

“The Second Phase of Cross-ministerial Strategic Innovation Promotion Program Automated Driving for Universal Services / 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 2021 Fiscal Year Abstract

Dentsu Meitetsu Communications Inc.
SC-ABeam Automotive Consulting

March, 2022

Commissioned company: Dentsu Meitetsu Communications Inc.

1. Details and results of research and development

(1) Develop a comprehensive strategy for fostering social acceptability

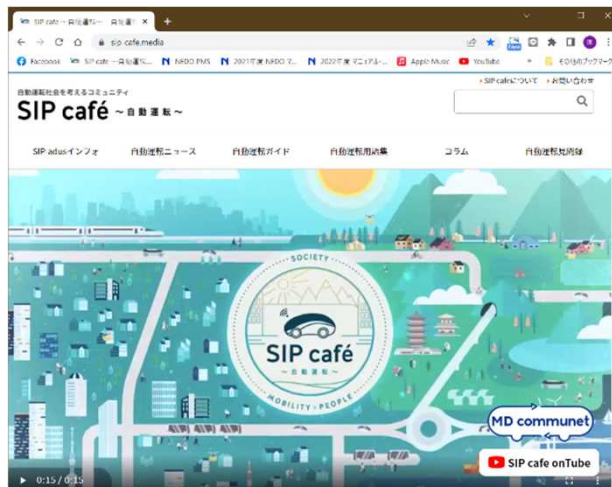
The long-term vision through 2022 was confirmed, and specific activity plans for FY2021 were formulated.

(2) Planning and implementation of information dissemination related to automated driving

(2-1) Planned and operated the website “SIP-café(<https://sip-cafe.media/>)”. Also planned and operated SNS etc. to ensure interactivity.

- SIP-café(<https://sip-cafe.media/>): 166 articles in FY2021.
- Facebook page: Linked to “Let’s Think Together, Future Society with Freedom of Movement@SIP-adus”

website “SIP-café” top page



(2-2) Planning and implementation of mass media awareness improvement activities

- October 2021: Cooperative activities for trial ride in the Tokyo waterfront area
 - Prepared a plan to hold an evaluation committee meeting and a test ride (promotion committee members) and media test ride.
 - We coordinated with Tokyo Metropolitan Government and made arrangements to rent Tokyo Bay Cruise Terminal parking lot, which is not normally open to the public, and the parking lot used by Tokyo Wangan Police Station.
 - Coordination was made so that not only the mass media but also the evaluation and promotion committee members would test ride.
 - We decided to build a tent for experiencing visual impairment, and had the experience facility provider, Inoue Eye Clinic, arrange it.

(Explanatory scene at the tent)



(2-3) Establishment and operation of a contact point for inquiries regarding automated operations

- An inquiry window was set up on the website. The company operated a system to reply to e-mail inquiries within three business days.

(3) Public Relations crisis management design services

- For the waterfront FOTs(Field Operational Tests), manuals were prepared on how the organizers should respond in the event of an accident.
- (1) Draft news release (in addition to modifying Level 2 of accident response as default, we added Level 1 and 3 and a draft for accident out of FOTs), (2) draft Assumed Q. and (3) a media response sheet were prepared and delivered together.

Commissioned company: SC-ABeam Automotive Consulting

Chapter 1: Report of “Webinar regarding the matter of visual field loss and driving”

Brief summary of “Visual field loss webinar”

- We introduced the matters of (1) existence of the issues between visual field loss and automated driving, (2) driving and employment of patients and (3) support with ADAS technology in each webinar.
- The number of attendees of these webinars increased every time, and it seemed to have publicity effect.

Summary

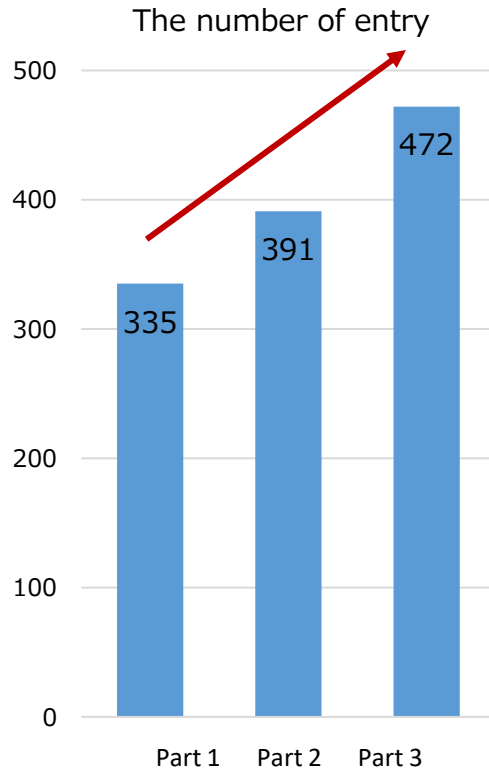
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| <ul style="list-style-type: none">■ Part 1: The crossroad between visual field loss and automated driving (8th Jul, 2021)<ul style="list-style-type: none">➢ Program<ul style="list-style-type: none">• Opening speech: Mr. Kazuo Shimizu• Presentation 1: “Growing our technology – the common point of iPS cells and automated driving” by Dr. Masayo Takahashi, Director of Kobe City Eye Hospital Research Center• PR video “Driving with glaucoma” produced by The International Association of Traffic and Safety Sciences (IATSS)• Presentation 2: “Case study in driving OPD” by Dr. Shiho Kunimatsu, Vice-principle of Nishi-Kasai Inoue Ophthalmic Hospital• Q&A: Dr. Masayo Takahashi, Dr. Shiho Kunimatsu, Prof. Makoto Ito (Tsukuba University), Ms. Rumiko Iwasada➢ Viewers: 335 (entry basis, including some staffs)➢ Media publication: The Kotsu Mainichi Shimbun, Merkmal | <ul style="list-style-type: none">■ Part 2: Drives license and visual field loss – driving and employment of patients (2nd Sep, 2021)<ul style="list-style-type: none">➢ Program<ul style="list-style-type: none">• Opening speech: Mr. Kazuo Shimizu• Presentation: “Policy of National Police Agency for driver license and activities by Japan Imaging and Perimetry Society (JIPS)” by Dr. Aiko Iwase, Principle of Tajimi Iwase Ophthalmic Hospital, a member of sectional committee ‘research for preventing traffic accidents by aged drivers’ in National Police Agency• “Case study of company dealing with a driver with visual field defect”• Q&A: Dr. Masayo Takahashi, Dr. Shiho Kunimatsu, Dr. Aiko Iwase, Ms. Rumiko Iwasada➢ Viewers: 391 (entry basis, including some staffs)➢ Media publication: Response., Goo-net Magazine, etc. |
| <ul style="list-style-type: none">■ Part 3: ADAS and visual field loss - Now and future of technology (11th Jan, 2022)<ul style="list-style-type: none">➢ Program<ul style="list-style-type: none">• Opening speech: Mr. Kazuo Shimizu• Presentation 1: “Modeling of visual contact of visual-field-loss drivers and simulation with ADAS for decreasing traffic accidents” by Dr. Hirofumi Aoki, Designated professor of Institutes of Innovation for Future Society Mobility Research Course in Nagoya Univ.• Presentation 2: “Latest development status of ADAS and its outlook” by Mr. Yoichi Sugimoto, Executive chief engineer, Institute of Advanced Technology, Honda R&D Co.,Ltd.• Q&A: Mr. Hirofumi Aoki, Yoichi Sugimoto, Mr. Naoshi Koide (Designated associate professor, Osaka Univ.), Mr. Kazuo Shimizu• Viewers: 472 (entry basis, including some staffs), 356 (actual view basis)• Media publication: The Nikkan Jidosha Shimbun (web media “LIGARE”), a medical journalist (publication unconfirmed) | |

Questionnaire analysis of “Visual field loss webinar” (1)

- The number of viewers continually increased. The major attributions of viewers were “age 40-60s” and “male” with consistency.

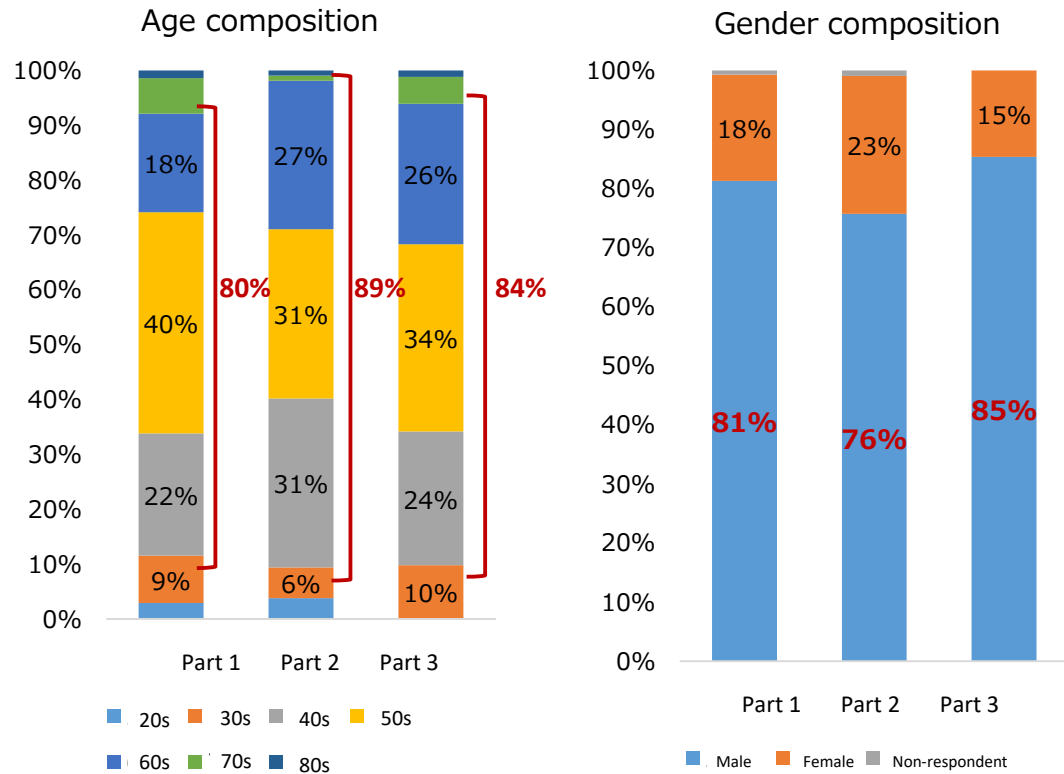
The number of viewers

- Increased in consequence of publication activity and repeated entry.



Attribution of viewers

- In consistency, 80% level of the age composition was 40-60s and 70-80% of the gender composition was male.

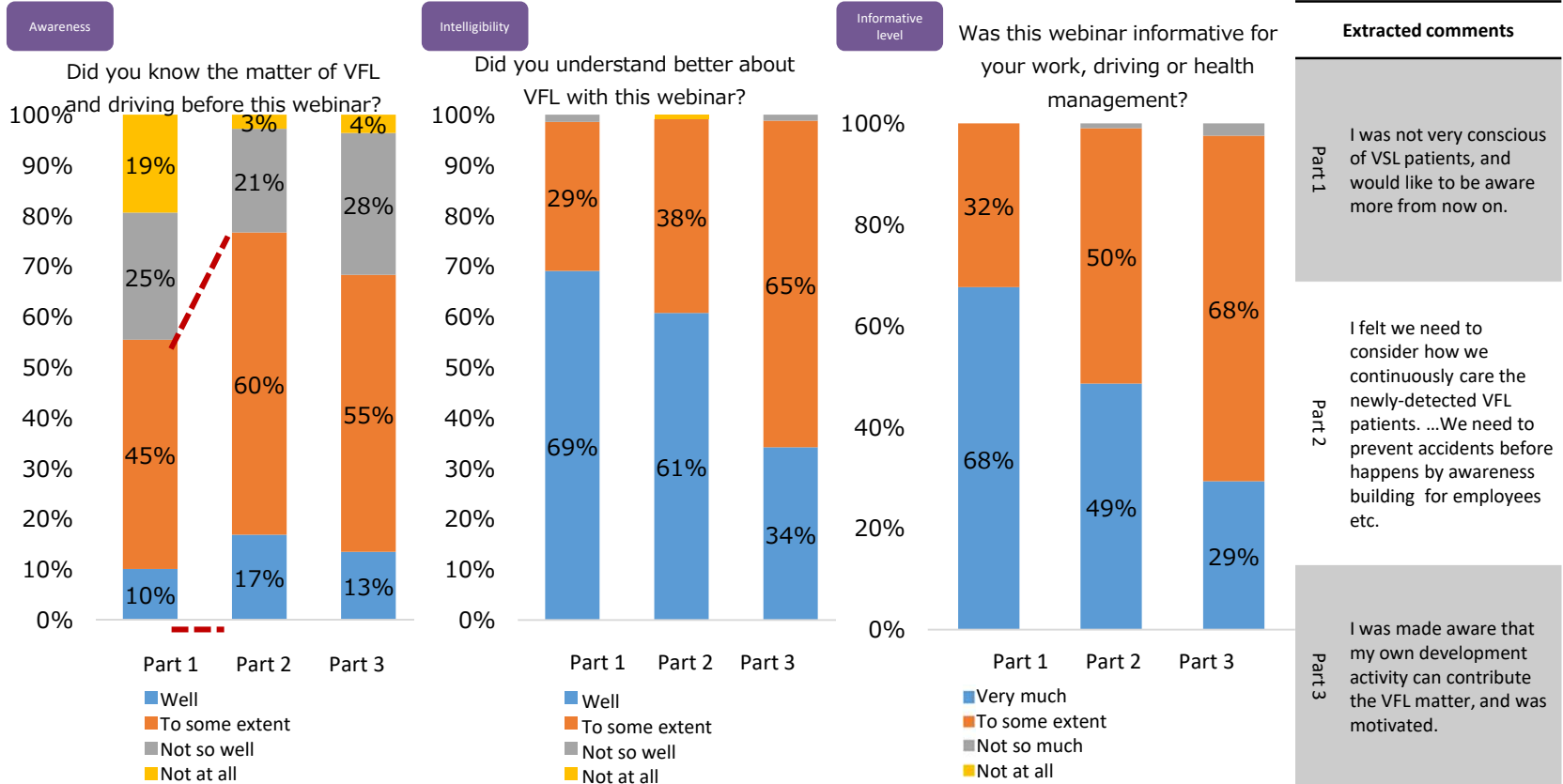


Questionnaire analysis of “Visual field loss webinar” (2)

- Comparing with Part 1 and Part 2, which were both medical-related, awareness of the matter of visual field loss (VFL) and driving was increased.

Answers by the viewers

- Awareness of the matter of visual field loss and driving was increased between Part 1 and Part 2, which were both medical-related and should have the common viewers to some extent.
- It is difficult to compare the intelligibility and informative level, but the “freshness” might have decreased while awareness increases.



Publication activity by PR videos on “SIP café on Tube”

■ I . Purpose

- Variations of PR video were produced and posted to promote the awareness and intelligibility of activities of SIP-adus for industry participants and citizens in general.
- We paid deep attention to explain, in an understandable way and not to cause any disaffection, overconfidence or misunderstandings, the ongoing legal system, technology development, demonstration experiment etc.

■ II . Brief result

- We produced total 72 videos in FY2021, and posted them on our YouTube channel “SIP café on Tube”.
- The breakdown is as following list.

#	Category	Number
1	The matter of visual field defect and driving	13
2	The matter of local transportation	12
3	Recent demonstration experiment in Tokyo Bayside	11
4	Test drive report	11
5	Introduction of local services and demonstration experiments	11
6	Technology seminar	10
7	Urgent proposal for safety and security	2
8	Introduction of DIVP	1
9	Legal system development seminar	1

This report documents the results of Cross-ministerial Strategic Innovation Promotion Program (SIP) 2nd Phase, Automated Driving for Universal Services (SIP-adus, NEDO management number: JPNP18012) that was implemented by the Cabinet Office and was served by the New Energy and Industrial Technology Development Organization (NEDO) as a secretariat.