

“Strategic Innovation Promotion Program 2nd Term / Automated Driving (Expansion of System and Service) / Strategic Planning for the Advancement of Social Acceptance and Survey regarding its Evaluation / Overall Strategy Planning and Implementation of Information Transmission on the Web etc.”

Progress Report 2020 Fiscal Year Abstract

Dentsu Meitetsu Communications Inc.
SC-ABeam Automotive Consulting

March, 2021

(2-2) Planning and implementation of publicity activities for the mass media

- September Held the Tokyo Rinkai-bu Demonstration Experiment for the media, articles published by Car Watch / Kuruma no News / Car View / GLOBE+ / Car Top
- December Test-ride program of automated driving bus during the Tokyo Rinkai-bu Demonstration Experiment

“On November 26th, Inoue Minister of State for Science and Technology Policy, during the Tokyo Rinkai-bu Demonstration Experiment implemented by the SIP Automated Driving (Expansion of System and Service), test-rode the automated driving bus operating on the public roads in the Haneda Airport area, confirmed the continuation of advancing automated driving to the level of practical implementation. (from the Ministry of Interior website)”

- March Technological Standard Seminar (Online): Executed with Yoshitaka Tada, Ministry of Land, Infrastructure, Transport and Tourism / Toshio Yokoyama, JAMA as lecturers. Over 760 people registered beforehand and about 500 people viewed at all times.



Demonstration Experiment in Sept.



Automated Bus Test Ride in Nov.



Technological Standard Seminar in Mar.

(2-3) Placed and operated an inquiry desk regarding automated driving

Placed an online inquiry desk on the website. Operated a team which responds in 3 business days from the inquiry.

(3) Produced print material and commentary video for information transmission

(3-1) Print material: none produced in 2020

(3-2) Produced information panels and exhibits: Panels for the SIP-Café corner placed during the Mid-term reporting event held in March of 2021



(3-3) PR Videos: Due to the demonstration experiments lacking publicity and the experiments themselves not going as planned due to the Covid-19 outbreak, produced 15 videos some utilizing online coverages, uploaded and made public on the SIP-Café website. Also produced 3 on-site coverage videos of the demonstration experiment and shown during the Mid-term Results Report Event held in March, 2021.



(4) Planning and management of event utilizing the on-site location of the Tokyo Rinkai-bu Demonstration Experiment and others.

(4-1) Based on the strategy planned in (1), planned an event for the advancement of social acceptance. Changed the date from the original plan calling for July of 2020 to March of 2021. Implemented venue adjustments and creates a master plan in advance of the actual planning to allow consideration.



- (4-2) Proposed the following in regards with the advancement of social acceptance.
- Result Reporting Event regarding SIP Automated Driving (Expansion of Systems and Services) held in the spring of 2021
Held as the event: Mid-term Result Reporting Event held in March
 - Public Dialogue Event after 2020: Held as an Area Automated Driving Summit in March by SC Abeam.
 - Produced 3 PR videos of the Tokyo Rinkai-bu Demonstration: Publically shown during the Mid-term Result Reporting Event.

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(3) Develop and release the movies about autonomous driving
Design, develop and post the following movies on SIP café on Tube in order to spread and edify the latest information relevant with the technical development, legislation, etc for the autonomous driving, aiming to improve and increase the social acceptability.

- Latest trends of the autonomous driving development
 - Introduction of the new vehicles in the market with the state of the art autonomous driving system (8 movies in FY20)
 - Online interviews with the experts about the introduction of the autonomous driving technology (8 movies)
 - Challenges for the introduction of the autonomous driving system in each local region (5 movies)
- Relevant activities by SIP for the autonomous driving system introduction for the practical use (13 movies)
- Latest activities for safety assurance of the autonomous driving
Design and develop the movie about the latest activities for safety assurance of the autonomous driving based on the digital simulation technology conducted by SIP, releasing it at SIP autonomous driving show in 2021, in order to appeal the achievement to the public.