

# englobe

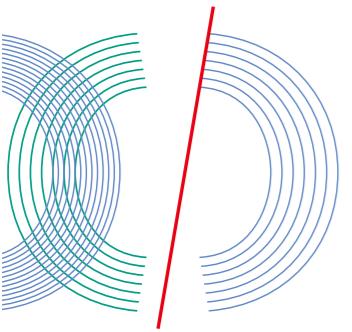
*Co-creating Businesses  
for People and the Planet from Kobe*



# englobe

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## What is Project Englobe

**E** Environment

**S** Society

**G** Governance

A locus of creativity and passion, [Project Englobe](#) fosters sustainable innovation by empowering small and medium-sized enterprises in Kobe City to create businesses for people and the planet. With pressing socio-economic and environmental issues that are rampant across the globe, the program helps companies incorporate environmental sustainability, social responsibility, and good governance ([ESG](#)) into their business practices. Project Englobe is shaping Kobe City's burgeoning social and sustainable innovation landscape, attracting investment and human capital locally and globally.

## Co-creating Businesses for People and the Planet

Project Englobe has fostered a thriving community of five companies in Kobe City that collaborated with creative partners with various expertise. Over the course of 6 months, they successfully spurred innovative business ideas that are dedicated to ESG practices. By engaging a variety of stakeholders across various industry sectors, cities, and countries, companies successfully defined their purpose, vision, and societal impact. As they turn their vision to action, they look to drive change in existing value chain models by integrating sustainable practices.

## Letter from the Director



**Hiroshi Tamura**  
Project Englobe Program Director  
Re:public Inc. Managing Director

"The business landscape is a battlefield; the objective is to gain wealth and power, even at the expense of bringing others down." This cut-throat era of running businesses is coming to an end. Instead, the nature of businesses are becoming more thoughtful and conscious of impact. Companies are now being valued and evaluated according to ESG parameters that stand for environmental, social, and corporate governance. ESG practices that were once considered impractical additional costs, now hold center stage in defining corporate value. Under ESG parameters, employees, business partners, suppliers, and local residents become key stakeholders. Now more than ever, we must expand our horizons and collaborate with a diverse set of stakeholders to create a sustainable future for companies, communities and the planet. Five companies have paved the way for Kobe City to become a hub for ESG practices in Asia. We invite those with similar visions to follow our lead.

## Meet the Mentors



**Hisato Ogata**  
Director, Takram  
Design Engineer



**Tomoko Shirai**  
Representative Director,  
Japan Association of New Public



**Okisato Nagata**  
President of TIMELESS,  
Planning Director



**Daijiro Mizuno**  
Professor,  
KYOTO Design Lab



**Yuki Uchida**  
Urban Designer  
Senior Director, Re:public Inc.

Companies explored sustainability business practices with mentors who are leading ESG experts.

Hisato is a design engineer with wide-ranging multidisciplinary capabilities, from software to hardware and art to science. He has produced a number of influential works including a lunar rover design concept, product development for various manufacturers, and direction of live shows and exhibitions. His most recent book is "Convivial Technology: Towards New Coexistence of Humanity and Technology."

Tomoko received her law degree from University of Tokyo and later attended the Matsushita Institute of Government & Management. She established "Smile Factory," the first public-private alternative school. Currently she serves as Council for Utilization of Dormant Deposits at the Cabinet Office, Educational Innovation Subcommittee under the Industrial Structure Council.

Before becoming President of design company TIMELESS, Okisato worked for an art museum and a design production company. His work includes working with regional companies to derive new businesses rooted in local cultures and industries. Since 2012, he has been co-organizing the "Tetete Business Conference" that brings together manufacturers and buyers from all over Japan.

Daijiro graduated from Royal College of Art with an MA and PhD in Fashion Design. He then returned to Japan to work on interdisciplinary design research projects on speculative, inclusive and circular design for sustainable futures. His recent works include papers for IASDR 2021, book chapters on sustainable fashion from Routledge, and an exhibition at 21\_21 Design Sight in Tokyo.

Yuki graduated from Waseda University with a bachelors in Architecture and later received her masters in Sustainable City Design at Ferrara University in Italy. In 2013, she became a founding member of a Re:public Inc., which works with governments, companies, local citizens, and educational institutes to design innovation ecosystems with communities. Yuki is also part of the Good Design Award Screening Committee.

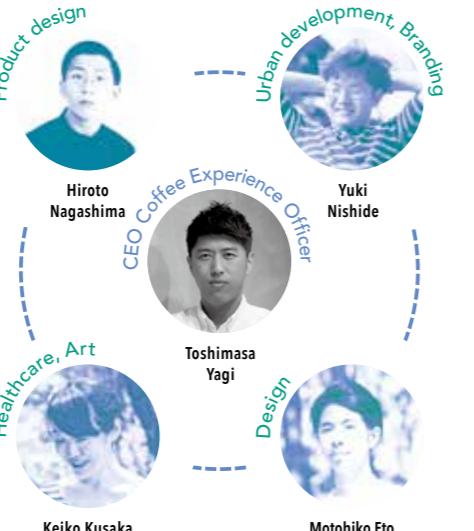
## Meet the Companies and their Creative Partners

Five companies based in Kobe City teamed-up with leading local and global creative partners to explore new business domains.



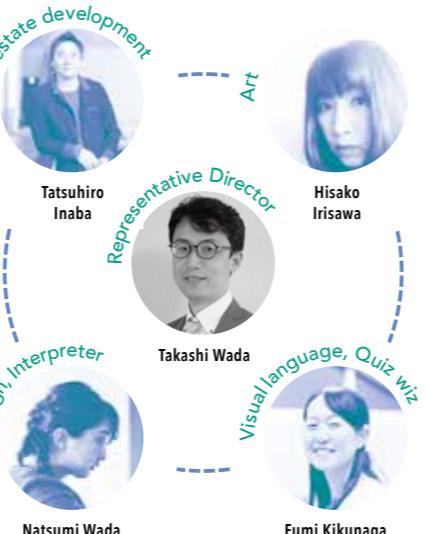
### Altalena Co.,Ltd

A specialty coffee shop specialized in circular and fair trade coffee. They are crafting a coffee culture for the next generation that values local production, consumption, flavor, and personal preferences.



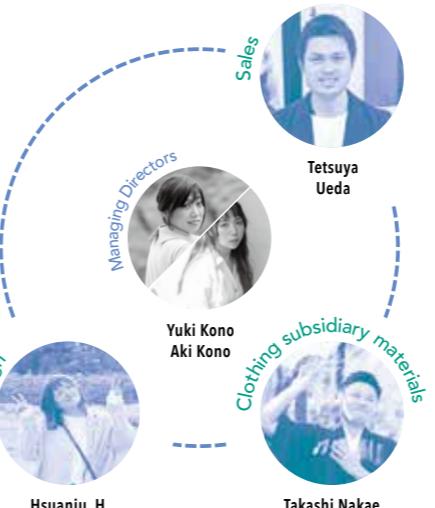
### Kyokko Electric Co.,Ltd

Specialized in the design, development, and manufacturing of industrial sensors and controllers, Kyokko Electric Co.Ltd explores how sensor technologies can enable local residents to be conscious of carbon emissions within their daily habits and choices.



### Joy Kono Co.,Ltd

An apparel company that designs, produces, and sells clothing while operating an ecommerce platform. Through Project Englobe, they aim to build a co-creative society where aging comes with mutual support grounded in the mutual respect people have for each person's personality and individuality.



### Maruya Shoes Store Co.,Ltd

Mayuya Shoes Store is Kobe's oldest shoe specialty store that has been in business for over 100 years in Motomachi, Kobe. They are looking to transform the shoe industry's mass consumption and disposal model, by proposing a new circular model of shoe production rooted in Kobe's local community.



# A Circular and more Flavorful Cup of Coffee

Altalena Co.,Ltd's Journey

## A Future of circular coffee culture

Our morning cup of coffee is flavorful, bitter-sweet, and essential, but not as sustainable as we may think. With coffee bean production expected to decline to half of what is now by 2050, climate change puts our planet and coffee culture in danger. How can we create a future where we can savor our morning espresso while lessening the impact on the environment?

We envision a circular coffee culture where the coffee grounds from our daily coffee-runs are used as raw-materials to generate electricity. While the caffeine-rush is relatively short-lived, we hope our coffee leaves you with a lingering sense of hope towards living in a more carbon-neutral society.

With coffee beans coming from some of the most delicate parts of our planet, we want to recognize the high degree of craft in producing, transporting, and brewing the perfect cup of coffee. Our hope is that such awareness brings a future with a more intentional and gratifying coffee drinking experience.

Team Members

|                  |                               |
|------------------|-------------------------------|
| Toshimasa Yagi   | CEO Coffee Experience Officer |
| Hiroto Nagashima | Product design                |
| Yuki Nishide     | Urban development, Branding   |
| Keiko Kusaka     | Healthcare, Art               |
| Motohiko Eto     | Design                        |



VISION

## A Circular Coffee Community in Kobe

Kobe port is a major entry point for coffee imports, surrounded by numerous coffee factories and manufacturers. How can we make better use of the coffee grounds that are by-products of the coffee we produce and consume? By collaborating with the local government, we look to establish a system to collect and reuse coffee grounds within Kobe City. We invite coffee lovers from all over to help us make our daily dose an eco-friendly indulgence.



Toshimasa Yagi



Website

## Kobe Circular Coffee Community



IDEA

# Sensing, Communicating, and Creating Impact for Society

## Kyokko Electric Co.,Ltd's Journey

## Team Members

|                 |                           |
|-----------------|---------------------------|
| Takashi Wada    | Representative Director   |
| Tatsuhiro Inaba | Real estate development   |
| Hisako Irisawa  | Art                       |
| Natsumi Wada    | Design, Interpreter       |
| Fumi Kikunaga   | Visual language, Quiz wiz |

A Future of  planet-friendly behaviors made easy 

Climate change can feel overwhelming. At times, it may seem that our daily efforts to lessen our carbon footprint is pointless, especially when lasting solutions require large-scale interventions from companies and governments. But by seeing that even small choices can have an impact, perhaps we can be more motivated to continue our daily efforts to live more sustainably. Using our advanced sensor devices, we utilize data to track and visualize how our seemingly-meager actions can significantly lessen our carbon footprint in the long-run.

We hope to make data-tracking of personal footprint automated through our advanced sensors, while implementing a point system to make planet-friendly behaviors more fun and exciting. By recognizing how change can be incremental, and how fun eco-friendly behaviors can be, one may decide to turn the air-conditioner off for a few hours or commute via bicycle when the weather is nice out. We hope to drive a society where data and technology can empower individuals to act in the interest of the planet.



# VISION

SDGs GO!

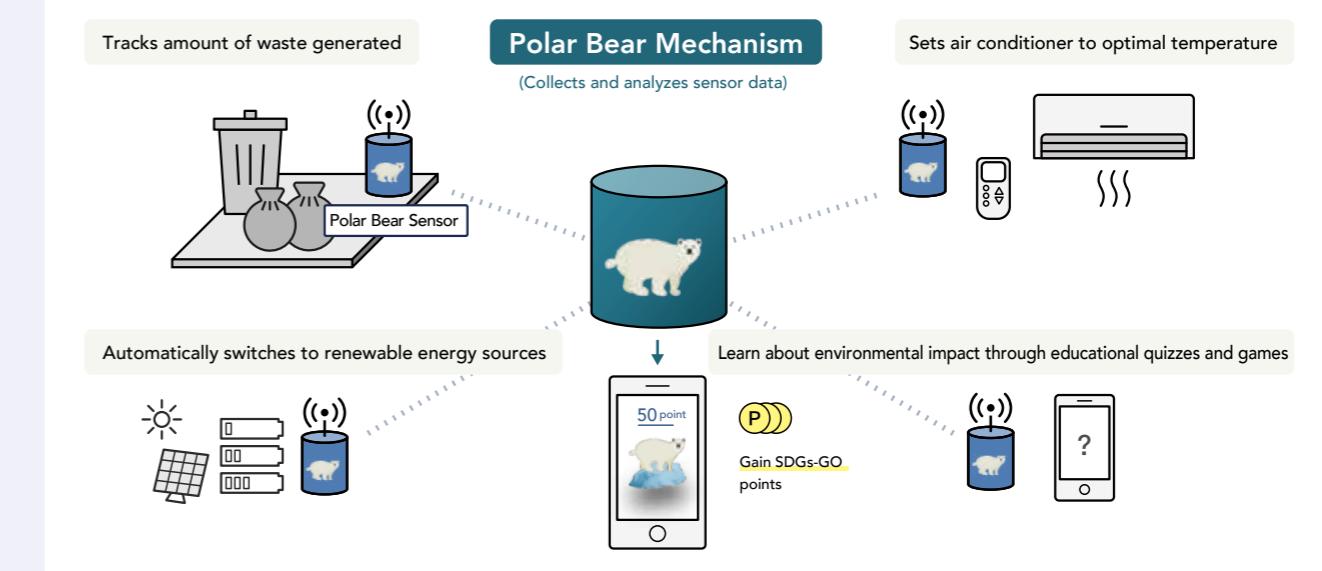
We came up with a service that allows people to reduce their carbon footprint by using sensors to measure their CO<sub>2</sub> emissions from their daily routines. Users will use an app that traces and visualizes the environmental impact of their daily activities. Furthermore, we will implement a system to reward users with points based on their efforts to limit their carbon footprint.



Takashi Wada



## Website



# IDEA

## Aging Lively with the Power of Art

Joy Kono Co.,Ltd's Journey

Team Members

Yuki Kono

Aki Kono

Tetsuya Ueda

Hsuanju. H

Takashi Nakae

Managing Director

Managing Director, Art animation, Design

Sales

Design

Clothing subsidiary materials

### A Future of vibrant and graceful co-living

Plateaux House & Lab is an artful elderly care space tucked away in the outskirts of Kobe City that re-conceptualizes the way we live and age. The facility recognizes that aging patients and families need more than just safety and longevity. Here, they find creativity, fulfillment, and wellness in the ways they relate to themselves and their community. Plateaux House & Lab cultivates a unique and dynamic community of patients, caregivers, doctors, and artists that gather to design a system where the aging can demonstrate agency for their wellness and care. Regardless of our age, how can we collectively recognize the need to live well and consciously design for a future of aging? We invite you to take part in this conversation here at Kobe City, the world's leading medical research base.



VISION

## Plateaux House & Lab

We realized the power and influence art can have on patients after our volunteer experiences working with doctors during the covid pandemic. Art and creativity can indeed alleviate some of the pain and negative experiences that come with treatment. To kick-start our project, the artists within our company will create interactive art pieces that reflect the experiences, emotions, and thoughts of patients. Our hope to utilize art is to foster a more patient-centered, stigma-free care environment and society.



Twitter



Facebook

Yuki Kono / Aki Kono

IDEA

## Bringing a Sense of *waku-waku* to the World

Nippon Technology Solution Co.,Ltd's Journey

Team Members

|   |   |
|---|---|
| Koji Okada<br>Ai Miyazaki<br>Tomomi Ogata<br>Nobutsune Miyamoto<br>Yurika Harayama<br>Takanori Tayama | Representative Director<br>Marketing & sales division leader<br>Art, Design<br>Agriculture, IT, Startup support<br>Marketing research<br>Finance, Business incubation |
|---|---|

A Future of  being unapologetically who you are 

Waku-waku, is a Japanese onomatopoeia that refers to the sense of wonder and excitement one feels when faced with a challenge. In 2030, when society is expected to be ever-more autonomous and distributed, waku-waku may be a crucial driver of social belonging, connection and a sense of acceptance. Even throughout times of turmoil in our society, our ability to share our world views and empathize with one another has brought us together. To those longing for waku-waku, we provide an environment where one can get out of their comfort zone, follow their passion, and kick-start a new endeavor.

Whether you are feeling uninspired at your desk-job, eager for a new challenge, or looking to grow, we invite you to unapologetically be yourself. We hope to foster a community of changemakers who carry the spirit of waku-waku throughout their journey, while addressing societal and environmental issues across multiple disciplines.



VISION

## CHOJIN LAB & VILLAGE

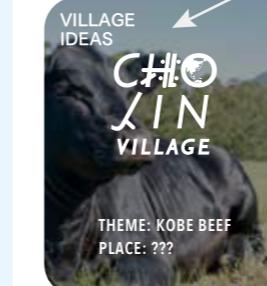
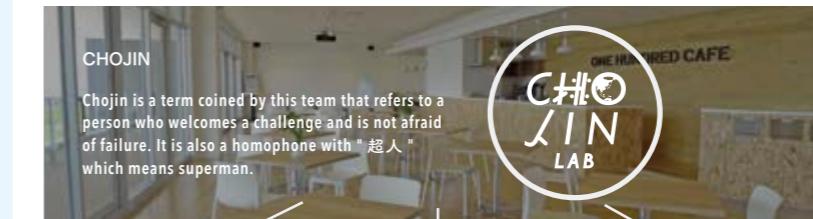
We want Kobe City to be a place individuals can come by to tackle new challenges by embracing their passions. We will support individuals to ideate in our "CHOJIN LAB" and bring their ideas to reality in various "CHOJIN VILLAGES" where their theme is relevant. This isn't a typical entrepreneurship program where you learn specific business models and strategies. Instead, it's a community where you drive businesses by doing, collaborating, experimenting, and iterating.



Koji Okada / Ai Miyazaki



Website



**1. CHOJIN LAB**  
= One Hundred Cafe in Kobe City  
A place to define the project scope,  
and identify the ideal CHOJIN VILLAGE location

**2. CHOJIN VILLAGE**  
= Various locations  
Experimenting their ideas in locations across Kobe  
and beyond to prototype, test, and identify  
potential challenges and insights



IDEA

# A Step Towards Zero-Waste Living, Starting with Footwear

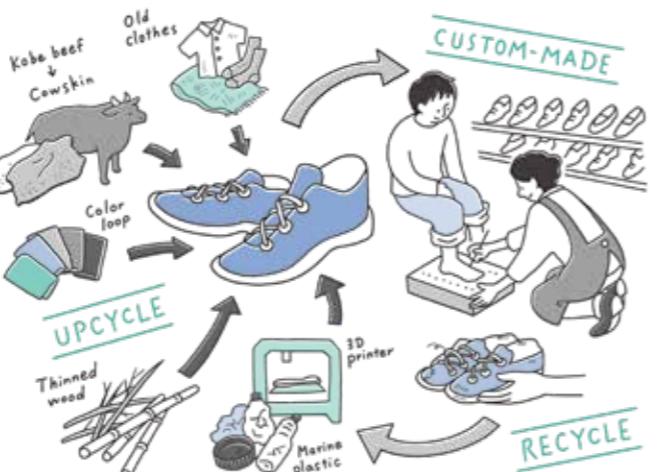
Maruya Shoes Store's Co.,Ltd's Journey

Team Members

Kiichiro Katayama | Representative Director  
Aya Awata | Branding, PR  
Maya Fukuda | Art direction

## A Future of circular shoes that ties shoe owners to makers

The era defined by mass-consumption and mass-disposal is coming to an end, with various industries turning to more circular supply chain models that consider product longevity along with its entire lifestyle. The footwear industry is no exception. When footwear is personalized to meet each person's stride, preferences, lifestyles, shoes become an endearing companion, worn longer and with more care. How can we live in a society where the most stylish footwear also happens to be locally-sourced and made with eco-friendly materials? Maruya Shoes Store aims to become a one-stop service hub for all local footwear needs that enable us to personalize our footwear to meet our lifestyles. With Maruya's new circular footwear business model, your footwear can be recycled and become part of someone else's life journey. A zero-waste lifestyle, one shoe at a time.



VISION

## KOBE CYCLE SHOES

Shoe production in Kobe started 150 years ago when the port trust opened. During that time, shoes were made to order, a pair at a time. But 70 years ago, the footwear industry shifted to mass production. Due to the fact that shoes are made of various materials, they are difficult to disassemble and are immediately disposed of as combustible waste. To lessen the waste that comes along with shoe production, we are looking to make use of Maruya Shoes Store's technology and ties to Kobe city to create a circular shoe system.



Kiichiro Katayama

1

### Steering Away from Mass Production

Designing footwear with replaceable parts that can be repaired, while also producing customizable shoes in small quantities.



Collection of used shoes →  
Material processing →  
Remanufacturing →  
Reselling



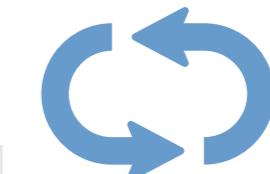
2

### Incorporating Advanced Technologies

Incorporating advanced technologies, such as digital leg measuring devices and 3D printers.



**KOBE CYCLE SHOES**



Using recycled textile and plastic waste materials collected from Kobe to produce shoes.



Sustainable Materials

3

3

### Footwear Re-Collection Facilities

4

IDEA



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