



July 9, 2025

The University of Tokyo and Dai-ichi Life Launch Collaborative Research

– Designing a New Societal Value Axis through Human-AI Collaboration: “SHIAWASEspan” –

Dai-ichi Life Holdings, Inc. (hereinafter “Company”) and The University of Tokyo (“UTokyo”) have launched a collaborative research project (“Project”) with the Department of Materials Engineering, School of Engineering at the University of Tokyo.

Key Highlights

A New Societal Axis: SHIAWASEspan

Introducing SHIAWASEspan—an innovative well-being indicator envisioned as a third axis, beyond lifespan and healthspan. This concept emerges from human-AI collaboration and seeks to visualize the intangible: happiness, meaning, and fulfillment.

Designing the Future Across Generations — from children to adults

Children and communities become co-designers of the future through gamified content that explores life design, well-being, and mental resilience. The project emphasizes education grounded in real-world insight.

Redefining Human-Digital Relationships

By applying generative AI to support—not replace—human values, the project reimagines how digital tools can respond to ethical, emotional, and social complexity.

This initiative integrates the long-standing *Life Design* philosophy developed by Dai-ichi Life Research Institute Inc. (President: Hideo Teramoto) since the 1980s, with the contemporary concept of *well-being*, to establish a new indicator: **SHIAWASEspan**. The project will develop gamified content for learners ranging from elementary school students to adults, aiming to deepen public understanding of life design, well-being, and mental resilience. The project will also evaluate this content in partnership with students (middle school, high school, and university) and local communities. Ultimately, it aspires to contribute to the advancement of *non-cognitive skills*, such as Social and Emotional Learning (SEL).



Contributions to the SDGs

For over a century, the Dai-ichi Life Group has walked alongside customers, supporting the diverse forms of happiness each individual seeks throughout life. Under our Purpose —“Partnering with you to build a brighter and more secure future”— we strive to be a force that supports society, the planet, and all people.

Through this collaboration with UTokyo, we are confident that co-creating a new societal indicator—SHIAWASEspan — through Human-AI collaboration, and taking on the challenge of making the invisible visible and enhancing well-being, will lead to the creation of new values that are essential for the future of society.

【Pioneering the Future with DX and Innovation: “SHIAWASEspan”】

By employing advanced technologies such as generative AI, the project explores how far current (pre-AGI) AI systems can meaningfully grasp subjective values like ethics, social bonding, and “happiness,” and how they may support human decision-making and learning.

This is a cross-functional initiative, involving Dai-ichi Life Holdings, Dai-ichi Life Insurance Company, Limited (“Dai-ichi Life Insurance”), and Dai-ichi Life Research Institute. Research participants will be selected through an internal open call across the organizations. Chosen employees will serve as research members, contributing practical knowledge from the insurance business while also engaging as researchers at UTokyo, gaining cutting-edge skillsets essential for innovation in the digital age.



From Left: Rui Shuhama, Executive Researcher DLRI/Manager Dai-ichi Life Holdings, Prof. Takanori Ichiki, UTokyo, Prof. Akira Matsumoto, Institute of Science Tokyo/UTokyo, Takayuki Hamanaka, Fellow Dai-ichi Life Insurance.

【Origin in the MEXT/JST COI-NEXT Project CHANGE】

This Project originated as a spin-off from the COI-NEXT Project CHANGE, led by the Kawasaki City Industrial Promotion Foundation and funded by the Ministry of Education, Culture, Sports, Science and Technology (MEXT) and JST. Dai-ichi Life has been a core participant in CHANGE since 2022. At the 2023 retreat camp, the team reflected on rising youth suicides post-COVID and societal ambivalence toward longevity in the era of 100-year lifespans. While medical advances have extended biological life, and many institutions and companies pursue longer

healthspans, the team questioned: *What kind of future should we strive for? and What values should guide us there?*

From these discussions emerged the concept of a new axis beyond biological LIFEspan and physically/mentally healthy HEALTHspan — **SHIAWASEspan** — which aims to encompass and transcend both. The project now advances this vision toward social implementation.

About Project CHANGE

Project CHANGE is the Kawasaki-based initiative selected on October 25, 2022, under the FY2022 JST COI-NEXT Program (Co-creation Field/Full-Scale Type), led by the Kawasaki Institute of Industrial Promotion (KIIP). With a 10-year vision to build “a resilient society for healthy longevity through co-creation between medicine, engineering, and nursing,” the project focuses on nursing — an area where engineering has traditionally had minimal presence.

The initiative seeks to reduce the burden of caregiving through engineering-driven solutions, develop methods to counter aging, and implement these innovations into society. It also aims to enhance citizens’ care competency and create accessible care products and systems for everyone. Furthermore, as one of Japan’s nationally endorsed COI-NEXT full-scale programs, Project CHANGE receives government funding of up to 320 million yen (approx. USD 2 million) per year per center, reinforcing its position as a major long-term effort in healthcare innovation.



COI-NEXT

The COI-NEXT (CO-creation of Innovation Platform) program, led by JST/MEXT, supports university-centered, industry-academia-government co-creation centers to realize SDG-based visions and sustain them beyond the 10-year funding period. These centers lead regionally or thematically, emphasizing the translation of research into societal impact.

COI-NEXT website: <https://www.jst.go.jp/pf/platform/outline.html>