Abstract
Panasonic, Japan’s leading electronics company, launched a new project called “Fujisawa sustainable smart town” in 2014. This project aims to develop a smart and sustainable town which has a 100-year time frame. Unlike traditional manufacturing which is solely based on technology concerns, this project requires the linking of information with technology and social aspects. Under such perspective, Panasonic defined five service areas that generates new value, i.e. energy, security, mobility, wellness and community. They formed a consortium which is composed of 18 different organizations, to provide specific services to local residents. In this smart city initiative, Panasonic tries to create new business model. In the research seminar, I will introduce the Fujisawa sustainable smart town project and discuss what information system’s roles in promoting their new business model.

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All interested are welcome.