

2. Content of Conference

Case Study Presentation 2: Civic Meetings for Kumamoto Environmental Partnership

“Activities of Civic Meetings for Kumamoto Environmental Partnership

~For a Sustainable Eco-healthy Community~”

Dr. Takashi Miyakita, Director

Civic Meetings for Kumamoto Environmental Partnership

Dr. Takashi Miyakita

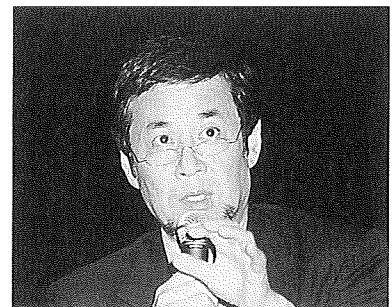
Professor, Graduate School of Social Welfare

Kumamoto Gakuen University

Born in 1952

Background:

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|------|--|
| 2003 | Professor, Department of Social Welfare,
Faculty of Social Welfare, Kumamoto Gakuen
University |
| 1987 | Assistant Professor, Department of Hygiene
Kumamoto University School of Medicine |
| 1984 | Received Ph.D. (Kumamoto University) |
| 1977 | Research Assistant, Department of Hygiene
Kumamoto University School of Medicine |
| 1977 | Received Masters Degree, Graduate School of Engineering
Kyoto University |



Current Activities:

- Vice Chairperson of Kumamoto Environmental Network
- Director of Civic Meetings for Kumamoto Environmental Partnership
- Manager of Civic Meeting for Promoting Healthy Kumamoto 21

As I was introduced, I am Miyakita from the Social Welfare Department of Kumamoto Gakuen University. I would like to go into the content of my presentation.

In April of last year, citizens and NPO, private businesses and the public administration jointly established the Ecology Partnership Kumamoto Citizen Council for the purpose of realization of a sustainable eco-healthy community. In this presentation I would like to explain the background of the establishment of this organization, Eco-Partner Kumamoto, which is said to be the first partnership-based citizen administration collaborative organization established in Kumamoto City. I would like to explain about further development of this organization and address some future challenges.

[How “Eco-Partner Kumamoto” was Established]

I would like to talk about how Eco-Partner Kumamoto was established. Upon drafting the Second Environmental Comprehensive Plan, Kumamoto City decided that the plan should include a local agenda

common to all three parties, namely, citizens, private businesses and the administration. In order to maximize the effectiveness of this plan and to incorporate opinions from citizens and private businesses, Kumamoto City established the Eco-Friendly Community Planning Citizens Council. The Council consisted of 30 members who were citizens and private business employers, which included nine members chosen from the public. Establishment of such a Citizens' Council during the process of drafting the Comprehensive Plan was a first time experiment for Kumamoto City, and both supporting and opposing opinions were mentioned. This was the first joint step by the administration and citizens from a government-dependent society to a people-participation society. The Citizen Council was divided into three groups, namely, recycle, coexistence or symbiosis, and energy. Each group organized workshops and meetings to exchange opinions with related administrative bureaus and then compiled the proposals for the Mayor.

- They repeated four study sessions and six workshops for the purpose of this discussion. (slide 6)
- This one explains about the Second Environmental Comprehensive Plan incorporating peoples' opinions. (slide 7)
- This explains the scene of the workshop. The purposes are set up, and the necessity of the menu setup was mentioned. (slide 8)

Also, they are talking about waste-control and have set up three main themes, that is, garbage output control promotion of resource recycling and also the appropriate disposal of waste. As for the garbage output control they recognize that it is necessary to establish a "green consumers" concept, minimize amounts of packaging materials and also fair burden allocation for waste disposal. Those are the ideal directions to take. As it is shown here, the necessity to set up a menu for collaboration was mentioned, and also the role of the Citizen Council was identified. And after that, for the purpose of establishing the organization, several meetings were held and as a result, partnership-based collaboration was established, this is Eco-Partner Kumamoto.

[Development of Action Plan and Participation in the "Citizens Ecology Conference"]

Now let me talk about the development of an action plan and participation in the Citizens Ecology Conference. During the first year of establishment, the Planning and Operating Committee took the lead to draw up the mid to long-term action plan.

- This is the chart or organization of Eco-Partner Kumamoto. The Organizing Committee is established and holds a meeting once a month. (slide 14)
- This is the scene of the workshop for the purpose of action plan making. (slide 15)
- This one explains that each sub-session comes up with discussion and a conclusion, and it was summarized on a sheet and a presentation was given. (slide 16)
- And this is the overnight "Action Plan" training meeting in Aso. (slide 17)

Along with the "Action Plan" activities, the International Ecology City Conference Kumamoto 2002 was held in October 2002, and the members of Eco-Partner Kumamoto played important roles with great ideas and efforts of the operating committee members. The Citizens Ecology Conference attracted unexpected large numbers of the Global Citizen Partnership participants and turned out to be a great success.

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A keynote speech was delivered by Mr. Kenji Stephan Suzuki who runs the Wind School in Denmark. The breakout sessions were water circulation, waste and recycle, and learning about ecology and planning an ecological community, which were followed by the speeches and guest speakers from Japan. Other countries made their case study presentations, and active exchange of opinions was done at these breakout sessions. In the city's four school districts, guest speakers from overseas were invited to community exchange programs and met with citizens who were not able to attend the conference.

- This is the scene of the first breakout session, and this is the invited guest speaker, Judith. (slide 19)
- This is also an overseas guest, the former Minister of Agriculture of Korea, Mr. Kim. (slide 20)
- This is the scene of the regional exchange meeting held at the Nakashima School Ward. (slide 21)
- This is Mr. Kim, Judith and her husband who are relaxing at their home-stay. (slide 22)

During the process of planning, preparing and organizing this Citizen Ecology Conference, the three parties involved, citizens, private businesses and the administration, shared their live information and discovered new values in continuous dialogues. We realized through the conference that creating such proactive ties between the three parties is an important factor for building a stronger partnership.

[Seeking Partnership and the “Bottle Cap” Issue]

Next I would like to talk about the Seeking Partnership effort and the Bottle Cap story or Bottle Cap issue. In January 2003, while the success of the Citizens Ecology Conference was still fresh in our memories, the so-called “Bottle Cap” story was widely covered by the mass media. On the right (slide 25) is the article from a newspaper dated on the 22nd of January, and it was reported that the glass bottles collected from households in Kumamoto City had their metal caps unremoved, which was against the recycle rule. Such bottles were therefore considered inferior recycle resources and the Japan Containers and Packaging Recycling Association decided not to collect them. If the situation did not improve by the end of the year, approximately 3,000 tons of empty bottles would not be collected and would be left out of the usual recycle route. If the Kumamoto City had to recycle them by itself, an additional 30 million yen in tax money was estimated to become necessary. It was an unexpected and urgent issue. The Planning and Operating Committee of Eco-Partner Kumamoto, upon request from the Planning Supervision Department, took quick action to avoid the worst-case scenario in the situation. The Committee visited the City Recycle Center and held urgent action meetings and made suggestions to the Mayor, organized the Bye-bye Bottle Cap Campaign Parade and tried to seek the partnership most effective for the solution.

- This scene is the countermeasure meeting held at the Kumamoto City Recycle Center. (slide 27)
- This explains about the selection or sorting outline of the Recycle Center. Everything is done manually for sorting out caps from the bottles and also the bottles and cans. (slide 28-31)
- This is after the collection of the brown-colored bottles, and most of the bottles still have the metal caps. The Association set the standard to allow 1 percent of the caps to still be on the bottles. But according to the study in our city 40 percent of the collected bottles still have caps. (slide 32)
- The article on the right explains about the emergency proposal made by our Association and given

to the Mayor and the Deputy Mayor. (slide 33)

- This is the press conference held by Mayor Kohyama, which was held right after this proposal. This picture, under leadership of Mayor Kohyama, is of the Bye-bye Bottle Cap Campaign Parade. The City of Kumamoto and Eco-Partner Kumamoto, as well as consumer groups and private businesses organized this. (slide 34)

Here in Kumamoto City, in order to evade an emergency situation, at the same time we were carrying out the Bye-bye Bottle Cap Campaign, Minamata City, another city in Kyushu, was carrying out the separation of trash by 23 different types, and they were having discussion to actually keep the bottle caps on the bottles. We were greatly shocked to hear this news because Kumamoto City was trying to remove the caps whereas Minamata City was trying to keep the caps on the bottles. Do you know why the difference? This is the difference between recycling and reuse. In Kumamoto City we are trying to recycle, recollect the glass bottles, transfer them into cullet and melt it to produce new bottles, recycling. However, in Minamata City they actually wash the used bottles and reuse them. The mouths of the bottles are most vulnerable to damage, so in order to reuse them they need to keep bottle caps on. This was the idea of Minamata City.

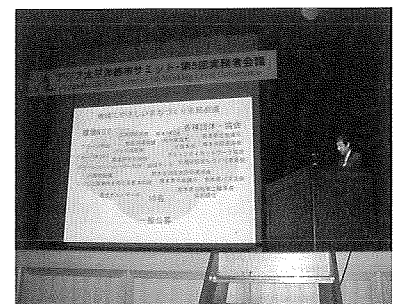
After two months of collaboration work, the ratio of the bottles with the lids on at the Recycling Section was reduced from 40 percent to 10 percent. The emergency situation was evaded, but we had new issues arising. For example, first of all in terms of the issues, the administration must not embrace them internally by themselves but actually share them with the citizens and the private businesses and try to create a venue where continuous discussions are held. Also, we need to create a venue where we drastically review the situation of the general waste collection system. And also the final point, we need to reconfirm the priority of 3-Rs, namely, reduce, reuse, and recycle, and also review the state of the massive recycle society; these three issues. Therefore, this bottle cap issue provided us with many lessons.

After this issue, in September we established Kumamoto Citizens Council for Waste Reduction and Recycling Promotion, and the issues have been discussed on a continual basis. The City Council was composed of representatives from academia, residents associations and related businesses, and three citizens recommended from Eco-Partner Kumamoto as well as six citizens from the general public. So in all 20 members are on this Council, and many positive outcomes are expected as the venue for the formulation of policies relating to waste reduction with the participation of NPOs and businesses.

[A Start of a New Collaboration by Seven Working Groups]

Now I would like to give you an introduction of seven working groups, which provide our beginning to collaboration with the citizens. Currently in Eco-Partner Kumamoto we have seven working groups under discussion and they are now in operation.

First of all, Green Consumer, which tries to publish guidelines that can be utilized in eco-friendly life. Second, Eco Flea Market, where everybody can participate in the market-making and development of green economy. And third, Food and Agriculture Life and Environment Working Group, where they try to provide a venue where local



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consumption and local production is provided and the producers and the consumers can meet with one another. The fourth is an Automobile-Bus and Train Oriented Community where public transportation is utilized. The fifth is the Water and Greenery Working Group where we try to learn from the wisdom accumulated by our predecessors to keep the water clean. The sixth point is the Environmental Lessons where we try to nurture people who can implement sustainable lifestyles. And the seventh one is the Public Relations, which aims to disseminate the principles and the activities of Eco-Partner Kumamoto and also tries to call on citizens to participate in the actual activities. So anybody, any of the members can participate in the seven working groups, and any member can actually launch a new working group within the organization. And this year, in 2003, we received subsidy worth of 1.5 million yen from the City of Kumamoto.

[Co-Hosting the Environmental Fair]

Now I would like to give you an introduction of the Environmental Fair. Kumamoto City has been holding the Environmental Fair on an annual basis, with a budget of 4.6 million yen. Of that, one million yen has been provided to Eco-Partner Kumamoto under consignment. So this was the first consignment project for Eco-Partner Kumamoto. This Environmental Fair was trying to promote the citizens enlightenment into our environmental issues. So we tried to provide the principles and keywords of Eco-Partner not only through the display but also show them through activities and actions. Also, we tried to provide a space where people can learn about environmental issues with stories, disseminate the existence of Eco-Partner Kumamoto, and entice many memberships. We planned quiz rallies, deposits, an eco-money experience and a flea market. Under the banner of partnership we have gained this consignment project, but we try to become not only the subcontractors for the administration, but we also try to become a positive actor. Next year we will try to be involved in the decision-making in the early phases of the method and the framework of the Environmental Fair, and we need to have citizens' participation. (slide 43~45)

- This is the picture of the Environmental Fair; the quiz rallies, children are actually trying to answer, and those children who provide all the correct answers can have 60 ECOPAR. ECOPAR is an original currency with the abbreviation of Eco-Partners. So they receive 60 ECOPAR from the Bank of ECOPAR.
- Here the children receive 60 ECOPAR from Bank of ECOPAR, and for those who have brought their own canteens, they were provided with 50 ECOPAR.
- And this is the Eco-Money, eco-currency that we have prepared. And this is the picture of the flea market where children are enjoying shopping. They can use their eco-money, the currency they received at the quiz rally.
- And at these two shops they can experiment with the deposit system. And if they return the containers for the lunch box they can receive 50 ECOPAR. And in this shop, if they return the wooden skewers, they can also receive 10 ECOPAR.

[Striving for Collaborative Governance]

Finally, I would like to make my final point relating to realization of collaborative governance. Transformation from an administration dependent society to citizens' participation society is needed in today's society. And in order to solve the environmental issues, we shall not rely solely on the environmental conservation administration. Of course, the main body of these policy executions for better community management continues to be the administration. However, the responsibility should not be relied on wholly by the administration and there is no need for such. This has been the rising opinion. And also, on the other hand, there is a rise of new entities who try to pursue their personal interests but they also grasp various issues which lie in their lives and try to grasp various issues. So with responsibility they try to solve the issues in collaboration with administration and local businesses. So the birth of citizens is under way. And common understanding is the common management of a community through collaborative governance. So the rise of these citizens is another important factor. This (slide 49) is the image of Environmental Conservation Administration under the conventional system. Under various sections within the Environmental Conservation Bureau, various peripheral areas are in existence. Here various NPOs and private businesses are in existence and they are linking with the administration. This was the conventional image. This (slide 50) is a new sort of collaborative governance image. The citizens, NGOs, private businesses and administration stand on an equal footing, and in order to solve these issues they collaborate with one another making different working groups. So this governance, as a concept, is where citizens, NPO and private businesses and administration are first of all on equal footing and share different roles depending on their characteristics. So it is a process whereby relations are built amongst these three entities to solve the regional issues. This is the definition of governance. So in order to build this new sort of relation between citizens, NPOs, private businesses, administration, of course there is no specific model. However, there are three points to be mentioned. First of all, we must move away from single action to interaction. Also, we must build relations based on human faith and also try to have the strength to recognize our weaknesses. So these are the three points we must always keep in mind.

In Kumamoto City, for the past one and a half years, three types of partnership organizations have been established. So little by little this collaborative work has been under way among citizens, businesses and the administration. First of all, Ecology Partnership Kumamoto Citizens Council, this is the first one; the Secretariat is Environmental Planning Division. The second point is Healthy Kumamoto 21. It's the regional health promotion movement. The Secretariat is the Health and Welfare Division. And the third organization is Kumamoto Citizens Food and Agriculture Support Group. The Secretariat is the Agriculture and Policy Planning Division of the City. So three organizations are in existence, and these three organizations from the perspective of environment and health and welfare and agriculture are trying to collaborate in community building. So whether they can do that or not really becomes a deciding factor in the realization of sustainable local society.

This concludes my presentation. Thank you.

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Slides

Activities of Civic Meetings for Kumamoto Environmental Partnership

~For a Sustainable Eco-healthy Community~

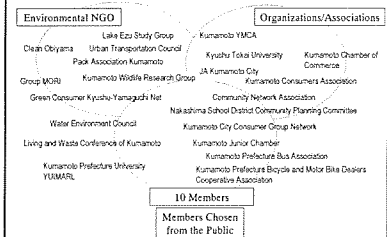
Civic Meetings for Kumamoto Environmental Partnership
Director/Planning and Operating Committee Leader
Takashi Miyakita

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1. How "Eco-Partner Kumamoto" was Established

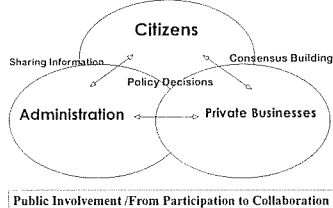
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Eco-Friendly Community Planning Citizens Council



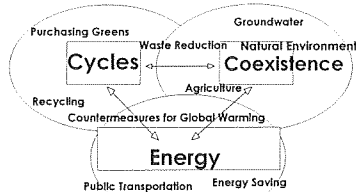
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From a Government Dependent Society to People Participation Society



4

Refining Themes and Organizing Groups



5

Developments of Previous 'Citizen Council' Meetings

First Meeting February 1999	General Overview/Staff Introductions by Members
Second Meeting March 1999	Study Meeting
Third Meeting March 1999	Study Meeting
Fourth Meeting April 1999	Study Meeting/Workshop
Fifth Meeting April 1999	Workshop
Sixth Meeting May 1999	Workshop
Seventh Meeting May 1999	Workshop
Eighth Meeting June 1999	Workshop
Six Meeting May 1999	Workshop
Seventh Meeting May 1999	Workshop
Eighth Meeting June 1999	Workshop
Ninth Meeting June 1999	Exchange Opinions with Related City Administration Dept.
Tenth Meeting August 1999	Workshop

Handed 'Proposal' to Mayor August 23, 1999
Gave Report to the Environmental Committee

6

Kumamoto City's Local Agenda 21



7



8

Proposals for the Second Environmental Comprehensive Plan of Kumamoto City

- Examine "Cycles"
 - Reduce Waste Disposal
 - Promote Recycling of Resources
 - Proper Waste Handling and Disposal
- Examine "Coexistence"
 - Implement and Promote Environmental Learning
 - Preserve and Revive Forests and Green Space
 - Create Systems to Preserve Groundwater
 - Conserve and Utilize Rivers/Lakes
 - Promote Eco-friendly Organic Agriculture
- Examine "Energy"
 - Emphasize Energy Saving
 - Create a Community of Low Energy Consumption
 - Reduce Automobile Use
 - Utilize Bicycle Use
 - Create a Community with Effective Use of Trams/Buses

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Theme 1: Reducing Waste Disposal

-Do not create waste/Reduce waste-

Objective: "Purchase Greens" taking root

Objective: Minimize packaging and wrapping

Example

- Citizens: Carry your own bags/Choose unpackaged products
- Businesses: Charge for plastic bags/Utilize returnable bottle
- Administration: Reconsider installation of vending machines

Objective: All parties share a fair cost of waste treatment

Objective: A well-balanced regional recycling of production and consumption is in place

Objective: The residents associations play active roles in waste management

Objective: Citizens are well educated about a recycle-oriented society

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Proposal 4. Summary

Activity Report of "Eco-Friendly Community Planning Citizens Council" for drafting the Second Kumamoto City Environmental Comprehensive Plan.

1) A Necessity to set up a menu for "Collaborative efforts"
Discussions at the Citizens Council meetings bringing citizens, private businesses and Kumamoto City together at one table created a very important opportunity for "Collaborative Efforts". We would like to continue to utilize this opportunity so that citizens/private businesses/the administration would each give their ideas, and materialize these ideas to specific activities. It is important to establish a set of such menus for the three parties to share the same orientation.

2) Future Roles of the Citizens Council

In order to realize "Recycling-oriented and Co-existence Society", citizens, private businesses, and the administration must form a new type of partnership. We believe that the future role of the Citizens Council is to become a "core" in driving this partnership.

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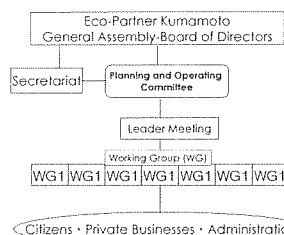
Ecology Partnership Kumamoto Citizens Council (Eco-Partner Kumamoto)

Established April 25, 2002

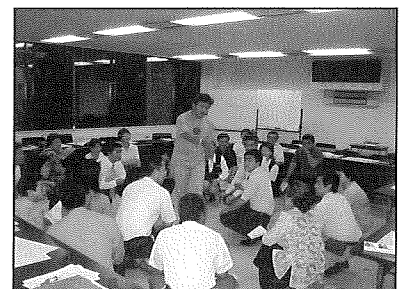
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2. Development of an Action Plan and Participation in the "Citizens Ecology Conference"

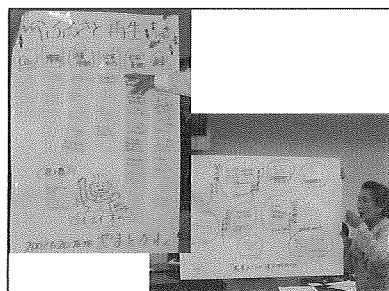
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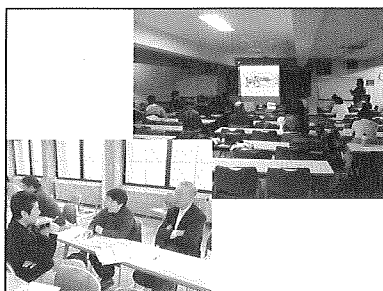
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*The 2002 International Urban Environmental Conference
Citizens Organization Sessions*

Keynote Speaker: Mr. Kenji Stephan Suzuki
President, Wind School

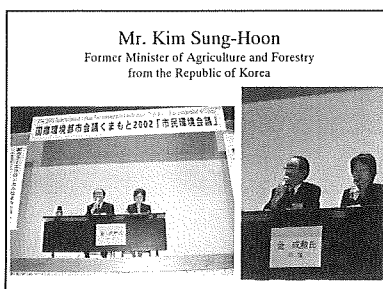
Section Meeting 1: Food and Agriculture; Living and Environment
Section Meeting 2: Water Circulation
Section Meeting 3: Waste and Recycle
Section Meeting 4: Learning Environment
Section Meeting 5: Planning an Ecological Community

Community Exchange Program: Nakashima, Kawachi, Tsukide, Nagamine
School Districts

18



19



20



21

Homestay Program at Nakashima Town



22

A Partnership in Collaboration is:

- Sharing "Live Information"
- Discover new values in continuous dialogues
- Create proactive "Ties" by sharing Objectives and Activities
- A Process of building a new relationship between citizens, private businesses and the administration

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3. Seeking Partnership in the case of the "Bottle Cap" Issue

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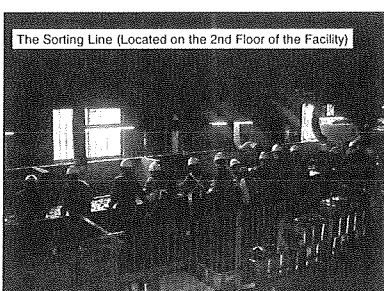
**Meeting at Kumamoto City
Recycle Center**

Status Assessment and Site Inspection

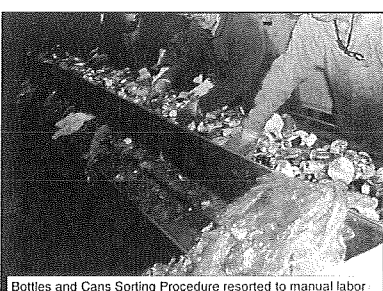
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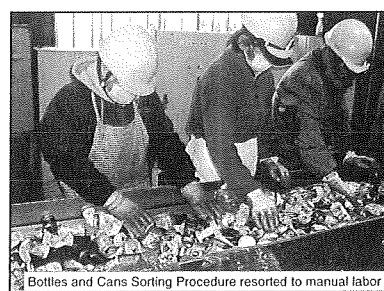
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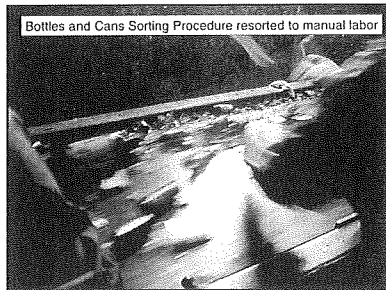


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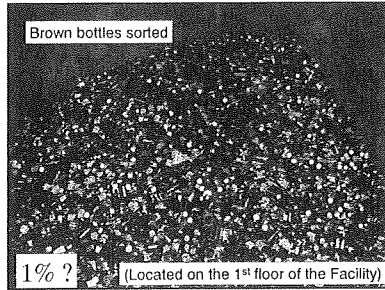


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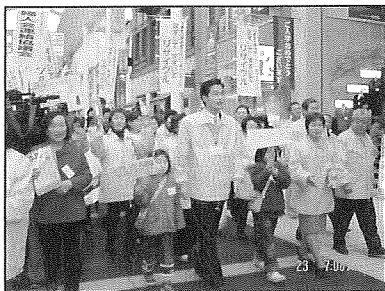
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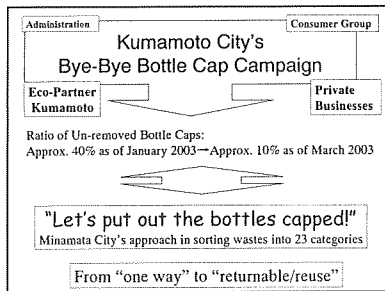
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35

- What the "Bottle Cap Issue" has highlighted
1. Issues in question should not be embraced internally within the administration, but rather be shared with citizens and private businesses, and should be kept open for discussions.
 2. A discussion table should be set up to discuss a drastic reform of the current general waste collecting systems.
 3. Reconfirm the priority of 3Rs (Reduce, Reuse, Recycle) and rethink "Massive Recycle Society".

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Kumamoto Citizens Council for Waste Reduction & Recycle Promotion

Objective:
Reflect opinions of citizens and private businesses into Kumamoto City Waste Reduction and Recycle Promotion Basic Plan

Members:

- * Academic Experts (2 members)
- * Resident Association Representatives and Waste Reduction and Cleaning Promotion Representatives (3 members)
- * Eco-Partner Kumamoto (3 members)
- * Waste related business (6 members)
- * Citizens chosen from the public (6 members)

37

4. A Start of a New Collaboration by 7 Working Groups

38

- Seven Working Groups**
- ① Green Consumer
 - ② Eco Flea Market
 - ③ Food and Agriculture-Living and Environment
 - ④ Bicycle-Bus-Train Oriented Community Planning
 - ⑤ Water and Green
 - ⑥ Learning Ecology
 - ⑦ Public Relations

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5. Co-Hosting the Environmental Fair

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- Objective of the Environmental Fair**
The roles of "Eco-Partner Kumamoto"
- ✓ Not only inform the public of the philosophy and keywords of "Eco-Partner Kumamoto", but also demonstrate our activities, and
 - ✓ Create a space where people can learn about environmental issues while enjoying themselves
 - ✓ Expand the recognition of "Eco-Partner Kumamoto" and also acquire new memberships

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Theme:
Experience! See for yourself!
Ecological Friendly Life through eating, shopping, joining and learning

Quiz Rally

Eco-Money Experience

Deposit Experience

Eco-Flea Market

42



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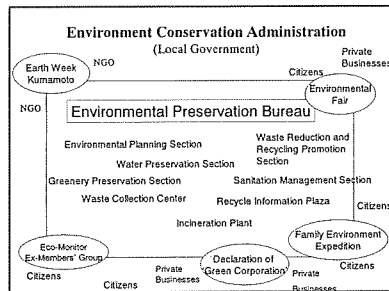
6. Striving for Collaborative Governance

Policy Delivering Body ≠ The Administration

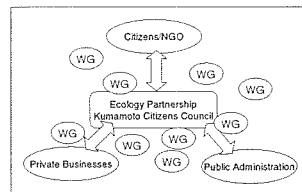
- It is true at this point that the administration should play a key role in delivering various policies
- However, the administration should not and need not to handle all roles of delivering policies
- In fact, citizens/NPO groups and private businesses already play a part in delivering policies

A Shift from "Resident" to "Citizen"

- "Residents" are those who reside in the area
- "Citizens" are people who pursue personal interests, and discover potential issues of the community, and consider such issues as their own issues, and take ownership of such issues, and work in collaboration with the administration and regional businesses in order to solve such issues, and are called "people of the public"



Environmental Governance (Collaborative Partnership)



What is 'Governance'?

Governance is an assembly of various strategies where individuals and organizations, public and private, work together to solve common issues.

☐ A relationship

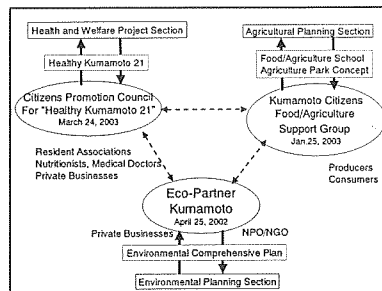
Governance is a continuous cooperative process to balance diverse and conflicting opinions.

☐ A process

By The United Nations Global Governance Committee in 1995

Reconfirm our activities:

- ✓ Move from "Single Action" to "Interaction"
- ✓ Build relationships "Face to Face"
- ✓ Have the "Strength" to admit one's "Weakness"



Risks of the Partnership Philosophy

"We are entering a time of ~~new~~ activities. The administration will step back and support you from behind."

The administration should "not" step back, but should pursue its primary role and responsibility as policy making professionals.

"It is a big mistake to easily seek for a 'Partnership' without taking steps forward from the existing framework."

Development and Enhancement Factors for Collaborative Planning -1

- ① Select a partner most suited for the objective of the activity
- ② Partners should cooperate to find each other's characteristics and weak points of each, and create opportunities for fruitful and open discussions.
- ③ Maximize the opportunity to use resources and energy necessary to all parties

Development and Enhancement Factors for Collaborative Planning -2

- ④ Assure fixed schedules for regular meetings and forums in order to discuss important issues
- ⑤ Secure an interactive mechanism to allow open discussions and unrestrained criticism, in order to meet mutual goals
- ⑥ Have the ability to coordinate and balance conflicting opinions between major partners