



Social Acceptance for Environmental Innovation and Sustainable City

founded by NISSAY Foundation
(Oct. 2015 - Sep. 2017)

2017.10.4
Matsuoka-lab.
D4 Yuko Iwata

Project History (2 years)

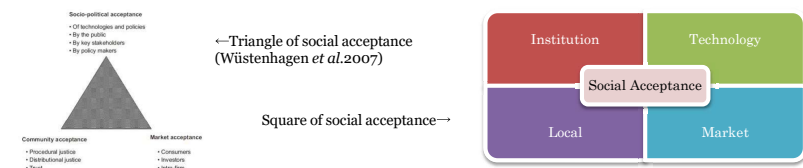
2015		2016		2017	
Oct. 8	1 st Workshop	Jun. 18	4 th Workshop	Apr. 5	1 st Task Force
Nov. 20-21	Field Trip@Iida	Jul. 7-9	Field Trip@Sado	May. 13	2 nd Task Force
Dec. 7	Field Trip@Kakegawa	Sep. 11	SEEPS@Tokyo	May. 27	3 rd Task Force
Dec. 19	2 nd Workshop	Oct. 1	5 th Workshop	Jun. 17	7 th Workshop
Dec. 20-21	Field Trip@Toyooka	Dec. 5	CEIS@Tokyo	Jul. 31	8 th Workshop
Mar. 16	3 rd Workshop	Feb. 18	6 th Workshop	Aug. 8-10	Field Trip@Toyooka
				Aug. 22-23	Field Trip@Kakegawa
				Aug. 29-30	Field Trip@Iida
				Sep. 9	SEEPS@Kochi
				Sep. 30	9 th Workshop



Theoretical Framework

Social Acceptance and Social innovation

- Original hypothesis: Success of environmental social innovation depends on Social Acceptance
- Social Acceptance = Conditions and extent for acceptance of new environmental socio-technology in society (focus on social process)
- 4 dimensions of Social Acceptance



Development of Social Acceptance

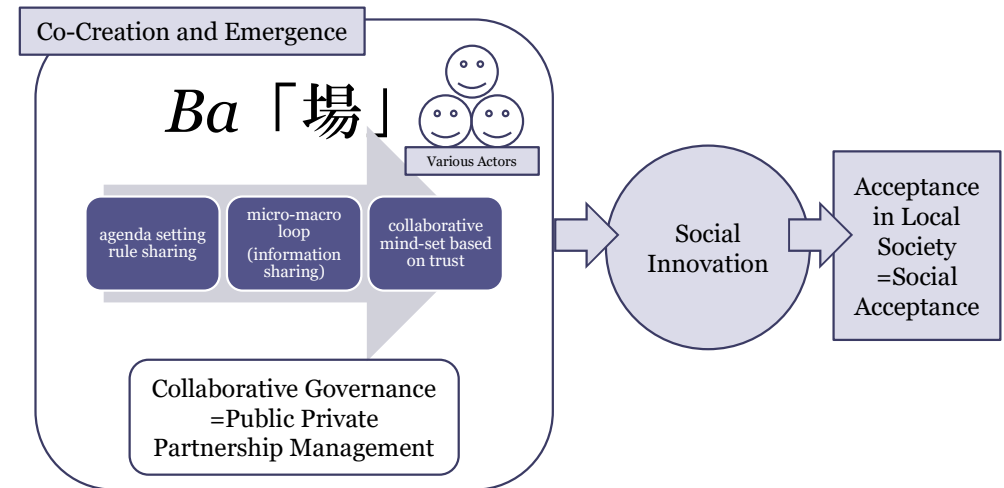
- “3+3” of Social Acceptance

Macro level	Micro level (Local Acceptance)
Technological Acceptance	Local Technological Acceptance
Institutional Acceptance	Local Institutional Acceptance
Market Acceptance	Local Market Acceptance


- Passive Social Acceptance ⇒ Active / Interactive Social Acceptance for Social Innovation

Case Study of 3 Local Cities

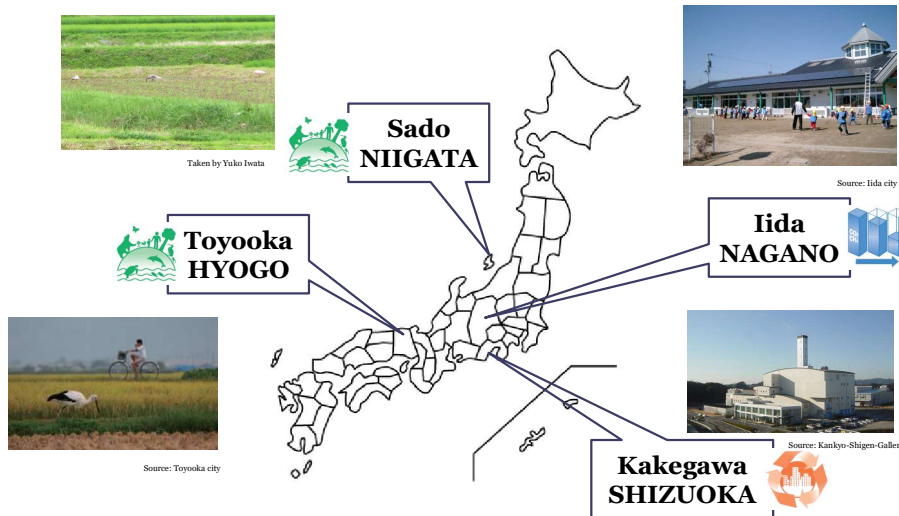
“Ba”, Collaborative Governance, Social Innovation and Social Acceptance



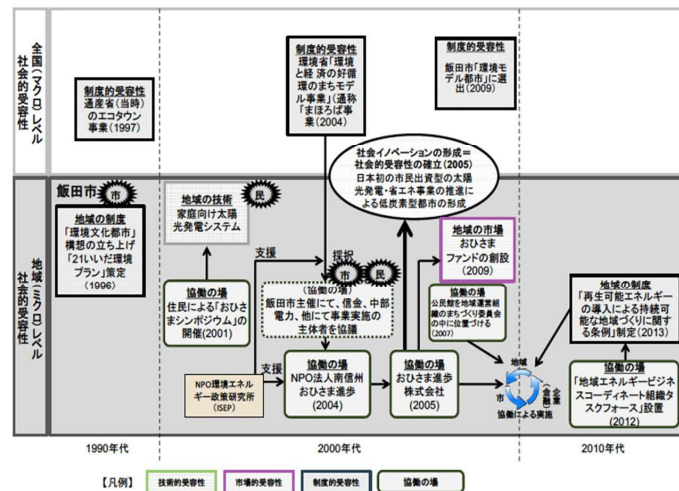
Local Cities for Case Study

3 Types of Sustainable Society	Low-Carbon Society 	Sound Material-Cycle Society 	Natural Symbiosis Society 
3 Local Cities	Iida-city, NAGANO	Kakegawa-city, SHIZUOKA	Toyooka-city, HYOGO
(Main Activities)	Citizens' solar power system and a network of EMS businesses for low-carbon society	Waste reduction activities by Public Private Partnership Management	Creation and diffusion of environmentally-friendly farming for reintroduction of endangered species

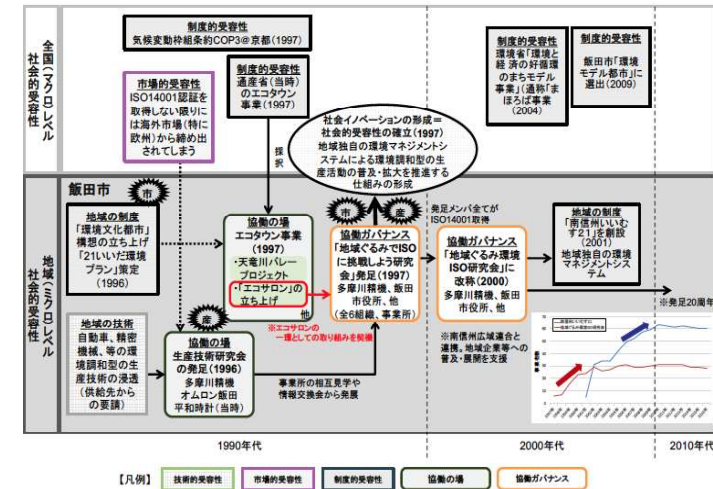
Location of Local Cities



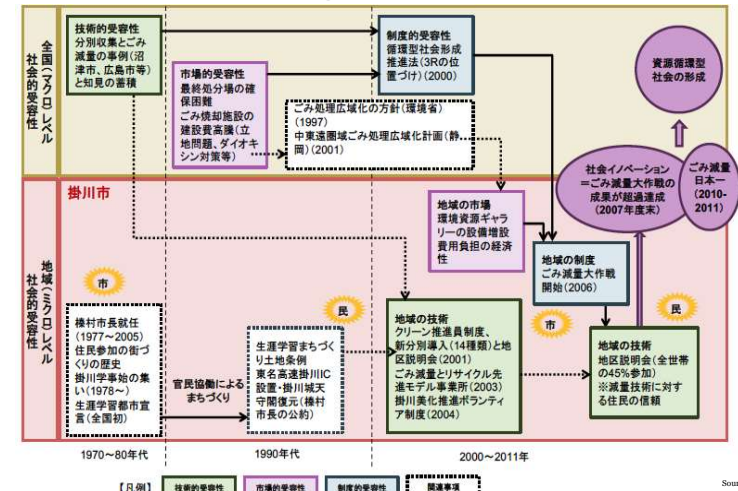
Model of Social Acceptance and Social Innovation: Iida Case (civil Society)



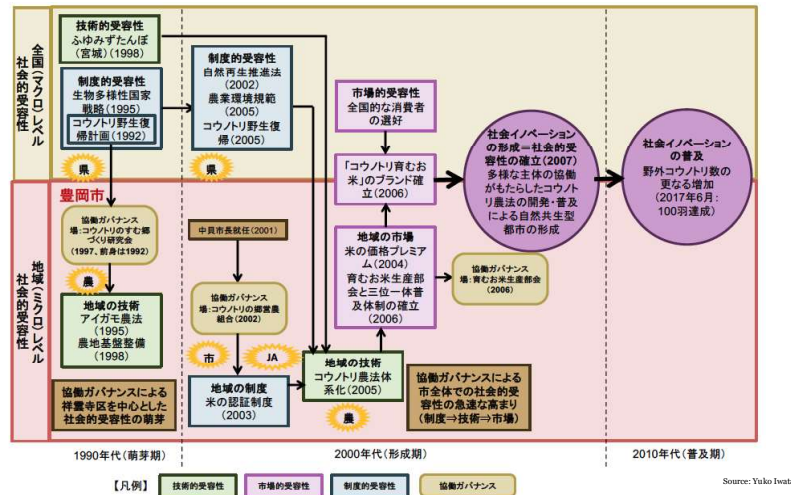
Model of Social Acceptance and Social Innovation: Iida Case (Industrial Society)



Model of Social Acceptance and Social Innovation: Kakegawa Case



Model of Social Acceptance and Social Innovation: Toyooka Case



For more information

- The project website:
<http://www.waseda.jp/prj-matsuoka311/researchcontent.html>
(only Japanese)
- Research workshop:
Date: November 18th (Sat), 2017, 14:00~17:00
Venue: Room 713, 7th Floor, 19 Bldg., Waseda University
Language: Japanese
Open to public, "Everyone is welcomed!"
- Open workshop:
Date: February 4th (Sun), 2018, 13:00~17:30
Venue: Okuma Small Auditorium, Waseda University
Language: Japanese
Open to public, "Your cooperation is very appreciated!"
- If you are interested in our project, please contact me (yuko.k.iwata@ruri.waseda.jp)



Source: Waseda University

Field Trips



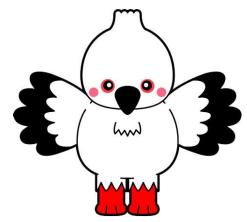
Thank you!!



Source: NPO Minami-shinshu Ohshima-Shiyo



Source: Kakegawa city



Source: Toyooka city