

**“Research of trend in order to strengthen information dissemination capabilities
in preparation for the realization of automated driving systems”
in “the second phase of the Cross-Ministerial Strategic Innovation Promotion
Program: Automated Driving for Universal Services”**

Final Result Report

Executive Summary

March, 2023

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1. Objectives of the project

The project was conducted with the two objectives outlined below.

Objective(1): International Cooperation in SIP-adus

The Cabinet Office has been working to solve social issues, such as reducing traffic accidents and congestion and offering means of mobility to individuals who have limited access to road transportation including elderly persons who live in local areas, through the Strategic Innovation Promotion Program: Automated Driving for Universal Services since FY2014. The second phase of SIP, which commenced in FY2018 and lasts until this year, aims to expand the implementation of automated driving from expressways to general roads and to realize automated driving mobility services. The pillars of this R&D project are: I) development and verification of automated driving systems (demonstration tests), II) development of basic technology for practical application of automated driving, III) fostering social acceptance (public acceptance) of automated driving, and IV) strengthening international cooperation. The International Cooperation Working Group of SIP-adus has been promoting bilateral and multilateral joint research. Meanwhile, this project provides Japanese and foreign experts with opportunities to share information and conduct joint research by regularly holding the SIP-adus Workshop in order to enhance international cooperation and promote international standardization.

Objective(2): Enhancing information transmission and verification of results

To implement automated driving in society, it is important to strengthen information transmission capabilities and utilize opinions and responses in promoting R&D in the future. In this project, questionnaire surveys of participants are conducted after the SIP-adus Workshop is held. The opinions of participants are compiled, and the results of verification are provided as a reference for organizing the program the next fiscal year. Meanwhile, the SIP-adus website is used to actively disseminate information. The content of the SIP-adus Workshop is updated in stages, reports on R&D promoted by SIP-adus are posted, events held in connection with SIP-adus are reported, and information on large-scale FOTs in the Tokyo waterfront area is updated promptly. The web access logs are analyzed throughout the year to measure how effectively the website transmits information.



2. Hosting SIP-adus Workshop2022

2-1. Overview of event

a. Summary

With the objective to further develop, implement, and promote automated driving technologies, SIP-adus Workshops have been held yearly since 2014. This year, as the final year of the second phase of SIP, the workshop was held over 4 days in Kyoto, Japan in cooperation with Doshisha University. Through Panel Discussions (with experts representing the US, the EU and Japan), Plenary Sessions on the latest research and state of progress of each theme, poster exhibitions, the introduction of automated vehicles, etc., which were held from Monday, October 10 to Wednesday October 12, we were able to summarize our efforts and disseminate them throughout the world. On Thursday October 13, Breakout Workshop (invitation only) was held at ANA Crowne Plaza Kyoto, providing Japanese and foreign experts with an opportunity for in-depth discussions. Though we could not invite overseas speakers in 2020 and 2021 due to the COVID-19 pandemic, loosening of border measures this year enabled us to welcome 99 researchers from 18 overseas countries and regions, contributing to the development of domestic and international network. After the Workshop in Kyoto, in response to requests from many participants, all Plenary Sessions and Panel Discussion were available for On-demand viewing from Thursday, November 8, 2022 to Friday, March 24, 2023 on the SIP-adus Workshop2022 website.

Overview

Overview of SIP-adus Workshop2022	
Sponsor	Cross-Ministerial Strategic Innovation Promotion Program, Council for Science, Technology and Innovation, Cabinet Office, Government of Japan New Energy and Industrial Technology Development Organization (NEDO) General Incorporated Association, Mobility Innovation Alliance Japan Doshisha University
Period	October 10-13 (Monday - Thursday), 2022
Venue	Doshisha University Kambaikan (October 10,11,12) ANA Crowne Plaza Kyoto (October 13)
Participants	487 individuals from 19 countries and regions, including 99 from overseas (FY2021 Online format: 1,075 from 23 countries and regions, including 134 from overseas, FY2020 Online format: 1,152 from 29 countries and regions, including 137 from overseas, FY2019 in Tokyo: 511 from 23 countries and regions, including 89 from overseas, FY2018 in Tokyo: 516 from 17 countries and regions, including 88 from overseas)
Themes	Regional Activities Human Factors Impact Assessment Japanese Government Dynamic Map Connected Vehicles Cybersecurity Safety Assurance Service & Business Implementation
Official website	https://en.sip-adus.go.jp/evt/workshop2022/
Media attending	Nikkan Jidosha Shimbun, Nikkei BP, FOURIN

Program

	Tuesday October 11	Wednesday October 12	Thursday October 13 (Invited Only)
AM	9:00~9:30 Opening Session	8:45~10:15 Dynamic Map	9:00~12:00 Breakout Workshop
	9:30~11:00 Regional Activities	10:25~11:55 Connected Vehicles	
	11:10~12:20 Human Factors		
	Poster Session/Lunch	Poster Session/Lunch	Lunch
PM	14:00~15:30 Impact Assessment	13:30~14:40 Cybersecurity	13:00~15:00 Breakout Workshop
	15:40~17:10 Japanese Government	14:50~16:20 Safety Assurance	16:30~18:00 Breakout Workshop Summary Session
	17:20~17:50 Panel Discussion	16:30~18:00 Service and Business Implementation	
		Closing Session	Closing Session

2. Hosting SIP-adus Workshop2022

2-1. Overview of event

b. Plenary Session

On Tuesday, October 11 and Wednesday, October 12, the Plenary Session was held for general participants at Doshisha University Hardy Hall, Kambaikan. In the opening session, a Welcome Speeches (Minister of State for Science and Technology Policy, Cabinet Office and Prof. Tomoko Ueki, President of Doshisha University) were delivered, followed by the Keynote Speeches (Mr. Vincent Gerard White (The United States Department of Transportation), Mr. Andrea De Candido (European Commission - DG RTD), Mr. Stefan Mengel (Federal Ministry of Education and Research, Germany) and Mr. Seiogo Kuzumaki (SIP-adus Program Director)). Afterwards, 57 experts from Japan and overseas delivered presentations on nine themes as shown below.

As for Panel Discussion, an extended version was held on Monday October 10 for invited guests, as well as a summarized version was held on Tuesday October 11 for general participants. For the question-and-answer session, we accepted submissions from participants' mobile devices and adopted a method in which the speaker answered questions selected by the moderator. The presentation materials of the speakers were posted on the website on the same day and made available to the public.

Overview

Unit : Number of people

Session name	Date held	Time	Moderator	No. of speakers	Of which overseas	Of which Japan
Panel Discussion (extended)	Mon., 10/10	18:00 - 19:30	Hajime Amano	3	2	1
Opening	Tue., 10/11	9:00 - 9:30	-	6	3	3
Regional Activities	Tue., 10/11	9:30 - 11:00	Manabu Umeda	5	5	0
Human Factors	Tue., 10/11	11:10 - 12:20	Satoshi Kitazaki	4	3	1
Impact Assessment	Tue., 10/11	14:00 - 15:30	Takashi Oguchi	5	4	1
Japanese Government	Tue., 10/11	15:40 - 17:10	-	7	0	7
Panel Discussion (summarized)	Tue., 10/11	17:20 - 17:50	Hiroaki Kimura	3	2	1
Dynamic Map	Wed., 10/12	8:45 - 10:15	Satoru Nakajo	5	3	2
Connected Vehicles	Wed., 10/12	10:25 - 11:55	Masanori Misumi	5	4	1
Cybersecurity	Wed., 10/12	13:30 - 14:40	Yasumasa Hirai	4	2	2
Safety Assurance	Wed., 10/12	14:50 - 16:20	Hideaki Sato	5	4	1
Service and Business Implementation	Wed., 10/12	16:30 - 18:00	Yurie Toyama	5	4	1
			Total	57	36	21



2. Hosting SIP-adus Workshop2022

2-1. Overview of event

c. Breakout Workshop

On Thursday October 13, experts who were invited from Japan and overseas had in-depth discussions in seven sessions at ANA Crowne Plaza Kyoto. Discussions were closed to the public and provided a forum for free discussion of cutting-edge content. Breakout Workshop could not be held in 2020 due to the COVID-19 pandemic and was held strictly online in 2021. This year, the meeting was held face-to-face and it was a great achievement to be able to have lively discussions among experts. The total number of Breakout Workshop participants was 159, about the same as in 2018 (133 people) and 2019 (161 people), which were also held onsite. In particular, the session on Safety Assurance was held on a larger scale than ever before, with 57 participants including 24 participants from overseas.

Overview

Unit : Number of people

Session name	Domain leader	No. of Participants	Of which overseas	Of which Japan
Safety Assurance	Hideaki Sato	57	24	33
Human Factors	Satoshi Kitazaki	30	21	9
Impact Assessment	Takashi Oguchi	20	11	9
Service and Business Implementation	Yurie Toyama	15	4	11
Connected Vehicles	Satoshi Koyama	15	7	8
Cybersecurity	Yasumasa Hirai	8	4	4
Dynamic Map	Satoru Nakajo	14	4	10
Total		159	75	84



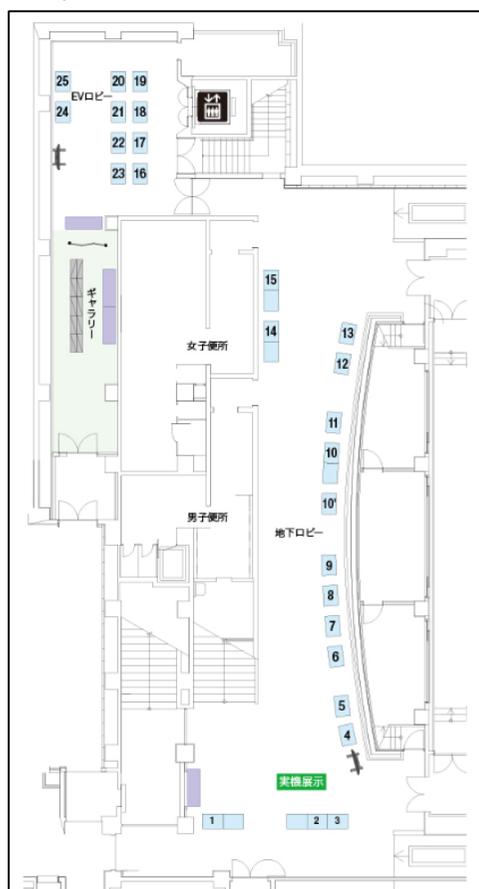
2. Hosting SIP-adus Workshop2022

2-1. Overview of event

d. Poster Exhibition

On Tuesday, October 11 and Wednesday, October 12, 25 posters were exhibited in the lobby at Doshisha University Hardy Hall, Kambaikan. In addition to poster exhibitions and video screenings, a poster session was set up during lunch hour to facilitate exchanges of ideas between exhibitors and visitors. The actual poster layout was displayed on the website, and it was also used as a guide map for the poster sessions during the exhibition. All poster images are published on the website. In addition, as part of the poster exhibition, an automated vehicle was displayed at the entrance of the Kambaikan.

Layout



No.	Title
1	Virtual validation methodology for AD safety assurance I
2	Virtual validation methodology for AD safety assurance II
3	International joint reserch project for Global standardization
4	Implementation of FOTs in the Tokyo Waterfront Area
5	Implementation of FOTs in the Tokyo Waterfront Area
6	Threat Information Sharing and Proactive Survey Methodologies
7	International Research Cooperation
8	Mobility Innovation Alliance Japan
9	Impact assessment of automated driving on Japanese society and economy
10-1	Traffic environment information portal "MD communit"
10-2	Traffic environment information portal "MD communit"
11	KYOTO Raku- Mobei Contest ~Open Data Hackathon for Traffic/ Logistics/ Tourism etc in Kyoto
12	Study on Assessment and Strategy of Promotion for Social and User Acceptance of Automated Driving
13	International Collaboration on Dynamic Map

No.	Title
14	HMI and User Education
15	Human Factors: HMI and User Education CAD Germany Japan HF
16	National Research Project on Automated Driving to realize Society 5.0
17	Preparations for the Next- Phase SIP
18	Initiatives for Realization of Automated Driving by Japan Police
19	2022 Amendment to the Road Traffic Act for SAE Lv4 automated driving
20	Digital Agency
21	A Study on 5.9GHz band V2X Communication Protocol for Achieving Use Cases of Cooperative Driving Automation
22	Research on recognition technologies necessary for automated driving (levels 3 and 4)
23	Project on Research, Development, Demonstration and Deployment (RDD&D) of Automated Driving Toward the Level 4 and its Enhanced Mobility Services.
24	Automated driving service in rural areas
25	Efforts of Road Transport Bureau, MLIT For the Realization of Automated Driving

2. Hosting SIP-adus Workshop2022

2-1. Overview of event

d. Poster Exhibition

Poster Image

SIP-adus Workshop 2022
Preparations for the Next-Phase SIP

Next-Phase SIP

- After the second phase SIP FY2018-2022, a next-phase SIP starts in FY2023.
- Targets of SIP:
 - "Society 5.0" oriented
 - the development and utilization of innovative technologies
 - the reform of social systems
 - transcend the boundaries of conventional industries and fields
- Projects to complement ongoing projects by ministries or industries
- Develop key technologies, make common systems or rules, as a hub for industry-academia-government and cross-ministerial collaboration.
- Under the PD candidate, conduct FS on preliminary areas in cooperation and draft R&D plan to be finalized in FY2022.

15 preliminary target areas of the Next-Phase SIP

15 preliminary SIP target areas under study by TF's

Concept of Smart Mobility Platform

From the perspective of moving people and goods, dynamically integrate transportation method (small mobility, automated driving, MaaS, drone, etc.) and traffic environment (hard/soft infrastructures) and construct a platform that realizes safe, environment friendly and seamless mobility.

Poster Session



Test Vehicle



SIP-adus Workshop 2022
National Research Project on Automated Driving to realize Society 5.0

Outline

SIP-adus
 Automated driving for universal service
 Cross-ministerial Strategic Innovation promotion Program

SIP 2nd FY2018~FY2022
 One of 12 SIP themes

ADS (Automated Driving Systems)
 Safe and secure mobility for all

Realization of Society 5.0

Competition
 Cooperation

> Technology
 - Dynamic Map
 - Safety Assurance
 - Cybersecurity
 etc.
 > International cooperation /Standardization
 > Public acceptance
 > Deregulation/Regulatory reform

2. Hosting SIP-adus Workshop2022

2-1. Overview of event

e. On-demand distribution

After the Workshop in Kyoto, a recordings of the Panel Discussion (extended version) held on Monday, October 10 and all Plenary Sessions were available on-demand in both Japanese and English from Thursday, November 8th, 2022 to Friday, March 24th, 2023 on the SIP-adus Workshop2022 website. The initial period was from Tuesday, November 8 to Friday, January 27, and due to popular request, it was re-extended from Thursday, February 16 to Friday, March 24, 2023. The on-demand distribution was open to Plenary speakers, Breakout Workshop participants, and registered general participants, and new registrations were accepted during the distribution period.

Video On-Demand Streaming

	Tuesday October 11	Wednesday October 12
AM	Opening Session	Dynamic Map
	Regional Activities	Connected Vehicles
	Human Factors	
PM	Impact Assessment	Cybersecurity
	Japanese Government	Safety Assurance
	Panel Discussion (October 11, (Tue.))	Service and Business Implementation
	Panel Discussion (October 10, (Mon.))	Closing

SIP-adus Workshop 2022

Video On-Demand Streaming

Oct. 10 (Mon.)	Plenary Sessions					
Oct. 11 (Tue.)	Opening Session	Regional Activities	Human Factors	Impact Assessment	Japanese Government	Panel Discussion
Oct. 12 (Wed.)	Dynamic Map	Connected Vehicles	Cybersecurity	Safety Assurance	Service and Business Implementation	Closing

October

Oct. 10 (Mon.)



Hajime Amano

Representative Director
General Incorporated Association, Mobility Innovation Alliance Japan

Mr. Amano joined Toyota Motor Corporation in 1982 and worked for career on a safety administration program, developing related tools and manufacturing quality management systems. Then he transferred to auto-assembly transportation. He was reached university of projects on Intelligent Transport Systems (ITS) both in Japanese overseas. He assumed the position of President and CEO of ITS Japan in 2009. He was also member of the Board of Directors of ITS Global Congress and the Secretary, Director of ITS Asia Pacific Area 2019. He was a Visiting Professor of the Advanced Mobility Research Center of the University of Tokyo from 2016. After retirement from these positions in 2022, he assumed the Representative Director of Mobility Innovation Alliance Japan to facilitate collaboration across the automotive, digital, related sectors and academia.

November



Beigo Kuzumaki

Program Director for R&D activities,
R&D, Advanced R&D and Engineering Company, Toyota Motor Corporation
Japan

Mr. Beigo Kuzumaki was appointed Program Director for R&D, Advanced R&D and Engineering Company in 2016. He received his Ph.D. in International Engineering from University of Kyoto in 1993. In his career at Toyota Corporation, he has had a background in completing outstanding performance since 2002. He was appointed Information System Manager, Advanced R&D and Engineering Company in 2017, and assumed his current post in 2018.



Steven Shladover

Research Professor (Retired)
California PATH Program
University of California, Berkeley
The United States of America

Dr. Steven Shladover has been working on development and assessment of driving automation systems for 15 years. After ten years at MIT, he worked about seven years in Silicon Valley and 20 years at the California PATH Program at the University of California, Berkeley. He has led multiple driving and testing automation systems for light and heavy duty vehicles, conducting transportation system impacts of large scale deployment of these systems, and working on the related policy-making challenges. He also works on the development of autonomous and vehicle highway automation and is active in the development of technical standards at IEEE and NHTSA.



Arja Elemad

Project Manager
Group Vice President
Wipro Limited
Germany

Ms. Elemad is Senior Project Manager of Wipro Group Vice President in the area of Intelligent Mobility and Autonomous Driving. Since 2018, she has been Coordinator of several European Regulatory projects in the field. In October 2022, she led European Regulatory work for the development of the benefits of ADAS, vehicle safety and efficiency, and will be a key role in bringing ADAS and SAE L3 autonomous vehicles to European roads. She is currently leading the European Regulatory project for testing Autonomous Driving near and on roads.

2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Overview

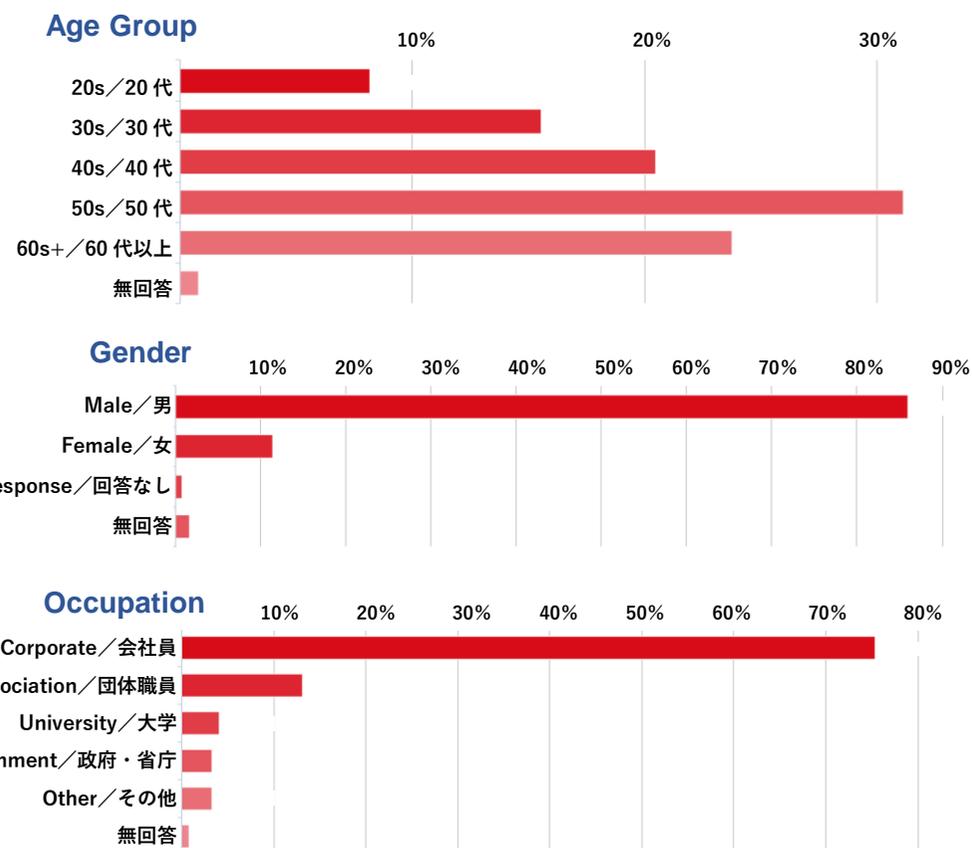
A questionnaire survey was conducted on SIP-adus Workshop2022 for overall evaluation, programs and poster exhibition. Participants were asked to respond to the survey by several methods, including a questionnaire form at the venue, an online form scanned from a QR code, and an e-mail request at a later date. 25% of the participants at the venue responded to the survey. As 41% of respondents were "very satisfied" with SIP-adus Workshop2022 overall, we found that participants were highly satisfied even compared to 2019 (28.5%) and 2018 (37%), which were held onsite. In addition, 59% of the respondents answered that the SIP-adus Workshop had been "meaningful for research and networking," indicating that the significance of holding the Workshop was great. The SIP-adus Workshop was recognized as a forum for obtaining information on trends in Japanese and overseas policies, markets, and technologies, and for discussing common issues and way to address them.

Participant Attributes

By age group, most of the participants were in their 40s to 60s, with participants in their 50s accounting for the largest number. Meanwhile, comparing to the last year, percentage of participants in their 20s (4% in 2021) and 30s (10% in 2021) increased. One reason for this may be that the event was held at a university venue.

By gender, we observed a very high rate of male participants (86.1%). However, it is also acknowledged that the percentage of women has increased slightly, compared to 2019 (9%), when the event was held onsite.

By occupation, 70% of all respondents were company employees, followed by employees of organizations, universities, and ministries, showing the same trend as in previous years.



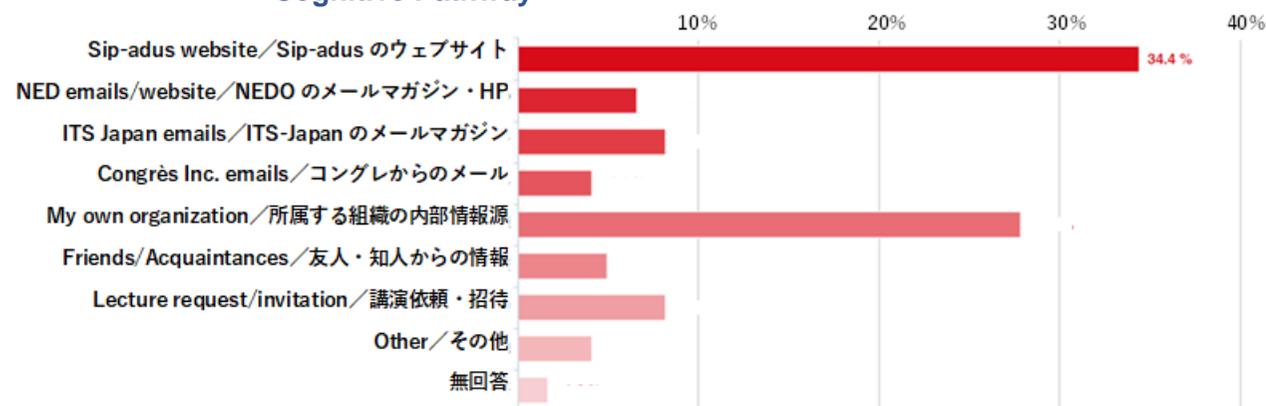
2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Cognitive Pathway and Participation Status

By cognitive pathway, SIP-adus website and internal information from their organizations were the most common, showing the same trend as in previous years.

Cognitive Pathway

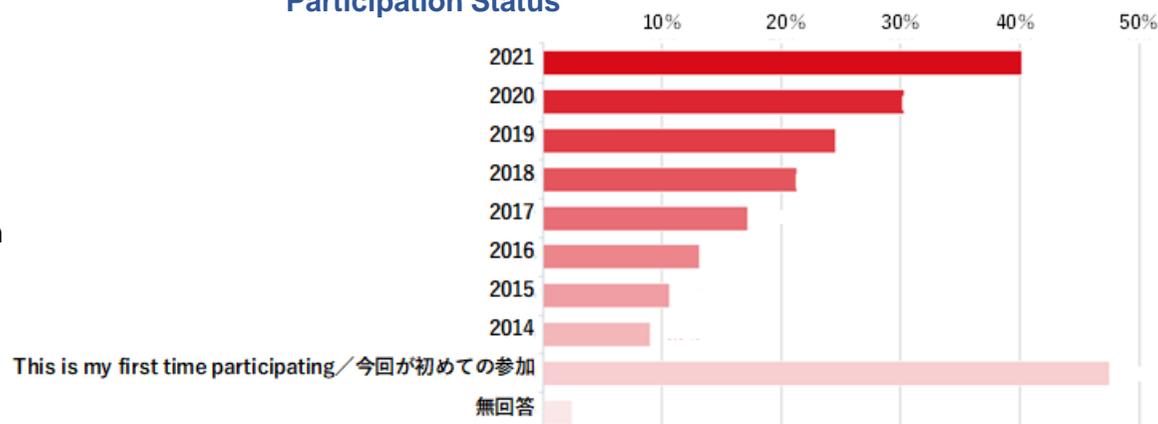


Out of repeat participants in attendance, 2021 participants ranked the highest with 40.2%.

On the other hand, 47.5% of participants participated in the Workshop for the first time, which is slightly higher than in previous years. The change of venue from Tokyo to Kyoto may have been a contributing factor.

(First time participants: 39% in 2021, 34% in 2020, 40.5% in 2019, 42% in 2018)

Participation Status



2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Evaluation of the Workshop

As 41% of respondents were overall "very satisfied" with SIP-adus Workshop2022, we found that participants were highly satisfied even compared to 2019 (28.5%) and 2018 (37%), which were held onsite.

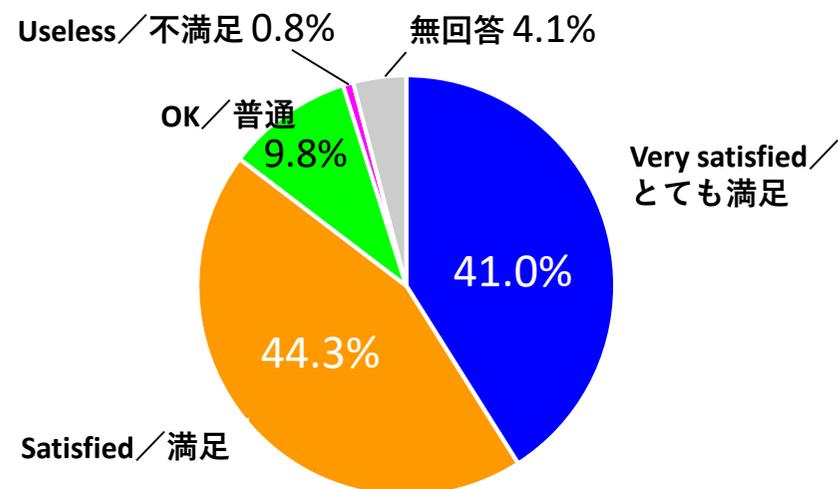
Highest rating (percentage of rate 5 out of 5)

2022	2021	2020	2019	2018
41.0%	38.5%	47.5%	28.5%	37.0%

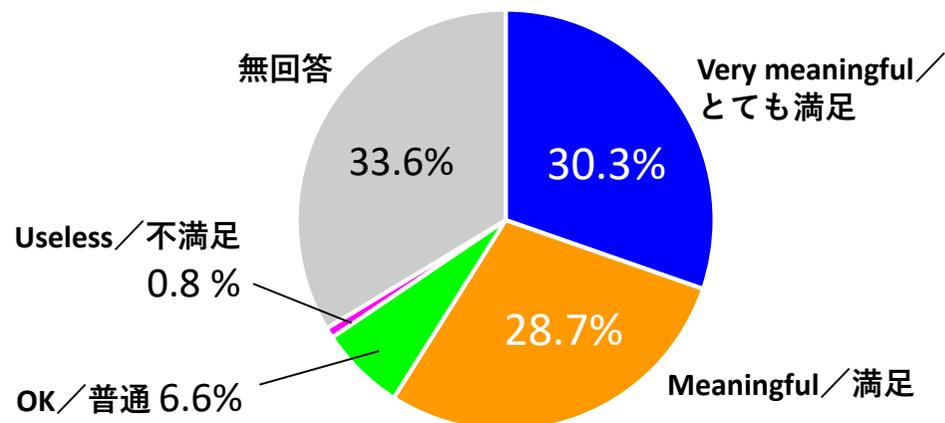
Since this is the final year of the second phase of SIP, we asked those who have participated in past SIP-adus Workshops if the workshops have been meaningful for their research and networking.

59% of the respondents answered that the SIP-adus Workshops have been "meaningful for research and networking," indicating that the significance of the workshops.

Overall evaluation for SIP-adus Workshop2022



Was the SIP-adus Workshop meaningful for your research and networking?



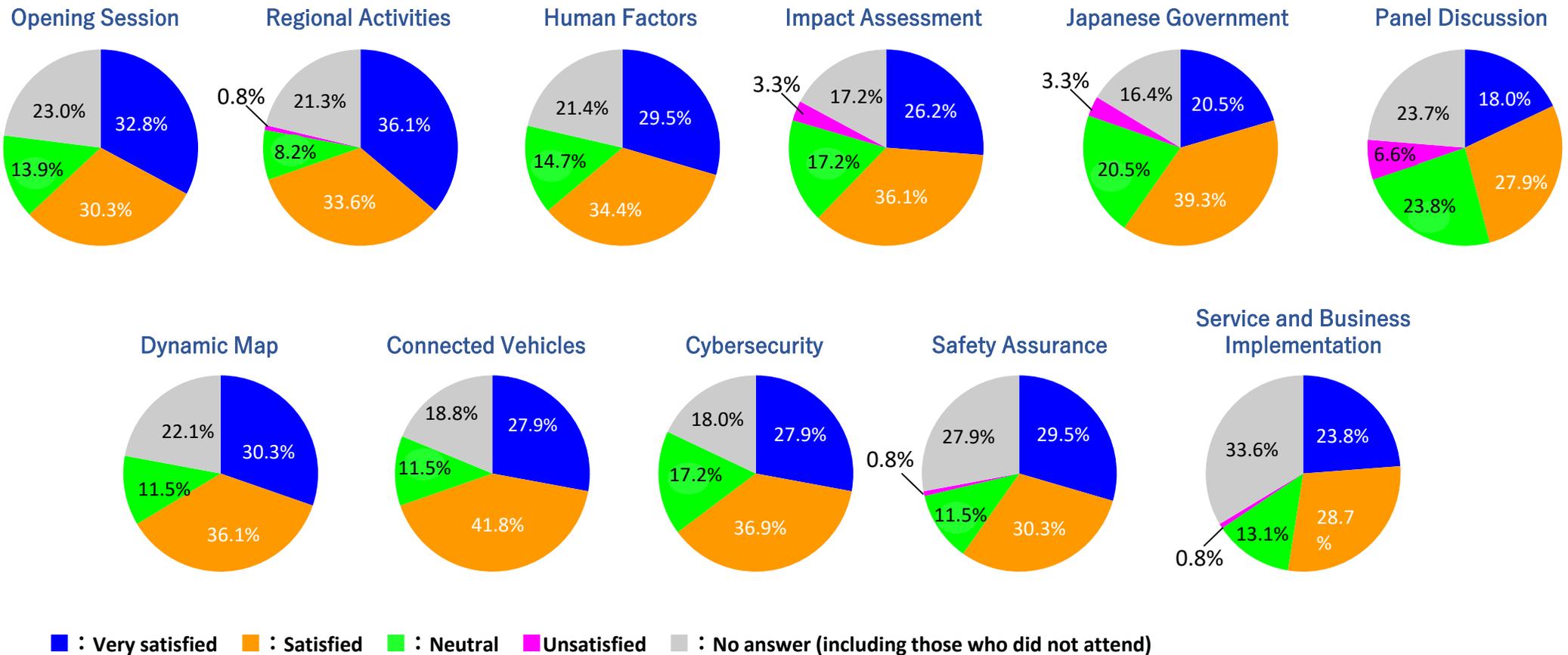
2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Evaluation for Plenary Session

In the Plenary Session, more than 50% of the responses were “very satisfied” or “satisfied” in almost all sessions.

The top four sessions where participants answered "very satisfied" were: "Regional Activities (36.1%)", "Opening Session (32.8%)", "Dynamic Map (30.3%)" and "Human Factors (29.5%)".

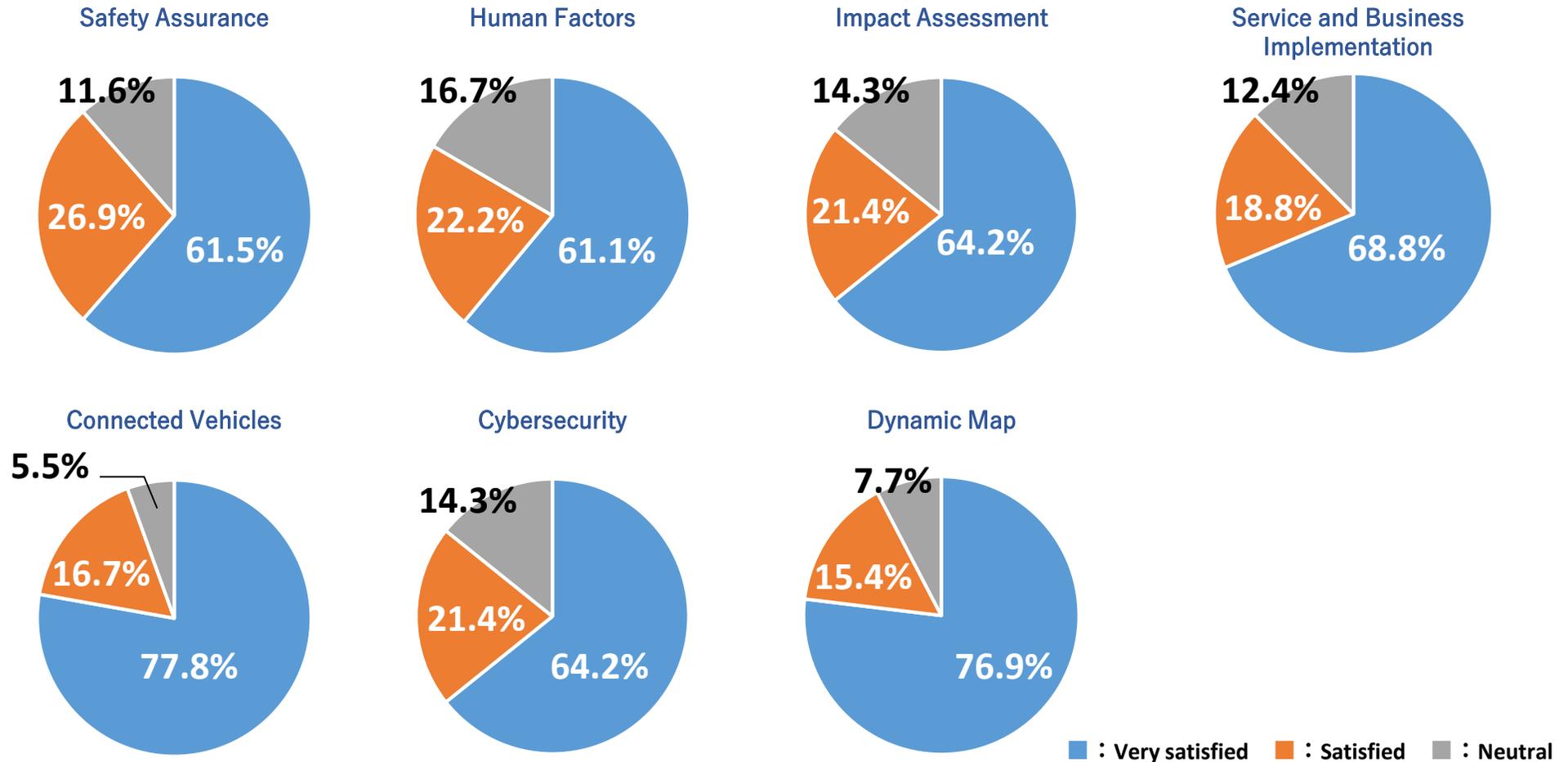


2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Evaluation of the Breakout Workshop

More than 80% of Breakout Workshop participants responded they were “very satisfied” or “satisfied” in all sessions, indicating that the overall evaluation was high. The top three sessions where participants answered “very satisfied” were: “Connected Vehicles (77.8%)”, “Dynamic Map (76.9%)”, and “Service and Business Implementation (68.8%)”.



2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Achievements and Issues

The following achievements and issues were taken from the participants' comment section.

1, The SIP-adus Workshop was useful to disseminate latest international trends in automated driving and to deepen participants' understanding.

Comments from the participants

- By talking with experts not only from Japan but also from the U.S. and Europe, I was able to learn about common issues, how to deal with them, ways of thinking, cultural differences, and so on.
- The presentations and discussions help understand the global research and policy trends.
- Obtained information on policy and market trends in Japan, Europe, and the U.S.
- You can learn about the development status and issues of automated driving in Japan, the U.S, and Europe, and renew old friendships with the people involved.

2, The SIP-adus Workshop helped participants expand their networking.

Comments from the participants

- A lot of communication with speakers. This is good chance for information sharing.
- The mixture of deep content in combination with their international perspectives (mainly Japan, Europe, US). The selected speakers, the selected thematic areas, and the good opportunities for side meetings and networking .
- EXCELENT: Regional updates the content is technical and pragmatic. The breakouts fostered good discussion.

3, Improvements in session speaker composition, slides and handouts are also required.

Comments from the participants

- Appropriate selection of topics and speakers, duration of presentations.
- There are only participants (registrants) from Japan, the U.S. and Europe. Was that enough?
- In the next time, I wanted to know the situation in China + Asia (e.g. Singapore).
- Letters were small and difficult to understand. Also, some slides were too many. Slides should be easy to understand as created by a foreign person.
- It is somewhat indigestible because I don't have any materials at hand and photography is forbidden. Would have preferred online?

4, More time for discussion and Q&A is required, and participants' questions should be addressed and resolved.

Comments from the participants

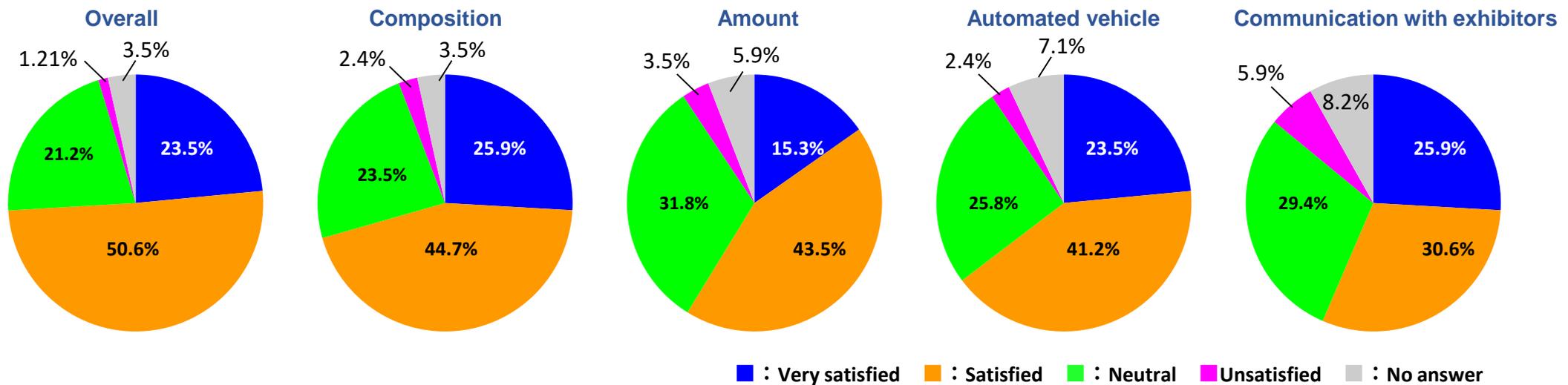
- More time for Q&A. The presentation will be easier to understand if the moderator can explain the big picture and the relationship between the presentations.
- Though SIP was the final, not everything has been cleared. what will be done? I frankly thought.
- I wish I could have heard something more in-depth about how to proceed as a country than the ITS World Congress.

2. Hosting SIP-adus Workshop2022

2-2. Verification of results

Evaluation for Poster Exhibition

69.7% of SIP-adus Workshop2022 participants viewed the exhibition. The exhibition was very well received, as participants marked “very satisfied” or “satisfied” in the below categories at the following rates: Overall 74.1%, Composition 70.6%, Amount 58.8%, Automated vehicle 64.7%, Communication with exhibitors 56.5%.



Comments received from participants indicated that there were some issues to be addressed, such as the need for the exhibition structure and layout to consider the topics of the sessions.

Comments from the participants

- It would have been even better if you could have indicated which session was closely related to each poster.
- Some topics were missing connectivity.
- It was hard to tell who was the exhibitor. At least they should be right in front of the poster.
- More exhibitions are good.
- I would have liked to talk a little more with the exhibitors, but they were either talking to other people or sometimes not there in the first place, so it was difficult to hear them.

3. Information dissemination using the website

3-1. Overview of information dissemination

Overview

Throughout the year, we focused on publicizing the SIP-adus project by continuously updating the R&D, Cooperative Activities & Conferences, and Field Operational Tests pages. In addition, we opened a special page for SIP-adus Workshop2022 and actively disseminated various information related to the event.

“Research and Development” page updates

Reports from related organizations were posted by the following four themes, and updated as appropriate.

- Development and validation (FOTs) of automated driving systems
- Development of core technologies for the practical implementation of automated driving
- Fostering of public acceptance of automated driving
- Enhancement of international cooperation

“Cooperative Activities & Conferences” page updates

Continuously posted "Autonomous Driving LIVE News" information on the Japanese page. The English page includes the latest research posted in the "Priority Themes for International Cooperation" section.

“Field Operational Tests” page updates

For each area of the Field Operational Tests, we updated information monthly (duration and number of runs, participants and vehicles in the experiment). With the experiment ending in December 2022, the details have now been removed.

“SIP-adus Workshop2022” page updates

The following information was disseminated regarding the SIP-adus Workshop2022.

- Launch of the SIP-adus Workshop2022 page (May 23, 2022)
- Posting of program and speaker information
- Start of the registration period (July 27, 2022)
- Establishment of the “Poster Exhibition” page (September 28, 2022)
- After the Workshop
 - Posting of presentation materials
 - Posting of commemorative videos and photos (for Plenary Speakers and Breakout Workshop Participants only)
 - On-demand distribution (November 8, 2022 – March 24, 2023)



3. Information dissemination using the website

3-2. Verification of effectiveness

Overview

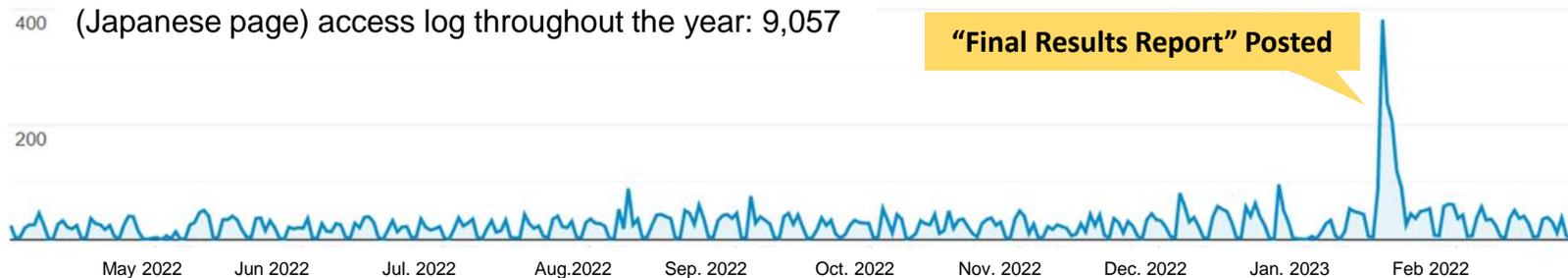
Using Google Analytics to verify website visits, it was evident that the SIP-adus website had a consistent level of visitors throughout the year, both on the English and Japanese pages. Keeping the attention of visitors can be attributed to the continuous updates posted on the SIP-adus website, indicating the website was an effective tool to disseminate SIP-adus information and for publicity purposes.

Furthermore, emailing periodic newsletters to promote the Workshop seems to have been effective in increasing visitors to the website. However, despite the content of the Japanese and English pages being almost the same, the number of visitors to the English pages were less than half compared to the Japanese pages. Additional public relation activities are needed to increase the number of visits to the English page of the SIP-adus website, such as promotions targeting participants of overseas events, requesting that a link of the SIP-adus website be posted on overseas related event websites, utilizing SNS for information dissemination, etc.

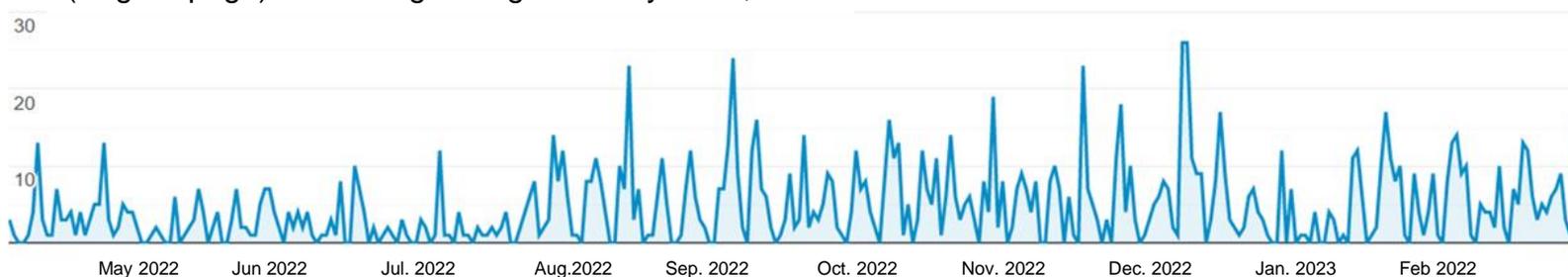
“Research and Development” page access logs

Among the four main sections on the SIP-adus website, the page with the most views was the “Research and Development” page. On January 13, the “Final Results Report (2018-2022)” (Japanese version) was posted on the website and announced by e-mail. Then the number of views increased sharply, indicating the significance of the “Final Results Report” and the effectiveness of the e-mail announcement.

400 (Japanese page) access log throughout the year: 9,057



(English page) access log throughout the year: 1,547

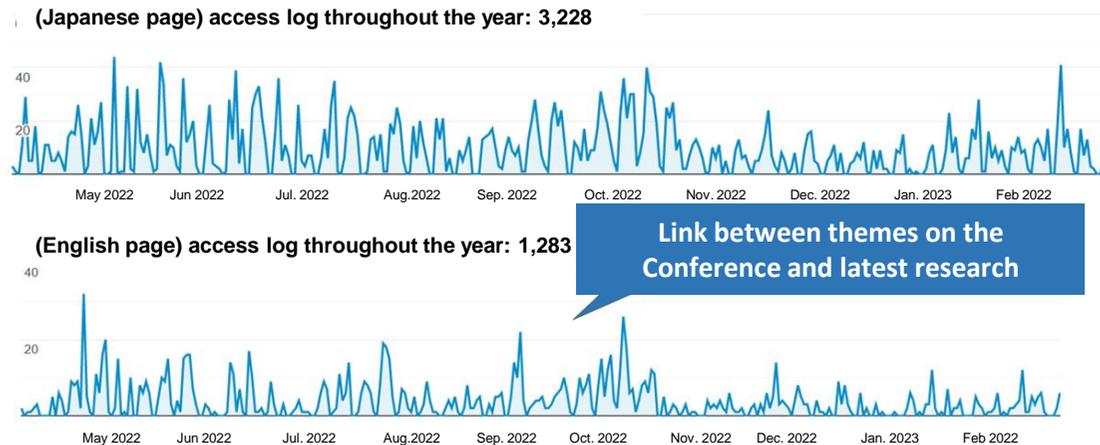


3. Information dissemination using the website

3-2. Verification of effectiveness

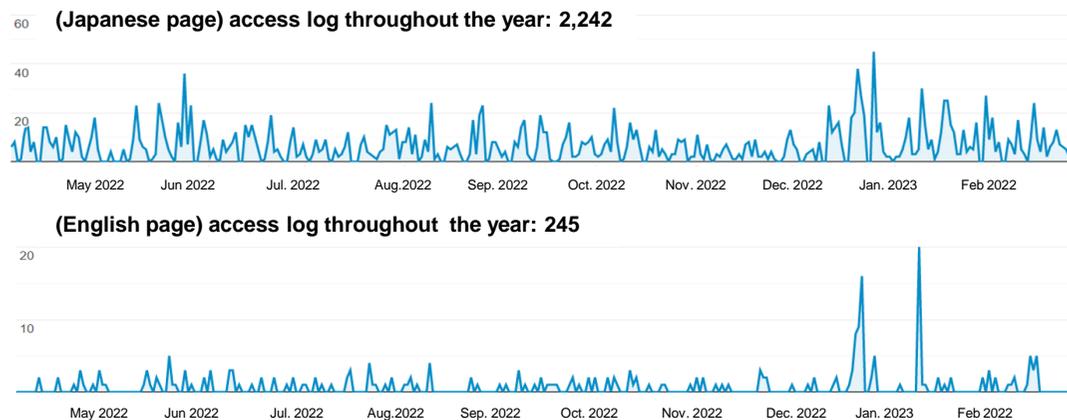
“Cooperative Activities & Conferences” page access logs

Continuously posting "Autonomous Driving LIVE News" information on the Japanese page and including the latest research in the "Priority Themes for International Cooperation" section on the English page have helped attract viewers throughout the year.



“Field Operational Tests” page access logs

On the Japanese page, we provided monthly updates on details of the Field Operational Tests in the Rinkai Fukutoshin and Haneda Airport area. The English page also provided an overview of the Field Operational Tests. These efforts particularly attracted visitors throughout the year to the Japanese page.



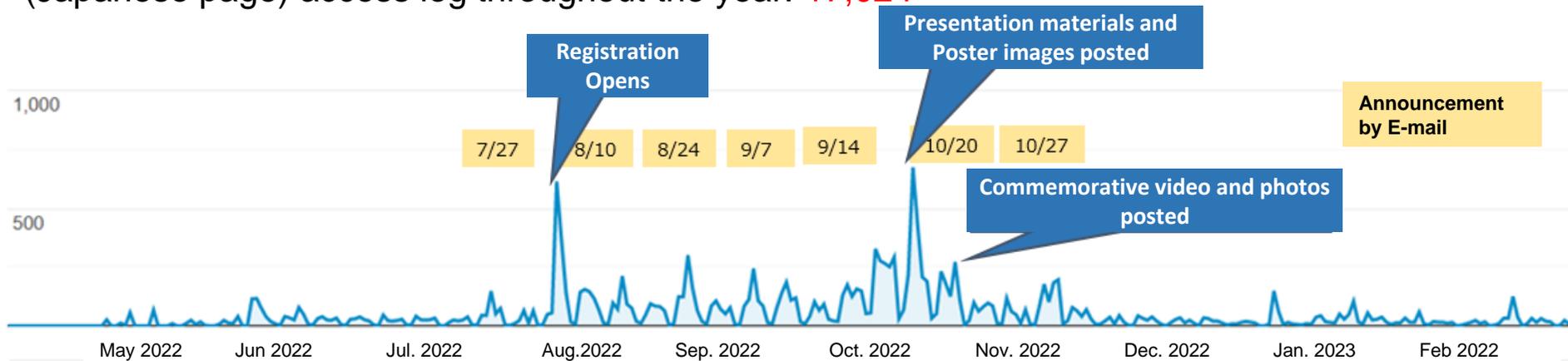
3. Information dissemination using the website

3-2. Verification of effectiveness

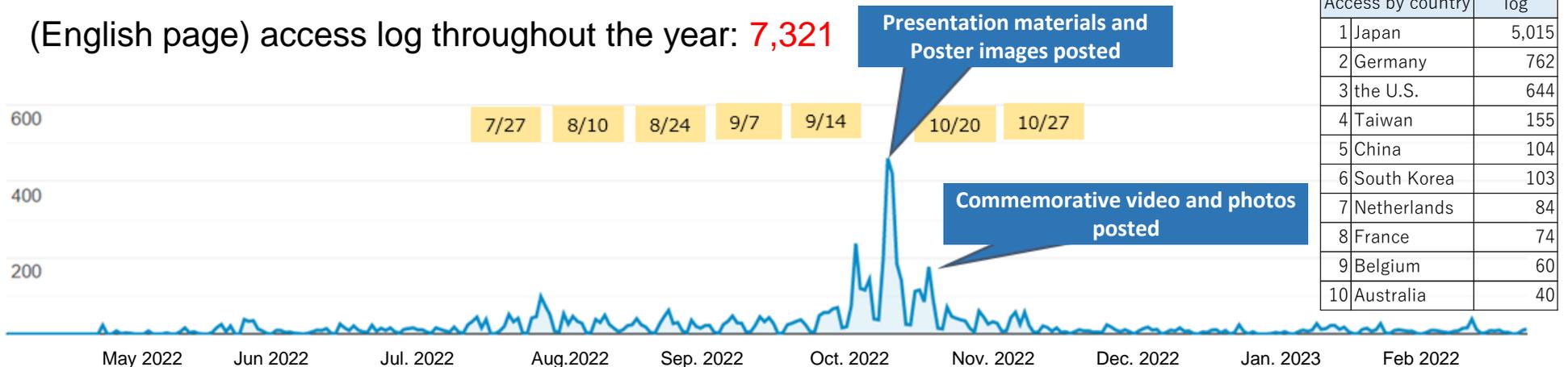
“SIP-adus Workshop2022” page access logs

The highest number of viewers throughout the year, peaking with the holding of the Workshop, indicates that the Workshop was meaningful.

(Japanese page) access log throughout the year: **17,024**



(English page) access log throughout the year: **7,321**



3. Information dissemination using the website

3-2. Verification of effectiveness

“SIP-adus Workshop2022” On-demand distribution page access logs

It is evident that the On-demand distribution content was valuable, as new registrations continued even after its initiation. Furthermore, the number of page views for the on-demand distribution was higher than the total number of registered participants, indicating that some participants viewed the content multiple times.

(Japanese page) The On-demand top page access log during the distribution period: **1,527**



Total access by themes (Nov. 8, 2022-Mar. 24, 2023)	
Opening Session	607
Regional Activities	455
Human Factors	323
Impact Assessment	321
Japanese Government	446
Panel Discussion(Oct. 10)	383
Panel Discussion(Oct. 11)	282
Dynamic Map	287
Connected Vehicles	397
Cybersecurity	183
Safety Assurance	290
Service and Business Implementation	237
Closing	89

<Reference>

- Number of general participants registered by the end of the September registration deadline: 617
- New registrants during the On-demand distribution period: 169
- Registered general participants who participated on-site at Doshisha University: 250

<Sessions with over 400 accesses>

- Opening Session
- Regional Activities
- Japanese Government

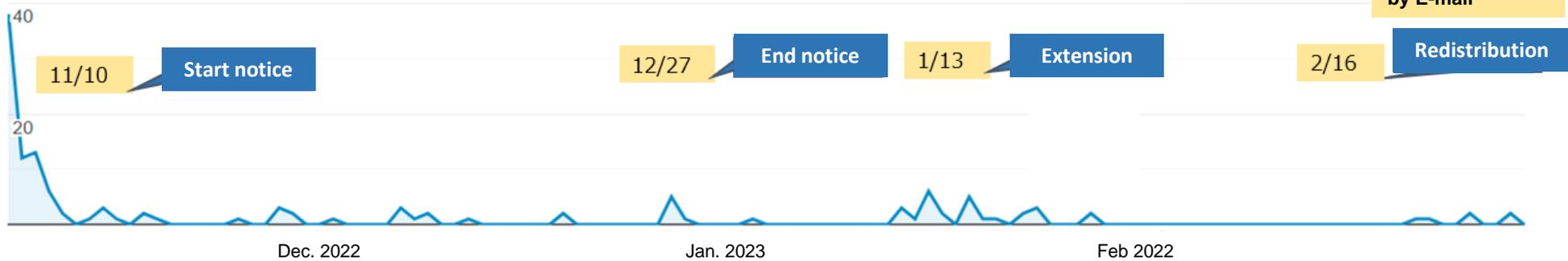
3. Information dissemination using the website

3-2. Verification of effectiveness

“SIP-adus Workshop2022” On-demand distribution page access logs

We were able to attract a consistent number of viewers for each session on the English page. Furthermore, the increase in viewers through email announcements demonstrates the effectiveness of email distribution.

(English page) The On-demand top page access log during the distribution period: **208**



Total access by themes (Nov. 8, 2022-Mar. 24, 2023)	
Opening Session	112
Regional Activities	63
human Factors	36
Impact Assessment	27
Japanese Government	21
Panel Discussion(Oct. 11)	62
Panel Discussion(Oct. 10)	71
Dynamic Map	34
Connected Vehicles	29
Cybersecurity	32
Safety Assurance	51
Service and Business Implementation	27
Closing	34

<Session with over 50 accesses>

- Opening Session
- Regional Activities
- Panel Discussion (Oct.11)
- Panel Discussion (Oct.10)
- Safety Assurance

Access by country	log
1 Japan	83
2 Germany	16
3 South Korea	16
4 France	4
5 China	3
6 England	3
7 India	3
8 the U.S.	3
9 Taiwan	2
10 Netherlands	1

4. Final thoughts

The SIP-adus Workshop has been held yearly since 2014. Throughout this period, it has been recognized by numerous participants as a platform for providing the latest insights on autonomous driving and facilitating networking, leading to its growth as an international forum for cooperation. Additionally, the SIP-adus Workshop website has played an important role as a tool for information dissemination for the SIP-adus project, providing many viewers with the latest research achievements and FOT updates.

Achievement for information dissemination through SIP-adus Workshop

In 2020 and 2021, the Workshop had to be held online due to the COVID-19 pandemic. However, this year, we were able to realize an on-site event at Doshisha University in Kyoto. The ability to welcome 99 researchers, including 36 plenary session speakers from 19 overseas countries and regions, and to hold a Breakout Workshop with lively face-to-face discussions was a significant achievement.

According to a questionnaire survey conducted after SIP-adus Workshop2022, 41% of respondents expressed being overall “very satisfied” with SIP-adus Workshop2022, and 59% indicated that previous editions of the Workshop had been “meaningful for research and networking” purposes. These responses highlight the significance of holding the Workshop. It is evident that the SIP-adus Workshop has been recognized as a valuable platform for obtaining insights into the trends of policies, markets, and technologies in Japan and abroad, as well as for discussing common challenges and approaches.

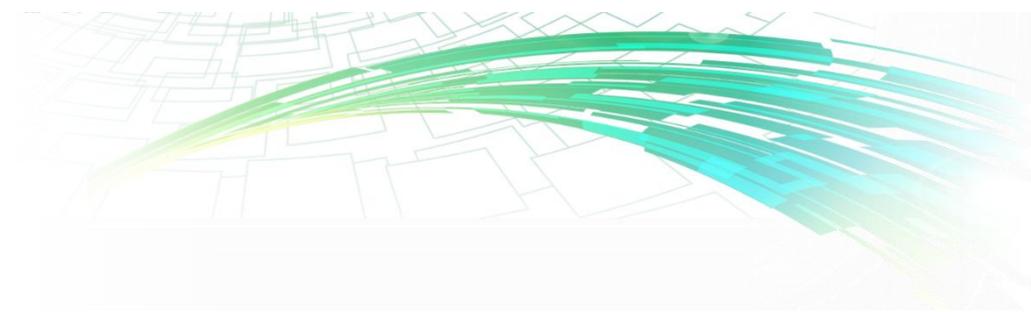
Furthermore, following the on-site event, panel discussions (extended version) and plenary sessions were made available for on-demand streaming. The fact that new registrations continuing even after the on-demand distribution began, and with page views for the on-demand distribution being higher than the total number of registered participants, was an indication of the value of the on-demand content for attendees. It allowed those who couldn't participate due to time zone differences or distance to have the opportunity to join SIP-adus Workshop2022.

In the coming years, as activities will be transferred to a new organization, continued international collaboration in the field of autonomous driving is expected through both in-person and online exchanges.

Achievement for information dissemination through SIP-adus website

On the SIP-adus website, we not only provided real-time updates related to SIP-adus Workshop2022 throughout the year, but also shared R&D achievements of related organizations, FOT implementation plans, driving plans, etc. Verification of website visits using Google Analytics revealed that there were continuous visitors to both the Japanese and English pages throughout the year. This indicates that we were able to consistently attract and maintain the interest of visitors, highlighting the effectiveness of the SIP-adus website as a tool for information dissemination and public relations for SIP-adus. Additionally, data suggests that emailing periodic newsletters to promote the Workshop has been effective in increasing website visitors.

However, the slower growth of the number of visitors to the English page indicates the need for further public relation activities to attract visitors to the English page of the SIP-adus website, such as promotions targeting participants of overseas events, requesting that a link of the SIP-adus website be posted on overseas related event websites, utilizing SNS for disseminating information, etc.



This report documents the results of Cross-ministerial Strategic Innovation Promotion Program (SIP) 2nd Phase, Automated Driving for Universal Services (SIP-adus, NEDO management number: JPNP18012) that was implemented by the Cabinet Office and was served by the New Energy and Industrial Technology Development Organization (NEDO) as a secretariat.