

## Kyoto Social Innovation Cluster Concept

The concept is to pioneer together a future for Japan whereby companies that engage in social businesses and people who support them come together in Kyoto.

### <Goal of the Kyoto Social Innovation Cluster Concept>

The aim is that a wide variety of organizations and individuals such as citizens, companies, non-profits, and universities will tackle solutions to social issues in Kyoto and will internationally disseminate a new system of values to replace the excessive efficiency and competition principles.

#### (A future vision Kyoto City aims to create)

#### \*A future vision that is inscribed in the Master Concept of Kyoto City (2001-2025)

- A future where trust is re-established between society and various generations
- A future, avoiding excessive competition and efficiency, where a harmonious society is built
- A future that breaks away from social and economic conditions represented in the uniform values and over-concentration of the economy in Tokyo
- A future that places mutual trust in others' technology and corporate culture, and the revitalization of an industry-associated city based on mutual support

### <Initiatives for the Kyoto Social Innovation Cluster Concept>

#### (1) Founding of social-business enterprise-certification system

Certifying companies that work on solving social issues and provide social credibility for the company in order to support their growth and development. Certified companies, regardless of location, will receive support such as low-interest loans and preferential rent for the head office.

#### (2) Management support to foster social enterprise as a whole

Through projects such as "Fostering social entrepreneurs," "Training young entrepreneurs," and "Secondary business support of medium-sized enterprises," we provide a variety of management support from supporters of social-business enterprise for anyone from young people starting a business to mid-sized companies to those who wish to tackle social challenges.

#### (3) Development of curators

A curator is a new form of consultant who considers social significance in corporate management and advises from a medium- to long-term perspective in order for social activities to continue as a business. By fostering the "curator," we aim to produce and grow more social business enterprises.

#### (4) Enhancement of business-ideas learning program "RELEASE;"

This is a joint program of college students and young people interested in social issues and motivated to "do something," as well as government officials seeking new methods, and companies that aim to expand business development from the perspective of social contribution. During the program, participants gather to exchange opinions, perform local surveys, and collectively come up with new business ideas.

#### (5) Establishment of Kyoto Social Innovation Center (tentative name)

As the driving force of the Kyoto Social Innovation Cluster Concept, we will set up a "Kyoto Social Innovation Center"(tentative name) in the Advanced Scientific Technology & Management Research Institute of Kyoto. In addition to providing overall vision coordination, we aim to form a network that involves the government, corporations, non-profits, universities, and intermediate support groups, and aim to serve as a public coordinator to match companies and public institutions.

#### (6) Hosting of a Social Innovation Summit

In order to spread the ideas and project content of the Kyoto Social Innovation Cluster Concept across the country and to widen the circle of action from Kyoto, we plan to host a Social Innovation Summit. Through this summit, local governments interested in social business and social enterprise will gather in Kyoto, share a variety of best practices, and spread them across the country.

### <Image of Kyoto Social Innovation Cluster Concept>

The image is a "tub" (oke) that gives rise to, fosters, and attracts various entities.

The hoop part of the tub is the support measures which work together synergistically with the support measures of the vertical plate portion.

