



The Program on Eco Business Innovation [TEBI]

16 January - 29 January 2019

at AOTS Kansai Kenshu Center (KKC)

Course Objectives

- 1) To understand the outline of eco business and the significance of eco business creation.
- 2) To learn about concrete methods for design of eco business, in combination with exercises.
- 3) To formulate a concrete action plan for producing eco business innovation.

Target Participants

Owners, executives or senior managers of companies of all countries except for Japan. Senior managers who have responsibility in the field of cooperate planning, cooperative development and product development are preferable. Staffs and managers of institutions or organizations that are in a position to spread contents of the training are also acceptable.

Language

All lectures and visits will be conducted in English or Japanese with translation into English.

Course Contents

[Pre-Step]

Participants will prepare for their presentations on the final day by referring to the descriptions of the "Pre-training Report (1) and (2)" (e.g., your company's present situation, challenges, problems, and Kaizen numerical targets). Participants thus need to set numerical targets such as environmental burden, etc., and prepare to bring the data and other information used as the basis for such numerical targets, before coming to Japan.

[1st Step]

With respect to corporate initiatives toward a low-carbon society, after reviewing trends of Japan and the world, participants will learn about the outline of eco business and the significance of eco business creation.

[2nd Step]

After understanding the idea of innovation that is important when creating eco business, participants will learn about concrete methods for design of eco business, in combination with exercises. Further, participants will also understand how to involve others and how to overcome difficulties in order to fix a mechanism of eco business. Concurrently, participants will observe examples of eco business created in Japan to cultivate a better understanding.

[3rd Step]

Participants will make presentations about their action plans for producing eco business innovation, based on what they have learned during the training program.

Program Director

Dr. Nobuo Nakamura CEO of a-Socca, Inc.

After completing master's degree in Environmental Engineering at Osaka University, Japan, Graduate School of Engineering, entered Mitsubishi Research Institute, Inc. and engaged in eco business promotion, future prediction of waste recycling, design of a system for waste recycling, etc. After that, founded a-Socca, Inc. in April 2005 and assumed CEO until the present. In March 2013, obtained Ph.D. from Osaka University, Japan, Graduate School of Engineering, Division of Mechanical Engineering by presenting "Proposal of a Methodology for Supporting Eco-Business Planning." Currently, in addition to said role, performing activities in wide range of areas such as a guest associate professor at Osaka University, Japan, Graduate School of Engineering, Division of Management of Industry and Technology.

**- Part of the participation expenses will be covered by
subsidy from the Japanese Government -**

Schedule (Tentative)

Date		Morning Session	Afternoon Session
15-Jan	(Tue)	Arrival in Japan	
16-Jan	(Wed)	Course Orientation/ Opening Ceremony	[Lecture] Corporate initiatives in the world and Japan toward a low-carbon society (1) —For construction of a sustainable society
17-Jan	(Thu)	[Lecture] Corporate initiatives in the world and Japan toward a low-carbon society (2) —Introduction to eco business	[Visit] Example of eco business creation: Manufacturing industry
18-Jan	(Fri)	[Lecture] Innovation for eco business creation	[Lecture & Exercise] Practice of eco business design I (Idea generation)
19-Jan	(Sat)	Day off	
20-Jan	(Sun)	Day off	
21-Jan	(Mon)	[Lecture & Exercise] Practice of eco business design II (Formulation of business plan)	[Lecture & Exercise] Presentation and exchange of opinions
22-Jan	(Tue)	[Study Tour]	Example of eco business creation: Manufacturing industry
23-Jan	(Wed)		Example of eco business creation: Service industry
24-Jan	(Thu)		Example of eco business creation: Wholesale industry
25-Jan	(Fri)	[Lecture] How to overcome difficulties to fix eco business	
26-Jan	(Sat)	Day off	
27-Jan	(Sun)	Day off	
28-Jan	(Mon)	[Lecture] Exchange of opinions with a Japanese company - Success and failure in efforts for eco business - Effect of energy-saving by eco business - Enhancement of corporate value by eco business	Preparation for Final Report Presentation
29-Jan	(Tue)	Final Presentation	
30-Jan	(Wed)	Departure from Japan	

*The above schedule is subject to change for the convenience of lecturers and cooperating companies, or for other unavoidable reasons.



E-mail

[Contact Information]

Overseas Cooperation Group, AOTS
Bldg. 4F, Ginza 5-12-5, Chuo-ku, Tokyo 104-0061, Japan
Tel: 81-3-3549-3052 Fax: 81-3-3549-3055
E-mail: shouhei-au@aots.jp



Program Outline

Please visit

http://www.aots.jp/jp/ikusei/management/files/18tebi_e.pdf
for the Program Outline and Participation

Application Deadline: 6th November (Tue.), 2018