

Narrative Storyline Development



AIM Training Workshop
Tokyo, Japan Oct 22-26, 2007



Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Contents

- Background
 - Why need narrative vision?
- Procedure of Japanese vision development
 - Literature survey (Image Database: IDB)
 - Discussion on “preferable” society
 - Concept settings
 - Linkage among social factors (Causes & Effects)
- Japan two socio-economic visions
- Exercise

Contents

Back Ground

Procedure

Japan2050 visions

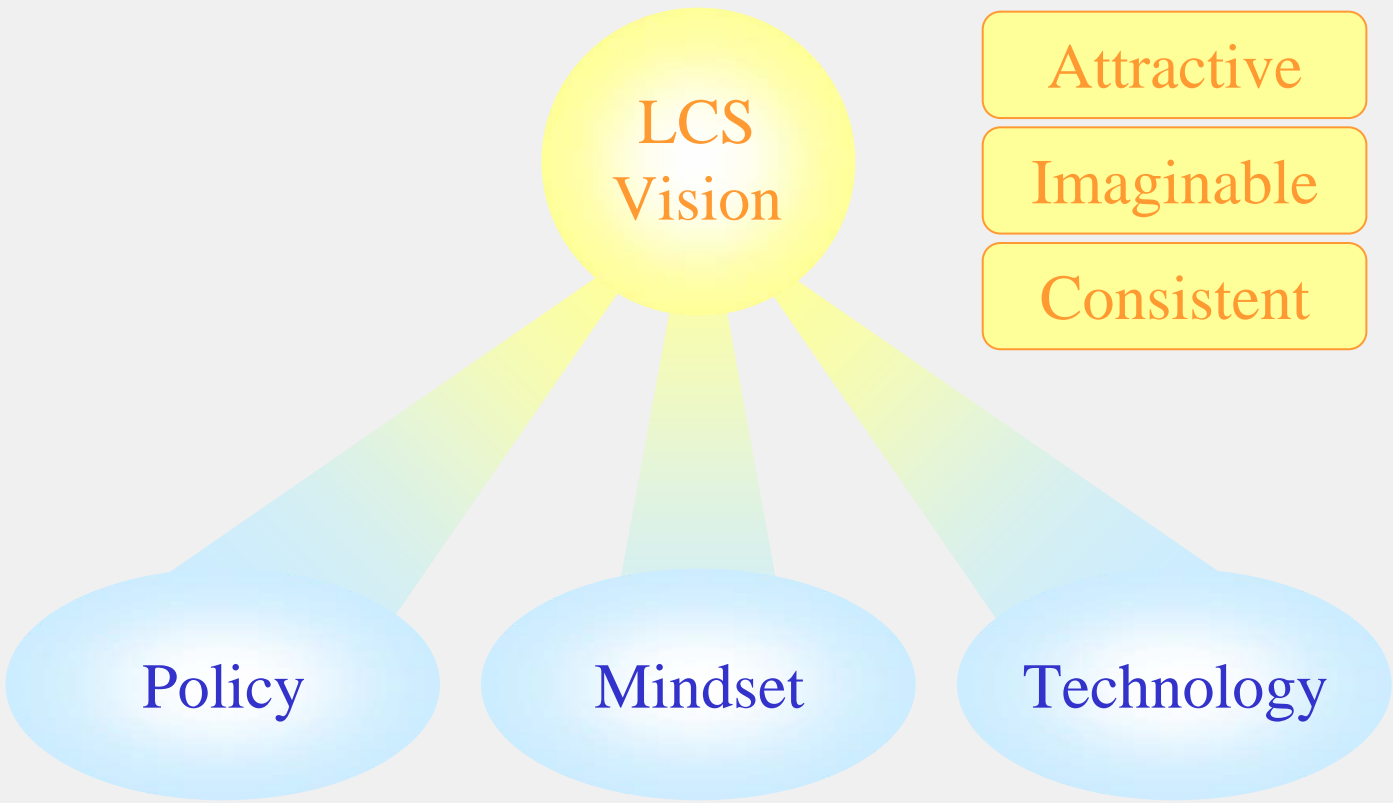
Exercise

Background

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Why need narrative visions (storyline)?

Sharing the vision is the key for successful LCS development!!



Contents

Back Ground

Procedure

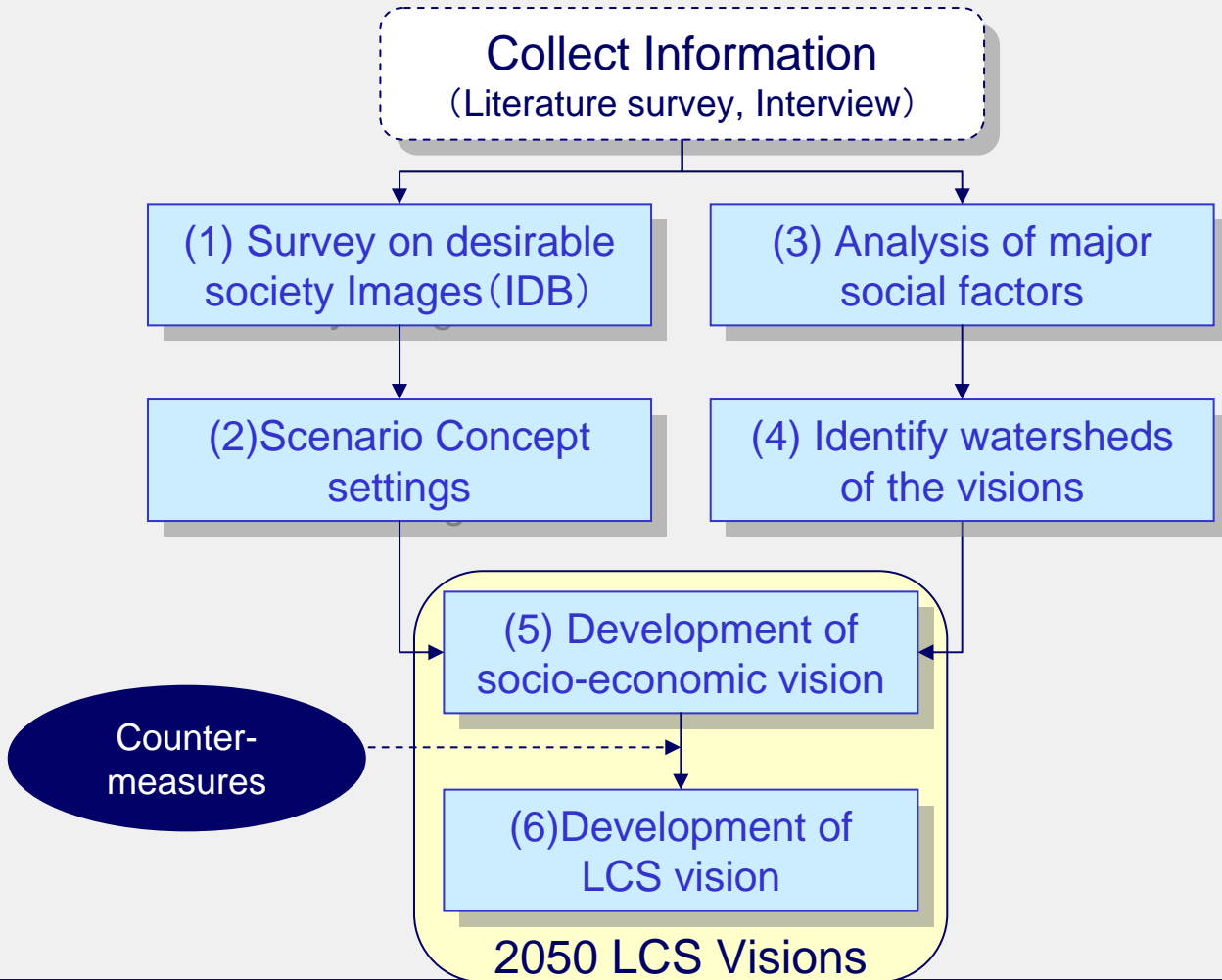
Japan2050 visions

Exercise

Procedure of Japanese 2050 visions development

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Procedure of vision development



Contents

Back Ground

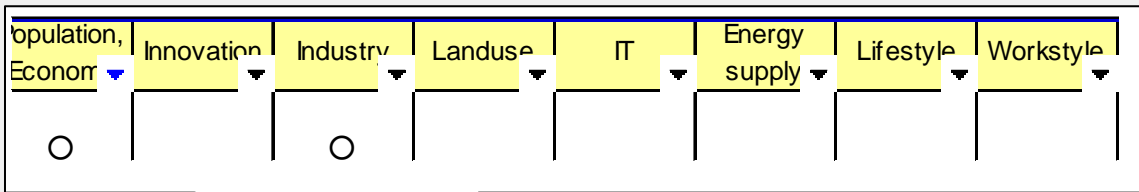
Procedure

Japan2050 visions

Exercise

Procedure of vision development

(1) Survey on desirable society Images (IDB)



Reference No.	Keywords	Directive visions	Population, Economy	Innovation	Industry	Land use	IT	Energy supply	Lifestyle	Workstyle
1	観光の振興	観光産業は労働集約的かつ幅広い産業であり、雇用創出効果も大きい。さらに、観光消費が高ければ格差が狭くも二国差が生じうるなど、人件費が相対的に高い先進国でも競争力を確保できるといふ利点もある。	○		○					
2	人口減少・超高齢化	少子高齢化は、先進国が直面し、アジア近隣諸国で遠からず現実のものとなる世界的な潮流である。日本の場合その動きは急速であり、人口減少の下で、高齢者も含めた経済活動に貢献することによって日本が生き残り、世界における存在をとりもく。「文化創造力」や技術力などによって、世界に対して存在感を有している。世界に開かれ、財・人・資本などの自由で活発な交流によって、経済社会に活力がもたらされている。さらに、国際社会に対する貢献を通じて信頼を得ている。その結果、世界に対する日本の影響力が著し、安全保障にも好影響を及ぼすことができる。	○		○					
2	開かれた文化創造国家	伝統と革新が併存するデザイン力で評価されるなど、日本の伝統文化の魅力が時代に合った形で再評価されている。	○							
2	開かれた文化創造国家	世界のフロントランナーが増え、イノベーションや「世界の標準」づくりを主導する	○							
2	開かれた文化創造国家	日本企業が知的・文化的価値の生産手法の管理・開発に成功することで、「世界の知的開発拠点」となる。高い知的価値の創造に成功した人や組織がフロントランナー（先駆者）としてイノベーションの波を広げ、新たな世界標準を作っていく。	○							
2	開かれた文化創造国家	製造業を中心に多くの業種で世界のトップ10で活躍したり、世界に追随を許さない、ソフトウェアの技術を持つ企業・製造業企業群が存在する。	○		○					
2	開かれた文化創造国家	FTAの下で、競争力ある製品の輸出を増やし、日本における本社機能や高付加価値製造工程の維持に成功し、国内で高賃金の雇用機会が維持される。一方、海外展開した事業からの収益も増加する。さらに、外国企業の参入による競争が進み、効率的な経営が進展する。	○							
2	開かれた文化創造国家	体系的に蓄積された付加価値の高い情報網がある「世界の情報ホール（表玄関）」となる。	○							
2	機会に立ち躍動する経済	目指すべき未来を支える経済の基は、個人の能力向上への取組やイノベーションを通じて生産性が上昇し、信頼される市場が成立しており、公正な競争の下に参入と革新が繰り返される機会となることが望まれる。	○	○						
2	労働生産性上昇による成長の維持	多様な働き方が可能な労働市場が整備されることにより、高齢者などの労働力率の高まりが、生産年齢人口（15歳～64歳）の減少を一定程度相殺する。民間設備投資の伸びに支えられて資本設備率の伸びがやや高まるとともに、技術革新や資源配分の効率化により、主要業生産性の伸びは現在よりも高まり、1990年以降の平均程度の伸び（1%弱程度）になる見込みである。その結果、労働生産性は2%程度上昇する。このように、労働生産性の上昇に支えられて、実質GDP成長率は1%前半程度の伸びとなる。	○	○						○
2	新しい消費需要と投資の拡大	高齢化に伴う健康・医療分野、職業訓練や生涯学習など教育・訓練分野、家事・子育て支援サービスなどにおける新しい消費需要が拡大する。また、投資については、新しい消費需要への対応、環境的な競争力の確保、労働力不足や高齢者雇用拡大への対応、環境・資源エネルギー問題の克服に向けた投資が拡大することが見込まれる。	○		○					
2	高い生活水準を維持	一人当たり実質GDPはマクロで見ると高い。2%程度の伸びとなり、一人当たり実質消費も2%程度の伸びとなる。その結果、一人当たり消費額は2005年度の約30万円から、2030年には約38万円（2005年価格）まで高まる見込みであり、高い生活水準を維持することが可能となる。一人当たりの金融資産や資本ストックも増加する。	○							
2	グローバルな投資立国へ	海外部門は高齢化に伴う貯蓄率の低下により黒字幅が縮小する。法人部門において投資立国に参入することに伴い、赤字幅は大幅に縮小していく。政府部門は2010年代初頭に国・地方を合わせた基礎的財政収支の黒字化を達成し、その後小さく効率的な政府の構築に向けた取組を進めることから、その赤字幅が縮小する。	○							

Literature

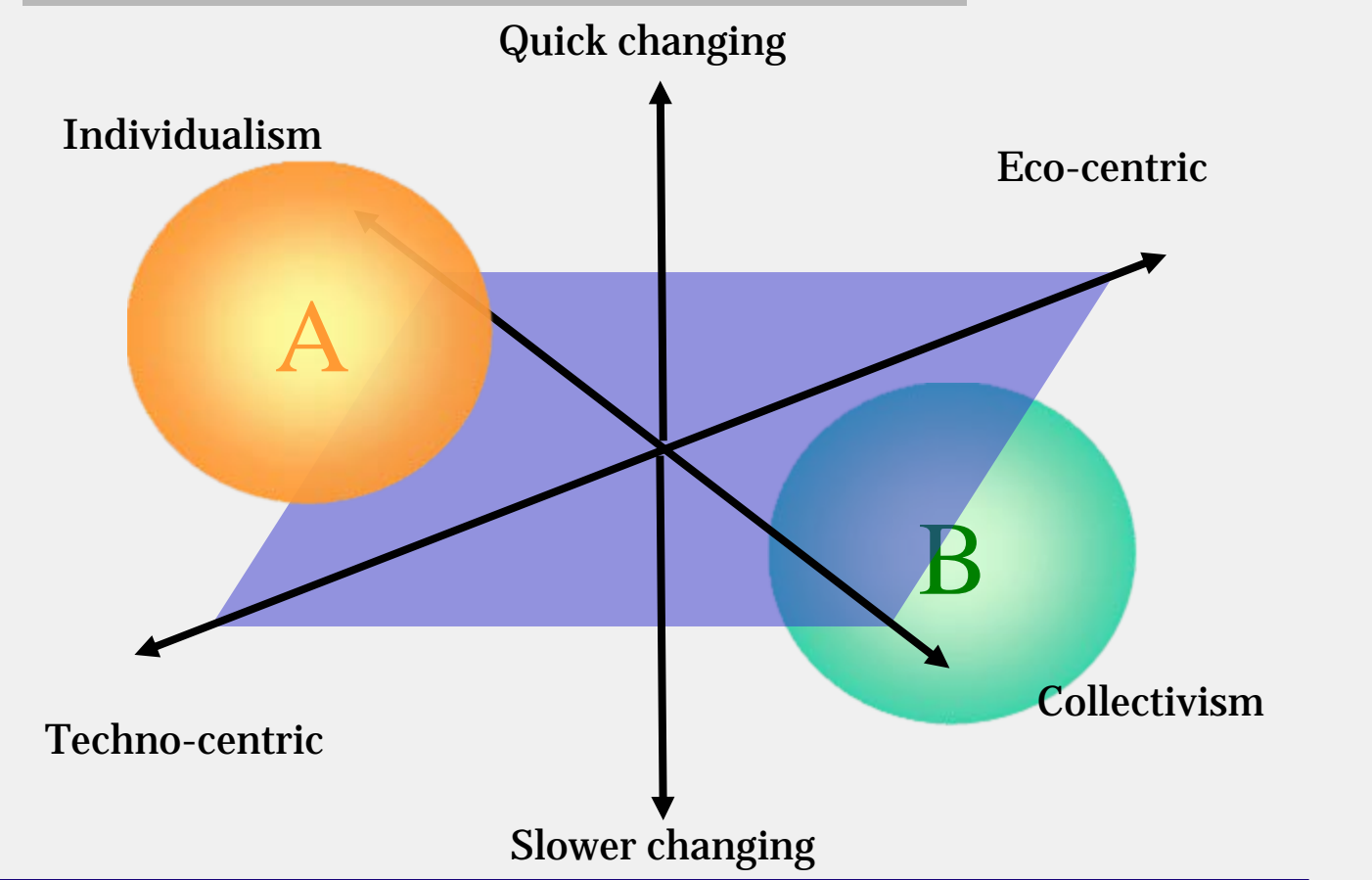
Interview

Workshop

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Procedure of vision development

(2) Scenario Concept settings



Contents



Back Ground

Procedure

Japan2050 visions

Exercise

Procedure of vision development

Vision A “Doraemon”	Vision B “Satsuki & Mei”
Vivid, Technology-driven	Slow, Natural-oriented
Urban/Personal	Decentralized/Community
Techno-centric Centralized production /recycle	Self-sufficient Local production for local consumption
Comfortable and Convenient	Social and Cultural Values
	 <p>Akemi Imagawa</p>

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Procedure of vision development

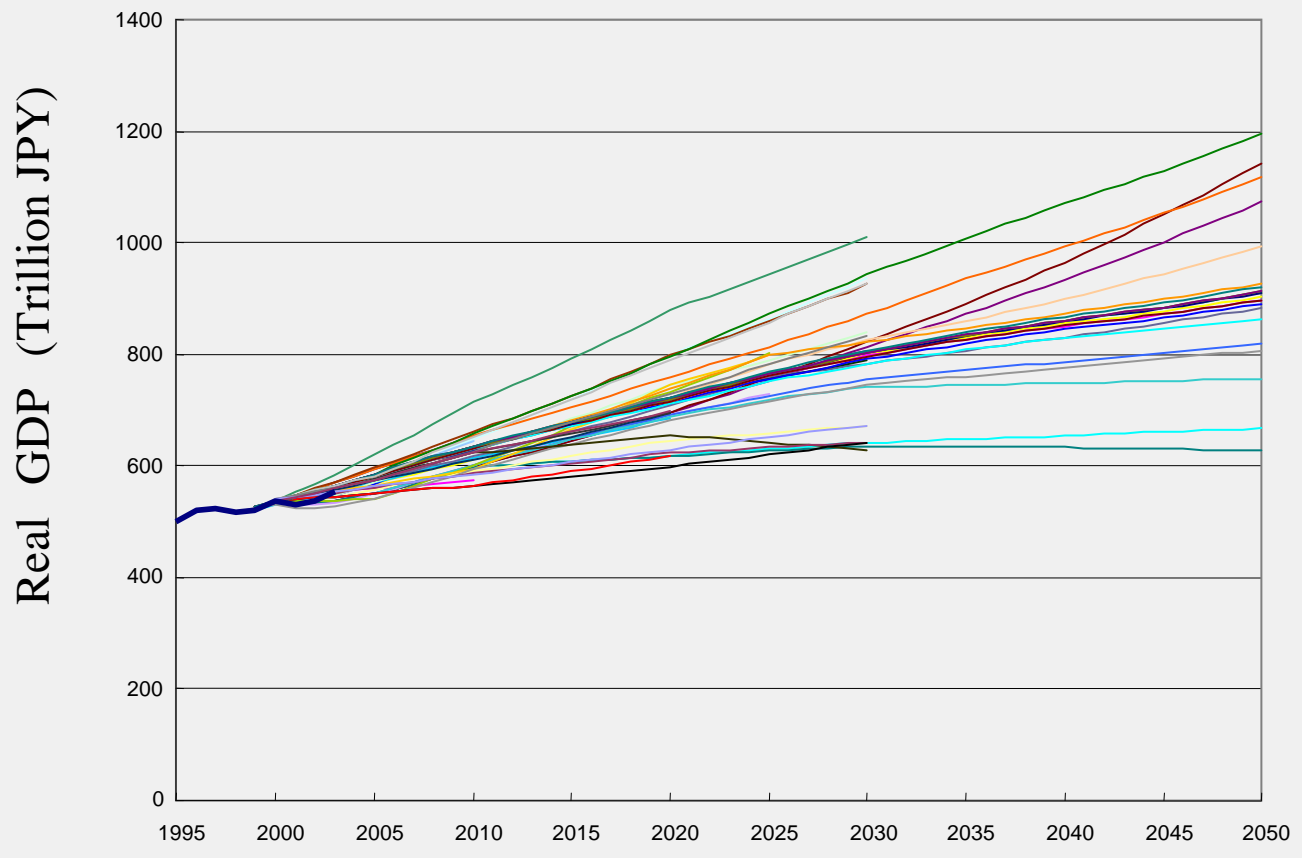
(3) Analysis of major social factors

Major Keywords	Related Keywords	Trends
Population	Population Decrease	Population starts to decreasing and this trend is expected to continue. Population decrease will lead less energy consumption.
	falling birthrate and the aging population	The falling birthrate and aging population are serious issues in Japan. The trend is expected continue. It is commonly argued that as the aging population progress, consumption in medical, recreation, and entertainment expenses increases
Lifestyle	Information Society	Emergence of Internet shopping and teleshopping have changed the consumption style of the people. New appliances with advanced information technologies become more and more popular in the residential sector. It is expected that the informatization will continue
	Mindset	Environmental awareness of the people become higher and higher. Environmentally friendly products become popular in the market.

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Procedure of vision development

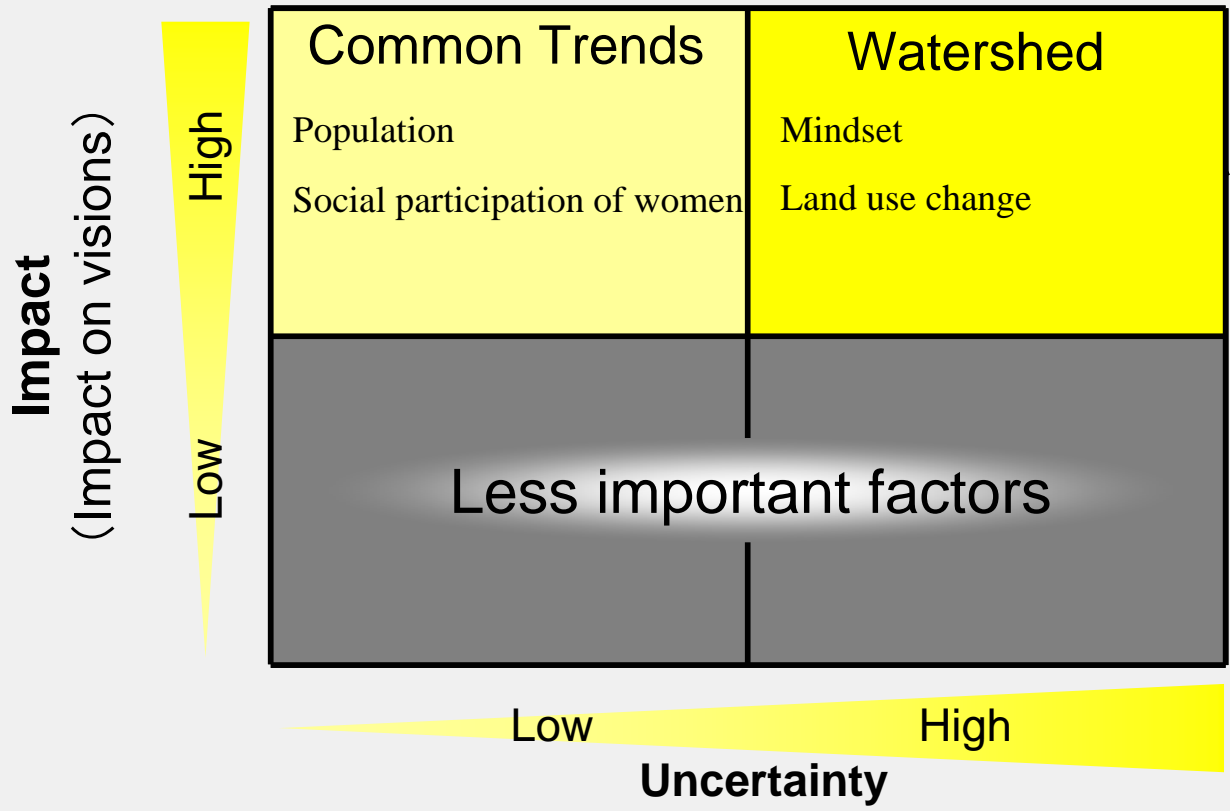
(3) Analysis of major social factors (Literature survey)



- Contents
- Back Ground
- Procedure**
- Japan2050 visions
- Exercise

Procedure of vision development

(4) Identify watersheds of the visions



Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Procedure of vision development

(4) Identify watersheds of the visions (Mindset)

	Vision A	Vision B
Goal of life	Pursue economical “success” in the competitive society and spend much time on their own skill development.	Contribute to society as much as possible in the various fields using their capabilities
Work	Pursue high productivity and efficiency. “Success in the economic society has the highest priority over any other factors.	Although working is one of the worthwhile activities, more value is placed on balance between work and life
Residence	Prefer sophisticated and convenient urban life.	Prefer slower and healthy lifestyle.
Acceptance of advanced technologies	Positively accept new and advanced technologies. People tend to expect advent of new technologies to overcome various social issues.	Take a cautious attitude towards some advanced technologies (ex. Genetic technologies, atomic power). Accept inconvenient lifestyle to some extent.
Presence of Japan	Japan should continue to be a great economic nation and lead the world. In order to achieve the goals, more stress should be placed on economic development policies	Japan should show our presence by our own culture or international cooperation, although economy is also important

Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Japan two socio-economic visions

Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Japan two socio-economic visions

Scenario A

Technical progresses in the industrial sectors are considerably high because of vigorous R&D investments by the government and business sectors. The economic activities as a whole are so dynamic that average annual per capita GDP growth rate is kept at the level of **2%**. The other reasons for such high economic growth are **high rates of consumption** in both business and household sectors.

The employment system has been drastically changed from that in 2000 and equal opportunities for the employment have been achieved. Since workers are employed based on their abilities or talents regardless of their sex, nationality and age, **the motivation of the worker** is quite high in general. As many women work outside, the average time spent for housekeeping has decreased. Most of the household works are replaced by housekeeping robots or services provided by private companies. Instead, the time used for personal career development has increased. The new technologies, products, services are positively accepted in the society. Therefore, purchasing power of the consumer is strong and upgrade **cycles of the commodities** are short.

Household size becomes smaller and the number of single-member households has increased. **Multi-dwellings are preferred** over detached houses, and the urban lifestyle is more popular than the lifestyle of countryside.

Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Japan two socio-economic visions

Scenario B

Although average annual growth rate of per capita GDP is approximately **1%**, people can receive adequate **social services** no matter where they live. **Volunteer works or community based mutual aid activities** are the main provider of the services. Since the levels of medical and educational service in the countryside have drastically improved, continuous **migration of population from city to countryside** has been observed.

The number of family who own **detached dwellings** has increased. The trend is especially prominent in the countryside. The size of the houses and the floor area per houses has also increased with the increasing share of detached houses.

The ways people work have also changed. The practice that husbands work outside and wives work at home is not common anymore. In order to avoid the excessive work of the partner, the couples help each other and secure the income according to their life plan. **Housework is shared** mainly among family members, but free housekeeping services provided by local community or social activity organizations are also available. As a result of the changes in lifestyle, the **time spent within family** has increased. The time spent on hobby, sports, cultural activities, volunteer activities, agricultural works, and social activities has also increased.

Japan two socio-economic visions

Keywords	Scenario A	Scenario B
Mindset of people		
Goal of life	• Social success	• Social contribution
Residence	• Urban orientation	• Rural orientation
Family	• Self-dependent	• Cohabitation
Acceptance of Advanced technology	• Positive	• Prudent
Population		
Birth rate	• Downslide	• Recover
Immigration of foreign workers	• Positively accepted	• Status quo
Emigration	• Increase	• Status quo
Landuse and cities		
Migration	• Centralization in large cities	• Decentralisation
Urban area	• Concentration in city centre • Intensive land use in urban area	• Population decrease • Maintain minimum city function
Countryside	• Significant population decrease • Advent of new businesses for efficient use of land space	• Gradual population decrease • Local town development by local communities & citizens
Economy		
Growth rate	• Per capita GDP growth rate:2%	• Per capita GDP growth rate:1%
Technological Development	• High	• Not as high as scenario A

Japan two socio-economic visions

Keywords	Scenario A	Scenario B
Life and household		
Work	<ul style="list-style-type: none"> • Increase in “Professionals” • High-income & over-worked 	<ul style="list-style-type: none"> • Work sharing • Working time reduction & equalization.
Housework	<ul style="list-style-type: none"> • Housekeeping robots & Services 	<ul style="list-style-type: none"> • Cooperation with family & neighbours
Free time	<ul style="list-style-type: none"> • Paid - for activity • Improving carrier • Skill development 	<ul style="list-style-type: none"> • With family • Hobby • Social activity (i.e Volunteer activity)
Housing	<ul style="list-style-type: none"> • Multi-dwellings 	<ul style="list-style-type: none"> • Detached houses
Consumption	<ul style="list-style-type: none"> • Rapid replacement cycle of commodities 	<ul style="list-style-type: none"> • Long lifetime cycle of commodities (Mottainai)
Industry		
Market	<ul style="list-style-type: none"> • Deregulation 	<ul style="list-style-type: none"> • Adequate regulated rules apply
Primary Industry	<ul style="list-style-type: none"> • Declining GDP share • Dependent on import products 	<ul style="list-style-type: none"> • Recovery of GDP share • Revival of public interest in agriculture and forestry
Secondary Industry	<ul style="list-style-type: none"> • Increasing add value • Shifting production sites to overseas 	<ul style="list-style-type: none"> • Declining GDP share • high-mix low-volume production with local brand
Tertiary industry	<ul style="list-style-type: none"> • Increase in GDP share • Improvement of productivity 	<ul style="list-style-type: none"> • Gradual increase in GDP share • Penetration of social activity

Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Exercise

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Exercise

- Develop your own socio-economic narrative visions of your country.
- Use delivered format.
- Feel free to discuss with others.
- Population & Household, Economics & Industry, Lifestyle & Mindset, Landuse & Infrastructures

Technology scenario

Economy, Industry

Narrative Descriptions

Key words: Economic status, Industrial structure, Leading industry, Trade, International relationship, Education

Key words	Index	Base year	Target year
Economic status	GDP	2010	2050
Industrial structure	Value added of 3-digit industry	2010	2050
	Value added of 4-digit industry	2010	2050
	Value added of 5-digit industry	2010	2050

Technology scenario

Population & Households

Narrative Descriptions

Key words: Total population, population structure, Average family members, No. of households

Key words	Index	Base year	Target year
Population structure	Dependency ratio	2010	2050
Household	No. of households	2010	2050
	Per-capita household size	2010	2050

Technology scenario

Lifestyles & Mindset

Narrative Descriptions

Key words: Mindset, Allocation of time, Consumption behavior, Workstyle, Housing preference, Demographic

Key words	Index	Base year	Target year
Housing preference	Ratio of detached houses	2010	2050
Free space	Ratio of green space in urban area	2010	2050
	Ratio of green space in rural area	2010	2050

Technology scenario

Landuse & Infrastructures

Narrative Descriptions

Key words: Urbanization, Landuse, Network (IT, Energy supply system), Passenger Transportation system, Freight Transportation system, Urban disaster

Key words	Index	Base year	Target year	Scenario for the intermediate
Landuse	Urban population ratio	2010	2050	
	Population density	2010	2050	
Network	Ratio of high-speed rail	2010	2050	

- Contents
- Back Ground
- Procedure
- Japan2050 visions
- Exercise

Exercise

Technology scenario

Lifestyles & Mindset

Narrative Descriptions

Key words: Mindset, Allocation of time, Consumption behaviour, Workstyle, Housing preference (Detached, Multihellings), Floor space (Houses, Offices)

Key words	Index	Base year	Targeted year	Grounds for the parameters
Housing preference	Share of detached house	%	%	
	Floor space of houses (Total or Average)	m ²	m ²	
Floor space	Floor space of offices (Total or Average)	m ²	m ²	

Descriptions

Key words

Quantification

Contents

Back Ground

Procedure

Japan2050 visions

Exercise

Any Questions?



Thank you for your attention!!