

Co-creation Creative Studio

PROJECT_
Vega

“Co-Creation”, not “Competition”

Today, technology has made it easier to connect.

We believe that it is the concept of “co-creation” rather than “competition”
that will bring about greater results and growth.

With the entire industry. With the whole country.

If our goals overlap, we are willing to work with our rivals.

Working together will achieve growth that would otherwise be unattainable.

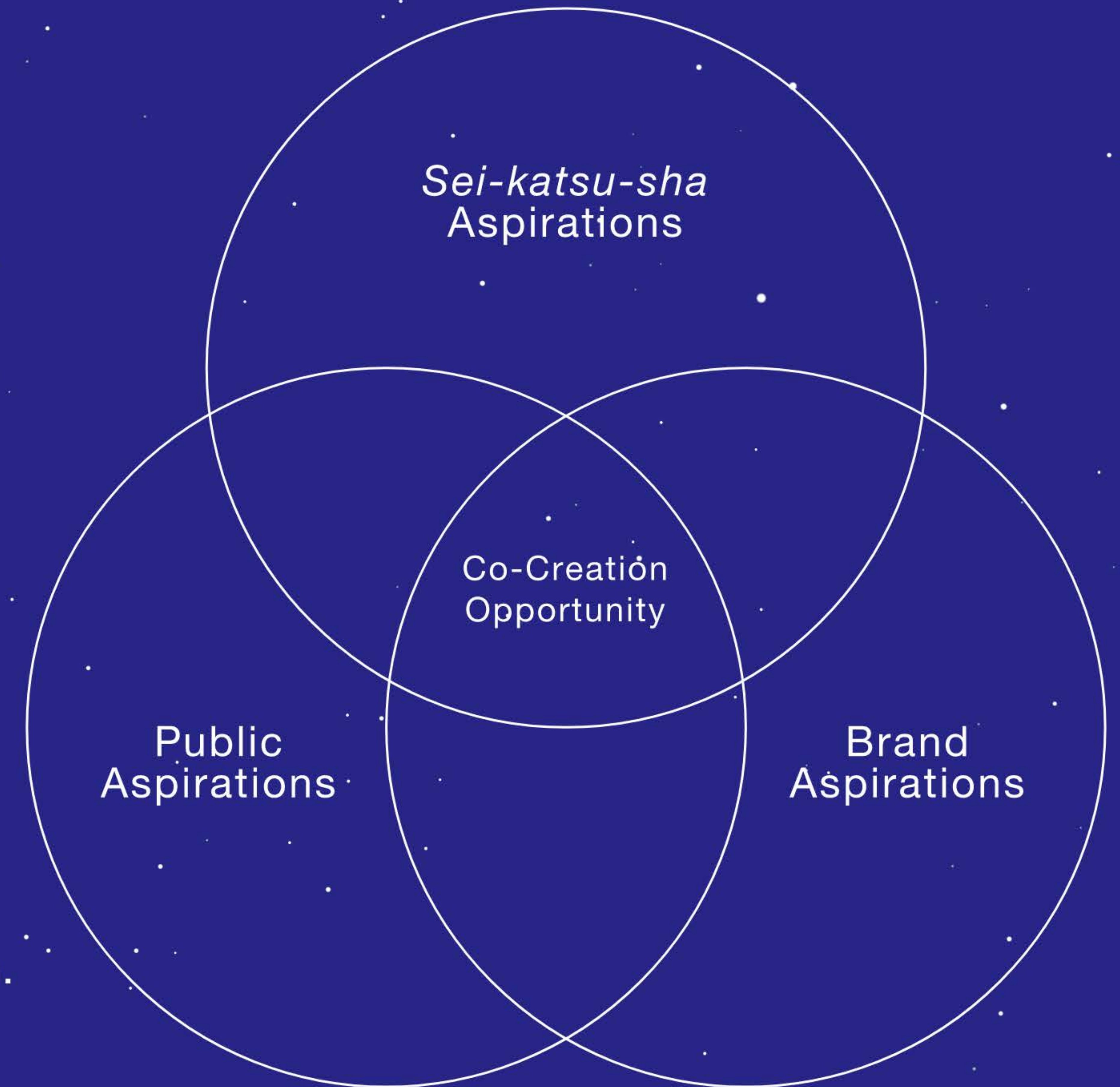
Co-creation Creative Studio
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Sei-katsu-sha, public,
and companies.

We overlap our inner thoughts
and feelings, and aim
for greater growth together.

We will overlap our respective aspirations and issues,
and find opportunities for co-creation to achieve even greater growth.

We use the multiplication of the three perspectives
described in the following pages as our weapon of choice.



Perspectives on People :

“As one”
rather than
“Everyone”

We take Hakuhodo’s philosophy of “sei-katsu-sha thinking” as the starting point as our eye for people.

We don’t treat all the people who lead policies,
economic activities, and lifestyles (and ourselves as well) as a single “everyone.”

We look at the thoughts and feelings of each individual,
and by capturing the intersection of people, we will create a great movement.

Perspectives on Social :

“Social opportunities”
rather than
“Social Issues”

By viewing social issues not as challenges that must be solved,
but as opportunities to move society forward,
we aim to turn a negative situation into positive.

Perspectives on Companies :

“Social Assets” rather than “Business Assets”

We look at the assets of a company or organization not only from the perspective of business growth and differentiation, but also from the perspective of “what is in it for society?”.

Social assets are often surprisingly difficult to notice and are often overlooked.

Three steps to find Co-Creation Opportunities and achieve new growth.

Aspirations Drawing



“Vega” Discovery



Execution Building

To find “co-creation opportunities” that lead to greater growth,

we need to tune our current thoughts and issues through dialogue with various stakeholders.

We proceed with our projects in three steps.

01

Aspirations Drawing

Drawing out aspirations and challenges

We believe that co-creation requires facing people's aspirations and challenges, not just a nice-talk or obligation. In this step, we draw out the aspirations that each person has as a professional and as an individual, using a variety of inputs and networks.

WHAT WE DO

- CXO 1-on-1 session
- Key Person Hearing
- Basic information report from industry, government, academia, and the private sector.
- External Expert Interviews
- Sei-katsu-sha Trend Report
- Sei-katsu-sha Issue & Insight Research
- Global Case Studies

02

“Vega” Discovery

Explore Co-Creation Opportunities

Overlap and mix the thoughts and issues in STEP 1

to discover “the Co-Creation opportunity” = a new North Star (Vega) for everyone to aim for.

This step features Vega’s original program,

This step features Vega’s original program, a workshop centered on creative facilitation.

WHAT WE DO

- Workshop design (1-day workshop, camp, etc.)
- Creative facilitation
- Co-creation opportunity design
- Initial idea development (Prototyping)
- External Expert Interviews
- Sei-katsu-sha Trend Report
- Sei-katsu-sha Issue & Insight Research
- Global Case Studies

03

Execution Building

Designing a Growth Story

Vega's expert team of creative, strategy, PR, PA,
and business designers plan co-creation scenarios and growth stories as integrated outputs
in the most appropriate way, regardless of the domain.

WHAT WE DO

- Project design(i.e. National Movement)
- New business model development
- Service/Product Development
- Integrated Communication Design
- Strategic PR/Public Affairs/
Consensus Building
- Think tank / consortium management

Creation of Economy

Design and creation of economic activities

Through co-creation to solve social issues,
we aim for growth that goes beyond one-off social contributions and social good.
We believe that by creating solid relationships among all players,
a vibrant culture will emerge and lead to sustainable economic activities.

NEW

“Japanese Cultural Property Supporters” , a public-private co-creation
with the Agency for Cultural Affairs, has started.

Co-chairperson Chikayama spoke at the presentation of “Japanese Cultural Property Supporters”
held at the Agency for Cultural Affairs on March 26.

Optimal Solutions with Maximum Imagination

PROJECT_Vega has a highly specialized staff of creative directors, strategists, PR, and PAs with a wealth of experience in solving social issues in Japan and abroad.

In addition, we have business designers who have experience in numerous government projects.

As a partner, we commit to a one-stop service from conception to implementation.

We can also offer co-creation proposals with our network of over 3,000 companies.

Vega is the “NEXT” north star.

Vega is the first-magnitude star in the constellation Lyra,
which is said to be the star that will become the North Star about 12,000 years from now.

The word “PROJECT” is left in the name of the organization in order to invite as many actors as possible.

PROJECT_Vega

Establishment: April 2023

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