SCIENCE AGORA 2018

Science Agora 2018
Application Guidelines

Application Deadline: July 1, 2018 (Sun)

Table of Contents

Message to People Considering Exhibiting

Science Agora provides an opportunity for you to come face to face with ideas that you would never have thought of alone, through its mixing of the challenges that contributors are facing and ideas of all of the attendees. What's more, we aim for it to be a space where directions that should be taken are decided, where new projects are started, and where creative efforts that transcend affiliation and place boundaries are born, thanks to people who meet here thinking and acting together.

When reviewing prospective exhibits, questions are asked, such as "how is the relationship between science and society perceived?" and "is there a theme or question that captures its essence?" At the same time, it is hoped that we can gather together exhibits that, like a treasure chest, seem genuinely, straightforwardly "interesting and amazing" to the attendees. I will be pleased if, through their participation in Science Agora 2018, both the people who exhibit and the people who attend will gain a viewpoint on the various things in science, think about them, and in turn, enrich their lives.

Science Agora 2018 Steering Committee

Chairman   Shoji Komai

Associate Professor, Nara Institute of Science and Technology, Graduate School of Biological Sciences Previous member of the Science Council of Japan, Promotion of Young Academy Activities Subcommittee and Global Young Academy Executive Committee. Strives to achieve a society that provides opportunities for all scientists to be active, regardless of sex, age, race, or other differences. Specialist area, neuroscience.

About review

Review of the applied for program and the structuring of the program are the responsibility of members of the Steering Committee, which embodies this year's theme of "beyond the boundaries." Their aim is to create Science Agora together with the contributors, as a space where individuals can converse with various people in fields differing from their own and widen the range of their activities to bring about a synergistic effect, and thereby develop their own research.

Seita Emori
Deputy Director
National Institute for Environmental Studies
Center for Global Environmental Research

Expert in prediction of the future for global warming via computer simulation. Author of books explaining global warming for the general public. Also works in an explanatory role in the media.

Keiichi Hirotsune
CEO
Institute of Creative Industries and Culture

Producer of solutions to address the issue of how to connect technology and research (industry and academia) in next-generation societies and potential markets, to develop projects and urban planning to resolve the challenges facing a sustainable society.

Satoko Fujiwara
Professor
Graduate School of Humanities and Sociology
The University of Tokyo

Responsible for cross-sectoral academic exchange, in social committees and the science of the SCJ. Facilitates intercultural dialog in international academic societies, taking advantage of her field of expertise, science and religion.

Kumi Matsubara
Deputy Manager
Mitsubishi Electric Corp.
Industrial Design Center
Solution Design Department

Involved in design development over a broad range of areas, while striving to achieve harmony between humans and technology, society and the environment. Also engaged in planning that takes account of the changing social environment, and proposals for businesses with the potential to develop into other fields.
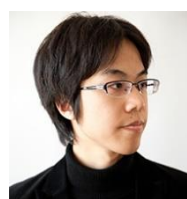
Kouta Minamizawa
Associate Professor
Graduate School of Media Design
Keio University

Researcher in embodied media for sharing and enhancing our bodily senses.
Promotes haptic design that connects touch technology with social value, and co-creation of sports that fuse technology, culture and the body.

Naoki Miyano
Associate Professor
Center for the Promotion of Interdisciplinary Education and Research
Kyoto University

Creates a space within universities for free thinking and practical application, and continues to address the challenge of seeking a fundamental format for scholarship. Currently researching philosophy, despite a science and engineering background.

1. What is Science Agora

Science Agora is an **open forum**, in which people from all positions of society (including citizens, researchers, specialists, media, and persons involved in industry and politics) can participate and **converse**, the purpose of which is to deepen the relationship between "science" and "society."　*Agora is an Ancient Greek word meaning "plaza

> **●Everybody assembling at Science Agora is a "participant"**
>
> Science Agora has a broad meaning in terms of both exhibiting and attending. To contributors, it is a space for them to convey to society the interest and profundity of their own research, development or other scientific pursuits, while at the same time, attendees have noted that it is a space that gets them to ponder the question of "what is the science that is required by society?" It is a forum where attendees can find out the ideas of researchers and specialists whom they would not ordinarily meet, while also conveying their own hopes for science and technology as it develops hereafter. At Science Agora, we perceive contributors and attendees together, as "participants." If participants tell their acquaintances about their experiences at Science Agora, then it provides an opportunity to think about the relationship between science and society, even to people who could not take part.

The Japan Science and Technology Agency (JST) has established the viewpoint it wishes to put across over the long term, through the forum of Science Agora, as "**A future woven through dialogue between science & daily life**" (http://www.jst.go.jp/csc/scienceagora/exhibition/).

Science and technology in the 20th century developed parallel with the pursuit of wealth and power. However, in the face of limited global resources and a strain on society, we have started to look as well at the bounds on science and technology at present. Today's Japan has transitioned from a growing society to a mature society, that is facing a multitude of problems, and for which the future is hard to look towards. It is thus necessary for us to create a space for concerned parties to assemble, to think about the coming years for science and society alike, and to build a future through respect for one another's views.

Thinking about the best outlook for science, while focusing on how each one of us lives and gets by, leads to thinking about society as a whole. Science Agora is neither a science conference that gathers researchers only, nor an event for children alone. Its emphasis is on "co-creation" wherein everybody thinks together to produce our future society, where diverse sets of values are mutually accepted. This kind of process is not something that can be achieved in a single bound. If you are somebody from any position in society, who harbors an interest in "co-creation," in conversing and cooperating, and linking this with policy formation and knowledge creation, then we definitely want you to participate.
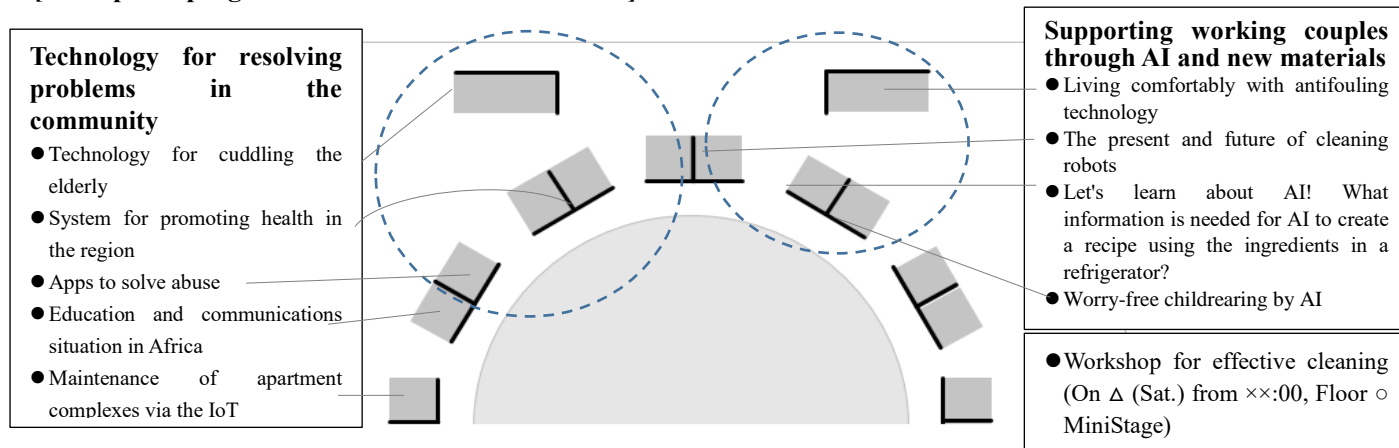
2. About 2018 Efforts

●Implementation of curation by the Science Agora Steering Committee

There is no need to worry that "it will be difficult for me to provide a perfect, impressive exhibit by myself." This year, the Science Agora 2018 Steering Committee will structure the program to take into consideration the

relationship between the characteristics of each exhibit's contents and the other exhibit's contents (please make clear your aims and value provided when exhibiting.). We will create and arrange the situation such that fellow contributors can loosely collaborate across different frameworks, to produce synergistic effects. Please be aware that you may be arranged alone depending on the circumstances.

[Example of program structure based on scenario]*Exhibit contents are all fictional

Technology for resolving problems in the community
- Technology for cuddling the elderly
- System for promoting health in the region
- Apps to solve abuse
- Education and communications situation in Africa
- Maintenance of apartment complexes via the IoT

Supporting working couples through AI and new materials
- Living comfortably with antifouling technology
- The present and future of cleaning robots
- Let's learn about AI! What information is needed for AI to create a recipe using the ingredients in a refrigerator?
- Worry-free childrearing by AI

- Workshop for effective cleaning (On △ (Sat.) from ××:00, Floor ○ MiniStage)

●Implementing effective PR for each scenario

We plan to list the kinds of scenarios that are being considered in the arrangement of programs on flyers and so forth, and to conduct proactive PR. Efforts will be made to convey the interest of the program, in terms of how it will combine the strength of contributors to bring about a synergistic effect, and how an association will be achieved in terms of the sessions, booths and other aspects.

●To make Science Agora a space where all participants can learn

The impression of Science Agora as a space where "attendees" can have fun and learn may be strong. From this year, we would like to add to this, to make it a space where there are many things to learn even for "contributors." The following mechanisms are in place in Science Agora.

> **Application Stage:** We have incorporated a process for individuals to deepen their own thinking, through the creation of an application form. Even if you are not selected, you may be able to receive feedback from the review committee
>
> **Exhibit preparation Stage after selection:** You can participate free of charge in a mini-seminar on smooth communication with attendees, via the Miraikan Science Communicator (details currently being arranged).
>
> **Exhibition day – after closing:** We will conduct a trial so that contributors can find new associates, such as partners and collaborators that may be necessary for their activities, through arrangement design that engenders exchange between fellow contributors. The knowledge we obtain through spotlight plans and curation will be applied to our future activities.

●Summary of results on the final day, and hand over to next year

In order to share widely the results of the discussions, exchanges and so forth born out during the conference, we intend to look back and summarize the results, with a focus on spotlight programs, on the final day, and gather the views and opinions of attendees, with the hope of linking these with Science Agora next year and beyond. Furthermore, we plan to construct systems so that discussion can be continued in an ongoing manner, even outside of the conference.

3. Science Agora 2018 Theme and Topics

With the theme of last year's Science Agora 2017, "beyond the boundaries," we aimed to think about what we can do in science and technology, and how we can incorporate into science and technology, in order for each and every one of us to live a spiritually rich life, that overcomes walls in terms of academic field, position, country, culture and generation. For each program, we had a dialog that recognized both the domains we want to emphasize, our specialties, and the domains where we want to overcome boundaries. We felt that it was not possible to achieve putting "beyond the boundaries" into practice in a single year, and that it is a concept that continues to be important, so set the theme for Science Agora 2018 as "beyond the boundaries" as well.

At Science Agora 2018, we are calling for programs based on the topics we have set below, as a way to deepen dialog and cooperation. We will encourage dialog aimed at resolving problems, rather than only raising problems, by looking toward a concrete image of the future society.

Theme "Beyond the Boundaries"	
Topic① Society 5.0	**Topic② Earth**
Internet of Things, artificial intelligence, information communication technology	**Global-scale issues, natural environment, climate change, biodiversity, economy**
As the Internet of Things (IoT) and artificial intelligence (AI) develop, what kind of future society is this creating? We are calling for proposals which aim to promote dialogue about the new values and new issues which are coming into being as a result of these new technologies and the changes in our society where such technologies are being used.	What kind of role is to be played by scientific and technological innovations with regard to universal issues at the global scale? We are calling for proposals which aim to learn about, consider and promote dialogue about these worldwide social issues.
Topic③ Life	**Topic④ Collaboration**
Natural disasters, security, health, human rights, regional development, the aging society/falling birthrate	**Engagement, education, next-generation, interdisciplinary**
Going forward, how can we build a society that feels safe for those living in it? We are calling for proposals which aim to learn about, consider and promote dialogue about social issues in our daily lives.	How can we share the issues of Japan and the world at large, learn from one another and develop what we learn into actions, in order to build the society of the future? We are calling for new issues that are about reaching across borders to share new values and carve out a new future together.

4. Planning of Solicited Exhibits
- We are calling for exhibits relating to the Science Agora 2018 theme and topics
- There will be both session exhibits (Conference Rooms/Stage/Mini-Stage/co-creation table) and booth exhibits

5. Staging Conditions Last Year and Words from Participants

At Science Agora 2017, we introduced the theme of "beyond the boundaries" and scientists and citizens talked together about the best outlook for science and technology in the future, and challenges in society. As well as keynote speeches by 2006 Nobel Peace Prize recipient Muhammad Yunus and others, we executed around 150 programs, including sessions for specialist discussion, interactive workshops, and experience booth exhibits, and exceeded 5,000 participants in total.

Science Agora 2017 Total participants			5,095
Breakdown	Attendees	Attendees	3,256
		Invitees/media, etc.	72
	Contributors		1,767

*Staging circumstances reference: The Curtain Closes on "Science Agora 2017" (from Science Portal - News Flash)

https://scienceportal.jst.go.jp/news/newsflash_review/newsflash/2017/11/20171127_01.html

Science Agora has been held 12 times in the past. In attendee questionnaires on an average year, more than 90 percent report a high level of satisfaction, with responses including "I am glad I came" and "I will come again." The ratio of attendees in 2017 was divided half and half, between attendees, who brought their families, etc., and individuals from universities and other research institutes (researchers) or companies.

The following impressions have been reported by past attendees.

I felt that previously, my discussions have started and ended within the realm of industry, but at Science Agora, I was able to have a talking session with people from outside the industrial world. I gained a positive impression from the participants, that it was easy to talk, which was meaningful to me.

I perceived comments from attendees as the fresh voices of a general perspective, while comments from contributors are the frank voices of specialists; I want to apply this in my future research and development.

I am happy to have extended the breadth of my exchanges, having been asked to give lectures, and so forth, thanks to the opportunity given by Science Agora

I was able to discuss the shared challenge of "science" with people I would ordinarily not get to know, from companies to individuals, from around the country
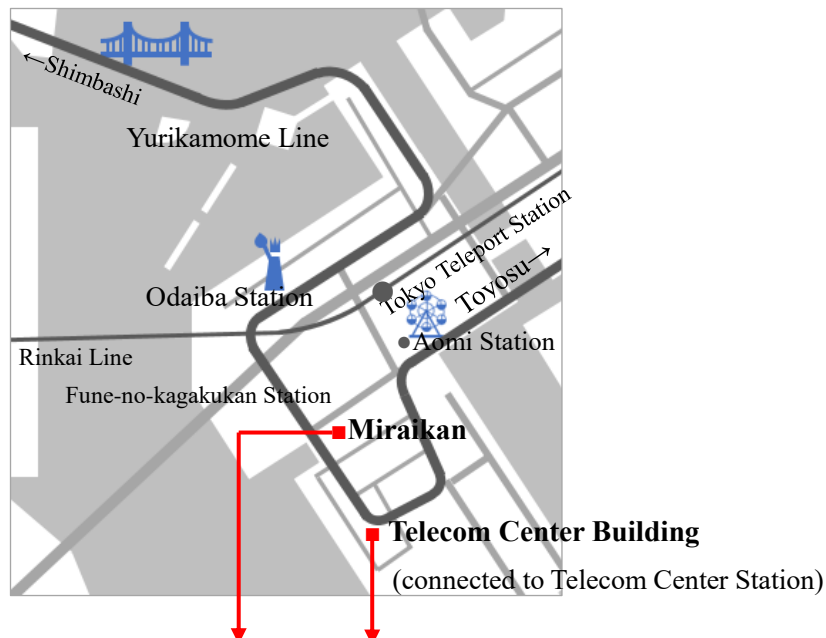
I widened my outlook through exchanges with individuals in a variety of positions. It was an opportunity for us to rediscover our own efforts, while at the same time, to be inspired by the initiatives of other organizations,

6. Science Agora 2018 Staging Outline

Conference period: November 9, 2018 (Fri) – November 11 (Sun) / 10:00–16:00 (13:00–17:00 on first day) (planned)

Venue: **Telecom Center Building (main venue)**, Miraikan (ceremony venue)

(Surrounding area of Telecom Center Station (Yurikamome), Odaiba)

■Main agenda (planned)
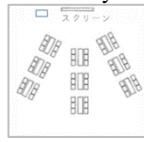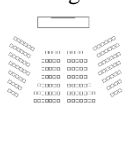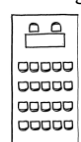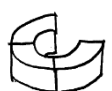
Time \ Venue		Ceremony venue "Miraikan"	Main venue "Telecom Center Building"
November 9 (Fri)	13:00 –16:00	**Opening Ceremony / keynote speeches**	(entry and set-up by contributors)
	16:00–17:00		
November 10 (Sat)	10:00–13:00	Implement cooperation planning	**Booth Session** Now calling proposals
	13:00–16:00		
November 11 (Sun)	10:00–13:00	Implement cooperation planning	**Booth Session**
	13:00–16:00		

7. Exhibit Format (fee payable from this year)

For Science Agora 2018, we are calling for programs in the three formats, A, B and C below.

A. Session exhibit [Conference Room, Stage] (exhibition fee: 20,000 yen/1 frame]
Lectures, panel discussions, workshops, etc., to be held in the Conference Room, and Stage or Mini-Stage of the Telecom Arena (for specification details, see pages 16 - 19; for sizes, see the table below)

B. Session exhibit [co-creation table] (exhibition fee: 10,000 yen/1 frame)
For interactive events aimed at around 20 people, that use "co-creation tables" set out in the Telecom Arena (for details, see page 22)

C. Booth exhibit (exhibition fee: 20,000 yen/1 booth)
We envision various types of exhibit on booths. To be operated within a space of width 3m × depth 3m × height 2m (for specification details, see pages 17 - 19) ***Limited to contributors that are able to exhibit on November 10 (Sat) and 11 (Sun) consecutively**

The time schedule for the sessions, and the arrangement of booths will be decided by the secretariat, so you cannot choose your place and time. The basic plan for sessions is 150 minutes per frame (including preparation and withdrawal). You can apply for at most two consecutive frames (you may be given only one frame depending on review). You can apply for a maximum of three booths (you may be given only one booth depending on review).

Area	Conference Room area (floor 8)			Telecom Arena (floor 1, floors 3-5)			
	A. Session exhibit					B. Session exhibit	C. Booth exhibit (when 1 booth)
Exhibit type	Theater style	School style	Island style	Stage	Mini-Stage	Co-creation table	
People per time	150–200	50–100	20–50	Up to 150	20–30	Up to 20	Up to 20
Expected time	150 minutes per frame including preparation and withdrawal (*implementation expected to be 90 minutes)						—
Panel set-up	△	△	△	△	△	△	◎
Slide projection	◎	◎	◎	◎	△	×	△
Lecture, seminar	◎	◎	×	◎	◎	△	△
Workshop	×	×	◎	◎	△	◎	◎
Making, experiences	×	△	◎	△	△	△	△
Performance	×	△	◎	◎	◎	◎	△

*Legend ◎: Suitable to be implemented; necessary minimum equipment can be provided by the secretariat

△: If contributor plans to prepare necessary equipment, or to be cautious over participant numbers, this is possible.

×: Not expected, or not suitable

8. Application Terms

Companies, organizations and groups that agree with the basic idea of Science Agora and accept all of the following points (if you will exhibit using organization name, please apply after obtaining consent from the organization).

☐ If selected, you will pay the exhibition fee according to your exhibition type

☐ During Science Agora 2018, programs can be executed by two or more people

☐ You can publicize and make an advance announcement of your programs, to attract visitors

☐ You permit still photographs and video to be taken by the organizers (these may be used in reports or news)

☐ You can implement your program with consideration for the safety of participants during any experiments, and will not use fire or hazardous materials (in line with JST instructions)

9. Details of Exhibit Fees

● By paying, you will be covering some of the expense incurred for managing the site and the use of equipment (You will be notified of the transfer destination, etc., when selected. Where it is necessary, in the case of public organizations, universities and so forth, to pay by voucher, this can be accommodated)

● Regardless of booth or session, the cost will be 20,000 yen per program (including tax). However, for co-creation tables, this will be 10,000 yen per program (including tax).

● An additional 20,000 yen (including tax) will be incurred, for each additional booth or time frame. However, for co-creation tables, this will be an additional 10,000 yen (including tax).

● The exhibit fee includes the basic equipment for each type (for details, see pages 17-21)

※ Please provide any instruments, meters or other requirements other than the basic equipment, yourself. If you wish, you can apply in advance to have arrangements made for equipment, etc. (use of electricity exceeding 0.5kW will also incur a fee).

※ All costs for materials, transport, travel to the venue, accommodation, and so forth, will be the responsibility of the contributor.

10. Selection Method and Review Perspectives

The number of programs we intend to select is **around 100–120 in total** (this could increase or decrease due to the venue design). Selection will be determined through review by the program review committee, based on the application form, and the following "Review Perspectives." Notification of selection will be provided by email. If there are any comments from the review committee, you will be notified of these at the same time.

[Review Perspectives]
① Has what can be provided to participants through the exhibit been considered? (Will participants be given a new perspective?)
② Has what the contributor him or herself hopes to gain through the exhibit been considered?
③ Have questions that the contributor wants to present to participants been considered? (What does the contributor want to think about together with the participants?)
④ Are the allocation of time and space, and the materials to be distributed, etc., appropriate? (Is consideration given to people with different levels of interest?)

*Please also check "17. About the Relationship between Review Criteria and Application Form" (From page 21)

You may be asked to implement your program as a spotlight program, if it fulfils the review perspectives. If chosen as a spotlight program, your program will enjoy privileges such as a priority introduction on flyers, the Science Agora website, and elsewhere.

11. About the Operations Secretariat

Please be aware that <u>all application information and so forth you provide to JST will be passed on to the operations secretariat, which will soon be established, in early June, after which time, you will be contacted by the operations secretariat</u>. Prior to the establishment of the operations secretariat, inquiries will be accepted at agora@jst.g.jp and, if necessary, Q&A will be released via the Science Agora website.

<p style="text-align:center">http://www.jst.go.jp/csc/scienceagora/</p>

12. Main Yearly Schedule for Contributors

(★ indicates work that contributors should perform themselves)

[Before applying]

June 1 (Fri) - July 1 (Sun)   **Application Period**

★Consider the direction of exhibit contents………See: page 21

★Consult with presenters, collaborators, etc.

★Formulate publicity plan …………………………See: page 25

★Submit application form…………………………See: page 13 ~

[After selection (planned)] *Contributors will be contacted again with the schedule after selection

Early August	**Notification of review results** ★Check notification ★Contact presenters, collaborators, etc.
From August	**Registration period for public information** ★Register public information, register exhibit consent form, apply for equipment, etc.
August 31 (Fri)	**Deadline for exhibit fee payment** ★Make transfer to designated account
Early September	**Tour of venue, exhibition explanation meeting** ★Participate **Appearance in contributor manual** ★Download manual and check contents
Mid-September	**Full program released on website** (after a press release) ★Implement publicity plan (arrange printing yourself, if necessary) ★Check procedures, etc.
October	**Completion of public flyers and posters by JST** ★Create scripts, share information with collaborators

★Prepare to send goods if necessary

[During staging]

November 9 (Fri)	**Opening ceremony, keynote speeches**	★**Entry and participation**
November 10 (Sat)	**Main venue opens (Telecom Center venue)**	★**Implementation**
November 11 (Sun)	**Closing session, Science Agora 2018 summary**	★**Implementation and withdrawal**

13. Application Process

Applications to exhibit at Science Agora 2018 will be accepted via the web, using the "online application form." Please access the form through the Science Agora public website, and check the reminders, before applying.

http://www.jst.go.jp/csc/scienceagora/

1) Acquisition of login ID for application

When applying, you will acquire a login ID, and it will be necessary to register a password. We ask that a contact person registers for subsequent administrative procedures (selection notification and other types of correspondence will be sent to the email address associated with this ID). Individuals who have previously applied to exhibit at Science Agora in 2015 - 2017 can continue to use the same ID.

✓ We request an application under one ID per one program

e.g.) Simultaneous application for booth and session →Two IDs required

e.g.) You wish to implement programs in three different places →Three IDs required

2) Application

Access the "My Page" and download the necessary documentation from the public materials (Application Form and Entry Explanation document)

3) Finalization of application

Upload the form once the necessary fields have been entered. Finally, <u>finalize your application by pressing the "send" button.</u> You can check the information you entered and make revisions after you have finalized the application, until the deadline date accepting applications. After the deadline however, you will not be able to revise or view the application. Please pay attention to the details of what you "send" yourself.

Application period	**June 1, 2018 (Fri) - July 1 (Sun) 23:59*** Japanese standard time

14. About the Online Application Form

✓ The details you register here are important information to be used in venue design; please be specific when entering them.

✓ Please be aware that if you close the page during the entry of registration details, the data will not be saved.

✓ **Please download the dedicated forms [2018] Application Form (Excel) and [2018] Entry Explanation document (PDF),** from the public materials on "My Page" **and complete the application form.**

✓ **My Page will time out in 60 minutes**, so please begin entering the details on the application form after you have prepared the [2018] Application Form (Excel).

[1] About contributors

No.	Item	Details	Type	Options
1	Contributor name	Please enter the name of the contributor (up to 25 full-width characters). This name will be published in the program and elsewhere. If you use too many characters, some may be deleted at time of publication.	Text	
2	Program title	Please enter the title of the program (up to 25 full-width characters). This name will be published in the program and elsewhere. If you use too many characters, some may be deleted at time of publication.	Text	

No.	Item	Details	Type	Options
3	Topic	Please choose one option from the choices of topic.		○ Society 5.0. ○ Earth ○ Life ○ Collaboration
4	Affiliation of contributor	Please choose one option from the choices of affiliation. If none is applicable, select "Other" and enter the specific details.	Radio button	○ Researcher, university, research institution, scientific association, etc. ○ Policymaker, government, regional local government, government agency, etc. ○ Science museum, regular museum, etc. ○ Company, commercial organization, etc. ○ Educator, school, board of education, etc. ○ Media person, etc. ○ NPO, volunteer (individual, organization), etc. ○ Other (　　　　　)
5	Name of responsible party	Please enter the affiliation, position and name of the responsible party providing the program.	Text	
6	Results	If you have provided a program for Science Agora in the past, please select the year.	Check box	☐ 2006 ☐ 2007 ☐ 2008 ☐ 2009 ☐ 2010 ☐ 2011 ☐ 2012 ☐ 2013 ☐ 2014 ☐ 2015 ☐ 2016 ☐ 2017

[2] About program contents   *Includes some of the same items as entries 1-5 above.

No.	Item	Details	Type	Options
7	Application Form	Please download the designated form (Excel), and submit the Application Form via attachment once it is completed.	Attachment	

*Please also see 17. About the Relationship between the Review Criteria and Application Form (Page 21)

[3] Special items

No.	Item	Details	Type	Options
8	About	Use of simultaneous interpreting facilities	Check box	☐ Use

	arranging interpreting facilities	※ This is a question required for arranging a suitable room; you do not apply for arrangement of interpreting. We ask that you arrange interpreters and equipment yourself.		

9	English response	Is it possible to respond to English requirements ※ Participants from outside of Japan, for whom Japanese is not the native language, are increasing in number. Therefore, we recommend some kind of program to address this, such as communication or explanation in English of program contents, preparation of English versions of printed materials, etc.	Check box	☐ Possible

[4] About the handling of personal information

No.	Item	Details	Type	Choices
10	Guidance from JST	It is acceptable to send various information and guidance on JST operations to contact details you have registered in the application.	Radio button	○ Yes ○ No
11	Use for investigative and research purposes	It is acceptable to use for the purpose of investigation and research within JST's science communication operations, information such as the affiliation you registered in the application.	Radio button	○ Yes ○ No

[5] Check items

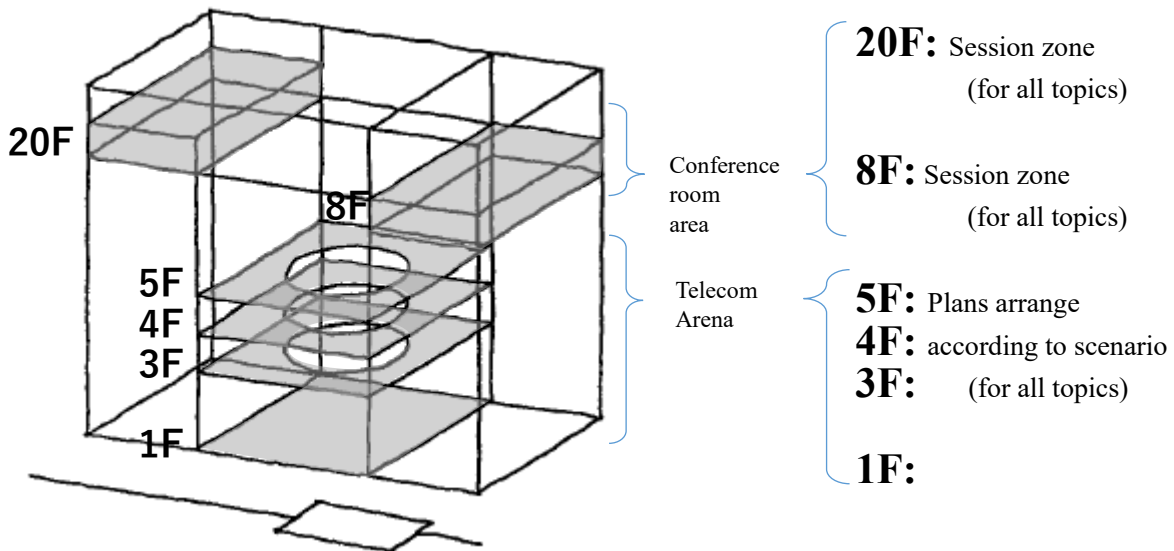| 12	Checking	Have you checked the "Application Terms" listed in the Application Requirements?	Check box	☐ Yes

15. Unified Rules for Program Titles and Contributor Names

The rules below are provided in regard to how to represent things in words, for Science Agora. Please be aware that the secretariat may amend as deemed appropriate, anything you provide which does not follow the rules.

Rule (1) All corporate terms (national university corporation, limited company, specified non-profit corporation, etc.) are to be abbreviated.

Rule (2) Half-width spaces are to be entered between corporation, organization and department names
Half-width spaces are to be entered as deemed appropriate, when there are several department names consecutively, in the interests of readability.

Rule (3) All katakana and alphanumeric characters are to be entered as half-width (spaces also half-width)
All symbols (round brackets (), square brackets [], center dots ·, periods ., commas ,, exclamation marks !, question marks ?, tilde ~, etc.) are to be entered as full-width.

Rule (4) If there is a sub-title in the program title, then it shall be represented as per the following.
Main title, half-width space, tilde, sub-title, tilde
e.g.) The Color of Light ~ Flame-Colored Reaction that is Enjoyed by Sight ~

Rule (5) Other ① If the entire title is enclosed within square brackets [], etc., then remove them
② If double brackets are used without any single, then change to single brackets
③ If multiple contributors are listed in a row, then divide them by commas
④ After an exclamation point or question mark, a half-width space should be entered as a basic rule.

16. Layout of the Main Science Agora 2018 Venue (Telecom Center)

The main venue of Science Agora 2018 is planned to be the Telecom Arena in the Telecom Center Building (floors 1, 3, 4 and 5), and the Conference Room area (floor 8) (floor 20 will be used for JST planning; it is not allocated for public planning). Floors will be laid out by topic.

20F

8F

5F
4F
3F

1F

Conference room area

Telecom Arena

20F: Session zone
(for all topics)

8F: Session zone
(for all topics)

5F: Plans arrange
4F: according to scenario
3F: (for all topics)

1F:

16–1. Conference Room area

The Conference Room area will be laid out with programs in the session format. The floor area for all the four Conference Rooms is the same (262m^2).

会議室B   会議室C

会議室A   会議室D

Rest space

Information point

Conference Room image

Rest space
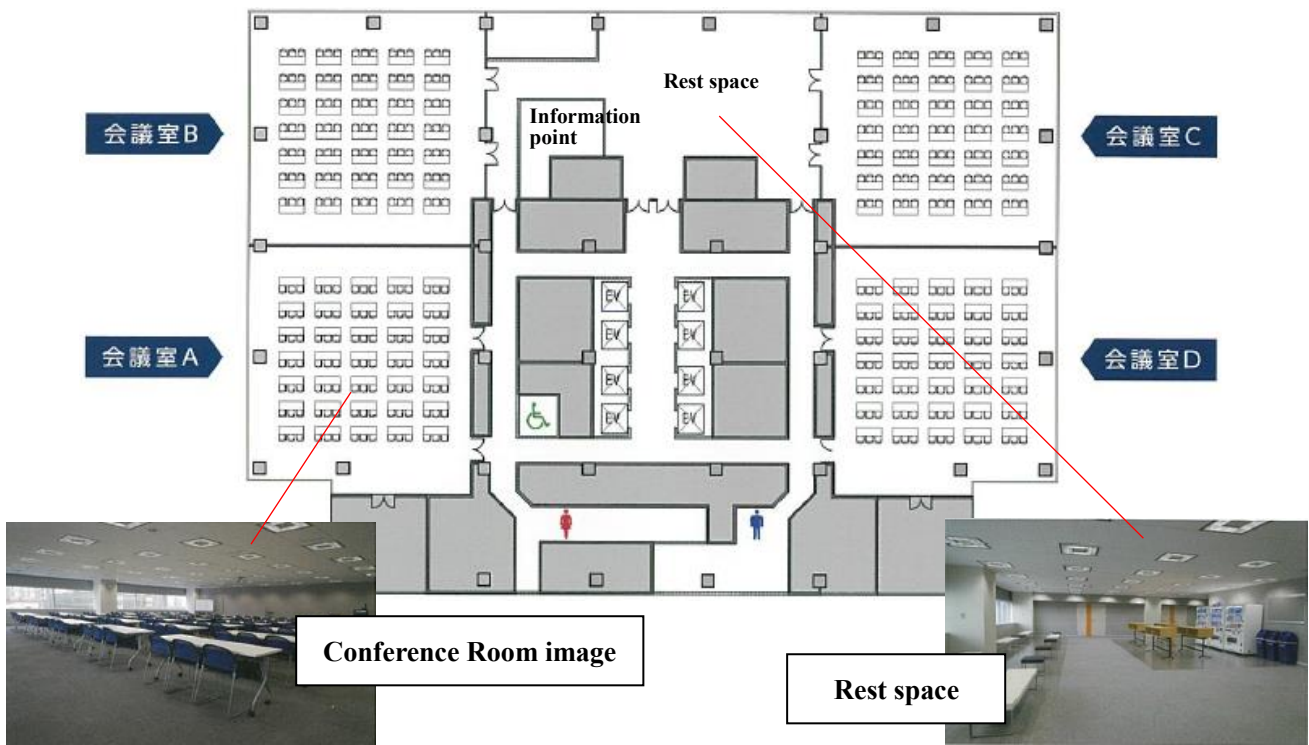
The basic specifications of the Conference Room area have three patterns.
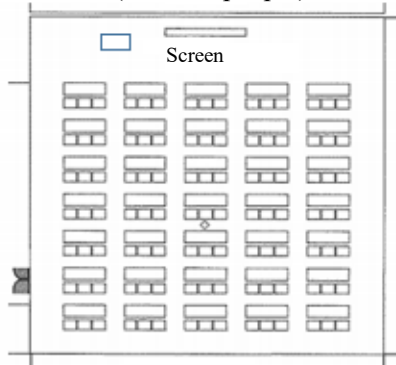
1) Theater style	1) School style	3) Island style
(150 - 200 people)	(50 - 100 people)	(20 - 50 people)
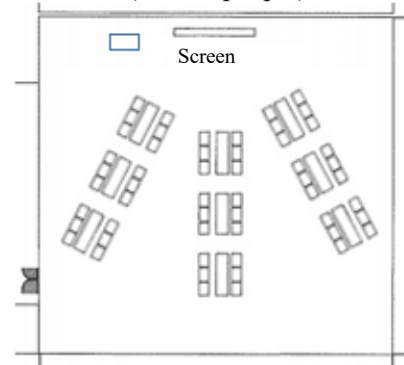
Basic facilities: Projector, screen (120 inch), microphone, speaker, platform (desk), plug sockets

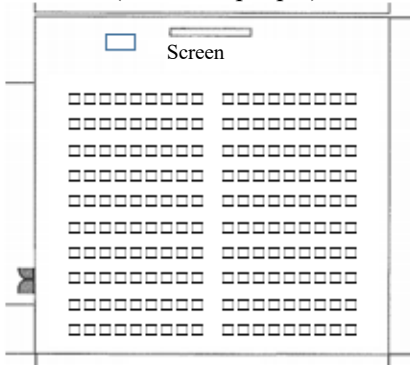　※　You cannot attach panels and other things to the walls. If equipment such as a panel or whiteboard is required, the contributor will have to bring it, or apply for the equipment at a cost.

　※　The contributor will set up desks and chairs, and restore things to their original state afterwards. Please strictly observe the times for preparation and withdrawal.

16–2. Telecom Arena

The **Telecom Arena** will be laid out based on a plan for the **booths, Stage, Mini-Stage and co-creation tables**. Because of the open ceiling, please take care to ensure there are no falling objects. You cannot hang things from the handrails. Neither can you display posters or other things on the handrails or the outer walls of booths.

Floor 5

Layout plan with Mini-Stage (20-30 people), co-creation tables (10-20 people) and booths.

※　There is an exit to the cafeteria

※　The map is a basic plan of how it is currently; this may change depending on the circumstances
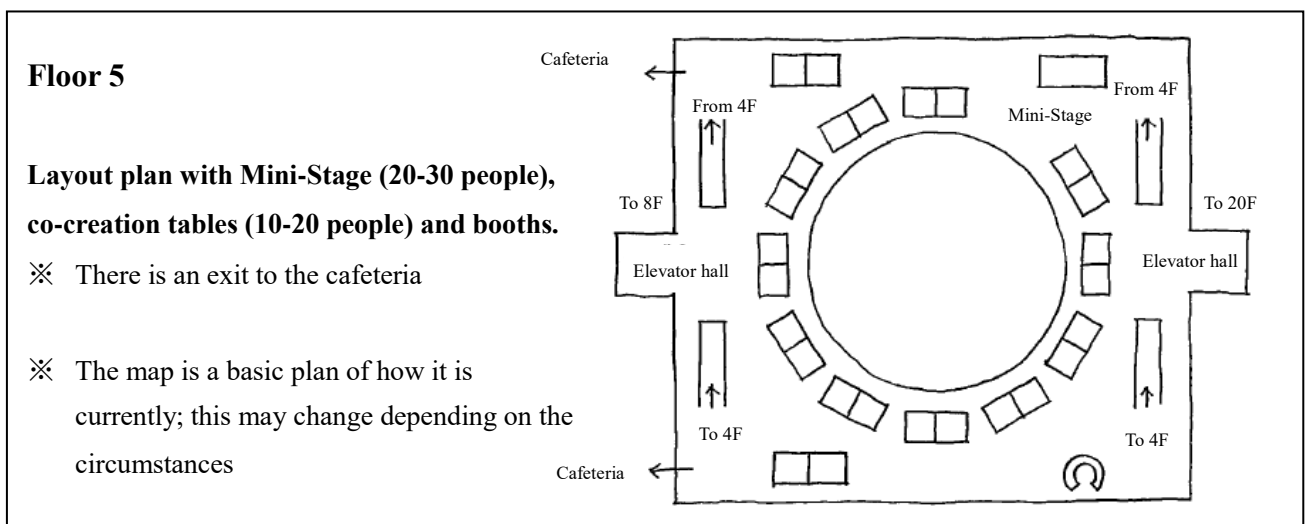
Floor 4, floor 3

Layout plan with Mini-Stage (20-30 people), co-creation tables (10-20 people) and booths

※ The map is a basic plan of how it is currently; this may change depending on the circumstances

Booths or co-creation tables depending on the floor

To 8F

To upper floors
Elevator hall

To 20F

To upper floors
Elevator hall

To upper /lower floors

To lower floors

Floor 1

Arrangement of spotlight plan booths
Layout plan with Stage (150 people) and booths

※ The map is a basic plan of how it is currently; this may change depending on the circumstances

To 2F

Entrance   Entrance

To 2F

Reception

To 8F

CAFE

Agora Stage

To 20F

Elevator hall

Elevator hall

CAFE

From 2F

From 2F

Basic Specifications for Booth Format

●1 Small exhibit (width 3m, depth 3m, height 2m)
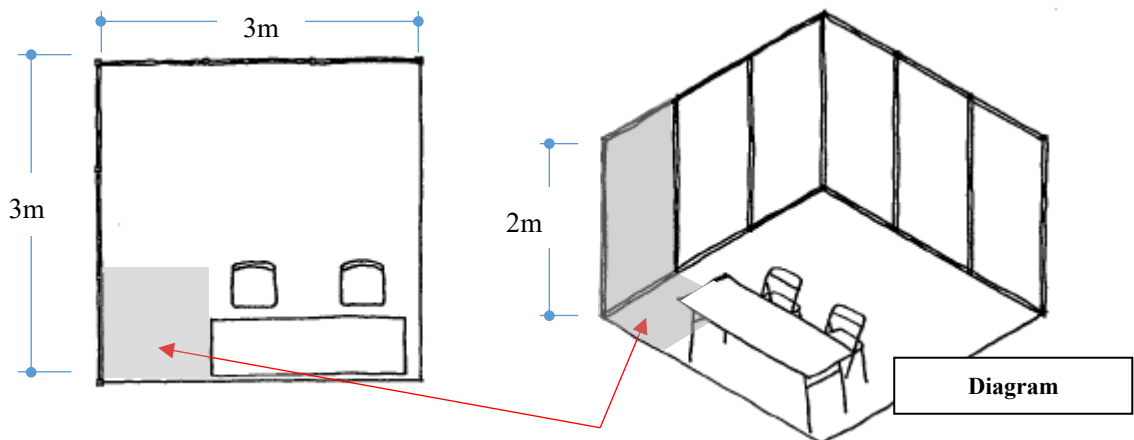
3m

3m

2m

Diagram

The third panel (shaded part) from the back is the sign space (for displaying contributor name, etc.), so objects cannot be placed within 1m of the sign.

The third panel (shaded part) from the back is the sign space (for displaying contributor name, etc.), so objects cannot be placed within 1m of the sign.

●2 Small exhibit (width 6m, depth 3m)

Diagram

6m

3m

2m

Small exhibit Basic facilities	Divider wall (made up of system panels W990×H2100) *Use of thumb tacks and needles on the wall, and attachment of adhesive that prevents its return to original state are prohibited *Please bring chains, etc., required for setting up panels (is operation provided?) Table (W1800×D600×H700) ×1 Chair ×2 Plug sockets (×2, up to 0.5kW; * must be applied for) Sign

*If there are multiple small exhibits, the number of items of basic facilities will be multiplied accordingly

About booth format and sign space

A

B

B

· Sign space image

Program No.
Contributor name
Program title

*The design is a proposal at the time of open applications, so may change depending on circumstances.

Diagram

From arrow A

From arrow B
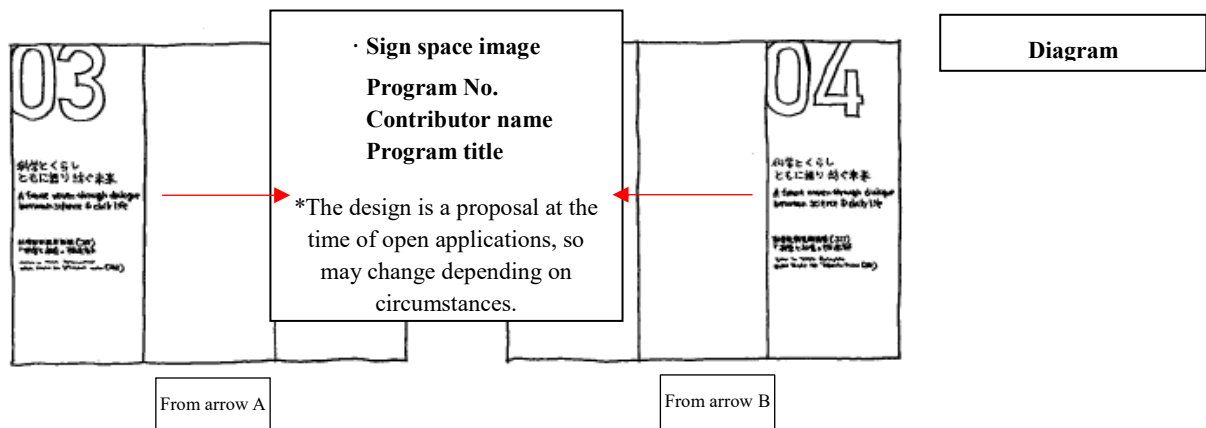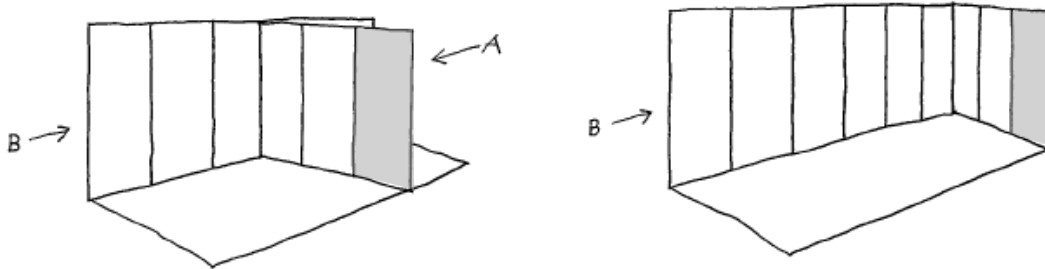
Basic Specifications for Co-Creation Tables

Diameter 2m

70cm

90cm

Diagram
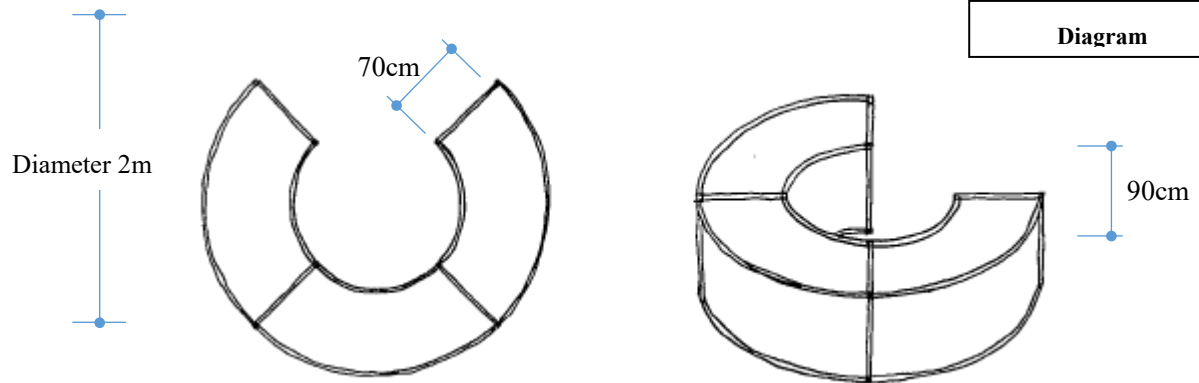
Basic facilities	Co-creation table
	Plug sockets (×2, up to 0.5kW; *must be applied for)
	*Please apply for chairs separately, as they are not included in the basic facilities

Basic Specifications for the Stage

Diagram
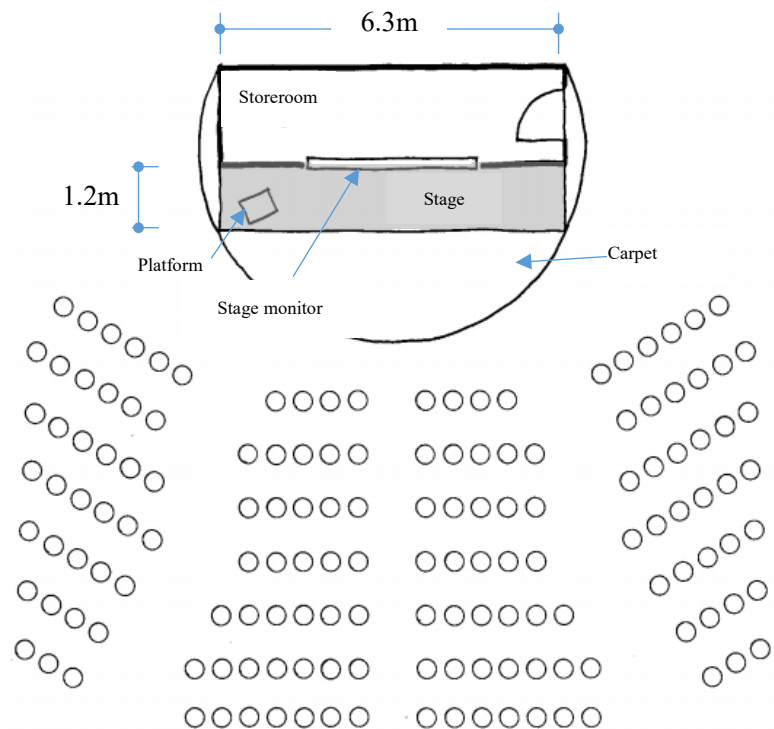
Basic facilities	Screen
	Platform (desk)
	Microphone
	Speaker
	Chairs
	Plug sockets

6.3m

Storeroom

1.2m

Platform

Stage monitor

Stage

Carpet

Basic Specifications for the Mini-Stage

Diagram	

Basic facilities	Screen
	Platform (desk)
	Microphone
	Speaker
	Chairs
	Plug sockets

6m

3m
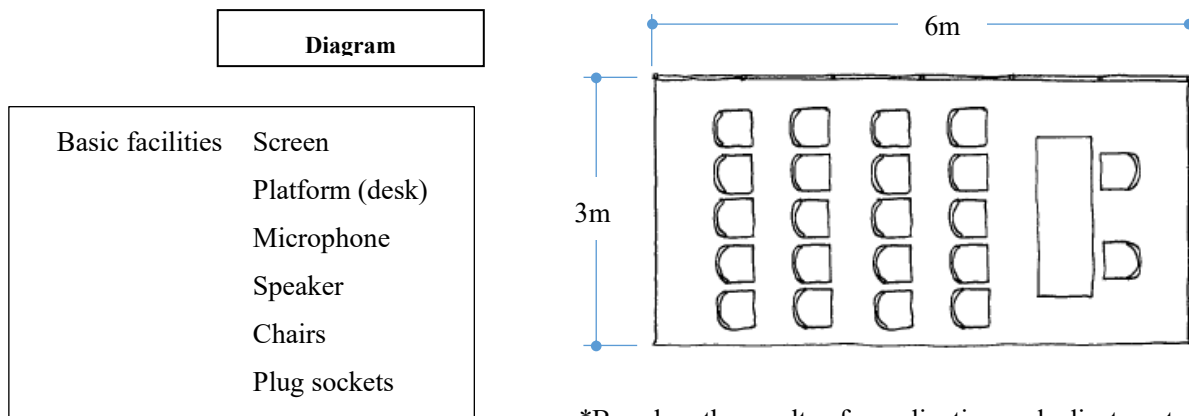
*Based on the results of coordination and adjustment, the width and depth may be around 1m larger

17. About the Relationship between Review Criteria and Application Form

Please read the Entry Explanation document for the "Application Form" when completing the Application Form. Consider the contents of your program that are review points, and organize the way you enter the form so that it is clear that your program is in line with the spirit and intent of Science Agora

17-1. What to Think About on Application Form Items 12-14

Point 1: Who is your main target?

Specifically, who is your main target? Refine your target, and create an interactive scenario that allows you to convey the value of your program appropriately. However, give consideration to ensuring that you do not neglect explanation for people other than your main target.

Point 2: Have you avoided using difficult language?

Create an environment in which it is easy for visitors to express their impressions and opinions, taking into account efforts such as adding explanations for specialist terminology, providing the background in simple terms, and creating materials to distribute; in other words, the minimum required to establish dialog with individuals that differ from those in your usual community.

Point 3: Have you avoided excluding differing opinions?

Listen to a variety of opinions and ascertain, from opinions that differ from your own, the points where basic agreement can be achieved. Then engage in constructive discussion toward building a better future.

Point 4: Is the aim of the exhibit clear?

In terms of the results of exhibiting in Science Agora, what kind of outcome do you hope to obtain? What response by participants would you consider indicative of success? Clarify your goals, by devising a concrete image of those points.
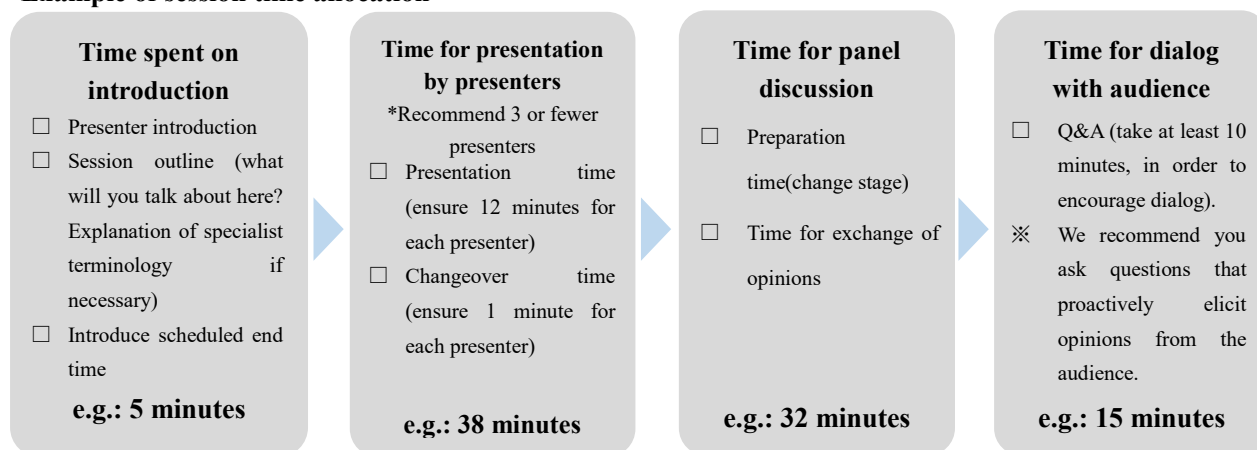
17-2. What to Think About on Application Form Items 15-18

The sessions can become difficult to understand if too much information is squeezed in. Allow yourself time in the Conference Rooms or other locations, to think, and thereby consider whether your methods for advancing the dialog are adequate, while envisioning a diverse range of visitors.

Conference Rooms, Stage and Mini-Stage

Opinions that are often received on the attendee questionnaires are "there were too many presenters, so each speaker had only a short time to talk, and it was not enough," "the experts left things unsaid, so I could not understand their conclusions" and "I wanted to ask a question, but the time ran out, so I was unable." If the sessions are 90 minutes, **then we strongly recommend that three presenters are planned.** If attendees judge that there are too many presenters so an adequate exchange of views cannot be achieved, then their assessment will be poor, in terms of whether the organization of the time and space is appropriate. Please think about the flow of the session, with reference to the examples of time allocation below.

●**Example of session time allocation**

Time spent on introduction	Time for presentation by presenters	Time for panel discussion	Time for dialog with audience
☐ Presenter introduction ☐ Session outline (what will you talk about here? Explanation of specialist terminology if necessary) ☐ Introduce scheduled end time **e.g.: 5 minutes**	*Recommend 3 or fewer presenters ☐ Presentation time (ensure 12 minutes for each presenter) ☐ Changeover time (ensure 1 minute for each presenter) **e.g.: 38 minutes**	☐ Preparation time(change stage) ☐ Time for exchange of opinions **e.g.: 32 minutes**	☐ Q&A (take at least 10 minutes, in order to encourage dialog). ※ We recommend you ask questions that proactively elicit opinions from the audience. **e.g.: 15 minutes**

* Sessions will be implemented at 90 minutes per frame, with 30 minutes each for preparation and withdrawal, for a total of 150 minutes.

●**Points on the Introduction**

Science Agora is made up of a broad range of participants. You will even be visited by attendees who note that "I have no specialist knowledge, but I am interested in the topic, so I want to hear the discussion." It may be good if you can explain at the start of the session, the kinds of contents you will discuss in your program, in relation to the topic. Efforts such as making a list of specialist words in advance and displaying it at the entrance, or handing it out as materials, will prove effective as well. If you also introduce your schedule within the session, then the overall impression will become easier to understand and the proportion of the session that the audience will take in by the end, will increase.

●**Points in Presenter Presentations**

There is a tendency for it to become difficult for participants without a great deal of specialist knowledge to comprehend the contents, if the presenter's presentation times are less than 10 minutes. Please try and aim for a duration of around 12 to 15 minutes at the least. Convey the fact that "there are novices among the

attendees" to the presenters, and urge them to aim to explain things carefully. Something that is easy to overlook is the changeover time between presenters. Since it can also take time to change PCs and other equipment, please allocate time with some margin.

●**Points in Panel Discussions**

It is not desirable to construct a panel of presenters, who all have the same opinions. By bringing together a variety of voices from throughout society, meaningful sessions can be implemented at Science Agora. We ask you to think of ways to facilitate discussion, including people with differing views.

●**Points on Dialog with the Audience**

During the Q&A, try to pose questions that proactively elicit opinions from the audience, questions such as "What should we do in order to expand this technology?" rather than simply asking "do you have any questions?"

●**About the Conference Room layouts**

You can arrange the layout of the Conference Rooms freely. Try to think of a layout that suits the program that you want to implement. In "Parent and Child Challenge! – Let's Clear Our Regional Problems Through 17 Global Targets! –" (Global joint PJ by National Institute of Technology and Nagaoka University of Technology) that was awarded the Science Agora Prize in 2017, interaction was encouraged, by setting up the venue as in the diagram on the right, and achieving communication using the entire Conference Room, through different games on each table, talking with researchers during poster sessions, and other such efforts.

Consider making changes to the activities in each zone, to enable people to participate according to their interests.

Discussion with researchers

スクリーン
Screen

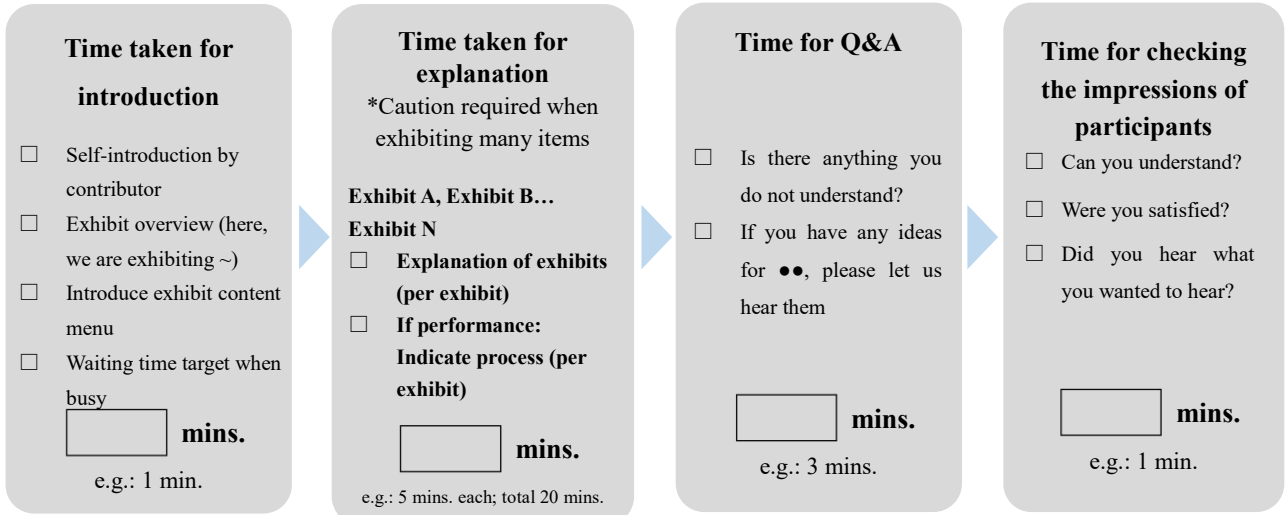Workshops and games
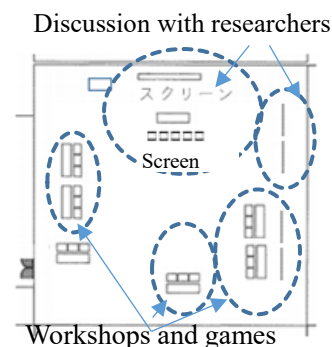
Co-creation tables

If you want attendees to watch a performance nearby, or if you want to stage a workshop that gets a small number of people to use their hands, then a session on a co-creation table will be effective. The favorable opinion that "there were a sense of close distance, making questions easy to ask" was seen on the attendee questionnaires. We recommend these for individuals who wish to conduct active sessions, in the area where booths are lined up. The time allocation, introduction and interaction-related points are the same as for the Conference Rooms.

Booths

Based on the analysis results for the participation booths in "*Miechyau! Tacchirari- Digital Checkpoint Challenge*" which was implemented jointly in 2016 and 2017 with the AIST, it is guessed that **the median staying time for attendees is 2 hours, and the number of programs they circled around was around 6 or 7** (because of the very small number of *Tacchirari-* participating programs, the sessions could not be analyzed). If we picture an image of the average attendee, then it appears that **booths are desirable that have contents that can be explained in under 15 minutes**. We also recommend that the time required for explanation is displayed in the booth (please

accept that in some cases you may be asked by JST to display this). Think about a flow that is compatible with the attendees, with reference to the following format.
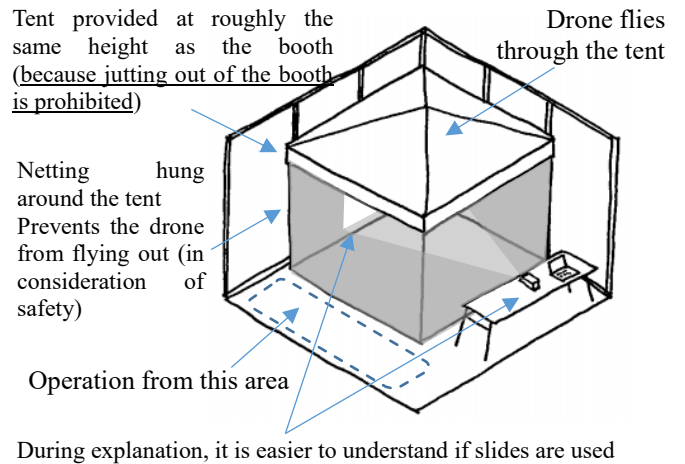
●**Example of booth time allocation**

Time taken for introduction	Time taken for explanation	Time for Q&A	Time for checking the impressions of participants
	*Caution required when exhibiting many items		
☐ Self-introduction by contributor		☐ Is there anything you do not understand?	☐ Can you understand?
☐ Exhibit overview (here, we are exhibiting ~)	**Exhibit A, Exhibit B… Exhibit N**	☐ If you have any ideas for ●●, please let us hear them	☐ Were you satisfied?
☐ Introduce exhibit content menu	☐ **Explanation of exhibits (per exhibit)**		☐ Did you hear what you wanted to hear?
☐ Waiting time target when busy	☐ **If performance: Indicate process (per exhibit)**		
[ ] **mins.**	[ ] **mins.**	[ ] **mins.**	[ ] **mins.**
e.g.: 1 min.	e.g.: 5 mins. each; total 20 mins.	e.g.: 3 mins.	e.g.: 1 min.

Total time target [ ] **mins. to** [ ] **mins.** (e.g.: Shortest exhibit A only, 10 mins. to longest exhibit A to N, 20 mins.)

●**Booth arrangement example**

Do you feel that your exhibit will not be possible without a wide space? These are wider than you would think, having space of width 3m × depth 3m × height 2m. It is possible to implement a very satisfying exhibit by using some ingenuity.

At Science Agora 2017, the "First Drone ~ Let us experience the future ~" (KEIO Research Institute at SFC, Consortium for Co-Creation of Drone Collaborative Society) was effectively active within a booth of 3m × 3m × 2m. Due to the time, explanations were given for the drone operation, the simulator, and actual equipment. Consideration was also given to the surroundings; the contributors were asked to ensure that nothing jutted out of the booth, that an exemplary

Tent provided at roughly the same height as the booth (because jutting out of the booth is prohibited)

Drone flies through the tent

Netting hung around the tent Prevents the drone from flying out (in consideration of safety)

Operation from this area

During explanation, it is easier to understand if slides are used

Due to the time, explanations were given for the drone operation, the simulator, and actual equipment. Consideration was also given to the surroundings; the contributors were asked to ensure that nothing jutted out of the booth, that an exemplary arrangement was used that paid attention to safety, and that it did not extend too widely, to people looking around. Good results were achieved through consideration of how to strive to ensure that the participants enjoyed themselves, within the predetermined space, while the rules were observed.

> · You cannot use characters to decorate your own plan, without taking necessary procedures on the patent rights.
> · Ensure that you apply to carry out sales in the venue at the time of your application, and only sell things that are relevant to the exhibit contents. Please refrain from participation for sales profit reasons only, as this conference is implemented as an effort in science communication (those who wish to conduct sales will be notified separately)

Appendix: Schedule After Selection

Early August to end of August: Finalization of program contents, title and necessary equipment

Soon after selection, the person in charge of making the exhibit a success will finalize the exhibit contents at the implementation level, while cognizant of effective methods of notification and attracting visitors. The deadline for checking and submitting information to be included in the program and other materials is in late August. Please meet with other relevant parties, and consider the equipment you need according to the flow of the exhibit day (for equipment applications, procedures must be undertaken at the same time as the submission of program information).

Early September onward: Consideration and implementation of notification and publicization

Publicity for the staging of Science Agora 2018 will be conducted by the secretariat. **It will be necessary for you to conduct notification and publicization yourself for individual programs, as also mentioned in the application terms.** Even though there will be a great many attendees across the whole of Science Agora, people will not gather at your exhibit if you fail to publicize. A person in charge of a program that was successful in attracting visitors made the following kinds of efforts (this person filled the 200-person scale session venue at Science Agora 2016 and 2017).

> You will be notified approximately 3 weeks in advance of the staging of the event (excluding the directly-prior reminder via email magazine). Targets will be set when the application form is created, and will be notified by email or via mailed flyers. Our approach in an average year focuses on agencies and organizations that are likely to come into contact with individuals gathering information relating to the established theme (survey times will be planned separately).
> 1. **Mailing of leaflets to relevant organizations:** Original leaflets will be created and mailed to the sections in charge in public organizations and local governments. They will also be sent to researchers and practitioners who appear to have some relation to the theme.
> 2. **Asking relevant organizations for mailing list distribution and posting on websites:** Websites related to the theme will be investigated, while presenters will be asked for good publicity-destinations and about the posting of information
> 3. **Distribution via website, mailing list and various types of email magazine:** In addition to our own mailing lists, we will ask email magazines of organizations we are acquainted with, to post the information.

Late September onward: Various procedures and formulation of script

Think about the contents of dialog with attendees and create a script. Recheck what is required for implementation. If there is anything you wish to confirm with a health center, fire department or other service, please deal with this at an early date (we ask that you handle all reports and notifications yourself).

Late October to the day before: Rehearsals

The key to success is to prepare with some margin, and to rehearse very carefully. Please make use of the list below.

☐ Organize necessary articles and plan to deliver belongings

☐ Confirm discussion contents and roles with all staff

☐ Organize your schedule for the day

☐ Provide guidance and information on the staging of the event via SNS, etc.

The brand logo for Science Agora was updated and reborn in April 2018

Help was gratefully received from KYOTO Design Lab of the Kyoto Institute of Technology when considering the new logo.

Please see the Science Agora website for details

http://www.jst.go.jp/csc/scienceagora/information/2018/info0426_1.html

Brand Logo Concept

The moment when discovery and insight are felt; humans feel a great joy.

We grasped that moment when feeling leaps up, and made it into a logo.

It represents the image of a single element repeated, and spun like yarn,

It symbolizes a place where a great breadth is shown by assembling many elements.

The image of it developing ever further into the future is expressed in the unfinished form,

It represents the huge power, of layering human interaction with insight, to create the future.