

Honda R&D Co., Ltd.

Implementing cutting-edge research into local governments

AI Urban Development

branding marketing process innovation business creation organizational reform



Actualize cutting-edge urban development starting from small talk

This project began when our company president discussed the scalability of AI and the enrichment of society with AI engineers and university professors at an event hosted by Honda R&D. The event was a time of lively discussion, and the seeds of useful ideas were born. We believed the discussions merited action and decided to take the lead in making these ideas a reality.

Urban development involves many stakeholders, including research institutes and local governments, a leader who understands their perspectives and can act as a mediator is essential. Our company participated in this demonstration project in the hope that it would play a role as a project promoter.

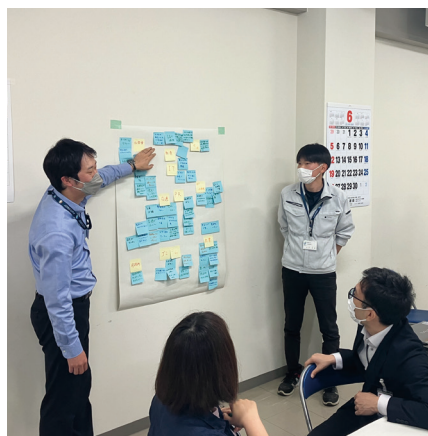


Envision the future by connecting research institutes and local governments in different positions

The city of Joso in Ibaraki Prefecture was chosen as the field for the demonstration project, as it aligns with Honda R&D's goal of "evolution of mobility and lifestyle".

In such demonstration projects, it is important that the research institute and the local government, despite their different positions, envision the same future and work toward that future together.

We have members who have worked in the government for a long time, so we understand both the government and private sector positions and are able to mediate between them. As a result, the "Agreement on Technology Demonstration Experiments for AI Urban Development" was concluded. This agreement will greatly contribute to the promotion of demonstration projects, such as by creating the "AI Mobility Park Shiho" on city-owned land, where technology demonstration experiments can be conducted.



Creating the environment for technological demonstration for two years

The technology demonstration project has progressed from research at "AI Mobility Park Shiho" to now offering test drives to the general public at Agriscience Valley Joso.

In this technology demonstration project, the institute served as a liaison between the research institute and the local community, working with local governments and businesses to improve the environment from the Joso Roadside Station to the Grandberry Daichi tourist farm within the Joso Agriscience Valley.

In addition to demonstrating the technology, we also launched a pre-consortium made up of young staff from the research institute and the government to promote AI urban development in the long term. This will also generate public-private co-creation activities, steadily promoting cutting-edge urban development.

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