

April 20, 2026

**Dentsu Group and University of Tokyo Announce
Applications Open for Second Term of INOU CREATIVE School
to Nurture Uniquely Talented Creatives
- With “Food” as Theme, Program Seeks to Tackle Issues Facing Global
Society Through Industry-Academia Collaboration -**

Dentsu (Brand: dentsu; Headquarters: Dentsu Group Inc.; Location: Minato-ku, Tokyo; President & Global CEO: Takeshi Sano) announced that Dentsu Inc. (President & CEO: Chisato Matsumoto; Head Office: Tokyo), the core company for the Group’s Japanese businesses, together with the University of Tokyo (Campus: Bunkyo-ku, Tokyo; President: Teruo Fujii; hereafter: UTokyo), announced that, from April 1, 2026, they began recruiting students for the second term of INOU CREATIVE School*¹ in academic year 2026. This program is aimed at developing “uniquely talented creatives” through the co-creation of new ideas that can serve as model cases for solving social issues and their implementation in society. For further details see Dentsu Inc’s press release*².



INOUE CREATIVE School Official Website <https://inou-creative.com/>

The theme for academic year 2026 is “Changing the World with Food Innovation from Japan.” Participating students will experience firsthand the real-world settings of the diverse challenges surrounding “food”—something that is vital for humanity—encompassing everything from production to processing, consumption and waste recycling. Through these hands-on experiences, students will work on creating ideas that contribute to solving food-related challenges not only in Japan but around the world. They will put into practice a full series of processes, from identification of issues through to conceptualization and social implementation. As was the case with the first term, ideas co-created in the second term will be developed into projects, driving real-world implementation through industry-academia collaboration.

Striving towards “the sustainable development of our clients and society,”^{*3} as articulated in the Group’s Purpose, dentsu will continue to work with clients and other stakeholders to solve challenges facing society and fulfill its role to inspire enduring progress that benefits society at large.

*1: “Dentsu Inc. and University of Tokyo Launch INOU CREATIVE School Program to Nurture Uniquely Talented Creatives”

URL: <https://www.dentsu.co.jp/en/news/release/2025/0715-010922.html>

*2: “Applications Open for Second Term of INOU CREATIVE School, a Joint Initiative Through Which Dentsu Inc. and University of Tokyo Aim to Nurture Uniquely Talented Creatives”

URL: <https://www.dentsu.co.jp/en/news/release/2026/0420-011039.html>

*3: For details, please refer to the Purpose page on Dentsu Group Inc.’s website:

URL: <https://www.group.dentsu.com/en/brand/>

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