



HONDA FOUNDATION

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The 35th Honda Prize Commemorative Symposium to Discuss “Creating a Truly Humane Civilization”

In commemoration of the 35th anniversary of Honda Prize, the Honda Foundation, a public-interest incorporated foundation created by Honda Motor's founder Soichiro Honda and his younger brother Benjiro Honda, is to host a symposium on the theme of “Creating a Truly Humane Civilization.”

The symposium will invite four of the past Honda Prize laureates and intends to reexamine the challenges of modern civilization and discuss possible keys to solutions through individual speeches and a panel discussion. The event will be held on Friday, November 14th 2014 at the Nikkei Hall located in Otemachi Tokyo, supported by Nikkei Inc.

The Honda Foundation defines science and technology which is capable of harmonizing both the “natural environment” and “human environment” as “ecotechnology” and strives to promote its development and expansion. The Honda Prize is an international award established in 1980 to acknowledge the efforts and honor the achievements of an individual or a group for their findings and insights that contributed to the society, and could play a role in leading the next generation in the field of ecotechnology.

On the occasion of the 35th Honda Prize, the Foundation has decided to organize a venue to review the current balance between the benefits of industrial development and the evolution of civilization, and various issues facing modern society as the consequence so as to re-realize and share current challenges. Also it aims to discuss what should be accomplished toward the resolution of such pressing issues as well as the role of science and technology in that context.

In this symposium, following the keynote speech, four Honda Prize past laureates in different fields will share their opinions through their speeches in the following four categories:

- **“Paradigm Shift”** which questions the expected morals and credentials required for an individual engaged in science and technology which have created a big change in terms of impact on society and individuals.
- **“Sustainability”** which explores the direction scientists or engineers should take to face global environmental issues.
- **“Innovation”** which pursues the vision of innovative technologies from a viewpoint of coexistence of humans and technology.
- **“Life Frontier”** which considers advancement and possibilities of life-science technology and, furthermore, the dignity of life itself.

Finally, joined by this year's Honda prize laureate, all four speakers will participate in a panel discussion. Through an interdisciplinary discussion and exchange of opinions, the symposium intends to deliver suggestions toward “Creating a Truly Humane Civilization” as we share the recognition of the most important current issues facing this modern civilization and seek for clues to resolution.

The following is a list of scheduled speakers:

Dr. Åke E. Andersson (“Paradigm Shift”)

(Born 1936 in Sweden, Professor of Economics at Jönköping International Business School and Former Managing Director of the Swedish Institute for Futures Studies)

Dr. Andersson was awarded the 16th Honda Prize in 1995 for his development and practices of a theory to balance the development of regional economies and environmental preservation as he suggested the “C-Society,” a next generation industrial society based on the key elements of the 3 C's which are Creativity, Communication capacity, and Complexity of products.

Speech Subject: “The Changing Economic System”

Dr. Hermann Haken (“Sustainability”)

(Born 1927 in Germany, Professor Emeritus of University of Stuttgart and Former Director of Quantum Optics Division of the German Physical Society)

As the founder of Synergetics, he was awarded the 13th Honda Prize in 1992 for his great influence on the interdisciplinary academic fields as he theoretically clarified the mechanism of the order formation of complex systems.

Speech Subject: “Sustainability and Synergetics”

Dr. Raj Reddy (“Innovation”)

(Born 1937 in India, Professor of Computer Science and Robotics at Carnegie Mellon University, U.S.A.)

Dr. Reddy was awarded the 26th Honda Prize in 2005 for his contributions to the transformation of future society resulting from a broad range of applications of his skills and knowledge to the field of education, medicine and healthcare, as a world renowned pioneer in robotics and computer science.

Speech Subject: “Role of Technology Innovation in Creating a Truly Humane Society”

Dr. Denis Le Bihan (“Life Frontier”)

(Born 1957 in France, Director of NeuroSpin, CEA Saclay, France)

Dr. Le Bihan was awarded the 33rd Honda Prize in 2012 for his contributions, as a pioneer in establishing the foundation for Diffusion MRI (Magnetic Resonance Imaging) technology as well as its clinical application, spreading the MRI globally through its utilization for the treatment of such diseases as acute stroke.

Speech Subject: “Ecotechnology of the water molecule in biology and medicine”

The Keynote speech will be delivered by Mr. Akira Kojima, councilor of the Japan Center for Economic Research, with the theme of “Toward the Creation of a Truly Humane Civilization.” Also, the laureate for this year’s Honda prize, Dr. Helmut Clemens, an authority in the field of titanium aluminides and Head of the Department of Physical Metallurgy and Materials Testing at the Montanuniversität Leoben, Austria, will participate in the panel discussion. The symposium will be open to public and those wish to participate can apply through the Honda Foundation web page (<http://www.hondafoundation.jp>).

The Honda Foundation was established in 1977 by donations from Honda Motor’s founder Soichiro Honda and his younger brother Benjiro.

Although the rapid technical innovation in modern society has achieved high economic growth and dramatic prosperity, bringing revolutionary changes in our lives, it has created serious and complex issues such as environmental destruction, pollution, urban concentration, population and food issues, and growing consciousness-gap between nations and races.

In order to provide the opportunity for scholars, researchers, and specialists to meet together and freely discuss the present state and the future of our civilization, the Foundation sponsors international exchange, symposia and study groups, offers prizes and awards for the promotion of research, education and other such activities, carries on its own study and research utilizing the achievements of modern civilization, thus aims to contribute toward the creation of a truly humane civilization.

For more information, please contact:

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