
A Seed of an Idea that WOWs!

Announcement of “Seeds for the Future”, a major interactive project where ideas for the future are created together with the Sumitomo Group



The Sumitomo Pavilion is excited to announce “Seeds for the Future”, an open and innovative collaboration project that will be a part of Expo 2025 Osaka, Kansai. This is an interactive collaboration on an online platform where anyone can create “ideas for the future=seeds for the future” by combining the over 700 cutting edge technologies and initiatives of the Sumitomo Group in its database. Furthermore, a special website (from herein, special site) will also be launched where people can share their ideas with people around the world. The aim is to solve common challenges for mankind and create a brighter future.

What is “Seeds for the Future” Interactive Project?

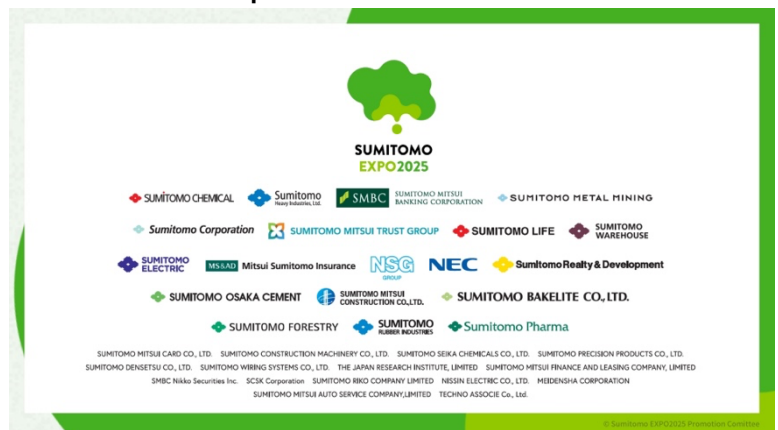


Ideas born from Sumitomo Group technologies and initiatives = Seeds for the Future

“Seeds for the Future” is the name for ideas inspired by “the Sumitomo Group’s countless technologies and initiatives” and designed to solve common challenges for mankind and creating a brighter future. The vision is for these “Seeds for the Future” to spread across the world, germinate someday, and continue to grow.

A database containing approximately 700 cutting-edge technologies and initiatives by the Sumitomo Group

The Sumitomo Group, based on its corporate philosophy passed down from past generations, has created countless technologies and initiatives instilled with passion. This project has integrated and created a database of the more than 700 cutting-edge technologies and initiatives owned by the Sumitomo Group.



<Reference> Image of “Seeds for the Future”

Image of “Seeds for the Future” inspired by “bottlium® by Sumitomo Corporation” and “Conformer® by Sumitomo Chemical”, both technologies used in the Pavilion attendant uniforms.

(Image left: Sumitomo Group technology/Right: Generated idea for the future=Seeds for the Future)

消費者参加型の高品質ペレット “bottlium®”

*bottlium®—a high-quality pellet created through consumer participation



bottlium®(ボトリウム)は全国で独自に回収されたペットボトルから生まれる最高品質の特殊長繊維ペレットです。地球環境を守りたいと願う人々により持ち込まれて高品質を実現し、更にCO₂を70%削減。洗浄時の薬剤も不使用。

bottlium® is a high-quality, long-fiber pellet made from independently collected PET bottles, contributing to environmental protection by reducing CO₂ emissions by 70% without using chemicals in its cleaning process.

 住友商事

遊びながら地球を守る冒険 ペットボトル冒険クラブ

Adventure to Protect Earth While Playing
Plastic Bottle Adventure Club

bottlium®技術でペットボトル回収を通じたプログラムを実施し、子どもたちの環境意識を高めます。

Using bottlium® technology, this program involves children in collecting plastic bottles, fostering environmental awareness and connecting their actions directly to improving the environment.



※PETボトルは、生ゴミにて処理しないでください。
※PET bottles are not to be disposed of as general waste.



Seeds for The Future

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温調樹脂 (コンフォーマ®・ヒートレージ®)

temperature control resin (Comformer™/Heatorage™)

温調樹脂の効果イメージ

・環境温度変化に対して温度上昇/低下を抑制



環境温度変化: 昼夜・夏冬・屋内外等

樹脂温度変化: 昼夜・夏冬・屋内外等

樹脂からの入熱を遮断し室内温度を抑制
→ 空調稼働率は減少が上がりやすい

樹脂が周囲の環境変化により膨張・収縮
→ 空調稼働率は減少が下がりやすい

世界初*の固体ポリマー型の温度調節材料で、昼夜・夏冬・屋内外などの環境温度変化に対して、温度の上昇や低下を抑制することができます。

* 2024年5月21日時点で商業販売されているオレフィン系樹脂として。

Comformer™/Heatorage™ is the world's first* solid polymer-based temperature control material. Comformer™/Heatorage™ is a resin that can prevent the rise and fall of its temperature in response to changes in environmental temperature, such as day and night, summer and winter, and indoors and outdoors.

*The first commercially available olefin resin as of May 21, 2024.

 住友化学

季節を超える快適さ エコファッション革命

Comfort Beyond Seasons
Eco-Fashion Revolution

自動的に温度調節するエコ素材の服で、エアコンの使用を減らし、環境保護に貢献します。

Clothes made of eco-friendly materials that automatically adjust the temperature reduce the use of air conditioners and contribute to environmental protection.



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※PET bottles are not to be disposed of as general waste.



Seeds for The Future

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Exhibition area showcasing
“Sumitomo Group technologies and initiatives” and “Seeds for the Future”



Inside the Sumitomo Pavilion, the cutting-edge technologies and initiatives created by Sumitomo Group companies will be introduced and be on display. Additionally, over 700 “Seeds for the Future” inspired by them will also be showcased during the event term.



Whoever from anywhere. A collaborative platform capable of creating infinite ideas



The core of this project is an online collaborative platform that uses generative AI to come up with infinite ideas. The special site, open throughout the Expo term, will allow anyone from around the world to create their own “Seeds for the Future.” The created ideas will be introduced on the special site together with the Sumitomo Group technology/initiative that inspired them. Furthermore, after the Pavilion closes, the ideas will be archived on the Sumitomo Group website as a “legacy initiative”, sharing them as universal ideas for people around the world.

Anyone can make “Seeds for the Future” instantly



To make a Seed for the Future, simply access the special site and choose the keywords that catch your interest. You can create a Seed for the Future in an instant. Various ideas that enrich the future regardless of place and age will be born here and shared across the world.

Introduce “Seeds for the Future” and other cutting-edge technology and initiatives by the Sumitomo Group



In addition to creating Seeds for the Future, the special site also houses the approximately 700 cutting-edge technology and initiatives of the Sumitomo Group that have been turned into a database. These items are complimented with stories of the developers’ passion and will be shared with users around the world.

Proprietary system built on the idea collaboration platform “ideaflow”



“ideaflow” is a collaborative platform that generates masses of business ideas by applying generative AI technology to disclosed patent information. Together with its developer, Chizaizukan Inc., an original system based on ideaflow and allows for the creation of “Seeds for the Future” was developed.

URL : <https://business.idea-flow.ai/>

【Collaboration】



The Sumitomo Pavilion is engaging in “collaborations” with various creators, artists, and corporations from Japan and abroad in the development of its uniforms, exhibition contents, and official merchandise.

“Seeds for the Future” has built an original system based on “ideaflow”, offered by Chizaizukan Inc., and developed together with Chizaikan’s group company Konel. Furthermore, 1→10 Inc., the creators of the “JUNKAN-Where ideas meet-“ platform which gathered more than 16,000 social challenges and ideas from around the globe (Joint project between Expo 2020 Dubai Japan Pavilion/Expo 2025 Osaka, Kansai), was responsible for the planning/experiential design. They, together with the Sumitomo Pavilion are developing this collaboration platform and special site.

< Profile >

■Konel Inc.

An experimental creative studio based in Japan, fusing art and technology to shape “Good Singularity”. A diverse group of creators from around the world comes together to lead experimental projects that bring the future into the present. We merge art and technology, leveraging open innovation to explore new possibilities. In a world where no single company, university, or government agency can tackle every challenge alone, we foster collaboration—bridging disciplines, expertise, and creativity to turn bold ideas into reality.

URL : <https://konel.jp/>

Konel

■Chizaizukan Inc.

Innovation company dedicated to discovering “amazing intellectual property” that will evolve the world and forging collaborations. Rooted in “Chizaizukan”, a media that matches advanced technology with businesses, the company also offers “ideaflow”, an AI service that mass produces new business ideas.

URL : <https://chizaizukan.com/>

URL : <https://business.idea-flow.ai/>

知財図鑑

■1→10, Inc.

With the theme of solving social issues through cutting-edge technology, the company has developed numerous projects in Japan and around the world that make use of AI technology, projection mapping, XR, and other technologies.

URL : <https://www.1-10.com/>

1→10[®]

【Provision of Assets】

◆Today’s assets related to the “Sumitomo Pavilion” are available for download from the following URL.

<https://bit.ly/4hP0zsl>



※Please make sure to credit © Sumitomo EXPO2025 Promotion Committee when using photos.