Business Overview and Discussion

May 9th, 2024, MIT App Inventor

Agenda

IRODORI Inc.

1. About IRODORI
    1. Introduction
    2. Our purpose and value
    3. Our service

2. Wagamama Lab
    1. Our Approach
    2. Our Process
    3. Case Example

3. Our Strategic Plan, Milestones and Impacts

4. Discussion

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IRODORI Overview

IRODORI, Inc. is a social innovation company in Japan, striving to co-create meaningful social impact by collaborating with diverse stakeholders, including municipalities, private companies, and local citizens.
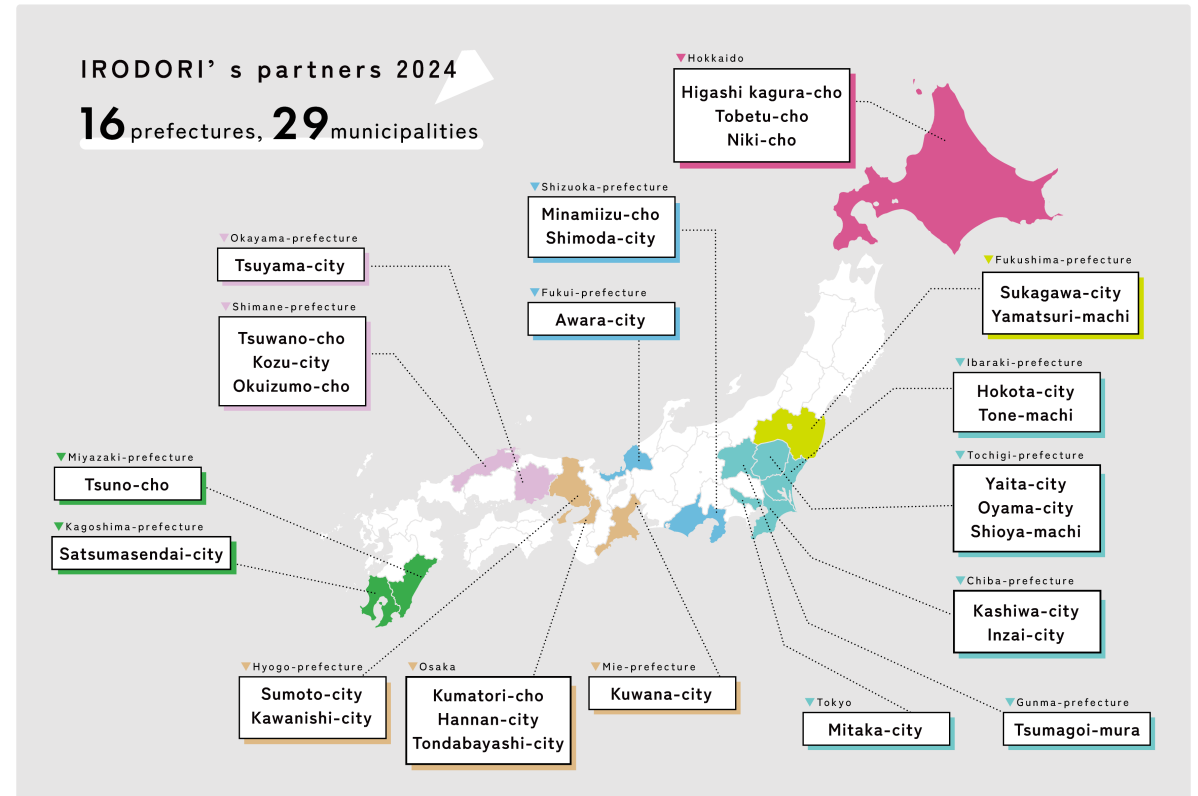
IRODORI

Founded	May 6, 2022
Members	15 members
Services	• Business development Business collaboration between municipalities and private companies • Wagamama Lab (Capacity and DX human resources development) • Wagamama Machiya • Local Dialogue workshop etc.

Our Partners

IRODORI's partners 2024
16 prefectures, **29** municipalities

▼Hokkaido
Higashi kagura-cho
Tobetu-cho
Niki-cho

▼Shizuoka-prefecture
Minamiizu-cho
Shimoda-city

▼Okayama-prefecture
Tsuyama-city

▼Fukushima-prefecture
Sukagawa-city
Yamatsuri-machi

▼Shimane-prefecture
Tsuwano-cho
Kozu-city
Okuizumo-cho

▼Fukui-prefecture
Awara-city

▼Ibaraki-prefecture
Hokota-city
Tone-machi

▼Miyazaki-prefecture
Tsuno-cho

▼Tochigi-prefecture
Yaita-city
Oyama-city
Shioya-machi

▼Kagoshima-prefecture
Satsumasendai-city

▼Chiba-prefecture
Kashiwa-city
Inzai-city

▼Hyogo-prefecture
Sumoto-city
Kawanishi-city

▼Osaka
Kumatori-cho
Hannan-city
Tondabayashi-city

▼Mie-prefecture
Kuwana-city

▼Tokyo
Mitaka-city

▼Gunma-prefecture
Tsumagoi-mura

Nippon Telegraph and Telephone East Corporation/ NEC Platforms Corporation/ NTTDX Partner Co., Ltd. / Modis Co., Ltd. etc
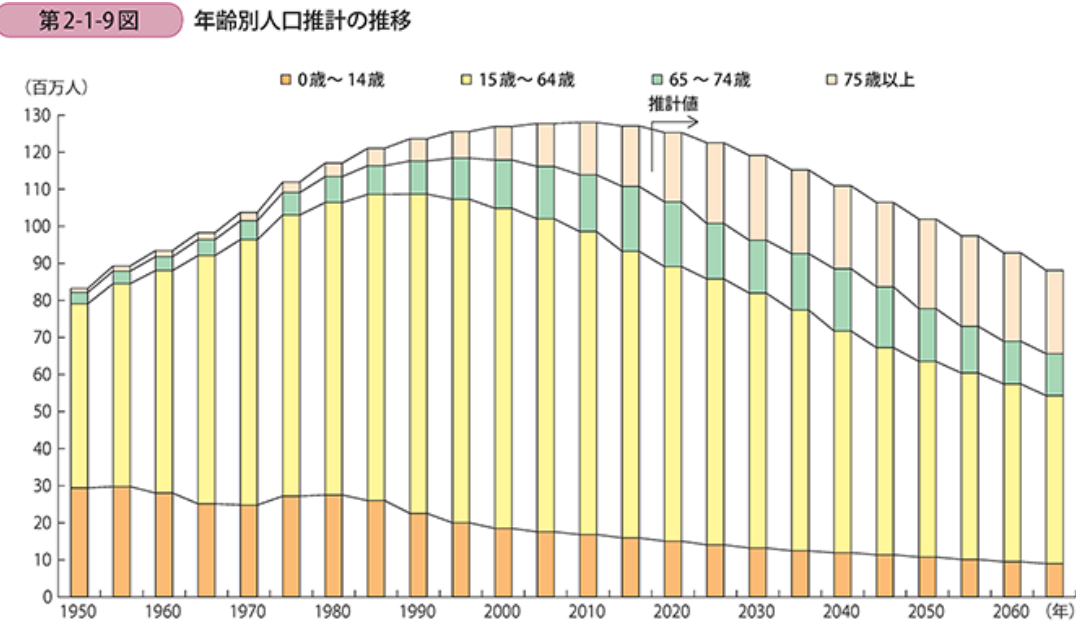
Key factor 1

The population continues to decline by 2060, particularly the working-age population.
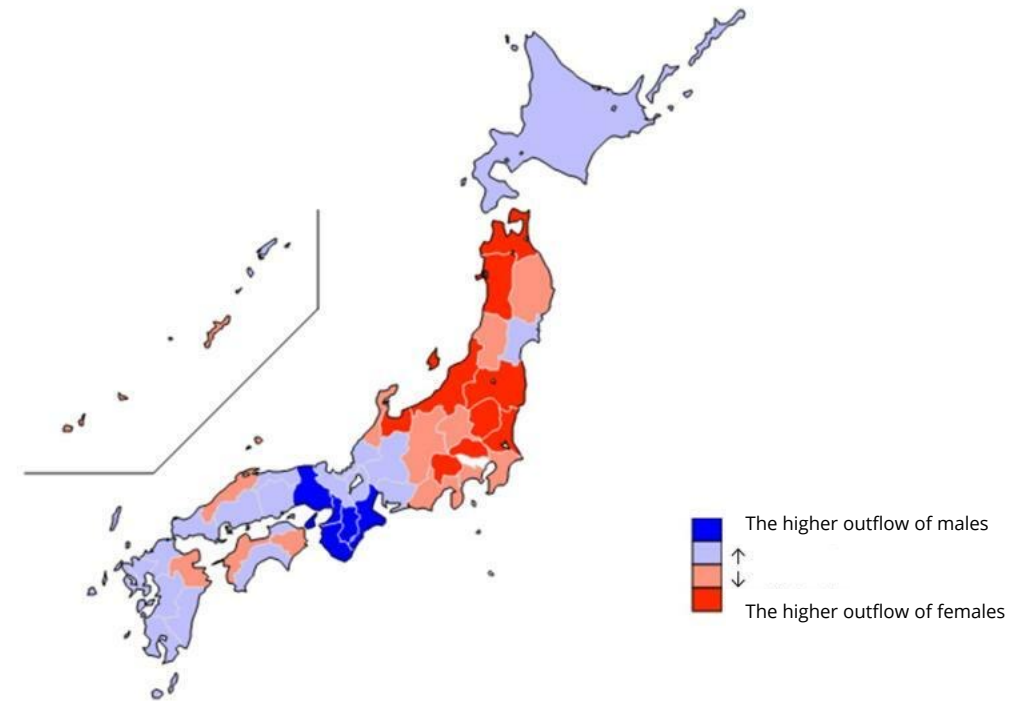
Population estimates by age group

Key factor 2

More women from rural areas are moving to urban centers compared to men.

The gender difference in the number of 20s outflow to Tokyo

The higher outflow of males

↑
↓

The higher outflow of females

総務省「人口移動報告2022年」より、各都道府県の男女別人口に対する東京流出率の男女差分にて荒川和久作成。無断転載禁止。

https://www.soumu.go.jp/main_content/000629037.pdf

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Key factor 3

Depopulation in rural areas has significant consequences, primarily affecting economic and social aspects, creating a cycle of challenges.
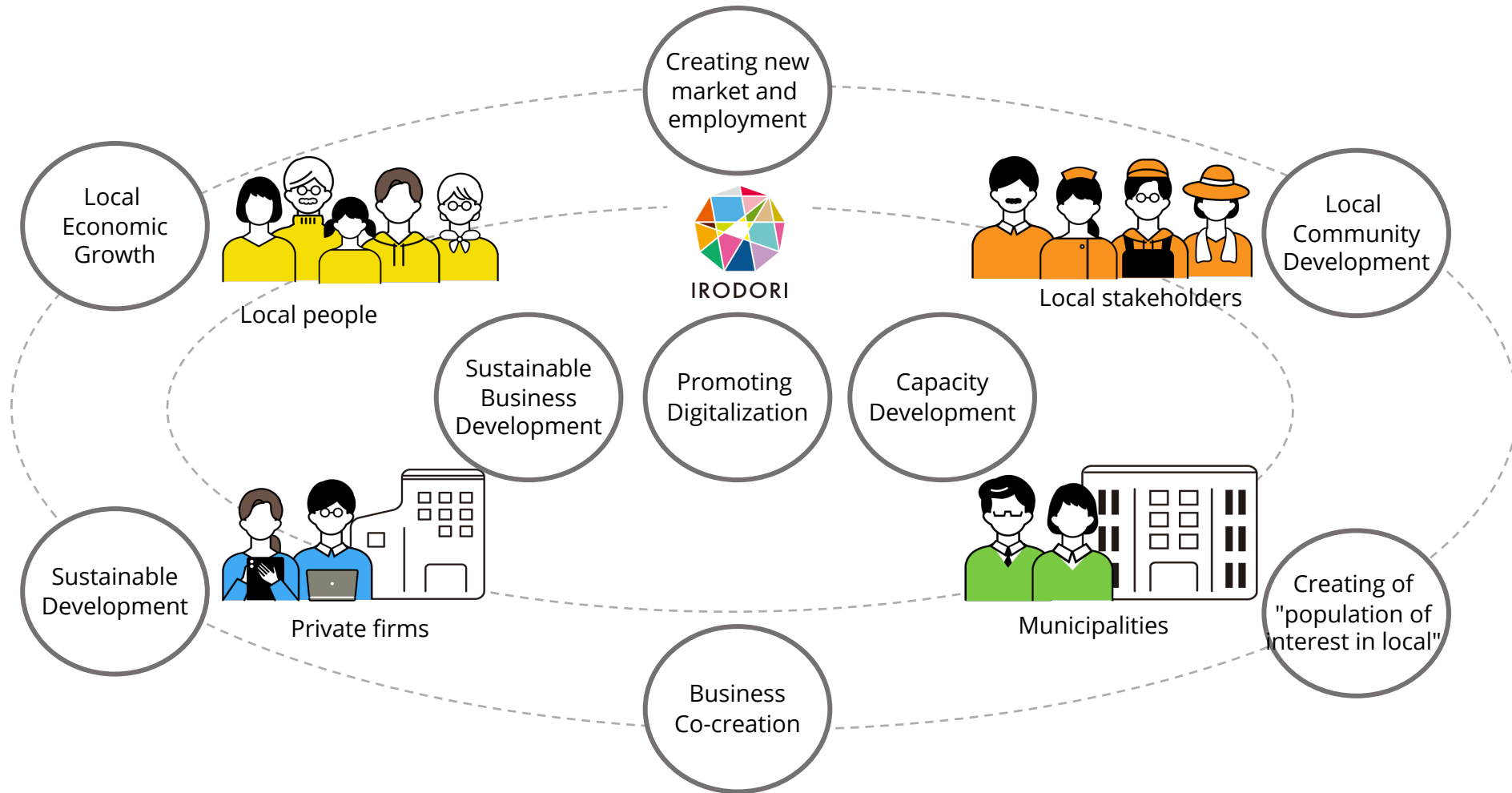
- The shortage of labor

- Leads to a decline in the number of attractive job opportunities

- Exacerbate the challenges of an aging society.

- Suffers the economic development of rural areas, leading to a decline in local businesses.

- Fall behind in digital transformation effort.

■ Urban areas

■ Depopulated areas

■ Others
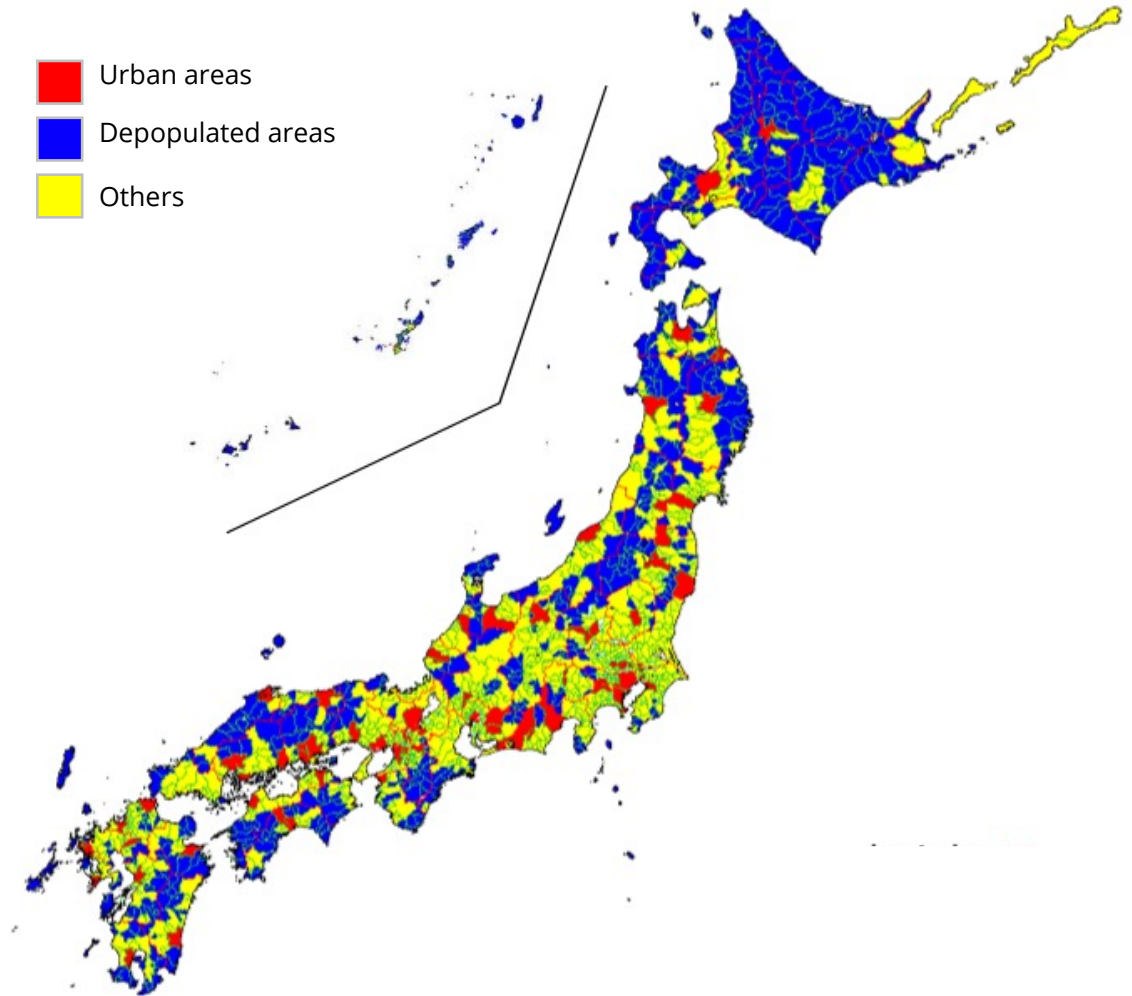
Our purpose and values

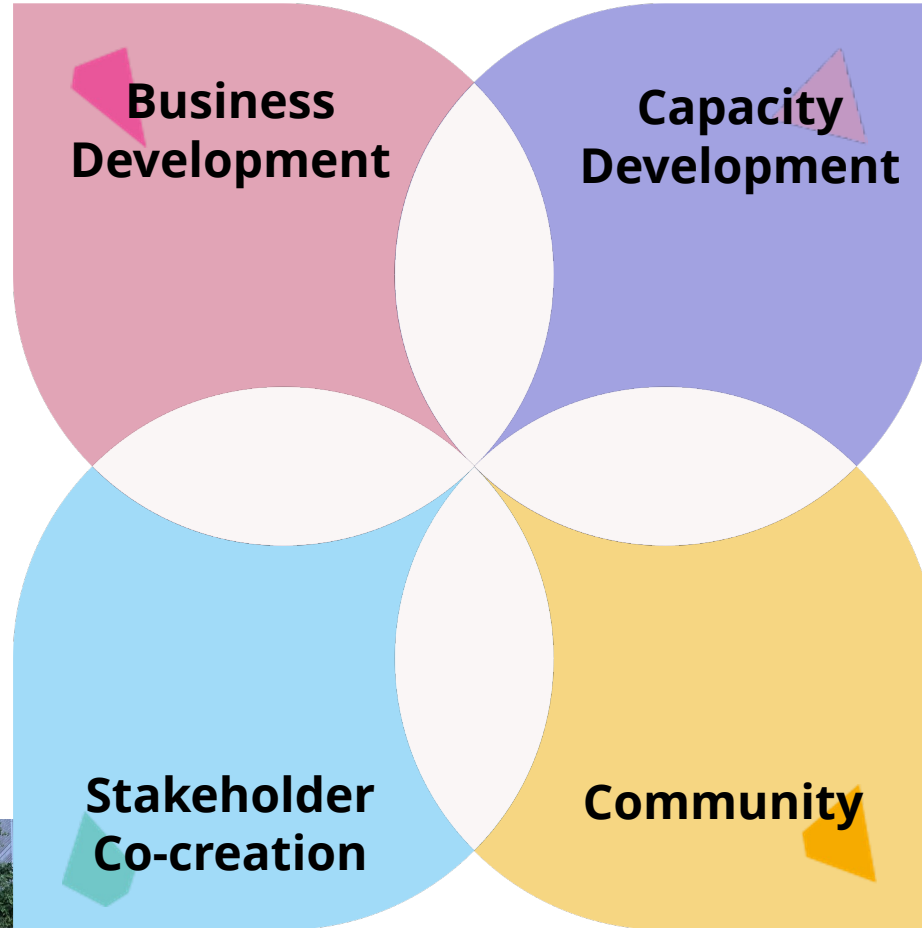IRODORI Inc.

As a catalyst and intermediary for local economic development, we pursue to foster a supportive and diverse social system that empowers local developments and individuals in Japan.

Impacts for local society

Our services

wagamama Lab

Business Development

Capacity Development

Stakeholder Co-creation

Community

wagamama machiya

- Business collaboration with municipalities and private firms
- Workshop used by Local Dialogue

- Support local intermediaries
- Support the "community-reactivating cooperator squad" as intermediaries
- DX human resource development

wagamama Lab

wagamama Lab • IRODORI Inc.

Typical "Wagamama"

wagamama / wʌgə ˈmaːmə / *n.*

A Japanese word similar to English ones such as selfish, self-centered, egotistic and so on. When someone act or say something without any consideration for others, we Japanese often say it "wagamama". The word is mainly used in negative meanings, but they often use the word for just insistence or suggestion.

—ORIGIN
from Japanese,
from *waga* 'my own' + *mama* 'way'
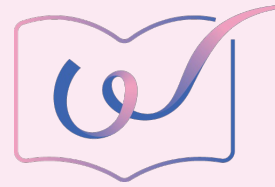
Our "Wagamama"

Wagamama is —

Not your **selfishness**, but rather **your own little wish**.

Not only for yourself, but also for your close relatives.

Not only for a living around you, but also for your society.

Not only for your society, but also for societies worldwide.

Not only for the current world, but also for our descendants.

That's Wagamama,

your own way leading to better society

What is Wagamama Lab?

Wagamama Lab is an innovation platform with a human-centred, problem-solving approach to innovation to solve local issues.

Our Purpose

Empower people and organizations to address local problem-solving and foster supportive and diverse environments in local areas.

Our Values

1. Enhance people's capability, leveraging resources through design and mobile computational thinking.

2. Enable people to identify local issues and address problem-solving and innovation, involving local stakeholders.

3. Support organizations such as intermediaries and build social ecosystems collaborating with municipalities.

Wagmama Lab Background

1
The half of youth don't believe that their own action can change society

54% of Japanese youth don't believe they can change their country or society, ranking lowest globally in future aspirations.

2
Working age population desire to return to rural areas

49.8% of urban residents aged 20-50 express a desire to live in rural areas, hindered mainly by job opportunities and local culture.

3
Increase demands for digital education programs at schools

DX High School initiatives refer to high schools that focus on digital technology and information technology. In these schools, students acquire digital skills and knowledge related to computer science.

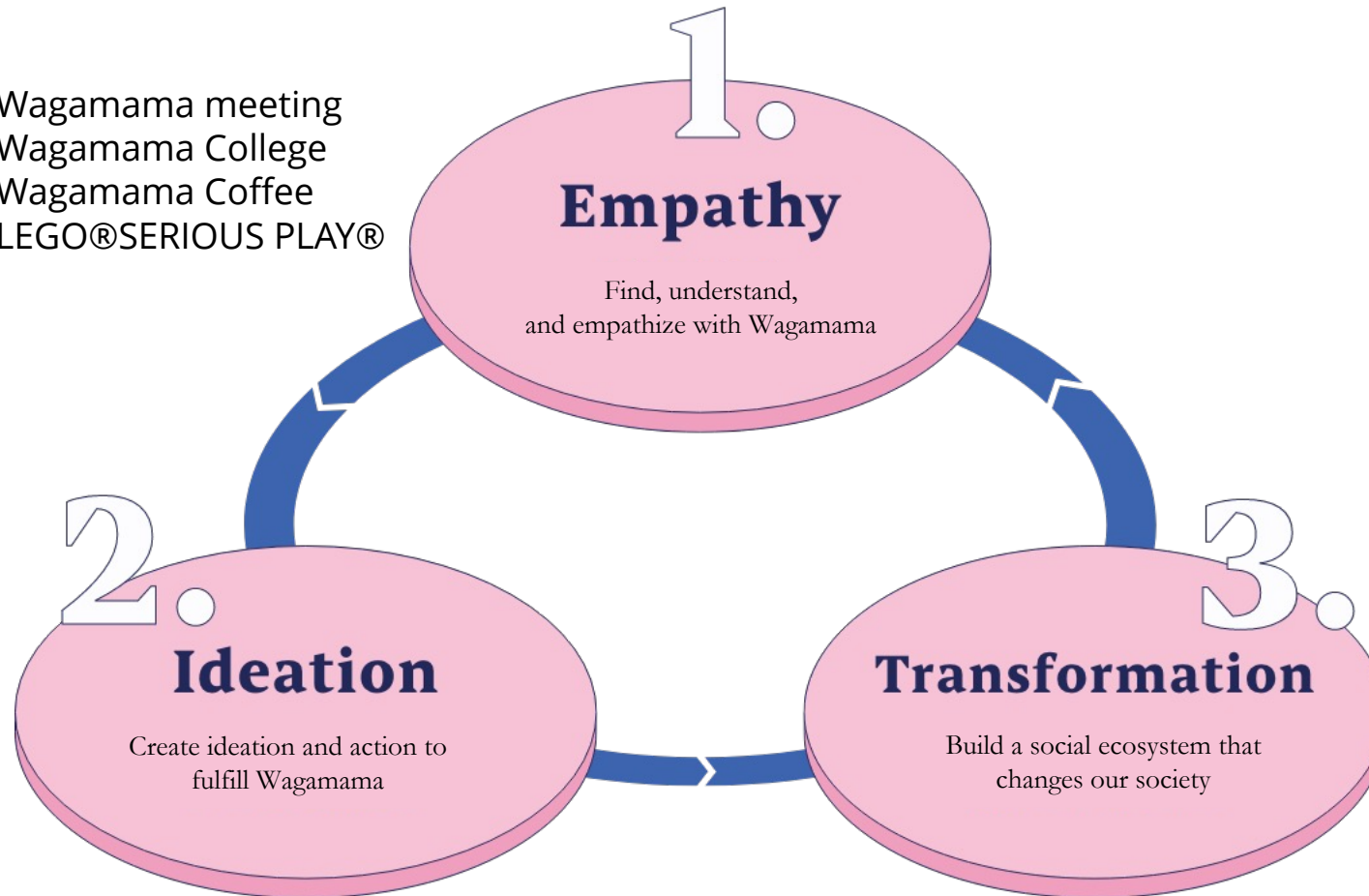# Appendix: Awareness Survey of 18-year-olds Country and Society

The results indicated low feelings of self-esteem and self-efficacy among Japanese respondents, with 46% replying that "I believe my own actions can change my country and society".

	Japan	United States	United Kingdom	China	South Korea	India
I would like to be useful to my country and society	64.3	78.4	77.7	93.6	71.1	85.9
I am a responsible member of society	61.1	79.4	80.7	92.1	74.5	86.8
I would like to participate in volunteer activities	60.4	76.3	68.6	89.8	70.5	79.2
I would like to participate in charitable activities	58.4	78.4	79.5	87.2	66.6	84.4
I consider myself to be an adult	49.6	76.6	75.8	90.0	54.8	81.7
I believe my own actions can change my country and society	45.8	65.6	56.1	83.7	60.8	80.6

(Unit: %)

https://www.nippon-foundation.or.jp/en/news/articles/2024/20240403-101045.html

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Wagamama Lab Process

- Wagamama meeting
- Wagamama College
- Wagamama Coffee
- LEGO®SERIOUS PLAY®

1.
Empathy
Find, understand,
and empathize with Wagamama

2.
Ideation
Create ideation and action to
fulfill Wagamama

3.
Transformation
Build a social ecosystem that
changes our society

- MIT App Inventor
- Local Dialogue
- Wagamama Talk
- Wagamama Machiya
- Wagamama Internship

- Business Collaboration
- DX human resource
  development
- Support local intermediaries
  etc

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Wagamama Lab Cases in Japan

wagamama Lab IRODORI Inc.

| Kuwana city, Mie prefecture | Hokota city, Ibaraki prefecture | Sukagawa city, Fukushima prefecture |

**Local problem-solving programs
for elementary, junior high school
students and their parents**

A major issue in Kuwana city is that it is difficult for young people to return to their hometowns after leaving for urban areas because of a lack of choices in various jobs. Through developing smartphone applications to learn about local issues, participants could experience that have potential options to return to their hometowns and work there after they acquire digital skills.

**Local problem-solving and
digital human resources development
programs for high school and university
students**

Hokota City boasts the highest vegetable production in Japan. However, young people don't have enough choices for employment except for farms or organizations in agriculture. This project's goal is to provide opportunities for young people to acquire digital skills. This can make them realize that they can continue living in their hometown by developing these skills.

**Developing digital human resources
for junior high school and
high school students**

This project encourages junior high school and high school students to tackle local challenges by developing smartphone applications to solve them. For these students, resolving local issues contributes to enhancing their engagement in Sukagawa and cultivating local issues facilitates the return of people who left the area (UI-turn) back to their hometowns.

Developed 21 apps at Wagamama Lab 2023

Addressing family /other relationship-centerd problems

- An app for mothers to pick up and drop off children to ease the mothers' burden

- An app for a grandparent to make new friends.

- An app for grandparents to learn about local events that they're interested in and participate in them.

- An app to find friends and cohorts with similar aspirations.

- An app for grandparents to solve transportation issues.

- An app to help friends studying for exams.

- An app for students living away from home to communicate with their grandparents.

etc
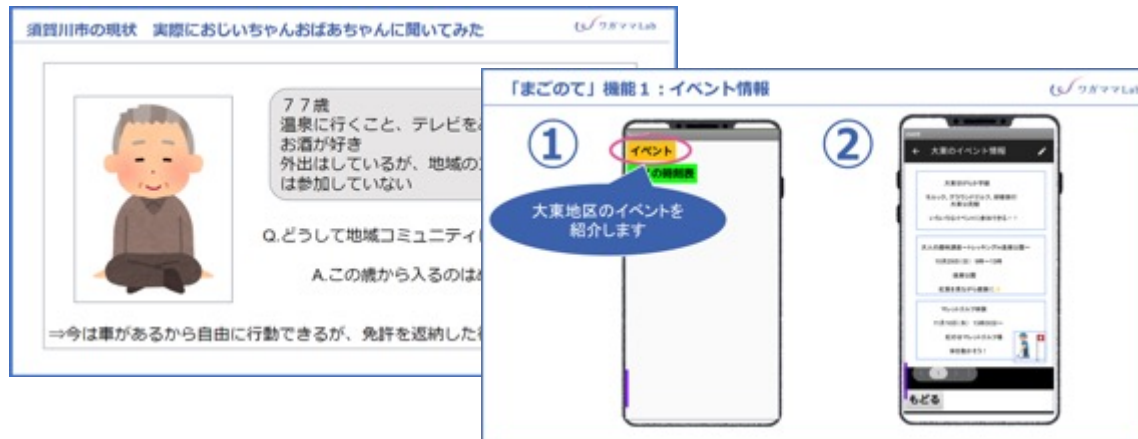
Addressing Local business problems

- An app for farmers interested in smart agriculture to access information about subsidies.

- An app for cabbage farmers to match job sites with students to address labor shortages.

- An app for parents to find out about children's programming classes

- An app for local shops to set appropriate pricing.

- An app for first-time visitors to enjoy hot spring spots.

- An app for elderly people to report wildlife damage.

etc

Case Example: Tomoka from Hokota Wagamama Lab

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Profile

- Tomoka Nogami
- Born in Hokota City
- 2nd year high school student

App Overview

- **For Whom**
  A childhood friend who is preparing for university and has no place to study where she can concentrate.

- **What Challenges**：
  Struggles to study effectively due to the lack of places to concentrate and study

- **Main Functions**
  - Map description and information
  - Links to YouTube
  - Stopwatch function
  - Random display of photos

study002 MAP

戻る

凡例

鹿島旭

徳宿

鉾田市

大洋

Tap Here

plots study locations on Google my map
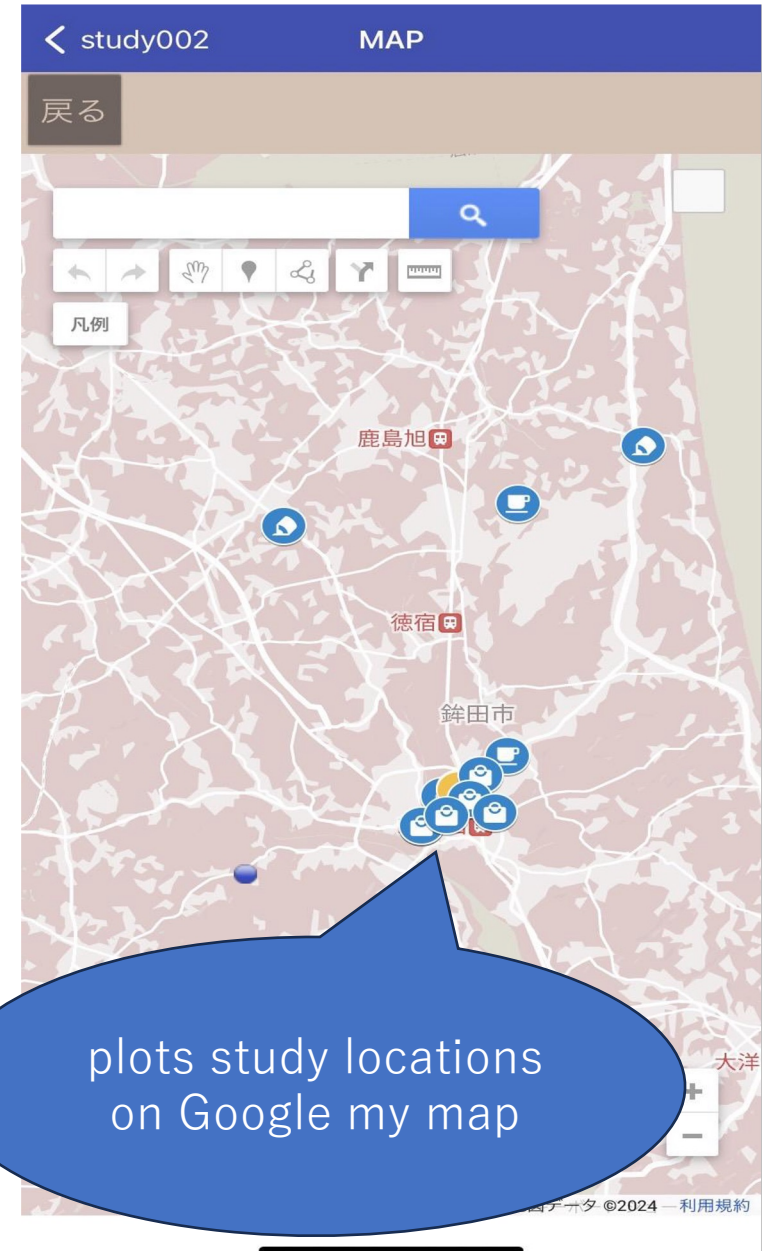
こうなったらいいな

Empathy

アクション

Ideation

社会が動く

Transformation

Wagamama Lab: Our Strategic Plan

1

Expand the Educational Programs

We will commit to broadening our educational initiatives, including Wagamama College (MIT App Inventor Training Program), DX High School initiatives, and tutoring schools for young students.

2
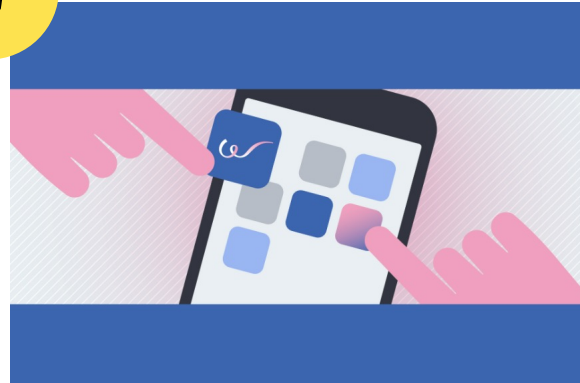
Implement Wagamama Lab in all prefectures across Japan

This expansion effort aims to democratize access to innovative educational opportunities, ensuring that individuals from diverse regions have the resources and support to enhance their digital literacy and problem-solving skills.

3

Build the Platform and Ecosystem

We are dedicated to creating a supportive platform that fosters ongoing communication, motivation, and collaboration among program participants.

Wagamama Lab: Future Plans and Milestones

Wagamama Lab

Implement Wagamama Lab in 10 prefectures
Currently, we committed 4 projects in 5 prefectures.

Collaborate with trainers
We will move forward to expand Wagamama Lab across Japan with trainers.

Share and Inspire with the World
We will share real-world challenges from Japan with the global community to inspire collaboration and innovation.

Achieve the implementation in 30 prefectures!

Achieve the implementation all prefectures (47) across Japan!

2024   **2025**   **2026**   **2027**   **2028**

Achieve 400 individuals Training Program!

Achieve 1000 individuals Training Program!

Start MIT App Inventor Training Program
Train 100 members. (9 members are already engaged, and 12 members are scheduled to participate).

Start workshop by trainers
The members can start their own workshops by MIT App Inventor.
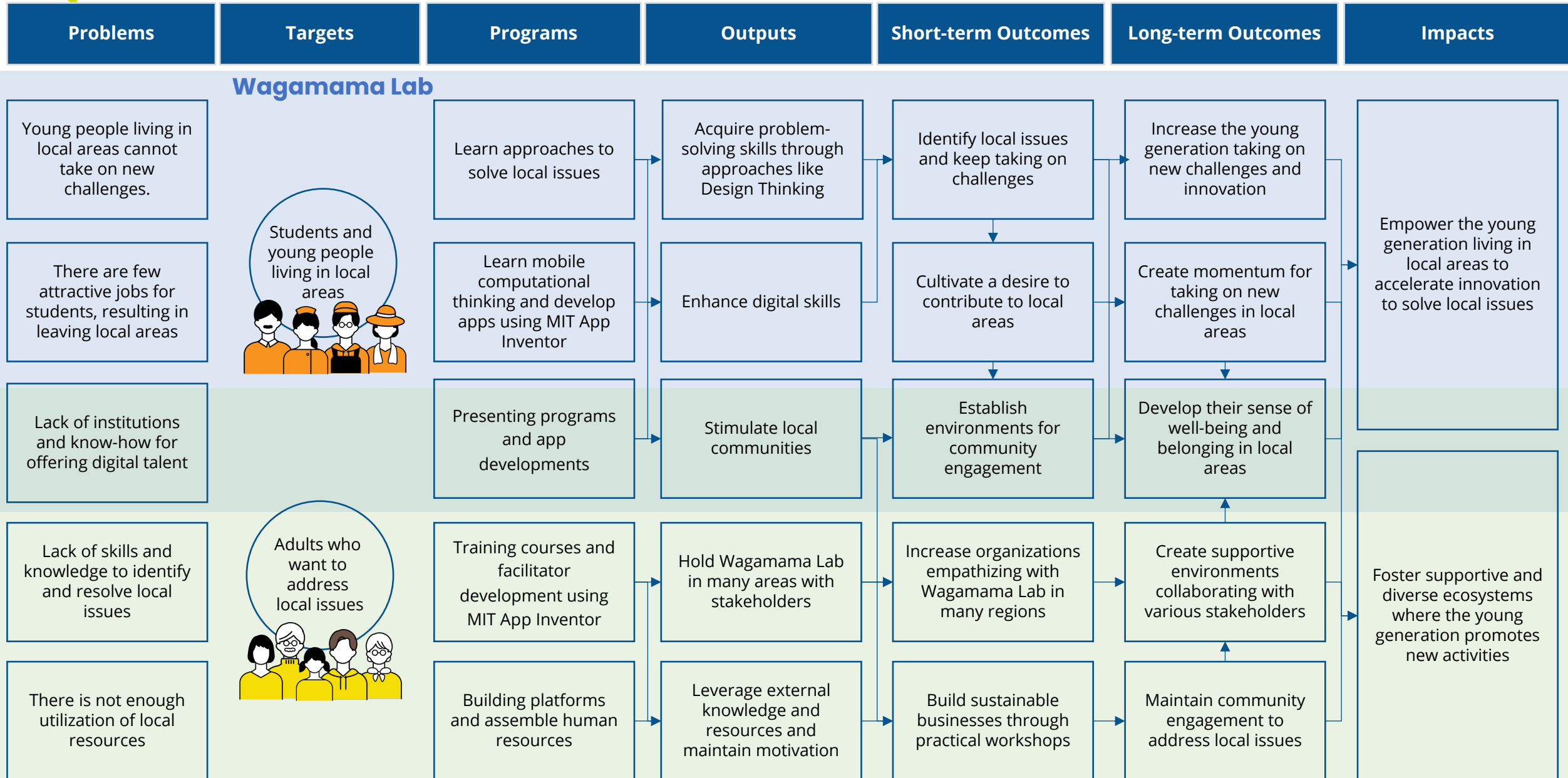
Build the platform
The trainers can foster communication, motivation, and collaboration through the platform.

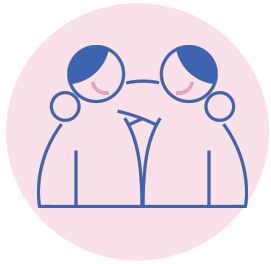**Increase workshops by trainers and create ecosystems**
The trainers can contribute to local challenges through MIT App Inventor workshop. Also, they can collaborate on projects with local stakeholders such as municipalities and private firms.

Wagamama College Program

Wagamama Lab: Theory of Change

wagamama Lab | IRODORI Inc.

Problems	Targets	Programs	Outputs	Short-term Outcomes	Long-term Outcomes	Impacts

Wagamama Lab

Targets: Students and young people living in local areas

Problems	Programs	Outputs	Short-term Outcomes	Long-term Outcomes	Impacts
Young people living in local areas cannot take on new challenges.	Learn approaches to solve local issues	Acquire problem-solving skills through approaches like Design Thinking	Identify local issues and keep taking on challenges	Increase the young generation taking on new challenges and innovation	Empower the young generation living in local areas to accelerate innovation to solve local issues
There are few attractive jobs for students, resulting in leaving local areas	Learn mobile computational thinking and develop apps using MIT App Inventor	Enhance digital skills	Cultivate a desire to contribute to local areas	Create momentum for taking on new challenges in local areas	
Lack of institutions and know-how for offering digital talent	Presenting programs and app developments	Stimulate local communities	Establish environments for community engagement	Develop their sense of well-being and belonging in local areas	

Wagamama College Program

Targets: Adults who want to address local issues

Problems	Programs	Outputs	Short-term Outcomes	Long-term Outcomes	Impacts
Lack of skills and knowledge to identify and resolve local issues	Training courses and facilitator development using MIT App Inventor	Hold Wagamama Lab in many areas with stakeholders	Increase organizations empathizing with Wagamama Lab in many regions	Create supportive environments collaborating with various stakeholders	Foster supportive and diverse ecosystems where the young generation promotes new activities
There is not enough utilization of local resources	Building platforms and assemble human resources	Leverage external knowledge and resources and maintain motivation	Build sustainable businesses through practical workshops	Maintain community engagement to address local issues	

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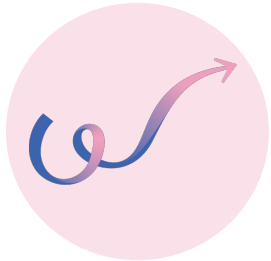# Discussion: Building Future Collaborative Partnerships

IRODORI Inc.

1. Collaboration with Wagamama College and DX High School initiatives

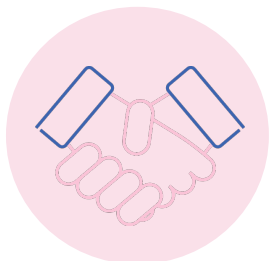- Enhance and involve these programs' contents and activities.

2. Japan Wagamama Awards 2024

- Collaborate to assist in program development and technical support.

3. Technical support for IRODORI members

- Support our members to improve their skills, knowledge and expertise.

4. Sharing and Feedback

- Japanese case studies
- Japanese application version
- iOS (iPhone) market in Japan

IRODORI