be invited to give a lecture titled "Current Situation of Human Capital from the Perspective of Credit and ESG and Proposals for the Future." In addition, Kazuo Hiyane, the General Manager of Generative AI Lab of Mitsubishi Research Institute, join the Platinum Career Award judging committee members to have a panel discussion about "Platinum Careers in the Age of Generative AI: How to Utilize Generative AI to Enhance Corporate Value."

For details of the program and how to register, please refer to the website below. (Japanese only)

<https://platinumcareer.mri.co.jp/>