Conference Announcement: Tokyo Conference 2016
March 7, 2016 13.00-18.30
University of Tokyo, Hongo Campus, School of Law Building

The Creation of an Environment for Consensus Building through " Emotionally Moving Business at Rice Terraces" in Kamikatsu, Tokushima

＜7Approach＞

Toshiaki SAWADA

Kankyo-to-Machizukuri, Ltd.

Tokushima University, Kamikatsu Gakusha(Scholar)
Visiting Professor

1

An Outline of the Fields

Fields（Four Rice Terrace Areas）Cultural Heritage

Kashihara（29people・62%）

Ichiu（36people・72%）

Yaeji（46people・80%）

Tanono（252people・53%）

Basic design
(Toshiaki SAWADA)

Critical state of rice terraces （population・aging rate, Jan. 1 .2016）

Kamikatsu

Town,Tokushima

○834 households・1699 people

○Aging rate 51.4%

（Jan.1 2016 by Kamikatsu Town Office）

Location

Happa(Leaves) Business

Zero Waste Activity

Ya-ho Experience

Forest area 85%、Composition of forests（Artificial forests 83%、Natural forests 17%）

2

Emotionally Moving Business at Rice Terraces

1 To Create Activities

（Emotionally Moving Business at Rice Terraces）

- To make use of the gift of rice terraces and Satoyama landscape
- To create strong impression and business
- To protect rice terraces and Satoyama landscape permanently

Development of conservation oriented business at rice terraces and Satoyama landscape

（Started on May 25, in 2014　25Units join）

Emotionally Moving Business at Rice Terraces

Open farming

Light-up

Cooperation with community and the young

Wedding

Nordic walking

Ownership system

Viewpoints of Resources:

People, Activities, Regional challenges, Land, Community・Areas, Nature・Creatures, Tradition・Culture, Others

3

The Creation of an Environment for Consensus Building

■2 Setting up Organizations

○Organizations leading to Emotionally Moving Business at Rice Terraces
2001-2015　A(2)、B(6)、C(3)　Total 11 groups were organized

A Coordinate・Produce・Research Organizations(2)
【1】Think tank
【6】University satellite Office

⇨ ⇦

B Independent Activity Organizations (6)
【2】Nature experience【3】Effective use of rice terraces【4】Exchange between urban area and rural area
【5】Growing Forest【9】Promote ESD
【10】Nordic Walking

⇨ ⇦

C Network Units (3)
【7】Community NT
【8】Rice Terrace Business NT
【11】Information Sharing NT

○Connecting Activities
○Connecting People
○Connecting People and Activities

※SAWADA :
・established:【1】【2】【4】【5】【9】
・suggested the establishment:【7】【8】【11】
・assisted the establishment:【3】【6】
・leader:【1】【4】【5】

■Schumacher's point　small is beautiful
Various kinds or scale of organizations or structures, are needed for each purpose.

■Kinji Imanishi's (Ecologist) activity
He created organizations in order to achieve the purpose strategically.

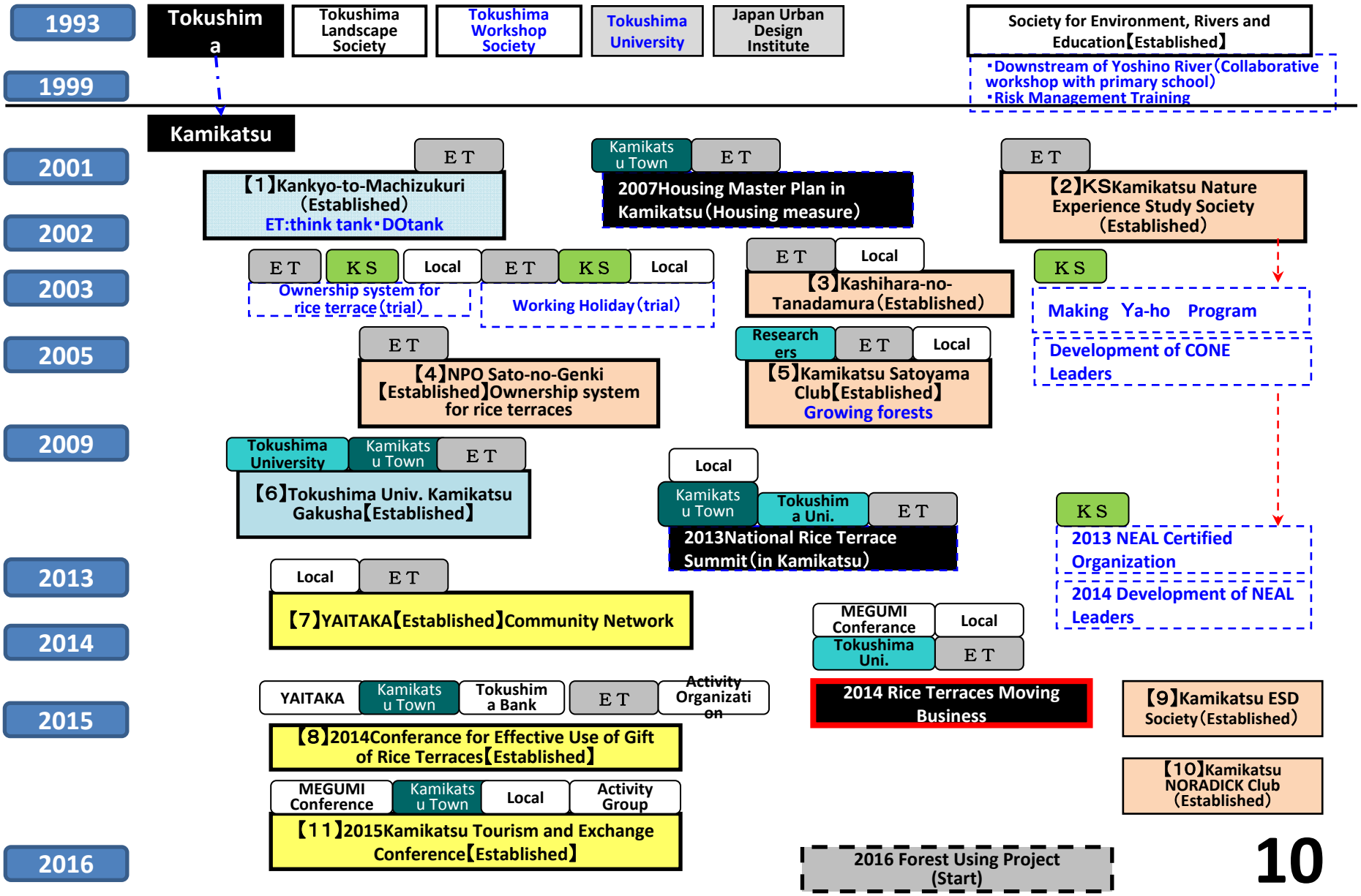
Idea:Organizations exist and change to achieve the purpose (SAWADA)

【Information】The Process of Activities

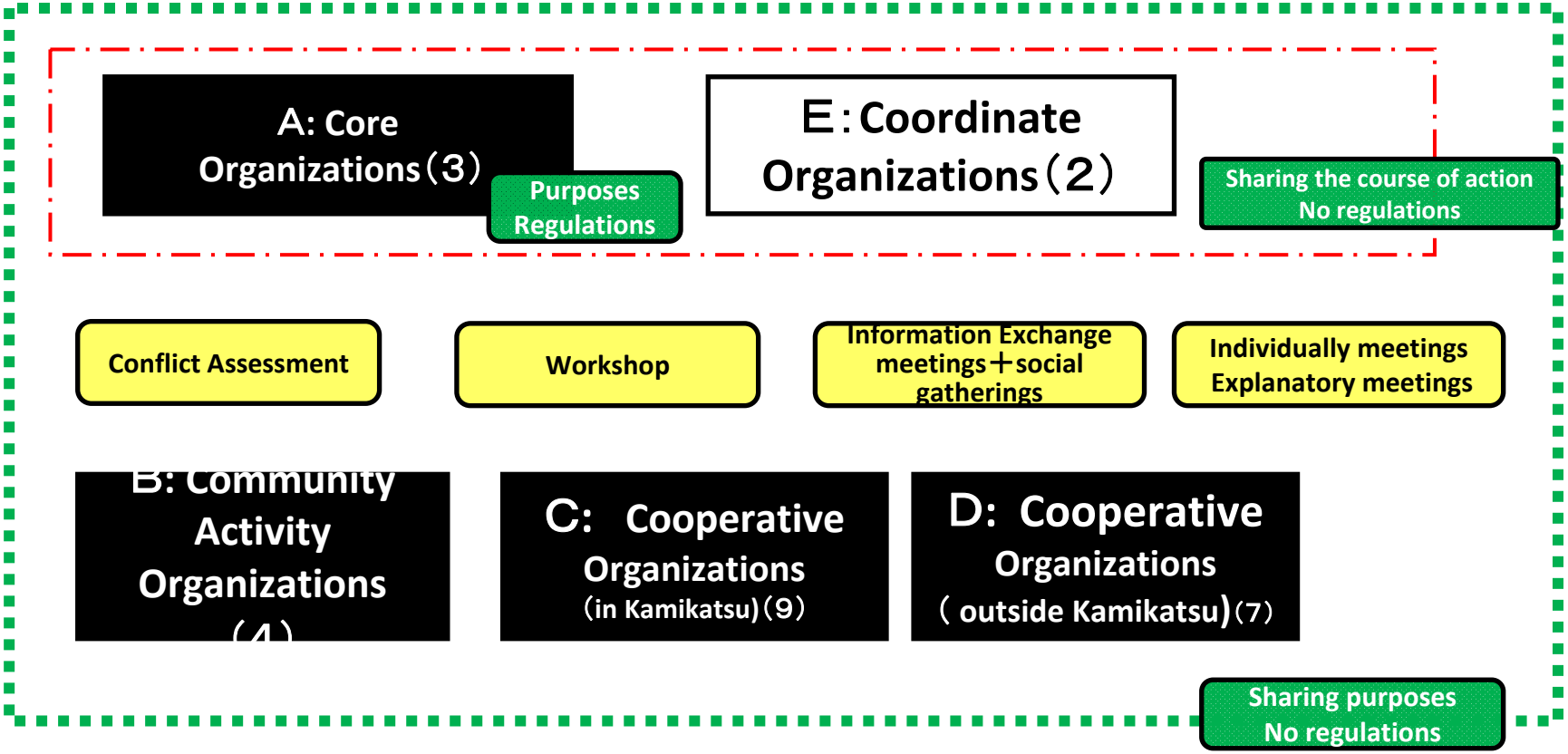
Coordinate・Produce・Research Organizations（2）【1】【6】

Independent Activity Organizations（6）【2】【3】【4】【5】【9】【10】

Network Organizations（3）【7】【8】【11】

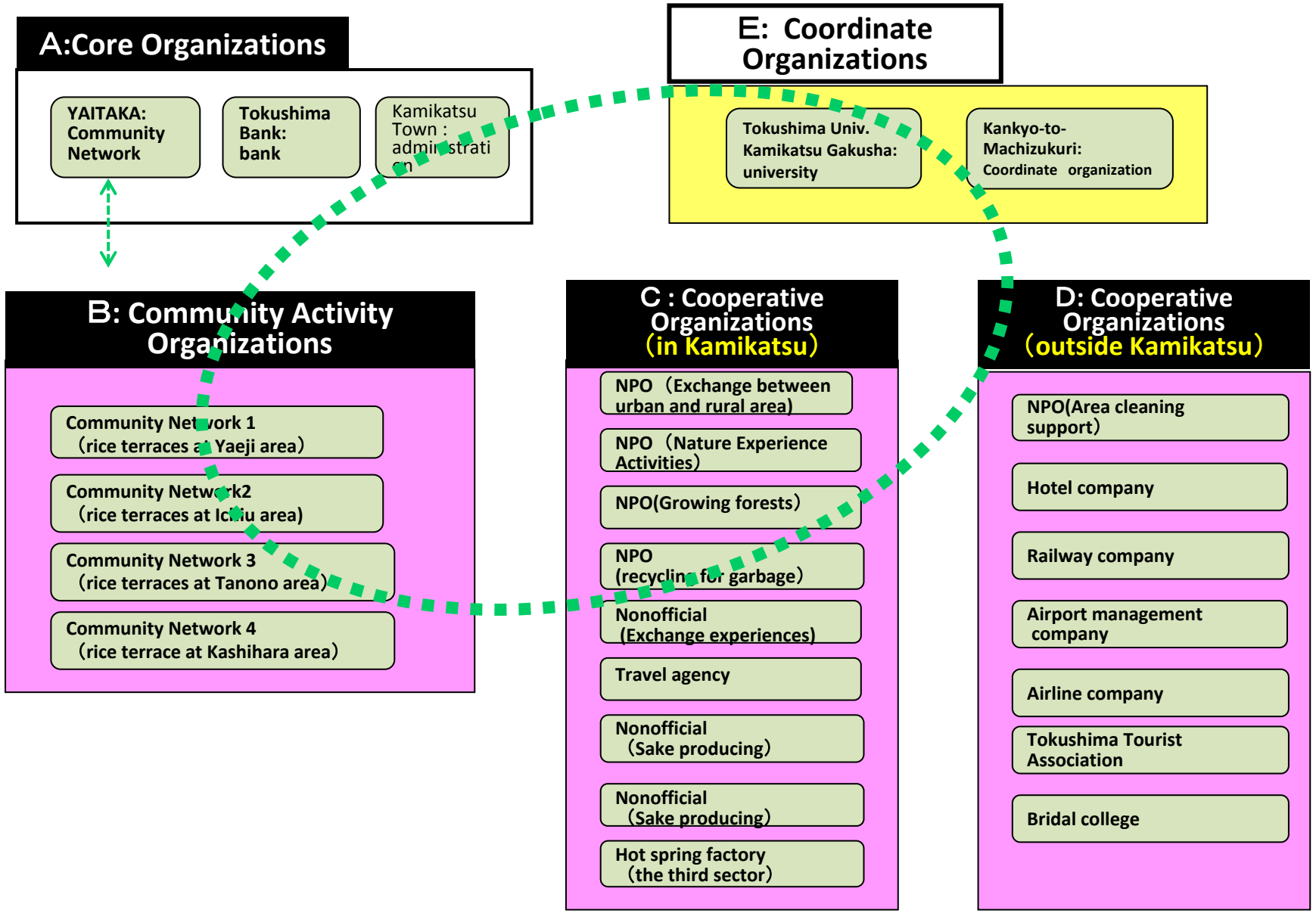


3 Loose Network



A	Purposes ・ Regulations
A＋E	Sharing the course of action・ No regulations
A＋B＋C＋D＋E	Sharing purposes・No regulations（Loose Network）

【Information】Organizations of Emotionally Moving Business at Rice Terraces （25Groups）Oct.20 , 2014



4 To Meet Face to Face

E Coordinate Organizations（2）　Planning・Carrying out

Conflict Assessment

A　Core Organizations（3）
B　Community Activity　Organizations（4）
C　Cooperative Organizations（in Kamikatsu）（9）
D　Cooperative Organizations(outside Kamikatsu)（7）

Workshops

Information exchange meetings ＋Social gatherings

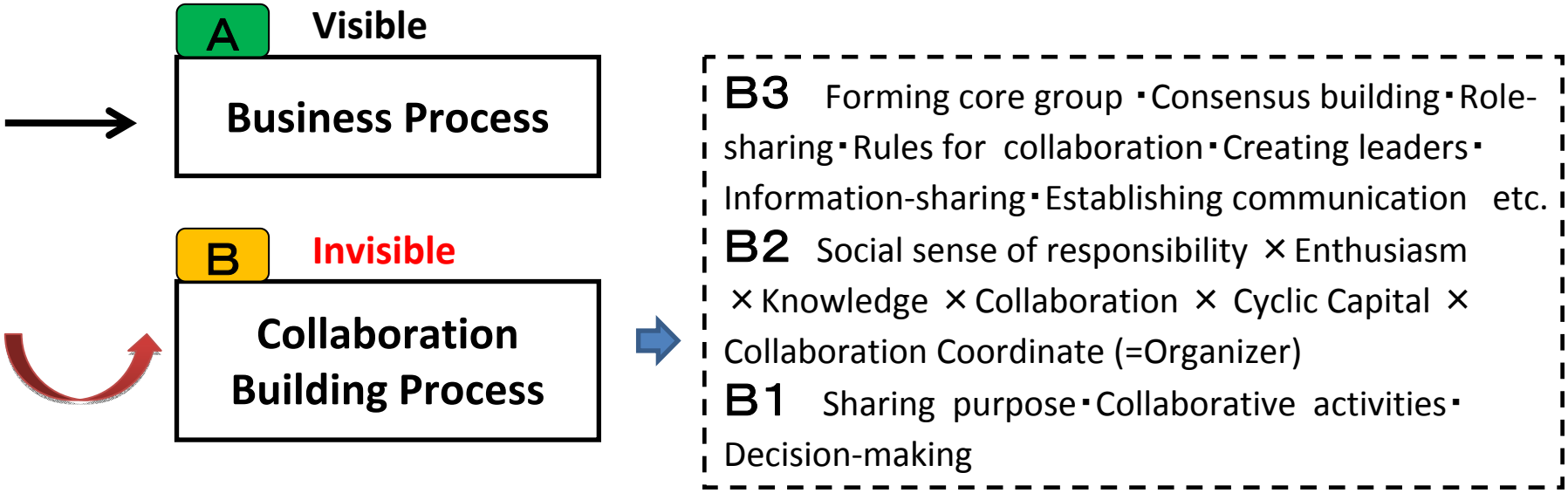
Individual meetings Explanatory meetings

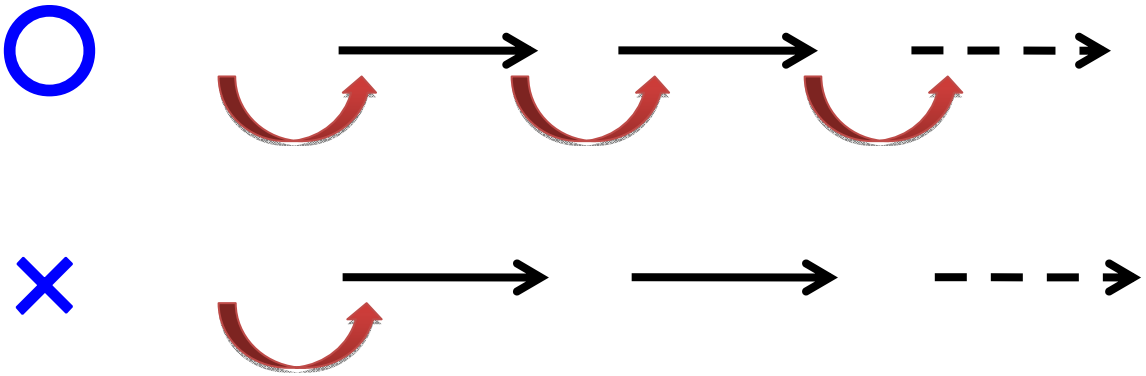
5“Stay with This Finger” Style

Community Activities in Kamikatsu	Emotionally Moving Business at Rice Terraces
Ⅰ： Unanimous Consensus Style	Ⅱ： “Stay with This Finger” Style
・Each community acts separately ・All participants share information ・All participants agree and act ・Specialists don’t participate ・It takes time to agree and act ・It is difficult to realize attractive but minority ideas	・Each community acts in cooperation ・Core members share information ・People who agree have action ・Specialists participate ・Quick consensus ・It is easy to realize attractive but minority ideas

Ⅱ “Stay with This Finger” Style: : People can share and broaden their activities

6 Focus on Invisible Process

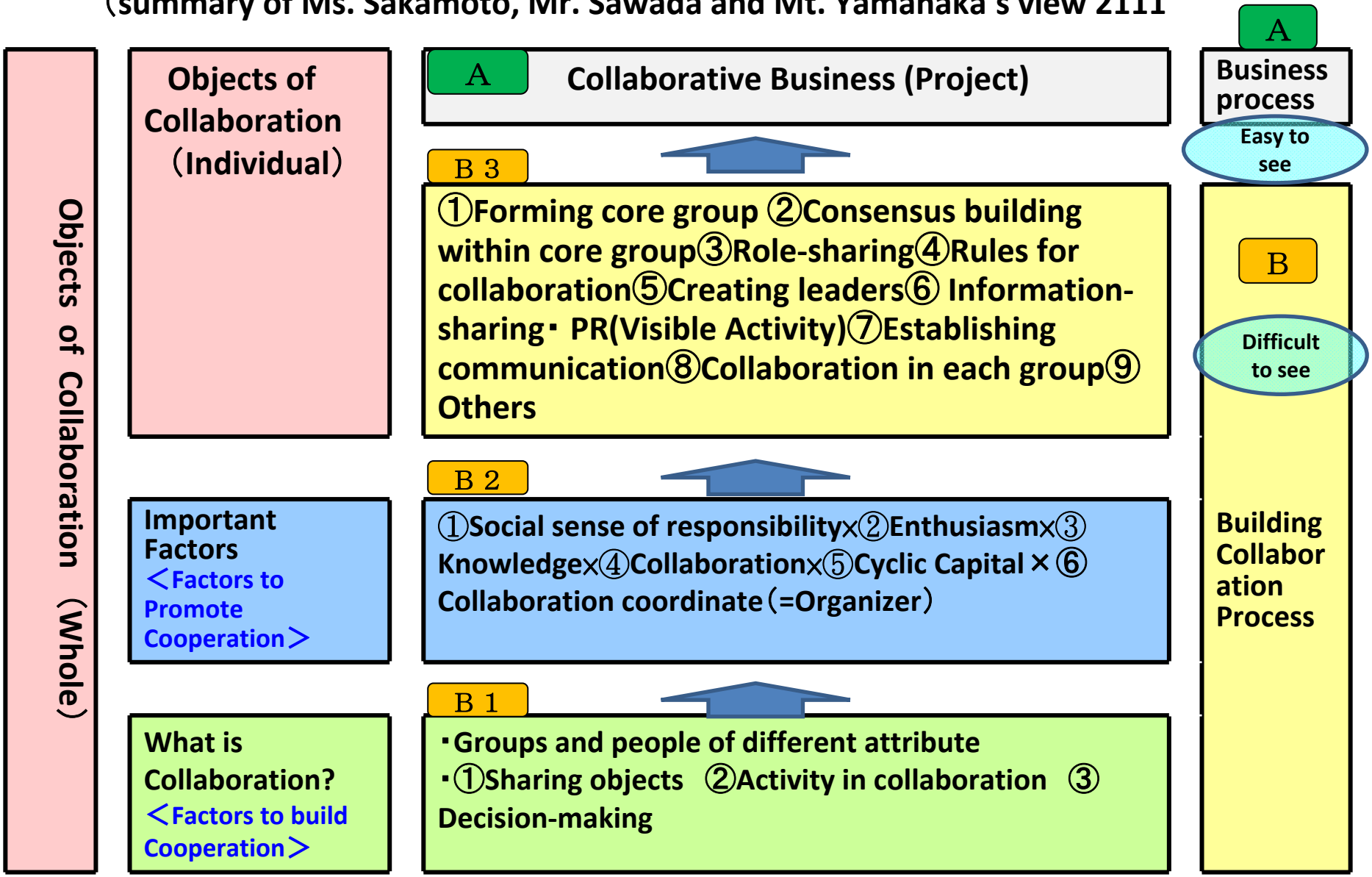




※Mariko SAKAMOTO, Toshiaki SAWADA, Hideo YAMANAKA：A Study of the Frame of Cooperation and Building cooperation through Cooperative Projects , Papers of Research Meeting on Civil Engineering Planning vol44 2011

【Information】Overall Structure of Collaboration

（summary of Ms. Sakamoto, Mr. Sawada and Mt. Yamanaka's view 2111



※Mariko SAKAMOTO, Toshiaki SAWADA, Hideo YAMANAKA：A Study of the Frame of Cooperation and Building cooperation through Cooperative Projects : Papers of Research Meeting on Civil Engineering Planning vol44 2011

○There are two processes

"Business Process" and "Collaboration Process"

○Pursuing only business makes collaboration or organization break down

E・F・Schumacher's point small is beautiful

It is easier to deal with things than persons, because things don't have hearts. Communication is the most important when we treat with persons.

7 The Participation of Specialists

1	2	3
Coordinate・Produce・Research	Network・Cooperation	Roles of collaboration coordinators※

＜7Approach＞

1 To create activities
2 Setting up organizations
3 Loose network
4 To meet face to face
5 “Stay with This Finger” Style
6 Focus on Invisible Process
7 The Participation of Specialists

Setting up network（new one）

Cooperation with other network

To connect resources, people and places

Visible Role
・Increase business
・Holding meetings, symposia, explanatory meetings etc.

Problems
・Not continuous
・Be tied down by business

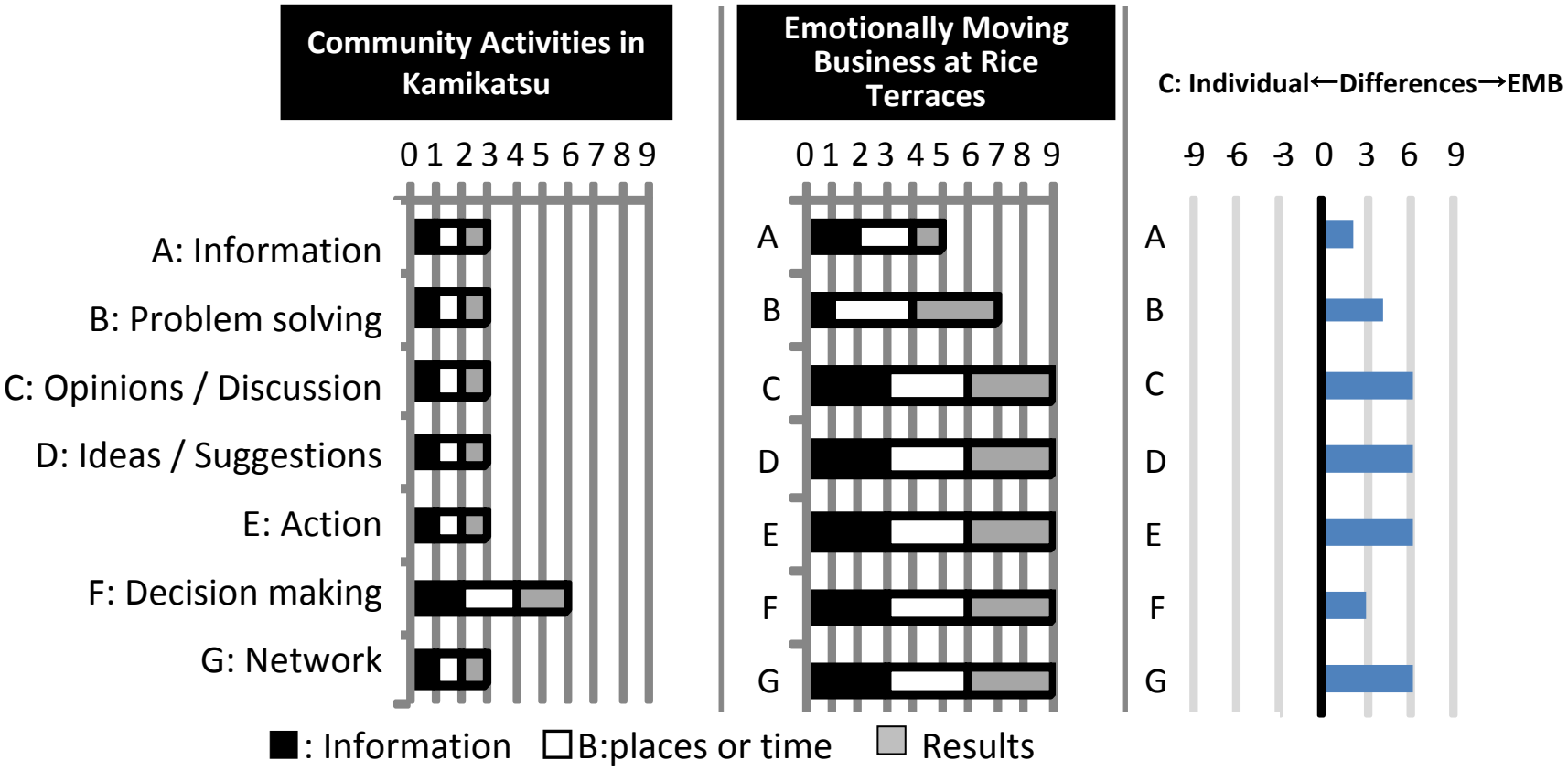
Invisible Role
・Provisions of abilities
・Feeling of sympathy（conversation・collaborative work etc.）
・Transmission of the value
・Push participants to do self-decision

Problems
・Difficult to be recognized
・Personal contact is needed continuously

※ Mariko SAKAMOTO , Hideo YAMANAKA, Toshiaki SAWADA：A STUDY ON ROLLS AND PROBLEMS OF PROFESSIONAL COODINATOR FOR COMMUNITY COLLABORATION IN A RURAL VILLAGE USING THE METHOD OF PROFILES OF PRACTITIONERS , 2016

【Information】 Effectiveness (Survey results : Ichiu area)

Achievement Points in the Activities to Revive Settlements （Extraction） ※



※ Shinya ABE・Mariko SAKAMOTO・Toshiaki SAWADA・Takumi ISONO・Junko SANADA・Hideo YAMANAKA : A Study of Effectiveness of Joint Activities To Revive Settlements through Moving Business by the Gift from Rice Terraces at Kamikatsu Town ,: Papers of Research Meeting on Civil Engineering Planning vol.52 2015

4 Toshiaki SAWADA

Items	Details
Special Fields	Proposition of policies,Consensus building,Landscape Regional Planning,Nature experience activities
Qualifications	Doctor of Engineering Professional Engineer (Urban ＆ Regional Planning) Tokushima Landscape Adviser NEAL(Nature Experience Activity Leader)Chief Instructor Ya-ho Qualification Test Grade 1
Awards	・Planning and operating the workshop of the Komatsushima Harbor：“Waterfront Vitalization and Environment Research Center (WAVE),National Personal Award July, 2002 ・Tokushima City Town Planning Design Award ： Public sector First Prize・Designer（The Shinmachi River・Light landscape promenade design）January, 2002
Patents	・Grand anchor device（Registration Number 2759258 ） ・Grand anchor device（Registration Number 2759262 ）
E-mail	tksswduwhu@quolia.ne.jp