

R&D Center for Lifestyle Innovation

Since April 1st, 2022

Exploring lifestyle for health and well-being for the future

In recent years, countries around the world have been experiencing a number of social structural changes, such as declining populations, aging societies with fewer children, social inequality, and globalization. Lifestyle changes are required for various reasons including environmental and energy issues, emerging and re-emerging infectious diseases, increasing health consciousness, and value changes.

The Sustainable Development Goals were adopted by the United Nations. For example, Goal 3: "Good Health and Well-being" includes measures against lifestyle-related diseases and proper alcohol consumption. Thus, while more lifestyle transformation is required, a sense of balance between health and well-being is also required in the context of diverse values.

This center will promote basic research on physical and mental health, including physical endurance and brain fatigue, as well as research on health disorders, quality of life, and drinking patterns.

Based on the results of these studies, we will support the development of products and services that constitute healthy and happy lifestyles and create a new culture in the community.

Through these efforts, we aim to create better lifestyles based on scientific evidence. In addition to the interdisciplinary and international nature that is characteristic of the University of Tsukuba, where researchers from inside and outside the university gather from various fields, we will build a system of collaboration and cooperation among multiple companies that conduct joint research to create new value. We will regularly communicate the results of these efforts to society so that as many people as possible will become aware of them.



Yoshimoto Hisashi, Ph.D
*Director, R&D Center
for Lifestyle Innovation*

Mission of the Center

Creating better lifestyles for the future

