

Japan's Strategic Vision on IP and National Branding

Takayuki SUMITA,
Secretary General, Intellectual Property Strategy Headquarters, Cabinet Office

**Safe and Ethical Cyberspace, digital assets and risks:
*How to assess the intangible impacts of a growing phenomenon?***

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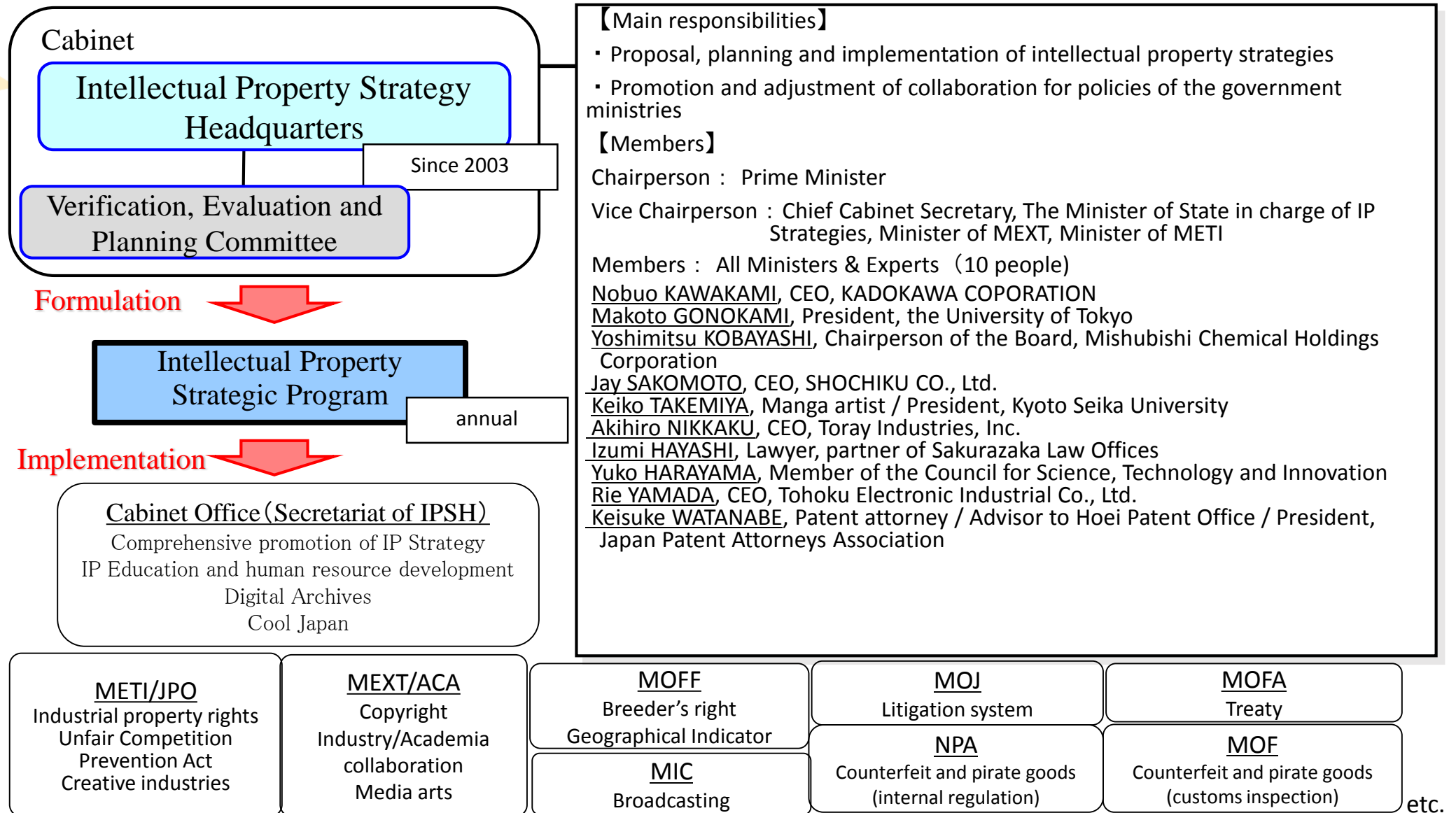
UNESCO, June 14&15 2018

Basic Structure for IP Strategy Planning

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Changes in Innovation

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20th Century : Demand > Supply

Linear Model led by Supply Side



Pro-Patent Strategy

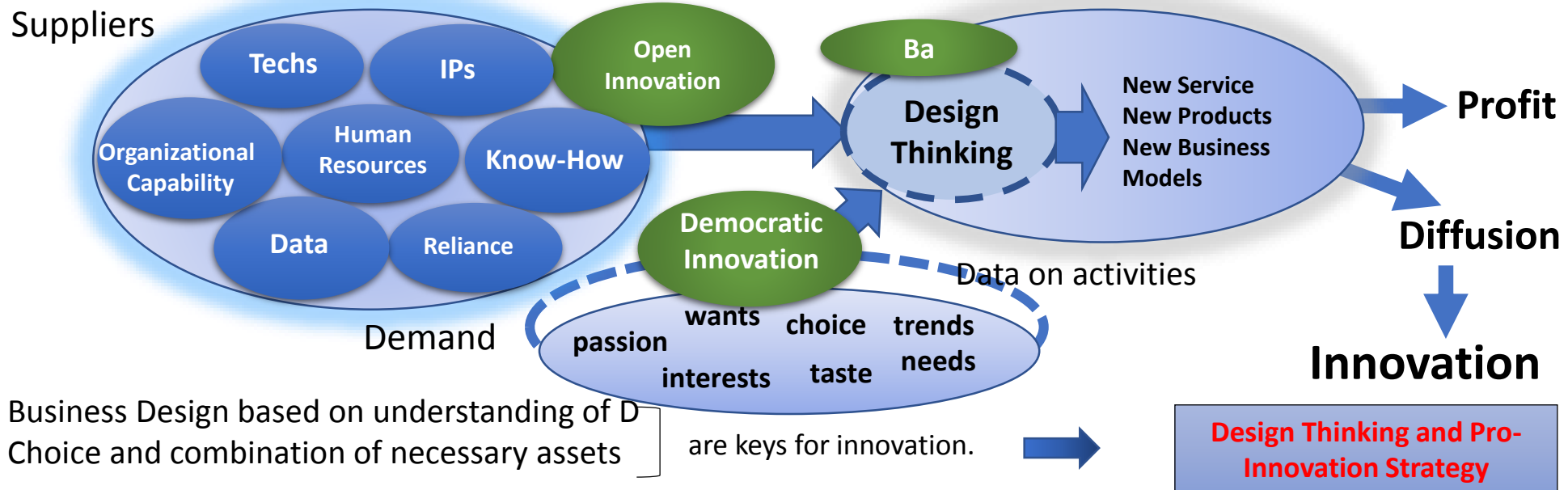
**Goods, Supply Side,
Tech., Pipeline**

21st Century : Demand < Supply

Market led by Demand Side

= Complicated Request ➔ New tech and products chosen by D can survive

**Service, Demand Side,
Design, Platform**



- Business Design based on understanding of D
- Choice and combination of necessary assets

are keys for innovation.

Design Thinking and Pro-Innovation Strategy

- **Sharing economy** > Property
→ Utilization > proprietary rights ?
- Increased importance of **platform** rather than products
→ Commons ?
- Capacity to **design** business based on **data** becomes essential.
→ What to protect in the new non-linear model?
- Gaining money < Getting **Sympathy**
→ Dissemination rather than monopolization?
- **SDG s** as global common agenda
→ Standardization ? Openness ? Commons ?

Special Committee on Intellectual Property Strategy Vision

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- The Intellectual Property Strategy Vision, aiming at around 2025-2030, shows the direction of the medium- to long-term perspective on the ways of Japanese society and the values in the future and the IP system supporting it, to set a major goal for the yearly "Intellectual Property Strategic Plan."
- The Vision shall be disseminated and shared in public & private sector to promote practice and raise consciousness, and shall be open for continuous discussion about what the future society and IP system should be like while the effectiveness of the vision shall be verified.

Members of Special Committee on IP Strategy Vision

Name	Organization
Kazuto ATAKA	Chief Strategy Officer, Yahoo Japan Corporation
Shogo IKEDA	President, Niigata Sogo Gakuen School Corporation / President, Junior Chamber International Japan
Takaaki UMEZAWA	President, AT Kearney Japan
Yoichi OCHIAI	Assistant to President and Associate Professor, Tsukuba University
Kazuhiko TOYAMA	CEO, Industrial Growth Platform, Inc.
Masao KAWAKAMI	President, KADOKAWA DWANGO CORPORATION
Kenichiro SENOO	President, The Industry-Academia Collaboration Initiative Nonprofit Organization
Ichiya NAKAMURA	Professor, Keio University Graduate School of Media Design
Akihiro NIKKAKU	President, TORAY industries, inc. Chairman, Keidannren
Chiaki HAYASHI	Co-founder and Representative Director, Loftwork Inc.
Yuko HARAYAMA	Former member of Council for Science, Technology and Innovation
Toshiya WATANABE	Professor, University of Tokyo Policy Alternatives, Research Institute

Intellectual Property Strategy Headquarters

Special Committee on IP Strategy Vision

Verification, Evaluation, and Planning Committee

IP Strategy Vision

Looking at 2025 - 2030, shows the
direction of the medium- to long-
term perspective and policies
regarding the future society and IP
system

IP Strategic Program

To realize the IP Vision, formulate
short- to medium-term government
measures and process charts to be
conducted every fiscal year

Proposal for the society

○The 1st Meeting

- Image of the Future Society

○The 2nd Meeting

- "Value" in the future society and "mechanism" to realize it

○The 3rd Meeting

- How to strength Japan Brand through Cool Japan strategy
- The future IP systems to for creating values

○The 4th Meeting

- The overall framework and specific systems to realize the "IP Strategy Vision"

○The 5th Meeting

- Drafting the "IP Strategy Vision"

○The 6th Meeting

- Drafting the "IP Strategy Vision" and future agendas to be discussed

Policy planning by the ministries

December 26, 2017

February 2, 2018

March 1, 2018

March 23, 2018

April 20, 2018

April 25, 2018

14th & 15th June 2018

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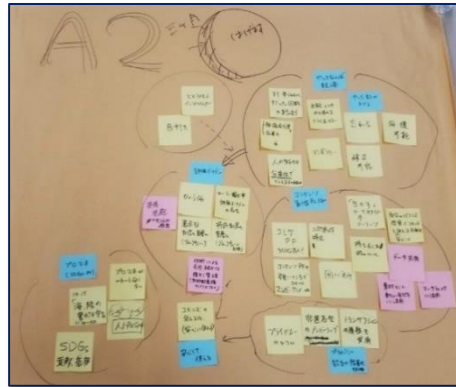
Discussion process to "Intellectual property strategy vision"

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"Group discussion" was adopted as a discussion format, which is to divide the committee into small groups, present ideas using post-its in the group and discuss at the end on each session based on the group presentation, and to encourage active participation under "Chatham House Rule" (=the participants share the rule not to specify the speaker when quoting someone's remarks outside the meeting, to secure free and vigorous discussion.)



14th & 15th June 2018

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Process leading to "Intellectual Property Strategy Vision"

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Present

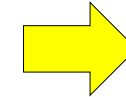
2025

Targeted Future

2030

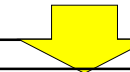
1. Signs and emerging trends of the future

- From supply side economy to demand side economy
- Technological progress such as big data, AI, and IoT
- Expansion of subjects of information production, manufacturing and content creation
- Spread of sharing economy and emphasis on "experience" and "empathy" (like!)
- Declining birthrate, 100-year lifespan, etc.



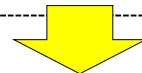
2. Forecast of the future society

- ✓ Progress of digital and AI and increased value of "real" as a scarce resource as cyberspace grows.
- ✓ Diversified ways of life and work - expanded options
- ✓ Flexibility of belonging to organizations such as companies etc.
- ✓ Diversified "happiness" and new values such as sharing and contribution, etc.



4. Japanese styles and characteristics

- Sense of balance (eg. 'Sanpo yoshi' or benefit for all three sides; the vender, the customer, and society)
- Social acceptance of cutting-edge technology
- Ability to accept new things and edit them
- homogeneity (which needs drastic alternation)

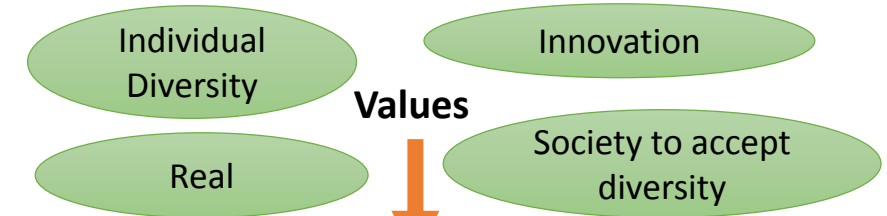


5. Issues to be considered for the future "mechanism"

Our future vision = Value Design Society

3. Significant "values" and "mechanisms"

that create them



- Fostering diverse personality
- Improving environment where diverse and ingenious individuals are active
- Building knowledge platforms
- Social systems that encompass diverse values

"Vision" to be pursued and directions for future discussion

Challenge toward "Value Design Society" : Dream X Technology X Design = Future

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— Value Design Society —

A variety of values that go beyond economic value are subsumed, where various individualities fully demonstrate multifaceted abilities, make good use of Japanese characteristics, make new values, and gain empathy of the world

① Escape from normality/average and challenge

Edgy and challenging people and organizations are produced in our country and gather in Japan from all over the world

② Dispersion and fusion

Disperse multiple capabilities and ideas owned by individuals, combine them appropriately with other people's abilities and ideas, create new value through the platform

③ Economy based on empathy and contribution

Actively accept foreigners who understand Japanese culture, "fans" who share sympathy with Japanese society, culture, direction

Individual Empowerment

Foster human resources capable of creating new value

Visualize value -creation mechanism and organizational management

Boost ventures that challenge new businesses that meet diverse values

Systems for combination/creation

Prepare places where diverse people and organizations interact

Construct Knowledge platforms for SDGs

Construct contents creation/utilization system for the next generation

National Branding

Analyze the essence of Cool Japan / Effective dissemination

Attract and empower foreigners supporting cool Japan

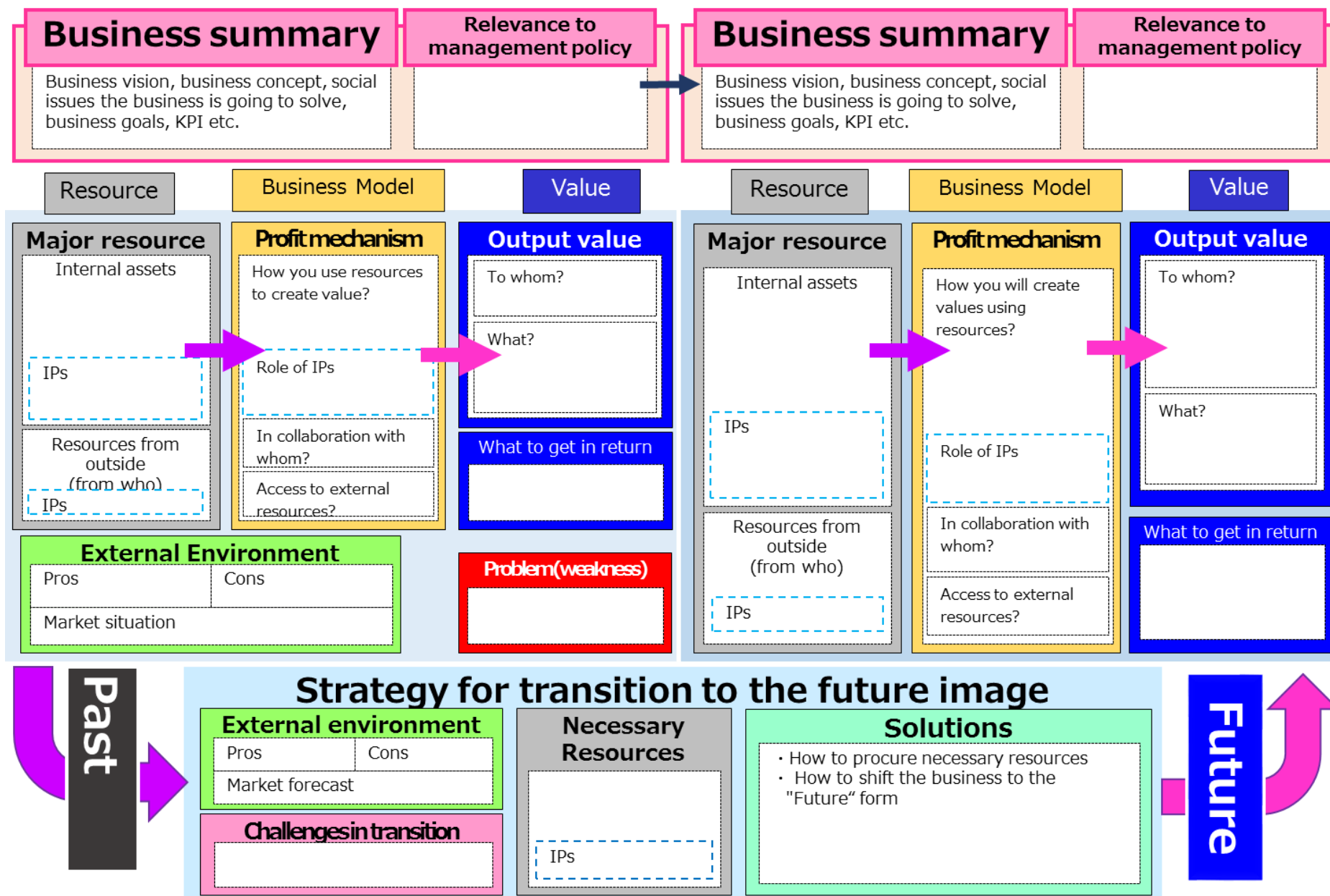
Some examples of specific

Corporation Management Design Sheet

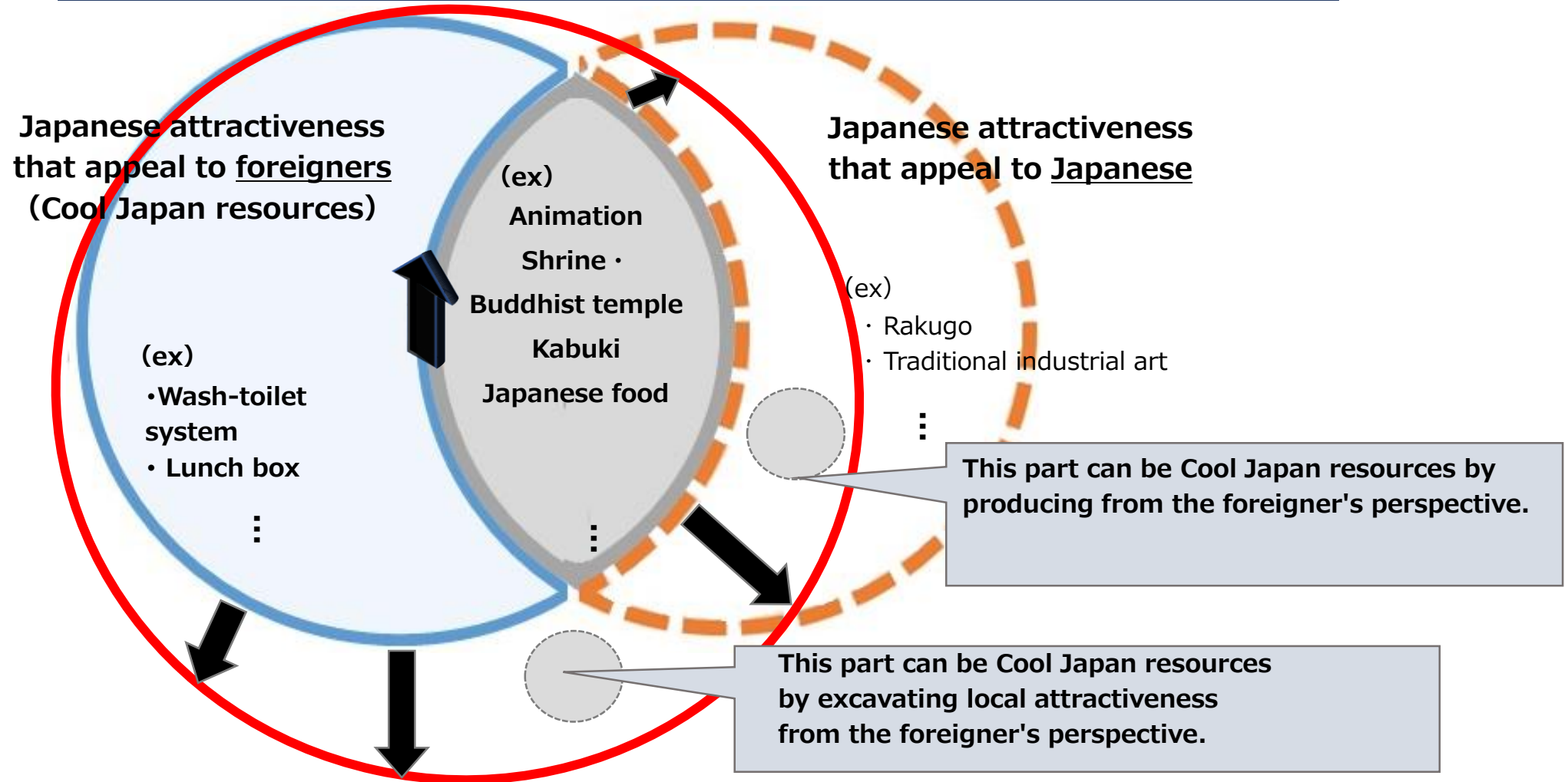
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■ Japanese attractiveness that appeals to foreigners



The mapping of Cool Japan resources and the effective PR (for reference)

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