

# *"Kyōsō-no-Mori"*

Raising QoL for a Human-centric Sustainable Society

Research & Development Group  
Hitachi, Ltd.

「空己唯盡孚誠」

**Empty your mind and think of people with sincerity.**

This statement is exactly the starting point for kyōsō.



**Kumeo BABA**

First General Manager of the Hitachi Research  
Laboratory & the Central Research Laboratory

# Initiatives to resolve societal issues

The United Nations has adopted  
“Sustainable Development Goals”  
(SDGs)

**SUSTAINABLE DEVELOPMENT GOALS**  
17 GOALS TO TRANSFORM OUR WORLD



A sustainable society where everyone  
can live a life  
with vitality and in comfort

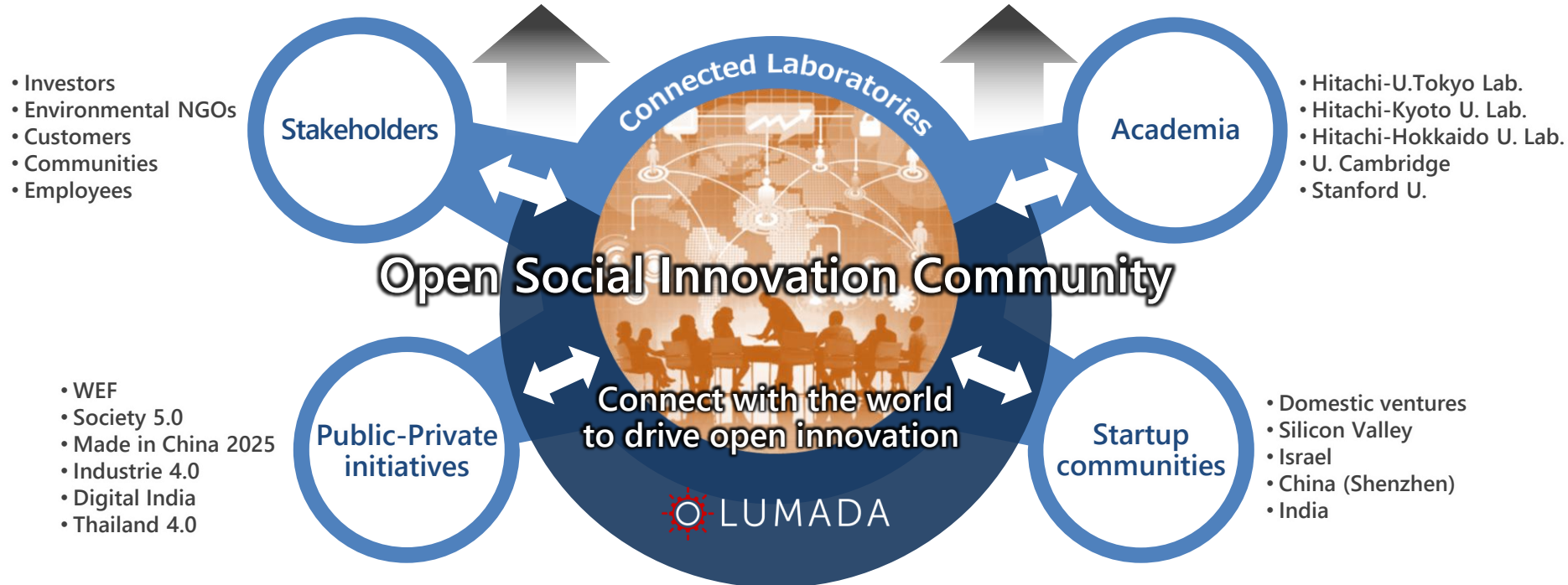
**Society 5.0**



# To realize a promising and hopeful society



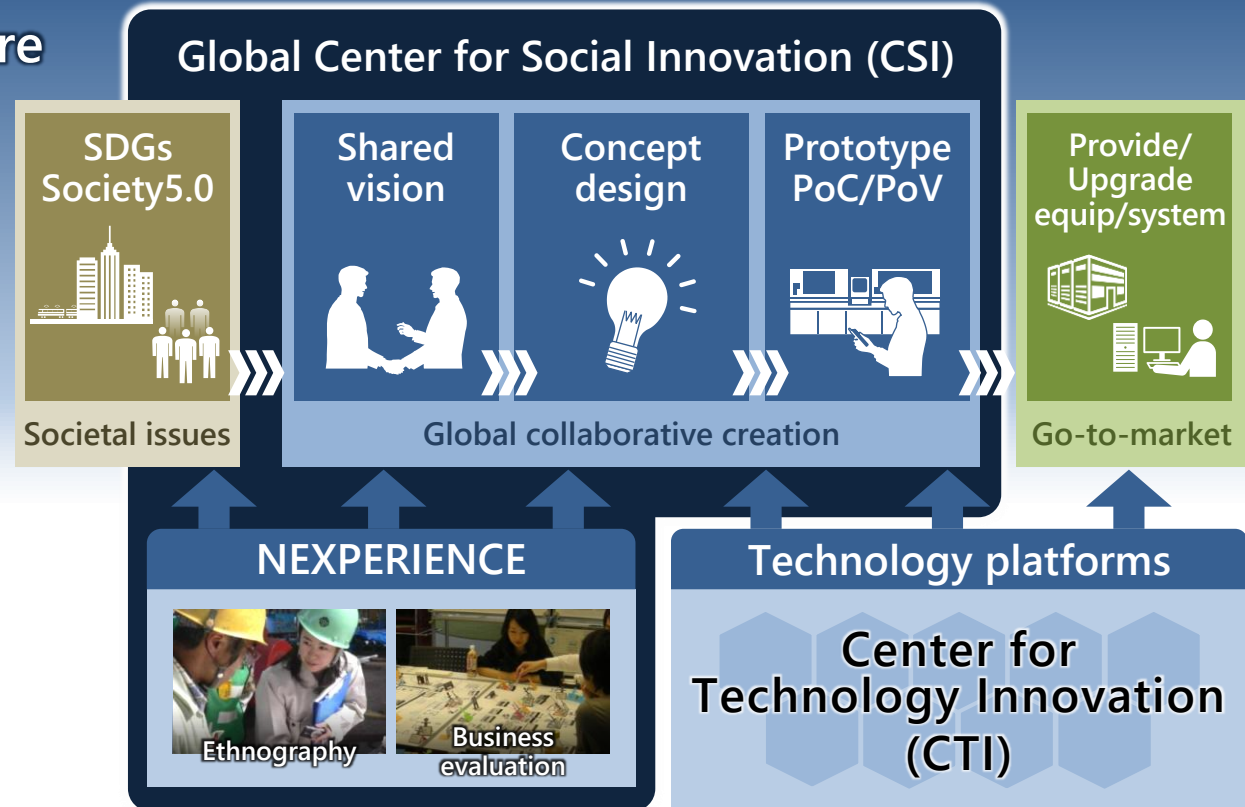
## Society 5.0



# Collaborative creation with customers

## Estab. Global CSI structure

- Systematized NEXPERIENCE
  - a methodology for collaborative creation
- Collaborative creation activities



# Digital innovation

## Collaborative creation using Lumada

- Utilize NEXPERIENCE
- Increase customer cases & solution cores
- Develop AI/IoT tool sets



## Methodology

NEXPERIENCE

Ethnography

Discover business opportunity

Showcase

## IoT platform

Solution cores  
Customer cases

Studio

Edge

Core

Analytics

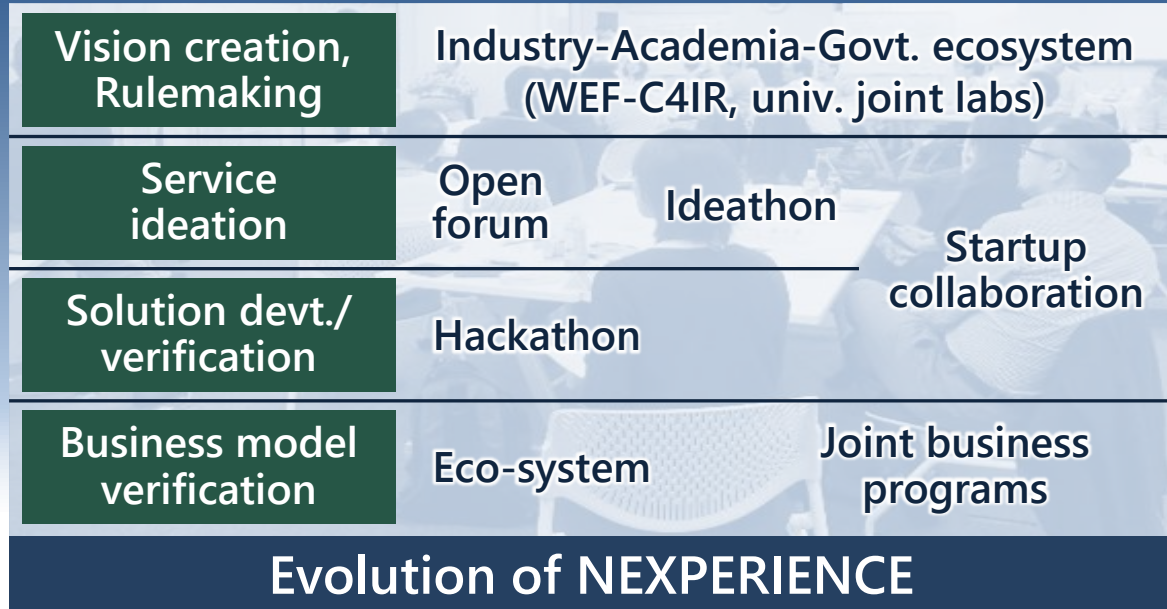
Foundry



# Further evolution of open innovation

## Launch "Kyōsō-no-Mori"

- Blend collaborative creation and technology development
- Estab. industry-academia-government ecosystem
- Leverage ideathons/hackathons

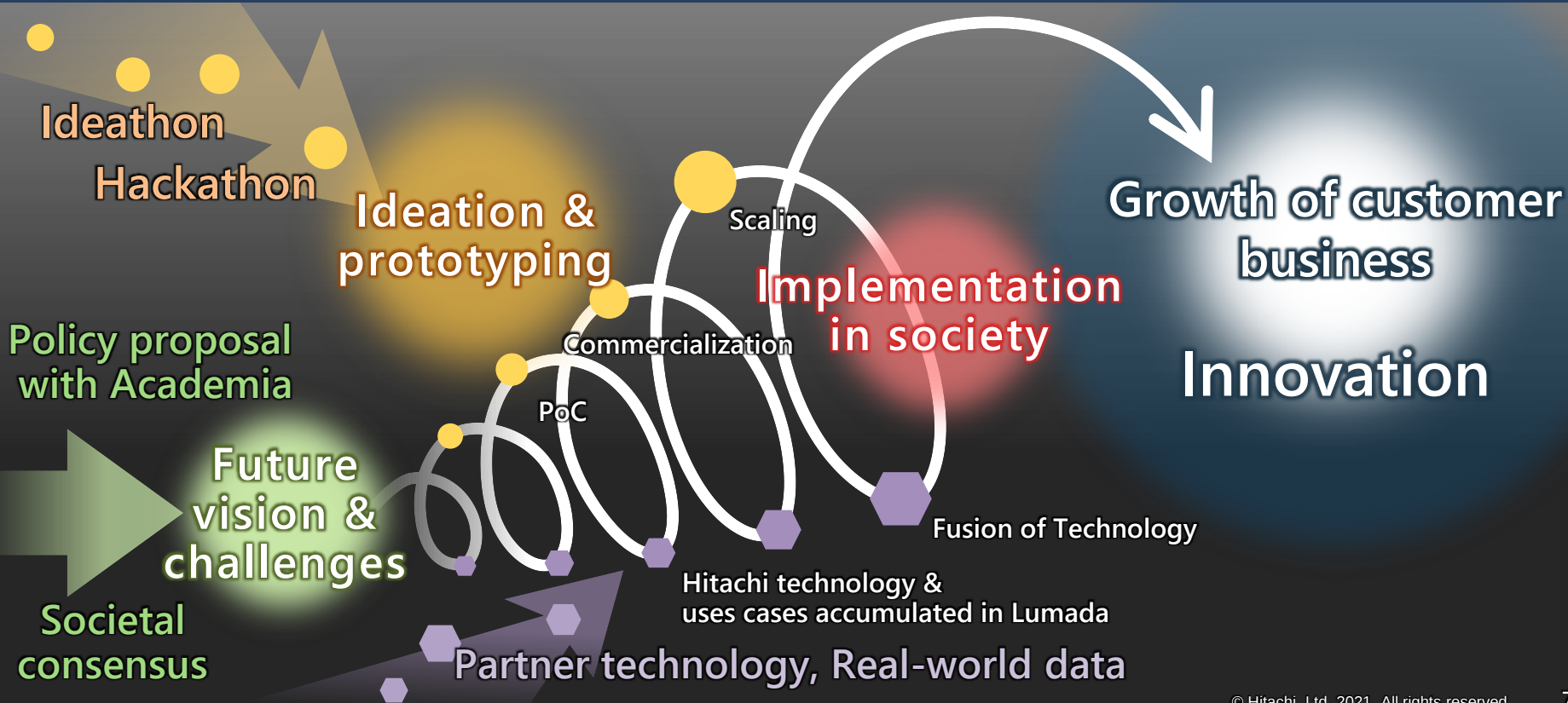


Digital  
technology

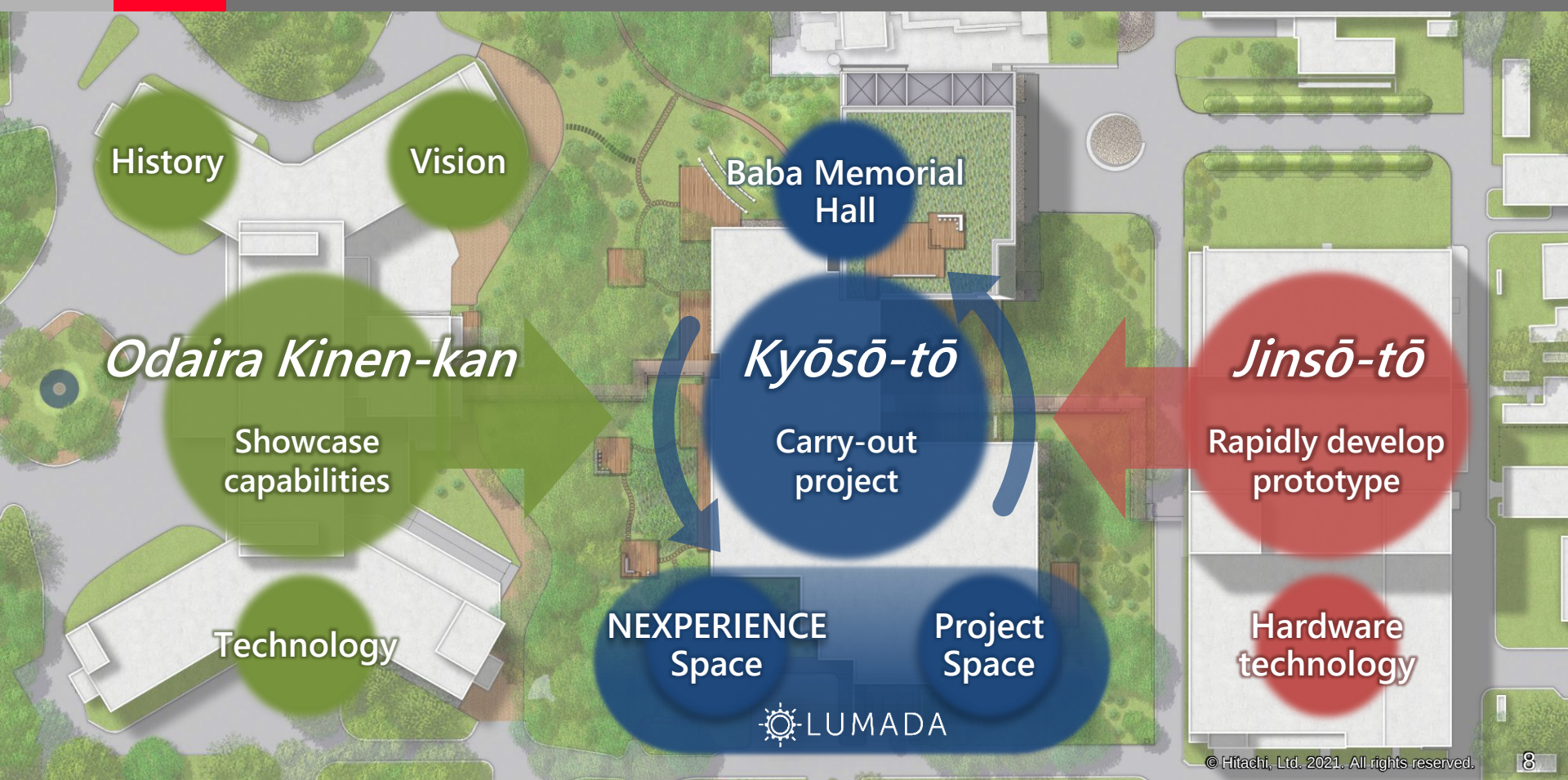


# Further evolution of open innovation

## Resolve societal issues by creating open innovation ecosystems



# Kokubunji site: Open innovation ecosystem



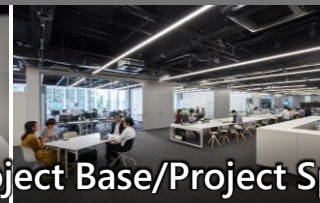
# Kokubunji site: *Kyōsō-tō* facility overview



NEXPERIENCE Space



Café Library



Project Base/Project Space



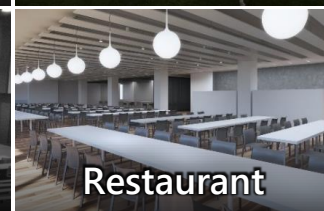
Terrace



Communication Corridor

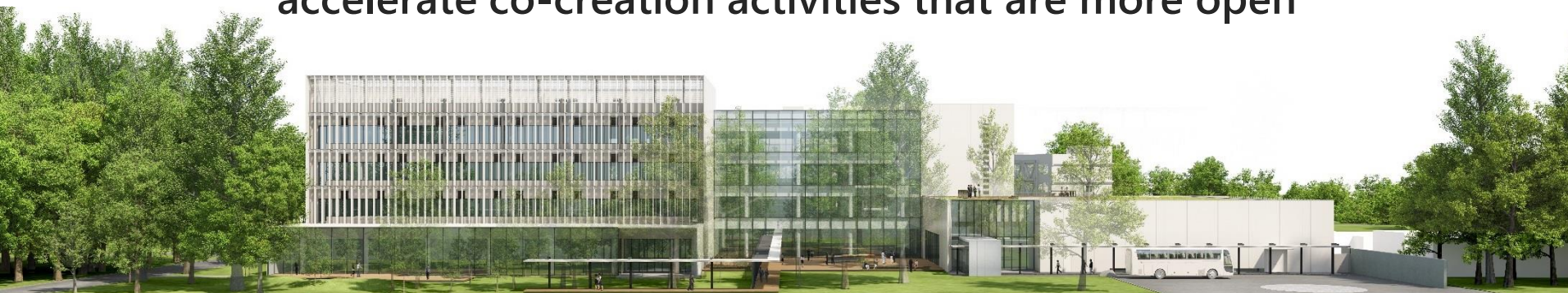


Baba  
Memorial Hall



Restaurant

Experience cutting-edge technologies and  
accelerate co-creation activities that are more open



## Implementing open innovation not restricted by location

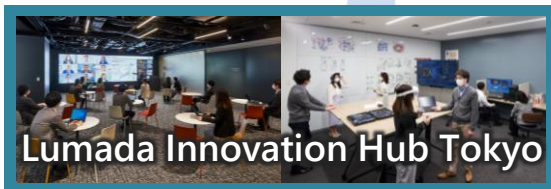
*Kyōsō-no-Mori*



Co-creation environments and styles maximizing the use of digital technologies



Collaborative  
creation base



# Co-creation styles using digital technologies

Stimulate your imagination  
by learning about  
new approaches  
discovered through R&D

Experience Hitachi's  
capabilities and engage in  
discussions with researchers  
even from a remote location

Meet with experts in  
your area of interest  
in a timely manner and  
generate ideas

Academics



Experts



Researchers



Designers

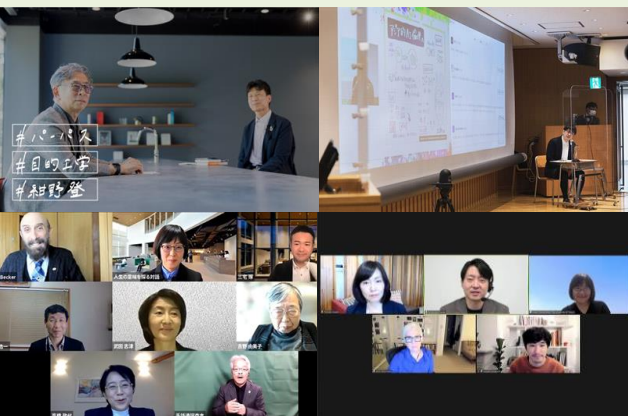
Customers and  
business  
partners



Business  
divisions



**Communication using owned media**  
(webinars, social media)



**Accelerated communication**  
(conventional presentations, online demos)



**Cyber-physical hybrid workshops**





*"Kyōsō-no-Mori"* Delivering innovation to the world

**HITACHI**  
Inspire the Next 