

## **Tokyo-Cambridge Voices: Engineering the future by transformative change**

**Organised by:** University of Cambridge Institute for Manufacturing (IfM) and The University of Tokyo School of Engineering & Institute of Industrial Science (IIS)

**Time:** 9-10am GMT; 6-7pm JST, Tuesday 13th December 2022

**Registration:**

<https://u-tokyo-ac-jp.zoom.us/meeting/register/tZcpduurrTluGt2lINy4QGrieGo1KkWLTUjA>

**Summary:** This webinar will discuss how transformative change can be triggered and supported with a particular focus on roadmapping and service engineering. Two speakers from the two institutions will share their research and practice.

**Keywords:** Transformative change, innovation, roadmapping, service, engineering, sustainability

**Language:** English

**Audience:** University (researchers, students), industry (engineers, technologists, managers, strategists), government (policy makers and programme managers), etc.

**Format:** Mix of presentations, Q&A and semi-structured discussion, from two research collaborations

**Agenda** (UK time/Japan time)

09:00/18:00: Welcome, Introductions (Dr Yusuke Kishita, The University of Tokyo)

09:05/18:05: Roadmapping grand challenges: Innovation pathways to transformative change (Dr Eoin O'Sullivan, University of Cambridge)

09:30/18:30: Service engineering for value co-creation and service excellence for customer delight (Dr Tatsunori Hara, The University of Tokyo)

09:55/18:55: Wrap up (Dr Robert Phaal, University of Cambridge)

10:00/19:00: Announcement & Close (Dr Yusuke Kajihara, The University of Tokyo)

**Bios:**

Dr Eoin O'Sullivan is the Director of the Centre for Science, Technology & Innovation Policy in the Engineering Department of Cambridge University. Eoin's research interests include comparative analysis of innovation systems; emerging technology innovation; intermediate R&D institutes; university-industry partnership models; and public sector technology foresight. Eoin collaborates closely with a range of national and international research foundations, innovation agencies and government policy-makers. Eoin has previously worked in various policy roles for the Irish Government, including Special Advisor to the Director General at Science Foundation Ireland. Eoin has a PhD from the Physics Department of Oxford University. Links: [ <https://www.ifm.eng.cam.ac.uk/people/eo252/> ]



Dr Tatsunori Hara is an Associate Professor in RACE (Research into Artifacts, Center for Engineering), School of Engineering, the University of Tokyo, Japan. He holds BE, ME, and Dr. Eng. from the University of Tokyo. He won Dean's doctoral research award, Graduate School of Engineering, the University of Tokyo in 2009, ISSIP ICserv best paper award in 2020, and others. His research interests include service engineering, product service system, service design, and manufacturing system. He is an expert member of ISO/TC312 (Excellence in service) and the project leader of WG2 (Design of excellent services), contributing to ISO 23592 and ISO/TS 24082.

Links: [ [http://haralab.race.u-tokyo.ac.jp/hara\\_tatsu.html](http://haralab.race.u-tokyo.ac.jp/hara_tatsu.html) ]



Dr Yusuke Kishita is Associate Professor at the University of Tokyo. He was Visiting Academic Fellow at University of Cambridge (December 2019-February 2020). His research interests include scenario design for sustainable futures, circular economy, roadmap design, and backcasting. He holds PhD in mechanical engineering from Osaka University, Japan.

Links: [ [http://www.susdesign.t.u-tokyo.ac.jp/kishitalab/index\\_en.html](http://www.susdesign.t.u-tokyo.ac.jp/kishitalab/index_en.html) ]



Dr Robert Phaal is based in the Department for Engineering at the University of Cambridge. He conducts research in the area of strategic technology management, with a particular interest in the development of practical management tools in technology-intensive firms. He is a chartered engineer, with a PhD in computational mechanics.

Links: [ <https://www.ifm.eng.cam.ac.uk/people/rp108/> ]

