Recognized the change of social issues such as mobility for elderly people, energy preservation, resilience against hazards and national financial deterioration, and the change of technical circumstance such as progress of ICT, big/open data, advanced/variety of mobility and improvement of vehicles safety, research on transport policy for social implementation of the Intelligent Transport Systems (ITS) and Automated Driving (AD) towards advanced road traffic has been conducted.

**Research on social implementation of AD**

- Research on various challenges that need to be solved for the social implementation of AD technology and services.
  - Research on the road space design that constitutes the driving environment of AD vehicles and on measures for parking vehicles.
  - Research on methods for assessing the impact of AD vehicle and the cooperative ITS and infrastructure measures that support it on surrounding traffic.
  - Research on social acceptability for social implementation of AD technologies and services.

**Research on policies for traffic problem solutions through local ITS implementation**

- Activities as a part of "Kashiwa ITS Promotion Council" consist of local community, citizens and others, which is headed "Kashiwa ITS Smart-city".
- Participation in particular, such as utilization of road traffic information, implementation of new technologies such as AD, revitalization of public transport and central city areas, etc.

**Collaboration & Social return activities**

- Organizing "ITS Seminar" to promote the deployment of ITS that meet the local needs.
- Hosting the Research Committee (RC66) to study and discuss the implementation of the Parking ITS such as automated valet parking.
- Supporting human resource development of engineers in developing countries through the JICA Knowledge Co-Creation Program on "Practical Technology on ITS".

(Source: "Kashiwa ITS Promotion Council" web site)