

International Online Seminar on  
**Sustainable Urban Transformation:**  
**Toward a Common Value in Urban Space**

Tuesday April 19, 2022

11:00AM-1:00PM (Central Europe Time) / 6:00PM-8:00PM (Japan Standard Time)

Zoom Online Webinar

Language: English

Open to Public – Pre-registration required

[https://hec-fr.zoom.us/webinar/register/WN\\_8TNUKSfIS6qq5Xkmk03s7g](https://hec-fr.zoom.us/webinar/register/WN_8TNUKSfIS6qq5Xkmk03s7g)

Coordinators:

- Akito Murayama (Associate Professor, Urban Land Use Planning Unit, Dept. of Urban Engineering, School of Engineering, The University of Tokyo, Japan)
- Bertrand V. Quélin (Professor, Strategic Management/ Bouygues Chair 'Smart City and the Common Good', HEC Paris, France)

Moderator: Mrs. Christel Péridon - Minister Counsellor for Economic Affairs – Embassy of France in Japan – Tokyo (Japan)

Objectives:

This seminar aims to promote an international communication on the topic of sustainable urban transformation. Both HEC Paris and the University of Tokyo are conducting collaborative research on the topic with private urban developers and share interests in exchanging the experiences in research, education and practice.

Program:

0:00-0:05: Greetings from the coordinators

0:05-0:32: From the researchers (12 minutes per presentation + 5 minutes Q&A)

- Bertrand V. Quélin (Professor, Strategic Management/Bouygues Chair 'Smart City and the Common Good', HEC Paris) "*Sustainable Cities and Multi-Partner Governance*"
- Takahiro Yoshida / Akito Murayama (Assistant Professor / Associate Professor, Department of Urban

Engineering/Mitsui Fudosan UTokyo Laboratory, The University of Tokyo) "*Urban Systems Design Approach to Sustainable Urban Transformation*"

0:32-1:01: From the practitioners (12 minutes per presentation + 5 minutes Q&A)

- Mr. François Pitti (Group Vice President Strategic marketing and Foresight, Bouygues Construction, Bouygues Group) "*Toward Smart and Sustainable Cities: Matching the User-centric Expectations*"
- Mr. Hideo Suda (Space & Environment Institute, Mitsui Fudosan Co, Ltd.) "*Nihonbashi Revitalization Plan Stage III*"






1:01-1:26: From the students (10 minutes per presentation + 5 minutes Q&A)




- Mrs. Ling Jhang / Mrs. Sin Yin Yip (HEC Paris – HEC MSc SASI students) – "*Collaboration between Corporate and Start-ups*"
- Ms. Mai Fukaya (Master Student, Department of Urban Engineering, The University of Tokyo) "*Research on Sustainability Assessment Framework and its Application to Area Management in Japan*"

01:26-1:55: Discussion

All participants welcome to join the discussion.

1:55-2:00: Closing Remarks

	<p>Akito Murayama - Associate Professor, Urban Land Use Planning Unit, Dept. of Urban Engineering, School of Engineering, The University of Tokyo, Japan</p>		<p>Bertrand V. Quélin - Professor, Strategic Management - Bouygues Chair 'Smart City and the Common Good', HEC Paris, France</p>
	<p>Mrs. Christel Périidon - Minister Counsellor for Economic Affairs – Embassy of France in Japan – Tokyo, Japan</p>		<p>Mr. Takahiro Yoshida - Assistant Professor, Department of Urban Engineering/Mitsui Fudosan UTokyo Laboratory, The University of Tokyo, Japan</p>
	<p>Mr. François Pitti - Group Vice President Strategic marketing and Foresight Bouygues Construction, France</p>		<p>Mr. Hideo Suda - Space &amp; Environment Institute, Mitsui Fudosan Co, Ltd., Japan</p>

	<p>Mrs. Ling Jhang - HEC Paris – HEC MSc SASI student, France</p>		<p>Mrs. Sin Yin Yip - HEC Paris – HEC MSc SASI student, France</p>
	<p>Ms. Mai Fukaya - Master Student, Department of Urban Engineering, The University of Tokyo, Japan</p>		