

1 February 2017

**Discover the latest social simulation research at
The 17th MAS competition**
- Organized with a hands-on workshop by The University of Tokyo -

Kozo Keikaku Engineering Inc. (“KKE”- Head Office: Nakano-ku, Tokyo, President: Shota Hattori) announced the 17th MAS (Multi Agent Simulation) Competition to be held on March 17 and 18, 2017, in order to promote the utilization of social simulation and encourage its use in class.

KKE has been focusing on the efficiency of social simulation since 1990 as a means to solve complex issues that lie in our society, such as mitigating disaster damage or reducing road congestion. It has been especially promoting the utilization of MAS.

artisoc is a multi-agent simulator developed by KKE and is the most utilized MAS tool in Japan, with users from more than 500 university and research institution labs. The simulator enables users to create social phenomenon on a computer and easily verify various scenarios by changing parameters. It promotes discussion between individuals with different values and point of views, and supports their decision-making process. The modeling and discussion processes will improve the users’ ability to solve issues that have no absolute answers.

The MAS competition, which will be held for the 17th time, serves as an opportunity for *artisoc* users to share their research and findings made using the simulator, by means of a competition, poster sessions and demonstrations.



Images of the 16th MAS competition held in 2016

This year, there will be a hands-on workshop led by Professor Kiyoshi IZUMI of The University of Tokyo, who uses *artisoc* for his class lectures. Participants will be able to experience how simulation can be applied to educational field by actually building a social simulation model through discussions with other participants. Details for the 17th MAS competition are below.

■ About the 17th MAS competition

Date: Competition: 9:30am - 6pm Friday, 17 March 2017

Workshop: 1pm - 5pm Saturday, 18 March 2017

Venue: KKE Head Office, New Annex (A short walk from Shinnakano Station)

Fees: Free (Pre-registration required via <http://mas.kke.co.jp/modules/tinyd3/>)

■ For More Information

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【Reference】

■ Multi-Agent Simulation (MAS)

Multi-Agent Simulation (MAS) is an analytical approach to understanding human behavior or social/economic phenomena that occur, based on interactions between individual agents (people, companies or nations) who behave according to their own rules. The approach has been utilized in various industries as an efficient way to comprehend today's rapidly changing society.

■ About *artisoc*

KKE joined the business network of Santa Fe Institute (USA) in 1996, and has continued its research on complex system since then. Today it provides *artisoc*, an in-house developed MAS, and consulting service using the simulator, in accordance with extending the utilization of simulation technology.

The concept of *artisoc* is to enable users, even those who have no experience with simulation, to build simulation models easily. The simulator has a graphical UI for creating models, and users can simulate various social phenomenon.



To name but a few of its use:

- Policy evaluation and institutional design for the future (i.e. deregulation of the Japanese electricity market, employment policy or emissions trading)
- Environmental assessment for disaster risk reduction, evacuation and transportation (i.e. tsunami/flood evacuation, transportation of relief aid or traffic and pathways of shoppers/vehicles)

More case studies can be found on the MAS community website. (<http://mas.kke.co.jp/>)

■ About KKE (<http://www.kke.co.jp>)

KKE pursues its Thought "Innovating for a Wise Future", a future vision and direction to be sought together with society. As a *Professional Design & Engineering Firm* that acts as a bridge between the academic and business worlds, KKE strives to solve various issues and challenges that society faces, utilizing its engineering expertise acquired through knowledge exchanges in diverse fields. KKE will thus contribute to creating a wiser and better society.

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