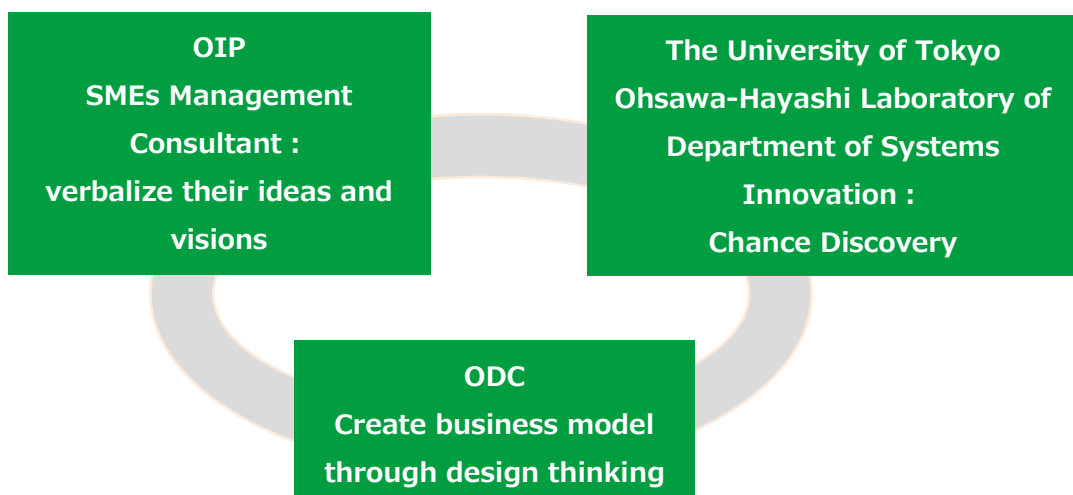


Announces of Launch of SDGs Management Promotion Platform for Small and Medium Enterprises

Osaka Design Center (ODC) and SDGs Open Innovation Platform (OIP) are headed for leveraging their respective resources to collaborate on platform activities that contribute to open innovation with the Ohsawa-Hayashi Laboratory of Department of Systems Innovation, School of Engineering, the University of Tokyo. The three parties signed "Collaboration Agreement for the Practical Application of a Platform to Promote SDGs Management in Small and Medium Enterprises (SME)" on March 3, 2022. Through mutual collaboration and cooperation, the three parties aim to create SDGs businesses in Japan, thereby improving the performance of small and medium-sized enterprises and promoting and establishing SDGs management.

1. Outline of Collaboration

- (1) The three parties will visualize the strengths of SMEs from the three perspectives of management's thoughts, technology, and sensitivity.
- (2) ODC and OIP brains (SME diagnosticians, patent attorneys, designers, etc.) will facilitate their projects based on "Chance Discovery" advocated by Professor Ohsawa of the University of Tokyo.
- (3) They will shore hands-on support for SDG businesses created from the platform.
- (4) They will implement and improve open innovation tools that incorporate "Chance Discovery."



2. Outlines and strengths of the three parties

(1) The Ohsawa-Hayashi Laboratory of Department of Systems Innovation, School of Engineering, the University of Tokyo

-offers "Workshops using Chance Discovery" for executives who have a high affinity for each other.

Chance Discovery is an innovation creation method developed by Professor Yukio Ohsawa of Department of Systems Innovation, School of Engineering, the University of Tokyo. By analyzing a large amount of text data from interviews and questionnaire information, elements are extracted and the strength of the connection between each text is visualized. Then, business chances are discovered together with members from different industries.

(2) Osaka Design Center (ODC)

- is the first design center in Japan (founded in October 1960).
- is committed to solving corporate and social issues through design and creating the value fits with the times, along with a group of designers capable of providing solutions based on design thinking.

(3) SDGs Open Innovation Platform (OIP)

- visualizes the visions of the managers and the themes they truly want to work on through the "verbalization process" of management's thoughts offered by the expert.
- visualizes the strengths of the company's craftsmanship and attractiveness of product through "state-of-the-art analysis methods."

These three parties will bring their respective strengths to "visualize management's vision," "quantify their strengths," and co-create innovations through design thinking.

【inquiries】

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