1**Purpose of Establishment**

Hiroshima University aims to become a university that will shine brightly and stay relevant for centuries to come. We have fulfilled our mission as a national university under the founding spirit of "one free and peaceful university."  
 As a result, we have accumulated a variety of knowledge related to human resource development, research and development, and the creation of new industries, such as the Project to Strengthen and Promote Research Universities, the establishment of the Arizona State University Campus for the first time at a national university, and the Town & Gown Initiative to aim for the first decarbonized campus of a national university.  
 The role of us is to widely return the results created from these diverse academic fields to the local community as a public good of society, guided by the five principles of the University's philosophy (spirit of aspiring for peace, creation of new knowledge, education that cultivates rich humanity, coexistence with local and international communities, and constant self-transformation) are clearly stated as "coexistence with local communities."  
 To that end, we have established the "Hiroshima Love It Consortium," a next-generation industry-academia-government-fund collaboration support consortium that integrates various knowledge held by local universities on human resource development, research and development, and the creation of new industries, centering on Hiroshima University. This consortium will make full use of digital transformation (DX) to quickly and effectively solve issues for companies and other organizations by matching the following corporate needs with university research results, and to develop human resources and promote personnel exchanges in cooperation with companies and local governments.  
 We would like to provide a wide range of university know-how, including small and medium-sized enterprises in the region who have not been actively involved in industry-academia collaboration with universities until now.  
   
(1) Solving issues faced by companies by matching corporate needs using DX with university research results, etc.  
(2) Promotion of human resource development and personnel exchange through collaboration with companies, educational and research institutions, local governments, etc.  
(3) Creation and support of university-launched ventures  
(4) Dissemination of information on industry-academia-government-fund collaboration  
(5) Other activities necessary to achieve the objectives of the Consortium  
   
 In addition, Hiroshima Prefecture's new vision, "Peace of Mind, Pride, and Challenge: Hiroshima Vision," clearly states that Hiroshima Prefecture aims to be a front-runner in a "society of appropriate dispersal and gathering" that enables people to live and work in a highly satisfactory manner and with a degree of freedom and satisfaction that is not bound by time or place, by making maximum use of Hiroshima Prefecture's strengths of "a city that is not too dense" and "a hilly and mountainous area rich in beauty and nature." In close cooperation with Hiroshima Prefecture, we aim to contribute to the revitalization of the local economy by creating new business models and added value centered on the Hiroshima region.  
 We sincerely hope that all our members will actively utilize Hiroshima University and other local universities through the Hiroshima Love It Consortium and play an active role in revitalizing the Hiroshima region and Japan as a whole.