

# Resiliency and Sustainability of Local Communities

Symbiotic Environment versus  
Competitive Environment

Satoshi Funahashi  
Waseda University, Japan

# Contents

- Expansion of Competitive Environment under Globalization '3.0'
- A change in the Structure of Redistribution (circulation) of Wealth
- Relevance of Local Community is questioned
- 'Ba' as the origin of Local Communities' Resiliency and Sustainability
- 'Fudo' (Climate) and Local Community
- Characteristics of a Resilient and Sustainable Local Community (a Research Hypothesis)
- Desired Resuscitation of Symbiotic Environment at the Sector of Food, Clothing and Shelter
- Methodology to Examine the Hypothesis

# Expansion of Competitive Environment under Globalization '3.0'

- 'Globalization 3.0' (Freedman 2006):
  - Platform for collaboration is available for individuals, they can access, plug in, and participate in competition
  - Working environment is now 'flat' beyond being 'global', from anywhere in this planet people can share workloads, knowledge, establish a firm, provide services and/or products
- Impact from evolution of Information technologies / interfaces
- Emergence of networked communities

# A change in the Structure of Redistribution (circulation) of Wealth

- A change in the Structure of Redistribution (Nakatani 2008)
  - In a locally enclosed market, production and the consumption is in a mutual correspondence
  - Consumers' purchase power is based on their wages
  - In search for competitive advantage, cost (namely the wage) reduction has been carried out (e.g. change in HR system, increased temporary employees)
  - In search for the same, labors mobilized globally and local community has got hollowed
  - Drastic change of the supply chain / markets (clients)

# Relevance of Local Community is questioned

- Brain Drain (World Bank, 2010, from Developing World to Developed World also) ongoing in local communities
- People (especially younger generation) belong less to local communities, more to globally networked communities
- Core of Intellectual capital for local communities are draining, weaker resilience
- Extinction of (within the local communities);
  - Redistribution of wealth (isolated from global supply chain)
  - Locally developed traditional technologies, businesses, culture, customs, values..., often natural environment, eco system
- Evident extinction within local communities = sustainability of local communities is questioned
- Even relevance of local communities is questioned







いわぎん  
ローンプラザ

和 矯正・デンタル クリニック  
らぐーだ はりきゅう・整骨院

PLAZA CAPCOM

2F GAME

AEON

Right-on

ABC-MART

GAP

PLAZA CAPCOM

AEON

AEON MALL

PACIFIC COURT

P 地下駐車場入口

←P









# ‘Ba’ as the origin of Local Communities’

## Resiliency and Sustainability

- ‘*Ba*’ is a framework in which people observe, understand, interact and bring psychological stimulation with each other consciously and unconsciously (Itami 2005)
- Itami sees psychological energy, emotional power is a key in setting up an effective Ba
- *Ba* has mainly been discussed for the organizations and firms, however, is also relevant as a key to assess the resiliency and sustainability of the local communities
- Fundamental Ba of the community is (or used to be) local *Fudo* (climate))



# *'Fudo'* (Climate) and Local Community

- *Fudo* (風土) is a collective notion of climate, the nature of the soil, geographical features, views of a particular geographical area
- Watsuji(1935)'s analysis of human life and existence
  - Our existence is determined by *Fudo* in infinitely abundant ways
  - Particularly our clothing, diet (eating and drinking habits), habitation, art, culture, design...
- Therefore, almost all the human activities including businesses (retails, productions, logistics) used to be determined by *Fudo*
- *Fudo* is an ultimate *Ba* for local communities which enables (used to enable) the whole life of the local community stimulating the psychological energy, realizing series of succession, ensuring local identity and fostering 'love' for their own local communities





# Characteristics of a Resilient and Sustainable Local Community (a Research Hypothesis)

- Fundamental structure of the society is functioning, economy is in a local circulative system to a degree
- 'Brain Circulation' (Aubert et al, 2010) is functioning
- Prepared for Strategic Renewal responding to an external context
- Administrative body together with Community Based Organisations brings significant *Ba* where psychological energy is stimulated
- In a status of balancing fundamental structure determined by *Fudo* and external environment mainly determined by 'Globalization'

# Desired Resuscitation of Symbiotic Environment at the Sector of Food, Clothing and Shelter

- Globalization went on in any sector of industry
- Industrial sectors not determined by *Fudo* and not able to be carried out by an individual, small local groups or a local community shall remain in a global system (competitive environment)
- Sectors determined by *Fudo* and able to be carried out by an individual, small local groups and a local community shall remain in a local system (symbiotic environment), i.e. sectors in food, clothing and shelter

# Methodology to Examine the Hypothesis

- Case study of
  - Japanese communities
  - A Community in France (Metz?)
  - Sri Lanka's communities after Tsunami in 2004
    - Visit 8 tsunami affected communities (who lost their houses) and data of 100 families obtained
    - 8 communities with respective different context in recovery methodology namely with or without micro finance system and resettlement or relocation for housing