

# Perspectives for co-creating a future city

HITACHI

Tomorrow. Together  
**KDDI**

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# What is “Perspectives for co-creating a future city” ?

“Perspectives for co-creating a future city” is a communication tool\*1 for discussing a future city with people from various perspectives.

This tool aims to provide perspectives on enabling more people to proactively participate in society by using the power of digital technologies to expand human potential in the future cities enabled by Society 5.0\*2.

We, Hitachi and KDDI, would like to think about future cities together with general public based on such perspectives.

\*1 Created according to “A Pattern Language,” a method of knowledge description proposed by architect Christopher Alexander in the 1970s.

\*2 Society 5.0: A human-centered society proposed by the Cabinet Office, in which economic development and the resolution of social issues are compatible with each other through a highly integrated system of cyberspace and physical space.

## How to use perspectives



### Take an opportunity to look at the future

These perspectives depict several examples that Hitachi and KDDI have come up with of expanding human possibilities with the power of digital technologies so that various people can actively participate in society. Reading them provides us with an opportunity for thinking about the future.



### Find hints for solving regional challenges

By identifying things that apply to us and the region we live in based on the situations, problems, and approaches to solving those problems written in the perspectives, we can obtain hints and tips on solving challenges to create a future city.



### Take one step toward something we can achieve

Once we have obtained hints and tips, we can think about something we can actually do. And we can use these perspectives as a communication tool for taking one step toward something we can achieve together with those around us.

# How to read the card (front)

999

## 1 Perspective name



### 2 Value achieved by participating

### 3 Situations where the perspective will help

Then \_\_\_\_\_

### 4 Problems that occur in the situations

Therefore \_\_\_\_\_

### 5 Approach to solving the problems

- 1 Perspective name
- 2 The value achieved by having various people actively participate in society with this perspective implemented
- 3 Situations where the perspective will help in a future society
- 4 Specific examples of problems that occur in those situations and the reason why
- 5 Example approaches for solving those problems using the power of digital technologies

# How to read the card (back)

## Increased value gained by participating and challenges

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6

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### Related initiatives

7

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### Related perspectives

8

- 6 Other value gained by implementing the perspective (marked ⊕) and challenges that may arise (marked ⊖)
- 7 Examples of technologies and initiatives that may assist the implementation of the perspective
- 8 Related perspectives that may avoid challenges that arise with this perspective or that may generate value in combination with this perspective

001

## Transcending space to share emotions



By sharing the emotions of experiences with people in faraway places, we can strengthen links with others, solve society's problems, and foster ability for proactively creating the future.

By expanding the online environment, we can increase opportunities for communicating with people living overseas in different time zones, and people living in faraway places.

Then

Because it is difficult to share experiences that capture the atmosphere of really being somewhere without being in the same place at the same time, there will be a difference in the depth of what can be shared online and in the real world.

Therefore

Digital technologies can be used to recreate various sensations as if people were experiencing things in the same place, even from far away. Transcending space to share experiences with others enables us to share the emotions that arise from those experiences.

## New value and challenges arising from diverse people participating in society



- Experiences that inspire emotions in us will generate connections with the providers of those experiences, as opposed to content that is consumed as something temporary
- Serendipity will arise, even when people are not in the same physical space



- If we can feel the same experiences and emotions without going somewhere, we may get lazy about going to places and prioritize ease and efficiency
- We may lose negative capability (our ability to accept uncertainties and doubts)

### Related initiatives

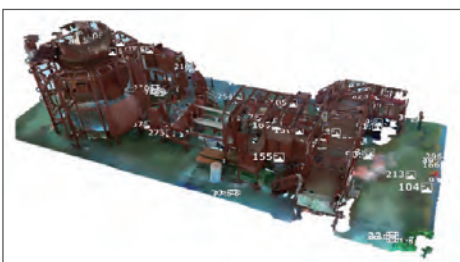
#### Virtual Stadium



A space constructed for realizing virtual public viewing where immersive circumstances can be experienced as if in a play field during the sport game and enthusiasm of cheering can be shared between audiences - a kind of future sports spectating enabled by seamlessly integrated communication.

Virtual Stadium (in Japanese only)

#### Worksite Augmenting Metaverse



Please check the link below for details.

Worksite Augmenting Metaverse

### Related perspectives

**006**

Fulfill your wishes with alter egos

**007**

Become a native anywhere

**013**

Gaining a bird's eye view

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Providing new ways to participate in society

## Visualizing our own learning



Feeling a sense of achievement or growth at work enables us  
to gain confidence in our potential.

Due to rapid changes in society and technological progress, new jobs are being created one after the other, and the experience and skills required for doing work are changing at a dizzying pace.

\_\_\_\_\_ Then \_\_\_\_\_

Our experience and skill will not keep up, and this can lead to reduced work efficiency.  
Even if we want to learn the required skills, we may not know how to.

\_\_\_\_\_ Therefore \_\_\_\_\_

Sensors that capture body movements and behavior can be combined with communicating with AI to digitalize the experiences and skills of individuals. This enables us to visualize the path to our goals and our strengths and weaknesses, even those that we may not yet be aware of.

## New value and challenges arising from diverse people participating in society



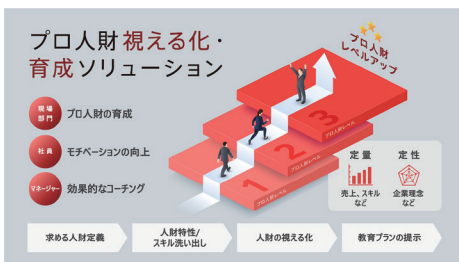
- We will be able to know what skills we should learn, what skills we should improve, and what experience we need in order to do so
- It will be easier for us to gain opportunities to do work that we are suited for



- Data on our experiences and skills will be prioritized, instead of our desires or ambitions
- It may be difficult to choose jobs among many choices

## Related initiatives

### Professional human resource visualization/development solution



This system visualizes the skills and characteristics required for a job, and what is needed based on the current level of the user. It then provides recommendations on qualifications and optimal training programs to take, and supports the user in improving their skills.

Professional human resource visualization/development solution (in Japanese only)

### VistaFinder Mx



A system that uses smart glasses to teach tasks from remote locations. Experienced professionals can remotely support beginners working on-site. Analyzing the eyesight and movement of the person wearing the smart glasses can also enable us to gain data on the intuition and expertise of professionals, which are hard to describe in words.

VistaFinder Mx (in Japanese only)

## Related perspectives

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Visualize knowledge hidden in details

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## Taking natural ownership of health management



By selecting the health data to share and receiving healthcare services on a routine basis, we can naturally become personally involved in health management.

Due to an increase in lifestyle diseases and difficulty receiving medical services due to a shortage in doctors, there is increased interest in preventing disease rather than treating it.

Then

There are many people who lack opportunities to consider their health in their daily lives, and this leads them to only think about their health after they have already fallen ill.

Therefore

Data on our health in our everyday lives can be retrieved, analyzed, and stored, which enables our health to be easily monitored.

By sharing this data, we can naturally receive healthcare that meets our needs.

## New value and challenges arising from diverse people participating in society



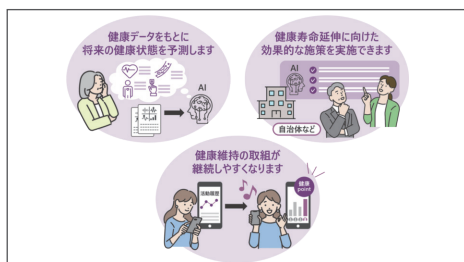
- We can receive healthcare tailored to our needs no matter where we are
- We can strengthen our connections with local people via day-to-day health management
- We can share health data to develop healthcare services and reduce medical costs



- Maintaining the security of personal data will become a key issue
- Sharing personal data may make us feel like we are being always monitored
- We may become uneasy about whether our information is being securely managed

## Related initiatives

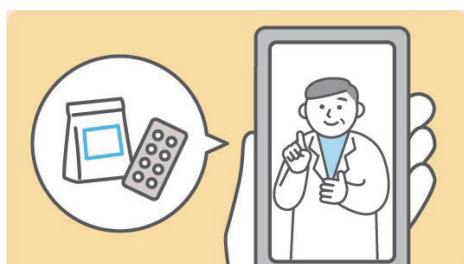
### Collecting and utilizing health data



This system collects biometric data such as weight and blood pressure, lifestyle data such as information on diet, and behavioral data collected from smartphones and smart watches, for use by local municipalities, hospitals, and corporations. The data can be used to forecast future health and give advice on healthy living tailored to each user.

Collecting and utilizing health data (in Japanese only)

### Smartphone-based health management



By using a smartphone app, we can record information such as daily step counts, consumed calories, and weight change, which enables us to take care of our health before we need to receive medical services.

Smartphone-based health management (in Japanese only)

## Related perspectives

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## Visualize knowledge hidden in details



The knowledge required for maintaining society can be inherited and carried on.  
More people can inherit culture and traditions at risk of being lost.

A declining and aging population will lead to labor shortages  
and require small numbers of people to do more work in less time.

Then

Knowledge and skills of experienced people are at risk of being lost,  
and the number of people carrying on traditional arts and culture is decreasing.

Therefore

By measuring body movements and behavior with sensors and interacting with AI,  
the knowledge and skills of professionals can be digitized.  
This enables skills to be recreated using data and the creation of education programs  
that allow beginners to easily learn skills.

## New value and challenges arising from diverse people participating in society



- Feel like your own experiences and skills are useful for work
- Identify the experiences required for learning skills
- Easier to find jobs suitable for oneself



- Impossible to learn knowledge associated with real experience
- Difficult to inherit the culture and philosophy behind skills, as time has not been taken to learn them

### Related initiatives

#### FREEDi



Gloves with sensors that can record the fingertip power used for grasping objects and audio during work. They are used for detecting work errors and automatically recording work at factory manufacturing sites.

FREEDi

#### Agricultural IoT



This system uses sensors to collect data such as the temperature, humidity, sunshine, and soil temperature, which is then saved on the Internet and analyzed to identify the environmental conditions suitable for growing crops. This enables knowledge on growing crops, which was traditionally reliant on the experience and intuition of farmers, to be visualized in digital form.

Agricultural IoT (in Japanese only)

### Related perspectives

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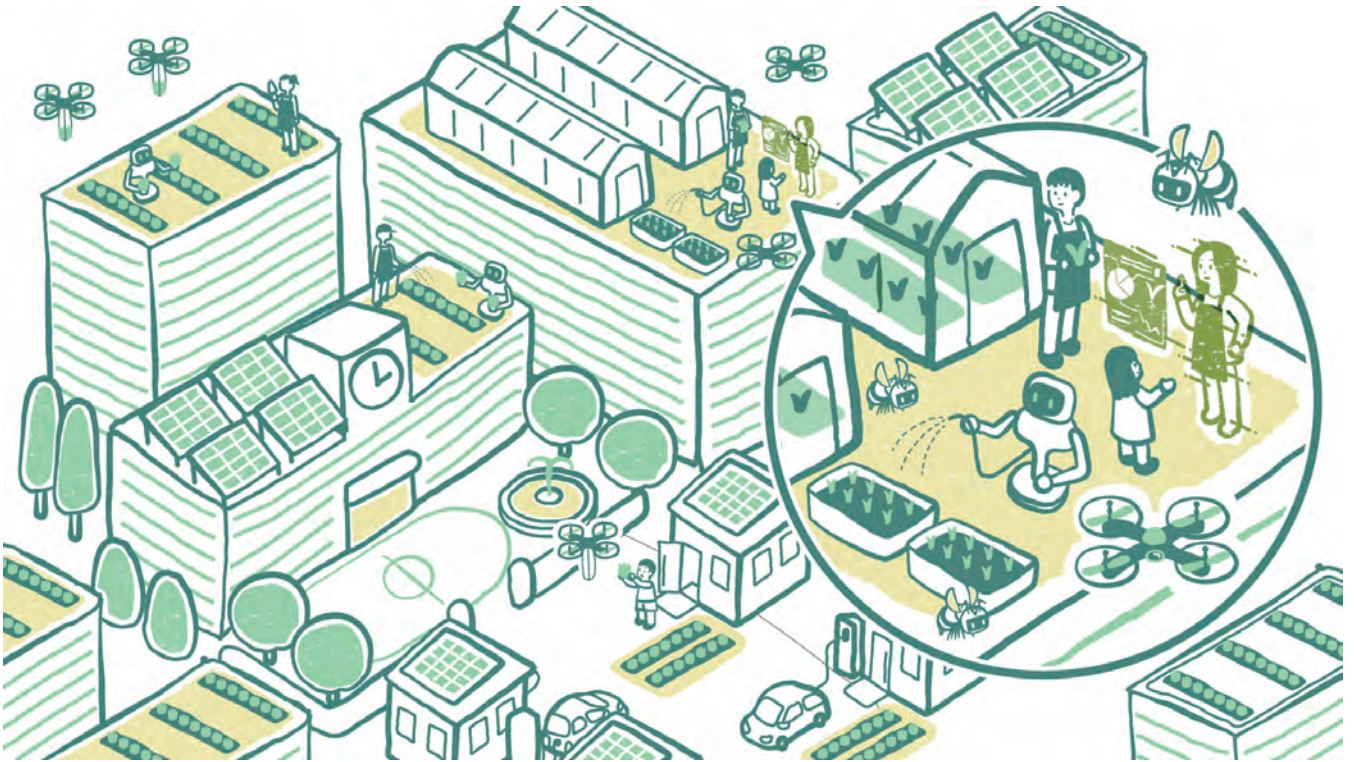
008

Letting go of the past

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Creating your signature touch with an AI partner

## Heal yourself and the planet



By protecting the food and health important to us all, we can strengthen human relationships as well as conserve the natural environment.

Due to climate change, rising living costs, and transport problems, people will start growing their own food for a healthy diet.

Then

Because cities have limited farming land, residents place a burden on other regions and the environment itself in order to obtain the food they want and the food they need.

Therefore

Urban agriculture utilizes data on resident health and regional climate to provide advice on the food people need and how to grow it locally, so that people can grow vegetables together.

## New value and challenges arising from diverse people participating in society



- Heal the body and mind via farm work to improve physical and mental health
- Increasing soil and vegetation in cities improves scenery and lowers temperatures
- Local production for local consumption reduces greenhouse gas emissions of food transportation



- New problems may occur, such as regional conflict over water resources, increased waste, and negative impacts on urban ecosystems

## Related initiatives

### Te to Te, regional co-creation



This project promotes regional revitalization via smart agriculture using 5G and IoT technologies and the development of human resources for agriculture. By using smart glasses and a system that enables people to teach from remote locations, beginners can learn knowledge from skilled farmers.

Te to Te, regional co-creation (in Japanese only)

### Hi Miura



A new project where locals cooperate to conduct urban development in the City of Miura in Kanagawa Prefecture. When purchasing vegetables at unmanned stalls, farmers and consumers leave messages for each other and decide the prices of vegetables themselves. This way of buying things, which is time-consuming by design, leads to new human relationships and gives birth to value that differs from simple convenience.

Hi Miura (in Japanese only)

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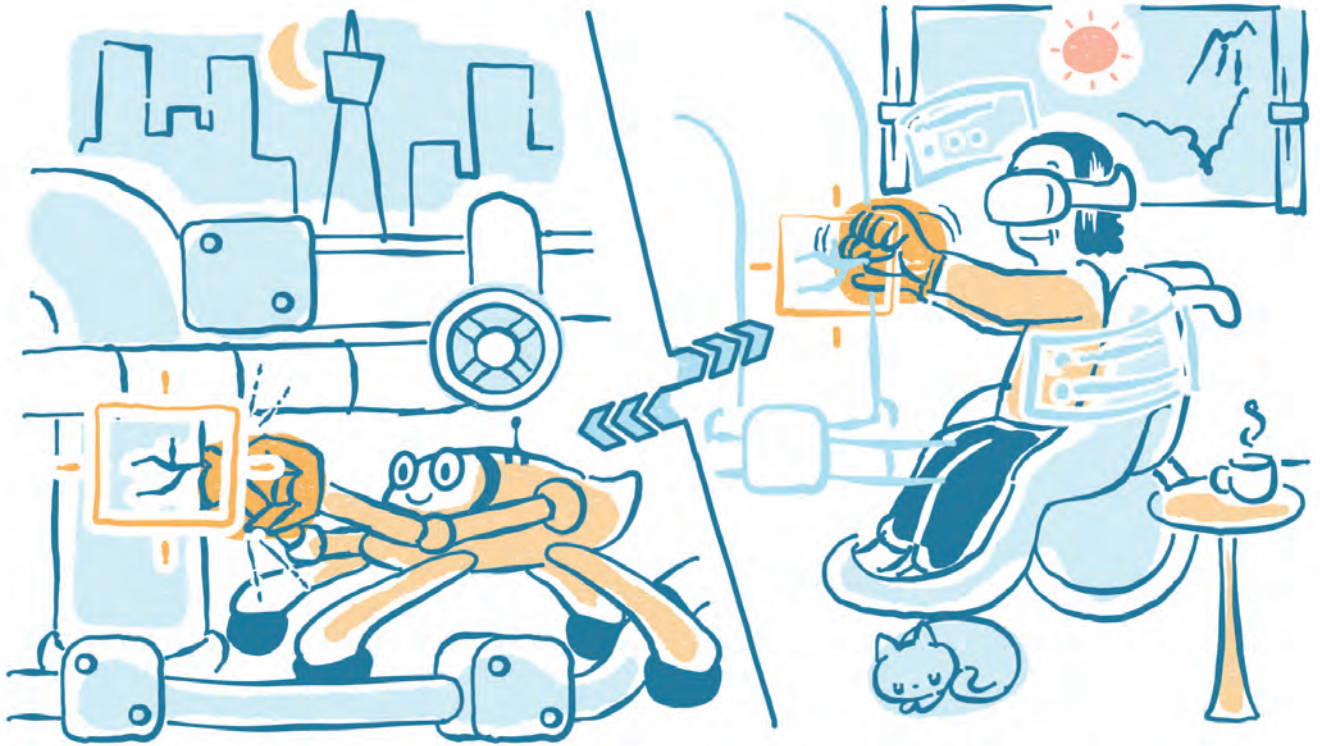
013

Gaining a bird's eye view

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Providing new ways to participate in society

## Fulfill your wishes with alter egos



It will become easier for people to participate in work and play, and we will be able to create connections with others and have a sense of being helpful to society.  
We will become more confident and able to achieve our dreams.

As the working population declines, we need more people actively participating in society.

\_\_\_\_\_ Then \_\_\_\_\_

Some people are limited in terms of work and experience due to factors such as age, handicap, or place of residence, and those people have to work under tough circumstances.

\_\_\_\_\_ Therefore \_\_\_\_\_

These people will be able to operate robots and avatars as their alter egos from a remote location as if they were really there, through digital technologies. This means that those with a handicap or living far away can participate in society in various forms.

## New value and challenges arising from diverse people participating in society



- People of various generations can interact via work and play
- One person can use multiple avatars to work faster
- One person can use multiple alter egos to work on various jobs
- Several people can operate the same robot or avatar to learn skills from others and open up new possibilities



- Working rules need to be revised
- There is a risk of worker motivation being taken advantage of

## Related initiatives

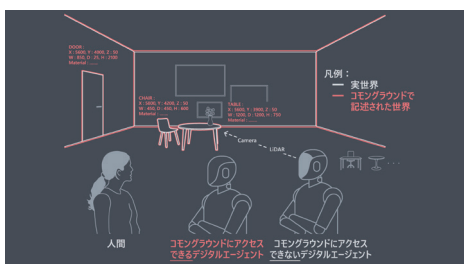
### Metaverse/Web3 service αU



“Another world.” is “Mou, hitotsuno sekai.” (in Japanese and has two meanings “Already one world.” and “Another world.”) is the concept behind the metaverse and Web3 service “αU.” It allows users to enjoy music, art, and shopping in a virtual space, providing a platform and opportunities for self-expression where anyone can become a creator and showcase their talents.

Metaverse/Web3 service αU (in Japanese only)

### Common Ground



This platform connects city map information, various robots, vehicles, sensors, and data on the Internet to enable information to be simultaneously exchanged with the real world and the digital world. This helps achieve a society where people, robots, avatars, buildings, and social infrastructure such as waterworks and railway tracks are in harmony.

Common Ground

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## Become a native anywhere



Interact with people in various regions around the world to create places where we can accept the different preferences and values of people the way that they are.

Over the world, populations concentrate in urban areas where lives are convenient.

\_\_\_\_\_ Then \_\_\_\_\_

In regional non-urban areas,  
people with similar values concentrate and their values lack diversity.

\_\_\_\_\_ Therefore \_\_\_\_\_

With “translation” that includes regional laws, rules, culture, and customs in addition to language, it will be easier to interact with people in various regions.

## New value and challenges arising from diverse people participating in society



- By increasing the people and regions that we can interact with, society will gain various ideas and values, and our horizons will expand
- Populations will no longer concentrate in specific regions, and this will help solve regional labor shortages



- Being able to easily translate different culture may deter people from spending time to understand things more deeply

### Related perspectives

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for longer than a tourist  
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## Letting go of the past



By discovering jobs that we can love, we can achieve a sense of growth in an age where we can continue to work and live independently for many years.

By digitalizing professional skills and expertise, data can be used to recreate techniques and enable beginners to easily learn them.

\_\_\_\_\_ Then \_\_\_\_\_

Learning also requires efficiency, and if we prioritize assigning people to jobs with high demand because of labor shortages, we will lose the motivation that arises when we start things of our own motivation and see fewer opportunities for learning about things based on our own thoughts.

\_\_\_\_\_ Therefore \_\_\_\_\_

Personalized AI counselors will provide us with advice on how to work and learn. They propose us jobs based not only on our experience and skills, but also on how much we could love those jobs.

Digital technologies enable us to try jobs that we had not thought of before, as well as various work styles, to help us find jobs that we can really love.

## New value and challenges arising from diverse people participating in society



- By making decisions about how we work and learn based on our own thinking, we can contribute to society for a long time
- Feeling job satisfaction helps improve work performance
- If everyone learns various things of their own motivation, society as whole will become stronger and more elastic, even if those things are not immediately necessary for society



- Providing many people with equal opportunities to learn takes time and money
- People may be left behind if they fail to find something that they can love
- Simply following individual dreams will not sustain society as a whole

## Related initiatives

### Career interview support AI



This AI analyzes the personality of people receiving career interviews, based on their expressions, body language, and speech patterns. This enables them to receive proposals and advice on jobs that they are suitable for.

Career interview support AI

### Tokui no Kakehashi

This experimental initiative uses conversations with AI chatbots to identify skills and strengths. That information provides us with opportunities for being active with a sense of purpose and taking on challenges for a second career.(Already over)

Tokui no Kakehashi (in Japanese only)

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## Living somewhere for longer than a tourist but shorter than a resident



By enabling people to reside in multiple places like their hometown and stay in regional areas and the countryside, everyone can contribute to regional development on an ongoing basis with a carefree nature.

Work styles such as hybrid work and “workations” will become more popular, as well as “address hopping,” where people move between various locations.

Then

Temporary stays make it hard to fully utilize the services offered by local municipalities and do not invigorate the local community. On the other hand, it is difficult to decide on making a permanent move.

Therefore

We can link the municipalities where people have stayed before to provide those people with suitable public services. The taxes paid by those who receive services can then be fairly distributed to each region according to the length of stay and level of services received.

## New value and challenges arising from diverse people participating in society



- Can help invigorate regional economies on a continuous basis
- Human movement and travel can become more active, which helps increase the number of people involved with particular regions on an ongoing basis
- The data of “pseudo-residents” involved with local municipalities can improve the quality of service provided to all residents
- The data of “pseudo-residents” can help identify new appeal and issues in local regions



- Taxation such as resident tax becomes more complicated
- Having different levels of service in different regions can lead to disparity

## Related initiatives

### New entry points for relevant populations



This project uses NFTs (non-fungible tokens) to support local communities by creating and sustaining groups of “relevant populations” that are passionate about the region, while also providing economic assistance.

New entry points for relevant populations (in Japanese only)

### Young people demonstrating lifestyles without a fixed address



What kind of value can lifestyles without a fixed address give to people and the local community? Together with young people that move to other regions or have multiple addresses, we discuss the kind of systems required to allow people to have multiple places to stay, and the issues that can arise.

Young people demonstrating lifestyles without a fixed address (in Japanese only)

## Related perspectives

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## Creating your signature touch with an AI partner



By communicating with an AI partner that understands our signature style, we can organize our thoughts and gain ideas that we might not have otherwise had, but which are still in line with our style.

In the future, it will be natural to use AI in various jobs and activities.

Then

Because AI generates similar outputs no matter who uses it, it is difficult for people who work in creative fields to leave work up to AI, because their signature style is an important part of their job.

Therefore

By giving AI with a deep understanding of our signature style a large amount of data to combine with those styles, it will be able to come up with new ideas. This will enable it to become a true partner that combines creativity with efficient output.

## New value and challenges arising from diverse people participating in society



- Data on personal unique style that is learned by AI can also be used for passing on skills



- It may take time and effort until AI can understand signature styles, due to the need to check the output of the AI and instruct it to make corrections
- The output of the AI may violate the rights of others, such as copyright and image rights
- The personal unique styles learned by AI may be leaked

## Related initiatives

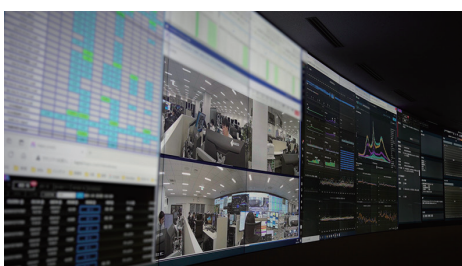
### Changes to creativity brought about by generative AI



What do people in their 20s, who are said to be making the most of generative AI, think about its possibilities? We discuss job satisfaction and human creativity together with three young people working in jobs that lead the way in the use of generative AI.

Changes to creativity brought about by generative AI (in Japanese only)

### Fault detection system with AI



In operating communication networks, monitoring of communication equipment has traditionally been carried out by skilled operators using expertise. However, as system automation progresses, AI that has learned from past data is now capable of detecting even minor anomalies.

Fault detection system with AI (in Japanese only)

## Related perspectives

002

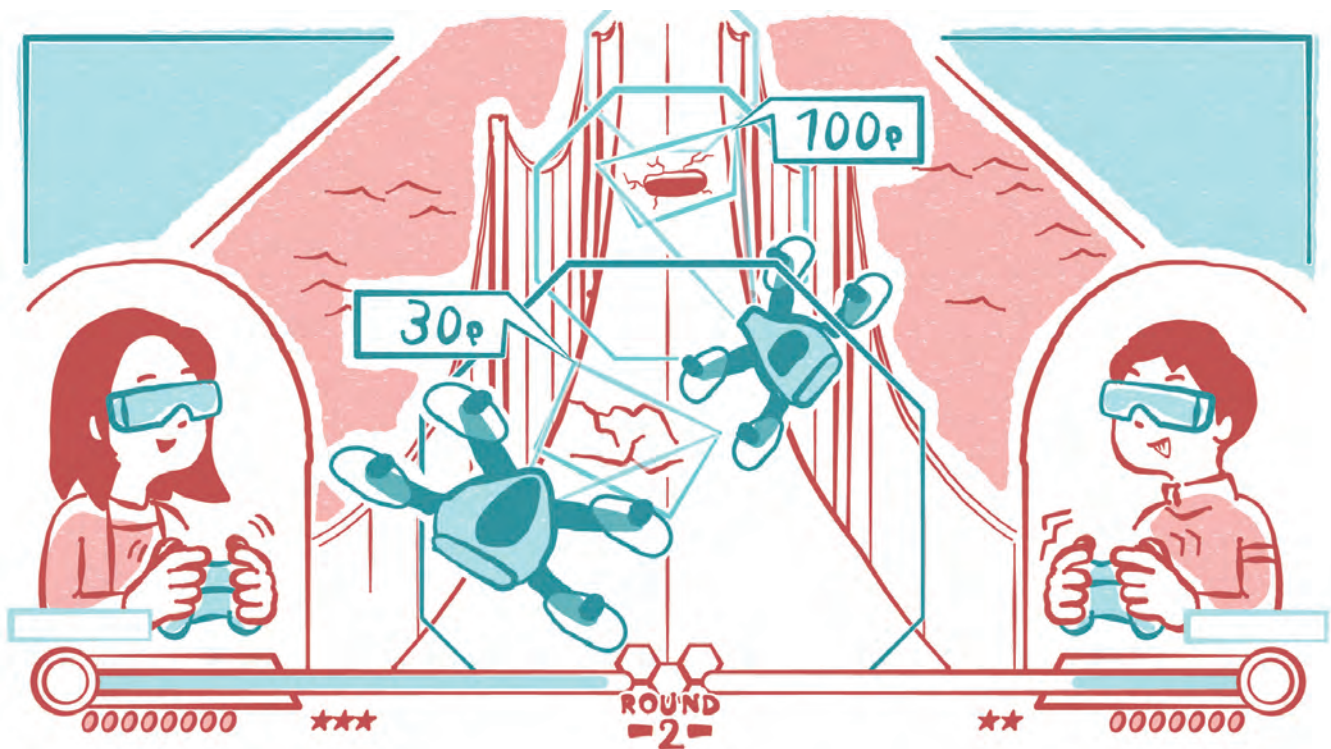
Visualizing our own learning

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Visualize knowledge hidden in details

011

## Working and learning based on our likes and motivations



Even without clearly identifying the things we want to work on or study, we can utilize our likes and motivations to participate in and contribute to society.

Although the work and study that we choose depends on our individual preferences and values, actually getting a job is up to our skills and aptitude.

Then

It may sometimes be difficult to feel satisfaction about work or study simply based on our skills and aptitude, which can make it hard to keep motivated.

Therefore

We can create a system that enables us to earn money or learn things based on our likes and motivations in our daily lives or via our hobbies.

## New value and challenges arising from diverse people participating in society



- People's abilities can be efficiently utilized
- Each individual can do their work in less time



- Focusing too much on likes and motivation may limit what we can work on or study, and this may cause bias in society
- People may be left behind if they fail to find something that they can love
- Simply following individual dreams will not sustain society as a whole

## Related initiatives

### In-house side job system

This system enables employees to spend about 20% of their work hours on jobs at other departments. By doing so, employees can find and learn new skills, and the movement of human resources between departments can help transform the organization.

### Dao La Luna

**DAO La LUNA トークンをためて使おう!**

DAO Teamsへ参加しよう  
参加者に1000トークンが付与されます!  
日立G/社員会員対象です!

参加は  
こちら

**トークンをためよう!!**

～お気持ちトークン～  
感謝・お礼・謝辞・お祝いのお気持ちと一緒にトークンを送り合おう!

～DAO貢献トークン～  
DAOの活動に貢献してトークンをもらおう!

～お礼も贈り合おう!!  
○○さん、いつも助けてくれてありがとう!!

～セミナー参加費負担して  
セミナー全額してみよう!  
→2000トークンプレゼント!

**セミナーに申し込もう!**

選めたトークンを使って  
DAOオリジナルのセミナーに  
参加しよう!!

Dao La Luna is an in-house community where members share their likes and strengths and work together to solve various issues inside a company. This enables employees to work on things that they are good at or like, at locations unrelated to their original job.

## Related perspectives

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Letting go of the past

012

## Gaining motivation by being physically present



If we can gain motivation and inspiration by going to the office and physically attending classes in person, organizations will be invigorated and more likely to attract outstanding human resources.

If we get rid of time and place limitations in work and study by allowing remote work and class participation via avatars, more people will choose companies or schools with a focus on location flexibility.

Then

If we have fewer opportunities for studying or working in person, this might lead to reduced communication ability and engagement (a sense of unity and attachment with one's company or organization) and increased feelings of isolation.

Therefore

By creating environments with serendipity (unexpected and fortunate discoveries) and systems for gaining special rewards, people will be motivated to be physically present.

## New value and challenges arising from diverse people participating in society



- In-person work and study will generate the right amount of tension and improve productivity and the quality of work
- Engagement will be higher at companies and other organizations



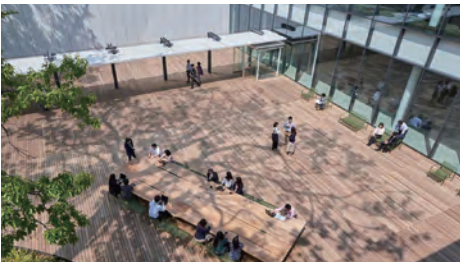
- It may be difficult to maintain focus for some work and study, which could adversely affect speed
- Stress due to human relationships, commuting, problems with the office environment, and being physically present may lead to physical and mental strain

### Related initiatives

#### An office that accelerates creativity

An example of an office designed to make people want to go to work. “Creativity” encompasses many things. For example, physically visiting a book area with many books can enable us to discover new books and books that we might otherwise have not discovered on our own.

#### Kyōsō-no-Mori



Kyōsō-no-Mori is an R&D laboratory of Hitachi, which is located in the lush nature of Musashino, far away from the center of the Tokyo metropolis. It was designed as an environment where people around the world can openly collaborate on co-creation, based on the themes of coexistence with nature, new forms of co-creation, and work styles that enhance the ability to co-create.

Kyōsō-no-Mori 

### Related perspectives

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## New value and challenges arising from diverse people participating in society



- Thinking about the future and how our actions can affect faraway places can foster a sense of responsibility



- We may feel stress due to having more things to think about and focus on

### Related initiatives

#### CAP-NO-SONOGO (After the “Caps”)



CAP-NO-SONOGO was an event held in the Kokubunji area of Tokyo, where citizens participated in plastic recycling. The event included a workshop where used plastic bottle caps collected from citizens were pulverized, melted, and reformed as buttons. It aimed to give people a chance to experience the recycling process so that they could recognize how things in their everyday life are resources.

CAP-NO-SONOGO (After the “Caps”) (in Japanese only) 

#### Recycling mobile phones



Recycling efforts that collect used mobile phones to transform the resources inside the devices into something new. When items we no longer use are reborn as valuable objects in distant places, it allows us to feel the cycle of value.

Recycling mobile phones (in Japanese only) 

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## Providing new ways to participate in society



If we could see the value that our small actions can have on society or the future, more people would participate in society in various forms.

We will become able to visualize the virtuous cycles that have been operating in society for a long time, as well as the virtuous cycles with faraway places, which were both overlooked until now.

Then

Even if people want to participate in those virtuous cycles, they may not be able to due to their location, age, or lack of qualification.

Therefore

Digital technologies can be used to enable people to participate in virtuous cycles in a manner suitable for them. Blockchain technology, which prevents the records of valuable interactions from being overwritten, can be used to see how people have contributed to society.

## New value and challenges arising from diverse people participating in society



- Thinking about the future and how our actions can affect faraway places can foster a sense of responsibility



- We may feel stress due to having more things to think about and focus on

### Related initiatives

#### Carbon offset charger



This system enables users to easily purchase “J-credits” for the electricity that they use via a dedicated AC adapter. The money used to purchase J-credits is paid to the businesses generating renewable energy, so individuals can easily support businesses that contribute to decarbonization.

Carbon offset charger 

#### Recycling mobile phones



Recycling efforts that collect used mobile phones to transform the resources inside the devices into something new. When items we no longer use are reborn as valuable objects in distant places, it allows us to feel the cycle of value.

Recycling mobile phones (in Japanese only) 

### Related perspectives

001

Transcending space  
to share emotions

005

Heal yourself  
and the planet

006

Fulfill your wishes with  
alter egos

013

Gaining  
a bird's eye view

# Perspectives for co-creating a future city

Ver 1.01

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