



JRI news release

June 11, 2001

The Japan Research Institute, Limited

**Announcing the Establishment of the "Smart Learning Forum "
— Promoting the Use of e-Learning in Corporate Training
Programs —**

On June 19, The Japan Research Institute, Limited ("JRI"; Headquarters: 16 Ichiban-cho, Chiyoda-ku, Tokyo; President: Masahiko Koido) will formally establish the "Smart Learning Forum", involving companies from a range of industries, whose purpose will be to study the use of e-learning in corporate training programs.

The 12 companies whose participation in the Forum has been decided to date include Idemitsu Petrochemical, MNET, Toppan Printing, Nagase & Co., Nichirei, JRI, PA, and Mizuno (in Japanese *kana* syllabary order), and the organizers plan to continue recruiting from a wider range of industries, aiming to secure the participation of around 50 companies.

1. Background to the Establishment of the Forum

The human resources environment in Japan today is undergoing radical change, including the collapse of traditional employment systems such as lifetime

employment and the mandatory retirement, increasing fluidity of the personnel market, and restructuring of pension systems.

In conjunction with these changes, the issues surrounding personnel development programs include

- (i) coping with the diversification of requirements with regard to employee training and with the need for cost savings,
- (ii) creating human resource development systems and including welfare systems for recruiting and retaining, and
- (iii) supporting middle-aged and older workers for their smoother transition to independence on retirement.

2. Purpose and Activities of the Forum

As a means of resolving these issues, the Forum will propose the utilization of e-learning to support all aspects of personnel development including career development and lifetime learning in preparation for retirement. The Forum's activities will center

- (i) the supply of information, via the Web and seminars, on solutions adopted other by companies overseas and in Japan, etc., and the exchange of information between members,
- (ii) the research and analysis of the needs of employees with respect to training programs, and of careers and life plans, and
- (iii) the monitor use of e-learning products and the proposal of e-learning services reflecting needs to producers.

3. Commemorative Seminar on the Establishment of the Forum

To mark the establishment of the Forum, on June 19, a Commemorative Seminar will be held, in conjunction with a first meeting and a presentation, under the title "Smart Learning in the Company Environment: the Possibilities Offered by e-Learning". (Participation is free of charge.)

Real-life examples of solutions adopted by companies in the United States and a vision for the use of e-learning in Japanese companies will be debated. (See attached sheets.)

JRI plans to establish a consortium of companies supplying education-related information, and in future, this consortium and the Smart Learning Forum will coordinate their efforts in the centralization of actual contents and the realization of e-learning services for corporate users.

For more information on the content of this press release, please contact

Kyoko Shibata, Producer E-Mail: shibatak@ird.jri.co.jp

or Yuichi Kagawa, Producer E-Mail: kagawa@ird.jri.co.jp

at the Center for the Strategy of Emergence,

The Japan Research Institute, Limited

Tel: 03-3288-4696 Fax: 03-3288-4689