



## Group B: Hakuna Matata



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## INTRODUCTION

This report is the output of Group Hakuna Matata, composed of Sok Heng from Cambodia, Kresna from Indonesia, Akari from Myanmar, Roselle from the Philippines, Miew from Thailand, and Hoa from Vietnam. We decided to call our group “Hakuna matata”, which is a Swahili phrase which means “no worries”. This is the mantra that the group tried to adopt for the whole duration of group study. We decided that we will enjoy the process and not worry about how difficult it may be, and not give in to pressure because of short sleeping hours and facing the enormous task of writing the report. The most important thing for us is to have fun while doing it.

Before we came to attend the 51<sup>st</sup> IATSS Forum, we were asked to prepare presentations about our own concepts of sustainable community and sustainable community design. Some of us had no idea about it, and most had relied on Google to give us a picture of what these terminologies are.

Throughout our stay in Japan, the IATSS Forum Program has prepared several steps in order for us to have a clearer understanding of the concept of sustainable community and sustainable community design.

First, we had lectures and workshops where we learned how Japan built its communities after several phases in history like economic growth and urbanization in the 70s, experiencing the bubble in real estate in the 80s, recession in the 90s, and start of regeneration in the 20<sup>th</sup> century. One good thing about Japan’s restructuring is that it “builds back better”. That means, as it tries to rebuild its economy, focus is also being given to the social and environmental aspects, and how the new communities would be sustainable. As such, new urban models like creative cities started to rise. In another lecture, we were also given a lot of examples of sustainable communities not just from Japan but from other countries around the world like Bhutan, Morocco, France, Spain, and Ireland. A common characteristic among these communities is that they use and build on the community’s strength whether it’s a skill, a common belief, a product or commodity, or even artistry, and use this to create a sustainable community. Some general seminar topics such as One Village, One Product were also helpful for us to gain more insights.

Second, we went on field studies to Toba, Nishiyodogawa, and Moku-moku Farm where we had first-hand experience on and directly observed community design, and how they are trying to make it sustainable by balancing the economic activity with environmental preservation, and in the case of Toba, cultural preservation as well.

Based on the knowledge, experience and perspectives we got from the lectures and field studies, we had a group study where we tried to gather our ideas and come up with our own perspectives about sustainable communities and sustainable community design. This paper is an attempt to answer the following key questions:

1. What are sustainable communities?
2. What are the essential factors that make communities sustainable?
3. Is “sustainability” achievable in a “society with high mobility”?
4. How can a “society with high mobility” achieve social and environmental sustainability?

## EXECUTIVE SUMMARY

In the globalization era, main activity is only focused on the economic sector. Since the issue of global warming and poverty is raised up around the world, a need to build sustainable communities become mandatory in order to preserve the environment to be used by the future generation. In this paper, our objectives are to define sustainable community and society with high mobility, to analyze the impact of society with high mobility in the sustainable communities, and to search possibility whether the society with high mobility cans achieve social and environmental sustainability. The methodology that we used is theoretical knowledge through seminar, practical experience through the field study, and finally group discussion to achieve our objectives. The seminar gives a brief explanation Sustainable Community Design for Japan case while the field study offers an experience about how the economy activity can support the cultural and environmental preservation and how to reconstruct sustainable community after suffering industrialization effects as in the Japan case.

Our definition of sustainable community is a *transformational and resilient community that emphasizes economic, environmental, and social well-being of the community members, while taking into consideration the well-being of other communities*. The factors that support sustainable community in the Japan case are: inspiring and effective leadership, efficient management, appropriate technology, socially responsible business, high awareness, quality education, wise use of natural and human resources and continuous community involvement and commitment.

In conjunction with terms of society with high mobility, its definition is a *society with rapid social or economic movement*. Society with high mobility has both positive and negative impacts to a sustainable community. Sustainability is achievable in society with high mobility *when the conditions of human resource, living standard, communication, virtuality, security, culture, equality and transportation is ready*. Meanwhile, sustainability may not be achievable in society with high mobility *when the local cultural and economic system cannot adapt with the new external factor such as inappropriate technology*. In all cases, society with high mobility can achieve social and environmental sustainability when there is a close cooperation among all the stake holders with emphasis on awareness, responsibility and commitment.

## I. THE CONCEPT OF SUSTAINABLE COMMUNITY

### 1. Definition of Sustainable Community

The definition of sustainable community is very broad. It can be seen from different perspectives of various fields, stakeholders and development level of communities. Since our group consists of members from different backgrounds, we use the brain storming method to define sustainable communities as a group definition. The general ideas of sustainable communities are 1) economically sustainable, 2) socially sustainable, and 3) environmentally friendly. Also, a sustainable community is not an isolated entity but well-connected with other communities through exchanges to reach mutual regional goals. In order to build such sustainable communities, we must approach from the long-term benefits perspective to synchronize among economic, social and environment elements. These are the FOUR basic elements that make up sustainable communities as shown in Figure 1.

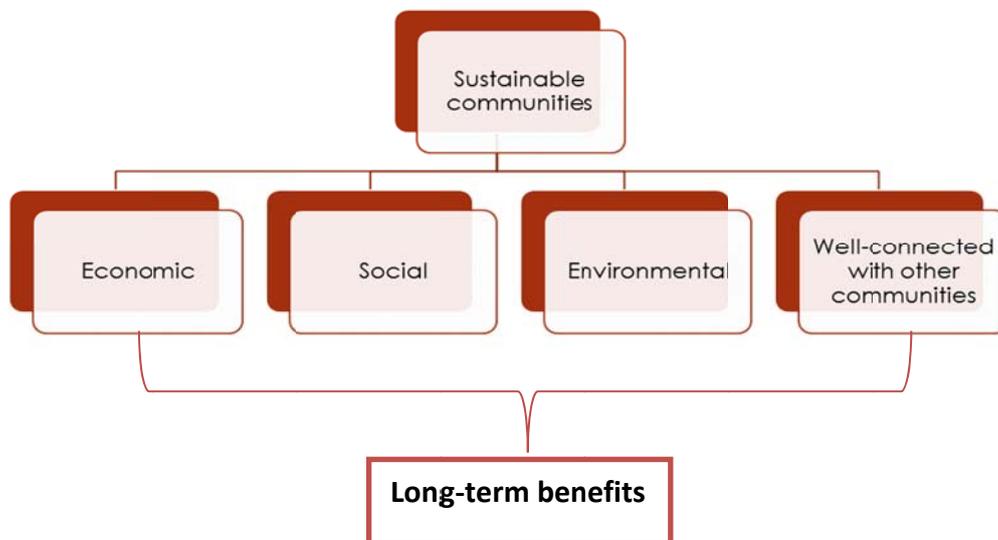


Figure 1. The Elements of Sustainable Communities

Based on this approach, in a broad sense, we define **sustainable community** as a **transformational and resilient community that emphasizes on economic, environmental and social well-being of the community members.**

### 2. The Qualities of Sustainable Communities

From the knowledge and experience gained from the general seminars and field studies, we used brain storming methods to identify the qualities of sustainable communities under each element, which is described in Figure 2.

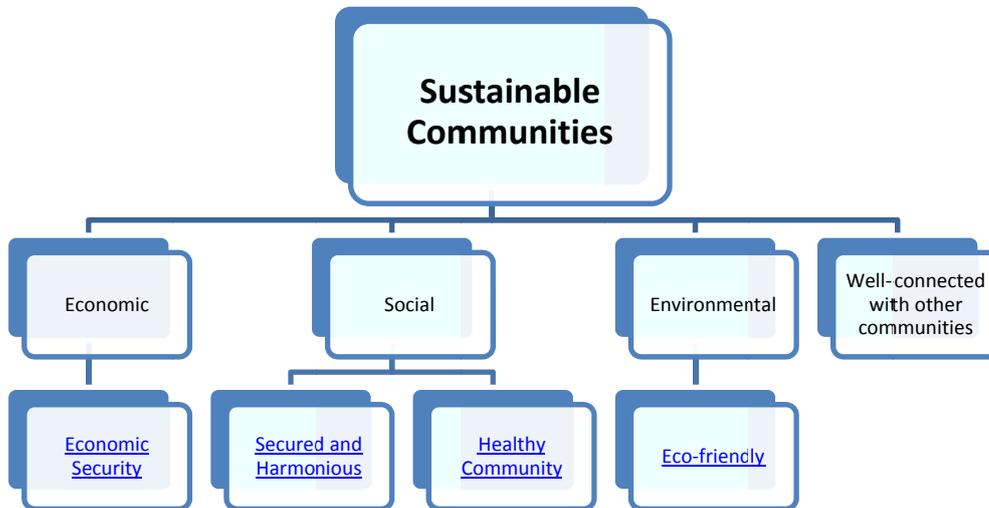


Figure 2. Qualities of Sustainable Communities

**a. Economic**

In order to maintain sustainable communities, the communities must be economically sustainable, with focus on *economic security*.

First and foremost, economic security is part and parcel of sustainable communities. Here, its residents enjoy stable income and resources to satisfy not only their current but also future needs. As long as the population feel financially secured, it is easier to gradually uplift the whole community’s living standard and shift the focus on other things more intangible like spiritual values and inner happiness.

Besides, in sustainable economy, there are equal opportunities for residents to get job training and employment, and can therefore fully develop their potential and use their talents for the community’s benefits. A typical example is Toba island. The Ama divers in Toba island set the rules in terms of the abalone size, and they have to release them back to the ocean if the size doesn’t meet the regulation. In Sugashima island, on the other hand, the children are involved in activities as tour guides which on the one hand educational, but on the other hand actually help contributing to the island’s economy.

Importantly, in sustainable communities, exploitation of resources is minimized and the emphasis is on reinvestment of those local resources and seeking for alternative resources for future generations. We also think that strong and healthy competition as one quality of sustainable economy because without which there would be neither innovation nor development.

**b. Social**

Through the discussion group, we defined social element as the interaction among individuals and groups who live together as members of organized communities with shared laws, traditions and values. From the social perspective, the vital qualities are secured, harmonious and healthy communities which contribute to maintain the sustainability of such communities.

- *Secured and harmonious*: People have to feel secured in a harmonious living environment, with their basic needs for uncontaminated food, clothing, safe shelter, fresh air and water – be satisfied. In such communities, good health care service and social welfare schemes are provided to guarantee the population's physical well-being, as well as education for children, and especially firm legal system to protect human rights. Nishi-yodogawa used to be a polluted city with sizable number of victims with respiratory diseases who faced numerous obstacles in their combat against air pollution, but after a long fight, finally the legal system ensured their rights and claimed their victory. Such legal system adds to the sense of security foundation from which constant growth can be made.

Significantly, in a harmonious community, local assets, traditions and customs are well-respected, appreciated, preserved, and promoted in order to enhance people's sense of belonging to the local community, as the feeling of attachment makes people more committed in their contribution.

- *Healthy communities*: A socially sustainable community also ensures the physical and mental well-being of its residents by balancing the needs of the community with individuals' needs. For instance, at Toba Highschool, consensus is reached among parents, teachers and children before the kid-local-tour-guide program is implemented, to ensure all sides' willingness and contentment and consequently come their commitment and continuity.

### **c. Environment**

One of the constraints which limit sustainable community development is environment, since some natural resources are limited. Resources, however, are essential because we convert them into products for our daily usage. From the environmental perspective, we emphasize the significant role of eco-friendly technology. The reason is to maintain the availability resources for the next generation.

- *Eco-friendly technology*: Today, the environment condition is deteriorated because of excessive exploitation of resources in order to maintain economy growth. The negative effects of industrialization such as air, water, and land pollution, climate change and global warming make the need to preserve the natural condition of environment and its resources much more urgent. Therefore, to minimize the effect of industrialization and to recover the environment, we believe that eco-friendly technology like water treatment, energy management software, renewable energy usage like solar panel and extended the life cycle of product by using recycling center- must be used as much as possible in our daily life. Some examples that we saw during the field study were water treatment facilities in Honda factory, energy management software in Moku-Moku Farm, alternative supporting electricity energy from renewable energy through solar

panel in Suzuka Police Station, Suzuka Recycling Center, Honda Factory, etc. and recycling center in Suzuka that processed waste into semi-finished product such as raw plastic and aluminum bar.

#### **d. Well-connected with Other Communities**

Each community has their own natural resources and special skills to fulfill their needs for daily life activities. There may be a shortage of these natural resources and skills due to being scattered in another place, as life style and environment change. Therefore, in order to make their community always sustainable, they must be well connected with the other communities to trade their natural resources or skills. During the trading, a good communication and fair trade must be built to make the harmonious life between each community. Some examples for being well-connected with other communities can be taken from One Village One Product Seminar, such as in Morocco, where everyone has their own skill in order to survive and trade their skill to get what they need from other people.

## **II. FACTORS FOR SUSTAINABLE COMMUNITY**

Based on our observations from the field trips, we listed some important factors of successful sustainable communities through the mind map tools. These factors are described as follows:

### **1. Inspiring and Effective Leadership**

Leadership is an art to inspire, to motivate, and to help people see a bigger hope and sustainability for all. To keep community sustainable, it requires great leaders who inspire people for a bright future, and to make people feel proud to be part of it. Leader provides a clear direction to people, aligning people together, and building people. Some important skill required to be a leader are ability to define vision in the future, to implement the idea into real, to collaborate with the other people, to nurture the next generation by transferring the knowledge and to learn continuously from the other people and cases.

An example of inspiring and effective leadership during the Sugashima island field trip is Kiku Ezaki. She creates a vision to make the Sugashima Island become unique tourism place where the visitor can do the interaction with natural characteristic of island, local life and culture and local people. By working together with professional guides to develop the concept of Shimakko Guides, she implements into the real where the local school agrees to put eco-tourism as a part of their curriculum. The advantage for the kids are enhancement of their communication and presentation abilities, and increasing their awareness of the island. As a result, the number of visitors increases every year which generate income for the local people such as the fishery industry, and shop souvenirs. Through the concept of Shimakko Guides, Ms. Ezaki was able to create sustainable

community in Sugashima Island where education, environment and economic is balanced.

## **2. Efficient Management**

Management is a tool to coordinate the efforts of people to accomplish goals using available resources such as deployment of human, financial, technological and natural resources, in efficient and effective ways. The stage in management consists of planning, organizing, leading and monitoring. In Japan, some of management approach are used such as 5S and Kaizen, GEMBA, PDCA Cycle + Daily Time Management, and Knowledge Creation Management. In order to keep the community sustainable, efficient management is required by a leader or company to maintain the continuity.

Suzuka City Recycling Center for Noncombustible Waste is one example of the efficient management. The government take part on the design, construction, maintenance and operation of Recycling Center where the investment, management expertise and technology are outsource to the Private Foreign Investor. During the planning or operational stage, people can raise their opinions and request to the Government and Suzuka Government will give feedback to Recycling Center company to improve the public service. The scheme between public to the Recycling Center are the public pay the fees for garbage treatment through the annual tax that they paid to government and the Recycling Center does public service by processing garbage into the useful raw material. This raw material is sold to the other company who will process it later into the end product. The income from citizen tax and revenue by selling raw material can support the economic side of Recycling Center. In the same time, the Recycling Center can preserve the environment by minimizing the waste generated by citizen.

## **3. Socially Responsible Business**

In order to make sustainable community, one factor is to make businesses socially responsible. It means, the goal of business is not only to make profit but also contribute to the community and social development. The relationship between government, communities and business is very important because some part of social development need business which will increase the welfare of society.

A case study during the field trip that can represent the Social Responsible Business is Moku-Moku Farm. This company works on the agricultural-tourism business which promotes the awareness and educates the people to protect natural environment and to preserve the rural culture. When the visitor come to visit Moku-Moku farm, they can experience how to gather milk from cow or plant and harvest mushrooms. Through these kind of activity, it teaches the visitor about ecosystem process which generate the awareness of preserving natural environment. On the other side, the Moku-Moku farm can still generate revenue from the fee that is paid by the visitors who visit and join the tour. The benefit for local communities are they can be a worker in this company or can be a supplier of raw product such as chicken, pig, cow that will be sold in the restaurant and minimarket in Moku-Moku Farm.

## **4. Appropriate technology**

Technology is a useful tool that can make doing things easier and better, thus makes human life easier. It has become an inevitable part of our daily lives. Technology can

also play a big role in attaining sustainable communities. However, it should be something that fits the size, capabilities, and culture of the community, thus we call it as appropriate technology. Appropriate technology is not something that goes against the community's existing culture. It complements, or improves on, what the community already has. In addition, it is a technology that fits the human needs without harming the environment.

Introduction of new technologies should go hand in hand with community empowerment or training for it to be truly sustainable. The community should be empowered to adopt the technology, otherwise if the proponents of the technology leaves, the community will stop using it. An example is the use of wetsuits and fins by the Ama divers. Wetsuits helped the divers keep their body warm especially during the cold season, as such they can continue diving without adverse effects to their body or their health.

## **5. Wise use of natural resources/human resources**

A sustainable community doesn't waste its resources. It maximizes the use of locally-available resources, both natural and human resources, to create opportunities for the residents of the community while at the same time ensuring its sustainability.

An example is the Shimakko guide program in Sugashima Island where grade-school students are asked to identify their favorites spot in their island, and then introduce it to tourists, as such acting as a tour guide. The residents capitalize on the island's natural beauty to create a thriving tourism industry. A unique approach in using human resource is to train the children to be tour guides. It is beneficial for the community because the children start learning about their local assets while they're still young, and this makes the children appreciate their community more. At an early age, they would already know that they need to preserve these assets that they have, because it is a source of livelihood for them. In effect, the natural resources in the community are protected, and their livelihood becomes sustainable.

## **6. High Awareness**

Awareness is human perception and cognitive reaction to face a condition. In a sustainable community which already faced the negative impacts of imbalanced development, the level of awareness is higher than a stable sustainable community. With the high awareness, the sustainable community always try to synchronize between economic, environmental and social value.

A case study of Nishiyodogawa represents the high awareness of all stake holders such as government, private sector, NGO, and individual. Since industrialization developed faster to support economic growth in 1930, the environmental become sacrificed. As a result, a lot of people got asthma and could not do the normal activity. In 1998, the citizen won the pollution lawsuit against the government and big companies who created pollution to the environment. This turning point, make all the stakeholder work together and have the high awareness to recover the social and environmental value.

## **7. Quality Education**

Education is a process to acquire general knowledge, developing the power of reasoning and judgment and preparing oneself or other intellectual for mature life. In a sustainable

community, the people is educated more to emphasize in the social and environment value since the daily activity are more focused on the economic value. The process of education can be done in the formal education such as local content school program in eco-tourism/eco-club, or informal education such as visiting museum/historical building and sharing negative effect of industrial experience organized by NGO.

An example of formal education that put local content about environment in their curriculum are eco-club activity in Nishiyodogawa high school. In this school, the students collect the trash in the surrounding areas of the school once a week. By doing these kind of activity, the sense to preserve the environment is built since the ealier stage. In the future, when they become a decision maker, in their mind, they will consider the environment factor as important issue also.

## **8. Continous Community Involvement and Committment**

In Japan, to build sustainable community, it requires a long process where the all the stakeholder takes participation. A leader who takes initiative can give a clear vision for the future direction to the local people. Through the proper planning and elaborated local people involvement with volunteer spirit, goverment policy in administrative area, private sector in business area and NGO in public sector, the unique identity in each sustainable community in Japan can be continously maintained. By having the unique identity without converting the existing condition, it creates a differentiation with the other community. With this differentiation, it attracts a lot of people to visit this community where the economy activity supports the other factor in social and environment side.

An example of continous community involvement and committment is Osaka's Karahori Club where local community, non-profit organizations (NPO), business corporation and administrative authorities are involved. These parties support the creation of space, human resource, knowledge and industry. The Karahori Club leads the conversion of some historical buildings to creative spaces such as office or shops offering different services. The leader who has this idea and implented it is arhitect Masakazu Rokuhara. The effect of this strategy, the local community can sustain in the economy without need to destroy the old building. The goverment plays an important role to set up the policy to support this idea, and some amount of subsidy is given to the NPO to do the conversion of historical building into the renewed shop. In marketing strategy, artists who support the annual big event help to promote this area to other communities.

## **III. SUSTAINABLE COMMUNITY DESIGN**

*Sustainable Community Design* is the planning of community to improve and sustain it in a long-term period by balancing social, economic and environmental factors. The design will serve the needs of community with saving and promoting environment friendly with good management. In other words, the emphasis of sustainable design is to eliminate negative

environmental impacts completely through skilful and sensitive design. Manifestations of sustainable design require minimized negative impact on the environment, and connect people with the natural environment.

Beyond the elimination of negative environmental impact, sustainable design must create projects that are meaningful innovations that can shift behaviour. A dynamic balance between economy and society is intended to generate long-term relationships between user and object/service, and finally to be respectful and mindful of the environmental and social differences.

Sustainable community design can vary up to three scales. Firstly, the community design relates to design of physical buildings such as schools, hospitals, and housings. Secondly, it relates to the design of physical layout of streets, residences, and workplaces within the community. Thirdly, a sustainable community is designed in such a way that people flexibly access to other places once they need support. This can stick communities together in a region.

A sustainable community design tends to focus on more open green space, along with design to make advantages as much as possible on renewable energy system; such as wind, solar, biogas, biomass and geothermal.

In order to achieve successful community design, the following factors are essential:

1. Engagement and participation of local people from the planning stage;
2. Willingness and open-mindedness of local people to implement the new concept for the long-term outcome;
3. Good systematic management and continuous support from the Local Government;
4. Appropriate budget;
5. Close cooperation between local people, local government and other stakeholders to achieve to the same goal;

Maintain and pass on the idea and thought of sustainable community design from one generation to the next generation.

#### **IV. IS SUSTAINABILITY ACHIEVABLE IN A HIGHLY MOBILE SOCIETY?**

##### **Definition of Mobile (Mobility) and Society with High Mobility**

Oxford dictionary defines mobile as the *ability to move or be moved freely and easily*. In sociology, mobile is used to denote moving in between classes, occupations and localities. In some references however, mobility is further classified as either social mobility or economic mobility.

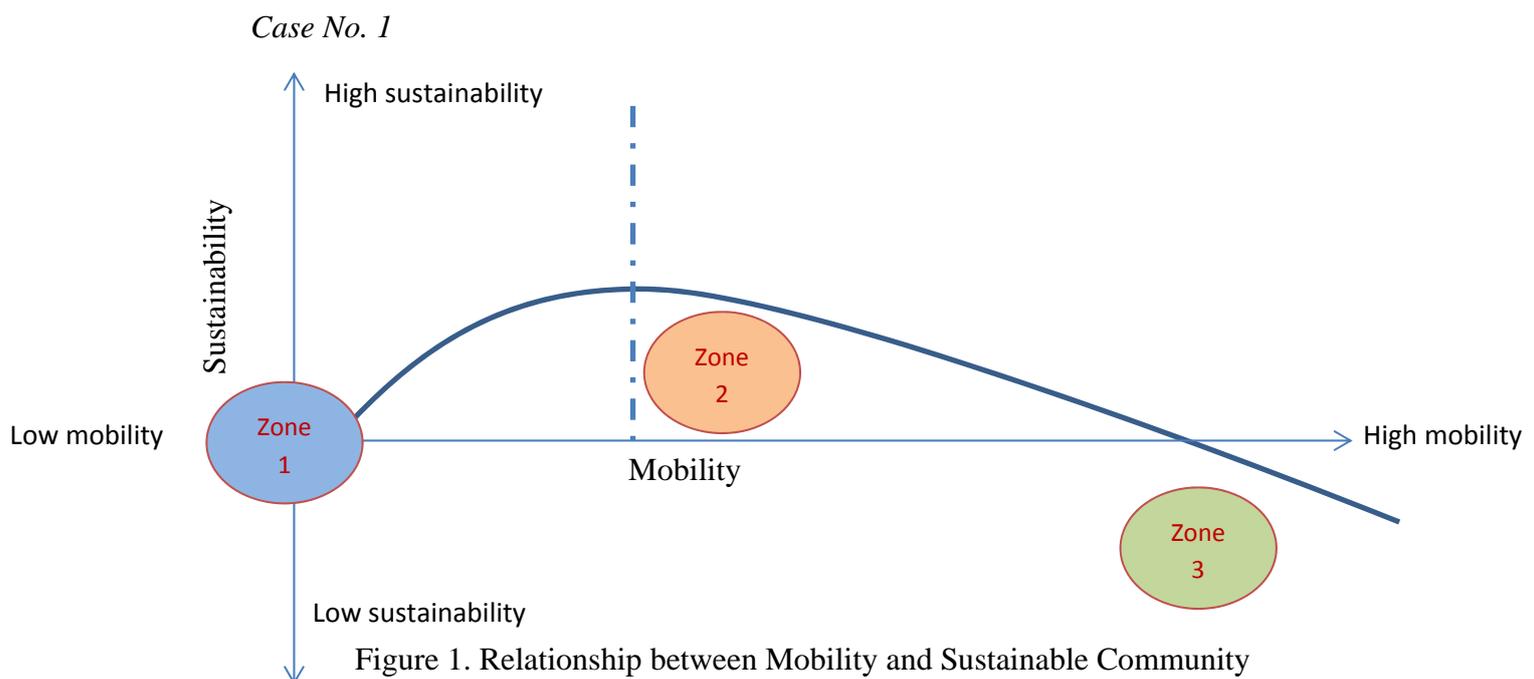
Social mobility is a movement of individuals or groups of persons in social position.<sup>1</sup> It may refer to classes, ethnic groups, or entire nations, and may measure health status, literacy or education.

Economic mobility, on the other hand, refers to movement or change in income or wealth status of individuals or families.<sup>2</sup>

Most references for highly mobile society refers to frequent movement of people, or being highly-connected thru the use of mobile devices and the internet. For discussion purposes however, our group has decided to talk about highly mobile society in a broader sense, to include both the social and economic aspect of mobility. Hence, we define society with high mobility as *a society with rapid social or economic movement*.

### Relationship Between Mobility and Sustainability

The previous part of this paper discussed the qualities of a sustainable community, as well as the essential factors that make communities sustainable. In a highly mobile society, we imagined that some of these qualities will be affected either positively or negatively, and therefore could affect sustainability. We present two cases on how mobility affects sustainability of a community.



Let's assume that the existing community is already sustainable (Zone 1). As it progresses into an upwardly mobile society, certain aspects are affected either positively or negatively, depending on whether the mobility is either economic or social mobility. We listed these aspects as human resource, living standard, communication, virtuality, security,

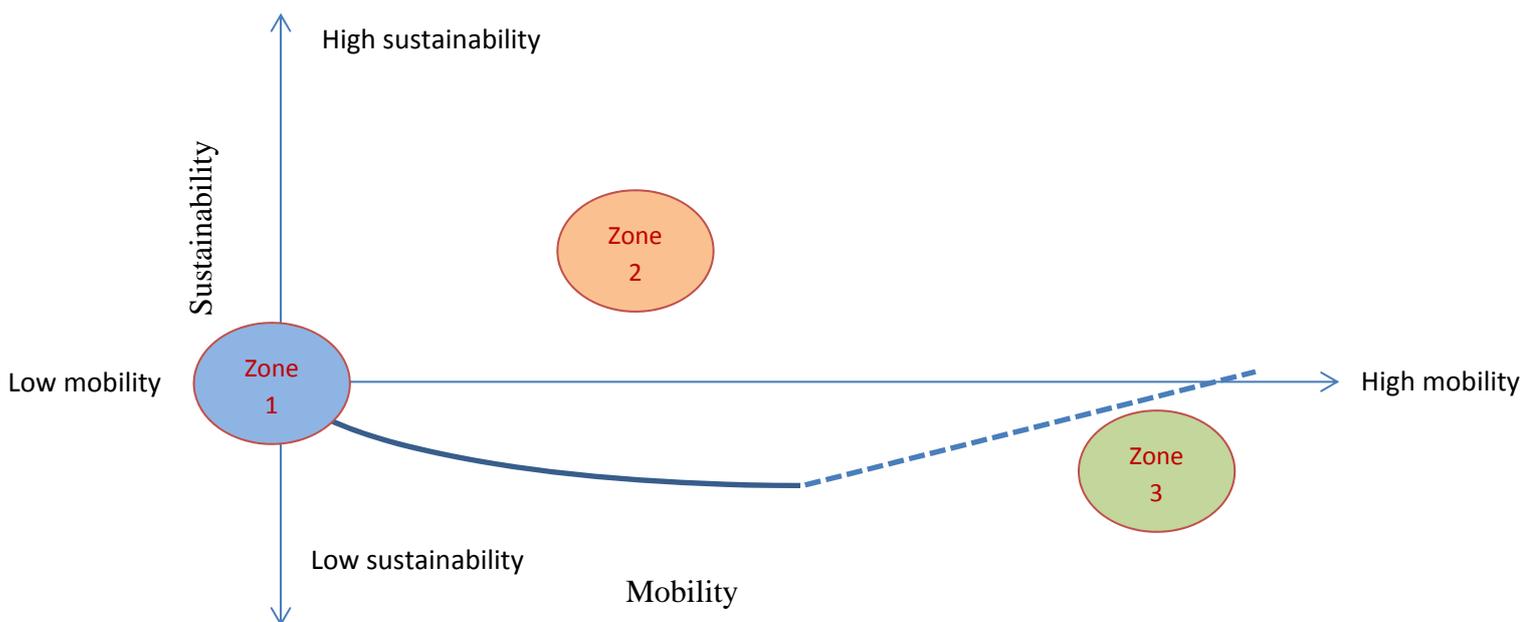
<sup>1</sup> Encyclopedia of Sociology, 2<sup>nd</sup> ed. 2000

<sup>2</sup> *Ibid*

culture, equality, and transportation. These aspects will be explained in detail on the next section. At some point, mobility can actually enhance sustainability of a community (Zone 2). However, we believe that there is a threshold level for this. There will come a point when the negative effects of high mobility overshadows the positive ones, at which stage, sustainability goes down (Zone 3). In highly mobile societies, it could be a challenge to keep sustainability at bay. The negative effects should be addressed first before the community gets back to being sustainable again.

Take for example the case of Nishiyodagawa. As economic mobility started moving upward because of rapid industrialization, sustainability of the community suffered, particularly the environmental aspect. Pollution became so bad that it affected the health of the people, thereby also disturbing social sustainability. It took a lot of efforts for the community and a long time to bring back their situation to being sustainable again. Right now, the community is enjoying the effects of the collective efforts done by the citizens, government, industrial sector, and NGOs to restore the environment to how it is today.

Case No. 2



In some cases, high mobility may result to a negative effect on the whole community. We take the case of Ladakh or Little Tibet as an example, as we saw from the movie “The Economics of Happiness” by Helena Norberg-Hodge. The film showed the psychological and ecological impacts of global consumer culture in a community which is already sustainable, where no one considers themselves poor, and everyone has time to interact with the other members of their community. When tourism and foreign companies started to flourish in their area, the residents suddenly has different concept of needs, and they felt they are not as happy anymore because they lack some things that they can see from the tourists. Suddenly the community became not sustainable at all, because the social aspect of the sustainability was disrupted. In the film, the concept of *localization* is being introduced as

one possible solution to combat the negative effects of globalization and global consumerism mindset. Localization means using raw materials, and patronizing local companies and local products. This process not only focuses on re-establishing and healing the earth, but also restores the sense of well-being of the citizens. This is a long process but one that is starting to gain popularity around the world.

### The Positive and Negative Effects of High Mobility in a Sustainable Community

The table illustrates the relationship between sustainability and mobility. The colors in the table corresponds to the colors in the previously presented diagram: **Blue** represents **Zone 1: Sustainable Community**, so-called “Safe zone”, where all four qualities (in **yellow** colors) Economic, Social, Environmental securities and being **well-connected** have already been achieved. The **lighter blue** shows the **factors** that guarantee the sustainability of such a community. Because the focus is on sustainable community, we decided to use these 4 (yellow) qualities as criteria to compare and contrast with a **highly mobile society**, and then came up with **Zone 2** and **Zone 3** in **Pink** and **Green** colors respectively: **Zone 2** are possible **positive** effects that mobility will have on sustainable community. **Zone 3** are **negative** influence that high mobility would have and thus will destroy the sustainability of that community. In other words, “sustainability” can be achieved and enhanced in Zone 2: the **Enhancement** zone, while Zone 3 is the **Danger** zone, the price to pay, the obstacles that sustainable community will have to face should high mobility is introduced.

Sustainable Community	Economy	Social	Environmental	Well Connected
Zone 1 Sustainable Community	Security	Secured & Harmonious Healthy	Eco-friendly	Equality Mutual sharing toward regional goals
Factors	<ul style="list-style-type: none"> <li>High Awareness Quality Education</li> <li>High Awareness</li> <li>Quality Education</li> <li>Continuous Community Involvement and Commitment</li> </ul>		<ul style="list-style-type: none"> <li>Inspiring and Effective Leadership</li> <li>Efficient Management</li> <li>Socially-responsible Businesses</li> <li>Appropriate technology</li> <li>Wise use of natural and human resources</li> </ul>	
Highly Mobile	Economy	Social	Environmental (Eco-friendly)	Well Connecte

Society							d
	(+) Zone 2	(-) Zone 3	(+) Zone 2	(-) Zone 3	(+) Zone 2	(-) Zone 3	
Human Resource**	Improved Skills; Job creation from foreign direct investment flow	Unhealthy competition among staff; Increased work pressure	Enhanced professionalism increased man power,	Competency gap; Spread of diseases	Increased awareness on environmental risks;	Increased pollution;  Global warming	
Living Standard	Improved living standard; Variety of choices on goods and services	Widening income gap	More focus on quality living rather than survival	Discrimination on access of goods and services between the high income and low income bracket			
Communication**	Faster and easier communication exchange		Well-connected, wider network	Less self-censorship specifically on social media; Less face to face interaction; Weaker personal bond			
Virtuality (not applicable for all)	Increased efficiency; Increased profit		Encourages creativity	Lack of privacy; Regression of interpersonal communication			
Security	Increasing affluence		Strong legal system	More sophisticated crimes committed			
Culture*	Possible source of revenue	Exploitation of culture	Increased awareness of others' culture and traditions	Loss of personal and cultural Identity; Culture shock			
Equality	Easier access to raw materials; More affordable technology; Increased revenue from	The person/ community with more skills & technology have more	Increased access to social services; Accessibility for disabled people	People not treated fairly because of social status, age, income			

	taxes	advantages ; Little reinvestme nt on resources				
Transpor tation**	Easier access to goods and services; presence of more energy- saving mode of transport (e.g. hybrid cars)		Increased traffic safety; easy to travel from one place to another			

The following section will elaborate on details how mobility can affect sustainable communities positively or negatively from different aspects, i.e. human resources, living standard, communication, virtuality, security, culture, equality, and transportation.

➤ **Human resources:** In a society with high mobility, through frequent flow of labors, employees get exposed to various working environment which are most likely increasingly demanding and diverse. To cope with that, the employees need to improve their skills and resultantly become more professional in their field. On the downside; however, there is a possibility that a competency gap would be created because not all population have access to equal opportunity to receive quality training and education. More critically is the question of how to create the learning desire for young generation and teach them how to have lifelong learning. Additionally, more demanding working condition may also lead to increased work pressure and unhealthy competition among staff members. While Japan used to face high suicidal rate due to employment pressure, America is a typical example of the latter case.

Yet undeniably, one constructive characteristic of mobility is increasing manpower, as firms can outsource labors from outside to help firms perform well in their core competencies and mitigate shortage of skill or expertise in the selected areas. Also speaking from the economic perspective, increasing FDI (Foreign Direct Investment) can be another good example of positive influence of mobility on sustainability, as FDI is a particularly significant driving force behind the interdependence of national economies. On the one hand, FDI not only adds to external financial resources for host country development, but also helps to create job for the recipient country. In addition, it is also a stable form of financing compared to other forms of financing like bank loans or portfolio flows. Significantly, FDI is based on a long-term view of the market, the growth potential and the structural characteristics of the recipient countries, thus it enhances the sustainability of both affiliating nations.

➤ **Living standard:** Highly mobile society helps improve the living standard in general and create more consumer choices on goods and services in particular. Also, positive social mobility can be seen in changes in a person's social status, i.e. that person rising to a higher position in their status system. One prime example of an opportunity for upward mobility nowadays is in athletics. There is an increasing number of minorities and people from the rural areas holding key positions in Vietnam national football team. As such, they now have higher income to improve their family's living standard in the countryside, can send their

children to better schools, and can have more options in terms of consumer products. They can also focus more on quality living rather than survival.

However, negative mobility can create a downfall in a person's social status and resultantly comes discrimination on access of goods and services between the high income/status and low income/status bracket. Since the Korean showbiz and Korean plastic surgery wave was massively introduced into Vietnam, more Vietnamese youngster have chosen to go under the knife for a physical transformation in order to enter the showbiz. Although they have gained higher income and can buy more brand-name products, their social status is often looked down on, being called “fake”, “plastic”, and no more than a contemporary fad.

➤ **Virtuality** : in a society with high mobility, with advanced information communication technology such as teleconference, online job, e-office and remote control system, it make the people able to work in the different location. From the economy side, the virtual work in has positive effect in increased efficiency by reducing the amount of travel, congestion travel, need of physical office building, pollution cost, reducing the number of worker. On the other hand, it creates also the negative effect since virtual work based on the output with fragmentation process. Some of process may be done by outsource people through internet. The interpersonal skill of worker is not built since the worker does not see the whole process and focus only in their own talent. From the social side, the virtual work create positive impact to social lives of people because they work based on their interest and own talent which generate more creativity. On the other hand, it creates also negative impact to the social lives because of less interaction between each other.

➤ **Communication** is one of the essential factors that cannot be left out for designing a sustainable community. Because of a highly mobile society, people can access faster and easier communication: news can be reached out to many people in a short time and people can have wider perspectives about different issues happening across the world and can take actions. Getting more opportunities to work and pursue higher education abroad is another advantage about communication. These days, every nation exports as well as imports human resources to build developed countries all over the world and people have been profiting from working for international organizations and extending their social networks.

Socially, communication can help people to stay connected and have wider network. On the other hand, it can also have negative points, for example, people will rely more on social media and advanced communication through online so that personal relationship, face to face conversation will be weakened and there will be less value in human relationship. Moreover, as the communication through social media becomes popular, it is often found that some people have less self-censorship especially on what they spread and post through social media. The recent evidences are misusing social media to stimulate conflicts and racism among different ethnics and religions in some parts of South East Asia.

➤ **Security** : Although a society is highly mobile, it will not be a safe zone for people to live if there is no economic and social security. Because of the job creations by international organizations, people can enjoy more employment opportunities: the nation's economy can

be improved and people can have prosperous lives. To work in those organizations, people will need more work skills will be highly important, therefore, there might be unfair competitions among the employees. Another disadvantage can be a gap in the competitions between different levels of people which means only people with high qualifications are eligible to work at better working environment and people who do not have enough qualifications will not be able to step out from their limited working environment. From the social perspectives, the whole society will be protected well with strong legal system. People can enjoy their human rights fully, however, more sophisticated crimes can be committed. To explain furthermore, because of the advanced technology, criminals will be able to commit crimes more discreetly and it will be harder to track them down. One of the evidences that can support this factor is that some very secretive and significant websites were hacked by the hackers and a lot of top-secret information was stolen.

➤ **Culturally**, there will be more possible source of revenue to increase the income. Because of a society mixed with people from different backgrounds and cultures, they will build more mutual understanding, tolerance and awareness among each other to co-exist peacefully. At the same time, the cultural exploitation can happen such as one particular ethnic or a group trying to dominate others which lead to social discrimination because of the stereotypes. As for living with people from many other different cultures, one might not be very clear about his/her own identity and might lose value on one's own culture and traditions. So, there can be a big culture shock problem in a highly mobile society.

➤ Regarding to **equality**, we can acknowledge that there are now easier access to raw materials from anywhere and more affordable technology is making the lives of people easier and promoting country's economy. Due to the upgrading of equality for every members of the society, people gain more access to social services especially disable people can be benefited a lot from easier access to social services. In contrary, people might not be treated fairly because of the social status, age or income and the only the people or the community which possess more skills and more technologies can attain more advantages. As a result, a gap between people with different status can get bigger.

➤ **Transportation** : There are a lot good influences that transportation creates for a highly mobile society such as people can access to goods and services faster so that they have a wide variety of items to choose for their basic daily needs. Since the transportation is advanced, energy and time consuming will be lesser than that of before as people can travel to their destinations quicker and safer. Traffic safety is also expected to be increased and ensured to stop the fatal rates of people because of traffic accidents with the help of innovative transportation technology.

## V. HOW CAN A SOCIETY WITH HIGH MOBILITY ACHIEVE SOCIAL AND ENVIRONMENTAL SUSTAINABILITY?

## 1. The Stakeholders Approach

Using the Stakeholders Approach initiated from the field study to Nishi-yodogawa. Our group has noticed the close collaboration between the government, private sector mainly composed of industries present in the area, non-government organizations (NGO) such as the Patient Rights Group and Aozora Foundation, and the residents of the area. With the collaboration amongst these different stakeholders, and having the same goal to make the area better, the big change was realized. As such, in coming up with ideas on how a society with high mobility can achieve social and environmental sustainability, we decided to get it from the point of view of government, private sector, NGOs and individuals.

### a. Government

Government plays a crucial role in terms of achieving social and environmental stability in a highly mobile society. Government will be the element with the power to set rules and regulations, give orders and law enforcement and control the country's budget. Thus, government should not neglect to balance the economic, social and environmental aspects in the country, in parallel with practicing good governance.

Some of the measures government can do to achieve social and environmental sustainability are as follows:

#### In terms of social sustainability:

- Reduce social and income gap
  - Organising job fairs to make people know about available jobs
  - Offering of part-time jobs for socially disadvantaged members of the society to help them earn some money for living.
  - Systematic mechanism, such as keeping track of employment status of citizens
  - Encouraging entrepreneurship by providing access to capital and skills training
  - Free education/scholarships
  - Progressive taxation
  - Set up an organization which acts as a “regulator” to keep welfare equally to all citizens.
  
- Equality promotion
  - Enhancement of the fair treatment between the rich and the poor by starting from the basic human rights; such as voting, rights of living.
  - Public facilities; such as public garden, public sports complex, should be accessible to improve living standard.
  - Providing subsidy in some necessary facilities which serve basic needs; such as, water and electricity cost for the unemployed
  - Encouraging stakeholders to prioritise the idea of equality.
  
- Safeguard privacy of individuals
  - Strengthen laws and regulations on privacy and strictly enforce these laws.
  - Build awareness of people on how to use social media wisely
  
- Preserving cultural identity

- Encouraging each community to uniqueness and identities of each community by cooperation with local governments and providing budgets to each community if the community submits the possible and well plan.
- Organising the competition, by the central government, on the identities in the stage of community and individual.
- Campaigning to the people in to love their own community.
  
- Implement policies to increase security within communities
- Implementation of more effective laws and regulations with severe punishment to criminals.
- Close collaboration among legal and law enforcement agencies, within the country and on the international level, for more efficient crime solving .
- Build awareness of people on how they can protect themselves from criminal elements
  
- Control of diseases / epidemics
- Updating the new kinds of diseases and how to prevent diseases continuously.
- The basic caring and treatment of people should be provided in the country.
- Alert the new diseases/ epidemics' information and how to prevent to public through media and social media.
- Asking for cooperation with other stakeholders to be aware of the new epidemics. If there is a sign of symptom, inform to the responsible agencies immediately.

In terms of environmental sustainability:

- Reducing environmental impact lead to global warming
- Determination of laws and regulations in environmental issues; emphasising on environmental friendly.
- Determination of measures for industry before setting up. All risk industries must do EIA (Environment Impact Assessment) and carbon footprint calculation.
- Settlement decrees and rules of Environmental Crime on emission of pollution in industrial zones.
- Campaigning and organizing activities on environmental friendly with all stakeholders.
- Tax measures, punishment, fines could be introduced to control the pollution.
- Participating or joining to be a part of international environmental organization to encourage people awareness.

In terms of economic sustainability:

- Minimising unfair trade system
- Balancing the investment from foreign countries and domestic investment.
- Stimulating good governance of the governmental agencies as a good example. In parallel, the governmental agencies have to strict on the equality.
- Boosting of transparency by determination laws, regulations clearly on every process, system, cost and other conditions.
- Promoting the skills and advanced technologies, research and development in the country.

## b. Private Sector

Socially-responsible businesses or companies should focus not only on earning profits but also embrace its social responsibilities.

The following are some recommendations:

### In terms of social sustainability:

1. Corporations can use indigenous materials and local talents or tap other local companies to supply them with the materials they need.
2. Partner with local universities where they can also have a say with the training program of the students, so that when they graduate, the skills set will match the needs of the company, and the company will always have available, qualified manpower to run their business.
3. Corporate social responsibility should be an integral part of the core business, rather than making it a separate activity. For example, Nestlé Philippines. The Nestlé recognised that Coffee farmers are Nestlé's fundamental partners in producing coffee products of the highest possible quality for Filipino consumers. Thus, the Company pursues an agronomy programme aimed at helping farmers improve both the quality and quantity of their coffee yield. At the center of this program is the Nestlé Experimental and Demonstration Farm (NEDF) in Tagum City, Davao del Norte, which was built in 1994 to serve as the hub of the Company's agricultural research and training activities.

The Nestlé agronomy program helps farmers in four ways:

- 1) **Providing access to farming technological advances** by providing farmers with scientific tools for adapting to changing agricultural conditions or new methods that have been pre-tested and shown to generate positive gains.
- 2) **Develops and propagates planting materials** such as coffee seeds, rooted cuttings, and ready-to-plant seedlings, which are made available to interested farmers at cost. To date, it has provided farmers some 17,000 kilograms of coffee seeds, a million coffee seedlings, and nearly a million rooted cuttings
- 3) **Training** by transferring of technical know-how through a three-day basic seminar, which is open to anyone who wants to learn about coffee-growing; a three-week advanced course, for coffee specialists and technicians from government agencies, NGOs, and LGUs that provide assistance to farmers; and on-site training for farmers to help them improve their coffee farming methods.
- 4) **Promoting sustainable practices** by develop a coffee-based sustainable farming system that allows farmers to plant other crops in between rows of coffee trees and enable them to earn additional income.<sup>3</sup>

At this present, Nestle Philippines gets 30-35% of its coffee requirements locally, while the rest is imported. By 2020, they want to scale it up to 70%

### In terms of environmental:

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<sup>3</sup>. (Reference: [www.nestle.com.ph](http://www.nestle.com.ph))

1. Practice energy management. Use renewable energy as much as practicable.
2. Comply with environmental laws set by the government and the community.

### c. Non-Governmental Organisations (NGOs)

NGOs have played a major role in pushing for sustainable development with social and environmental stability at the national and international level. Campaigning groups have been key drivers of stakeholders, inter-governmental negotiations, ranging from small issues to big issues. The NGOs have helped to both address and even played a part in creating new ideas with assessment of the actions done by public and private sectors.

#### In terms of social and environmental:

1. Raising Problems awareness and do advocacy to government and private sectors. NGOs can serve as a bridge among the government and private sectors by addressing the different issues in the society.
2. Conducting various kinds of trainings to the public.  
Basically, NGOs intend to help people in the society from different levels as they want to promote education for the people from grassroots levels and people who do not have formal education by conducting different trainings; for example, community empowerment and environmental preservation.
3. Fix the gap in communities where government and private sectors do not observe and work closely with the communities.
4. Giving out an assignment for local people to work themselves in order to nurture voluntary spirit and to make local people realize on the importance of sustainability. NGOs can provide the first-hand experience to the locals and they can monitor and evaluate the projects regularly.
5. Exchange community visit through exchange community visits. NGOs can learn from each other and share each other's work, challenges and possible solutions.
6. Start some community-based projects and sustain. NGOs can also be good examples by starting projects themselves so that public can witness the work they have been doing and might follow.
7. Let local people to get involved. Strong reinforcement is necessary to be done by NGOs in order to let local people and youth involve in the sustainable community work

### d. Individual Efforts

#### *“Be part of the solution, not the problem”*

**Individual efforts** are an individual's duties or obligations to the community and include cooperation, respect and participation. The concept goes beyond thinking and acting as individuals to common beliefs about shared interests and life. A basic individual effort is to be a good citizen in community. Each individual is part of a larger community. Family, neighbors, tribe, village, city, county, state, region, and the world form a larger community in the life of every human being. At the same time, full human potential cannot be reached if community or society is not sustainable. To achieve a sustainable community, individual members must play important roles such as:

**1. Be a Role Model:** Being a good and well-disciplined individual and raising a healthy and happy family could have a great positive impact not only in the family but also in the community. A case in Toba city in AMA culture, people are happy and friendly. They commit to take care of their community and culture. Also in Suzuka, the city is cleaned because the individuals are responsible and by putting rubbish in the right place, obeying the traffic law and regulation, doing right things as a good example for future generations etc.

**2. Be a Motivator:** Being a motivator or an educator is not only taking actions alone but also educating others to be good community members, to enhance, to respect and to value human-earth relationship, as well as to appreciate the human's dignity and rights. A small change can make a big difference in community and society. For example, in Suga-Shima Island, a dream of an individual could inspire the whole community: teachers, parents, students in order to help the members understand and value more on their region and to sustain the region's economy. In order to make produce resourceful individuals' work, they must not only be knowledgeable, aware and sensitive to the problems, they also need to have the capacity to act together to come up with solutions and to reach their goals. Voluntary actions done by each individuals who are working together towards positive changes and pursuing benefits for the common good must be aware that people voluntarily came together with a shared sense of purpose for the common goals in every cases. Individual efforts in fulfilling social responsibility requires doing no harm to others in the pursuit of one's own interest or task. Individual should have the commitment for solidarity. It is the principle of people having responsibilities not only to themselves, but also to their fellow human beings and to their communities.

## **VII. POSTSCRIPT – CHALLENGES TO OVERCOME AND LESSONS LEARNED THROUGH GROUPS STUDY EXPERIENCE**

Group study is a valuable experience through which each of our members learned about our own strengths and weakness, and grew beyond ourselves. This final part will elaborate on the challenges in proceeding with Group study (GS), how we have overcome them, as well as the lessons that our group have learned though the GS activity.

The very apparent challenge we faced in the initial stage is to mentally prepare for the group study activity. To some of us, working alone in an isolated environment seemed better for our concentration. Therefore, during the first few days of GS, some proposed to have more time working individually, just to realize that in fact when being alone, the procrastinated time is larger than when working in group. To put it simply, we could always find an excuse to postpone our work, like drinking a cup of tea or coffee on an hourly basis (to stay awake!), or check our Facebook every five minutes (in case we miss some important posts from other participants!). Consequently, the later days of GS experienced more commitment from group members, also because we had recognized more benefits of group study than we had thought.

Group study offered us the opportunity to re-learn the lectures and fieldtrips through explanation among members. It was a challenge to understand every detail of the lectures and fieldtrips that we had attended. Fortunately, some members had paid more attention to the details that others might have missed, and thus, we helped each other fill in the gaps. We all feel that group study really added to improving our learning and comprehension by explaining to each other in more simple words.

The second challenge and also a lesson that we have learned in the GS process is to

face our own weakness and fears, only through which could we expand our comfort zone and grow beyond ourselves. It is a fact that when studying in a group, our members became more vulnerable due to having to face the things we were not familiar or knowledgeable about. Ironically, most of the things we were uncertain about would pop out. We sometimes had to perform tasks which we were not good at, or even frightening to do. As annoying and embarrassing as this might have been, we took this as a chance to face and fix our fears. Particularly, while some of us trembled at public speaking, others could produce only three lines of written narrative within the whole morning! The best part about it is that we all realized that no one is perfect, and being imperfect is part and parcel of human being, otherwise there would be no need for learning. We became honest about our shortcomings, laughed about it, tap on each other's strengths to improve our own skills, negotiated to exchange the tasks if necessary, and to ensure that on the one hand, each member was comfortable and satisfied with the assigned task, and on the other hand, the output product should represent the efforts of not only certain outstanding/dominant members but also the group as a whole.

The third difficulty that we faced is how to mediate conflicts. Group study is a cooperative activity but also competitive in nature, as it promotes critical thinking and creativity through new questions and explanations within discussions and debates. Thus, it can add to the difficulty when overflowed creativity needed a stop-sign (an unfortunately, we had a very creative team!). Additionally, English is not our native language, and the language competency varied among members, not to mention the cultural, gender, professional, and personality differences. We were lucky enough not to experience any serious conflict, but we did have certain misunderstandings, from small details like group study time and task priority, to reaching consensus among all members on certain points of the project. This was when we learned among each other valuable tactics like how to listen actively and patiently, clarify statements to elaborate on a concept or issue that the group was trying to understand, be more responsive verbally and non-verbally, become more tolerant, *hold back* from pushing our ideas regardless of what other members said, encourage more quiet members to speak by giving constructive feedbacks, eliciting, and extending what they say. When disagreement arose, we tried to say it objectively, respectfully, and never forgot to offer reasons. In dealing with overflowed creativity, we tried to keep the discussion on task by bringing the group back on track when the conversation drifted. In short, we tried to find middle ground that satisfied everyone, and by making efforts in sending our messages across, we developed our communication and interpersonal skills.

Overall, Group study offered us an undoubtedly effective interactive environment which ensured a much deeper learning of the materials that would have been missed with self-study. More significantly, group study was the rendezvous where we could overcome our fears, grow beyond ourselves, and developed the long-lasting friendship even after the program finishes.

## VIII. WHAT WE WANT TO BRING BACK TO OUR COUNTRY

**Hoa (Vietnam):** The most valuable thing I can bring back is the concept of sustainable community. The way that Vietnam and the majority of corporations and companies in Vietnam are functioning is not sustainable, as they touch only on the contemporary and short-term issues. The solutions to most problems facing us are largely single-sided, meaning that they only benefits to a limited number of people or affiliations, instead of the society as a

whole. The concept of sustainable community and factors that help guarantee the sustainability serve as useful guideline and appropriate approach for our future amendments of laws, regulations, principles and actions.

**Miew (Thailand):** The ideas of sustainable community that I think I can bring to my country are many aspects. However, as my work relates to investment promotion, I realize that both Thai and foreign investors should have to be more concern about Corporate Social Responsibility and have to follow the environmental laws and regulations by implementation EIA (Environmental Impact Assessment) strictly for the long-term impact. Furthermore, at my home, I can start with only simple things; such as separation of rubbish, cleaning the road in front of my house, being as a volunteer to do social tasks. The little things I learn from the idea of Sustainable Community here can adopt and adapt in my daily life and this idea will disseminate to other people. Start from one, little by little, then spread to one community and the whole country.

**Akari (Myanmar):** As there are a lot of key aspects and benefits I have learned throughout the whole group study, it's really difficult to choose only one. However, as I am a teacher and a trainer, I would like to bring back very dynamic and thoughts-provoking facilitation skills and also brainstorming and going through the process with step by step approach. These are the invaluable factors for me in order to promote my capacity to become an inspiring teacher. I have also learnt so many precious ideas and techniques to come up with a concrete solutions through step by step approach. As I have always wanted to involve in the education and social reforms in Myanmar, these learnings will not only be utilized on me but also will have positive impacts for the people I work with. I would like to contribute my learnings to the community and encourage the people in my community to adapt these practices into their both personal and career lives.

**Kresna (Indonesia):** The knowledge about sustainable community will be put in our training agenda. The main purpose is to give another perspective to the other department which may open their mind about the social and environment. If the employees in the other department already have awareness and same consencous, it will be easy for the technical department to encourage the implementation of green port policy. Currently, the pilot projects are already started such as using hybrid engine and electricity as a main power for crane. Unfortunately, the number of eco-friendly crane is not so many due to budget constraint and discontinuity of spare part supply. In the future, hopefully with the concept of sustainable community already spread through all the employee, the number of eco-friendly crane will be increased in massive.

**Khim Sok Heng (Cambodia):** What I bring back to Cambodia after the IATSS Forum is the Concept of “Sustainable Community Design” and essential Factors to achieve it. I will input the learnings into the curriculum and utilize in the institute to widen the student's understanding about Sustainable Community Design. I can apply this into my business field to generate a sustainable business. I can engage the skills and experiences I have gathered about sustainable community design into the community service that I have been doing.

**Roselle (Philippines):** Through the different steps of the theme study, I learned about how technology could play a major role in accelerating sustainability of a community, or destroying it altogether. Part of my job is to evaluate research proposals on health-related technologies for possible funding. While the usual evaluation criteria only revolve around the marketability or technical soundness of the proposed innovation, I will now incorporate the social aspect of introducing the technology to a community, to see whether it could really be

beneficial or not, depending on who the target end-users are. Also, being part of a national science and technology agency, we could provide the content for information dissemination campaigns to raise awareness on how our daily activities could actually affect other communities and the world in general, such as how much carbon footprint we're leaving behind based on our choice of transportation, food, or lifestyle in general, and how it contributes to the global warming and climate change that the whole world, not just the Philippines, is experiencing now.

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