HOKKAIDO UNIVERSITY

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Hokkaido University Collection of Scholarly and Academic Papers : HUSCAP

2. Websites of the Events and Activities

2nd Student Environmental Symposium on Sustainability in Hokkaido University — Re-thinking about food consumption sustainability

Overview

Date	Monday, September 10- Thursday, September 12, 2013 Start: 9:00 End: 17:00 (Finished)
Co-host	Japan Student Network for Sustainability & WSES Alumni
Partners	Center for Sustainability Science (CENSUS), Hokkaido University
Venue	Center for Sustainability Science (CENSUS), Hokkaido University

Language: English

Intended Audience: General public, College Students,

Outline

Is our World capable of sustaining the ever growing population? What are the limits and the options we have for a sustainable future? We will examine Japan and the World's current consumption patterns and discuss the current alternatives for guaranteeing food for the future generations. Speakers from different stakeholder positions will give their experience and opinions. Food trading, local production, organic production… What is the path to follow for an Earth-healthier diet while maintaining the way of living?

Only 30 participants are accepted, please register by email. The whole event will be conducted in English and translation will be provided by our staff when needed. In 2011, the 1st Student Environmental Symposium on Sustainability in HU was organized. As part of our learning and wishing to share our experiences with others, we are continuing to spread this initiative. This year we will launch the Network of Students for Sustainability in Japan. The participants are encouraged to join our group and expand their participation in the sustainability movement.

	Launch of the Network of Students for Sustainability in Japan. New members are welcome!! Program: Foreword, Introduction, Schedule Introduction of Lectures and lecturers Guidelines for Participation Organizers – Who we are
A Person in Charge	Sebastian Charchalac (Student, Graduate School of Engineering)
Registration	Required, Please register via E-mail by the end of Aug, first 30 applicants.)
Fees	Free
Contact	Sebastian Charchalac Graduate School of Engineering E-mail: wsenhokudai[at]gmail.com *please change [at] into @.

Report

The Japan Student Network for Sustainability organized the 2nd Student Environmental Symposium, which took place over a period of three days from September 10 to 12, 2013. The event was held as the HU version of the World Student Environmental Summit (WSES; an annual student summit meeting providing a platform for students from various countries to discuss environmental issues) under the initiative of WSES alumni.
The symposium was held on the theme of Re-thinking about Sustainable Food Consumption, and featured six lectures by speakers with various roles relating to food issues. Workshops were also held as platforms for the attendees to exchange views and opinions and share ideas. The program provided opportunities for those present to consider food issues from various viewpoints, and was attended by around 20 people (the majority of whom were international students hosted at HU). The students were from different cultures and academic disciplines, and engaged in lively discussions. The lectures were followed by so many questions from the students that the event ran out of time.
The members of the Japan Student Network for Sustainability intend to continue this activity as a way of supporting the application of lessons learned from the symposium and the sharing of related experiences. It is hoped that attendees will proactively engage in sustainability-related activities in the future.

International Symposium : Establishment of Sustainability Science in Asia

Overview

Date	Tuesday, September 24, 2013 Start: 9:30 End: 16:00 (Finished)
Organizer	Center for Sustainability Science (CENSUS), Hokkaido University
Co-host	Zhejiang University, China
Venue	Zhejiang University, China
Language: English **Intended Audience:**Researchers	
Outline	This symposium focusing on the present status and future of sustainability science in Asia will be held at China's Zhejiang University – an institution affiliated with the training program at the HU Center for Sustainability Science. It will feature discussions based on various viewpoints held by representatives from Japan (an advanced country), Taiwan and China (semi-developed countries) and Burkina Faso and Indonesia (developing countries). As well as outlining the general situation of sustainability science today, the event will also highlight various issues in fields such as energy, housing, and climate change and water resources.
A Person in Charge	Prof. Noriyuki Tanaka, Center for Sustainability Science (CENSUS), Hokkaido University
Registration	Not required
Fees	Free
Contact	Midori Yajima Center for Sustainability Science, Hokkaido University E-mail: jimu[at]census.hokudai.ac.jp *please change [at] into @ to send.
URL	http://www.census.hokudai.ac.jp/

Report

On September 24, 2013, an international symposium was held at Zhejiang University in China's Hangzhou City as part of the Strategic Program for Fostering Environmental Leaders. The event has been held annually since 2009, making this the fourth.
Based on the theme of Sustainability Science in Asia, the session was attended by representatives of HU and its partner institutions (China's Zhejiang University, Indonesia's University of Gadjah Mada and University of Palangka Raya, and Taiwan's National Cheng Kung University). Specifically, 10 students and faculty members/administrative staff from HU, 13 students and faculty members from Zhejiang University, 5 faculty members from the other partner institutions and 31 other attendees were present.
The event featured seven presentations by Professor Songming Zhu of Zhejiang University and representatives of the other partner institutions regarding educational initiatives taken at their respective universities to help create a sustainable society in Asia.
First, Professor Zhu of Zhejiang University outlined educational programs offered at his home institution's School of Biosystems Engineering and Food Science, related achievements and exchanges with overseas partner institutions.
Next, Professor Noriyuki Tanaka and Assistant Professor Gakushi Ishimura of Hokkaido University's Center for Sustainability Science (CENSUS) detailed courses offered at the Center, its Field Training for Making a Sustainable Region initiative and other matters.
Associate Professor Yasuhiro Fukushima of National Cheng Kung University also outlined his home institution's international interdisciplinary course in sustainability science.
Professor Sulmin Gumiri from the University of Palangka Raya spoke about an R&D initiative based on the ecovillage concept with the theme of forest/reservoir area conservation and local communities.
Dr. Suadi from the University of Gadjah Mada shared examples of achievements made under his home institution's long-term community initiatives: one about community revitalization through collaboration between the university and local communities, and the other about his home institution's joint efforts with local communities to solve sustainability-related problems.
Professor Yan Lijiao of Zhejiang University outlined eco-city construction incorporating feng shui and other aspects of traditional Chinese culture as part of efforts to help address a myriad of environmental issues caused by China's rapid economic development.
The attendees affirmed an ongoing commitment to collaborative educational programs in order to foster the development of human resources needed to build a sustainable society in Asia. They also agreed to continue improving the lectures they share over the Internet and joint field training, and to hold the next international symposium at Indonesia's University of Gadjah Mada in 2014.

Sustainability Certificate Programs
at Center for Sustainability Science
Hokkaido University

Dangerous not to know the existence of your sleep bruxism and snoring

Overview

Date	Sunday, September 29, 2013 Start: 9:00 End: 12:30 (Finished)
Organizer	Graduate School of Dental Medicine, Hokkaido University
Venue	Conference Hall at School of Dental Medicine, Hokkaido University
Language: Japanese / English (consecutive interpretation) **Intended Audience:** Researchers, General public, College Students,	
Outline	Teeth grinding and snoring not only bother people sleeping in the same room; they also cause dental damage, lead to jaw-joint problems, reduce quality of sleep and result in other surprising adverse impacts on the body. The resulting decline in sleep quality can even be a factor in fatal accidents. This public lecture will provide opportunities to learn about problems stemming from teeth grinding and snoring as well as related diagnosis and treatment. The organizers welcome all people ranging from members of the general public to experts in the field.
A Person in Charge	Prof. Taro Arima, Graduate School of Dental Medicine, Hokkaido University
Registration	Required, Please register via Website (1 Jul ~ 28 Sep)
Fees	Free
Contact	Prof. Taro Arima Graduate School of Dental Medicine, Hokkaido University

Report

On September 29, 2013, an event titled Dangerous Not to Know the Existence of your Sleep Bruxism and Snoring was held as part of the Sustainability Weeks 2013 program.

The gathering was the fourth of its kind to be hosted by HU's Graduate School of Dental Medicine on clinical oral physiology (following those held in 2010, 2011 and 2012), and was intended to provide a platform for discussions on unawareness of nighttime teeth grinding and snoring with focus on related adverse effects, diagnosis and treatment.

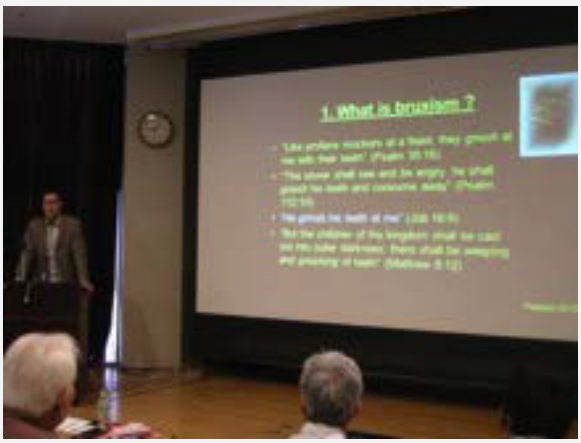
The event began at 9:00 and was attended by about 80 people, including many members of the general public, partly because it was held in collaboration with the Citizen's College of Hokkaido.

The event began with a lecture by Professor Peter Svensson from Denmark's Aarhus University (an HU partner institute), who provided basic information on teeth grinding during sleep.

Associate Professor Taro Arima of HU's Graduate School of Dental Medicine then spoke about snoring and sleep apnea, and Associate Professor and Deputy Director of HU's Center for Advanced Oral Medicine Taihiko Yamaguchi outlined examination and treatment for sleep apnea as well as related collaboration with physicians.

The event supervisor then shared information on specific sleep apnea cases, and a question-and-answer session followed.

Audience members asked a variety of questions and lively discussions ensued because the topics were closely related to their daily lives and involved a condition that is difficult to recognize but can be fatal.



International Workshop on Peatland Management: Future Aspect of Management in Tropical and Cool Temperate Peatlands — Harmonious and Sustainable Relationship with Nature

Overview

Date	Thursday, October 10, 2013 * (Finished)
Organizer	Center for Sustainability Science (CENSUS), Hokkaido University
Venue	Centennial Hall at Hokkaido University
Language: English **Intended Audience:** Researchers, General public, College Students,	
Outline	Found mostly in cool-temperate and tropical regions, peatlands are sustained by a process in which carbon is fixed from the atmosphere and stored in peaty ground. However, these fixation and storage functions are being rapidly lost due to local human activity and other factors, and peatlands are consequently becoming gigantic carbon emission sources rather than sinks. This workshop will highlight the latest related scientific and technological advances and efforts to establish a regulatory mechanism for human activity in and around peatlands. Ways to create a sustainable low-carbon society will also be discussed. * A Correction and An Apology: SW2013 Pamphlet has been Revised There have been error in the this event in the SW2013 pamphlet. The Date of the event replace “Sunday, November 10” with “Thursday, October 10“ in the pamphlet. We apologize for the error.
A Person in Charge	Prf. Mitsuru Osaki, Research Faculty of Agiriculture
Contact	Eriko Momota Center for Sustainability Science (CENSUS) E-MAIL: eriko[at]census.hokudai.ac.jp *please change[at] into@.

Report

The workshop featured lectures by peat specialist Professor Jack Rieley from the UK's University of Nottingham and Dr. Bambang Setiadi from Indonesia's Agency for the Assessment and Application of Technology (BPPT) regarding the ideal nature and future of tropical and cool-temperature peatlands. Professor Rieley's presentation was titled Responsible Peatland Management: Can We Learn from the Past and Present to Make a Better Future?, and Dr. Setiadi spoke on the theme of Future Aspects of Management in Tropical Peatlands.

During the afternoon session, a representative of the Wild Fire and Carbon Management in Peat-Forest in Indonesia research project (Principal Investigator: Prof. Mitsuru Osaki of HU's Research Faculty of Agriculture) presented recent results from peat research and related experiences from the project's long-term activities. The project is implemented by Hokkaido University as part of the Science and Technology Research Partnership for Sustainable Development (SATREPS).

The event was attended by 60 people and generated lively discussions among students and people involved in peatland management at HU and elsewhere.

STAND UP TAKE ACTION in Hokudai

Overview

Date	Thursday, October 17, 2013 Start 18:20 End 19:30 (Finished)
Organizer	Hokkaido University Library / UN Depository Library
Co-host	JCK Hokkaido Office, TICAD V Student Project Hokkaido Office
Venue	Hokkaido University Library, Media Court
Language: Japanese **Intended Audience:**General public, College Students,	
Outline	 Hokkaido University will join in a global event to stand up against poverty by hosting an event on campus that includes a debriefing session about current international cooperation activities. Attendees will discuss what they can do to eradicate poverty. A group photo of all participants pledging to take action will be uploaded to the official “STAND UP” website after the event.
A Person in Charge	Dr. Takahiko Nitta, Director, Hokkaido University Library
Registration	Not required
Fees	Free
Contact	Hokkaido University Library / UN Depository Library PIC: JO Kyoko E-mail: ref[at]lib.hokudai.ac.jp
URL	http://www.lib.hokudai.ac.jp/standup/

Report

The Stand Up Take Action in Hokudai Seminar was held at Hokkaido University Library's conference hall on October 17 – the International Day for the Eradication of Poverty.
The facility is Hokkaido's only United Nations Depository Library, and has contributed to the public information activities of the UN for over half a century by housing and providing access to UN documents and publications. This event was held as part of public information activities in conjunction with the global Stand Up Take Action campaign, which is intended to raise awareness toward the elimination of poverty and help to achieve the United Nations Millennium Development Goals. It attracted 63 students, faculty members/administrative staff and local residents.
The seminar began with a presentation by a library staff member outlining the status of progress toward the achievement of the Millennium Development Goals, which was followed by presentations on international contribution activities by two student organizations co-hosting the event.
Staff from one organization, the JCK Hokkaido Office, highlighted lessons learned through activities in the organization's role as the Hokkaido branch of the student secretariat for the 4th Japan-China-Republic of Korea (JCK) Youth Forum held in Sapporo in September 2013.
Representatives from the other organization, the TICAD V Student Project Hokkaido Office, spoke about their experiences on a university student project implemented as part of the Tokyo International Conference on African Development (TICAD V; a forum for discussion on development in Africa hosted by the Japanese government in Yokohama in June 2013).
At the end of the event, all attendees stood up together at the suggestion of Hokkaido University Library Director Takahiko Nitta to highlight their desire for the elimination of poverty around the world.
Speakers and visitors discussed matters at length both during and after the event at the venue's student organization booths.
Replies to a post-event questionnaire suggested that audience members were impressed by the activities of people from the same generation, with one respondent reporting having been inspired by the proactive approaches of other university students and another saying that the event had stirred a desire to stand up for the world.

Under the Auspices of the School of Economics and Business Administration: The 10th Presentation & Debate Competition of the School of Economics and Business Administration – Urban or Rural Life: Affluent Living in Hokkaido

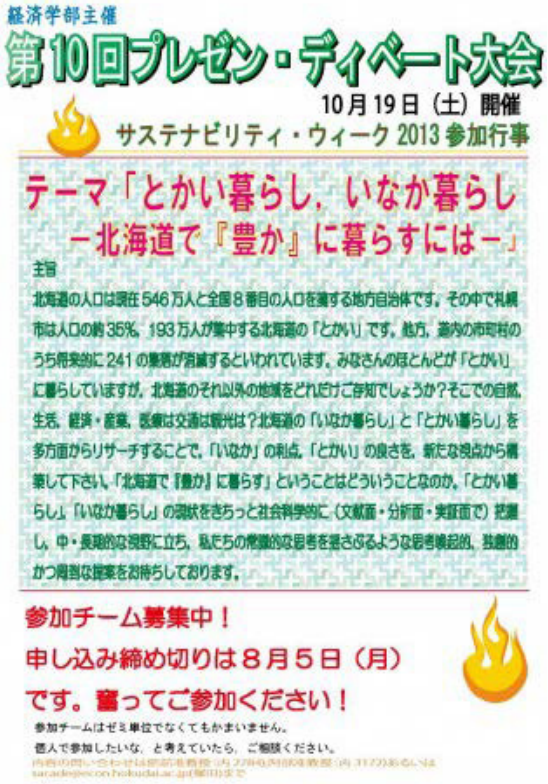
Overview

Date	Sat. October 19, 2013　Start 10:20 End 17:45 (Finished)
Organizer	School of Economics and Business Administration, Hokkaido University
Venue	W103, W102, W101, W105 Humanities and Social Science Classroom Building, Hokkaido University

Language: Japanese

Intended Audience: General public, College Students,

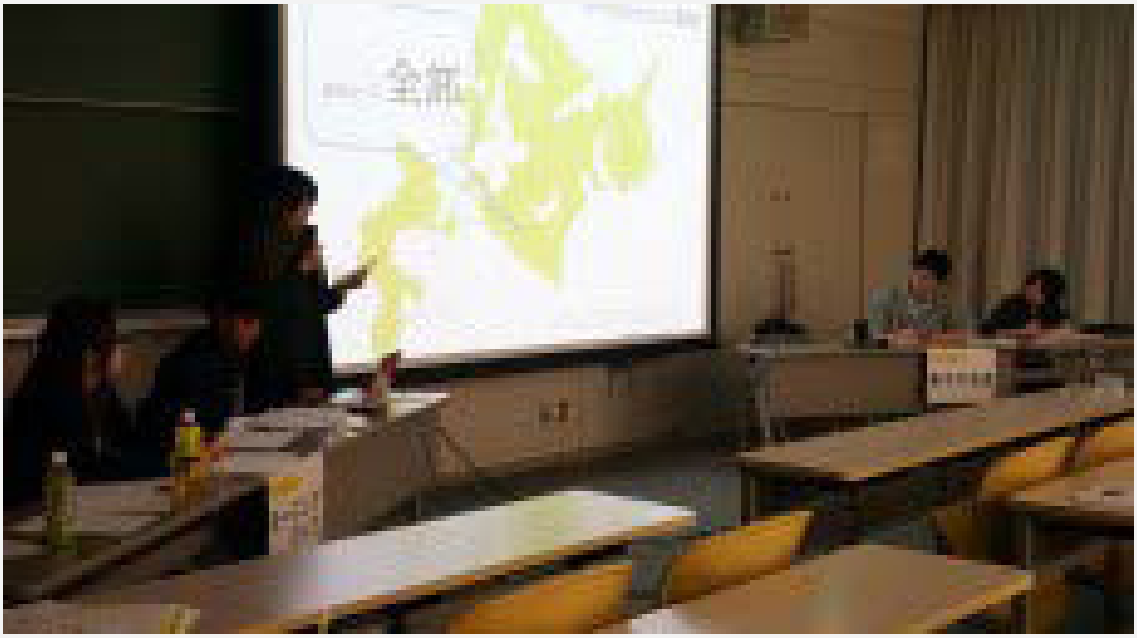
Outline	At this event, teams of HU undergraduate students from various disciplines will make presentations on their ideas under the theme *Urban or Rural Life: Affluent Living in Hokkaido* and debate on related advantages and disadvantages. By finding out about urban and rural life in Hokkaido on a number of fronts, students can consider the advantages of both lifestyles from fresh viewpoints and compete against one another elucidating how (these contingencies) one lifestyle can positively and effectively impact Hokkaido's economy more than the other.



	Call for Debaters! Entry Form for economics students, Hokkaido University (Japanese) Entry form for non-economics student, Hokkaido University (Japanese)
A Person in Charge	Associate Professor Yoichi Hizen, Graduate School of Economics and Business Administration, Hokkaido University
Registration	Not required
Fees	Free
Contact	Kumiko Tsukada School of Economics and Business Administration, Hokkaido University, sponsored by “The 10th Presentation & Debate Competition” Management Office E-mail: sacade[at]econ.hokudai.ac.jp
URL	http://www.econ.hokudai.ac.jp/en08/

Report

On October 19, 2013, The 10th Presentation & Debate Competition of the School of Economics and Business Administration was held on the theme of Urban or Rural Life: Affluent Living in Hokkaido.
The event was attended by 10 teams (with slightly fewer attendees than the previous year), including representatives from HU's Faculty of Letters and its School of Law.
The competition's round-robin format provided extra inspiration for the teams, as defeat did not rule out a subsequent win. The participants used their intellectual faculties and competed on presentation and debating skills.
The theme of the competition covered a variety of issues, including the question of how urban and rural should be defined and the scale of advantages gained from a well-developed transportation network in urban life and event-based revitalization of local communities in rural life. The teams presented creative ideas based on their own perspectives.



Library Exhibition ： Open Access and HUSCAP
– Provision to the World, Passage to Future Generations –

Overview

Date	Monday, October 21 - Monday, November 4, 2013 9:00-19:00 (Finished)
Organizer	Hokkaido University Library
Venue	Hokkaido University Library
Language: Japanese **Intended Audience:** General public, College Students,	
Outline	It is becoming increasingly difficult today to obtain literature and information due to rising academic journal prices and other factors. Against this backdrop, the Open Access campaign – an initiative designed to provide unrestricted access to scholarly literature – is gaining momentum. As part of related efforts, HUSCAP (the Hokkaido University Collection of Scholarly and Academic Papers) has archived intellectual output from the university on a server for worldwide provision. This exhibition will showcase the Open Access archive and HUSCAP initiatives.
A Person in Charge	Takahiko Nitta, Director, Hokkaido University Library
Registration	Not required
Fees	Free
Contact	Hokkaido University Library E-mail: huscap[at]lib.hokudai.ac.jp
URL	http://www.lib.hokudai.ac.jp/en/

Report

A poster exhibition titled Provision to the World, Passage to Future Generations was held to highlight the initiatives of Open Access and HUSCAP (the Hokkaido University Collection of Scholarly and Academic Papers), which enable the sharing of achievements from research and education activities with people in Japan and elsewhere toward the establishment of a sustainable society.
The exhibition was intended to highlight the breadth of HU's research fields and the significance of publishing research results through Open Access vehicles based on interviews with five HU researchers who had published research outcomes via HUSCAP. The posters were created in collaboration with researchers so that they would convey the significance of publishing research results through these channels to people who might even be unaware that such media exist. The event attracted members of the general public in addition to HU members because it was held in the front entrance lobby of Hokkaido University Library.

Hokkaido University × JICA: Japanese Volunteer for a Sustainable Society – Report from JOCVs

Overview

Date	Wednesday, October 23, 2013 Start 18:26 End 19:30 (Finished)
Organizer	JICA HOKKAIDO
Co-host	Office of International Affairs, Hokkaido University
Venue	Office of International Affairs, Hokkaido University
Language: Japanese **Intended Audience:** General public, College Students,	
Outline	Voluntary grass-roots activities aim to contribute to sustainable development by encouraging self-help efforts of those in need overseas. To develop mutual understanding, volunteers learn to communicate in the language of those they will be living and working with. Alumni of the Japan Overseas Cooperation Volunteers will report on such activities to encourage participants to join their effort to establish a sustainable world.
A Person in Charge	H. Enomoto, Office of International Affairs, Hokkaido University
Registration	Not required
Fees	Free
Contact	Office of International Affairs, HU PIC: Enomono Hiroshi E-mail: enomoto[at]oia.hokudai.ac.jp

Report

This event featured presentations by HU alumni on their experiences as JICA Japan Overseas Cooperation Volunteers (JOCVs). A representative from JICA Hokkaido briefly outlined the JOCV program, and a representative from HU's Office of International Affairs also spoke about the institution's related activities.
The objective of the JOCV program is to help developing nations progress with particular focus on activities that support self-help efforts. JOCVs work hard on new ideas to promote sustainable activities.
The presentations by the former JOCVs who had engaged in such activities provided an opportunity for those present to consider JOCV program areas in which they may wish to participate and the types of sustainable activities they can engage in.
This was the Sustainability Weeks' second overseas volunteer activity event. Although there were slightly fewer attendees than the 31 who attended the first event, the session provided people from HU and elsewhere who were interested in engaging in overseas activities with information on paths toward doing so in the future.
The seminar's organizers hope that audience members will play active roles in a variety of areas on the international stage in the future.

Special Lecture ：Striving to Achieve Sustainable Agriculture – Permaculture –

Overview

Date	Fri. October 25, 2013 Start 16:00 End 19:00 (Finished)
Organizer	SOCIÉTÉ FRANCO-JAPONAISE/ALLIANCE FRANÇAISE DE SAPPORO
Co-host	Research Faculty of Agriculture; Office of International Affairs; HU
Partners	INSTITUT FRANÇAIS JAPON
Venue	Research Faculty of Agriculture, HU

Language: French (Consecutive interpreter Present)

Intended Audience: Researchers, General public, College Students,

Outline

In collaboration with the Société Franco-Japonaise /Alliance Française de Sapporo and the INSTITUT FRANÇAIS JAPON, this lecture meeting will be held for the second year. At the event, Agricultural engineer Dr. Claude Bourguignon – one of the world's first people to warn of a decline in soil fertility – will highlight his activities with the theme of permaculture and discuss related issues with researchers from HU's Research Faculty of Agriculture.

Registration==>>>Here

Registration	Required via website or E-mail (～Oct. 23)
Fees	Free
Contact	ALLIANCE FRANÇAISE DE SAPPORO Contact: Hiraoka E-mail: bureau[at]afsapporo.jp
URL	http://afsapporo.jp/ja/fr_index/

Report

On October 25, 2013, a session titled Special Lecture: Striving to Achieve Sustainable Agriculture – Permaculture was held in the Lecture Hall at HU's Faculty of Agriculture. The event was hosted by Société Franco-Japonaise/Alliance Française de Sapporo (co-hosts: HU's Research Faculty of Agriculture and Office of International Affairs) as part of HU's Sustainability Weeks 2013 program.

Agricultural engineer Dr. Claude Bourguignon – one of the world's first people to warn of a decline in soil fertility – came to Japan for the first time to give a keynote lecture. He covered a wide array of topics on soil science based on biotas from the fundamentals to practical application. The event was attended by about 100 people, including numerous farmers from various parts of Hokkaido, university staff and members of the general public.

The subsequent panel discussion coordinated by Dr. Mikako Hayashi (a Visiting Professor at HU's Research Faculty of Agriculture) featured Dr. Shunsuke Yanagimura, Dr. Yoshitaka Uchida and Dr. Kuniyuki Kobayashi from HU's Research Faculty of Agriculture in addition to Dr. Bourguignon, who attentively answered a variety of practical questions asked by farmers present.

GiFT2013 - Global issues Forum for Tomorrow -

Overview

Date	Saturday, October 26, 2013 PM14:00-16:30(GMT+9) (Finished)
Organizer	Hokkaido University
Venue	Hokkaido University Conference Hall

Language: English

Intended Audience: General public, College Students,

Outline

Join in GiFT –Global Issues Forum for Tomorrow!

If you have passion to contribute to a society, join in GiFT. A series of six short presentations will expand your horizon further. Over a cup of coffee, you can chat with our vice-president and researchers involved in tackling high-priority global challenges for realizing a sustainable society. The GiFT definitely offers you the unique opportunity to experience a wealth of HU's resources.

Six Hokkaido University young researchers involved in tackling major global issues toward the development of a sustainable society will each give a lively 12-minute presentation on their research activities. They will also encourage prospective researchers in high school and college to join them in their efforts to rise and meet high-priority global challenges together.

You can participate in the forum by being the audience or watching it live via webcast.

- GiFT Special website : http://sustain.oia.hokudai.ac.jp/gift/
- Live Webcast (Ustream Channel) http://www.ustream.tv/channel/gift2013/
- Video Archive (YouTube Channel) http://www.youtube.com/user/hokkaidouniv/

Download Flyer>>>>Here

Program

13:30 Door open

14:00 [Session 1]

Opening Remarks from Ichiro Ueda, Executive and Vice-President of HU; Chairperson of the SW Executive Committee

14:03 [Session 1-1]

Katsuki Kimura
Title: Wise Water Use in Future Cities: Membrane Technology will Save the World
Research Area: Environmental Engineering, Water Treatment Engineering, Water Treatment by Membrane Technology
Affiliation: Faculty of Engineering

14:15 [Session 1-2]

Helena Fortunato
Title: Living in an Ocean of Vinegar
Research Area: Ecological science, Biodiversity, evolution and conservation of macro-benthic shallow water communities
Affiliation: Faculty of Science

14:27 [Session 1-3]

Junjiro Negishi
Title: Reading Rivers for the Future
Research Area: Ecology and civil engineering, Watershed conservation & management
Affiliation: Faculty of Environmental Earth Science

14:39 Movie

14:45 Q&A: Tweet your questions with #hu_gift

15:00 Break

15:30 [Session 2]

Introduction: Ichiro Uyeda

15:33 [Session 2-1]

Emma Cook
Title: Creating Unsustainable Lives: Affects of Gender Norms on Male Freeters
Research Area: Cultural anthropology, Japanese freeters
Affiliation: International Student Center

15:45 [Session 2-2]

Philip Seaton
Title: TV Dramas & Tourism, Japanese Historical Heritage as Sustainable Tourist Resources
Research Area: Japanese history and media
Affiliation: International Student Center

15:57 [Session 2-3]

Susanne Klien
Title: Relocating to the Countryside in Contemporary Japan: The Quest for Purpose in Life (ikigai)
Research Area: Tourism, Studies of happiness
Affiliation: International Student Center

16：09　Movie

16:15 Q&A: Tweet your questions with #hu_gift

16:30 Closing remarks

Pictures last year

A Person in Charge	Ichiro Ueda, Executive and Vice-President of Hokkaido University, Chairperson of the SW 2013 Executive Committee
Registration	Required via website or E-mail (～Oct. 25)
Fees	Free
Contact	Secretariat for Hokkaido University Sustainability Weeks E-mail: sw1[at]oia.hokudai.ac.jp
URL	http://sustain.oia.hokudai.ac.jp/gift/

Report

This event marked the third anniversary of the establishment of GiFT – an Internet forum intended to convey information on HU research activities to young people around the world. The 2013 gathering consisted of Session 1 on the topic of water and Session 2 on the topic of contemporary Japan, and six young researchers from HU each spoke in English for 12 minutes on their latest research achievements and prospects for resolving related issues. The event attracted approximately 100 audience members and live online viewers, including people in the Philippines and the US. With many questions submitted via Twitter, the Q&A sessions that followed the presentations proved to be fruitful for the participants.
The event video uploaded to YouTube on November 15 was viewed 989 times around the world over a period of one month, and this number increases daily.
The organizers plan to hold GiFT as part of the Sustainability Weeks event again in 2014.

GiFT website: http://sustain.oia.hokudai.ac.jp/gift/

Speakers and lecture titles

- Katsuki Kimura, Associate Professor, Faculty of Engineering
  ”Wise Water Use in Future Cities: Membrane Technology will Save the World”
- Helena Fortunato, Specially Appointed Associate Professor, Faculty of Science
  ”Living in an Ocean of Vinegar”
- Junjiro Negishi, Associate Professor, Faculty of Environmental Earth Science
  ”Reading Rivers for the Future”
- Emma Cook, Specially Appointed Associate Professor, International Student Center
  ”Creating Unsustainable Lives: Effects of Gender Norms on Male Freeters”
- Philip Seaton, Professor, International Student Center
  ”TV Dramas & Tourism: Japanese Historical Sites as Sustainable Tourist Resources”
- Susanne Klien, Associate Professor, International Student Center
  ”Relocating to the Countryside in Contemporary Japan: The Quest for Purpose in Life (ikigai)”

GiFT (the Global Issues Forum for Tomorrow) is an Internet event for individuals working to address global challenges that hinder the realization of a sustainable society. It also allows young HU researchers to share the outcomes of their recent work with high school students and undergraduates looking to choose a field of specialization and begin full-fledged research, and to call on them for future collaboration toward the resolution of global issues.

Ride on an Experimental E-cart!

Overview

Date	Sat. October 26 - Sun. November 10, 2013 9：00-16：00 (Depending on weather conditions) (Finished)
Organizer	Faculty of Environmental Earth Science, HU
Co-host	Hokkaido Green Purchasing Network
Venue	On the street at HU Sapporo Campus
Language: Japanese **Intended Audience:**General public	
Outline	Electric carts will be operated by students to assist the persons who visit the HU Sapporo campus. This complimentary service is to demonstrate an energy resource generated by solar panels on the roofs of buildings in the Graduate School of Environmental Sciences. Stimulating conversation with your driver awaits you when you ride.
A Person in Charge	Y. Yasuhiro Faculty of Environmental Earth Science, HU
Registration	Not required
Fees	Free
Contact	Y. Yasuhiro Faculty of Environmental Earth Science, HU E-mail: galapen[at]ees.hokudai.ac.jp

Report

Velotaxi cycle rickshaws are a common sight on the HU campus during the Sustainability Weeks program, and the 2013 event was no exception.
The velotaxi project was launched by Global COE Program members four years ago, and served as a test to verify the feasibility of rickshaws as a means of on-campus transportation to support the creation of a sustainable society.
A total of 698 people took velotaxi rides during the SW 2013 period.
Although velotaxis are sometimes proposed as a service to replace taxis and other vehicles in a low-carbon society, the results of the verification showed a customer preference for their use toward a barrier-free society of leisurely lifestyles.
Based on this concept, velotaxi services were provided to visitors as part of the event's hospitality in 2013. The student drivers analyzed and discussed a wide variety of operational issues encountered on a daily basis and interacted closely in relation to the service.
Based on responses made to visitor inquiries, the organizers tackled challenging questions about aspects of the service's fairness and impartiality. For example, the appropriateness of accepting reservation requests when the possibility of making reservations had not been officially announced was discussed, and the question of whether time constraints arising from the acceptance of reservations might be contrary to the concept of leisurely living was considered.
The students also responded to a TV crew that planned to portray the service as little more than a Sustainability Weeks gimmick (something that would have been contrary to the initiative's hospitality theme), served a number of visitors with mobility problems, and interacted with other operational staff to deal with lines of people waiting for velotaxis.
Efforts to ensure safe velotaxi operation and provide hospitality as planned helped to raise student awareness of related matters. The event also provided valuable hands-on opportunities for students to learn about fairness and impartiality, understand that some things cannot be bought, and hone their mutual collaboration skills.

Sapporo Clock Tower Salon: Q&A with Members of the Research Faculty of Agriculture – Agricultural/ Livestock Products and Health

Overview

Date	Tuesday, October 29, 2013 Start:18:00 End: 20:30 (Finished)
Organizer	Research Faculty of Agriculture, Hokkaido University
Co-host	The Hokkaido Shimbun Press
Partners	Sapporo International Comunication Plaza Foundation, General Incorporated Associations Sapporo Nougaku Almuni
Venue	Sapporo Clock Tower (Kita1, Nishi2, Chuo-ku, Sapporo city)

Language: Japanese

Intended Audience: General public

Outline

The Sapporo Clock Tower Salon is a public lecture meeting held in evenly numbered months at the Sapporo Clock Tower. Agricultural science researchers discuss current affairs in their fields in layman's terms, providing opportunities for members of the general public to learn about background issues. The lecture is titled Agricultural/ Livestock Products and Health and deals with wellbeing and the functionality of daily agricultural and livestock products.

Topics include;

1. Milk is a gift from Mother Nature. (Dr. Ryoya Niki, Emeritus Professor)
2. Processes of functional food production with focus on fermented soybeans (Dr. Jun Kawabata, Professor)

A Person in Charge	Prof. Masashi Tkahashi, Research Faculty of Agriculture, Hokkaido University
Registration	Not required
Fees	Free
Contact	Research Faculty of Agriculture, Hokkaido University
URL	http://www.agr.hokudai.ac.jp/en/

Report

The Sapporo Clock Tower Salon event is a public lecture meeting first held in April 2012 to provide a forum for the public promotion of research activities by HU's Faculty of Agriculture and other organizations and for the encouragement of discussions on related matters. This was the 16th such gathering.

Two lecturers each spoke for 40 minutes on the theme of Agricultural/Livestock Products and Health, outlining the health benefits and functions of milk and functional materials in fermented soybeans with focus on the positive health effects of commonly consumed agricultural and livestock products.

The event was attended by 65 people, consisting of members of the general public and HU students and alumni. Post-event feedback from attendees indicated that they had learned about the health benefits and roles of milk and how functional dietary supplements are developed from fermented soybean foods.

4th ESD International Symposium: Frontiers of International Collaborative Education – Challenges Facing ESD Campus Asia

Overview

Date	October 29, 2013 (13:00-16:00) (Finished)
Organizer	Faculty of Education, Hokkaido University
Co-host	Seoul National University, Korean University, Beijing Normal University, Chulalongkorn University(Thailand)
Venue	Conference Hall at Hokkaido University
Language: Japanese / English (consecutive interpretation) **Intended Audience:**Researchers, General public, College Students,	
Outline	This symposium will provide opportunities to discuss ESD Campus Asia – an international program implemented by HU's Graduate School of Education in collaboration with other Asian universities to promote education for sustainable development. Discussions will focus on how participating institutions view and implement the program, and will also cover the roles and potential of international collaborative education. Attendees will also confer with faculty members and students from different countries who have come together to discuss innovative ways to address global challenges among faculty members and students from different countries who come together or engage in mutual visits. **Program >>> Here**
A Person in Charge	Masao MIzuno, PhD, Professor, Faculty of Education, Hokkaido University
Registration	TBA
Fees	Free
Contact	Masao MIzuno, Faculty of Education, Hokkaido University

Report

Hokkaido University's School of Education hosted the 4th ESD International Symposium to discuss achievements and future prospects of a short-term exchange initiative that the university has implemented for three years in collaboration with four other Asian universities to promote international collaborative education for sustainable development (ESD).
The event featured presentations by five faculty members representing their respective universities (one from each of Korea's Seoul National University and Korea University, China's Beijing Normal University, Thailand's Chulalongkorn University and Hokkaido University). After each presentation, students from HU's School of Education spoke about achievements they had made on ESD programs at these institutions through the short-term exchange program.
The faculty member presentations focused on challenges in international collaborative education to overcome threats to sustainability in the international community. An HU undergraduate also gave an experience-based presentation on participation in the Buddy Program – a project pillar designed to help international students settle into new environments and to promote study and cultural understanding. Attendees then discussed the potential of new international collaborative education based on the presentations made by faculty members and students on characteristic initiatives pursued through international collaborative education for sustainable development at universities in Asia.
The event attracted 71 people (36 students from HU's School of Education and 7 from HU's Graduate School of Education, 17 faculty members from HU's Faculty of Education, and 11 others). Post-event questionnaire responses widely highlighted the event's positive effect of providing opportunities to hear from students who had actually studied abroad rather than simply presenting academic information.

Seminar on Global Career Building – Hokkaido University Library Event in Support of Nitobe College

Overview

Date	Wednesday, October 30, 2013 Start 18:30 End 19:30 (Finished)
Organizer	Hokkaido University Library / UN Depository Library
Partners	Career Center, Office of International Affairs, Nitobe College
Venue	W103 Humanities and Social Science Classroom Building, Hokkaido University

Language: Japanese

Intended Audience: General public, College Students,

Outline

Registration ==>>> Here (Japanese)

Speakers who have worked in international organizations will discuss the campus life students should follow toward successful careers on the world stage, and will outline prerequisites for dynamic global careers based on their own experiences.

In conjunction with the seminar, from Friday, October 18 to Thursday, October 31, Hokkaido University Library will hold a book exhibition on the theme of Global Career Building and another exhibition featuring activity reports published by international organizations. The seminar will provide attendees with outstanding opportunities to consider career pathways toward a sustainable future.

A Person in Charge	H. Suzuki, Hokkaido University Library
Registration	Required via website (～Oct. 29)
Fees	Free
Contact	Hokkaido University Library JO Kyoko E-mail: ref[at]lib.hokudai.ac.jp
URL	http://www.lib.hokudai.ac.jp/support/nitobe/careerseminar/

Report

The Seminar on Global Career Building was held on October 30, 2013.

Two HU faculty members with experience of working in international organizations spoke about the campus life students should follow toward successful careers on the world stage, and outlined prerequisites for dynamic global careers based on the lessons they had learned.

The seminar was intended for Nitobe College students and others aspiring to build global careers, and was held as part of the Hokkaido University Library Event in Support of Nitobe College.

The event was attended by 211 people including university students, high school students, teachers and school staff, and members of the general public, who filled the venue with energy and enthusiasm.

The seminar began with lectures from Dr. Hidehiko Tamashiro (a Specially Appointed Professor at the Office of International Affairs and formerly a member of the WHO) and Mr. Mikio Masaki (a lecturer and formerly a member of the UNRCD), who spoke about global career building based on their own experiences.

The lectures were followed by a panel discussion in which three HU students engaging in international activities joined the lecturers and candidly shared opinions, concerns and questions about global career building from a student perspective.

A variety of questions were asked from the floor during the Q&A session at the end of the event.

Library Exhibition : What is Sustainability?

Overview

Date	Wednesday, October 30 ~ Sunday, November 10, 2013 Weekday 9:00-22:00 / Weekend 9:00-19:00 (Finished)
Organizer	Hokkaido University Library, Library Student Supporter
Venue	North Library, Hokkaido University
Language: Japanese **Intended Audience:** General public, College Students,	
Outline	The concept of sustainability encompasses a wide range of interrelated academic areas, and this exhibition will showcase resources to promote awareness of the concept in various fields. The event will help people with little knowledge of sustainability to learn about it in depth. Attendees will be invited to write their ideas and thoughts about sustainability on pieces of paper and hang them on the venue's Sustainability Tree, which the organizers hope will grow large with this input as its leaves.
A Person in Charge	H. Suzuki, Hokkaido University Library
Registration	Not required
Fees	Free
Contact	Hokkaido university Library E-mail: biblio[at]lib.hokudai.ac.jp

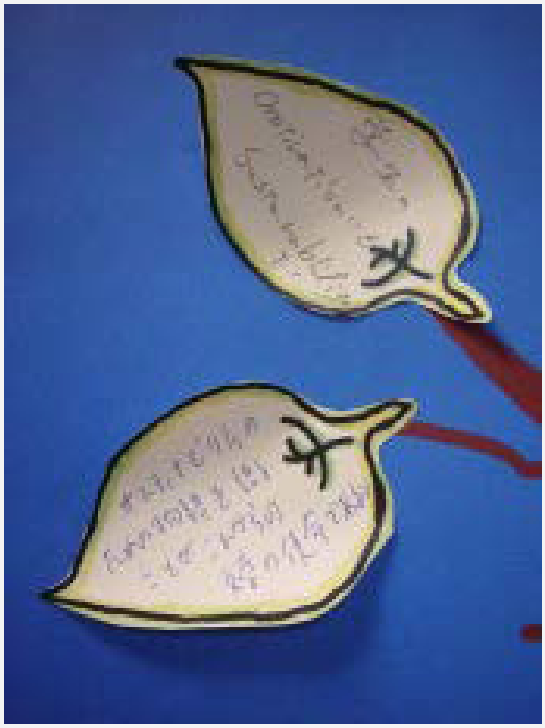
Report

The Library Student Supporter organization held the Library Exhibition: What is Sustainability? event at HU's North Library from October 30 to November 10, 2013. The North Library, which is extensively used by first-year undergraduate students, was chosen as the venue in order to provide such students with opportunities to learn about the concept of sustainability and consider related matters carefully in their campus lives.

The exhibition featured books on sustainability selected by staff of the Library Student Supporter organization and the library, related posters and a Sustainability Tree with "leaves" bearing notes from visitors detailing their opinions and impressions of sustainability.

The eight books highlighted at the exhibition were selected to cover a wide range of sustainability-related topics, such as economics, politics, the environment, energy and trade. The publications were repeatedly borrowed as soon as the event began, showing high levels of public interest in sustainability.

The 18 leaves attached to the Sustainability Tree included numerous proactive and determined comments toward the creation of a sustainable society, such as "It's important to act for the future of the earth too."



Hokkaido University – Finnish Universities Joint Symposium ~ Opening Session ~

Overview

Date	Thursday, October 31 (Finished)
Organizer	Hokkaido University, University of Oulu and University of Lapland; Finland
Co-host	Finland Japan Center for Education
Venue	Special Meeting Room , Graduate School of Medicine, Hokkaido University
Language: English **Intended Audience:**Researchers, General public, College Students,	
Outline	**Notice: The venue has been changed to "Special Meeting Room."** This joint symposium was held in Oulu, Finland last year and will be held in Hokkaido this year. At the Opening Session, we will have presentations and discussions on mutual collaboration together with representatives from Oulu University and Lapland University, Finland. After the Session, two workshops on "Health and Well-Being" and "Environmental Management in the Northern Coastal-Zone" will be held respectively. Workshop 1: Health in an ageing society with a declining fertility: For sustainable development Workshop 2: International Symposium: Risk Management and Sustainable Use of Ecosystem Service in the Northern Coastal-zone ― Biodiversity and Sustainability of Ecosystem Service Workshop 3: Analytical approaches toward big data flood of genetic information
A Person in Charge	M. Gomita, Division of International Relations, Office of International Affairs, Hokkaido University
Registration	Required, Please register via Website (TBA)
Fees	Free
Contact	Division of International Relations, Office of International Affairs, Hokkaido University PIC: Hitomi SATO E-mail: global[at]oia.hokudai.ac.jp

Report

The Opening Session of the Hokkaido University – Finnish Universities Joint Symposium, which was held in the Special Meeting Room at HU's Graduate School of Medicine on October 31, 2013, was organized jointly by HU, the University of Oulu and the University of Lapland as part of the Sustainability Weeks program.
The session began with an opening address by HU President Keizo Yamaguchi and keynote speeches by University of Oulu Rector Lauri Lajunen and University of Lapland Rector Mauri Ylä-Kotola. Ambassador of Finland to Japan Manu Virtamo and University of the Arctic* President Lars Kullerud also gave presentations.
In the Research Profile session that followed the deliveries, representatives from HU, the University of Oulu, the University of Lapland and the University of the Arctic outlined research activities at their respective institutions.
The next session featured presentations on university globalization given by HU Executive and Vice-President Ichiro Uyeda, University of Oulu Rector Lauri Lajunen, University of Lapland Rector Mauri Ylä-Kotola and University of the Arctic President Lars Kullerud.
The subsequent panel discussion moderated by HU Helsinki Office Director Shinichiro Tabata generated lively exchanges among the representatives of HU and the three other institutions.
HU and the University of Oulu have promoted exchanges of students and researchers since the conclusion of their Inter-university Exchange Agreement in 2001, and further expansion in the scope of their collaborative activities in various forms is expected.
HU and the University of Lapland concluded an Inter-university Exchange Agreement in 2011, and are expected to engage in exchanges regarding research on indigenous people and various other fields.
HU has been a member of the University of the Arctic network only for about two years since June 2011, but is steadily building its role in related work as exemplified by the June 2013 official recognition of a permafrost study network in which the university participates as one of its thematic initiatives.
The outcomes of this joint symposium are expected to further reinforce HU's partnerships with Finnish universities and the University of the Arctic.

* The University of the Arctic is a network of higher education institutions whose mission is to promote education and research on issues facing the circumpolar north (e.g., problems relating to the environment, indigenous people and sustainability) with a focus on the world's eight northernmost countries (Canada, Denmark, Finland, Iceland, Norway, Russia, Sweden and the U.S., collectively known as the Arctic Eight).

International Symposium on How to Establish Sustainable Society and Risk Management in the Boreal Coastal Zone – Biodiversity and Sustainability of Ecosystem Service

Overview

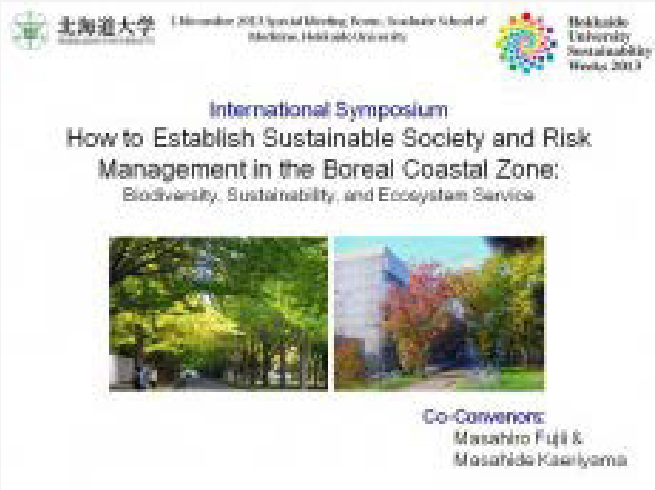
Date	Fri. November 1, 2013 Start 13:00 End 18:00 (Finished)
Organizer	Facluty of Environment Earth Science
Co-host	Oulu University and Lapland University; Finland
Partners	Finland Japan Center for Education
Venue	Special Meeting Room , Graduate School of Medicine, Hokkaido University
Language: English **Intended Audience:**Researchers, General public, College Students,	
Outline	The boreal coastal zones that are home to more than 60 percent of the global population are threatened by natural phenomena such as climate change and earthquakes as well as by man-made impacts such as global warming and environmental destruction. This symposium is intended to help establish a framework for the creation of a sustainable low-carbon society and support the sustainable use of ecosystem services and biodiversity in boreal regions (i.e., Hokkaido, North America and North Europe) using risk control based on adaptive management and the precautionary principle.
A Person in Charge	Masahiko Fujii, Facluty of Environment Earth Science
Registration	Not required
Fees	Free
Contact	Facluty of Environment Earth Science Masahiko Fujii

Report

The international symposium brought together seven representatives from five HU partner institutions committed to promoting education for sustainable development (SD).

The event featured twelve 20-minute lectures based on the following four concepts:
*Anthropogenic influence on living organisms in terrestrial and aquatic ecosystems
*Sustainability science in ocean ecosystem conservation and coastal communities
*Law and governance for promoting sustainable society and natural-ecosystem conservation
*Water sustainability: water use for natural energy, water sanitation and conservation

The world's population has grown exponentially and now exceeds seven billion. More than 60% of all people live in coastal areas, and their activities cause global warming as well as affecting biodiversity. The establishment of a sustainable society amid such global environmental changes is a challenge that requires urgent attention, and is also an obligation for the sake of future generations. This event helped to clarify related problems and tasks, and represented a first step toward promoting the creation of a sustainable society through the Northern Region Education and Research Consortium network, which is comprised mainly of HU partner institutions.



Health in an ageing society with a declining fertility: For sustainable development

Overview

Date	Friday, Nov. 1 13:00-17:00 (Finished)
Organizer	Hokkaido University Graduate School of Medicine
Co-host	Graduate School of Engineering, Hokkaido University
Partners	Global Health Consortium
Venue	The Alumni Hall "Frate" , Graduate School of Medicine, Hokkaido University
Language: English **Intended Audience:** Researchers, General public, College Students,	
Outline	We established in 2009 the “Consortium for Global Health Research, Education and Training” to provide opportunities for students/staff with these activities. Participating universities where these activities have since been carried out on a regular basis include De La Salle, Delhi, Geneva, Hawaii, Mahidol, Peradeniya, Seoul, and Texas. The Consortium members together with Oulu/Lapland universities of Finland will compare and discuss their own current situations and problems in an ageing society with a declining fertility rate. Discussion will culminate with an exploration of potential solutions including the feasibility of international collaborative studies for sustainable development.
A Person in Charge	Asuna Arai, Hokkaido University Graduate School of Medicine
Registration	Not required
Fees	Free
Contact	Hokkaido University Graduate School of Medicine, Department of Global Health and Epidemiology E-mail: sw2013[at]ghe.med.hokudai.ac.jp

Report

The Consortium for Global Health Research, Education and Training was established in 2009 as a forum for the promotion of research, education and training among students and young researchers. Its membership is comprised of representatives from HU and partner institutions (De La Salle University, the University of Delhi, the University of Geneva, the University of Hawaii, Mahidol University, the University of Peradeniya, Seoul National University and the University of Texas).

Since its establishment, the Consortium has regularly held conferences in Sapporo, Peradeniya, Seoul and other places, and its members have engaged in student exchanges, collaborative research and other undertakings. Finland's University of Lapland and the University of Oulu joined the member institutions at this 2013 symposium, where nine experts from Japan and elsewhere gave lectures in two parts relating to public health in consideration of demographic aging in their respective countries. The themes of the two parts were Matters of Concern in an Aging Society (Part 1) and Challenges in Making an Aging Society Sustainable (Part 2).

The event was attended by 40 people, including HU students/staff and members of the general public. Each lecture generated lively exchanges of opinions and ideas based on questions asked from the floor, thereby involving attendees in international and interdisciplinary discussions on the challenges faced by their respective countries.

Analytical approaches toward big data flood of genetic information

Overview

Date	Thursday, October 31 15:00-18:00 (Finished)
Organizer	Graduate School of Information Science and Technology
Co-host	Task Force for Research Strategy
Venue	Graduate School of Information Science and Technology 11F Large Meeting Room
Language: English **Intended Audience:** Researchers	
A Person in Charge	Prof. Endo, Graduate School of Information Science and Technology
Registration	Not required
Fees	Free
Contact	Task Force for Research Strategy TAKAGI, Yuki E-mail: takagi[at]cris.hokudai.ac.jp

Report

On October 31, 2013, the Graduate School of Information Science and Technology held the Seminar on Analytical Approaches toward a Big Data Flood of Genetic Information featuring Prof. Mikko Sillanpaa from Finland's University of Oulu (an HU partner institution) as the main lecturer.
Hokkaido University's Professor Toshinori Endo and Professor Hideyuki Imai of the Graduate School of Information Science and Technology, Associate Professor Hitoshi Suzuki of the Faculty of Environmental Earth Science, and Professor Hitoshi Araki of the Research Faculty of Agriculture also gave lectures exploring the possibilities of new collaborative research between HU and the University of Oulu in the fields of genetic statistics and population genetics.
The event was held as part of the Hokkaido University – Finnish Universities Joint Symposium, and provided opportunities for attendees to consider the potential behind organized research exchanges based on the Inter-university Exchange Agreement.
The ongoing hosting of this type of event and other initiatives is expected to promote the sustainable development of research exchanges between the institutions to supplement conventional exchanges based on networks of individual researchers.

CLARK THEATER 2013

Overview

Date	Thursday, October 31 - Monday, November 4 (Finished)
Organizer	Hokkaido University Theater Project
Venue	Hokkaido University Clark Memorial Student Center
Language: Japanese or English **Intended Audience:** Researchers, General public, College Students,	
Outline	The theater will show enlightening movies as a forum for communication through images and movies. The theme of the 2013 event, which is now in its eighth year, is *Developing Movie Sensibilities*. The theater will provide opportunities for people from all walks of life to learn how to proactively create a sustainable society through shared experience of movies. A collaborative project with the Center for Applied Ethics and Philosophy (CAEP) is also planned.
A Person in Charge	Mai Hanzawa, Hokkaido University Theater Project
Registration	Not required
Fees	Some movies are subject to fees.
Contact	Hokkaido University Theater Project E-mail: info[at]clarktheater.jp *Please change [at] into @ to send.
URL	http://www.clarktheater.jp/

Report

Clark Theater 2013 (the eighth such event) was held on the theme of Contemplating Self-changes Brought about by Encounters with Films. At the opening of the event, titles by nationally active young creators from Hokkaido were screened and a public discussion with their directors was held. The theater also hosted a collaborative event with Hokkaido University's Center for Applied Ethics and Philosophy, which also participated in Sustainability Weeks 2013. In a session featuring a currently popular female film director, three titles directed by Satoko Yokohama were screened and a public discussion with Ms. Yokohama and Associate Professor Kasho Abe of Hokkaido University's Graduate School of Letters was held. Over the five days of the event, 32 long and short films were shown and 14 programs were held.

Greenland and Arctic Environment – Exhibition on natural environment and glaciological research activities in Greenland

Overview

Date	Fri. November 1 - Sun. November 24, 2013 10：00-16：00　Close on Monday (except, Open on Nov. 4, Close on Nov.5)
Organizer	HTB, Institute of Low Temperature Science; Hokkaido University, Hokkaido University Museum
Venue	Hokkaido University Museum

Language: Japanese

Intended Audience: General public, College Students,

Outline	To live on the Earth under changing environment, we have to understand, keep balance with, and sometimes adjust ourselves to the natural environment. This exhibition on Greenland provides an opportunity to learn how to create a sustainable society by studying the rapidly changing environment in the Arctic.

Workshop

Sunday; November 3　13:30～

Sunday; November 10　13:30～

Sunday; November 24　13:30～

Language: Japanese

A Person in Charge	Shin Sugiyama, Institute of Low Temperature Science, Hokkaido University
Registration	Not required
Fees	Free
Contact	HTB Tatsuro Terauchi E-mail: tterauchi[at]htb.co.jp

Report

Members of Hokkaido University's Institute of Low Temperature Science (ILTS) participated in an observation study of climate change in Greenland in the summer of 2013. Staff from a Hokkaido Television Broadcasting (HTB) TV program also accompanied them for a month to cover the research. An exhibition featuring the content of the investigation in this Arctic country as well as video footage and photographs taken by HTB staff was held at Hokkaido University Museum. During the exhibition period, ILTS lecturer Dr. Shin Sugiyama, HBC reporter Mr. Akira Kaneko and photographer Mr. Mikio Abe delivered lectures on changes in Arctic glaciers and ice sheets, which are melting due to global warming, and people living in the region. The high visitor total of more than 11,000 reflected keen public interest in global warming, which is progressing at a remarkable rate in the background to the mysterious and beautiful image of glaciers. Stemming from a fusion of academic research and TV content creation, the exhibition explored this Arctic country from different angles as an experimental foray for both ILTS and the TV station.

1st Symposium on Regional Collaborative Projects Conducted by Hokkaido University's Research Faculty of Agriculture: Prospects for Sustainable Rural Development based on Fieldwork – Successful Collaborative Activities Involving the University and Local Governments

Overview

Date	Fri. November 1, 2013 Start 10:00 End 17:00 (Finished)
Organizer	Research Faculty of Agriculture
Co-host	Hokkaido Shimbun Press, Extention Networks for Food, Agriculture and rural development
Partners	the Alumni Association of Agricultural Department of Hokkaido University
Venue	Lecture Room, Research Faculty of Agriculture

Language: Japanese

Intended Audience: Researchers, General public, College Students,

Outline

Against a background of gradual depopulation and industrial decline in rural areas, HU's Research Faculty of Agriculture has concluded collaboration agreements with 10 local municipalities and implemented unique initiatives for rural revitalization based on its strengths in agricultural science and liaison with local governments and related organizations. This symposium will highlight collaborative projects involving municipal governments and issues leaders have raised. The event will include a related panel discussion. The event will culminate in a panel discussion.

A Person in Charge	Prof. Akihiko Sakashita, Research Faculty of Agriculture, Hokkaido University
Registration	Not required
Fees	Free
Contact	Research Faculty of Agriculture, Hokkaido University Kuniyuki Kobayashi E-mail: kobakuni[at]cen.agr.hokudai.ac.jp

Report

On November 1, 2013, HU's Research Faculty of Agriculture hosted a new symposium with invited representatives from local municipalities with which HU has collaboration agreements. Freelance writer Kazufumi Watanabe, Kunneppu Town Mayor Kazuharu Kikuchi and Furano City Government Economic Affairs Department Director Masaaki Hara gave lectures at the event.

The presentations were followed by a two-hour panel discussion moderated by Tokuji Hisada from The Hokkaido Shimbun Press. The discussion featured the event's lecturers and Hokkaido University Faculty of Agriculture alumnus Koharu Ryu, who recently started working in agriculture in the Hokkaido town of Yoichi, and HU Research Faculty of Agriculture lecturer Hideyuki Saito.

In the lobby in front of the event venue, panels were displayed to highlight activities of the municipalities with which the Research Faculty has collaboration agreements (Furano, Shibetsu, Teshikaga, Kunneppu, Yoichi and Kuriyama) and collaborative efforts in food safety and security by HU and two other Hokkaido universities. Specialties from the municipalities involved were also sold at the venue.

Invitation to Study Abroad Program: SD on Campus

Overview

Date	Fri. November 1, 2013 Start 15:00 End 17:00 (Finished)
Organizer	Office of International Affairs, Hokkaido University
Venue	Office of International Affairs, Hokkaido University
Language: English **Intended Audience:** College Students	
Outline	International Students of HUSTEP will introduce their unique approaches to sustainable development on their own campuses to attract HU students to study abroad as exchange students. The event should be very inspirational for those who are interested in studying abroad, or simply interested in SD initiatives at other universities.
A Person in Charge	Eijun Senaha, Graduate School of Letters, Hokkaido University
Registration	Required, Please register via Website or E-mail (~31. Oct)
Fees	Free
Contact	Division of International Services, Office of International Affairs PIC: Kumi KONO E-mail: jryugaku[at]oia.hokudai.ac.jp

Report

The Invitation to Study Abroad Program: SD on Campus initiative was held to provide information on overseas universities with the attendance of representatives from five HU partner institutions that are committed to enhancing and promoting education for sustainable development (SD).
The event was launched in 2009 to encourage HU student participation in short-term study abroad programs and to strengthen collaboration in education with universities committed to the promotion of SD. This year's was the fourth such gathering.
The institutions participating this year were China's Beijing Normal University, the Philippines' De La Salle University, South Korea's Korea University, Thailand's Mahidol University and Switzerland's Swiss Federal Institute of Technology. The representatives outlined characteristic initiatives pursued at their respective institutions, such as SD education programs and ways in which their students contributed to SD in the classroom and elsewhere.
The event attracted 50 HU students (35 Japanese and 15 international) and 20 HU faculty members/administrative staff. Student responses to a post-event questionnaire suggested that the event helped to stimulate interest in studying abroad. Representatives of the partner institutions were also pleased to have had the opportunity to promote their home universities directly to HU students and see their reactions for themselves.
To further advance educational collaboration with partner institutions committed to the promotion of SD, the Office of International Affairs intends to continue its active dispatch of HU students to these institutions and improve environments in which international students from them are hosted.

Media Cultural Exchange Project in East Asia: Trans-bordering Media and East Asia

Overview

Date	Novebmer 2-4, 2013 (10:00-17:00) (Finished)
Organizer	Center for East Asian Media Studies, Hokkaido University
Venue	(Day1, 3) Conference Hall (Day 2) Community Hall Enyu Gakusha
Language: Japanese, Chinese, Korean (consecutive interpretation) **Intended Audience:**Researchers, General public, College Students,	
Outline	The Media Cultural Exchange Project is intended to help deepen mutual understanding among people in Japan, China and South Korea and to promote the internationalization of HU and Hokkaido. This academic event focusing on the present situations of East Asian cultures features discussions on the significance of the decade-long Korean boom in Japan and future cultural relations between Japan and Korea. The dialogue will include Japanese and Korean experts based in Hokkaido, members of the general public, activists, students and scholars. Memories of historical experiences of the people of East Asia as well as media issues will be examined.
A Person in Charge	Kouhei Watanabe, Rssearch Faculty of Media and Communication, Hokkaido University
Contact	Rssearch Faculty of Media and Communication PIC: Sungmin Kim E-mail: kim[at]imc.hokudai.ac.jp *Please change [at] into @.

Report

The Center for East Asian Media Studies held a symposium, a debate and a seminar on the theme of Trans-bordering Media and East Asia over a period of three days from November 2 to 4, 2013.

In the first section (Dynamism of Media Cultural Flows) held on November 2, HU faculty members from the Research Faculty of Media and Communication and graduate students outlined the results of studies conducted in 2013 under the Project for Surveying and Research on Media Cultural Flows in East Asia. In the second section, an international symposium was held on the establishment of a regional broadcasting space where Japan, Korea and China can nurture a common identity beyond the borders of nationalism. With the TV Producers' Forum of Japan, Korea and China (launched in 2001) as the main theme, the symposium featured discussions on the status of distribution and exchanges in East Asia's content industry by related parties and experts.

The November 3 debate on the post-Korean Wave Age and Hokkaido brought together experts, scholars, students and members of the general public, who discussed the current status of the Korean Wave phenomenon and the future of Japan-Korea cultural exchanges. The first section (Film Culture in Hokkaido and Korean Films) featured Theater Kino Representative Mr. Yo Nakajima, while the second (Radio Programs in Hokkaido K-Pop) featured Mr. Tomomi Murota of STV Radio. The presenters discussed how cultural exchanges between Japan and Korea had changed since the 1990s.

The first section on November 4 featured a lecture meeting led by Ms. Hu Shuli under the title of China's Economic Growth and the Roles of the Media. A leading journalist in China, Ms. Hu served as the editor-in-chief of Caijing economic magazine from the 1990s and is now the editor-in-chief of Caixin Media and Dean of the School of Communication and Design at Sun Yat-sen University. She outlined how Chinese media are allowed to report with a certain extent of freedom in the field of economic journalism despite state controls, and highlighted how public opinion had come to be widely expressed thanks to the spread of the Internet. In the second section (East Asia's Shared Memories of the Media and History), Jiseul – a film describing the Jeju 4.3 Massacre that took place on Korea's Jeju island on April 3, 1948 – was screened. This was followed by lively discussions involving Chang-hoo Kim, Head of the Jeju 4.3 Research Institute, HU Research Faculty of Media and Communication members and an HU graduate student. Post-event feedback from attendees indicated that the film screening had provided opportunities for attendees to learn about the history of victims of state-sponsored violence and to consider how films can help to bring out repressed memories.

Public Program by the Faculty of Health Science: Welcome to the World of Health Science

Overview

Date	Novebmer 3, 2013 (13:00-16:00) (Finished)
Organizer	Faculty of Health Science,Hokkaido University
Venue	Hokkaido University
Language: Japanese **Intended Audience:**General public, College Students,	
Outline	With the theme Welcome to the World of Health Science, this public lecture – meeting will feature presentations by three professors from the Faculty of Health Sciences, who will talk about their fields of specialization in an easy-to-understand manner. The presentations will be entitled Progress in Rheumatology Practice and Diagnostic Imaging, Cardiac Motion and Blood Flow Observation Using Ultrasonic Waves, and Children's state of mind to suicide and depression.
A Person in Charge	Kenzo Denta, Faculty of Health Science,Hokkaido University
Registration	Required, Please register via E-mail or Tel (~25.Oct.)
Fees	Free
Contact	General Affairs Section, Faculty of Health Science, Hokkaido University E-mail: shomu[at]hs.hokudai.ac.jp

Report

Three researchers from Hokkaido University's Faculty of Health Sciences shared their latest research outcomes on health science topics of high interest among local residents at a public lecture meeting intended to promote the Sustainability Weeks 2013 theme – Learning for a Sustainable Future – from a health sciences perspective.

- **Session 1: Progress in Rheumatology Practice and Diagnostic Imaging**
  Professor Tamotsu Kamishima outlined how diagnostic imaging can be used to support the diagnosis and treatment of rheumatoid arthritis, which can lead to progressive joint destruction.

- **Session 2: Cardiac Motion and Blood Flow Observation Using Ultrasonic Waves**
  Professor Taisei Mikami described the diagnostic capability of ultrasonic waves, which allow real-time visualization of human bodily functions such as cardiac motion and blood flow.

- **Session 3: Children's State of Mind in relation to Suicide and Depression – Current Situation and Countermeasures**
  Professor Kenzo Denda illustrated the current trend of increase in the number of cases of depression and suicide among children and young people in Japan, and discussed related countermeasures.

The presentations were followed by question-and-answer sessions during which lecturers responded in detail to a variety of attendee questions.
The organizers plan to continue this series of autumnal public lectures on current health science subjects.

International Symposium: Excitable Cinema
—The Critical Force of Women Film

Overview

Date	November 4, 2013 (13:30-17:00) (Finished)
Organizer	Center for Applied Ethics and Philosophy, Graduate School of Letters, Hokkaido University
Venue	Conference Hall at Hokkaido University

Language: Japanese / English (simultaneous interpretation)

Intended Audience: Researchers, General public, College Students,

Outline

Women's films, or films by women directors, can be seen as a genre in which the expression of gender and sexuality is pursued in a most critical and creative manner. This symposium will focus on women's films and review their creative potential and ways that gender/sexuality, equality and cultural diversity can contribute to sustainability.

Speakers

- Satoko Yokohama, Director
- Ayako Saito, Meiji Gakuin University
- Patricia White, Swarthmore College
- [Facilitator] Yuka Kanno, Otaru University of Commerce

A Person in Charge	Eijun Senaha, Graduate School of Letters, Hokkaido University
Registration	Not required
Fees	Free
Contact	Eijun Senaha, Graduate School of Letters, Hokkaido University E-mail: june[at]let.hokudai.ac.jp

Report

The Center for Applied Ethics and Philosophy at HU's Graduate School of Letters hosted an international symposium on films made by contemporary female Japanese directors such as Satoko Yokohama, who was an invited attendee at the event.

The inroads made by female directors into the once male-dominated film industry in places such as the US and Asia have given films images and narratives that are wholly different from those of previous offerings.

Women's films, or films by female directors, can be seen as a genre in which the expression of gender and sexuality is pursued in a most critical and creative manner. This symposium focused on such productions and reviewed their critical and creative potential from the viewpoints of sustainable gender/sexuality equality and cultural diversity.

The day before the symposium, the Center screened Satoko Yokohama films at the Clark Theater 2013 in collaboration with the Hokkaido University Theater Project.

In the first half of the symposium, Professor Patricia White from Swarthmore College in the US gave a lecture titled Transnational Women's Films – Aesthetics, Political Science and Institutions, and Professor Ayako Saito from Meiji Gakuin University's Faculty of Letters gave a presentation with the title Issues Addressed in Women's Films.

In the second half of the event, Ms. Yokohama talked about women's specific images and narratives of her own films in her role as a director with first-hand knowledge of content creation.

The lectures were followed by a general discussion facilitated by Dr. Yuka Kanno, formerly an Associate Professor at HU's Graduate School of Letters and currently an Associate Professor at Otaru University of Commerce.

Post-event feedback from attendees indicated a high level of satisfaction, with a number of comments stating that the event had been informative and should be held on an ongoing basis.

International Symposium: Towards a Safe and Sustainable Society
― the Applicability of a Precautionary Perspective―

Overview

Date	Tuesday, November 5, 2013 Start: 13:30 End: 17:00 (Finished)
Organizer	Center for Environmental and Health Sciences (CEHS), Hokkaido University
Co-host	Graduate School of Medicine, Faculty of Health Sciences, Faculty of Education, Faculty of Media and Communication; Hokkaido University
Partners	City of Sapporo, Board of Education (Sapporo city), Public Health Office (Sapporo City)
Venue	Conference Hall at Hokkaido University

Language: Japanese / English (simultaneous interpretation)

Intended Audience: Researchers, General public, College Students,

Outline

This symposium will provide a platform for experts and members of the general public to learn and consider how a precautionary perspective is instrumental in creating a safe and sustainable society. In addition to highlighting the historical background of precautionary measures and sharing examples from various countries, the event will also focus on topics including the thinking behind related measures, the extent to which these efforts will actually help to secure safety, and the usefulness of such work in preventing environmentally-linked health problems.

A Person in Charge	Prof. Reiko Kishi, Center for Environmental and Health Sciences(CEHS), Hokkaido University
Registration	Required, Please register via website, E-mail, Fax or Tel.
Fees	Free
Contact	Center for Environmental and Health Sciences PIC: Araki, Takahashi E-mail: Info[at]cehs.hokudai.ac.jp *Please change [at] into @ to send.
URL	http://www.cehs.hokudai.ac.jp

Report

This symposium, held on the theme Towards a Safe and Sustainable Society – the Applicability of a Precautionary Perspective, provided a platform for experts and members of the general public to learn about precautionary perspectives and consider their role in creating a safe and sustainable society.

The event focused on the five topics listed below regarding risk-based, prevention-based and dialogue-based approaches from various points of view, including those of natural science, preventive medicine, public health and social science.

1. Outline of the precautionary principle
2. Lessons learned from Minamata disease
3. Survey and research on how exposure to environmental chemicals affects children's health
4. Preventive roles to be played by the Birth Cohort Consortium of Asia
5. Risk governance

From the lectures, attendees learned about aspects of preventive measures such as the concepts behind them, their roles in helping to secure safety in people's lives, and how they can help to prevent environment-related health problems.

The event was presided over by Assistant Professor Yoshihide Obayashi of HU's Graduate School of Medicine and Specially Appointed Professor Reiko Kishi of the Hokkaido University Center for Environmental and Health Sciences, and featured the following lectures:

Lecturers and lectures:

1. Dr. Miori Nagashima, Associate Professor, HU Research Faculty of Media and Communication
   Health, the Environment, and the Precautionary Principle: Introduction
2. Dr. Mineshi Sakamoto, Director, Department of International Affairs and Research/Department of Environmental Science and Epidemiology, National Institute for Minamata Disease
   Fetuses as a High-risk Group for Methylmercury (MeHg) Toxicity: Specificity of MeHg transfer through the placenta
3. Dr. Atsuko Araki, Specially Appointed Lecturer, Hokkaido University Center for Environmental and Health Sciences
   Perfluoroalkyl acid exposure and children's health: The Hokkaido Study on Environment and Child Health
4. Dr. Pau-Chung Chen, Professor, National Taiwan University
   Birth Cohort Consortium of Asia
5. Dr. Ortwin Renn, Professor, The University of Stuttgart
   Risk Governance, Precaution, and Policy Making (video conference)

A subsequent panel discussion involving the event moderators and lecturers focused on the following observations:
– Although the sharing of expert opinions may represent an appropriate approach for addressing simple risks, the handling of complex risks requires interaction with members of the general public, particularly those vulnerable to such risks.
– To dispel public concern, risks should be assessed from economic and other perspectives for balance with benefits, and experts in various fields (e.g., social science, policy science and toxicology) should work on reaching a consensus to effectively build a preventive management system for the general public.
– The consortium's approach to various types of risk in Asia and elsewhere should be clarified.

Although the event focused on the risks of exposure to environmental chemicals, the lecturers stressed the significance of risks posed by social and economic factors as well as income inequality in efforts to create a sustainable and secure society.

International Symposium on Environment and Energy : Toward a Sustainable Future – Low-carbon Society & Renewable Energy

Overview

Date	Tuesday, November 5, 2013 Start: 13:20 End: 17:00 (Finished)
Organizer	Sustainable Low-Carbon Society Project, Hokkaido University
Co-host	Hokkaido Regional Environment Office Ministry of the Environment, Sapporo City Government, Renewable Energy Organization of Hokkaido (General Incorporated Associations), Greener Week Consortium
Venue	Conference Hall at Hokkaido University
Language:	Japanese / English (simultaneous interpretation)
Intended Audience:	Researchers, General public, College Students,
Outline	his symposium will bring together researchers and other people from Sapporo and its sister cities of Daejeon (Korea) and Novosibirsk (Russia) to share information on the energy situations of these cities, related future directions and other considerations. The event will provide opportunities for the general public and scholars to discuss the creation of a sustainable society in Hokkaido through the introduction of various pioneering initiatives developed in the prefecture. Specific topics will include the realization of a low-carbon society and the roles of renewable energy, expectations for local economic revitalization, and the need for collaboration between industry/academia and other operators in the public and private sectors.
A Person in Charge	Prof. Shinichi Arai, Faculty of Environmental Earth Science, Hokkaido University
Registration	Required, Please register via Website, E-mail, Fax or Tel (~4.Nov)
Fees	Free
Contact	Faculty of Environmental Earth Science, Hokkaido Univ. PIC: Shinichi ARAI E-mail: shinarai[at]ess.hokudai.ac.jp *Please change [at] into @ to send.

Report

The International Symposium on Environment and Energy: Toward a Sustainable Future – Low-carbon Society & Renewable Energy, held on November 5, was attended by about 190 people from HU and elsewhere.

The event, which doubled as a sister-city science symposium involving representatives from Sapporo, Daejeon (Korea) and Novosibirsk (Russia), featured lectures and a panel discussion by researchers and practitioners from Japan, Korea and Russia.

The session began with opening remarks by Sapporo Mayor Fumio Ueda, who highlighted the creation of a low-carbon society with reduced environmental impact and energy conversion as major challenges facing the city's urban planning efforts. He expressed hopes that the event would serve as a catalyst for attendees to start doing everything possible in their daily lives to address these challenges.

Professor Fumikazu Yoshida of HU's Graduate School of Economics and Business Administration first took to the podium to deliver a keynote lecture titled Renewable Energy and Vitalizing Local Economy. He outlined four conditions for the introduction of renewable energy, including legal/economic frameworks and target setting. He also underlined the importance of gaining the full agreement and cooperation of the parties concerned as a lesson learned from past experience.

The next speaker was Professor Nikita Suslov of Novosibirsk State University's Department of Economics, who also serves as Director of the Institute of Economics and Industrial Engineering at the Siberian Division of the Russian Academy of Sciences. Under the title Renewable Energy Sources in the Energy abundant Economy: the Case of Russia, he stated that cost, infrastructure and other issues had prevented renewable energy from gaining a strong foothold in Russia, and that relevant laws had not functioned properly due to the requirement for time-consuming procedures and other circumstances. He stressed the importance of establishing a new mechanism in the future.

Speaking under the title Bioenergy: Key Tool for Sustainable Society (Korean Experiences), Korean Institute of Energy Research senior researcher Jin-Suk Lee outlined Korea's 2012 shift from a feed-in tariff system to the Renewable Portfolio Standard (RPS) and highlighted the schedule for introducing the Renewable Fuel Standard (RFS) and other plans. He stressed that bioenergy would play a key role in realizing a sustainable society in Korea.

In the panel discussion, titled Cutting-edge Regional Efforts and the Future of Hokkaido, Tomamae Town Mayor Toshio Mori, Shikaoi Town Mayor Hiroshi Yoshida and Suttsu Town Mayor Haruo Kataoka spoke on the current situation of their respective towns and related issues to be addressed. The panelists shared a common understanding of the need for regional revitalization with focus on renewable energy and the importance of reviewing cost, infrastructure and other mechanisms as well as developing technology to suit local conditions. The attendees highlighted the importance of creating local industries and job opportunities through the use of renewable energy and other matters.

Lastly, Renewable Energy Organization of Hokkaido President Toru Suzuki and Professor Yoshida spoke about Hokkaido's key role in the promotion of renewable energy throughout Japan and expressed hopes that the symposium would serve as a catalyst for new developments in collaborative relations among the three regions.

The symposium helped to promote awareness of the direction to be taken toward the realization of a low-carbon society and a sustainable future among other considerations. The event was highly informative, as indicated by post-event attendee feedback reporting the usefulness of the presentations on the current situation of renewable energy in Russia/Korea and related initiatives as well as specific local government efforts outlined by the three town mayors.

The organizers plan to continue events during the Sustainability Weeks program as a platform for the provision of information on recent environmental policy trends.

The 5th Hokkaido University Sustainability Research Poster Contest

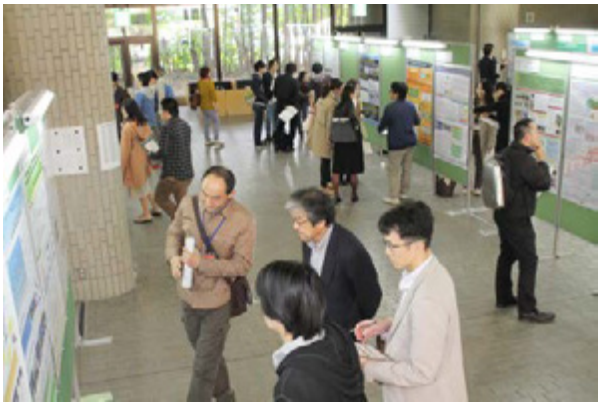
Overview

Date	In early November (Finished)
Organizer	Hokkaido University
Venue	Hokkaido University Conference Hall

Language: English and Japanese

Intended Audience: Researchers, General public, College Students,

Outline	HU students in various academic fields will review their current research projects outlining how their research contributes to the creation of a sustainable society in the form of poster presentation. More than 100 posters will be exhibited over a period of two weeks. Communication Time (CT) sessions will be held, and presenters will give oral presentations and answer questions from visitors and judges. Awards will be given to outstanding presentations. The program offers a great opportunity for people to understand how students see the future and learn about academic poster presentations. It is open to anybody, and may be of particular interest to members of the general public, corporate human resource managers, and students from other universities. ▼ Report in 2012 http://sustain.oia.hokudai.ac.jp/sw/2012/poster/



Registration	Visitor: Not required, Entrant: Required
Fees	Free
Contact	Secretariat of Hokkaido University Sustainability Weeks E-mail: sw2[at]oia.hokudai.ac.jp

Report

The Hokkaido University Sustainability Research Poster Contest, which is becoming firmly established as a regular campus-wide SW event, was held again in 2013.

The contest is intended to encourage HU students to review their current research from the viewpoint of its contribution to the realization of a sustainable society and promote the significance of their work to people in other research fields. In 2013, 81 students in 74 teams focused on how their research can help to create a sustainable society as a challenge faced by humanity. The entries were categorized as shown below based on the extent to which related research and learning activities potentially contribute to sustainability.

- Creating a new society: 11 teams
- Human well-being: 15 teams
- Mitigation & adaptation in relation to environmental change: 24 teams
- Appropriate resource usage: 24 teams

On the day of the contest (November 5), entrants stood by their posters and made presentations on the characteristics, significance and challenges of their research to judges specializing in other research fields. Each poster presentation was examined by six judges (three faculty members and three students), and participants competed to achieve the highest score.

Winners in the three award categories (Special Outstanding Presentation Awards, Outstanding Presentation Awards and Special Awards) were chosen by the judges via a fair and impartial selection process. On November 8, an award ceremony was held in Conference Room No. 1 of HU's Conference Hall, with HU President Keizo Yamaguchi in attendance to give Special Outstanding Presentation Awards to four teams and HU Executive and Vice-President Ichiro Uyeda handing Outstanding Presentation Awards to seven teams and Special Awards to four teams. The award winners qualified to take part in the 1st Hokkaido University Research Global Poster Contest, which was held on December 9 with invited students from HU's overseas partner institutions.

Responses to a post-event questionnaire suggested that presenters and judges alike had engaged in intellectually stimulating discussions. In a general comment made during the award ceremony, Dr. Uyeda, who served as Chair of the Award Committee, expressed hopes that more students with a deeper understanding of the links between their research and the challenges facing humanity and society would strive to give presentations with an even greater level of clarity next year. The organizers will provide enhanced preliminary guidance and convey Dr. Uyeda's hopes to participants in 2014.

Number of participants by department:
Graduate School of Environmental Science: 48; Graduate School of Health Sciences: 13; Graduate School of Agriculture: 3; Graduate School of Economics and Business Administration: 2; Graduate School of Engineering: 2; Graduate School of Fisheries Sciences: 1; Graduate School of Science: 1; Graduate School of Veterinary Medicine: 1; School of Science: 2; HUSTEP: 1

Japan-Russia International Research Symposium : Mysteries of the Russian Far East －Achievements from Scientific Collaboration by Hokkaido University

Overview

Date	November 5, 2013 Start: 9:30 End: 18:00 (Finished)
Organizer	Japan-Russia International Research Symposium Committee
Co-host	International Science and Technology Center
Venue	D201 Graduate School of Environmental Science, Hokkaido University
Language: Japanese / Russian (consecutive interpretation)	
Intended Audience: Researchers, General public, College Students,	
Outline	Links between Japan and Russia are among the most valued of the many bilateral relations active in Northeast Asia. HU is Japan's most proactive university in terms of working with researchers from Far Eastern Russia in the field of natural science. This symposium will highlight activities HU has engaged in with Russian counterpart researchers and related scientists in Japan, and will also involve discussions on future collaboration and explore related potential projects.
A Person in Charge	Prof. Yasuhiro Yukimatsu, Faculty of Engineering, Hokkaido University
Registration	Required, Please register via Website (TBA)
Fees	Free
Contact	Task Force for Research Strategy PIC: Shingo Tanaka E-mail: tanaka-s[at]cris.hokudai.ac.jp *@Please change [at] into @.

Report

The Japan-Russia International Research Symposium: Mysteries of the Russian Far East – Achievements from Scientific Collaboration by Hokkaido University was held on November 5, 2013.

The event began with opening remarks from HU Executive and Vice-President Ichiro Uyeda followed by addresses from academician Dr. Valentin Sergienko (President of the Far Eastern Branch (FEB) of the Russian Academy of Sciences (RAS)) and Ms. Yuko Nagano (Director of the International Science and Technology Affairs Division at the Science and Technology Policy Bureau of Japan's Ministry of Education, Culture, Sports, Science and Technology).

Session 1: Marine and Land Environments
Based on collaborative initiatives with HU's Institute of Low Temperature Science, Dr. Boris Voronoff, Director of the Institute of Water and Ecological Problems FEB RAS, and other scholars presented research results, including information on how dissolved iron transported from the Amur River basin supports productivity in the Sea of Okhotsk.

Session 2: Earthquake and Volcano Research in Kamchatka, Kuril and the Far East
Based on collaborative initiatives with HU's Faculty of Science, academician Evgeny Gordeev (Director of the Institute of Volcanology FEB RAS) and other scientists presented results of earthquake and volcano monitoring conducted by a Japan-Russia joint research group over the last 20 years and related application to disaster prevention.

Section 3: Environmental Monitoring in Sakha
Based on collaborative initiatives with HU's Faculty of Environmental Earth Science, Dr. Trofim Maximov (Head of the Biogeochemical Cycles of Permafrost Ecosystems Lab at the Institute for Biological Problems of Cryolithozone of the Siberian Branch of RAS) and other scholars highlighted how changes in precipitation in inland Sakha had affected Siberian permafrost. The presenters also stressed the importance of personnel development and education for sustainable environmental monitoring.

In the panel discussion that followed the lectures, Dr. Yoshiaki Nishimura (Director-General of the Economic Research Institute for Northeast Asia) highlighted the possible role that HU, which was intrinsically involved in Hokkaido's development, could play in the development of the Russian Far East. Ms. Nagano outlined the situation of scientific and technological cooperation between Japan and Russia, and underlined the significance of further expanding cooperative relations.

President Sergienko recognized Japan as the most important partner for the Russian Far East in terms of scientific and technological collaboration, and suggested that HU and research institutes in the Russian Far East establish a multi-layered and multifaceted collaborative structure based on existing relations.

Summing up the event, Professor Yasuhiro Yukimatsu, Head of the Task Force for Research Strategy at HU's Creative Research Institution (CRIS) highlighted HU's commitment to reinforcing its efforts in personnel development and education and to further promoting the development of intra- and inter-university research networks so that the university might play an even more important role in strengthening collaborative relations between Japan and the Russian Far East.

Lastly, Mr. Takuya Okamoto, Deputy Executive Director of the International Science and Technology Center (the co-host of the event), gave some closing remarks.

The event was attended by more than 100 people.

The attendance of students and researchers from universities and research institutes in Hokkaido and elsewhere and the fact that a third of the attendees were members of the general public demonstrated a high level of interest in the Russian Far East in Hokkaido.

International Symposium on Sustainable Campus Creation 2013

Overview

Date	Wednesday, November 6, 2013 (Finished)
Organizer	Office for Sustainable Campus, Facilities department; Hokkaido University
Venue	Conference Hall at Hokkaido University
Language:	Japanese / English (simultaneous interpretation)
Intended Audience:	Researchers, General public, College Students,
Outline	With the theme Sustainable Campus Creation in Collaboration with Local Communities, this symposium showcases pioneering examples of sustainable campus development at universities in Europe and Japan, and will also introduce the Energy Vision initiative launched by HU and the Sapporo Municipal Government in 2013. The primary aim of the event is to provide information on future sustainable campus development in collaboration with local communities and private companies.
A Person in Charge	Manager Takashi Yokoyama, Office for Sustainable Campus, Hokkaido University
Registration	Required, Please register via website.
Fees	Free
Contact	Office for a Sustainable Campus PIC: Tomohiro Morimoto E-mail: osc[at]osc.hokudai.ac.jp *Please change [at] into @ to send.

Report

This international symposium on the theme of Sustainable Campus Creation in Collaboration with Local Communities featured lecturers from the Ministry of Education, Culture, Sports, Science and Technology (MEXT), the University of Tokyo, Hokkaido University, the Polytechnic University of Turin (Italy), the University of Cambridge (UK) and VU University Amsterdam (Netherlands). These three European universities along with Hokkaido University implement an international collaborative project on campus sustainability known as Value Metrics and Policies for a Sustainable University Campus (UNI Metrics). Representatives from the University of Tokyo and the University of Cambridge spoke about the Urban Design Center Kashiwa-no-ha (UDCK) and the North West Cambridge initiative, respectively. These practical projects are intended to create sustainable campuses based on regional planning in collaboration with local governments, companies and area residents. The MEXT representative highlighted a plan to position university campuses as platforms for exchange in order to make universities open to society, thereby extending their conventional role of supporting education and research activities. These lectures were followed by the following two deliveries on UNI Metrics project achievements:

• Lecture comparing the Polytechnic University of Turin and Hokkaido University in terms of energy management and environmental impacts

• Lecture on policy strategies to promote industry-academia-government collaboration in Amsterdam and Sapporo based on comparative studies regarding the economic conditions of the two cities

Lastly, a panel discussion was held featuring the lecturers and an energy policy supervisor from the Sapporo Mayor's Policy Planning Office. A number of attendees remarked that HU should harmonize its campus operations with the city government's urban planning efforts by capitalizing on the advantage of its city center location, which promotes active interaction with local residents and tourists while maintaining clear university boundaries.

The symposium provided ideas for work to build on the regional cooperation agreement concluded between HU and the City of Sapporo and for the formulation of more-concrete campus plans. It also helped to expand networks in Japan and elsewhere. The session attracted approximately 95 attendees, including representatives from private companies and local governments, researchers from other universities, local residents, and HU students and faculty members.

HURNAC Symposium: From Hokkaido to Africa – an Interdisciplinary Network of African Researchers

Overview

Date	Wednesday, November 6, 2013 Start: 15:30 End: 17:30 (Finished)
Organizer	Hokkaido University Research Network with African Countries (HURNAC)
Venue	Hokkaido University Conference Hall
Language: Japanese **Intended Audience:** General public, College Students,	
Outline	Establishing a sustainable society in Africa is an important consideration due to the significant development expected to take place there. However, related discussions require an interdisciplinary approach that transcends the boundaries of different areas of specialization because the region faces a myriad of complex intertwining problems encompassing political, economic, environmental and other fields. To achieve this, HU researchers studying the region established the Hokkaido University Research Network with African Countries (HURNAC) in 2012, and this symposium provides the opportunity to present on their research activities.
A Person in Charge	Ken USHIJIMA, Ph.D. Project assistant professor, Faculty of Engineering, Hokkaido University
Registration	Not required
Fees	Free
Contact	Faculty of Engineering, Hokkaido University PIC: Ken USHIJIMA E-mail: uken[at]eng.hokudai.ac.jp
URL	http://aa.vetmed.hokudai.ac.jp/africa/

Report

As a continent on the verge of significant development, Africa faces a myriad of complex intertwining problems encompassing the areas of poverty, politics, the environment and other fields. Accordingly, discussions on related sustainability issues require an interdisciplinary approach.
HU researchers studying the region established the Hokkaido University Research Network with African Countries (HURNAC) in 2012. This symposium featured presentations by HURNAC members from HU's Lusaka Office, the Graduate School of Veterinary Medicine, the Faculty of Health Sciences, the Faculty of Engineering and the Research Faculty of Media and Communication on their respective activities in Africa.
Attendees were able to follow the diverse and technical content of the presentations because the information was delivered in simple terms, and actively asked questions and expressed opinions on the deliveries.
The event attracted a total of 44 attendees consisting of 31 HU members (including students, faculty members and administrative staff) and 13 others. Several respondents to a post-event questionnaire stated that the symposium had provided a window of opportunity to learn about different approaches in a wide variety of fields at once, and that it would be a good idea to include presentations by people who were actually from Africa (e.g., international students).

6th Annual Meeting of the Japan Ceramide Society

Overview

Date	Thursday, November 7 (12:00-17:00) - Friday, November 8 (9:00-13:00) (Finished)
Organizer	Japan Ceramide Society
Co-host	Sapporo Health Innovation“Smart-H”
Venue	Conference Hall at Hokkaido University
Language: Japanese or English **Intended Audience:**Researchers, General public, College Students,	
Outline	Ceramide and related compounds are known as important factors to maintain human health, especially in cancer prevention, brain function and skin health. This symposium features an exchange between academic and company researchers regarding their latest findings ~~in the field~~. International guest speakers have been invited.
A Person in Charge	Prof. Yasuyuki Igarashi, Faculty of Advanced Life Science, Hokkaido University
Registration	Not required
Fees	JPY 8,000 (Free for student)
Contact	Japan Ceramide Society E-mail: info[at]ceramide.gr.jp *Please change [at] into @ to send.
URL	http://www.ceramide.gr.jp/

Report

The 6th Annual Meeting of the Japan Ceramides Society held at HU's Conference Hall on November 7 and 8, 2013, was attended by 120 people (90 from non-HU universities and corporate research institutes and 30 from HU, including 20 students). Presentations by five invited lecturers and eleven general lecturers, including those listed below, sparked lively discussions.

• Report on correlation between altered lipid metabolism and Alzheimer's disease (Dr. Xianlin Han, Sanford-Burnham Medical Research Institute)
• Study on the enzyme system concerning acylceramide in skin (Professor Akio Kihara, HU Faculty of Pharmaceutical Sciences)
• Discovery of a therapeutic compound that enhances the skin barrier function in atopic dermatitis (Associate Professor Kenji Kabashima, Kyoto University)
• Study on improvement of skin functions using ceramides extracted from konjac (Mr. Katsuyuki Mukai, Unitika, Ltd.)
• Summary of research on ceramides as a functional food (Professor Masao Onishi, Fuji Women's University)
• Study on a Ceramide Transfer Enzyme (Dr. Kentaro Hanada, National Institute of Infectious Diseases)

The 6th JSC Award was presented to Dr. Sumiko Hamanaka (Director of the Hamanaka Dermatological Clinic), and the JSC Young Investigator Award was given to Mr. Kensuke Abe (a first-year doctoral student at HU's Faculty of Pharmaceutical Sciences).
An event reception held at Sapporo Aspen Hotel on the evening of the first day was attended by more than 50 people, who interacted closely and discussed collaborative research programs.
Details of the event's lectures/discussions and an interview with the JSC President were widely reported in a special ceramides issue of the Food Chemical Newspaper published on November 27, 2013.
The next meeting will be held in October 2014 at the Tokyo Ubiquitous Collaboration Plaza.

Business-Academia-Government Collaboration Seminar : Developments of Geo-spatial Information and Future World V －Impact of BIG DATA

Overview

Date	Thursday, November 7 (13:30-16:30) (Finished)
Organizer	Hokkaido University Graduate School of Letters
Co-host	GIS Associateion of Japan Hokkaido Regional Office, Hokkaido GIS/GPS Society, Non-profit Organization "Digital Hokkaido"
Venue	Hokkaido University Conference Hall
Language: Japanese **Intended Audience:**Researchers, General public, College Students,	
A Person in Charge	Y. Hashimoto, Professor, Hokkaido University Graduate School of Letters
Registration	Not required
Fees	Free
Contact	Hokkaido University Graduate School of Letters PIC: Yuichi Hashimoto E-mail: you[at]let.hokudai.ac.jp

Report

Geo-spatial information is the general name given to a social information infrastructure with promise as a tool for supporting the creation of a sustainable society.

The utilization of geo-spatial information in conjunction with the geographical information system (GIS) and satellite positioning technology enables effective implementation of social activities.

At the 2013 seminar, Makoto Shirota, Senior IT Analyst in the Information Technology Innovation Department of the Nomura Research Institute, gave a lecture on the latest trends in geo-spatial information utilization with focus on big data.

Mr. Shirota's fields of specialization include cloud computing, business analytics and big data itself. He forecasts the future of information technology (IT) and makes related recommendations with reference to surveys on cutting-edge technology trends and IT utilization by Japanese and overseas businesses.

The lecture was based on Mr. Shirota's publication, The Impact of Big Data: Enormous Data Determine Strategies (in Japanese; Toyo Keizai Inc.).

The term big data, which represents the third major trend in the field following cloud computing and social media, refers to massive collections of data that have been accumulated along with the development of IT and the Internet. Businesses around the world keep watch on the importance of such data. The utilization of this mass of information is also being examined in a variety of fields, including those of the environment, economics and disaster prevention.

Mr. Shirota gave an overview of how big data should be utilized to help address social issues and avoid risks with specific examples from businesses such as Google, Amazon and Recruit.

The event was attended by more than 160 people, including scientists, local government officials and students, demonstrating high levels of interest in the utilization of geo-spatial information in big data.

Nuclear Human Resource Development Project : 3rd International Seminar Series on Environmental Radioactivity – a Scientific Basis for Environmental Remediation in Fukushima

Overview

Date	November 9-10, 2013 (9:00 - 18:00) (Finished)
Organizer	Office of human resouece development project for environmental radioactivity, Faculty of Engineering
Venue	Hokkaido University Conference Hall
Language:	English / Japanese (consecutive interpretation)
Intended Audience:	Researchers, General public, College Students,
Outline	As part of a program funded by Japan's Ministry of Education, Culture, Sports, Science and Technology on the development of human resources with expertise in environmental radioactivity, this international seminar will feature presentations by world-renowned researchers from outside Japan. The event will serve as a platform for learning about the scientific foundation necessary to deal with local radioactive cesium pollution resulting from the *Fukushima Daiichi* nuclear power plant accident, and will highlight recent research developments in the field. Future tasks will also be discussed.
A Person in Charge	Prof. Tamotsu Kozaki, Laboratory of Nuclear and Environmental Materials, Division of Energy and Environmental Systems, Faculty of Engineering
Registration	Required (Please register via E-mail, Tel, Fax)
Fees	Free
Contact	Laboratory of Nuclear and Environmental Materials, Division of Energy and Environmental Systems, Faculty of Engineering PIC: Chiyoko Hiraoka E-mail: nsm-jimu[at]qe.eng.hokudai.ac.jp *Please change [at] to @ to send.
URL	http://env-rad.qe.eng.hokudai.ac.jp/

Report

This 2013 event (the third such gathering) was held as part of a program on the development of human resources specializing in environmental radioactivity under the Nuclear Human Resource Development Project – an initiative subsidized by Japan's Ministry of Education, Culture, Sports, Science and Technology. Invited researchers who are globally active in environmental radioactivity-related research fields attended the event from around Japan and elsewhere.

On the first day of this two-day seminar, six researchers from the institutions listed below delivered lectures on the migratory behavior of radionuclides in the environment.
France: Institut de Radioprotection et de Sûreté Nucléaire (IRSN), Université de Nantes
US: Woods Hole Oceanographic Institution (WHOI)
Japan: Kyushu University, Japan Atomic Energy Agency (JAEA)

Four researchers from the organizations listed below then outlined the situations of their respective countries regarding radioactive waste management and related initiatives, and shared examples of their work and other information.
Germany: Federal Office for Radiation Protection, Freie Universitat Berlin
Finland: Radiation and Nuclear Safety Authority (STUK)
Belgium: Belgian Nuclear Research Centre (SCK•CEN)

Japanese faculty members and researchers provided consecutive interpretation for the lectures.

On the last day of the seminar, attendees engaged in lively discussions in small groups.

The event was attended by 49 students, 28 working adults and 18 members of the project's Executive Committee. The students were from HU, Fukushima University, the University of Fukui, Tokai University, Kanazawa University, the University of Tsukuba, Niigata University, Hiroshima University, the Obihiro University of Agriculture and Veterinary Medicine, and the Asahikawa National College of Technology. Post-event feedback from participants indicated that the event had been a meaningful experience for many of them.

Symposium on Alien Species – Tackling Related Problems for Biodiversity Conservation

Overview

Date	November 9, 2013 (13:00-17:00) (Finished)
Organizer	K Tanaka, Research Group of Regional Sciences' Conservation Ecology Team at the Graduate School of Letters, HU
Venue	Hokkaido University Center for Experimental Research in Social Sciences
Intended Audience:	General public, College Students,
Outline	The objective of this symposium on alien species is to help ensure that Hokkaido's abundant natural environment will continue to be accessible to future generations. Despite increased numbers of alien species and their substantial impacts on people's lives, agriculture, forestry, fisheries and ecosystems, effective countermeasures have yet to be fully implemented. This event that features in-depth discussions will highlight the current status of alien species and activities in the field
A Person in Charge	Prof. Tohru Ikeda, Graduate School of Letters, Hokkaido University
Registration	Not required
Fees	Free
Contact	Tanaka Kazunori, Graduate School of Letters E-mail: ittentanaka[at]ymail.plala.or.jp * Please change [at] into @.

Report

Alien species pose a serious problem to the conservation of Hokkaido's rich natural environment and its biodiversity. Against such a background, this symposium was held to disseminate related information and discuss measures to address the expanding habitats of these species and the damage they cause.

The two-part public symposium was attended by alien species researchers, specialists, activists and administrative officers. In Part 1, lecturers each spoke for 25 minutes on the current state of alien species and countermeasures such as extermination. Part 2 featured a panel discussion on dealing with alien species, with the lecturers serving as panelists. The symposium was attended by 89 people (7 lecturers, 76 attendees and 6 staff).

The event provided an opportunity for the public to learn about alien species – a subject on which people are often surprised by their own lack of knowledge. Post-event feedback from attendees indicated that the symposium had been useful for learning about various alien species and related current statuses. A number of respondents expressed hopes that the event would be held again in 2014.

Student Project: 4th Sustainable Campus Contest – A Bridge for a Sustainable Tomorrow

Overview

Date	Novebmer 10, 2013 (13:00-18:00) (Finished)
Organizer	SCSD (The Students Council for Sustainable Development in Hokkaido University)
Co-host	Office for a Sustainable Campus, Hokkaido University
Venue	Hokkaido University Conference Hall
Language: Japanese **Intended Audience:** General public, College Students,	
Outline	This contest was born from students' wishes to make the HU campus sustainable. Students and members of the general public who are interested in sustainability and environmental issues or who hope to improve the on-campus situation are encouraged to participate in the contest by contributing project ideas to address campus issues. Faculty members serving as judges will evaluate proposals from technical viewpoints and make recommendations. Interesting proposals with high feasibility may be adopted for implementation. Call for entries now open!
A Person in Charge	Yusuke Matsuo, SCSD (The Students Council for Sustainable Development in Hokkaido University)
Registration	Not required
Fees	Free
Contact	SCSD (The Students Council for Sustainable Development in Hokkaido University) PIC: Yusuke Matsuo E-mail: scsdmail[at]gmail.com *Please change [at] into @.
URL	http://scsdhome.web.fc2.com/index.html

Report

The Students Council for Sustainable Development (SCSD; a student organization for environmental conservation) hosted the 4th Sustainable Campus Contest in collaboration with HU's Office for a Sustainable Campus. The contest provides HU students with opportunities to raise issues they feel affect their campus environment based on their education/research or daily living and to present related solutions.

In 2013, six teams of undergraduate students made presentations, and the Hokudai Café Project team received the Grand Prix Award. The student members of this project occasionally run a café primarily on a wooden deck adjacent to the Hokkaido University Museum, serving drinks to HU students and local residents in return for donations.

A proposal made by the team for the restoration of the deck, which had become unusable due to its poor state of repair, highlighted the value of the space. Their proactive suggestion for its renovation (as opposed to simply leaving the university to fix it) was highly appraised for showcasing the potential benefits of the deck's usage.

Moiwa High School students who had attended lectures on science and the environment from HU faculty members and graduate students under the Science Partnership Project (SPP) also made presentations on the results of their experiments on the water quality improvement effects of flocculants and on iron microstructure observation using an electronic microscope. The warm support provided by the faculty members and graduate students who taught the students added extra energy and excitement to the event.

Indigenous Heritage and Tourism : Succession and Creation of Living Heritage

Overview

Date	November 15-17, 2013 (Finished)
Organizer	Center for Ainu & Indigenous Studies, Hokkaido University
Co-host	Center for Advanced Tourism Studies, Hokkaido University/ Biratori Town
Venue	Day 1-2:HokkaidoConference Hall at Hokkaido University Day3: Historical Museum of Saru River at Biratori Town

Language: English / Japanese (simultaneous interpretation)

Intended Audience: Researchers, General public, College Students,

Outline

This symposium is intended to clarify the uniqueness of tangible and intangible indigenous cultural heritage and provide a platform for discussions with an international perspective on ways of passing this heritage on to future generations while ensuring its preservation and effective utilization. The keynote speakers will be Dr. Koichiro Matsuura (former Director-General of UNESCO and a contributor to the establishment of UNESCO's List of Intangible Cultural Heritage) and Dr. George P. Nicholas, a professor at Simon Fraser University and the Project Director of IPinCH (Intellectual Property Issues in Cultural Heritage).

A Person in Charge	Prof. Hirofumi Kato, Center for Ainu & Indigenous Studies, Hokkaido University
Registration	Not required
Fees	Free
Contact	Center for Ainu & Indigenous Studies PIC: OKADA, Mayumi (Ms.) E-mail: m-okada[at]let.hokudai.ac.jp *Please change [at] into @.

Report

The International Symposium on Indigenous Heritage and Tourism: Succession and Creation of Living Heritage was held as a platform for discussions on the sustainable protection and utilization of indigenous cultural heritage.

The three-day event took place at HU's Conference Hall on November 15 and 16, 2013, and at the Historical Museum of the Saru River in Biratori Town on November 17.

On November 15 and 16, Ainu individuals, local administrative officers, a representative of the business community, researchers working on the protection and utilization of indigenous cultural heritage, and members of the Intellectual Property Issues in Cultural Heritage (IPinCH) research project shared their insights on the questions Who Will Protect Indigenous Cultural Heritage? and How Will Indigenous Cultural Heritage Be Inherited? IPinCH is a Canada-based international project focusing on intellectual property right issues in cultural heritage.

On the afternoon of November 16, former UNESCO Director-General Koichiro Matsuura delivered a keynote lecture on the significance and circumstances leading up to the establishment of the Convention for the Safeguarding of Intangible Cultural Heritage, to which he contributed significantly while in office. He also outlined challenges to be addressed by Japan and the international community as a whole in order to promote the protection and inheritance of indigenous cultural heritage.

On November 17, working-level regional government officials involved in local tourism development made presentations on their initiatives in response to the topic question Can Tourism Development Leverage Local Cultural Resources?

The symposium was attended by more than 300 people, including members of the general public, HU students/faculty members, and administrative officials. Attendees asked various questions and made comments from the perspectives of indigenous policy, archaeology and tourism on the presentations covering collaboration with indigenous people in cultural heritage protection and utilization in Japan and elsewhere. Observations were also made on initiatives taken by the international community and national/local governments to address these issues.

The event provided valuable opportunities for the introduction of domestic and overseas examples of cultural heritage management toward collaboration with local residents or indigenous people – a topic about which relatively little is known in Japan.

Symposium: Research Center for Economic and Business Networks – Regional Revitalization via Enhanced Amenities of / for Tourist Areas from a Marketing Viewpoint

Overview

Date	Thursday, November 21 (13:40-17:10) (Finished)
Organizer	Research Center for Economic and Business Networks, Graduate School of Economics and Business Administration, Hokkaido University
Co-host	The Japan Academic Society of Direct Marketing
Partners	Japan Society of Marketing and Distribution, Hokkaido Government, City of Sapporo, North Pacific Bank, Hokkaido Turism Organization, JTB Corp., AIRDO Co,Ltd.
Venue	Hokkaido University Clark Memorial Student Center

Language: Japanese

Intended Audience: Researchers, General public, College Students,

Outline	To revitalize regional economies through tourism, it is essential to enhance the appeal and amenities of entire regions rather than tourist spots alone. Such amenities must be sustainable in Hokkaido and other places where the natural environment is an important component of tourism. This symposium convenes business people and researchers to discuss, from a marketing viewpoint, how to address the difficult task of providing amenities while ensuring sustainability in the tourism industry.

A Person in Charge	Kazuo Machino, Research Center for Economic and Business Networks, Graduate School of Economics and Business Administration, Hokkaido University
Registration	Not required
Fees	Free
Contact	Research Center for Economic and Business Networks, Graduate School of Economics and Business Administration, Hokkaido University PIC: Tsukada Kumiko E-mail: sacade[at]econ.hokudai.ac.jp
URL	http://rebn.econ.hokudai.ac.jp/

Report

Hokkaido University's Research Center for Economic and Business Networks (REBN) hosts this symposium annually with themes relating to regional economies. This was the third such symposium, and featured the three speakers presented below.

Dr. Masanori Tamura
The various posts Dr. Tamura has held include those of Professor and Dean at Kobe University's Graduate School of Business Administration, Visiting Professor at Doshisha University, Manchester Business School and The Open University of Japan, Chairman of the Japan Society of Marketing and Distribution (JSMD), and judging panel member for the Nikkei Cultural Award for Books on Economics. He has published a number of titles on marketing and tourism.

Mr. Mochifumi Totani
Mochifumi Totani has made numerous achievements in his work on agricultural revitalization using yuzu citrus fruit in Kochi Prefecture over the past four decades. He serves as a Local Ambassador for Tourism under the designation of the Ministry of Land, Infrastructure, Transport and Tourism and as President of the Umaji Village Tourist Association.

Mr. Daisuke Sato
Daisuke Sato has been engaged in the reconstruction of the bankrupt Komaki Grand Hotel in Aomori Prefecture and other resorts. He serves as Representative Director and General Manager of Hoshino Resort Tomamu.

Dr. Tamura delivered a keynote speech on the theme Decisive Factors in the Promotion of Tourist Destinations with Focus on the Amenity Mix. Using data relating to major tourist destinations, he demonstrated that appropriate combinations of tourist resources (e.g., places of historic interest and scenic beauty, townscapes and accommodation) are essential for the promotion of tourist destinations. Dr. Tamura also stressed the importance of fostering the development of people to market tourist destinations and devising communication strategies.
Mr. Totani spoke on the theme Direct Sales of Yuzu Citrus as a Local Tourist Draw – Attracting Visitors to a Village of 1,000 People. He has been engaged in product development and branding for a village through a three-decade-long project supporting the manufacture and sale of processed yuzu citrus products. Mr. Totani highlighted a gradual increase in the number of tourists and visitors coming to the village to learn about the project, and outlined the efforts and ideas employed to gain the support of locals for novel initiatives.
Mr. Sato spoke on the theme The Realities and Potential of the Tourism Industry from a Reform Perspective. He outlined how a long-established Japanese inn in Aomori Prefecture fell into bankruptcy and was revived, and explained how the Hoshino Resort Group has come to thrive again. Based on data and examples, the presentation highlighted the importance of pursuing the three goals of superior customer satisfaction, unique appeal and a healthy bottom line.

Professor Yuji Sakagawa from Hokkaido University's Graduate School of Economics and Business Administration spoke on the theme The Present and Future of Tourism in Hokkaido from the Viewpoint of Amenities in Tourist Areas. He brought to light a lack of effort to pursue the unique quality of being "Hokkaido-like" in this northern prefecture where amenities abound, and also pointed out a lack of power to promote related information. The panel discussion and Q&A session that followed the presentations included supplementary explanations on their content, providing opportunities for audience members to further deepen their understanding of the topics at hand.
The event attracted a total of 340 people (around 240 of whom were from HU), and the results of a post-event questionnaire showed high appraisal for the lecturers.

The 1st Hokkaido University Research Global Poster Contest

Overview

Date	Monday, December 9 - Tuesday, December 10, 2013 9:00-17:00/// Contest: 9th of December, 14:45-18:15. (Finished)
Organizer	Hokkaido University
Venue	Hokkaido University Conference Hall

Language: English

Intended Audience: Researchers, General public, College Students,

Outline

Sustainability Research Poster Contest will be expanded to include participants from partner universities from abroad. Winner at the contest held in HU will participate in the Global Poster Contest. The program offers a great opportunity to understand how students across the globe see the sustainable future. It is open to anybody. Presenters will give oral presentations and answer questions from visitors and judges on the 9th of December, 14:45-18:15.

Posters are classified as per the four categories outlined below based on how the related research programs will contribute to the achievement of sustainability. During the contest, students will make presentations in front of their posters. Their delivery will be examined by judges, and outstanding presenters will be chosen for the Hokkaido University Sustainability Research Global Poster Award.

>>> Jump to a list of award winners

A List of Presenters

Category1. Creating a new society

(1)-1

Tizila Mugabeni, School of Business, The Copperbelt University, Zambia

Title: Promoting economically sustainable cities in Zambia

(1)-2
Junko Hasegawa, Graduate School of Health Sciences, Hokkaido University, Japan

Title: Towards the Realization of Community Based Rehabilitation in Malawi

(1)-3
Mina Kuramitsu, Graduate School of Health Sciences, Hokkaido University, Japan

Title: Social network structure of family caregivers for individuals with dementia:

from the perspective of social capital

(1)-4
Arimi Mitsunaga, Graduate School of Health Sciences, Hokkaido University, Japan

Title: Dietary patterns and energy intake of rural population in Zambia

Category 2. Human well-being

(2)-1
Zhangkan Zhou, Department of Landscape Architecture and Regional Planning,

University of Massachusetts Amherst, United States

Title: Water-related Ecosystem Services of Green Infrastructure

(2)-2
Fanni Uusitalo, Graphic design, University of Lapland, Finland

Title: Good life

(2)-3
Mako Numasaki, Graduate School of Science, Hokkaido University, Japan

Title: The Development of Employment Support Program for People with ASD

(Autistic Spectrum Disorder) in University Museum ～Collaboration between

People with ASD and Non-ASD People will Change the Society—and also

Museums!～

(2)-4
Chukwunonso O. Nzelu, Graduate School of Veterinary Medicine, Hokkaido University, Japan

Title: Outbreak of Cutaneous Leishmaniasis in Ghana: Finding the Vector Species Involved For A Sustainable Future

Category 3. Mitigation & adaptation in relation to environmental change

(3)-1
James Murray, Faculty of Agriculture and Environment, The University of Sydney, Australia

Title: The stability of low and high ash biochars in acidic soils of contrasting mineralogies

(3)-2
Mana Gharun, Faculty of Agriculture and Environment, University of Sydney, Australia

Title: Impact of bushfires on water availability in Australia

(3)-3
Riku Eskelinen, Department of Process and Environmental Engineering, University of Oulu, Finland

Title: Effect of soil frost on snowmelt runoff generation and water quality at peatland areas

(3)-4
Shi Cong, Graduate School of Agriculture, Stevens Institute of Technology, U.S.A.

Title: Spectrophotometric Analysis of Hexahydro-1,3,5-trinitro-1,3,5-triazine (RDX) in Water

(3)-5
Md. Shariful Islam, Graduate School of Environmental Science, Hokkaido University, Japan

Title: Phytofiltration Mechanism of Arsenic and Cadmium from Drinking Water using*Micranthemum umbrosum* Plant

(3)-6
Motonobu Tanaka, Graduate School of Environmental Science, Hokkaido University, Japan

Title: The Effects of bark stripping by deer on leaf traits and insect herbivory of willows

Category 4. Appropriate resource usage

(4)-1
Francis Maemu Kalumba, School of Business, The Copperbelt University, Zambia

Title: Economic sustainability of copper mining on the Copperbelt Province

(4)-2
Fenjie CHEN, Graduate School of Fisheries Sciences, Hokkaido University, Japan

Title: Observations on sound production and associated behavior in captive walleye pollock (*Theragra (Gadus) chalcogramma*) during the spawning season

(4)-3
Jun Hirayama, Graduate School of Environmental Science, Hokkaido University, Japan

Title: Remediation of actual groundwater polluted with nitrate by photocatalytic reduction

over Pt/TiO_2–SnPd/Al_2O_3 system under UV irradiation

(4)-4
Yoshihiro Mihara, Graduate School of Environmental Science, Hokkaido University, Japan

Title: Development of a smart adsorbent with controlled the specific gravity

(4)-5
Tomoaki Moriya, Graduate School of Environmental Science, Hokkaido University, Japan

Title: Development of Magnetite and Prussian blue on Shirasu balloons to Separate the Cesium ions in Water

A Person in Charge	Ichiro Ueda, Executive and Vice-President of Hokkaido University, Chairperson of the SW 2013 Executive Committee
Registration	Not required
Fees	Free
Contact	Secretariat of Sustainability Weeks 2013, Office of International Affairs, Hokkaido University E-mail: sw2[@]oia.hokudai.ac.jp
URL	http://sustain.oia.hokudai.ac.jp/sw/students/

Report

The 1st Hokkaido University Research Global Poster Contest was held with the participation of award winners from the 5th Hokkaido University Sustainability Research Poster Contest for HU students in November as well as representatives of HU's overseas partner institutions. The event is highly suited to the Sustainability Weeks program, which is intended to provide an open global platform for discussions on the sustainability of humanity and society. The global poster contest is also a characteristic HU international event based on a management system that has been tried and tested to make it one of the world's highest-caliber competitions of its kind through poster contests exclusive to HU students.

The rules of the global poster contest were almost the same as those of the Hokkaido University Sustainability Research Poster Contest. As this was the first global gathering, however, the organizers decided to begin conservatively on a small scale with student representatives invited exclusively from several of HU's partner institutions. As a result, 19 students gathered from around the world to make poster/oral presentations on how their work would help to address humanity's challenge of creating a sustainable society.

Winners of the Special Outstanding Presentation Awards, Outstanding Presentation Awards and Special Awards were chosen via a fair and impartial selection process. On December 11, the award ceremony was held in the Large Conference Room at HU's Centennial Hall, with HU President Keizo Yamaguchi presenting awards to the winners.

In response to HU's call for global poster contest entries, the University of Oulu, Copperbelt University and the University of Lapland held a poster contest on their own campuses as a way of selecting representatives. Some HU students improved the posters they developed in internal competition work for the global contest. All entrants appeared to have rehearsed extensively for their oral presentations, and post-event feedback from judges and entrants alike indicated their satisfaction with the high-quality discussions that took place. Feedback also included requests from several respondents for further development of the contest to allow participation by greater numbers of researchers and students.

Against this backdrop, the Poster Contest Executive Committee will examine the possible joint organization of the internal and global contests for the 2nd Global Poster Contest and an increase in the number of institutions invited to take part in the 2014 event. The Executive Committee will continue its efforts to promote the Global Poster Contest to overseas universities and university students as an open global platform for discussions.

Number of participants by country

Finland: The University of Oulu: 1; The University of Lapland: 1
Zambia: Copperbelt University: 2
Australia: The University of Sydney: 2
US: Stevens Institute of Technology (observer participation due to non-partner institution status): 1; The University of Massachusetts Amherst: 1
Japan: Hokkaido University: 11 (8 Japanese and 3 international students)

List of awardees

Special Outstanding Presentation Awards		
Creating a new society	Graduate School of Health Sciences	Junko Hasegawa（M1）
Human well-being	Graduate School of Veterinary Medicine	Chukwunonso O. Nzelu（D3）
Mitigation & adaptation in relation to environmental change	Faculty of Agriculture and Environment, University of Sydney	Mana Gharun（D3）
Appropriate resource usage	Graduate School of Fisheries Sciences	Fenjie CHEN（M2
Outstanding Presentation Awards		
Mitigation & adaptation in relation to environmental change	Graduate School of Environmental Science	MD. Shariful Islam（D3）
Special Awards		
Human well-being	Department of Landscape Architecture and Regional Planning, The University of Massachusetts Amherst	Zhangkan Zhou（M2）
Mitigation & adaptation in relation to environmental change	Department of Process and Environmental Engineering, University of Oulu	Riku Eskelinen（D2）
Appropriate resource usage	School of Business, Copperbelt University	Francis Maemu Kalumba（B2）