

# CERA Projects involving Local Municipalities and Companies

## Promotion of Student-Local Business Collaborations

Collaboration Coordinators Effectively and Efficiently match university needs with regional needs

### [Case Study] Using Student Creativity to Commercialize the “Momorin Cookie”

- A local sweets company called New Kimuraya located in Fukushima City wanted to create a new product highlighting “Fukushima peaches”, the second highest-selling brand of peaches in the nation. With assistance from the municipal government and the cooperation of CERA, the company developed a new product with students that utilized an innovative new design that applied soft cookies with Peach Confeti, paying close attention to individual preferences such as taste and texture.
- The university was used as a public space for creative discussion from product planning to design by a variety of people.
- The company was able to ascertain the needs of students, who were a targeted group of customers, and students gained the opportunity for practical learning.



People from different disciplines (Students, Businessmen, Instructors) debate product concept



▲ The Completed Product

# CERA Projects involving Local Municipalities and Companies ②

## 【Case Study】 Commercialization of the “Deai Buckwheat Shochu” (Pictured at Bottom Right)

- In April 2003, the manager of the strategy office of the Fukushima Restaurant Sanitation Association visited the representative of Fukushima University's Business Strategy Workshop (Professor Nishikawa) with a plan to develop safe food using local ingredients.
- Based on the advice given by CERA, a product was developed and produced in which:
  - (i) buckwheat grown in Aizubange town was used as an ingredient,
  - (ii) the distilling was contracted to an distiller in Kurume city,
  - (iii) the raw spirit was cut using river-bed water from the Adataro mountain system by a brewery in Nihonmatsu city, and
  - (iv) the product was sold by companies in Fukushima city.
- 89,000 bottles were produced from the time of its inception until 2010. It received the highest gold Monde Selection award in 2009-2010



Buckwheat Farmers celebrating the Gold Monde Selection



Commemorative photo with the Governor of Fukushima

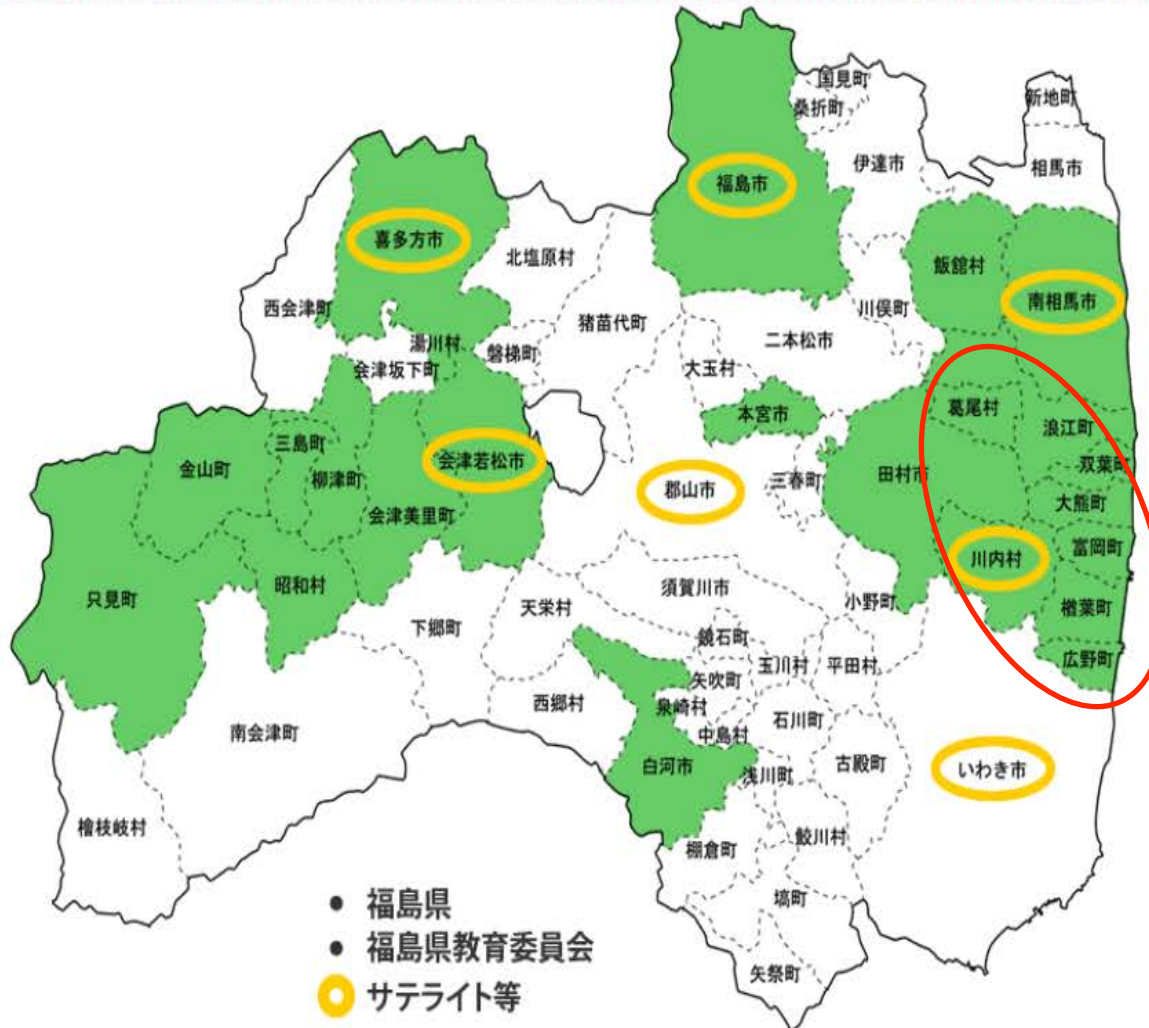


# CERA Projects involving Local Municipalities and Companies ③

○ Partnership agreements concluded with 32 local governments in the prefecture

## ◆ 県内自治体（ぬりつぶしが連携自治体）

## ◆ 教育研究機関等



- 広島大学
- 長崎大学
- 日本原子力研究開発機構
- 放射線医学総合研究所
- 産業技術総合研究所

※ In particular, partnership agreements aimed at recovery and reconstruction after the earthquake and nuclear power plant accident were concluded with the 8 municipalities in the Futaba region (in April 2012), and a variety of efforts such as detailed inspections of radiation doses and formulation of reconstruction plans are being carried out.

# CERA Projects involving Local Municipalities and Companies ④

## ○Appointment of "Collaboration Coordinators"

### 連携コーディネーター制度



- One or more “collaboration coordinators” are appointed to each organization that has concluded a partnership agreement to promote effective and efficient implementation of joint research and collaboration and cooperation between the university and local governments, businesses and other external groups.
- At present, 28 people (appointed from April 1, 2013 until March 31, 2014) handle investigations of needs and information exchange and contact arrangements with relevant personnel. Further, a "Collaboration Coordinator Meeting" is held every year to improve collaboration efforts.

## ○Implementation of local needs studies

- Personnel have visited each local government to conduct “local needs studies” to ascertain the needs of the region since 2009. These studies provide the basis for planning and drafting of measures by the only national university in the region and CERA.

## ○Holding “Community Revitalization Forum” (hosted by CERA)

- Every year, the forum is held for municipal governments in the prefecture to discuss the various issues faced by the region with the cooperation of local governments in an effort to find solutions.
- It was held in Motomiya city in 2009 (80 participants), Kitakata city in 2011 (130 participants), and Yugawa village in 2012 (100 participants).

## ○Research groups registered with CERA

- Research groups on topics such as business strategy, international economics, sport and region building are registered with CERA.
- The research group system was established to enable research seeds such as those of the university's teaching staff to be used by members of society in the region, and it enables participation by a wide range of groups and individuals active in industry and the community.

# Contributing to the Development of the Region's Human Resources -Promotion of Lifelong Learning-

## ○ Open lectures and open classes (actual figures for FY2012)

Type	# of lectures	Participants	Course Examples
Open Lecture	24	213	"What was the nuclear powerplant, after all?", "Fun with dye", etc.
Open Course	41	100	"Enterprises and bookkeeping", "Overview of biodiversity", etc.

## ○ Local community collaboration project: "Science Yataimura" Exciting Jr. College

- A local community collaboration project supporting activities providing experience to elementary, junior high and high school students. (It is referred to as "Wakuwaku Jr. College")
- In particular, "Science Yataimura" has been held six times to date for the purpose of spreading understanding of scientific knowledge in the region, and has provided the opportunity for a variety of experiences.
- There were 1,500 participants in FY2012, 1,200 participants in FY 2011 and 2,400 participants in FY 2010.
- \* In addition, there are other projects that have been carried out for a decade, such as "Science in Your Life", "Modern Art Clinic Course" and "Dream Kids Athlete Project".

## ○ Support for "Gijuku" (technical seminars)

Support is provided for the development of human resources in the prefecture by drawing up curricula and appointing instructors for the "Kenpoku Gjuku" industry revitalization training project run by the Fukushima Prefecture Chamber of Commerce, the "Soso Gijuku" for fostering human resources in the Soma and Futaba regions, and other "Gijuku" seminars within the prefecture.

