

Tapping into the Potential of Communication :

Japan for Sustainability
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3 Lectures

- My Goal:
 - What is sustainability? Grasp a big picture & explain it in your own terms.

- Game Plan:

	1	2	3
Basics	Communication	Vision/Indicators	
news on sustainability		sustainable state in 2050	

1st lecture -- Lessons

- 1) What is Sustainability?
 - Variety of definitions
 - Conditions + Values (participation, equity, wellbeing, etc.)
- 2) How are countries/int'l organizations responding?
 - National/EU indicators and strategies
- 3) How can we measure and track it?
 - Variety of indicators
 - Cluster analysis

What do we do today?

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

Communication and You

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

Communication Exercise

“Date Game”

Your name/ country/ study field	News on sustainability in your country
Your “personal” eco-policy	What you would write about on JFS newsletter

Prep: 5 minutes

Communicate: 15 minutes

What is Sustainability?

Our Common Future

"Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs."

Page 8, *World Commission on Environment and Development. Our Common Future.* (Oxford, Great Britain: Oxford University Press, 1987). (Frequently referred to as the Brundtland report after Gro Harlem Brundtland, Chairman of the Commission)

What is Sustainability?

World Business Council on Sustainable Development

"Sustainable development involves the simultaneous pursuit of economic prosperity, environmental quality and social equity. Companies aiming for sustainability need to perform not against a single, financial bottom line but against the triple bottom line."

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”
 - World Summit on Sustainable Development Johannesburg (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
 - “We have a right to enjoy economic growth.”
 - “Japan consumes more than we do.”

⇒ Efforts are almost meaningless without cooperation.

⇒ How would you communicate?

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

How would you respond? Feedback at work

- Thank you very much for your Sustainability Newsletter. It is full of interesting materials.

My project in Cornwall, **South West England**, is concerned with many of the same issues. In particular I would be interested to know if you have access to any **successful work in Japan on reducing the amount of domestic waste** that is created.

In this part of the world **household waste is increasing at 3% per year**. Although we are working hard on recycling, reusing, and creating new markets for the recycled materials, it is essential we also find some practical and successful methods to cut the amount of waste that is created in the first place. So I would be grateful if you can direct me to the best experience that Japan has to share in this regard.

- Business person, U.K.
- 30 Apr 2004

⇒ Introduced the following cases;

<http://www.japanfs.org/en/newsletter/200303.html>
(Aya town)

<http://www.japanfs.org/en/newsletter/200304.html>
(Hino city)

How would you respond? Feedback at work

- Country :Indonesia
Comment :Can you please advise if your organisation can advise any possible uses for **used golf balls**. Can they be recycled into other products? Any information would be greatly appreciated.
- => Question referred to Global Sports Alliance (NPO) <http://www.gsa.or.jp/>
- => Info on recycling of sports goods through Art exhibition
http://www.g-forse.com/top/news184_e.html

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 2006, please **present where your country stands in the movement towards sustainability**, using the Johari Window framework (explained in the following slides.)

<Group work>

- 4 persons * 5 teams (Japan, China, Thailand, Indonesia, India, etc.)
- How would you communicate your country's stance towards sustainability / sustainable Development? Discuss each other and **fill in the Johari Window** (25 minutes).
- Present your country's stance to the other group- and vice versa. (3 minutes * 5 teams)

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" "If everybody lives like Japanese does, we need 3 planets."
Not Known to Others	3. HIDDEN "Extremely high energy efficiency" "Motta-nai spirit"	4. UNKNOWN "Maybe Edo is a model of sustainable society." "Maybe a long shoreline can be a source of energy."

The Johari Window

	Known to Self	Not Known to Self
Known to Others	1. OPEN	2. BLIND
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↓ Opening windows by information disclosure

→ Opening windows by feedbacks

A Feedback

- Read with enormous interest the E-journal running stories about Veg. Oil waste converted into bio-diesel/ Environment-friendly/hostile companies and the profile of Matsushita Electric and its "Green product" pursuits. Agents defiling and destroying natural cover must be combated with full force and deterred. **I think, greater responsibility falls on the shoulder of Japan by virtue of it being the leading manufacturer of nature-hostile machines those that rules the street and homes of people across the world.**

It soothes one's ear to hear that Japanese, the most caring loving sons and daughters of the mother earth, have begun to see and work at exploitations and atrocities committed against mother Nature. **It equally makes one happy to learn that Japanese seem to be working to give their children a better world than what they received from their ancestors.**

Thanks for feeding us with the stock of Japanese effort to save the sickened and tormented nature. It made an interesting reading. **Let me make one suggestion that is, if you could incorporate stories of any other monumental or landmark efforts being initiated at the community or corporate level in any other corners of the world, that would be wonderful. Because mother Earth is not in pain in Japan alone, she is in pain from head to toe. Hence, a comprehensive and holistic effort is required.**

Anyway, as the Chinese say, a thousand miles journey begins with one step, your step must go millions of miles before we all sleep.

- Mon, 27 Oct 2003
- Citizen, Kathmandu, Nepal

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

- Coming up - Workshop - Vision & Indicator

<Mission>

Let's suppose the next World Summit on Sustainable Development will be held in 2007, and there each country is required to present its vision and indicators for 2050. We are just commissioned by Prime Minister to present a draft.

<Process>

- 4 persons * 5 teams
- Area: Energy (& global warming), food, waste, bio-diversity, resource-productivity, equity, satisfaction...
- Individual work (10 minutes) – Post It
- Group work (30 minutes) – Flip chart
- Presentation & Discussion (25 minutes)

Homework

<Mission>

Let's suppose the next World Summit on Sustainable Development will be held in 2007, and there each country is required to present its vision and indicators for 2050. We are just commissioned by Prime Minister to present a draft.

1. Choose one area: Energy (& global warming), food, waste, bio-diversity, resource-productivity, equity, satisfaction...
2. Describe the vision for 2050 and your strategy to realize it.

<Reference>

JFS Sustainability Indicator

<http://www.japanfs.org/en/view/index.html>

Sustainable Sweden 2020

<http://www.scb.se/statistik/MI/MI1103/2003M00/Preface1to52.pdf>

National Strategy for Sustainable Germany

http://www.nachhaltigkeitsrat.de/service/download_e/pdf/Perspectives_for_Germany.pdf

