

“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”

Progress Report 2019 - 2022 Fiscal Year

Abstract

Dentsu Meitetsu Communications Inc.
SC-ABeam Automotive Consulting

March, 2023

<Commissioned to Dentsu Meitetsu Communications Inc.>

1. Details and results of research and development

(1) Formulation of a comprehensive strategy for fostering social acceptance

[FY2019]

- Formulation of long-term vision up to 2022 and specific action plans for 2019 and 2020
- Start of consideration of exhibitions, test ride events, etc. utilizing the Tokyo sub-center area, which will be the main venue for the 2020 Tokyo Olympics and Paralympics, as well as candidate sites for the venues.
- Established a website and established a system for continuous information dissemination and two-way communication using SNS

[FY2020]

- Confirm the long-term vision up to FY2022 and formulate a concrete action plan for FY2020
- Due to the spread of the new coronavirus infection, the plan has been significantly revised
- Expand online events such as webinars, and strengthen video content

[FY2021]

- Confirm the long-term vision up to FY2022 and formulate a concrete action plan for FY2021
- Consider measures with COVID-19, keeping in mind the long-term response to COVID-19, clarify PR targets centered on the media, and execute PR activities and events in a well-balanced manner
- At the first joint test-ride event held in April, we actively appealed to the media while limiting the number of participants

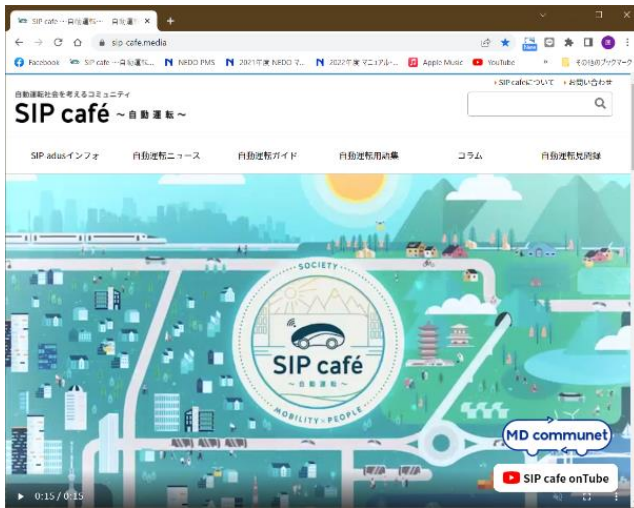
[FY2022]

- Since this is the final year of SIP-adus, we propose developments that are conscious of the bridge to the future
- Focusing on the younger generation (university students who are expected to be able to understand activity description to some extent to early 30s who will be young working adults) centered on Generation Z, who will be responsible for the future, expand the target to the general public and consider strategies

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

(2-1) Planning and operation of websites and SNS, etc. for the purpose of ensuring interactivity

- In FY2019, we launched the website "SIP-Café (<https://sip-cafe.media/>)" and established a system that will serve as the basis for regular work thereafter
- Planning/designing, collecting/creating, operating/managing the homepage, and made it a regular work
- In FY2019, 108 articles were published in SIP-Café
- Launched Facebook page "Let's think together, future society with freedom of movement @SIPADUS" and cooperated with HP
- An automated driving special page was set up in the information site "Response", and by the end of February 2020, it had received more than 10,000 views, and continued until June 2020



SIP-Café top page



Special page on the information site “Response”

- 200 articles in FY2020, 166 articles in FY2021, 57 articles in FY2022 (end of February of 2023)

- Number of monthly page view(PV) for each fiscal year

year	2020									2021		
month	4	5	6	7	8	9	10	11	12	1	2	3
PV	7,994	6,361	8,182	10,020	8,366	10,221	11,250	11,416	9,555	9,908	8,043	15,812

year	2021									2022		
month	4	5	6	7	8	9	10	11	12	1	2	3
PV	12,414	10,017	14,707	13,879	12,820	14,137	12,494	10,345	10,726	10,954	8,940	11,177

year	2022									2023		
month	4	5	6	7	8	9	10	11	12	1	2	3
PV	10,188	10,782	12,154	10,631	9,268	9,921	9,449	8,346	6,487	7,367	8,125	-

- The creation and operation of the SIP-Café proceeded as initially planned, and many articles and other contents were accumulated. In the self-driving field, where commercial media such as magazines are still lacking, we recognize that it is one of the few sites where the general public can seek knowledge, and we have been able to deliver coverage articles, videos, etc. that emphasize cutting-edge and realism. I think it is significant.
- It can be said that the impact of the spread of the new coronavirus infection was not so great, but there were considerable restrictions in terms of interviews and preparations, although this was not publicly disclosed. Among them, by going out and writing many articles, such as interviews with demonstration experiment contractors and reports on events, we were able to provide quality information to viewers who are collecting information while being subject to many restrictions in their daily lives. We are confident that we have been able to disseminate high-quality information, and from that point of view, it was a meaningful project.

(2-2) Planning and implementation of publicity activities for the mass media
[FY2019]

- In October 2019, the media was invited at the presentation of the FOTs (Field Operational Tests) in the Tokyo waterfront area
- In January 2020, a conference was held at Automotive World with PD Kuzumaki and Kazuo Shimizu

[FY2020]

- In September 2020, the Tokyo waterfront area FOTs coverage meeting was held for the media, and was published on Car Watch, Car News, Car View, GLOBE+, and Car Top
- In December 2020, a self-driving bus test ride event was held in the Tokyo waterfront area FOTs
- Technical standards seminar (online) was held in March 2021
 - Mr. Yoshitaka Tada, Director of Policy planning office for Automated Driving, Engineering and Environmental Policy Division, Road Transport Bureau, Ministry of Land, Infrastructure, Transport and Tourism / Mr. Toshio Yokoyama (Honda Motor Co., Ltd.), Chairman of the Japan Automobile Manufacturers Association Automated Driving Study Group, was invited as a lecturer
 - Over 760 viewers registered and 500 people viewed at all times

[FY2021]

- In April 2021, we was rented the parking lot of a hot bath facility in Ariake to plan and implement a joint test ride event for automobile manufacturers, suppliers, etc. (1st joint test ride event)
 - Purpose: Disseminate the results of collaborative efforts in SIP-adus (high-precision 3D maps, etc.) to the media through the experience of commercialization of advanced driving support and automated driving systems, and the social significance of SIP-adus and promoted understanding of the current situation of automated driving.
 - Date/Place: April 20th (Tue)-21st (Wed), 2021/Oedo Onsen Monogatari parking lot
 - Exhibitors/Valeo, Kanazawa University, Continental, Subaru, Tier IV, Toyota, Nissan, Honda, Hino/Toyota Total 9 companies
 - Participants/SIP-adus, media related to exhibitors, etc. (102 people from 54 companies participated)

- Implementation overview
 - In addition to providing a test ride for the media, briefings also was held on the FOTs in Tokyo waterfront area.
 - Shinji Inoue, Minister of State for Special Missions (Science and Technology Policy) of the Cabinet Office, also had a test ride on Honda's legend, which is equipped with the world's first automatic operation device (traffic jam pilot)
- Impressions of the implementer, exhibitors, etc., comments of participants by the implementer, etc.
 - It was a good opportunity to exchange opinions and information with journalists, engineers and public relations staff of each company
 - Journalists commented that they were able to understand the development policies of each company well because they were able to compare the rides of each company.
 - Regular briefings deepened understanding of SIP-adus activities
 - Suppliers commented that it was an opportunity to let the media know about initiatives other than the FOTs in Tokyo waterfront area, which they usually do not reach

- Exposure

- April 21st (Wednesday) 5:00 am NTV on air

- ◆ <https://www.news24.jp/articles/2021/04/20/06859573.html>

- April 22 (Thursday) TV Asahi ANN News

- ◆ <https://www.youtube.com/watch?v=M050EWgBLA>



- In October 2021, the 2nd joint test ride event was held mainly at the Tokyo International Cruise Terminal No. 2 parking lot (master plan created)
 - Coordinating with the Tokyo Metropolitan Government to rent the venue
 - In addition to the media, the issue evaluation committee and the promotion committee are scheduled to test ride, and coordination was carried out in various fields
 - We also have a tent for experiencing visual impairment

[FY2022]

- We formulated a master plan and coordinated the venue for the 3rd joint test ride event in October 2022
 - Assuming general visitors in addition to the media. In addition to notifying students and faculty members, we encouraged visitors to attend, including on Saturdays.
 - We made it possible to hold an event in a spacious space by encouraging the borrowing of land owned by the Tokyo Metropolitan Government
 - We set up a presentation space and held seminars, and also focused on exhibitions that do not involve test-rides, such as JARI and DIVP®, and challenged the direction of events that would be useful without test-rides.

(2-3) Establishment and operation of an inquiry desk regarding automated driving

- Set up an inquiry desk on the website (FY2019). Establish a system to reply within 3 business days when receiving an inquiry by e-mail (until FY2022).

(3) Creation of printed materials and commentary videos related to information dissemination

[FY2019]

- Printed matter: 2,200 pamphlets (booklets introducing SIP-adus activities) were produced.
- Production of explanation panels and exhibits: 290 pin badges (230 pins/30 diver type/30 alligators)/2,000 tin badges (2 colors)

[FY2020]

- PR video: In 2020, due to the influence of the corona virus, there were some research subjects that did not go well with their experiments and interviews, so they made full use of online interviews, etc., produced 15 videos and released them on SIP-Cafe. In addition, three videos of the site of the FOTs were produced and used at the interim results presentation in March 2021.

[FY2021]

- Crisis management PR design work
 - A manual on how the organizer should respond in the unlikely event that an accident occurs in the FOTs in Tokyo waterfront area, a news release proposal (in addition to the revision of the existing manual, addition of light and heavy assumptions of the accident level and proposals for accidents outside the FOT), proposal of expected Q, preparation of media correspondence sheet

[FY2022]

- Production of Mook book (magazine name: "Results of SIP-adus and Beyond!")
 - In the final year of SIP Phase 2, we intend to confirm the progress of the program and pass it on to the next generation.
 - Produced a booklet looking back on the nine years since the dawn of the first phase of SIP based on interviews
 - 800 copies will be produced and distributed with stakeholders at the results exhibition to be held in March 2023
- Producing videos of FOTs in the Tokyo waterfront area
 - Produced a video explaining V2N for the FOTs in the Tokyo waterfront area
 - Used for uploading to SIP-Café, broadcasting at the results exhibition to be held in March 2023, etc.

(4) Planning and management of events using venues such as the Tokyo Waterfront FOTs

(4-1) Planned an event that contributes to fostering social acceptance

[FY2019]

Negotiated event venue reservation and prepared a draft of exhibition and zoning plan for the event scheduled in July 2020

[FY2020]

- Changed the date from the initial schedule of July 2020 to March 2021 (interim results presentation), adjusted the venue and created a draft master plan to proceed with the examination prior to the implementation design.

[FY2021]

- Planning and coordination of webinars, measures for the media, productions (booklets, videos), etc., and planning considerations for FY2022 (the final year of SIP 2nd phase)

[FY2022]

- We performed PR work on behalf of Sumisho ABeam Automotive Research Institute as an announcement support for automated driving LIVE NEWS

(4-2) Proposing events, etc. from the perspective of fostering social acceptance
[FY2019]

Proposals for event planning utilizing the Olympics and Paralympics, exhibiting at other events (exhibition planning for the Tokyo Motor Show ... postponed after consideration), production proposals for promotional videos of the FOTs in Tokyo waterfront areas, etc.

[FY2020]

- Proposals for an interim results presentation in the spring of 2021, proposals for a public dialogue event from FY2020 onwards (to be held by Sumisho ABeam Automotive Research Institute as a regional automated driving summit in March), etc.

[FY2021]

- Proposal of web seminar planning using online under the corona wreck
- Planning and proposing a test ride event for the media following the interim results presentation (previously described in (2-2) Planning and implementation of publicity activities for the mass media [FY2021])
- Media test ride event planned for October 2021

[FY2021]

- A test ride event for the media and the general public planned for October 2022
- Final results presentation event aiming for March 2023

<Commissioned to SC-ABeam Automotive Consulting(FY2019)>

■ Development of brochure and video

Establish web channel “SIP café on Tube”, uploading the videos with explaining the relevant technology development in order to foster public acceptance and avoid overconfidence, distrust and misunderstanding for autonomous driving.



- ① Animation video for clear explanation about autonomous driving: (total: 1)



- ② Latest status on autonomous driving technology development and implementation
- ADAS systems utilizing autonomous driving technology currently offered in the market (total: 2)
 - 【ADAS】BMW 3series Hands-off assist 【Test drive report】
 - 【ADAS】Nissan Skyline Propilot2.0 【Test drive report】
 - Latest autonomous driving technology displayed at CES2020 (total:14)
 - Latest autonomous driving technology displayed at Tokyo Motor Show (total:1)
- ③ Introduction of field operation test at Tokyo Waterfront Area (total:8)

<Commissioned to SC-ABeam Automotive Consulting (FY2020)>

■ Develop and release the movies about automated 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 automated driving, aiming to improve and increase the social acceptability.

- Latest trends of the automated driving development
 - Introduction of the new vehicles in the market equipped with ADAS (Advanced Driving Assistant System) utilizing automated driving technologies (8 movies in FY20)
 - Online interviews with the experts about the introduction of the automated driving technology (8 movies)
 - Challenges for the introduction of the automated driving system in each local region (5 movies)

- Introduction movie of relevant activities by SIP-adus(13 movies)

- Latest activities for safety assurance by SIP-adus

Design and develop the movie about the latest activities for safety assurance of the automated driving based on the simulation technology conducted by SIP-adus, releasing it at SIP-adus interim results presentation event in 2021, in order to appeal the achievement to the public

<Commissioned to SC-ABeam Automotive Consulting (FY2021)>

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 issue of 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

■ Part 1: The crossroad between visual field loss and automated driving (8th Jul, 2021)

- Program
 - 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

■ Part 2: Drives license and visual field loss – driving and employment of patients (2nd Sep, 2021)

- Program
 - 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 detect”
 - 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.

■ Part 3: ADAS and visual field loss - Now and future of technology (11th Jan, 2022)

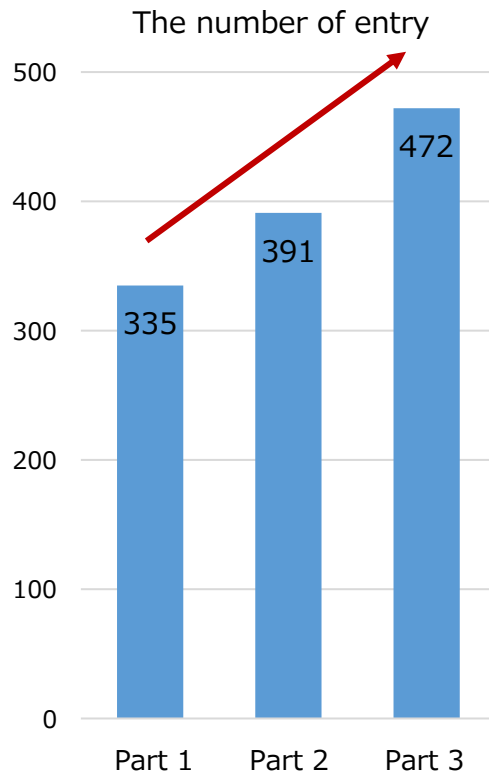
- Program
 - Opening speech: Mr. Kazuo Shimizu
 - Presentation 1: “Modeling of visual contact of visual-field-loss drivers and simulation with ADAS for decreasing traffic accidents” by Dr. Hirofumi Aoki, Designated professor of Institutes of Innovation for Future Society Mobility Research Course in Nagoya 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.

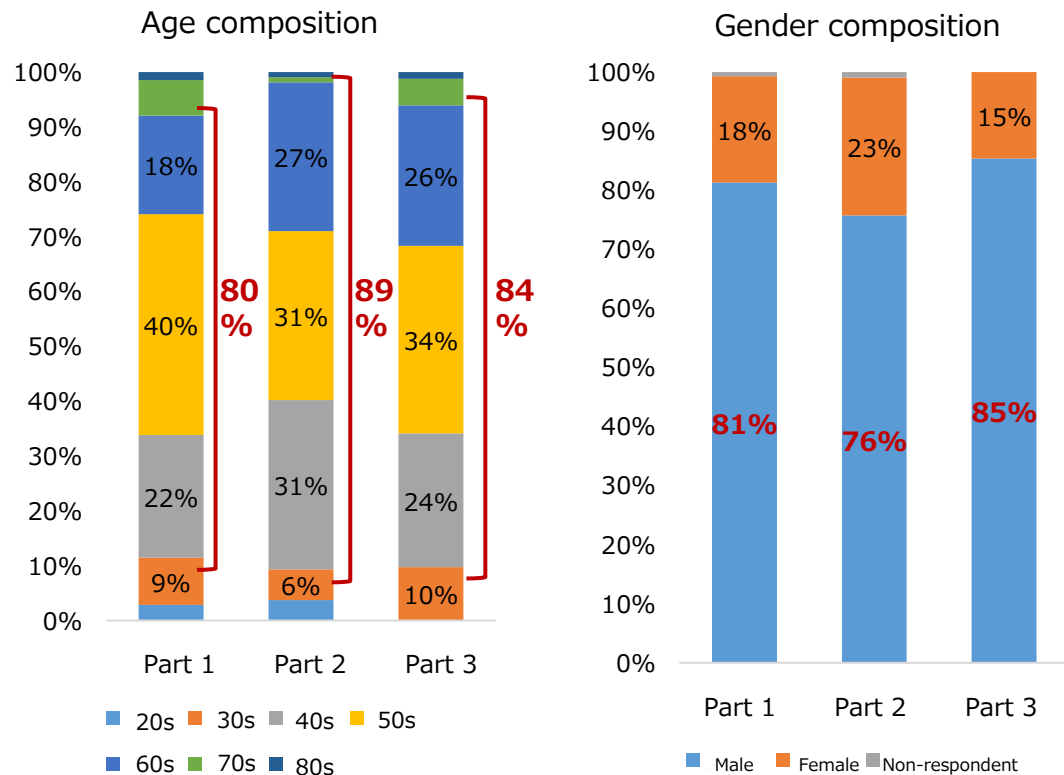
The number of viewers

- 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.

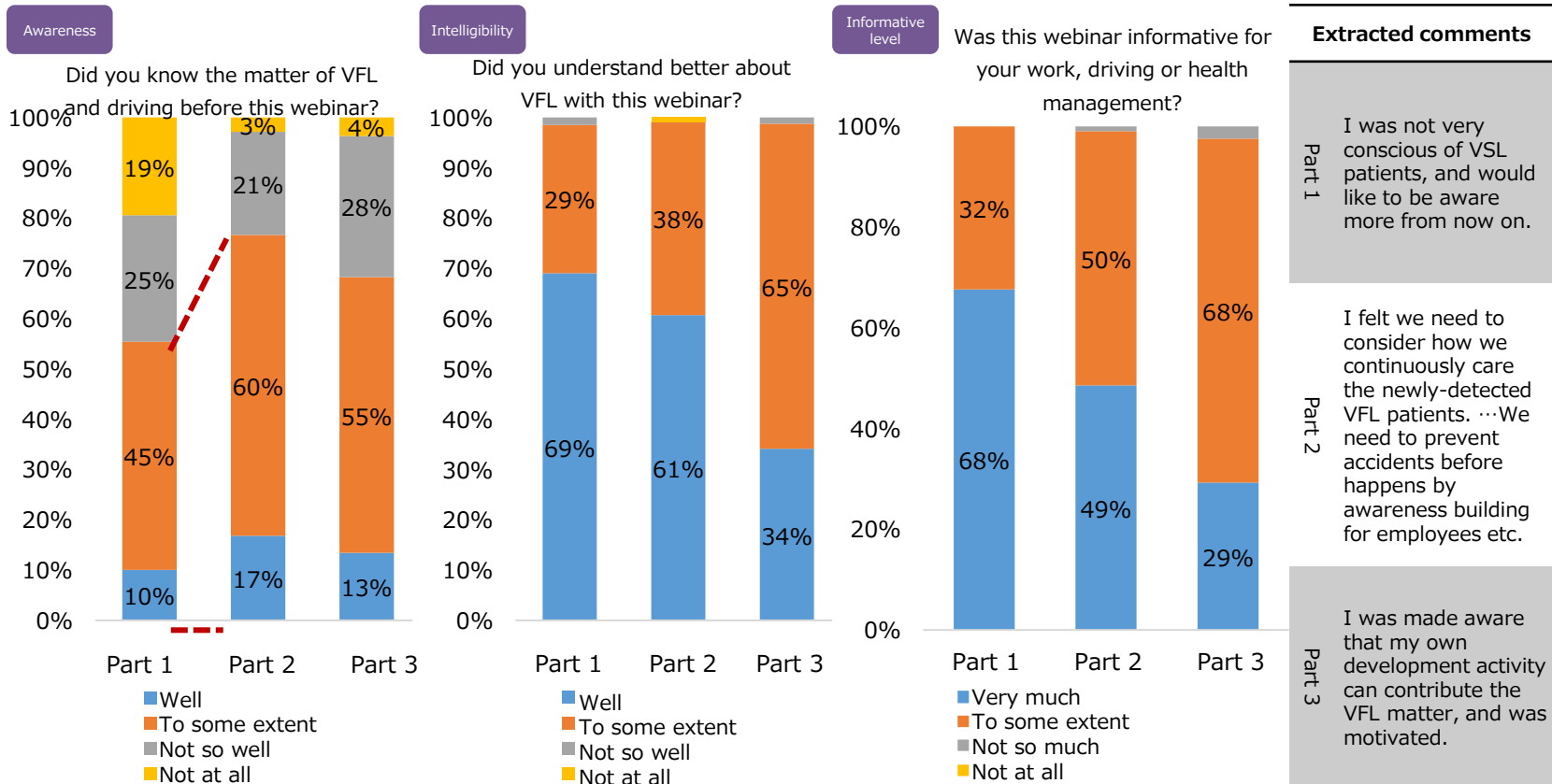


Questionnaire analysis of “Visual field loss webinar” (2)

- 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, FOTs 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 FOTs in Tokyo Waterfront area	11
4	Test ride event report	11
5	Introduction of local services and FOTs	11
6	Technology seminar	10
7	Urgent proposal for safety and security	2
8	Introduction of DIVP	1
9	Legal system development seminar	1

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- 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, FOTs etc.

■ II. Brief result: We posted them on our YouTube channel “SIP café on Tube” as follows.

Date	Title
2022/4/26	Nissan Ground Truth Perception Technology【ADAS report】
2022/5/16	Mazda MX-30 Self-empowerment Driving Vehicle【ADAS report】
2022/5/21	KYOTO Raku-Mobi contest pre-conference “Let’s find out the issues around mobility in Kyoto”
2022/6/3	Subaru BRZ Eye-sight【ADAS report】
2022/6/7	Sumitomo Rubber Sensing Core【ADAS report】
2022/6/13	Subaru Levorg Eye-sight X【ADAS report】
2022/6/20	Toyota MIRAI Advanced Drive【ADAS report】
2022/09/13	BMW iX3 Driving Assist Professional【ADAS report】
2022/9/16	Cadillac XT6【ADAS report】
2022/09/20	Renault Lutecia E-TECH HYBRID Easy Drive【ADAS report】
2022/09/22	BMW i4 M50 Driving Assist professional【ADAS report】
2022/10/10	Mitsubishi Outlander My Pilot/e-Assist【ADAS report】
2022/11/30	Suzuki Alto Safety support【ADAS report】
2023/2/22	Automated Driving Field Operation Test around Tokyo Bay Area incl. V2N= Vehicle to Network
2023/2/22	Toyota Voxy Safety Sense【ADAS report】
2023/3/5	SIP-adus test ride event #3 【Part1】
2023/3/5	SIP-adus test ride event #3 【Part2】
2023/3/5	SIP-adus test ride event #3 【Part3】

Publication activity by PR videos on “SIP café on Tube” ~Result&Review

■ Result

A lot of views were gained as follows, working on appealing the activities and the latest trends about autonomous driving technology to variety of people in the society.

- Numbers of registrations on SIP café on Tube: 921(as of March 23, 2023)
- Total views of whole SIP café on Tube: 151,167 (ditto)
- Total views of major contents
【ADAS test drive reports】
 - BMW 3 series/Hands-off assist: 11k times
 - VOLVO V60/INTELLISAFE: 9,761 times
 - Mercedes-Benz S-class/Intelligent Drive: 5,999 times, etc.

■ Review

While a lot of views were gained as mentioned-above, in order for more wider appealing and producing momentum, it is likely that utilizing variety of SNS channel with interactive communications to generate consumers' interests and providing the opportunities for them to go through the autonomous driving vehicles actually together with technology.

Supporting the press conference for operationalizing “DIVP” project and the final trial and awarding ceremony of “KYOTO Raku-Mobi Contest”

- We have supported the following events by filming and executing online delivery.
 - The press conference for operationalizing “DIVP (Driving Intelligence Validation Platform), which is the SIP-adus project for creating the safety evaluation method with simulation technology, and the related new company.
 - The final trial and awarding ceremony of “KYOTO Raku-Mobi Contest”, where the ideas and software applications competes to solve the transportation problems in Kyoto.

Press conference for DIVP operationalizing

6th Sep, 2022 @JP TOWER Hall & Conference



KYOTO Raku-Mobi Contest final trial and awards

11th Dec, 2022 @Kyoto Research Park



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.