

## **An Innovation Platform for 100 Years Life Society: Kamakura Living Lab**

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We are currently going through a period of major transition as we seek new ways of living and organizing society in an era of 100 years life. In Japan more than half of the people who were born in this century are expected to live up to 100. Individual aging and population aging pose formidable challenges, and at the same time, offer us boundless new opportunities. It takes technological and social innovations. The 100 years life society is a gold mine of innovations. No organization alone can hold problem or solution. One strategy is to create a platform for open innovation, co-creation by multi-stakeholders such as citizens, industry, academia and government in non-hierarchical networks. so-called quadruple helix. A living lab is a user-centered, open-innovation platform within a public-private-people partnership. It goes through the PDCA cycle of co-creation, exploration, experimentation and evaluation of innovative ideas, concepts and related technological artefacts in real life use cases. Such use cases involve user communities, not only as observed subjects but also as a source of creation.

We launched Kamakura Living Lab in 2017. During the past 5 years we formed a quadruple helix ecosystem around a user community in Kamakura City and implemented the PDCA cycle in real life situations. It required fine adjustment to adopt a workable scheme in the socio-cultural context such as social systems and corporate culture in Japan. We started jointly exploring and identifying people's concerns as well as wishes and foresight and managed to produce several products which are expected to contribute to enhance people's well-being. They received high consumer ratings. Kamakura Living Lab is now at the second stage of expanding the quadruple helix ecosystem and taking on larger issues of the 100 years life society.

I will share the evolvement of Kamakura Living Lab focusing on the role of academia in the open innovation ecosystem.