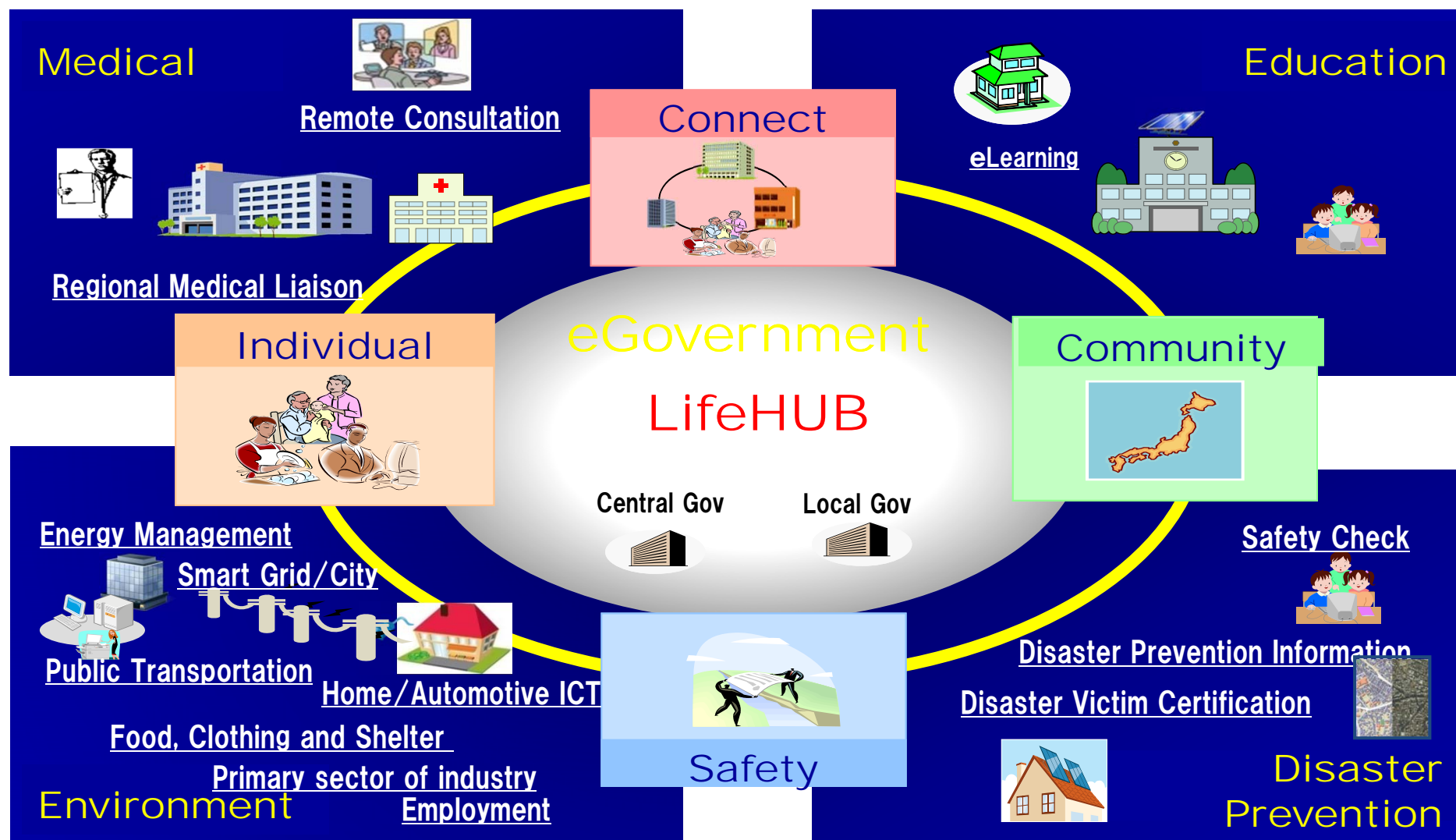




“Omotenashi-Ozendate”: Towards Realizing Service Provider Driven eGovernment

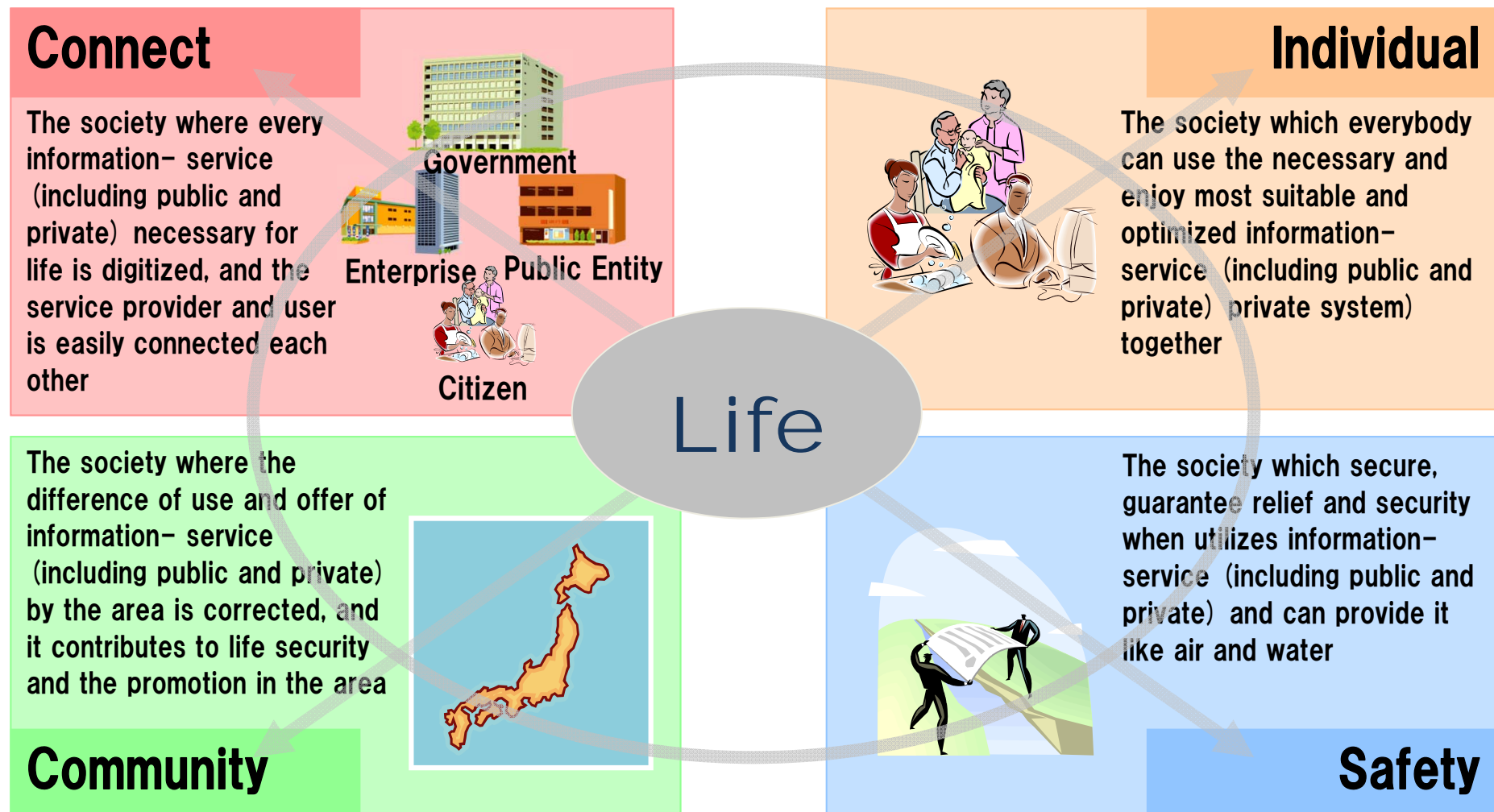
12th November, 2012

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- Reprinted and modified from: E.Niwano, "Through the Experience of Great East Japan Earthquake/Tsunami 3.11 – Social Information Infrastructure and eGovernment for Basic Citizen Life –, Global Forum2011

- We aim at the offer of the structure for convenience which supports “Life” from four sides of relief – Connection, Individual, Community, Safety.



Concepts – What is Important?

Public and Private Partnership

- Open government information to the private
- *Open private Information to the public (Gov)*
- One stop service over public and private

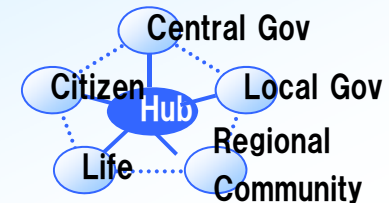


Public Information/Service

Private Information/Service

Open Hub

- eDemocracy and eParticipation
- Regional community and entity partnership
- *Citizen partnership*
- Central and Local government partnership
- Ubiquitous environment



LifeHUB

Citizen Origin

- *Agent/concierge/customization*
- Push-based information delivery
- Universal design and service



Trust Oriented

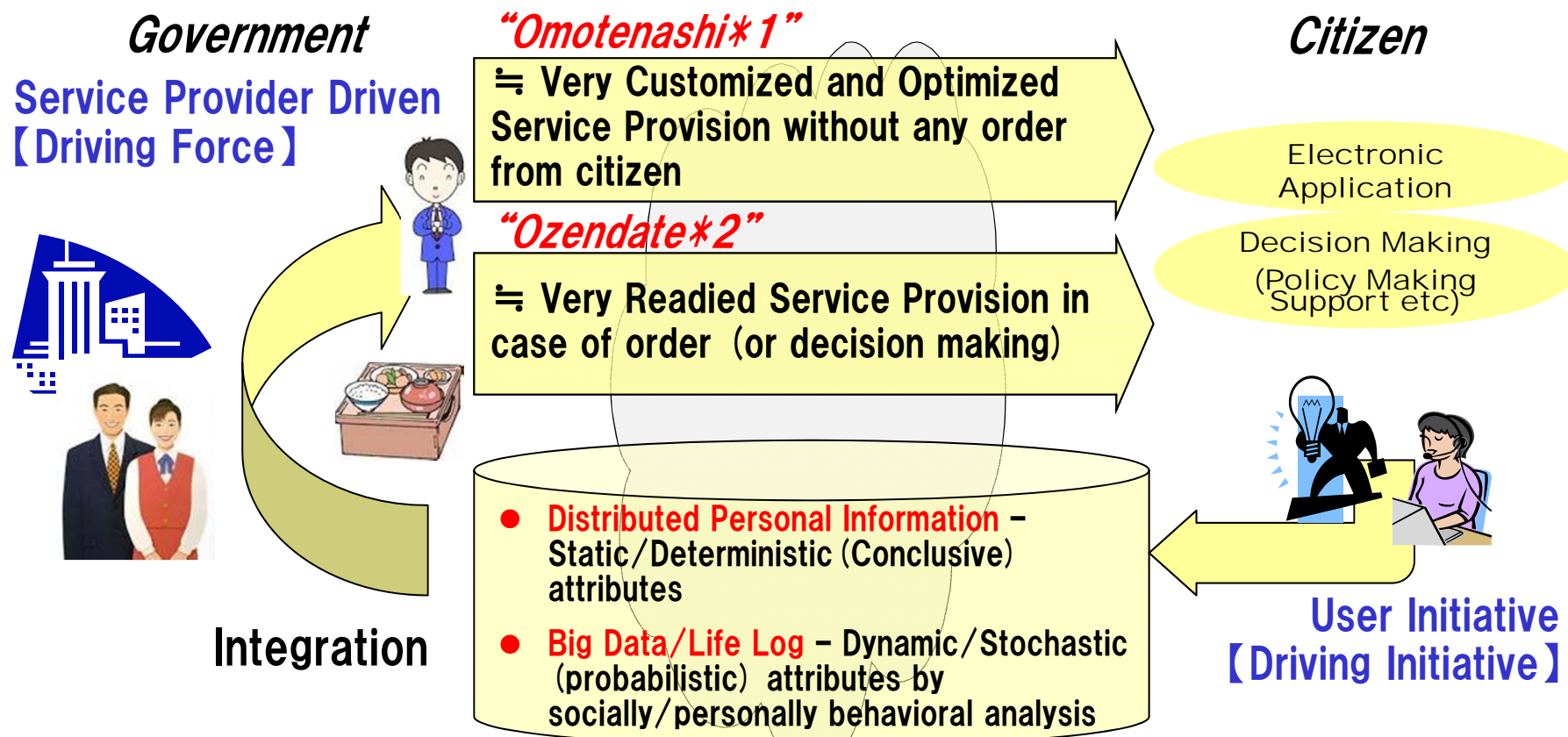
- Information security infrastructure
- *Self information control*
- *Personal information protection*
- *Unitization of trust in real world*



- Based on the above concepts, we think sharing and utilization of personal information will be one of key R&D issues to be studied, then we would like to imply following models:
 - “Omotenashi-Ozendate” based Service Provisioning
 - Diversity-oriented Secure Device Management

“Omotenashi-Ozendate” based Service Provisioning

- Realization of very fair public administration with “very returnable system” (for the citizen) by applying distributed personal information and big data/life log.

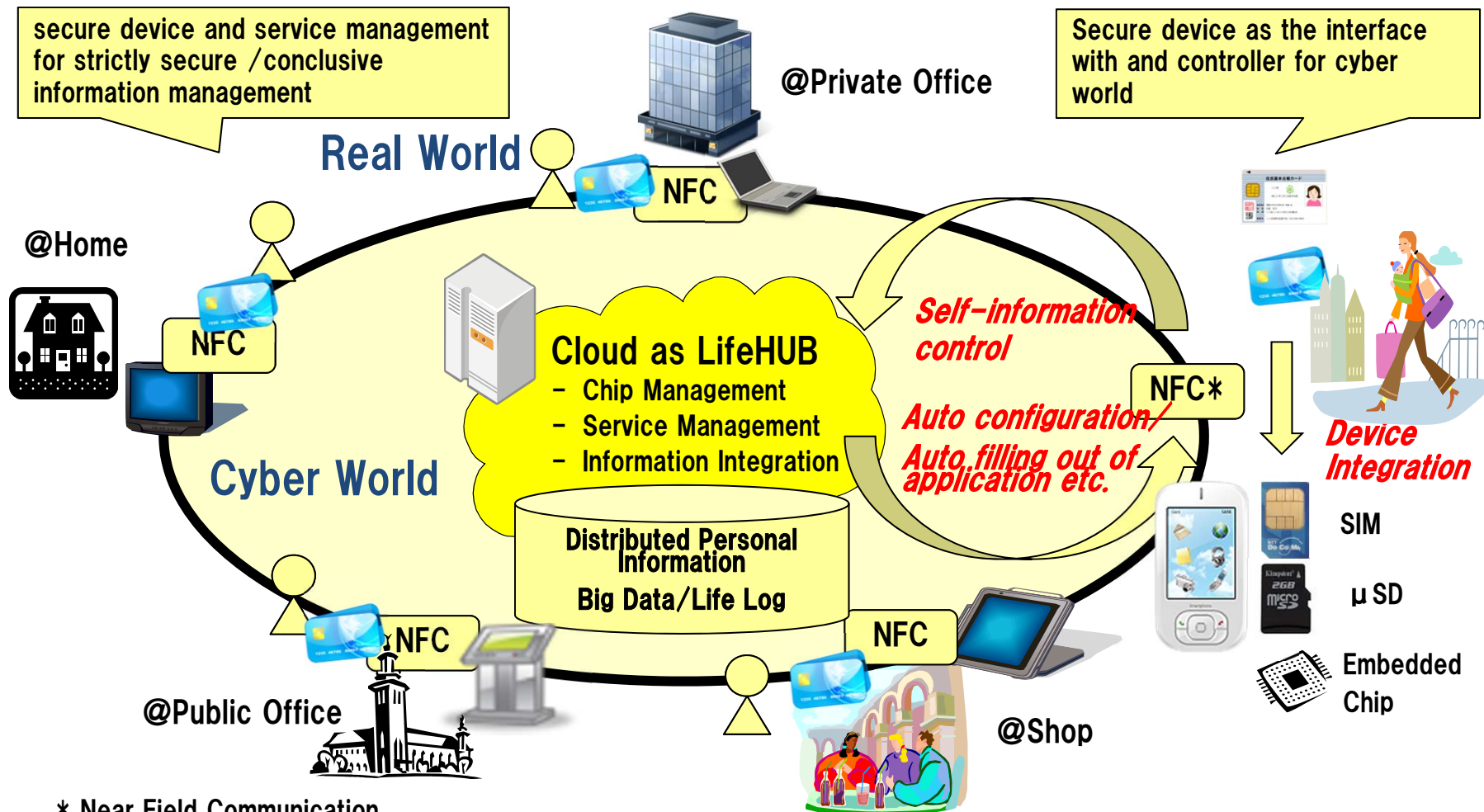


*1. “Omotenashi (Japanese)” : To convey “consideration”, “compassion”, “sympathy” without the right side and the wrong side by using “thing” and “object” faithfully and sincerely. It is used like hospitality in providing service in Japan.

*2. “Ozendate (Japanese)” : To get ready for the meal, and make the state that can eat immediately originally. To turn, it means to prepare in order to be able to start it immediately. It means “set the stage for”, “complete the arrangements”, “setting the table” etc.

Diversity-oriented Secure Device Management

- Realization of flexible and secure/conclusive information-service management and control for any service provider and user anytime and anywhere.



- We aim at provision of social information infrastructure to support basic citizen life from a point of view of “Connect” , “Individual” , “Community” and “Safety” (CICS Vision)
- In order to realizing the vision, we introduced LifeHUB concept which consists of “PPP” , “Citizen Origin” , “ Open Hub” and “Trust-oriented” .
- Based on the above four concepts and regards to “Big Data/Life Log” , “Distributed Personal Information” , we proposed two models in applying sharing and utilization of personal information.
 - ✓ “**Omotenashi-Ozendate**” based service provisioning (service provider driven model) : very optimized and readied service for realization of very fair public administration with “very returnable system” (for the tax from citizen)
 - ✓ **Diversity-oriented secure device management**: multiple secure chip/terminal management with NFC (Near Field Communication) and cloud environment for realization of very flexible and secure/conclusive personal information management and control

Thank you for your Attention



Appendix. The Meaning of “Ozendate”

- It means not only getting ready for event or action, but also laying groundwork for decision making
- It is used in many situations.

Semanteme, example

Synonym, associated word

For such as
a visitor welcome, the
event

Preparation, Fix the preparation, Go ahead, For early preparations, The arrangement are set, Fix the procedure, Arrange, Fix the procedure, Provide, Get ready, There is an appearance, Assist for success etc.

For such as policymaking,
the serious change

Preliminary arrangements are made, The groundwork, Ground leveling for, The making of environment, Preliminary arrangement, Attach a way for, Make a base, Prepare a set of, Set up, Make the groundwork, Make a strategic movement, Induce you to do etc.