



The Waseda-Bridgestone Initiative for Bridging Human Activities and Development of the Global Environment

W-BRIDGE: A Collaborative Project by
Waseda University and Bridgestone Corporation

Request for Proposals

A Research and Action Support Program
July 2010 to June 2011

1. Greetings

Bridgestone Corporation and Waseda University are collaborating in a project intended to contribute to the conservation of the global environment. “W-BRIDGE,” standing for the Waseda-Bridgestone Initiative for Development of the Global Environment, will commission research work in the area of the global environment to university and NPO-NGO teams. The motivating principle of this project is desire to protect, use, and live in better harmony with the environment, by identifying and supporting initiatives that “bridge” industrial society and the natural world, academia, industry, and the general public. It is hoped that this project will also encourage greater cross-border, useful exchange between interested organizations in and outside of Japan.

Waseda University, realizing the importance of meshing work in the natural sciences, engineering, life sciences and social sciences, has established an environmental research center to work on issues of the global environment in a multidisciplinary manner, and has created in the graduate school an environment and energy curriculum, as an important part of efforts to ensure graduate school education is responsive to the present and emerging needs of our times.

Bridgestone Corporation includes in the Pledge to the Community portion of its Mission Statement “Be proactive in working to protect and improve the global environment,” and from an early time the company has made environmental issue a matter of high importance in corporate management. This can be said to begin with efforts at minimizing the burden on the environment caused by production of the company’s tires and other goods, as well as the development of environment-friendly products and engagement in the business of retreading tires. Bridgestone’s concern for the environment is not limited to these activities, but is considerably more diverse and in certain areas has regional implications.

The university and the company have started this new project based on their common convictions and past record, with the objective of contributing to marking out the path toward solution of problems of the global environment, by going beyond the customary mode of environmental protection and conservation, fragmented activities by academia, industry and the private citizen organizations, and by bridging nature and human activities, by bridging academic research and education, industrial activities and the activities of daily life.

This year marks the third year for the W-BRIDGE program, a milestone year for the further advancement. To prepare for the future, W-BRIDGE will place importance on those projects that can demonstrate overall achievement by November 2010. Also, given the growing importance of developing solutions for the global environment issues, researches on the evaluation (including qualification) of the environmental protection activities are welcomed.

2. Objectives and Preconditions for Research Support

2.1 Research subjects and activities

Support for research and activities will be available for the following four areas. A degree of priority will be assigned to projects concerned with environmental management. Applications will be accepted from Japanese applicants and, in the case of the first two areas other countries as well.

1. Study and Action Bridging Global Warming Countermeasures and Biodiversity Conservation
2. Study and Action Bridging Environmental Conservation and Socio-Economic Conditions in Regional Areas
3. Study and Action Bridging Generations for a Sustainable Future through a *Backcasting* Method

4. Study and Action Bridging People in the World to Share New Ideas and Findings for a Sustainable Future

Subjects of research and activity projects that are purely concerned with technology, that are concerned solely with preservation and protection of a specific species, or that are essentially a continuation of previous work will not qualify for support.

Proposals for the following types of research and activities will not be considered.

1. Research and activities having the purpose of earning a profit (e.g., through acquiring a patent, or developing a commercial product)
2. Research and activities of political or religious nature
3. Research and activities that have received or plan to receive support from other sources greater than the amount sought from W-BRIDGE
4. Research and activities mainly conducted by institutions other than the proposing team
5. Research and activities the majority of which is to be commissioned to a third party
6. Research and activities that primarily comprise the acquisition of research equipment
7. Research and activities that primarily involve production of research apparatus
8. Research and activities that can be expected to benefit specific entrepreneurs or individuals
9. Activities continuing from the past and having no research element

3. Applicant Qualifications

Applications should be submitted by universities.

1. Joint undertakings by Waseda University researchers (full-time researchers) and an NPO or NGO (provided that the latter have been active for longer than one year).
2. Joint undertakings by research persons associated full-time with institutions pre-approved by W-BRIDGE (see list) and an NPO or NGO (provided that the latter have been active for longer than one year). Institutions overseas are welcome to apply, but must receive approval of a draft proposal by W-BRIDGE. Inquiries from overseas must be in the name of the head of the institution.

4. Project Duration and Reporting Requirements

At this time applications will be received for the period of one year from July 2010 to the end of June 2011. The proposed research or activity, however, must be detailed in two stages, stage one being from July 2010 to the end of December and the second being from January 2011 to the end of June 2011. Submission of one written report or more during each stage is required; W-BRIDGE may request revisions of submitted reports; there may also be requests for meetings to discuss projects or other procedural requirements to be announced.

It is necessary for each project to produce results within each stage. The proposal must specify the target results.

5. Amount of Funding and Number of Projects

The maximum aggregated annual amount of the W-BRIDGE grant is 20,000,000 yen (20 million yen) , to be apportioned equally for the two stages. The amount is to be subdivided to cover five to 20 projects

6. Use of Grant Funds

Funds can be used solely for the following purposes.

- Salaries and wages
- Travel (transportation and lodgings)
- Equipment costs (including software and computer time but excluding fabrication or acquisition of mechanical devices, and their maintenance and repair; architectural or civil works)
- Processing costs (outsourcing)
- Other expenses as specified (supplies, discussion meeting expenses, rent, communication costs, printing and copying costs, etc.)

All contractual arrangements are to be made with the recipient university to which the principal researcher or activity leader belongs.

7. Reporting, Site Visits and Intellectual Property

Recipients of awards are to present a complete and accurate accounting report fully supported by receipts and records for the first stage by the end of November 2010 and for the second stage by the end of May 2011.

Recipients of awards are to present detailed reports on work done or activities performed, and results thereof, for the first stage by December 15, 2010 and for

the second stage by the end of May 2011. A representative of the recipient is expected to present results orally two times (once for each stage) in Tokyo; the proposed budget should include an item for this. W-BRIDGE reserves the right to require modification of reports that are deemed unsatisfactory, or to terminate support in extreme cases (unsatisfactory results, unacceptable reports that are not amended, breach of agreement, etc.)

W-BRIDGE reserves the right to visit the site of research or activity to verify that the relevant project is conducted as was approved.

In the event that research or activity results in a discovery in the broadest sense (an invention, a design, or know-how as defined in Waseda University regulations for discoveries and inventions by Waseda staff), patent rights and rights associated with the invention (including design models, trademarks and know-how as defined in Waseda University regulations for discoveries and inventions by Waseda staff) shall accrue to Bridgestone Corporation. Copyright rights for all reports submitted to W-BRIDGE shall accrue to Bridgestone Corporation.

Grant recipients are encouraged to apply and make further use of the results of the supported research and activities, with the approval of W-BRIDGE, for the sake of the evolution of environmental activities. Such follow-up efforts can include applications through the actions of one or more third parties, provided that they do not conflict with the activities or business of Waseda University and Bridgestone Corporation.

8. Other Conditions

Results of research and activities are to be published on a website of Waseda University. Representatives of recipients may be invited to present their results at events arranged by W-BRIDGE.

In the event that a recipient wishes to make use of or announce the results of research or activities, prior approval must be obtained from W-BRIDGE.

9. Selection Process and Subsequent Procedures

9.1 Selection of Recipients

Selection of grant recipient will be done by the W-BRIDGE Screening Committee. The Committee will be made up of specialists in environmental subjects.

9.2 Announcement of Grant Awards

It is planned to inform all applicants of the selection results in writing by the end of June 2010. Grant awards will be announced at the website to be created by W-BRIDGE.

9.3 Application Evaluation Standards

The evaluation of proposals and selection shall be made using standards and criteria as determined by W-BRIDGE.

10. Method of Applying

Interested parties at the invited institutions outside of Japan must contact the W-BRIDGE office for confirmation of their status and acceptability of the proposed project. Inquiries should be sent to w-bridge@list.waseda.jp by May 20, 2010 and must include the full name of the institution, its street and mailing addresses, contact person(s) name(s) and telephone number(s), and e-mail address(es). Upon consultation, W-BRIDGE will provide the qualified applicant with the list of necessary items that are required for application.

10.1 Deadline

No application received after June 1, 2010 (Tuesday, 6 p.m. Japan standard time) will be accepted.

10.2 Application Form (applicable to only those applying in Japanese language)

A standard application form is to be used and should be requested from W-BRIDGE at the e-mail address given above. Requests for applications should be accompanied by the full name of the institution, its street and mailing addresses, contact person(s) name(s) and telephone number(s), and e-mail address(es). Evidence of prior approval of the draft proposal must be included in the case of applications from overseas.

11. Contact for Inquiries

W-BRIDGE Office
c/o Waseda University Environment Research Institute
TEL: 81-3-5292-3526 (from overseas)
FAX: 81-3-5292-3527 (from overseas)
Email: w-bridge@list.waseda.jp
URL: <http://www.w-bridge.jp/>

12. Personal Information and Its Protection

12-1. Privacy Policy

W-BRIDGE pledges to keep all personal information obtained from applicants and grant recipients confidential and will not use such information for any purpose not related to the project and utilization of its results. With the exception of instances when the party concerned gives W-BRIDGE permission, or when so required by law, personal information will not be divulged to a third party. In the event that W-BRIDGE is requested by an applicant or grant recipient to refrain from disclosure of personal information, change information in hand or disclosed, cease to use, the request will be honored provided that the identify of the party making the request is confirmed. For further information, contact the W-BRIDGE office.

12-2. Use of Personal Information

All or part of the personal information received from applicants or grant recipients may be used for the following purposes.

- Screening, selection, and making of grants
- Announcement of public lectures, symposia, seminars or other events sponsored by W-BRDIGE
- Other administrative activities related to the project

List of Invited Universities outside Japan

As of April 20, 2010

Country	Institution
Afghanistan	Kabul University
Argentina	Universidad del Salvador
Australia	Macquarie University
Australia	Monash University
Australia	The Australian National University
Australia	The University of Adelaide
Australia	The University of Melbourne
Australia	The University of New South Wales
Australia	The University of Queensland
Australia	The University of Sydney
Australia	The University of Western Australia
Australia	University of South Australia
Austria	The University of Salzburg
Austria	University of Vienna
Bahrain	University of Bahrain
Bangladesh	University of Dhaka
Belarus	Belarusian State University
Belgium	Catholic University of Leuven
Belgium	Free University of Brussels
Botswana	University of Botswana
Brazil	Rio de Janeiro State University
Brazil	The University of Brasilia
Brazil	The University of Campinas
Brazil	The University of Sao Paulo
Brunei	University of Brunei Darussalam
Bulgaria	Sofia University 'St. Kliment Ohridski'
Cambodia	Royal University of Agriculture
Cambodia	Royal University of Phnom Penh
Canada	McGill University
Canada	Queen's University
Canada	The University of British Columbia
Canada	The University of Calgary
Canada	York University
Chile	Catholic University of Chile
Chile	The University of Chile
China	Beijing Film Academy
China	Beijing Foreign Studies University

Country	Institution
China	Beijing International Studies University
China	Beijing Language and Culture University
China	Beijing Normal University
China	Changchun Taxation College
China	Chinese Academy of Sciences
China	Chinese Academy of Social Sciences
China	Chonnam National University, Institute for Law and Public Administration
China	Dalian University of Foreign Languages
China	Dalian University of Technology
China	East China Normal University
China	Fudan University
China	Harbin Institute of Technology
China	Hong Kong University of Science and Technology
China	Inner Mongolia University
China	Jilin University
China	Liaoning University
China	Nanjing Sport Institute
China	Nanjing University
China	Nankai University
China	National School of Administration
China	Peking University
China	Renmin University of China
China	Shandong University
China	Shanghai Academy of Social Sciences
China	Shanghai Jiao tong University
China	Shanghai Normal University
China	Shanghai Sanda Institute
China	Shanghai University
China	Shantou University
China	Sichuan University
China	Southwest University of Political Science and Law
China	Sun Yat-sen University
China	The Chinese University of Hong Kong
China	The Office of Chinese Language Council International
China	The Research Institute of Tropical Forestry, The Chinese Academy of Forestry
China	Tongji University
China	Tsinghua University
China	University of Hong Kong
China	University of Science and Technology of China
China	Wuhan University

Country	Institution
China	Xi'an Jiaotong University
China	Zhejiang University
Costa Rica	The University for Peace
Costa Rica	The University of Costa Rica
Cuba	University of Havana
Czech Republic	Charles University in Prague
Denmark	Copenhagen Business School
Denmark	The University of Copenhagen
Egypt	Cairo University
El Salvador	Central American University "Jose Simeon Canas"
El Salvador	Dr. Jose Matias Delgado University
Estonia	Tallinn University
Estonia	University of Tartu
Fiji	The University of the South Pacific
Finland	Helsinki University of Technology
Finland	University of Helsinki
France	Ecole de Management de Lyon (E.M. Lyon)
France	Ecole Normale Supérieure de Cachan
France	Ecole Normale Supérieure
France	INALCO, National Institute of Eastern Languages and Civilizations
France	Institut d'Etudes Politiques de Lille
France	La Fondation Nationale des Science Politiques (FNSP) and l'Institut d'Etudes Politiques de Paris (IEP)
France	Institut d'Etudes Politiques de Grenoble
France	Institut d'Etudes Politiques de Rennes
France	Université de Rennes I
France	Université de Rennes II – Haute-Bretagne
France	Université Lumière-Lyon 2
France	Université Marc Bloch (Strasbourg II)
France	Université Paris-Sorbonne (ParisIV)
France	University of Paris I (Pantheon Sorbonne)
France	University of Paris IX (Paris Dauphine)
France	University of Paris
Germany	DAAD (German Academic Exchange Service)
Germany	Free University of Berlin
Germany	Humboldt University of Berlin
Germany	Ludwig-Maximilians-University of Munich
Germany	Martin Luther University Halle-Wittenberg
Germany	The University of Tübingen
Germany	Trier University

Country	Institution
Germany	University of Augsburg
Germany	University of Bonn
Germany	University of Erfurt
Germany	University of Freiburg
Germany	University of Gottingen
Germany	University of Heidelberg
Germany	University of Karlsruhe
Germany	University of Leipzig
Greece	The University of Athens
Hungary	Budapest University of Technology and Economics
Hungary	Central European University
Hungary	Corvinus University of Budapest
Hungary	Eotvos Lorand University
Iceland	The University of Iceland
India	Birla Institute of Technology & Science, Pilani
India	Indian Institute of Technology Delhi
India	Jawaharlal Nehru University
Indonesia	Center for International Forestry Research
Indonesia	Institute Pertanian Bogor
Indonesia	Universitas Indonesia
Indonesia	Universitas Udayana
Ireland	University College Dublin
Israel	Hebrew University of Jerusalem
Israel	Tel-Aviv University
Israel	University of Haifa
Italy	The Polytechnic Institute of Milan
Italy	Scuola Superiore di Studi Universitari e di Perfezionamento Sant'Anna
Italy	The University of Ferrara
Italy	The University of Florence
Italy	The University of Pisa
Italy	Universita' Cattolica del Sacro Cuore
Italy	Universita Commerciale Luigi Bocconi
Italy	Universita' per Stranieri di Siena
Italy	University of Bari
Italy	University of Bologna
Italy	University of Cagliari
Italy	University of Cassino
Italy	University of Milan
Italy	University of Naples "L'Orientale"
Italy	University of Naples 'Federico II

Country	Institution
Italy	University of Padua
Italy	University of Palermo
Italy	University of Rome "La Sapienza"
Italy	University of Venice
Italy	Venice International University
Jordan	University of Jordan
Korea	Chonbuk National University
Korea	Chonnam National University
Korea	Chosun University
Korea	Daegu University
Korea	Dong-A University
Korea	Dong-eui University
Korea	Ewha Womans University
Korea	Hankuk University of Foreign Studies
Korea	Hanyang University
Korea	Inha University
Korea	Kangwon National University
Korea	Korea Advanced Institute of Science and Technology (KAIST)
Korea	Korea University
Korea	Korean Academy of Film Arts
Korea	Kyung Hee University
Korea	Pusan National University
Korea	Seoul National University
Korea	Sookmyung Women's University
Korea	Sungkyunkwan University
Korea	Yonsei University
Latvia	University of Latvia
Lithuania	Vilnius University
Lithuania	Vytautas Magnus University
Malaysia	Universiti Malaysia Sarawak (UNIMAS)
Malaysia	University of Malaya
Mexico	El Colegio de Mexico
Mexico	Monterrey Institute of Technology and Higher Education
Mexico	The Universidad Iberoamericana
Mexico	Universidad Autonoma de Guadalajara
Micronesia	College of Micronesia – FSM
Mongolia	The National University of Mongolia
Netherlands	Leiden University
Netherlands	The University of Amsterdam
New Zealand	AUT University AUT

Country	Institution
New Zealand	The University of Auckland
New Zealand	University of Canterbury
Norway	Norwegian University of Science and Technology
Norway	The University of Bergen
Norway	The University of Oslo
Norway	University of Tromso
Oman	Sultan Qaboos University
Palau	Palau Community College
Papua New Guinea	The University of Papua New Guinea
Peru	Pontificia Universidad Catolica del Peru
Peru	Universidad ESAN
Peru	Universidad Nacional Mayor de San Marcos
Philippines	Ateneo de Manila University
Philippines	De La Salle University
Philippines	Mapua Institute of Technology
Philippines	University of the Philippines
Portugal	The University of Coimbra
Portugal	University of Lisbon
Qatar	University of Qatar
Romania	University of Bucharest
Russia	Far Eastern National University
Russia	Moscow State Engineering Physics Institute (Technical University)
Russia	Moscow State University
Russia	St. Petersburg State University
Samoa	The National University of Samoa
Saudi Arabia	King Fahd University of Petroleum & Minerals
Serbia	The University of Belgrade
Singapore	Nanyang Technological University
Singapore	National University of Singapore
Singapore	Singapore Management University
Slovakia	Comenius University in Bratislava
Slovakia	Matej Bel University in Banska Bystrica
South Africa	University of Cape Town
Spain	The University of Barcelona
Spain	The University of Santiago de Compostela
Spain	University Complutense of Madrid
Spain	University of Granada
Spain	University of Salamanca
Spain	University of Valencia
Sweden	Goteborg University

Country	Institution
Sweden	Lund University
Sweden	Royal Institute of Technology (KTH)
Sweden	Uppsala University
Sweden	Vaxjo University
Switzerland	The University of Basel
Switzerland	The University of Geneva
Switzerland	The University of Lausanne
Switzerland	University of Zurich
Syria	University of Damascus
Taiwan	Chinese Culture University
Taiwan	Chung Yuan Christian University
Taiwan	Industrial Technology Research Institute
Taiwan	National Chengchi University
Taiwan	National Chiao Tung University
Taiwan	National Sun Yat-Sen University
Taiwan	National Taiwan Normal University
Taiwan	National Taiwan University
Taiwan	Tamkang University
Taiwan	Tunghai University
Tanzania	University of Dar es Salaam
Thailand	Chiang Mai University
Thailand	Chulalongkorn University
Thailand	Kasetsart University, Faculty of Forestry
Thailand	Prince of Songkla University, Faculty of Environmental Management
Thailand	Thammasat University
Turkey	Bogazici University
UAE	United Arab Emirates University
UAE	Zayed University
Uganda	Makerere University
United Kingdom	Gonville and Caius College, Cambridge
United Kingdom	Hertford College, Oxford
United Kingdom	Newcastle University
United Kingdom	Pembroke College, Cambridge
United Kingdom	The University of Birmingham
United Kingdom	The University of Edinburgh
United Kingdom	The University of Kent
United Kingdom	The University of Manchester, the Faculty of Humanities
United Kingdom	The University of Nottingham
United Kingdom	The University of Sheffield
United Kingdom	The University of Warwick

Country	Institution
United Kingdom	The University of York
United Kingdom	University College London
United Kingdom	University of East Anglia
United Kingdom	University of London, Royal Holloway
United Kingdom	University of London, School of Oriental and African Studies (SOAS)
United Kingdom	University of Stirling
United Kingdom	Wolfson College
United States	Albion College (Michigan)
United States	American University
United States	Antioch College (Ohio)
United States	Arizona State University
United States	Beloit College (Wisconsin)
United States	Boston College
United States	Carleton College (Minnesota)
United States	Carnegie Mellon University
United States	Coe College (Iowa)
United States	Colorado College (Colorado)
United States	Columbia University
United States	Cornell College (Iowa)
United States	Denison University (Ohio)
United States	DePauw University (Indiana)
United States	Duke University
United States	Earlham College (Indiana)
United States	Furman University
United States	Georgetown University
United States	Grinnell College (Iowa)
United States	Harvard Medical School, Department of Psychiatry
United States	Hope College (Michigan)
United States	Illinois Institute of Technology
United States	Kalamazoo College (Michigan)
United States	Kenyon College (Ohio)
United States	Knox College (Illinois)
United States	Lafayette College
United States	Lake Forest College (Illinois)
United States	Lawrence University (Wisconsin)
United States	Lewis and Clark College
United States	Macalester College (Minnesota)
United States	Michigan State University
United States	Monmouth College (Illinois)
United States	Oberlin College (Ohio)

Country	Institution
United States	Ohio State University
United States	Ohio Wesleyan University (Ohio)
United States	Pitzer University
United States	Ripon College (Wisconsin)
United States	St. Olaf College (Minnesota)
United States	Stony Brook University, State University of New York
United States	Syracuse University
United States	The College of Wooster (Ohio)
United States	The George Washington University
United States	The Monterey Institute of International Studies
United States	The University of Arizona
United States	The University of California, Berkeley
United States	The University of Colorado at Boulder
United States	The University of Maryland at College Park
United States	The University of North Carolina at Chapel Hill
United States	The University of Pittsburgh
United States	The University of Southern California
United States	The University of Washington
United States	University at Albany, State University of New York
United States	University of Chicago
United States	University of Georgia
United States	University of Hawai'i System
United States	University of Nevada, Las Vegas
United States	University of Utah
United States	Wabash College (Indiana)
United States	Yale University
Uruguay	Universidad Catolica del Uruguay
Uzbekistan	National University of Uzbekistan named after Mirzo Ulugbek
Uzbekistan	Samarkand State University
Uzbekistan	Tashkent State University of Economics
Uzbekistan	The University of World Economy and Diplomacy
Viet Nam	Vietnam National University, Hanoi
Viet Nam	Vietnam National University, Ho Chi Minh City

349 institutions in 76 countries and regions