



The Cross-ministerial Strategic Innovation Promotion Program (SiP)

Development of Smart Mobility Platform

【Subtheme I 】Redesigning Mobility Services

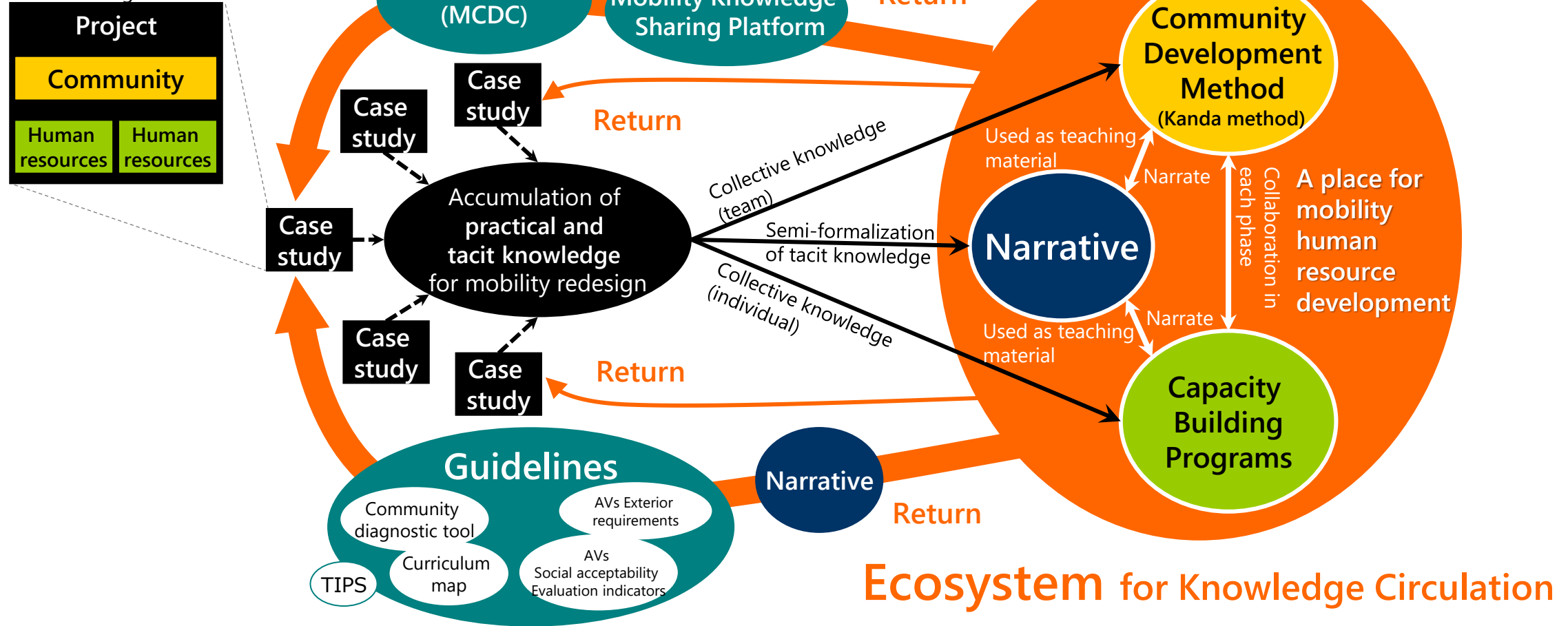
March 2026

University of Tsukuba Consortium

University of Tsukuba
National Institute of Technology, Kure College
Oriental Consultants Co., LTD.
Hokkaido Development Engineering Center

Framework

Communities and human resources exist in individual cases, with practical and tacit knowledge.



In the future, in collaboration with JICA and other organizations, we aim to share and co-create this 'ecosystem' with communities in Southeast Asia, Latin America and other regions.

Overall Structure of R&D

Overall Structure of R&D

<Identified Issues>

<R&D>

<Value Provided>

Community Development

Lack of analysis on mobility community's current status.

01 Community Development Method

Identifying the community's maturity phase to enable progress with an appropriate approach.

Limitations of individual learning in driving community action.

02 Mobility Community Development Conference (MCDC)

Facilitating effective community development through team-based learning.

Lack of clarity on required human resource profiles

03 Regional Transport Human Resource Profiles

Enabling optimal human resource allocation tailored to the community's maturity stage.

Capacity Building

Uncertainty about which training program to select

04 Curriculum Map

Enabling effective human resource development by selecting appropriate programs.

Difficulty in finding suitable materials and tools for learning

05 Mobility Knowledge Sharing Platform (Web Platform)

Enhancing material efficiency and synergy through centralized management and sharing.

Content Production

Community Diagnostic Tool

Social Acceptability Evaluation Indicators

Narrative Analysis

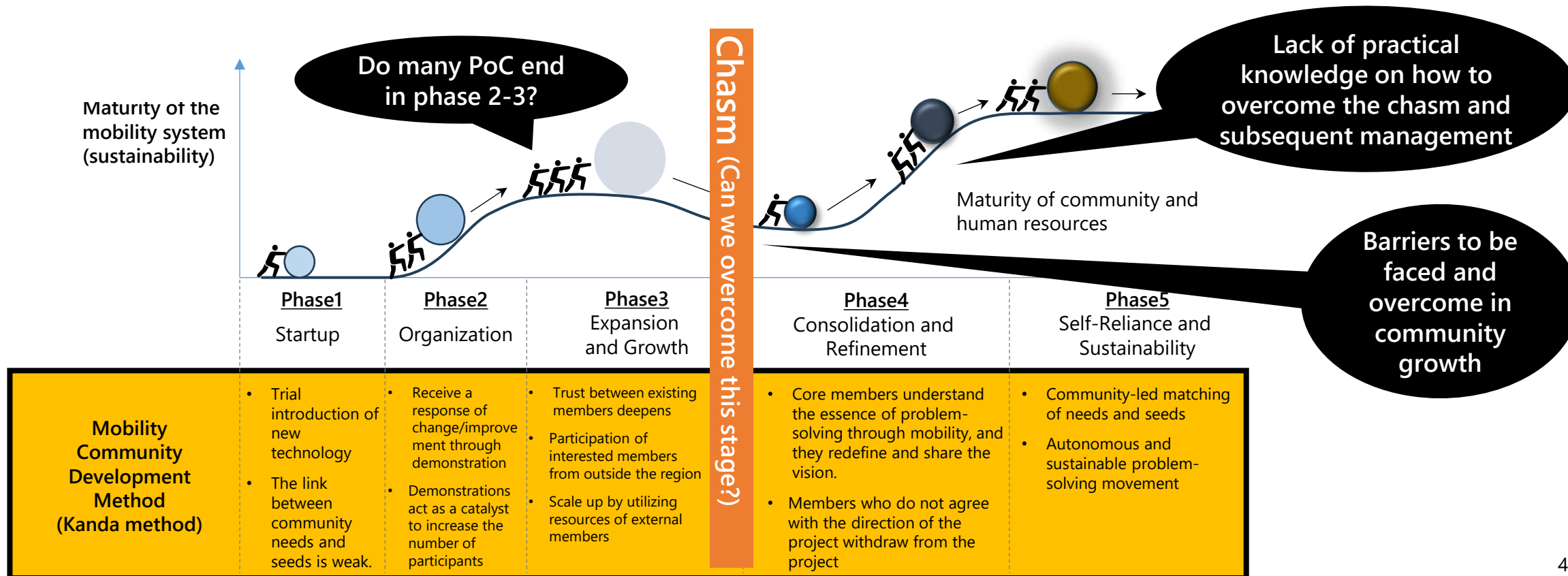
Loaded with knowledge

Progress / Community Development Method

Mobility Community Development Method (Kanda Method): Building a Hypothesis

● Hypothesis on the Growth Process of Mobility Projects

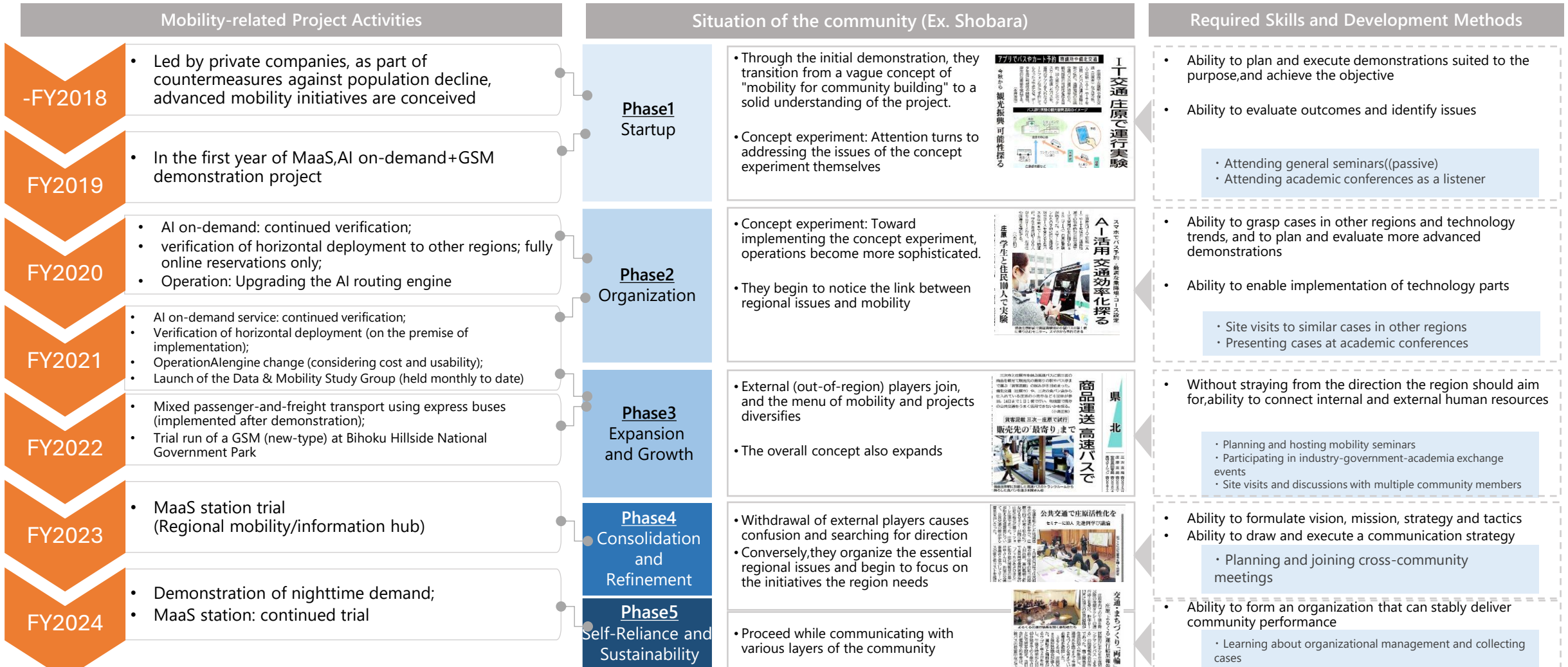
- The PoC of new mobility technologies that lead to solutions to local problems (needs) requires management and direction in accordance with the growth process of the community.
- This process will be assessed by reviewing the practices of past mobility projects and the projects we are currently involved in as a player, and based on this assessment, a growth hypothesis will be developed in the SiP project.
- ➔ Due to the large number of stakeholders, there are times when the approach becomes uncertain (a "chasm"), causing many projects to end without overcoming it.
- ➔ Therefore, "signposts" are important for social implementation, and this growth process provides them throughout the process.



Progress / Community Development Method

Mobility Community Development Method (Kanda Method): Building a Hypothesis

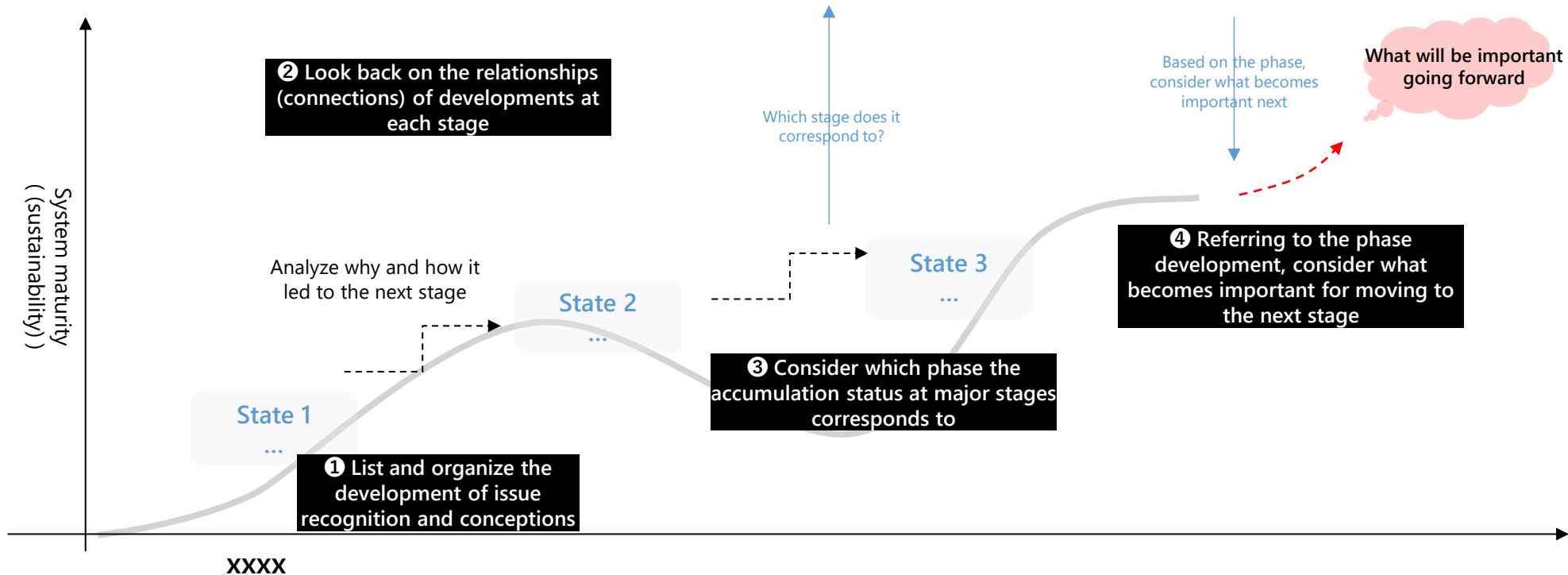
● Progress of the community in Shobara City, Hiroshima Pref.: By proactively participating as a key stakeholder in an ongoing project, we practically verify community development methods for Phases 3–5, where accumulated practical knowledge is currently scarce.



Progress / Community Development Method

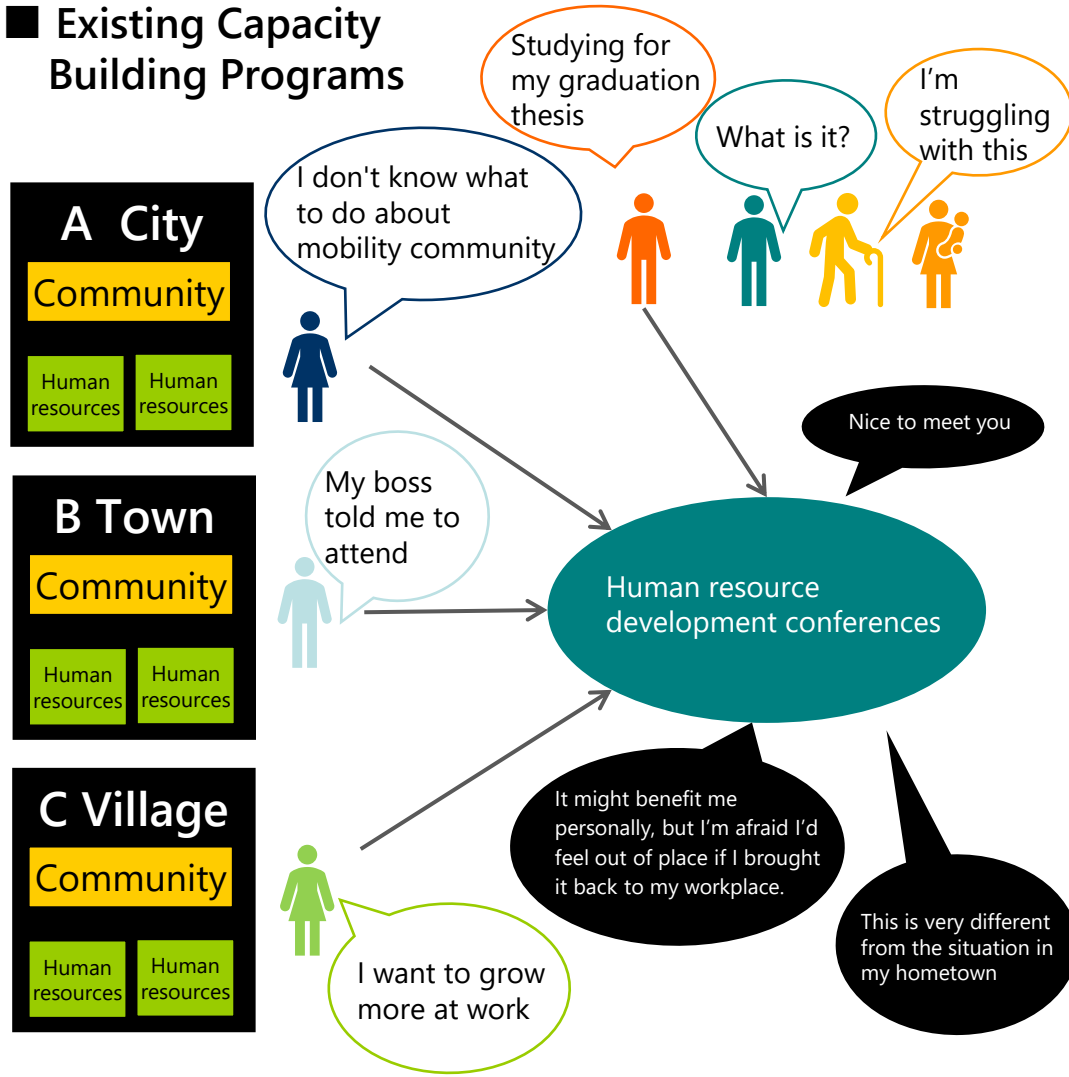
Establishing a Community Analysis Tool for Mobility Management

	Phase1 Startup	Phase2 Organization	Phase3 Expansion and Growth	Phase4 Consolidation and Refinement	Phase5 Self-Reliance and Sustainability
	- Trial introduction of new technology - The link between community needs and solutions is weak	- Receive a response of change/improvement through demonstration - Demonstrations act as a catalyst to increase the number of participants	- Trust between existing members deepens - Participation of interested members from outside the region - Scale up by utilizing resources of external members	- Core members understand the essence of problem-solving through mobility, and they redefine and share the vision - Members who do not agree with the direction withdraw from the project	- Community-led matching of needs and seeds - Toward an autonomous and sustainable problem-solving movement
HRL	- Address issues; conceive a future image - Formulating a preliminary hypothesis for implementation	Effects on issues; gap analysis; adjustment	Connect additional issues; broaden perspective	- Solidify and refine the vision - Reorganize issues	- Concretize and embed the concept - Applied utilization



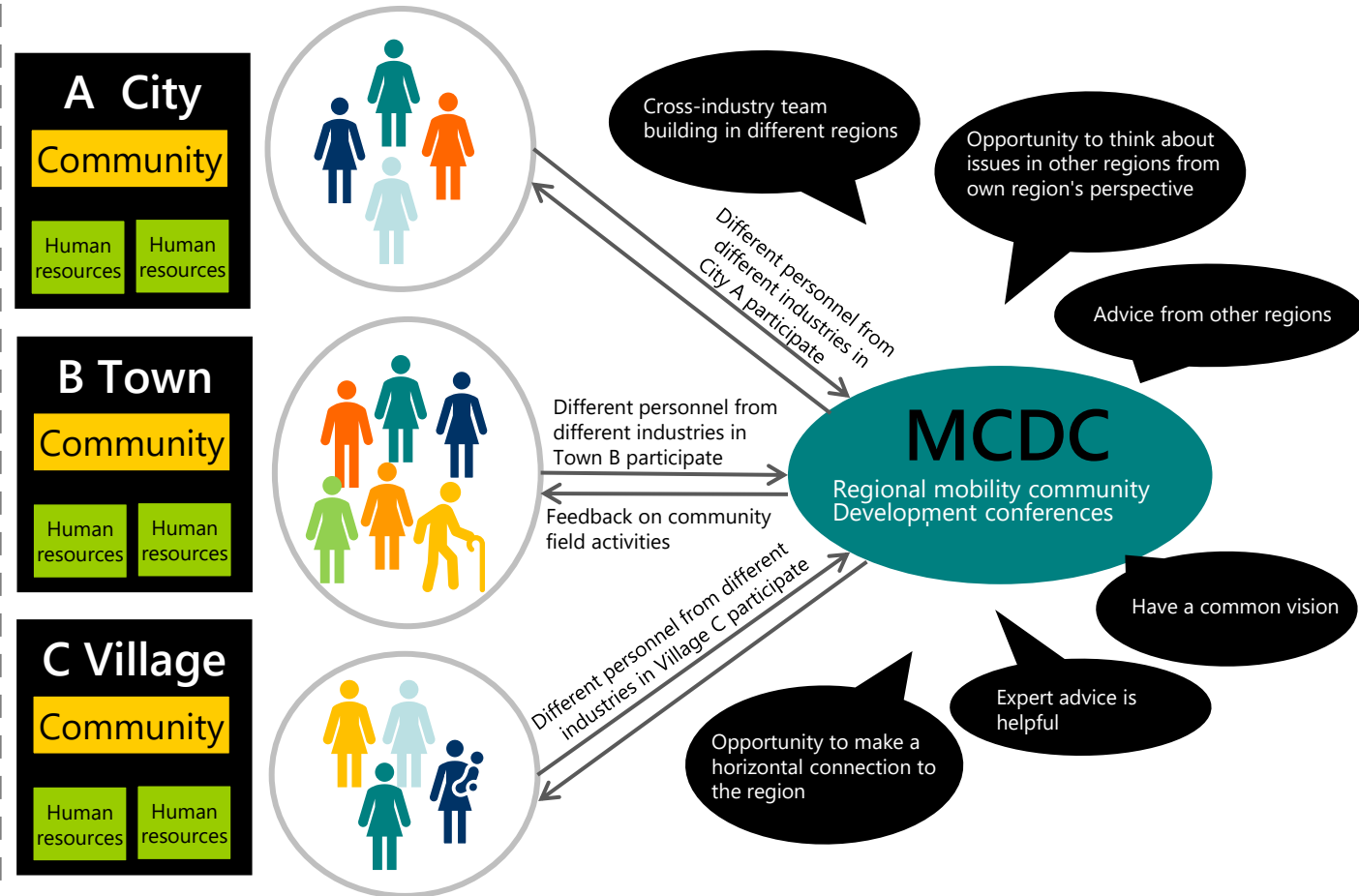
Progress / Mobility Community Development Conference

Existing Capacity Building Programs



MCDC

■ Mobility Community Development Conference



Launching a Community Development Event

Legend :



Transportation municipal officials



Tourism-related municipal officials



Welfare and health municipal officials



Transportation operator



Local shopkeepers



Residents



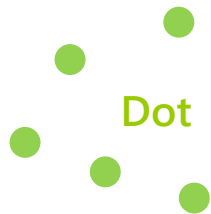
Student

Progress / Mobility Community Development Conference

Mobility Community Development Conference: Launching MCDC

From **Dot** to **Tine** / From **Line** to **Circle**

MCDC* is a collaborative learning conference where:
Diverse **"Individuals"** involved in regional transport,
alongside local **"Stakeholders"** from the same region,
participate and learn together, and thereby
grow into a **"Team"** for addressing mobility-related issues



Dot



Line



Circle

* : Mobility Community Development Conference

※ From **One region, one team** participate as
Multiple stakeholders in different positions involved in
regional transport from the same region.
(Participation of about 3–5 people)



MCDCとは
地域交通に係る様々な個人が同じ地域の関係者たちと
一緒に参加して一緒に学んで意識共有を図ることで
地域の課題解決・ゴールを目指す「チーム」へ成長する学習の場

MCDC 地域の交通を
みんなで考えるカンファレンス
2025 in SAPPORO
The Mobility Community Development Conference

- ▶ 開催日程：2025年9月11日(THU)～9月14日(SUN)
- ▶ 開催場所：北海道札幌市
- ▶ 参加方法：完全推薦制（本年度は一般公募は行いません）
- ▶ 参加条件：同地域の異業種複数人チーム（原則3～5人）
- ▶ 主催：筑波大学ナラティブコンソーシアム
※正式名称：「ナラティブで編まれる地域交通コミュニティ形成と人材育成プログラムの研究開発」コンソーシアム
- ▶ 共催：一般社団法人日本モビリティ・マネジメント会議

プログラム ・ 中面見開き **その他** ・ 裏面

戦略的イノベーション創造プログラム(SIP)第3期 スマートモビリティプラットフォームの構築

September 11 (Thu) – September 14,
2025, held in Sapporo City, Hokkaido

Progress / Mobility Community Development Conference

Mobility Community Development Conference: Launching MCDC

MCDC Sapporo: Event Overview

Basic information	Dates	11-14 September 2025
	Venue	Sapporo City, Hokkaido
	How to participate	Recommendation-basis
	Eligibility	A team of multiple cross-industry members from the same region (in principle 3–5 participants)
	Organizer	University of Tsukuba Consortium ※Official name: "Research and Development on Local Transportation Community Formulation and Human Resource Development Program with Narrative Approaches" Consortium
	Co-organizer	Japan Conference on Mobility Management (JCOMM)
Program	Day1	① Input talk ③ Team talk ② Team working ④ Evening talk
	Day2/3	Participation in the 20th Japan Conference on Mobility Management (JCOMM)
	Day4	① Team discussion ② Presentation

Progress / Curriculum Map

Capacity Building Curriculum: A Survey of Organizations Offering Capacity Building Programs

● A Survey of Organizations Offering Programs

Programs Surveyed

- ✓ Initiatives (programs/events) meeting either A) or B) below were A), B) collected exploratorily and continuously on the Web.HP
- ✓ A) A) Held/conducted regularly on the theme of regional public transport
- ✓ B) B) Held/conducted regularly on the (broader) theme of urban transport planning, and includes sessions or subjects on regional public transport

Survey Items

- ✓ Number and names of programs of human resource development projects being conducted
- ✓ Income: total tuition, public funds (government budgets, subsidies), private funds (supporting members, etc.), other
- ✓ Expenses: lecturer fees, venue costs, other equipment, PR costs, administrative labor, other
- ✓ Issues and concerns regarding human resource development projects
- ✓ For each program conducted: seminar name, purpose/target, program (timetable/lecturers, etc.), number of days, timing, capacity, tuition, year started

			When	Duration	Fee	Content
Boosting and maintaining motivation	1	JCOMM	Aug.	2	¥3,000	MMInformation-sharing and discussion bringing MM stakeholders together
	2	Japan Transport Planning Association [Essential Seminar]	Irregular	2–3 hours	Free	Lecture-style sessions on transport-planning topics
	3	National Forum to Think Together About Everyday Mobility	Oct.	2	¥3,000	A place to gain hints for solving everyday-mobility issues
	4	Council Aiming for Transport Friendly to People and the Environment	Irregular	1	¥2,000	A venue for mutual understanding and shared problem awareness
	5	ECOMO Foundation EST Creation Seminar	May., Nov..	1	Free	ESTLectures and panel discussions toward realizing EST
	6	IBS MM Technical Training	Oct.	2	¥12,000	Technical training in mobility management
	7	Revitalization School [Basic]	May	1	¥4,000	A 1-day seminar aiming for sustainable towns and transport1day seminar
	8	Q-Support	Irregular	1	¥1,000	Free exchange of opinions on regional public transport
	9	COMO×GOMO	Irregular	1	¥2,000	Encourages experts from other fields to cross over into mobility
	10	Residential seminar to learn the basics of regional transport	Irregular	2	Free	A seminar that makes you want to start something from tomorrow
Knowledge acquisition	11	Transport Bureau Seminar	1–2 times/year	1	Free	Lectures on knowledge such as subsidy schemes in the transport field
	12	JCoMaaS	Year-round	2 hours	¥150,000	Sharing knowledge on MaaSacross industry, government and academia
	13	Revitalization School [Evening Seminar]	Irregular	2 hours	Free	Introduces various topics on mobility
	14	Revitalization School [Technical Seminar]	Sep.	1	¥10,000	Data analysis for regional public-transport policy-making
	15	Revitalization School [Council-member Seminar]	Aug., etc.	1	¥20,000	Regional public-transport policy seminar for local council members
	16	College of MLIT	Aug., etc.	Several days	Free?	MLIT's comprehensive training institution
	17	Japan Construction Training Center	Apr., Nov.	Several days	7About JPY 70,000	Theme-based seminars for government staff
Thorough discussion	18	Public Transport Marketing Study Group	Irregular	A few hours		Applies marketing thinking to public-transport issues
	19	Regional Public Transport Coordinator/Producer Training Project	Oct.–Jan.	190 min ×8 sessions	Free	Lectures on basic knowledge of regional public transport
	20	ECOMO Foundation Training Workshop for Regional Transport-Environment Measures Promoters	Sep.	3	¥5,000	Policy-issue study base
	21	Revitalization School [Advanced Course]	Aug.-Dec.	5	¥20,000	Study and proposal
Discussion by everyone	22	MCDC	1 session	2	Free	Practices community for

Map and review existing mobility capacity building programs

Map and review existing mobility capacity building programs

Progress / Curriculum Map

Capacity Building Curriculum: Recommending Programs Tailored to Individual Profiles

STEP1: Answering the question items



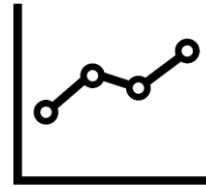
1	What is your occupation?
2	Years of experience? (beginner/intermediate/advanced)
3	Do you feel a lack of knowledge?
4	Do you prefer lectures or participatory (workshop) formats?
5	Do you want thorough discussion?
6	Can you participate as a cross-organizational team?
7	Do you want to learn mobility management?
8	Do you live in Kyushu?
9	Can you secure schedule and budget for weekday training?
10	Over the 5 months from August to December, can you set aside an average of about 5 hours/per week?

【Image】 Reverse tag search by budget-project name for regional public-transport redesign



<https://www.mlit.go.jp/redesign/budget/>

STEP2: Scoring



- Based on the answers to each question, "points" or "exclusion" are assigned to each program.
- High-scoring programs are recommended

STEP3: Determining the recommended program

e.g.)

- ✓ "Few years of experience," "feels a lack of knowledge," "government official," "can secure schedule and budget for weekday training"

For you, **"College of MLIT"** is recommended

- ✓ "Can participate as a cross-organizational team" and "wants thorough discussion"

For you, **"MCDC"** is recommended

Based on the user's responses, the optimal program is identified from existing capacity building programs.

Progress / Mobility Knowledge Sharing Platform

Mobility Knowledge Sharing Platform (Mobility Chiebukuro): Website Launch



① Explore, Learn, and Enjoy

- World Mobility News [in operation].
- Total Mobilization Tips (overseas version) [in operation]
*In collaboration with IBS
- Total Mobilization Tips (domestic version) [Implemented in FY2026] *In collaboration with IBS
- Books and papers that serve as references for introducing and improving mobility and mobility management (MM).

② Experience and Create New Narratives

- Narratives about a person [In operation].
- Narratives about local mobility [in operation].

③ Apply Tools in Practice

- Mobility Management tool [in operation].
- Community Assessment Tool [Implemented in FY2026].

④ Learn, Share, and Connect

- Seminar and event information [In operation].
- Projects that can be used [Implemented in FY2026].

Progress / Mobility Knowledge Sharing Platform

Mobility Knowledge Sharing Platform (Mobility Chiebukuro): Website Launch

● FY2025: 55 items were open to web

- World Mobility News 11 items
- Local narratives 2 items
- Total Mobilization Tips (overseas) 25 items ※IBS Consortium collaboration

- Narratives about a person 3 items
- Total Mobilization Tips (domestic) 2 items ※ IBS Consortium collaboration
- Books and papers on mobility management 12 items

● PV Count

- Website Launch
 - 31 Dec 2024
- PV count: 21,414 (by February 2026)
- Monthly average approx.1,530

