



**SCIENCE AGORA 2019**

# **Human**

**in the New Age**

**- What kind of future will we live in? -**

Science Agora 2019

Sponsorship Prospectus

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## 1. Message from Organizer

I am happy to know of your continued health and prosperity.

I would like to express my heartfelt gratitude for your support toward the activities of the Japan Science and Technology Agency (JST).

Right now, the world is witnessing a massive transformation in the processes of creating knowledge and value, and is welcoming a period of huge, historically-unprecedented change, with substantial changes in the structure of economies and societies, which we should call an “Era of Profound Transformation.” In 2015, the “Sustainable Development Goals (SDGs)” were selected by the UN, and here in Japan, we are seeing a steadily growing level of recognition toward them. However, poverty, energy, climate change, resources, gender and other issues continue to mount as challenges demanding resolution. In order to create a future society that is sustainable and hope filled, proactively addressing the solution to these challenges is an issue that must be handled by the entire world, including Japan.

There are high expectations for scientific innovation as a key to solving these challenges. However, the various issues cannot be dealt with by efforts limited to just one sector, due to their complex entanglement. What is necessary is for the industrial world that supports the ecosystem, rather than just governmental organizations and academies, along with the many various stakeholders including the general public to drive “co-creation” and gather together the wisdom and power that each possesses, to tackle them from a comprehensive standpoint.

Since 2006, the JST has been running “Science Agora” as an initiative to link society and science. The theme for “Science Agora 2019,” the 14<sup>th</sup> such event, was “Human in the New Age - What kind of future will we live in? -” As AI and other information technology advances at a speed beyond our imagination, we hoped to create a forum where everyone can together consider the questions of how the condition of being human will change, what kind of future society we should strive for, and how we can apply science and technology to achieve this. With efforts such as hosting an award ceremony for the “STI for SDGs” award established this year, for contribution to achieving the SDGs, the event is also positioned as a place for encouraging even further development.

This year is also the 20<sup>th</sup> anniversary of the adoption of the “Declaration on Science and the Use of Scientific Knowledge” (the so-called Budapest Declaration) at the World Conference on Science. The declaration presented four concepts, namely “Science for knowledge; knowledge for progress,” “Science for peace,” “Science for development” and “Science in society and science for society,” and clarified for the first time, the responsibilities of science and technology toward society. In this milestone of a year, I want us all to think together about “Science in society and science for society” and how it should be.

The strength of the JST alone is not enough to achieve the intended goals of “Science Agora 2019” as a more productive initiative; I believe it is necessary for us all to provide understanding and help, and develop it into a place for co-creation. To this end, I have solicited support widely, from various individuals who sympathize with the essence of Science Agora Aim II.

Thank you very much in advance for your understanding and dynamic support.

July 2019

President, Japan Science and Technology Agency



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Michinari Hamaguchi

## 2. Outline of Science Agora 2019

### ◆What is Science Agora?

Science Agora is a generic term for a place connecting science and society, which is open to everyone. It is a forum in which various people promote activities in each region independently by connecting parties involved in different fields, sectors, generations, and nationalities. People gathering in this forum will aim to realize “science harmonized with society” and a “society harmonized with science” through dialogue and collaboration while respecting a diversity of values.

### ◆Science Agora 2019 Theme

## Human -What kind of future will we live in?- in the New Age

How do you want to live in the future, when there will be further development of science and technology? What will the necessary technologies be for an ideal future? What humanity can we not entrust machines and new technology to? Science Agora 2019 will provide an opportunity for consideration from various viewpoints of what it means humanity, what you want to choose, and how we want to use the things in front of us.

2019, the year that marks the transition to the Reiwa era from the Heisei era, provides an opportunity to think about the new age. 20 years have passed since the Declaration on Science and the Use of Scientific Knowledge (Budapest Declaration) at the World Conference on Science, jointly sponsored by the United Nations Educational, Scientific and

#### Reference: Events that raise awareness of thinking about “Humans”

2019	G20 Osaka Summit (June 28-29) 7 <sup>th</sup> Tokyo International Conference on African Development (TICAD7) (August 28-30) 2 <sup>nd</sup> World Bosai Forum (WBF 2019) (November 9-12) World Science Forum 2019 Budapest (November 20-23)
2020	Nutrition for Growth (N4G) Summit 2020 (provisional name) 2020 Tokyo Olympic Games (July 24-August 9) 2020 Tokyo Paralympic Games (August 25-September 6)
2025	2025 Japan World Expo (Osaka, Kansai World Expo)

Cultural Organization (UNESCO) and the International Council for Science (ICSU). This is a year to focus again on the ideal forms of “science in society” and “science for society.” In addition, the 2020 Tokyo Olympic and Paralympic Games will provide an opportunity to showcase Japanese science and technology to the world. Would you like to consider with all the other participants what can be achieved with science and technology by reviewing various social issues from a global viewpoint?

### ◆Questions from Science Agora 2019 (Solicited Theme)

The forum will be held by using four questions on what we would like all the participants to think about. Please indicate the direction you view “human” from. The exhibits will be introduced depending on the questions they belong to.

- 1) What is the "Humanity"?
- 2) What does connection with the other create?
- 3) How do you face humanity's challenges?
- 4) What should we do for the future?

Since Science Agora 2016, we have used the “Opinion Gathering Board” to gather views such as opinions on the new logo and expectations for science and technology. The question this year is based on the analysis of last year’s results, and is set as the discussion topic for Science Agora 2019.

As a result of analyzing the comments gathered on last year’s “Opinion Gathering Board,” there were many people who wanted to learn about and consider “humanity” and “connection with the other,” hence questions 1 and 2 have been set for these. Question 3 has the viewpoint of how to resolve various social issues from domestic and international, and question 4 asks “if we can do this, it would be convenient, but can it be resolved with science and technology?” With these free concepts, they are set to provide an opportunity to think about what science and technology can do to create a better future and what can be expected of science and technology. We hope that conversing with many people based on these questions will provide an opportunity to acquire new viewpoints and take a step forward toward the future.

## ◆Outline of Science Agora 2019

Conference period: November 15 (Fri) – November 17, 2019 (Sun) / 10:00–16:30 (planned)

Venue: Telecom Center Building (main venue), Miraikan (ceremony venue), Symbol Promenade Park (West Promenade) (Surrounding area of Odaiba, Telecom Center Station (Yurikamome Line))

### 3. Application Terms

#### 3-1. Sponsorship Plan

**Name: Science Agora 2019 Sponsorship**

**Sponsorship amount:** Any number of lots is acceptable, at **1 lot 100,000 yen (inc. tax).**

- ※ If you agree with the intent, theme, concept and other aspects of Science Agora 2019, then please support it.
- ※ Any sponsorship money paid cannot be refunded for any reason.
- ※ The Secretariat will refuse your offer of sponsorship if having considered the nature of your business, it is understood to include any of the following content.
  - (1) Political
  - (2) Religious
  - (3) Related to adult entertainment, etc.
  - (4) Otherwise judged as being inappropriate by the Executive Committee
- ※ It shall be possible to apply under multiple company names if you wish to sponsor as well as exhibit.
- ※ Regardless of the size of the sponsorship, we are eager to hear the opinions of companies who have sponsored us, regarding Science Agora. Opinions we have received may be used after they have been considered by the Science Agora Steering Committee and Secretariat.

#### 3-2. Benefits to Sponsoring Companies

1. Ensures an opportunity to exhibit without prior review (it may be that details of your plan are adjusted in light of the aims of Agora)
2. Increased recognition of your company's products, services and activities, through pamphlets and distributed materials.
3. Enhanced appeal as a company with a deep interest in "co-creation" and "SDGs" to create the future society.
4. Provision of high-level networking opportunities with the science community, policymakers, and experts from within and without the country.
5. Participation in an original tour around the National Museum of Emerging Science and Innovation and booths of interest.

**Benefit :**

<b>Sponsorship class</b>	<b>Platinum (10 lots or more)</b>	<b>Gold (3 lots or more)</b>	<b>Pearl (1 lot of more)</b>
<b>Exhibit</b>	<ul style="list-style-type: none"><li>➤ Ensures one 1 plan (session or booth)</li><li>➤ Main session on podium, etc., exposure opportunity</li></ul>	Ensures 1 plan (session or booth)	—
<b>Logo print</b> Program, official website, main venue reception guidance board, photo spot	Large	Medium	Small
<b>Video play</b> Main venue reception monitor, standby slide for keynote lecture	○	○	— (Company)

			name only)
<b>Advertisement print</b> Program	1 page	1/3 page	1/4 page
<b>Participation in tape cutting (Saturday)</b>	○	○	○
<b>Short presentation on mini-stage</b>	○	○	—
<b>Networking and original tour</b>	Discussion possible	Discussion possible	—

\* Please let us know if you want any of the above

### 3-3. Application

**Application method:** Download the “Science Agora 2019 Sponsorship Application Form” from the next page of the URL below. Then, once you have entered your requirements, please send it by email to ([agora@jst.go.jp](mailto:agora@jst.go.jp)).

<http://www.jst.go.jp/sis/scienceagora/>

**Application deadline:**

• **Platinum, gold:** July 17, 2019 (Wednesday)

• **Pearl:** August 21, 2019 (Wednesday)

\* We can accept applications after the deadline, but depending of the details of the benefit in question, some wishes cannot be accommodated.

**Inquiries: Department for Promotion of Science in Society**

**Japan Science and Technology Agency**

Science Agora Secretariat (Yamamoto, Kuroda, Kimura, Imai)

Science Plaza, 5-3 Yonbancho, Chiyoda-ku, Tokyo

Tel.: 03-5214-7493    email: [agora@jst.go.jp](mailto:agora@jst.go.jp)

# Science Agora 2019

## Sponsorship Application form

Your company name	
Division name	
Position	
Contact person	
Address	〒
Contact information	TEL :
	FAX :
	E-mail :
Sponsorship Application	Amount _____ Japanese Yen (      lot(s) )

※Please send this form to Science Agora 2019 Secretariat.

※After receiving your application form, Science Agora 2019 Secretariat will send you invoice about this sponsorship.

※Please complete your payment by the due date which Science Agora 2019 Secretariat designates and burden bank transfer fee at your expense.

Contact :

Department for Promotion of Science in Society Japan Science and Technology Agency Science Agora Secretariat (Yamamoto, Kuroda, Kimura, Imai) Science Plaza, 5-3 Yonbancho, Chiyoda-ku, Tokyo Tel.: 03-5214-7493      email: <a href="mailto:agora@jst.go.jp">agora@jst.go.jp</a>
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