

Tapping into the Potential of Communication :

Experience of JFS and Beyond

Japan for Sustainability
Manager

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What do we do today?

- Goal:
 - “How can we make communication effective so that we can drive a movement towards sustainability/equity?”
- Measures:
 - Some notes on communication
 - Experimental workshop
 - Learning what communication can do through actually trying to communicate one’s own country’s stance toward sustainability/equity.

Communication and I : My Brief Background

- Environmental Economics & Policies / Debate Team (UC Berkeley)
- Writer & Producer since 1999
- Media Produce:
 - Books:
 - “The Future of Money”
 - “Silicon Valley – anatomy of entrepreneurial region”
 - Web:
 - Bilingual online magazine “The Bridge”
 - Articles:
 - Women’s Feature Service / English Style / Greenbus.com
- Communication Platform “Japan for Sustainability”
 - Writing articles/Sustainability Reporting/Cross-cultural event

Communication and You

- As ...
 - An Engineer
 - Budget / International research
 - A Policy Maker
 - Different countries and interests
 - A Business Person
 - 80-90% of the time

Communication Exercise

“Date Game”

| | |
|------------|--|
| Your name | Your “personal” eco-policy |
| Your major | What you would write about on JFS newsletter |

Global Communication: a key for global environmental policies

- Environmental issues know no border.
- Different cultural/social contexts – case of Iraq hostages.
- Conflict of National Interests.

(See the United States!)

• Thank you for strongly promoting sustainability with your fine newsletter. Please email it to President Bush, who needs to be educated on the importance of sustainability. Senator Kerry is already a strong supporter of sustainability efforts like yours.
-Citizen, San Francisco (U.S.A) 30 Apr 2004

⇒Can we reach out to each other?

When Communication Fails

Case 1:

- North – South Issue “Distrust”

- Johannesburg Summit (2002)

- North:

- “You, the South, should reform corruption and stop illegal logging first.”

- South:

- “You, the North, should change excessively consumptive market first.”

⇒Distrust to each other leads to inaction.



When Communication Fails :

Case 2

- Japan – China

- Japan

- “We aim for recycling-oriented society.”
- “We cut CO2 emissions.”

- China

- “Chinese economy in boom now.”

⇒Efforts are almost meaningless without cooperation.

⇒How would you communicate?

Is Japan communicating well?

– Maybe not.

The Environmental Sustainability Index (ESI)

- World Economic Forum, The Yale Center for Environmental Law and Policy, and the Columbia University
- a measure of overall progress towards environmental sustainability.
- 5 components
- Permits cross-national comparisons of environmental progress in a systematic and quantitative fashion.

Is Japan communicating well?

– Maybe not.

5 components

- Environmental Systems MIXED
 - Quality Air/water/biodiversity/land
- Reducing Environmental Stresses NEGATIVE
 - Reducing air pollution/water stress/ecosystem stress...
- Reducing Human Vulnerability POSITIVE
 - Basic human sustenance/environmental health
- Social and Institutional Capacity POSITIVE
 - Science/Tech/capacity for debate/governance/eco-efficiency
- Global Stewardship MIXED (Big NEG on last one)
 - Participation in int'l cooperative efforts/reducing greenhouse gas emissions/transboundary environmental pressures

Is Japan communicating well?

– Maybe not.

- 2002 Ranking (142 Countries)

- Sweden 3
- Chile 35
- Japan 78
- Bangladesh 86
- Nigeria 133
- (Taiwan -)

(<http://www.ciesin.columbia.edu/indicators/ESI/rank.html>)

JFS on the potential of communication

“Works to develop special partnerships with people in Asia, in order to cooperate to find paths toward sustainability in this region.”

“Welcomes feedback and comments from overseas and shares them in Japan and with partners in Asia, so that we can improve efforts and activities in this region by learning from each other.”

Keywords:

- Sharing feedbacks
- Improve efforts and activities

Workshop: How would you communicate ?

<Mission>

After working as an environmental policy maker in your country, you just became a Communication Officer of Sustainable Development. In the World Summit on Sustainable Development which will be held on 2005, please present where your country stands in the movement towards sustainability, using the JohariWindow framework (explained in the following slides).

<Group work>

- 3 or 4 persons * 6 teams (Bangladesh, Chile, Japan, Nigeria, Sweden, Taiwan)
- How would you communicate your country 's stance towards sustainability / sustainable Development? Discuss each other and fill in the JohariWindow (25 minutes).
- Present your country 's stance to the other group – and vice versa. (5 minutes * 2)

Framework: The Johari Window

- Developed by Joseph Luft and Harry Ingham
- One of the most useful models describing the process of human interaction

The Johari Window

| | | |
|---------------------|---------------|-------------------|
| | Known to Self | Not Known to Self |
| Known to Others | 1. OPEN | 2. BLIND |
| Not Known to Others | 3. HIDDEN | 4. UNKNOWN |

The Johari Window (personal level)

Eg. Kazunori Kobayashi

| | | |
|---------------------|---|--|
| | Known to Self | Not Known to Self |
| Known to Others | 1. OPEN "My name is Kazunori Kobayashi." | 2. BLIND "When I get cold, I become bad-tempered." |
| Not Known to Others | 3. HIDDEN "I like Cinnabon roll more than anybody else." | 4. UNKNOWN "Maybe if I eat Cinnabon roll when I have a cold, everybody is happy." |

The Johari Window (country level)

Eg. Japan (in regards to sustainability)

| | | |
|---------------------|--|---|
| | Known to Self | Not Known to Self |
| Known to Others | 1. OPEN "Environmental high-tech" "lack of resources" | 2. BLIND "very materialistic" "leading dioxin emitter (more than U.S.)" |
| Not Known to Others | 3. HIDDEN "Extremely high energy efficiency" "Motta-nai spiri" | 4. UNKNOWN "Maybe Edo is a model of sustainable society." "Maybe a long shoreline can be a source of energy." |

The Johari Window

| | | |
|---------------------|---------------|-------------------|
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| Opening windows by information disclosure

— Opening windows by feedbacks

Lessons

- “How can we reach out and understand each other?”
- “How can we make communication effective so that we can drive a movement for sustainability?”

⇒ Opening Windows through Disclosure and Feedbacks