

# CDW2023

## CIRCULAR DESIGN WEEK

( in KAGOSHIMA )

Edited by the Toyota Foundation



THE TOYOTA FOUNDATION

# はじめに

トヨタ財団国際助成プログラムでは「アジアの共通課題と相互交流－学びあいから共感へ－」をテーマに掲げ、実務者同士の直接的な相互訪問という手法をプログラムの基盤に据えてきました。直接対面し、場と時間を共有することの意義を問う機会として、助成対象者が現状を共有したり、その取り組みを広く発信する企画を実施しています。

その一環として、2023年12月初旬に開催された Circular Design Week 2023 in Kagoshima にて、当財団助成対象者が活動報告と参加者を交えた議論を行うセッションを開催し、会議全体およびそれに先立って行われた視察ツアーにも参加しました。本報告書では助成対象者によるセッション概要に加え、会議全体の骨子と視察ツアーについて取りまとめています。

現在、そして将来の世界の課題は要素が複雑に絡み合っており、解決へ向けたヒントを見つけ出すには、オンライン・オフラインを問わず、さまざまな主体による持続的な協働・共創が必要です。今後も本助成プログラムが、互いの隣国である東アジアや東南アジア、南アジアのリーダーたちを有機的に結びつけ、所期の目的が達成されることを願っています。

## Introduction

**Under the theme of “Cultivating Empathy Through Learning from Our Neighbors: Practitioners’ Exchange on Common Issues in Asia,” The Toyota Foundation International Grant Program has been based on the method of direct mutual visits between practitioners as the foundation of the program. We are thus implementing a program in which grant recipients can share their current situation and disseminate their efforts widely.**

**As part of this effort, taking an opportunity of Circular Design Week 2023 in Kagoshima in early December 2023, we co-organized a conference which our grantees reported their activities and discussed with the participants. Also, we partly participated in the tours and workshops which were held in advance. This report summarizes the overall framework of the conference and the tour, in addition to the summary of the sessions that the grantees took part in.**

**Current and future global challenges are complex and intertwined, and finding clues to solutions will require sustained collaboration and co-creation by a variety of actors, both online and offline. We hope that this grant program will continue to organically bring together leaders from neighboring East, Southeast and South Asia to achieve its intended goals.**



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# 1. Circular Design Week in Kagoshima : An Overview (※英語のみ)

# A Brief Intro to Circular Design Week in Kagoshima

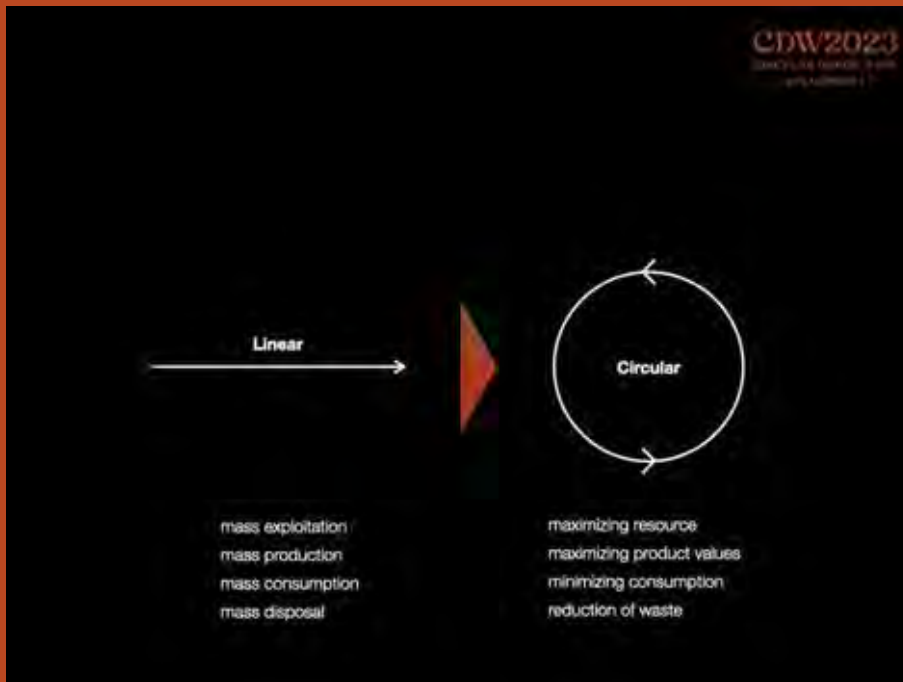
A number of planetary and systemic crises urge us to shift from an economic model that is extractive and linear to a model that is regenerative and circular. Against this backdrop, the principle of circular design arises as a fundamental philosophy and set of tools, providing not merely opportunities for re-envisioning products and services but also for transforming business models, interpersonal relationships, infrastructure networks, urban settings, and more.

Circular Design Week 2023 in Kagoshima was a week-long program that provided a rare opportunity to explore the transition to a more pluriversal and sustainable world, by attuning to, and experiencing the vernacular practices rooted in the various lands of Kagoshima Prefecture, which is located at the very south end of Kyushu island in Japan. The program took place between November 27th and December 3rd, 2023, and consisted of two parts. Exploratory field trips to five different locations in Kagoshima, and a 2-day conference to sense-make and network.

One of our central thematics for the program was a pronounced emphasis on local contexts, or 'place', and experiential learning opportunities offered by the culturally and ecologically diverse landscape of Kagoshima. Our objective is to foster a comprehensive understanding, not only on an intellectual or cerebral level, but through the sense of touch and the act of caring, of the manifold dimensions and decentralized structures inherent in sustainable societies.

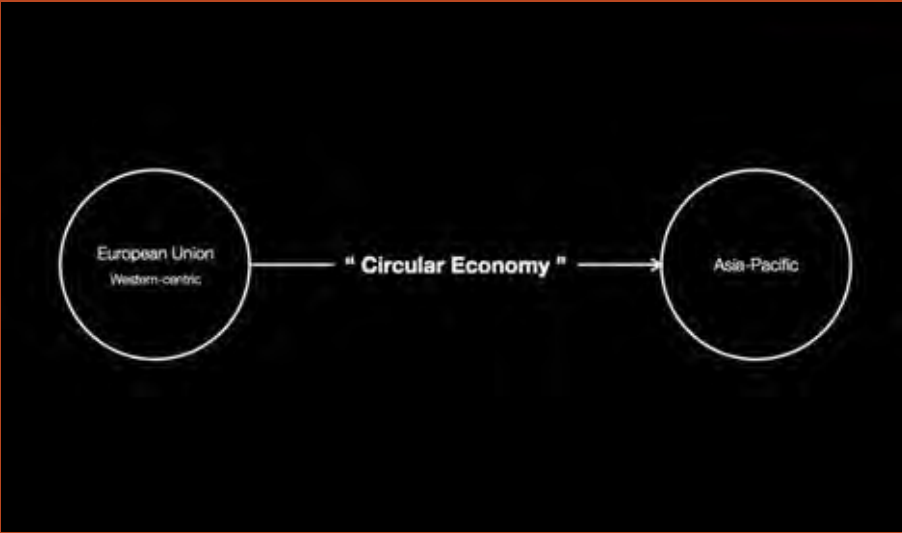
## What is circular design?

In our view, the ultimate goal of circular design is the transition from a linear economy/society predicated on an exploitative global supply chain to a plurality of decentralized circular systems around the globe. This requires us not only to rethink the conventional institutions heavily based on mass exploitation, mass production, mass consumption, and mass disposal, but also reimagine our way of being in the world. In this sense, circular design is much more than simply optimizing the way materials circulate within a system, e.g. recycling or resource management. It is an onto-political approach to re-designing our society as a whole in which our relationships to existing cultures, technologies, and more-than-humans that co-inhabit this planet are to be reassessed and reweaved. We believe that one good point of departure for such designing is to turn our attention to the local cultures and vernacular practices that have enabled sustainable ways of living for over millennia.

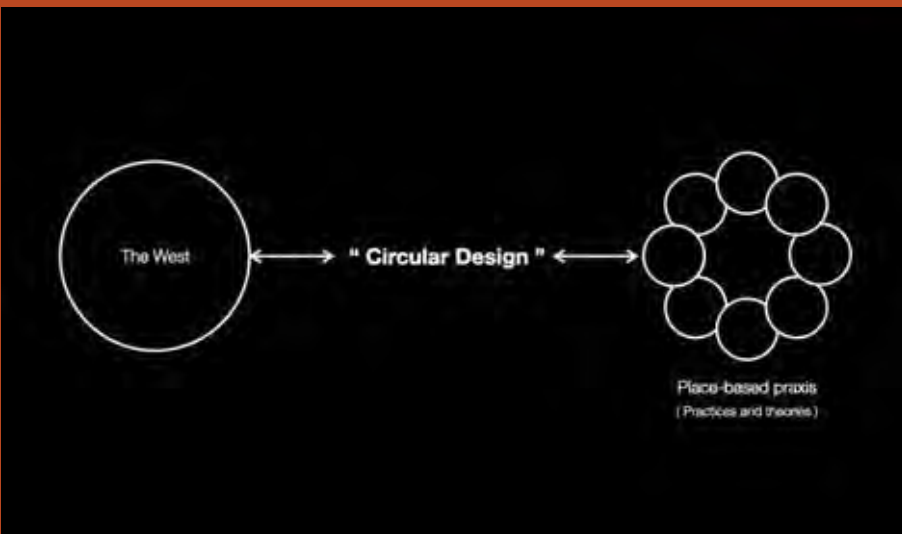


## What it means to take a place-based approach to circular design

If we take a look at how the concept of circular economy has been introduced to Japan or the larger Asia-Pacific region, one of the main drivers behind this movement has been the EU's new policy agenda around sustainability. Since then a number of insightful frameworks and methodologies have been introduced into the design field. We have learned from them and followed them as a guide to create our own circular design theories and practices – what we call 'praxis'.



At the same time, we have realized that our theories and practices are often heavily influenced by western mindsets and sometimes even become western-centric ones. Therefore, we felt the need of developing circular design theories and practices based on local culture and vernacular practices in the Asia-Pacific – in other words, ‘place-based praxis’.



A place is not just a geological location. It is an ecological system that emerges from the complex interactions between people, culture, histories, and traditions in relation to the more-than-humans that co-inhabit the land. For the two-day conference, we invited designers and practitioners active in and around the field of circular design from across the Asia-Pacific region to join our conversation to discuss the ‘Futures of place-based circular ecosystems’. Each panelist brought their unique perspectives and first-hand experiences to the table, shedding light on not only the material aspect, but the various cultural, social, and economic aspects that are fundamental to the sustainability of any circular ecosystem.





Overall, 79 people from across 11 countries, including Taiwan, Thailand, South Korea, Australia, and the UK, just to name a few, attended the Conference. The fact that this many people with such diverse backgrounds came together in the land of Kagoshima is significant in itself, especially in light of our goal, which was to raise awareness of a place-based approach to circular design that is inspired by the traditions and practices unique to the Asia-Pacific region.

# Conference Timetable

## DAY 1 12.2 sat

## DAY 2 12.3 sun

9:30	DOORS OPEN	DOORS OPEN
10:00	<b>10:00 - 11:15</b> <b>OPENING CEREMONY</b>	<b>10:30 - 11:00</b> <b>OPENING / REFLECTION</b>
10:30		
11:00		
11:30	BREAK 15 MIN	<b>11:00 - 12:20</b> <b>SESSION 3</b> Building "business ecologies" with circularity in mind
12:00	<b>11:30 - 12:30</b> <b>KEYNOTE SPEECH</b> Place-based approach to circular Innovation	
12:30		
13:00	12:30 - 13:30 LUNCH	12:20 - 13:30 LUNCH
13:30	<b>13:30 - 14:50</b> <b>SESSION 1</b> Re-assessing local resources and co-designing circular ecosystems	<b>13:30 - 16:30</b> <b>UNCONFERENCE</b> Workshop session with Circular Design Praxis team
14:00		
14:30		
15:00	BREAK 20 MIN	
15:30	<b>15:10 - 16:30</b> <b>SESSION 2</b> Putting place in its place: ecosystemic approaches to circular economy	
16:00		
16:30	BREAK 15 MIN	<b>CLOSING CEREMONY</b>
17:00	<b>16:45 - 17:45</b> <b>THE TOYOTA FOUNDATION          PRESENTATION</b>	
17:30		
18:00	CLOSING 15 MIN	
18:30	<b>18:30 - 21:30</b> <b>RECEPTION DINNER</b>	

# 企画運営とサポーター

## RE:PUBLIC

### 株式会社リ・パブリック

リ・パブリックは持続的にイノベーションが起こる生態系(=エコシステム)を研究し(Think)、実践する(Do)、シンク・アンド・ドゥタンクです。ひとりの市民から、組織、地域、社会まで、あらゆるスケールの視点を行き来しながら新たな可能性を紡ぎ上げ、パブリックを編み直すことを理念におき、世界のフロンティアで挑戦する人たちと手を携えて、ともに実験と実践を繰り返す共同体を生み出す活動を行ってきました。

私たちは文化人類学、都市デザイン、市場創造、ソーシャル・イノベーション、メディアなどの分野に精通した、学際的なデザイン研究者のチームです。2019年に鹿児島県薩摩川内市と九州大学と共同で「サーキュラー都市(循環型都市)」への転換を促進する「Satsuma Future Commons(薩摩フューチャーcommons構想)」を立ち上げて以来、様々なパートナーと協力し、その場所が提供する文化的、歴史的、生態学的な豊かさへの感度を高め、深く尊重しながら、地域の資産を探求し活用することで、循環を中心としたシステミックな変革に取り組んできました。

## SELF SATSUMA EMERGING LEADERSHIP FORUM

transforming ourSELF, transforming our world.

### NPO 法人薩摩リーダーシップフォーラム SELF

私たちは、自らのことを「Learning Community(ラーニング・コミュニティ) = 学び続けるコミュニティ」であると定義しています。SELFの「F」フォーラムとは、まさにこの学びの「場」を表しています。

鹿児島をベースとして自らが学び、対話を続け、社会をよりワクワクする方向へと変容させていく。そのための豊かな土壌を育てていくためのコミュニティ。自己変容を通して、新たな社会を描いていけるコミュニティ。それがSELFでありたいと思っています。

# Organising Team and Contributors

## RE:PUBLIC

Re:public, inc. was founded in 2013 as a ‘think and do tank’ to catalyze systemic shifts in local communities, organisations, and cities of different scales.

In the face of a multitude of existential crises wrought in large part by the global capitalistic order and its scientific reductionism, we take a place-based approach that is grounded in our unrelenting belief in the transformative powers that lie in actual people inhabiting actual places. This approach consists first and foremost in paying close attention to, and working with, the social and cultural institutions that are weaved and re-weaved through the day-to-day practices and interactions between people as well as innumerable lifeworlds of which humans are inextricably part.

Re:public is a team of interdisciplinary design researchers with expertise in fields such as ethnography, urban design, market creation, social innovation, and media. Combined with our global network of creative designers and researchers, we are uniquely positioned to identify place-based opportunities, help individuals and communities to work with these opportunities, and empower them to envision and create their own futures.

Since the launch in 2019 of the Satsuma Future Commons Initiative in a joint effort with Satsumasendai City in Kagoshima and Kyushu University to catalyze a transition towards a “Circular City”, Re:public has been working with various partners to bring about systemic shifts centered around circularity by exploring and leveraging local assets with a heightened sensitivity to, and deep respect for, the cultural, historical, and ecological richness that a place has to offer.

## SELF SATSUMA EMERGING LEADERSHIP FORUM

transforming ourSELF, transforming our world.

The NPO Satsuma Leadership Forum SELF is a Kagoshima-based learning community that transcends all boundaries of age, gender, nationality, occupation or organisation. Such a ‘place’ for learning is precisely what SELF’s ‘F’ Forum is about.

Here in Kagoshima, we seek to be a community that cultivates rich grounds for learning and continuous dialogue, shifting society towards one that is more exciting. A community of social innovators willing to transform themselves to envision new worlds — this is what SELF aspires to be.

# Speakers, Panellists, and Facilitators

\*By session and in alphabetical order

DAY 1 12.2 sat

## Keynote speech

### Place-Based Approach to Circular Innovation

場に根ざした循環イノベーションのあり方

#### Speaker



**Dan Hill** ダン・ヒル

Director at Melbourne School of Design

メルボルン・スクール・オブ・デザインディレクター

Professor Dan Hill is a designer, urbanist, educator, and experienced leader at the intersection of design, technology, and cities. Dan held the position of Director of Strategic Design for the Swedish Government's innovation and research agency, Vinnova from 2019 to 2022. His previous leadership positions have produced innovative, influential teams and projects, ranging across built environment and architecture (two stints at Arup, Future Cities Catapult), education and research (Fabrica, AHO, UCL), government and social innovation (SITRA, Vinnova), and media (BBC, Domus, Monocle). He was one of the Mayors of London's inaugural Design Advocates, a Trustee of Participatory City Foundation, and a founding member of the UN HABITAT Council for Urban Initiatives.

デザイナー、アーバニスト、教育者。デザイン・テクノロジー・都市を結節点とした都市デザイン領域において経験豊富なリーダー。2019年から2022年まで、スウェーデン政府のイノベーション庁 Vinnova のストラテジックデザイン・ディレクターを務めた。これまで、空間と建築 (Arup, Future Cities Catapult)、教育と研究 (Fabrica, AHO, UCL)、政府とソーシャル・イノベーション (SITRA, Vinnova)、メディア (BBC, Domus, Monocle) と多岐にわたり、世界的な組織で指揮を執ってきた。また、ロンドン市長直下の Design Advocates も務め、Participatory City Foundation の評議員、UN HABITAT Council for Urban Initiatives の創設メンバーも務めている。

## Session 1

# Re-assessing local resources and co-designing circular ecosystems

## 循環生態系における地域資源の再評価と市民参加

### Panellists



**Kasumi Fujita** 藤田 香澄

Director at Gassaku Co. (Osaki town)  
合作株式会社ディレクター

Born in Nagano, Japan and raised in the South Pacific island nations of Tuvalu, Kiribati, and Fiji, Kasumi returned to Japan at the age of 12. She studied environmental issues at the School of International Liberal Studies in Waseda University, and regional policy and administration at the Graduate School of Public Policy in University of Tokyo. After graduation, she joined an IT company called Kayac, located in Kamakura, where she was in charge of planning local currency projects and immigration matching services. In April 2021, she moved to Osaki Town in Kagoshima Prefecture, which has the highest recycling rate in Japan, and joined Gassaku Co. Serving as a member of the Osaki Town Council since May 2023.

長野県生まれ、南太平洋の島国ツバル、キリバス、フィジー育ち。12歳で帰国。早稲田大学国際教養学部で環境問題、東京大学公共政策大学院で地域政策や行政学を学ぶ。卒業後は鎌倉にある面白法人カヤックというITの会社に入社し、地域通貨や移住マッチングサービスなどの企画担当をする。地域と関わるうちに自分もプレーヤーになりたい気持ちと、兼ねてから興味があった環境問題に関わる仕事がしたい気持ちが高まり、2021年4月にリサイクル率日本一の鹿児島県大崎町へ移住し、合作株式会社に入社。2023年5月より大崎町議会議員も兼務する。



**Kevin Yang** 楊 振甫

CEO and Founder at 5% Design Action (Taipei City)  
5% Design Action / CEO, 創業者

Dr. Chen-Fu (Kevin) Yang has a background in music, marketing, finance management and service design. He was the manager of Product-Service Integration department at the Industrial Technology Research Institute (ITRI), a co-leader of the Dechnology (Design Thinking + Technology Innovation) project of the Ministry of Economic Affairs. In 2013, he founded 5% Design Action Social Design Platform. Starting from 70 designers with cancer screening service design projects, there are more than 9,000 multi-disciplinary professions and designers on the network today, focusing on the challenges of aging, health, economy and environment protection. Currently he is the CEO of DreamVok, founder of 5% Design Action, co-founder of Service Design Network Taiwan Chapter, Executive V.P. of Asia Pacific Service Design Association., and Supervisor of Taiwan Elderly Care Industry Association.

音楽、マーケティング、財務管理、サービスデザインなどのバックグラウンドを持つ。工業技術研究院 (ITRI) 製品・サービス統合部マネージャー、經濟部 (Ministry of Economic Affairs Taiwan) Dechnology (デザイン思考+技術革新) プロジェクト共同リーダーを経て、2013年に5% Design Action Social Design Platformを設立。当初は70名のデザイナーによるがん検診サービスのデザインプロジェクトからスタートしたが、現在では9,000名以上の多職種とデザイナーが加わり、高齢化、健康、経済、環境保護などの課題に取り組んでいる。現在、DreamVokのCEO、5% Design Actionの創設者、Service Design Network 台湾支部の共同創設者、Asia Pacific Service Design AssociationのExecutive V.P.、Taiwan Elderly Care Industry Associationのスーパーバイザーを務める。

## Facilitator



### Takako Ohyama 大山 貴子

CEO at fog, Inc.  
株式会社 fog / CEO

After graduating from Boston Suffolk University in the U.S., Takako Ohyama worked for a newspaper in New York City. After gaining experience in overseas strategy in the fields of EdTech and editing & writing, Takako returned to Japan in 2014. Feeling the need to address food safety and environmental issues in Japan, she worked on various projects to address food waste at the 100BANCH Residency Project. After engaging in workshop design projects, she founded fog in 2019, and ELAB in 2021, a kitchen and living laboratory that practices the concept of circularity in daily life. Takako had her first child in April 2022, and has been a visiting researcher at Musashino Art University's Research Center for Social Creativity since June 2022.

ニューヨークにて新聞社、EdTech での海外戦略、編集 & ライティング業を経て、2015 年に帰国。日本における食の安全や環境面での取組みの必要性を感じ、100BANCH 入居プロジェクトとしてフードロスを考える各種企画やワークショップ開発を実施後、サーキュラーエコノミーの実現を目的としたデザインコンサルティング会社、株式会社 fog を創業。「循環をつくる( )をつくる会社」として、サーキュラーエコノミー及び循環型社会の実装を、人材・組織開発から行う。直近では、10 月末にオープンしたキッチンやリビングラボを兼ね備えた施設「循環する日常をえらぶラボ "ELAB" (えらぼ)」を東京都台東区にオープンさせ、暮らしにおける循環の実践を行っている。武蔵野美術大学ソーシャルクリエイティブ研究所客員研究員。

## Session 2

### Putting place in its place: ecosystemic approaches to circular economy

あるべき場所へ：循環型経済への生態学的アプローチ

## Panellists



### Aining Ouyang 歐陽 諤寧

CEO at REnato lab (Taipei City)

Aining Ouyang joined the REnato lab team in 2016 and has been dedicated to helping businesses achieve resource circulation and carbon reduction. She is one of the primary authors of "Circular Design Guidebook for the Electronic, Electrical and Appliance Industries" (2020) and "Circular Economy Guidebook for Manufacturing" (2023). Through her curatorial expertise, Aining has organised multiple exhibitions promoting circular economy and zero waste knowledge. In 2021, she received the New Taipei City Women's Award and was named a Generation T awardee by Tatler Asia. In 2023, she launched "Circular On-site," a new program that helps businesses build sustainable and circular practices through skill development and data management.

2016 年に REnato lab チームに加わり、企業の資源循環と炭素削減の実現に尽力。『Circular Design Guidebook for the Electronic, Electrical and Appliance Industries』(2020) および『Circular Economy Guidebook for Manufacturing』(2023) の主要著者の一人。また、キュレーターとしての専門性を活かし、循環型経済や廃棄物ゼロの知見を広める展覧会を複数開催している。2021 年には New Taipei City Women's Award を受賞し、Tatler Asia の Generation T 受賞者に選出された。2023 年には Circular On-site という新たなプログラムを立ち上げ、スキル開発とデータ管理を通じ、企業が持続可能でサーキュラーな慣行を構築できるよう支援している。



## James Hollow

Founder / CEO at Fabric, Inc. (Tokyo)

株式会社 Fabric (東京) / 創業者, CEO

James Hollow is CEO and Founder of Fabric, a Strategic Design and Sustainability consultancy helping businesses move towards more innovative, sustainable futures. Fabric's work with global and local companies brings a human-centric, creative approach to designing products, services, organisations and brands using social and environmental impact goals as constraints to drive innovation. James graduated from Oxford University with a master's degree in physics, then joined WPP's prestigious Fellowship Program where he trained as a brand / business strategist, first in London then Tokyo, where he fell in love with Japanese culture. There he co-founded his first company aged 24, an agency that he grew until its acquisition in 2013, subsequently rising within the MullenLowe Group network to co-CEO of the APAC region in 2019, before following his entrepreneurial instinct and his team's shared desire to have a positive impact to found Fabric in spring 2021.

ストラテジック・デザインとサステナビリティを専門とするコンサルタント会社、FabricのCEO兼創設者。オックスフォード大学で物理学の修士号を取得した後、WPPのフェローシップ・プログラムに参加。ロンドン、そして東京でブランド／ビジネス・ストラテジストとしてのトレーニングを受け、その際に日本文化に魅了される。24歳のときに会社を初めて共同設立し、2013年に買収されるまで成長させる。その後、MullenLoweグループのネットワーク内でキャリアを積み、2019年にはAPAC地域の共同CEOに就任。起業家としての直感と、ポジティブなインパクトを与えたいというチーム共通の思いに従い、2021年春にFabricを設立。より革新的で持続可能な未来の実現に向け、グローバル及びローカルな企業と協働し、製品・サービス・組織・ブランドのデザインに社会や環境へのインパクト創出を条件とした人間中心のクリエイティブなアプローチを実践している。

## Facilitator



## Fumiko Ichikawa 市川 文子

Co-CEO at Re:public, Inc.

株式会社 リ・パブリック / 共同 CEO

Professionally trained as a design researcher and user experience designer, Fumiko previously worked at Nokia Design where she led projects to deliver products and services around the world. Fumiko is currently located in Tokyo, and her clients include global companies, educational bodies, and national governments. With local governments, she designs and offers programs for local SMEs to identify their purpose and to create businesses for a sustainable future. Outside Re:public, passionate about social entrepreneurship, Fumiko serves as a mentor for women in Design and Social Innovation in Asia-Pacific (DESIAP); she also serves as a board of directors for fog inc., a circular design firm located in Tokyo, which runs a circular restaurant in downtown Tokyo.

広島県出身。慶応義塾大学大学院政策・メディア研究科修了（ヒューマン・コンピューター・インタラクション専攻）。その後フィンランドの通信メーカー、ノキア社に入社、約10年に渡りインサイト&イノベーション・チームのユーザーエクスペリエンス・エキスパートとして世界80カ国における生活者の実態調査の設計とディレクション、端末づくりを手がける。退社後、株式会社博報堂イノベーション・ラボを経て現職。豊富なリサーチの経験を元にイノベーションの生態系について研究と実践を手がける。金融危機以後の市民主導の再生を描いた「明るい未来の作り方」(ダイヤモンド・オンライン)、監訳に「シリアル・イノベーター」など。



## The Toyota Foundation Presentation

# International circular design projects funded by The Toyota Foundation

## トヨタ財団が助成する国際プロジェクトの紹介

### Speakers



### Mikiharu Yabe 矢部幹治

Founder / owner of Agent Hamyak  
エージェント・ハムヤック株式会社 創業者、代表

After working at a creative agency in London, Mikiharu Yabe established a design management company in 2014 with the motto "If you have trust, you can work with anyone in the world". DOOR to ASIA is a residency programme in which designers from Japan and abroad gather in a themed region to learn and dialogue side-by-side with local people, and propose communication designs for the future. To date, 18 programmes have been implemented in Japan and abroad. He is currently engaged in creating and sustaining relationships between the region and abroad.

ロンドンのクリエイティブエージェンシーでの経験後、2014年から“信頼があれば世界の誰とも仕事ができる”をモットーにデザインマネジメント会社を設立。国内外のデザイナーがテーマとなる地域に集まり、地域の方と肩を並べて学び、対話し、未来に向けたコミュニケーションデザインを提案する滞在型プログラムの DOOR to ASIA をスタート。今まで国内外で 18 のプログラムを実施した。地域と海外の関係作りと継続に従事。



### Tschit Jiro テチット・ジロ

Satrana / Arai Arai

With a background in communication design, he is a co-founder of an urban design network called "SATARANA" which means 'public' in Thai language, and a community builder/bartender at a social club called "Arai Arai" located in the old town of Bangkok where young people come to exchange their passion and interests. He dreams of a life-long community which is co-created together with families and friends.

コミュニケーションデザインのバックグラウンドを持ち、タイ語で「公共」を意味する「SATARANA」というアーバンデザインネットワークの共同設立者。バンコクの旧市街にある「Arai Arai」という若者が情熱や興味を交換するソーシャルクラブでコミュニティビルダー／バーテンダーを務める。夢は、家族や友人と一緒に作り上げる生涯のコミュニティ。



## Shinichiro Tsuchimochi 土持真一郎

Gokase Institute of Renewable Energy  
五ヶ瀬自然エネルギー研究所

Born in Gokase-cho, Miyazaki Prefecture. As a member of the Gokase Institute of Renewable Energy, he is engaged in activities in his hometown to create a sustainable community based on the themes of symbiosis, cooperation, and circulation. Currently, with the cooperation of local volunteers, he is conducting food recycling activities aiming to foster circular agriculture and environmental protection practices.

宮崎県五ヶ瀬町生まれ。五ヶ瀬自然エネルギー研究所所属。生まれ故郷の宮崎県五ヶ瀬町にて「共生」、「協働」、「循環」をテーマに持続可能な地域社会の創造(地域のこし)活動を行っている。現在は地域有志の協力を得て、「循環型農業」、「環境保護」等を目的とした「食品リサイクル活動」を行っている。



## Hila Yamada 山田 堃

Coordinator at Glocal Human Resources  
Development Center  
NPO 法人グローバル人材開発センターコーディネーター

Hila Yamada was born in Kyoto City, and graduated from the Kyoto Saga Art College Japanese painting course. She has exhibited her works and organised a project team for an olfactory art research. After working at an art complex in the city, she joined Glocal Center. She mainly engages in the operation of QUESTION/Students Lab, climate change/poverty problem solving projects with Taiwan and Thailand, human development workshops for companies, an education program for high school students, the operation of the foreign entrepreneur community (KIEC), and training for interns.

京都市生まれ。嵯峨美術大学短期大学卒業。香りのアート研究に携わり欧州複数都市で作品発表、プロジェクトコーディネートを行う。市内のアート複合施設に勤めた後、グローバルセンターに入職。主に QUESTION/Students Lab の運営、台湾及びタイとの気候変動・貧困問題解決プロジェクト、企業向けの人事研修、高校生向けプログラム運営、外国人起業家コミュニティ(KIEC)運営、インターン育成などを担当。



## Corey Lien 連庭凱

DOMI Earth

A seasoned serial entrepreneur who transitioned into a social impact ecosystem builder. He's a father of three and the driving force behind DOMI, a platform aimed at motivating both corporations and consumers to take action for climate justice. He co-founded the Asia-Pacific B Corp Association (APBCA) and established B Lab Taiwan and the Taiwan Impact Investment Association (TIIA), building a nurturing environment for responsible corporate leadership. Corey extends his expertise as an adjunct assistant professor in Public Policy and social innovation at Fu Jen University and as a lecturer at various universities across Japan, Thailand, and Taiwan, concentrating on leadership, social innovation, impact business models, and public policy. Corey's diverse educational background includes studies in Bioscience, Chiropractic, Fashion, and an Executive MBA from the University of Chicago Booth School of Business.

社会的なインパクトのあるエコシステムを構築するシリアルアントレプレナー。3児の父であり、企業と消費者の双方に気候正義のための行動を起こさせることを目的としたプラットフォーム「DOMI」の立役者でもある。アジア太平洋 b corp 協会 (APBCA) の共同設立者であり、B Lab Taiwan と台湾インパクト投資協会 (TIIA) を設立し、責任ある企業リーダーシップの育成環境を整えている。また、福建大学の公共政策と社会イノベーションの非常勤講師として、また日本、タイ、台湾のさまざまな大学で講師として、リーダーシップ、社会イノベーション、インパクト・ビジネス・モデル、公共政策を教えている。生物科学、カイロプラクティック、ファッションを学び、シカゴ大学ブース・スクール・オブ・ビジネスでエグゼクティブ MBA を取得。



## Dr. Nathawut Suksommanat (BIG)

ナタウト・スクソンマナット

Advisor, Thai Social Value Association

Nathawut Suksommanat received his bachelor's degree in Industrial Engineering from Kasetsart University in Thailand, and a PhD in Social Management from Srinakharinwirot University in Bangkok, complemented by an MBA in Operations Management from The University of Scranton in Pennsylvania, USA. He has 15 years of professional experience spanning leadership roles in various international companies across the USA and Thailand, including over 5 years in Japanese, German, and Thai manufacturers. His expertise lies in Project Management, Marketing, Lean Six Sigma, Logistics & Supply Chain, Business Development, Process Improvement, and more. With an unwavering passion for adding value and effecting positive change in the world, he currently serves as an advisor and coach at the Thai Social Value Association, while also contributing as a research specialist within the strategy department at ttb Bank in Thailand.

タイのカセサート大学で経営工学の学士号を、バンコクのスリナカリンウィロート大学で社会経営学の博士号を取得し、さらに米国ペンシルベニア州のスクラントン大学でオペレーションズ・マネジメントの MBA を取得した。日系、ドイツ系、タイ系メーカーに5年以上勤務し、米国とタイにまたがるさまざまな国際企業で15年にわたり指導的役割を果たしてきた。プロジェクトマネジメント、マーケティング、リーンシックスシグマ、ロジスティクス&サプライチェーン、ビジネス開発、プロセス改善などを専門とする。現在、Thai Social Value Association のアドバイザー兼コーチを務める傍ら、タイの ttb 銀行で戦略部門のリサーチ・スペシャリストを務める。

## Session 3

Building "business ecologies"  
with circularity in mind

## 循環を前提としたビジネスエコロジーの構築

## Panellists



Justin Yu 游 適任

CEO at Alife / Plan b (Taipei City) Alife,  
Plan b (台北市) / CEO

As a serial entrepreneur and investor of multiple industries, Justin Yu was invited to serve as youth advisory committee by Executive Court of Taiwan. In 2010, he founded Plan b Inc. ([www.theplanb.cc](http://www.theplanb.cc)), a consultancy and planning company that applies sustainable development as strategic principles. Over the years, they have proposed a wide range of solutions to both domestic and foreign well-known enterprises, non-profit organizations, government departments, and various other fields. In 2021, he founded Alife Holding Co., Ltd. ([www.alife.cc](http://www.alife.cc)), a company that provides residential and office rental services, and all kinds of lifestyle solutions.

シリアル・アントレプレナーとして、また多業種への投資家として台湾行政院教育部青年發展署 Youth Advisory Committee に参画。2010年、持続可能な発展を戦略の原則とするコンサルタント・企画会社 Plan b Inc. を設立。長年にわたり、国内外の有名企業、非営利団体、行政機関など様々な分野に幅広いソリューションを提案している。2021年には、Alife Holding Co., Ltd. を設立 ([www.alife.cc](http://www.alife.cc))。住宅やオフィスのレンタルサービスを始めとしたあらゆるライフスタイル分野のソリューションを手掛けている。



Kanta Kobira 小平 勸太

CEO at Kobira Co, Inc. (Hioki City)  
小平株式会社 (日置市) / CEO

Kanta Kobira is the president and CEO of Kobira Corporation / Director and Office Manager of the NPO Satsuma Leadership Forum SELF. He graduated from Kyoto University's Faculty of Agriculture, majoring in Plant Breeding (B.S.) and earned a Master's degree in Horticultural Genetics from the University of Illinois, NRES. He founded the agricultural venture Oryza after working at an IT consulting company. He has also founded agricultural corporations and agriculture xIT ventures, through which he gained experience in fundraising and buyouts. Kanta Kobira assumed the position of President at the energy trading company Kobira Corporation ten years ago (current position).

小平株式会社代表取締役社長 / NPO 法人薩摩リーダーシップフォーラム SELF 理事兼事務局長。京都大学農学部生物生産科学科卒業 (B.S. in Plant Breeding) イリノイ大学大学院 NRES (M.S. in Horticultural Genetics)。IT コンサルティング会社での勤務後に農業ベンチャー Oryza 起業。その他、農業法人や農業 xIT ベンチャーを起業し、資金調達やバイアウトも経験。10年前にエネルギー商社の小平株式会社の社長に就任 (現職)。

## Facilitator



### **Hiroshi Tamura 田村 大**

**Co-CEO at Re:public, Inc.**  
株式会社 リ・パブリック / 共同 CEO

Hiroshi Tamura is Co-founder and Managing Director at Re:public Inc. Hiroshi also serves as Co-Founder and Executive Fellow at i.school of The University of Tokyo where a ground-breaking interdisciplinary innovation education program is offered to all the schools at the university since 2009. His career started at Hakuhodo Inc., one of major advertising agencies in Asia and he has developed his career as a research expert through investigating in digital media, ethnographic praxis and design-led innovation aka. design thinking. After leaving Hakuhodo, Hiroshi launched Re:public, a novel think-do-tank dedicated to innovation architecture with Fumiko Ichikawa, and started a new initiative to co-develop innovation ecosystems partnering with government, industry and university at home and overseas. Now he is also taking a teaching profession at Kyushu University and Japan Advanced Institute of Science and Technology as Visiting Professor.

神奈川県出身。東京大学文学部心理学科卒業、同大学院学際情報学府博士課程単位取得退学。1994年博報堂に入社。以降、デジタルメディアの研究・事業開発等を経て、イノベーションラボに参加。同ラボ上席研究員を経て2013年に退職、株式会社リ・パブリックを設立。2009年東京大学工学系研究科堀井秀之教授とともにイノベーションリーダーを育成する学際教育プログラム・東京大学 i.school(アイ・スクール)を発足。2013年4月 i.school エグゼクティブ・フェローに就任。現在、九州大学・北陸先端科学技術大学院大学にて客員教授を兼任。著書に「東大式 世界を変えるイノベーションのつくりかた」(2010, 早川書房)等、多数。

## Workshop

### **Place-based circularities giga-mapping session**

**土地に紐づく循環のストーリーの描出**

## Facilitators



### **Dan Hill ダン・ヒル**

**Director at Melbourne School of Design**  
メルボルン・スクール・オブ・デザインディレクター

\*See p.7 for detailed bio.



## Tokushu Inamura 稲村 徳州

Assistant Professor at Kyushu University Department of Strategic Design / Faculty of Design

九州大学芸術工学研究院ストラテジックデザイン部門助教

Tokushu is a Designer/Engineer, also appointed at the Center for Designed Futures of Kyushu University. He holds a double Masters degree in Innovation Design Engineering from the Royal College of Art and Imperial College London. Current research focuses on Post Human-Centered Design and Circular Design. He teaches in the Design Futures course at undergraduate level, and Strategic Design at the graduate school. He engages in teaching international transdisciplinary teams to become strategic and holistic designer-researchers. Born in New Zealand, he has lived in the US, Switzerland and the UK, he currently resides in Fukuoka City Japan with his loving family.

2012年、ロイヤル・カレッジ・オブ・アート大学院大学スクールオブデザイン、インペリアル・カレッジ・ロンドン工学部イノベーションデザインエンジニアリング科・ジョイントダブルマスター・修士。オークランド大学バイオエンジニアリングインスティテュート・プロジェクトエンジニアなどを経て、2017年より現職。専門は、デザインエンジニアリング。学際的なアプローチからイノベーションを起こす仕組みの研究、国際的な連携を通じて、サステナブルな価値を生み出す教育・研究プロジェクトに注力している。近年の研究はポスト人間中心デザインやサーキュラーデザイン、ソタエタルデザインをキーワードに活動している。



## Daijiro Mizuno 水野 大二郎

Professor at Center for Possible Futures  
Kyoto Institute of Technology

Daijiro Mizuno completed his Ph.D. in fashion design at the Royal College of Art (London), in 2008. From 2009 to 2013, he worked as Director of Ultra Factory Critical Design Lab at the Kyoto University of Art and Design; it was around this time where he began actively exploring the field of slow, ethical, or sustainable fashion. Eventually, this experience will develop into research on design practices with a focus on digital fabrication. From 2012 to 2019, Mizuno has also worked as Associate Professor at Keio University SFC. He has written and translated several books including "Circular Design: Products, Services and Businesses that Create a Sustainable Society" and the Japanese version of "Critical Design in Context: History, Theory, and Practice" by Matt Malpass. In 2021, he worked as Chairperson of the "Future of Fashion Study Group" by the Ministry of Economy, Trade and Industry.

1997年渡英、2008年Royal College of Art PhD 修了、博士(ファッションデザイン)。2009-13年、京都芸術大学 Ultra Factory Critical Design Lab ディレクター(原田祐馬と共同)。このあたりからスロー、エシカル、サステナブルファッションの活動を開始。やがてデジタル・ファブリケーションを前提としたデザイン領域と接続する。2012-19年、慶應義塾大学 SFC 准教授。『サーキュラーデザイン』『クリティカルデザインとは何か』など著書、訳書多数。経済産業省「ファッションの未来研究会」座長をつとめた(2021年)。

# 公益財団法人トヨタ財団

トヨタ財団は、トヨタ自動車によって1974年に設立された助成財団です。世界的な視野に立ち、長期的かつ幅広く社会活動に寄与するため、生活・自然環境、社会福祉、教育文化などの領域にわたって時代のニーズに対応した課題をとりあげ、その研究ならびに事業に対して助成を行っています。

国際助成プログラムでは、東・東南・南アジアの実践者たちによる学びあいと知見の共有を通じたアジア共通の社会課題の解決をテーマとしています。アジアの共通課題に取り組む人々同士が互いに交流し学びあうことを通じて新たな視点を獲得し、次世代が担う未来の可能性を広げていくことを目的とします。

国をまたいだ多様なバックグラウンドをもつ参加者たちが、従来の「支える／支えられる」「教える／教えられる」といった一方向の関係ではなく、同じ課題に取り組む仲間として「共に考え、行動し、創りあげる」という協働・共創の関係を構築することが望まれます。その関係が国籍、年齢、所属組織等の枠を超えた双方向の学びのプロセスのなかで、社会変革につながるパートナーシップに発展することを期待します。





# THE TOYOTA FOUNDATION

The Toyota Foundation is a grant-making foundation established in 1974 by the Toyota Motor Corporation. It views events from a global perspective as it works to support activities that bring broad, long-term benefits to society. The Toyota Foundation identifies issues in a wide range of areas in line with current needs, including human and natural environments, social welfare, and education and culture, and provides grants for research and projects that address these issues.

Its International Grant Program focuses on deepening mutual understanding and knowledge-sharing among people on the ground in East, Southeast and South Asia who are finding solutions to shared issues. Through promoting direct interaction among key players, the grant program aims to survey and analyse situations in target countries, obtain new perspectives, and expand the potential of future generations. With multinational teams comprised of participants from diverse backgrounds, projects can avoid conventional linear relationships, such as “supporter and supported” or “instructor and trainee,” and instead form cooperative and creative alliances that consider, act on, and construct solutions to shared issues. The grant program anticipates that these partnerships, which extend beyond such factors as nationality, age, and organizational affiliation, will produce significant social change through fostering a process of mutual learning.

Contact: [asianneighbors@toyotafound.or.jp](mailto:asianneighbors@toyotafound.or.jp)





## **2. Post-Conference Contribution**

# 鹿児島島の希望の種。 それとも、空き家は空き家なのか？

ダン・ヒル

メルボルン・スクール・オブ・デザインディレクター

Circular Design Week in Kagoshima (CDW) によって、参加者たちの対話やつながりが促進されただけでなく、生じつつある感性や、非常に複雑な問いかけに対する暫定的だが集合的な方向性が垣間見られたように感じた。採取型でない「Slowdown World (減速した世界)」において、どのような形の文化、政治、経済が望ましく、実現可能なのだろうか？衰退するコミュニティとしてではなく、目的と豊かな生活関係をともなった新たな活力に満ちた関係性を築くために、人口減少と気候の崩壊とうまく折り合いをつけるには、どこから着手したらいいのか？

さほどはっきりと(あるいは冗長に!)こうした問いをあえて口にする参加者はいなかったものの、会食での少人数の歓談や全体会議、あるいはワークショップなどを通して、上記の問いで示される方向性で議論が進むだろうと感じた人は多かった。循環性という複雑なテーマに対して、天然資源や物的資源の観点にとどまらず、文化とアイデンティティの側面からアプローチすることによって、多様な思考が糸のようにより合わさり形成された無数の共通理解という小さな結び目が、今後数十年の働き方や暮らしを形作ることになるかもしれない。

## 循環型の一週間

CDW は珍しく、それゆえに有用な形式をとっていたが、それは Re:public のスタッフとそのパートナーによる入念な企画・運営もさることながら、鹿児島島の独自性から生まれたものでもあった。

海外からゲストとして招かれた私や台湾 REnato Lab の歐陽 藹寧 (Aining Ouyang) にとって CDW は、探索的なフィールドリサーチに費やした贅沢な一週間となった。夕食時には、生煮え状態の思考について意見を交わし、週末には共同でセンス・メイキングするセッションがあった。他の参加者にとっては、丸一日をかけたフィールドツアーの翌日から鹿児島市内で二日間のカンファレンスに参加するという流れであった。ときに、私はフィールドリサーチの間、並行して手近なテーマや場所について読みふけていた。

なぜこのタイミングでと思われるかもしれないが、今回の旅のお供は田中角栄元首相による 1972 年の古い著書『日本列島改造論』だった。この本は、私たちが見たり、考えたり、議論したりしていることの多くに対して全面的に好対照をなす事柄について述べたものだ。しかし、高速交通網や、巨大構造物の建設、「国家をコンピューターにつなげる」といった

「奇跡的な経済成長」的な論調の田中氏の文章のなかにさえ、私たちが現在直面する課題の片鱗が認められる。単なる環境汚染だけではなく、統一的な日本の国土と文化のなかで都市経済と地域経済の均衡を取るという課題が頻繁に引き合いに出されている。

「巨大都市は過密のルツボで病み、あえぎ、いらだっている半面、農村は若者が減って高齢化し、成長のエネルギーを失おうとしている・・・。これでは日本民族の優れた資質、伝統を次の世代へつないでいくのも困難となろう」(田中角栄、1972年)

1972年の田中氏の考えは、当時の経済の大きな潮流に寄り添うものだったかもしれないが、環境、地方、文化のいずれの緊張関係の解決にもこぎつけられなかったのは明らかだ。一方で、この事実自体にあまり引きずられずに私が考えたのは、田中氏がうまく言い得た過去のモデルの本質が、今求められているかもしれないまったく異なるモデルのヒントになるのではないかということだった。過去のモデルが自然な経過をたどり役割を果たしたのだとしたら、私たちは今、どの「資質と伝統」を後世に伝えねばならないのだろうか？

## 基調講演

カンファレンスの幕開けとなった私の基調講演では、これらの思考の糸がどうまとめられるのかを考えて総括する前に、鹿児島地で私が見つけたことに対する印象を介してグローバルな洞察をより精緻なものにしようとした。基調講演の原稿は別途掲載しているが、基本構成は以下のようなものだった。

### 1. 現状を数字で捉える

講演においては、できる限りありのままの数字を挙げねばならないように感じた。というのも、カンファレンスが開催されたのは記録的猛暑の年の終わりだったのだ(まさに会期中に、2024年には2023年の気温をさらに上回るとの予想を示す報告書を英気象庁が発表した)。より調和した循環を求める切迫感と希望の中で、Built Environment Sector(建設業)を最大の共通課題として位置付けたかったのだが、それは、同セクターの影響力が大きく、さらには経済において大きな基盤となっていることが多いためだ(田中氏がよく用いた動詞が「建設」であることに留意されたい)。建設業は、世界のエネルギーおよびプロセスに起因するCO<sub>2</sub>排出量の約40%を占め、UNEP(国連環境計画)によれば2050年までの脱炭素化達成のめどは立っていない。建設業はおそらく最大の採取産業であり、地球上のセメントのほぼ全量、アルミニウムの26%、鉄鋼生産の

50%、全プラスチックの 25%を消費する。これらのプロセスが実施されるのは、フェミニスト地理学者のヴァル・プラムウッド (Val Plumwood) が「shadow places (日陰の場)」と名付けた物質の採取場所がほとんどで、大抵はグローバルサウスにあり、生態系やコミュニティを不安定化させてきた。

排出量については、このセクターが「桁違い」の変化を遂げねばならないことを、デンマークの削減ロードマッププロジェクトが強く示唆している。唯一の可能性は、設計と建設プロセスにおける排出量の劇的な削減 (約 90%) と同時に、建設量そのものを低減することである。実際、サステナビリティの国際的なリーダーとみられるデンマークでも、経済全体の循環率はわずか 4% と推定される。日本はどうだろうか？

ここで、日本の読者にとってはおなじみになっている人口動態を見よう。日本の空き家数はすでに OECD 諸国中で最多である。日本の総世帯数は約 5400 万世帯でピークを迎え、野村総合研究所の予測によればそのうち約 2300 万世帯が 2038 年までに空き家になるという。これに関して日本は、この世界的なリーダーといえよう。ダニー・ドーリング (Danny Dorling) は著書『Slowdown 減速する素晴らしい世界』で、今世紀中に「日本、スペイン、イタリア、タイ、ポルトガル、韓国、ポーランドを含む 20 カ国以上で、人口が少なくとも半減するだろう。中国もほぼ同程度減り、現在の 14 億人から 80 年後には 7 億 3 千万人になるだろう」と述べた。

ここで私は、こうした空き家や空きビルを、まったく別のやり方で「建設」するための戦略的資産、あるいは皆が担う使命または責務として位置付けて、創造的な方法でその解決に向けて取り組むというアイデアの種をまいてみたいと思った。これは、ドーリングが『Slowdown 減速する素晴らしい世界』でやったように、「問題」をポテンシャルや可能性として捉え直す上で役立つはずだ。

## 2. 鹿児島以外の地にみる希望の種

それから、世界中で出てきた多様な各種取り組みに触れ、移行のなかで可能性に満ちたニッチとして紹介した。家や建物を新築する必要性そのものに対する疑問もあった。新築する前に、既存のものを再利用し、改修し、再分配する方法を模索してはどうだろうか。これについても、再生可能なバイオマテリアルのみを使い、循環型である必要がある。新築と改修の両方について多くの実践例を紹介した。たとえば、イギリスの Material Cultures や日本の名古屋の Good Cycle Building のような場所ベースの取り組み、Wikihouse や VUILD の Nesting のようなシステムベースの取り組み、ガーナの Mae-Ling Lokko や東京大学の研究者による野菜や果物の廃棄物由来のコンクリート代替物のような素材ベースの取り組みなどだ。

また、その実現に必要なガバナンスや組織、そして実務における変革的な変化について、スウェーデン政府における「Mission-Oriented Innivation

(ミッション志向のイノベーション)」に関する私自身の取り組みや新たな「意思決定の文化」を挙げて言及した。これらの事例の本質は、たとえばサプライチェーン中のエンボディドカーボンを単に算出する技術ではなく、異なる価値観のもとで想像力を駆使してサプライチェーンのありかたを再定義することにある。ケラー・イースターリング (Keller Easterling) の「配置(disposition)」という概念、つまり物事は一連の關係に潜在するポテンシャルによって規定されるという考え方は、ブライアン・イーノ (Brian Eno) が説く、ありうる未来像を探求して社会的結束を形成し「シンクロし続ける」ために文化が果たすべき役割と同様に、ここで有益に応用されるかもしれない。

この配置 (disposition) の概念は、鹿児島のような地域が、入れ子状になっている多数の文化的、物質的、空間的な地域性からなる自己の未来の最適な構築方法について理解するのに役立つものとなるかもしれない。それぞれが、地域や国家規模のシステム全体にわたる多様な再生パターンの種を秘めており、しかもそれぞれが即日着手できるものなのだ。たとえば鹿児島市の幼稚園から。

場(プレイス)を作り、そして作り直す方法は、実のところ建築物という物理的な形でこういった文化的ダイナミクスを明確に表している。メタボリズムの影響を受けたさまざまな動きが、多少なりとも田中氏の「〇〇の建設」の時代に貢献したとはっきり読み取れるのと同様に、東日本大震災後、日本の建築家にとっての多様なモチベーションは明らかに変化した。アンドレアス・ルビー (Andreas Ruby) と篠原祐馬の最近の著書『Make Do With Now: New Directions in Japanese Architecture』(2022年)の中で紹介されている設計手法は減速のダイナミクスの中で「成長」し、より注意深く、倫理的な動機に基づき、市民の参加を前提にする循環に言及し、環境そのものの権利と人々の権利の均衡をますます図るようになっていく。

たとえば、dot architects の家成俊勝氏の洞察から、私たちは、建築物とはある時点での素材の絡まり合いでしかないという考えを抱く。これらの素材はかつて生きていたもので、今後も生き続ける。講演で、ツバメアーキテクツによる下北沢の Bonus Track についても少し触れたが、これはゆるやかで比較的循環型の都市開発のほんの一例である。オープンで参加型でありながら、シンプルな素材と形態を通して多様性とレジリエンスを体現することが可能。それ故に順応性がある。

日本や他の諸国のための新たな参加型まちづくりを描くために、ツバメアーキテクツの Bonus Track を VUILD のような企業の技術へ、そして他の取り組みを「Make Do With Now」における既存の社会的都市構造へと結び付けることはできるだろうか。下北沢に限らず、鹿児島のような場所にある街のためにスケールを調整し多様化した類似の介入を想像できるだろうか。既存の空き家をどのように取り扱って改修し、必要な場合だけ「隙間」に新築するには、どうするのが最善だろうか？

### 3. 鹿児島における希望の種

現地でも過ごした一週間で、鹿児島自体が、新しい循環型社会や経済を具現化し得る地域だという考えが浮かんできた。この考えは予想通りあやふやで不完全だが、どこか光るもの——つまり私たちが集合的に思い浮かべるコレクティブ・ランドスケープをなぞる、かすかな希望のパターンという明るい兆候がある。それぞれの「パターン」は、ある場(プレイス)においてこれらの可能性がどうやって編み合わせられそうなのかを示す。それぞれが森林の成長のように有機的で、再生的で、非採取的な成長の代替形態を示唆する。

このツアーでは多くのエピソードが毎日生まれた。たとえば次のようなものである。

- 幼稚園、学校、カフェ、農園などで、食と学びのための栄養素を取り入れた古川理沙さんの日常的なシステム
- 小平勲太さんによる、日置市を中心とした地域の空き家やその他共有インフラの再生
- それらの空き家やスペース、コミュニティへの丁寧な取り扱いや再構築についてのジェフリー・アイリッシュさんの知見
- 使われていなかった廃校を文化やコミュニティを通じて再生し、同時に森を世話する坂口修一郎さんの例

講演原稿にはもっと詳しく記載しているので興味のある方はそちらを参照されたい。これらの取り組みや活動には、環境的、社会的、経済的プロセスとしてだけでなく、メタファーとしても、発酵や堆肥づくり、文化というテーマが通底している。

### 4. サーキュラーデザインの原則

この一週間での出会いは、それまでの考えや経験、研究の精緻化に役立った。そこから私はささやかながら、サーキュラーデザインを実践するための暫定的な原則を提案した。それは固定された決まりというよりは、望むべくは生成的な一連のオープンなテーマで、バラバラにするためのものだ。

#### 1. スポンジ化を恐れるな

減速のダイナミクスによって都市が陥りがちなパターンを、饗庭伸は「スポンジ化」と表現する。「内部に小さな孔があちこちに開き、都市が縮小していく。このように都市空間が多孔質化する現象を、日本の都市計画では『スポンジ化』という」。スポンジ化が進行しているように見えるが、恐れる必要はない。実際、饗庭が指摘するように、このプロセスは常に起こっている。都市が進化しレジリエントであり続けるた

めの鍵だからだ。リチャード・セネット (Richard Sennett) の「オープンシティ」論やサスキア・サッセン (Saskia Sassen) の「不完全な都市」の理論では、スポンジ化した都市構造はある種の適応性を持つという (これらの理論は、私が普段共同で運営しているデザインスタジオのインスピレーションの源である)。スポンジ化への対処の秘訣は、日本で育つかも知れない。人口動態と潜在的な文化を考えれば、日本はすでに「今をやりくり (Make Do With Now)」している。スポンジ化をどのように受け入れるのが最善か？ 循環性への希求ゆえに、日本の典型的な「スクラップ&ビルド」アプローチが敬遠されるならば、このまったく様相の異なる都市構造をどう扱うべきか？ 取り組みの成果が地域にも公平に分配されるようにするには「スポンジの孔」をどう評価するのがよいのか？ このような都市構造への対処にあたり、不動産の状態や所有権、条件、利用可能性などに関する適切なデータはあるのだろうか？

## 2. 「見出したままのもの (As-Found)」を受け入れる

この「Make Do With Now」という急務には、身の回りにあるものとそれらの価値についての理解が欠かせない。これは、(地域性とその可能性に重きが置かれた) 循環性と、適応的再利用のような建築やデザインのアイデアの中核をなすものだ。「見出したままのもの (As-found)」という言葉は、ロンドンを拠点とした International Group コレクティブが1960年代に提唱したもので、このコレクティブは「芸術とは、拾い上げ、裏返し、一緒に置き、・・・その場にある既存の建築物構造がどのようにして現在の姿になったのかを知ることにある」と唱えた。この新しい価値観を理解して育てるにはどんなやり方がよいのだろうか？ 私たちの身近にはどんな潜在的な工芸、物質文化、建築資源があるだろうか？ これを支えるための場と感情的あるいは文化的につながっているのは誰だろうか？

## 3. 配置 (disposition) を読み取ることを学ぶ

この関係的なポテンシャルへの理解を深めてうまく取り扱うために、地域社会や企業、そして大小さまざまな政府において新たな能力を生み出さなければならない。これには、特に政府や企業の文化において、純粋な取引型の実践からの転換が求められる。サイロ化された細切れのユニットや単純な数値化が可能な、あるいは意図的な外部性を前提にするのではなく、フローや、システム、文化、資質に対して、それらが「配置 (disposition)」のなかでどのように絡み合っているかを推し量りながら働きかけるのである。現代の官僚組織や制度のほとんどは、このような枠組みではないため、再編成が必要になる (University College of London Institute for Innovation and Public Purpose の同僚は、パブリックセクターにおけるこの能力の開発にしょっちゅう取り組んでいる)。

## 4. グローバルな影響があるささやかなローカルループを作る

「shadow places (日陰の場)」がどこかにできることを回避しつつ、地方の行為主体性、意味や文化が持つ可能性を踏まえると、一連の循環性の原則を最も有効に適用できるのは、ローカルなループであるかも

しれない。これらのループは文化的な情報に裏打ちされた有意義なもので、場（プレイス）とのつながりがあるがそれによって制限されない、読み取り可能なシステムとして管理可能だ。すべてにグローバルな影響があることを認識しつつも、このループの中でシステムとフローを織り成す技術や能力、組織を開発できる。Bockenら（2016年）の主張を拡張すると、これらのループは、引き締め（ローカライズ／具現化）、学習（適応）、減速、閉鎖の機能を持つと捉えられるだろう。ローカルなループを優先して育成すると同時に、地球規模の責任に取り組むにはどうすればいいのだろうか？

## 5. 技術について想像力を働かせる

ここでの「技術」の定義はアーシュラ・K・ル＝グウィンに倣ったオープンなもので、すなわち「技術とは、物質世界とのアクティブなヒューマンインターフェース」というものだ。この豊かな定義によって、自然界を基盤とした技術や、日常生活システムの運用にますます深く食い込んでいる人工知能も含め、「技術」に対する幅広い感性の探求が可能になっている。どちらも「人間以上 (more-than-human)」の知能形態であり、私たちの技術に対する姿勢を見直す必要があるだろう。同様に、現代のテクノロジーは、日常生活の核をなすインフラに対して今までとは異なるダイナミクスを可能にしている。すなわち、潜在的に非集中型で分散されており、低コストで多様なアクセスができ、軽量で適応性があるといった具合である。個人所有の電気自動車ではなくe-bikeやライドシェアを、セメント工場ではなく製材を、原子力発電所ではなく地域マイクログリッドを考えてみよう。これらはローカルで、循環型で、コミュニティが所有する技術かもしれない。場（プレイス）は言うまでもなく、日本の経済や政治の中核的な組織構造に対する理解は、このような技術の移行によってどう変わるだろうか？

## 6. 21世紀のリーダーシップスキルの育成

上記はすべてリーダーシップのための新しい感性につながる。このリーダーシップは、企業の抽象化や家父長制による採取型の古いツールキットに基づくことができない。実際、鹿児島で出会った人々は、すでに違ったやり方で事業を行い、現状でうまくやりつつも、変化を免れない明日の状況へ移るための土台を築いているようだった。こういった類のリーダーシップをより良く比喻できる領域は、経営学の修士課程ではなく、料理やガーデニング、サッカーや音楽などの文化的実践のなかにあるのかもしれない。特に、人々が実際に気にかけるこれらの分野では、しばしば厳しく計画や訓練や練習ができるが、チームや集団における信頼に基づいた深い協力関係の中で、即興で対応し、実験し、適応しなければならない。マンズィーニ (Manzini) の『日々の政治 (Politics of the Everyday)』（2019年）からこれがうかがえる。すなわち、「各メンバーの独自性と、共同で何かをする願望とのバランスが保たれている自発的で軽やかでオープンなコミュニティ」である。それらのコミュニティは集中管理的ではなく創出的なもので、狭い還元的な技術分野中心のツールキットなどに象徴される「ハードな目」ではなく、領域を超えて拡大的につながっているシステムや関係性に対する「ソフトな目」が必要である。成長の様式は有機的で再生可



能で、スケール制御ではなく、採用や適応の広がりに基づいている。どんなコミュニティ・リーダーシップが生まれてくるのだろうか？

## 7. システムレベルの資金調達プロトタイピング

「上流」の公益や信頼、相互扶助を前提とした新たなバランスシートなどの新たな意思決定文化とともに、新たな価値モデルが求められる。複雑なシステムでは、「外部性」はもはや存在しない。インディ・ジョハール (Indy Johar) が「システムレベルの資金調達」と呼ぶものは、生態系と人間、そして場（プレイス）が織り成す共有の健康（shared health）という、より広範な定義に基づいていなければならない。日本に古くからある地方の家族経営の長期志向には何かがあるかもしれない。同様に、学校や農園、カフェや地域の文化といった、かつてはつながりがないと考えられていた要素を分かりやすく組織化された共生システムとして鹿児島島のリーダーたちが整理し、その共有価値が個々の価値の合計よりも増えたことにも、何かがある。

## 8. 公益のダークマターの構築

「ダークマター」のさらなる側面が必要になる。たとえば、相互運用可能なマテリアルパスポートや、コミュニティが所有する「スマート証書」、柔軟な資源共有システムなどだ。東京の建物の平均寿命は30年だが、排出量を考慮すると、数百年使える建物が求められる。建材として使われることがある樹木は人間よりもはるかに長生きすることが多く、その寿命は有用な指標となる。新しく建てるのではなく、有意義な寿命 (meaningful life) と継続的な適応性を引き延ばすため、既存の建物や資源や材料について迅速な用途変更や柔軟な対応を可能にする、利用しやすいシステムが必要になる。公共資産や共有資産に近いことで生じる個人の利益を注意深く捉え、地域の共有価値の生成と持続的な補充を可能にするシステムとはどんなものか？ とはいえ、世界的な人口減少という減速のダイナミクスを考えると、下北沢であれ鹿児島であれ、地価の上昇による公益資産に対して持続的な適応と投資をどうすれば可能にできるだろうか？

## 9. シンクロし続けるための文化

鹿児島の人々のなかには、一貫性と社会的結束の構築における文化的表現の価値に関するブライアン・イーノの格言と同じ考えを意図せずに持っていた人がいた。特に Riverbank の坂口修一郎さんは、英語の「culture」と「cultivation」の関係について触れた。文化を通して循環性を追求した方がいいのかもしれない。文化は日常生活に活力をもたらす支えるものである。さらには、可能性のある未来を集合的に想像し、明瞭に表現し、形作る方法であり、イーノが言うように私たちがシンクロさせ続ける。文化は、単なる「金融化」を乗り越え、より豊かな経済形態を探求するための青写真をもたらす。この文化的な方向転換は、ほとんどのガバナンス構造の重点変更につながるだろう。

## 10. モデルの変更

最後に、前述の原則はすべて、社会と環境を支えるモデルの再評価を必要とする。田中角栄に話を戻すと、約半世紀を経た今、特に広範かつ深いガバナンスシステム(公的、私的、その他)において、日本は『日本列島改造論』から本当に考え方が変わったと言えるのだろうか？ 経済、システム、価値を付与し取引する交換について再定義が必要であり、これらの疑問を補強して高度化する読み物には常に事欠かない。ドーリングの『Slowdown 減速する素晴らしい世界』だけでなく、マッツカート(Mazzucato)、ラワース(Raworth)、デュフロ(Duflou)、バナジー(Banerjee)の先駆的な研究も参照されたい。オコナー(O'Connor)の最近の『Culture Is Not an Industry (文化は産業ではない)』や、ヨーロッパの Foundational Economy コレクティブによる著作、あるいは斎藤幸平の難解な問いかけも同様だ。鹿児島すべてのプロンプトについては、塚本らの抄録『How is Life? Designing for Our Earth』にある多くのバリエーションについても参照されたい。

もしこれが新しい循環型社会、減速した社会——環境との本質的に慎重な関係を表すもの——であるならば、突如として違った未来が作られるまで、漫然と既存モデルから絞り出そうとすることはもはやできない。私たちの生活環境や天然資源、そして地域文化に携わったステュワードシップに基づくこの新しい価値観は、明確化され、議論され、プロトタイプ化され、具現化されなければならない。

## 私に残されたもの： ループを閉じる

これらの思考をさらに進化させる上で、カンファレンスでの後続のプレゼンテーション、そして「Unconference」ワークショップが確実に役立った。Unconferenceでは、参加者間で彼ら・彼女たちの「印象に深く残った」と見受けられる概念、例えば disposition (配置)、spongification(スポンジ化)、soft eyes(ソフトな目)、shadow places (日陰の場)、slowdown(減速)について、さまざまな角度から積極的に考えを巡らした。

私の講演の始まりと終わりを飾ったのは、大崎町の素晴らしいリサイクルステーションの有機堆肥の山の映像だった。立ち上る湯気は、目に見えない細菌の営みが目に見える形で現れたものだ。有益な微生物が働いているところは見えないが、湯気によって内外の温度差が露呈し、微生物の相互作用の視覚化とみなすことができる。細菌はシステムにおける有用な無秩序であり、停止状態からの前進を可能にし、ある状態から別の状態へと絶えず変化する。私たちが鹿児島で感じる兆しは、この湯気におそらく似ている。新しい微生物が旧システムのごみを分解し始め、新しい物質を生み出すために力を合わせて発酵しているのだ。

同様の観点から空き家についての考察に立ち戻った。空き家は、心配や懸念を伴う口調で語られ、問題扱いされることが多い。しかし、他の場所と同様に鹿児島島のあちこちに点在する、ささやかだが時に優雅でもあるこの建物について、一部の鹿児島の人々が違う見方をしていることを知って分かったのは、空き家は半分空っぽなわけではなく、半分満たされていると見なせるのではないかということだ。

それは、物質、生活、記憶、文化が空き家に詰まっているという認識である。仏壇や家族の歴史を内包しているかもしれない。不用意な取り壊しによって放出してはならないエンボディドカーボンを有していることは言うまでもない。ごく利用しやすい素材や空間があることも多い。肥沃な土壌や成熟した植生の中に建っているかもしれない。優れた立地に「配置 (disposition)」されているかもしれない。経年と手入れによって趣を増した地区にある通りに位置し、鉄道、森林、温泉、水路など既存のインフラに隣接し、マイクログリッド、電動自転車、ファブリケーション、5G ネットワークなど現代のインフラによって新たに解き放たれる場合もあるだろう。

樹木と同じ寿命の建物が必要だ。最も環境に優しいのは、すでに存在している建物であることが多い。私たちは今、新旧の技術を駆使して「今をやりくり (Make Do With Now)」できる。空き家が象徴する孔によって都市がスポンジ化することは、その場の継続的な再生にとって極めて重要である。新しい技術とリーダーシップのおかげで、鹿児島島のような地域にとって、再生可能で非採取的な安定した成長を見出し得るポテンシャルのある場なのだ。

以上のようなことが適用されるならば、空き家は半分満たされていると見なすことができる。この考えの中に心痛ではなく希望を見出すには、どんなミッション、コラボレーション、能力、リーダーシップ、そして人々が必要なのだろうか？

「希望を抱くことは、未来に身を委ねることであり、未来へのコミットメントこそが、現在を居住可能にする。」レベッカ・ソルニット (Rebecca Solnit)

したがって私に残されたのは、未来へのコミットメントとしての希望だ。希望とは、私がこの美しい鹿児島島の地域で、広い意味ではおそらく日本で見たものである。鹿児島あるいは日本が次の段階におけるリーダーになるにはどうすればよいだろうか？ その如何によらず、今とはかけ離れたタイプのリーダーであろうことは確実だ。もしかすると日本は独自に、システム全体を変える可能性を秘めた「一貫性」のある小さな島々を私たちの生活環境に生み出すことができるかもしれない。その島々では、地球の境界線の中で文化的、環境的な豊かさをもって、配慮や発明、機知を駆使しながら旧構造の骨組みから新しい生き方を生み出すため「今をやりくり」するのだ。

どんな環境ならこの集合的な希望をプロトタイプできるだろうか？

もしも今「日本列島改造」とは違ったアプローチで新しい日本をつくるのならば、どこから、どのように始めようか。

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# Seeds of hope in Kagoshima. Or, is an akiya an akiya?

**Dan Hill**

**Director at Melbourne School of Design**

I sense that Circular Design Week in Kagoshima (CDW) stimulated not only new conversations and connections between those who attended, but subtly embodied an emerging sensibility, a tentative collective sketching-out of that most complex of questions: What forms of culture, politics, economy, and environment might be viable or desirable in a non-extractive 'slowdown world'? Where do we begin to meaningfully reconcile declining population and climate collapse to forge possible futures, not as diminished communities but newly thriving, purposeful, and abundant living relationships?

While no-one perhaps dared voice those questions so explicitly – or as wordily! – many of us felt that we were beginning to draw out this discussion, whether in small groups over dinner, in plenary sessions, in collective workshops. The diverse threads that began to assemble little knots of shared understanding may well pattern our next decades of work and life, as the circularity we explored together concerned not simply natural and material resources, but culture and identity.

## A circular week

The format of CDW was usefully unusual, carefully curated and coordinated by the Re:public crew and their partners, but also emerging from the unique characteristics of Kagoshima.

For me, and for my fellow overseas guest Aining Ouyang of REnato Lab in Taiwan, it felt like the luxury of having a week to conduct exploratory field research, complemented by dinners to socialise half-formed thoughts, followed by a weekend-long collective sense-making session. For everyone else, it was a two-day conference in Kagoshima City after a day of field trips in the countryside. Alongside this, I read around the subjects and places at hand.

Perhaps oddly, my reading companion for this trip was an old copy of former prime minister Kakuei Tanaka's 1972 book 'Building a New Japan: A Plan for Remodeling the Japanese Archipelago'. It

generally played the role of describing a complete counterpoint to much of what we were seeing, thinking, and discussing. Yet even amidst Tanaka’s ‘Economic Miracle’-ish prose – all super-expressways, megastructure construction, and “linking the nation with computers” – we can read traces of today’s challenges, not simply in the frequent mentions of environmental pollution but also the issues of balancing urban and regional economies within a cohesive Japanese land-mass, and culture:

“While the big cities suffer from the pains and irritations of overcrowding, rural areas suffer from the exodus of youth and the resultant loss of vital energy for growth... With such a situation, how can we pass on to future generations the qualities and traditions of the Japanese people?”—Kakuei Tanaka (1972)

Tanaka’s 1972 thinking may have been precisely in tune with the broad economic currents of the time, but clearly it did not ultimately resolve these tensions, whether environmental, regional, or cultural. Without being too instrumental about it, I wondered if Tanaka’s useful distillation of previous models might reveal hints of the very different models that might be required now? If the previous models have run their course, what “qualities and traditions” do we need to pass on to future generations now?

## Presentation

I helped kick off the conference with a keynote presentation, in which I tried to augment some global insights with impressions of what I’d discovered on the ground in Kagoshima, before consolidating these threads by reflecting on how they might come together. The transcript of that is posted elsewhere here, but the structure was essentially as follows.

### 1. The numbers

I felt I had to lay out the numbers as starkly as possible; we were meeting at the end of the hottest year on record. (Indeed, as we were meeting, the UK’s Meteorological Office published a report suggesting that the only year to surpass 2023 will be 2024.) With the urgency and hope for a more harmonious circularity in mind, then, I wanted to position the built environment sector as perhaps our biggest shared challenge, not only because of its impact but also its often unquestioned foundation within economies (note Tanaka’s

chosen verb was ‘building’). As a sector, construction is responsible for almost 40% of global energy and process-related CO2 emissions, and is not on track to achieve decarbonisation by 2050 according to UNEP. It is arguably our most extractive industry, consuming almost all the planet’s cement, 26% of aluminium, 50% of steel production and 25% of all plastics. These processes often takes place in what feminist geographer Val Plumwood called the ‘shadow places’ that materials are extracted from, destabilising their ecosystems and communities, and usually across the Global South.

In terms of emissions, Denmark’s Reduction Roadmap project powerfully indicates the ‘order of magnitude’ shifts we need to achieve from the sector: the only possibility is in radically reducing emissions in processes of design and build – by around 90% – whilst also reducing the total amount of construction. Indeed Denmark, often perceived to be a sustainability leader, is estimated to be only ‘4% circular’. Where is Japan?

Yet here we can also introduce population dynamics, a pattern very familiar to Japanese audiences. Japan already has the highest number of abandoned households (‘akiya’) in the OECD. The total number of Japanese households has likely peaked at ~54 million, and Nomura Research Institute currently estimates that ~23m of them will be empty by 2038. In this, Japan can be seen as a leader of a global trend in this direction. Danny Dorling’s book ‘Slowdown’ notes that, over this century, *“More than 20 countries – including Japan, Spain, Italy, Thailand, Portugal, South Korea and Poland – will see their numbers diminish by at least half. China’s will fall nearly that much, from 1.4 billion people today to 730 million in 80 years.”* Here I planted the seeds of the idea that we might inventively address these vacant households and buildings as a strategic asset, a shared mission, an imperative to ‘build’ in completely different ways. This would help reposition ‘a problem’ as potential, as possibility – just as Dorling does with ‘slowdown’.

## 2. Seeds of hope elsewhere

I then described a diverse array of different approaches, emerging globally, each as niches teeming with potential within transitions. This included the question of whether we need to make new homes and buildings much at all: perhaps we might explore ways to re-use, retrofit, and re-distribute existing buildings before building anew? Even here, we need to use circularity, using only biomaterials from regenerative sources, and I shared many examples of those in action, for both new-build and retrofit: place-based

approaches like Material Cultures in the UK or Good Cycle Building in Nagoya, Japan; systems-based approaches like like Wikihouse or VUILD's Nesting; material-based approaches like those of Mae-Ling Lokko in Ghana or the concrete substitute produced by University of Tokyo researchers, composed from vegetable and fruit waste.

I also mentioned the necessary transformative shifts in governance, organisation, and practice required to enable this, drawing from my own work with 'mission-oriented innovation' in the Swedish government, as well as examples elsewhere: new 'cultures of decision-making'. These are not simply technical skills for calculating the embodied carbon in a supply chain, say, but an imaginative redefinition of what a supply chain might be, given different value systems. Keller Easterling's idea of 'disposition' – the latent potential in a set of relationships – might be usefully appropriated and put to use here, as well as Brian Eno's explanation of culture's necessary role in both exploring possible futures and forging social cohesion, 'keeping us in sync'.

This disposition may provide a useful concept for understanding how a locality, such as Kagoshima, might best forge its own futures, comprised of its many nested localities: cultural, material, and spatial. Each contains the seeds of a diverse patterning of renewal across entire systems, at regional and national scale, and yet each can start tomorrow – at a kindergarten in Kagoshima City, for instance.

The way we make, and re-make, our places actually articulates these cultural dynamics in built form. Just as the various movements wrapped up in Metabolism can be read as vividly in service of Tanaka's 'Building...' era, at least to some extent, the various motivations of the post-Tōhoku earthquake generation of Japanese architects are markedly different. Documented in the recent book 'Make Do With Now: New Directions in Japanese Architecture', by Yuma Shinohara and Andreas Ruby (2022) these design practices have 'grown up' amidst slowdown dynamics, and speak to more careful, participative, and ethically-motivated circularity, increasingly balancing the rights of the environment itself along with those of people.

Reading the insight from Toshikatsu Ienari of dot architects, for example, we infer the idea that a building is just a tangle of materials at any one time: those materials lived before, and will live on after. In my talk, I also dwelled briefly on Bonus Track in Shimokitazawa by Tsubame Architects, as a humble example of loose-fit, relatively-circular urban development – open and participative, yet capable of embodying diversity and resilience through its simple materials and form, and thus building-in adaptability.



Might we elide Tsubame's Bonus Track to the technologies of firms like VUILD, and the other approaches to existing social urban fabric in 'Make Do With New', in order to sketch out a new kind of participative town-making for Japan and beyond? Can we imagine similar interventions scaled and diversified for the settlements of places not only like Shimokitazawa but also Kagoshima? How might we best work with, and retrofit, existing akiya, only build anew 'in the gaps', if required?

### 3. Seeds of hope in Kagoshima

Over the course of the week, the idea of Kagoshima itself emerged as a region that might embody a new form of circular society, a new economy. The resolution of the idea is fuzzy and patchy, as expected, but there is the glimmer of something, the promise in faint patterns of hope traced across a collective landscape. Each 'pattern' suggests some sense of how these possibilities might knit together in a place, each suggesting alternative forms of growth: organic, regenerative, and non-extractive – as with a forest's growth, perhaps.

Each day of the tour generated a rich set of vignettes. They included:

- **Risa-san's everyday systems integration of nutrients – for food and learning – across kindergartens, schools, cafés, and farms;**
- **Kobira-san's revitalisation of akiya – and other shared neighbourhood infrastructures – across Hioki and beyond;**
- **Jeff-san's insights into how to carefully work with, and re-work, such akiya, spaces and communities;**
- **And Shuichiro-san's examples of regenerating previously-disused schools via culture and community, whilst caring for the forest at the same time;**

The transcript has more. The themes of fermentation, composting, and culture work across them; as environmental, social, and economic processes but also as metaphor.

## 4. Circular design principles

So the week's encounters helped refine previous thoughts, experiences, and research, producing a tentative set of principles which I proposed as a humble offering to think with; a set of open, hopefully generative themes to pick apart, rather than any kind of fixed formula.

- 1. Don't fear spongification** The patterning that slowdown dynamics are likely to produce in cities is described by Shin Aiba as 'spongification': "The city shrinks as small holes appear here and there in its interior. This phenomenon, by which urban space becomes porous, is known in Japanese urban planning as 'spongification'." This spongification need not be something to fear, even as it appears to spread. Indeed, as Aiba notes, the process happens all the time, as it is key to cities evolving, and thus remaining resilient. The theories of Richard Sennett's 'open city' or Saskia Sassen's 'incomplete city' – both inspiration for a design studio I co-run regularly – note that a spongy urban fabric presents a form of adaptive possibility. It could be that Japan develops a knack for working with spongification. It is already 'making do with now', given both its population dynamics and latent cultures. How would we best embrace spongification? How do we work with this very different form of urban fabric, if Japan's typical 'scrap-and-build' approach is off the table due to the need for circularity? How do we best value those 'holes in the sponge' for equitably and regionally distributed outcomes? Do we have good data about property status, ownership, condition, availability, to work with this kind of fabric?
- 2. Embrace the 'As-Found'** This 'Make Do With Now' imperative requires an understanding of what we have around us, and what it could be worth. This is core to both circularity – an emphasis on locality and its potential – as well as architectural and design ideas like adaptive re-use. The phrase 'As-found' is drawn from the London-based International Group collective in the 1960s, who suggested that "the art is in the picking up, turning over and putting with ... finding out how the existing built fabric of the place had come to be as it was." How do we best understand and nurture this new idea of value? What latent craft practices, material cultures, and built resources are around us? Who might be emotionally or culturally connected with a place to aid this?

- 3. Learn to read disposition** We will need to generate new capabilities – in local communities, companies, and government at all scales – to better understand and manipulate this relational potential. This requires a shift away from purely transactional practices, particularly in governmental and corporate cultures, working instead with flows, systems, cultures, and qualities – and how they tangle together in ‘dispositions’ – rather than discrete siloed units, the simplistically quantifiable, or deliberate externalities. Most contemporary bureaucracies and institutions have not been framed in this way, and will need re-framing accordingly. (My colleagues at UCL IIPP are frequently working on this public capability challenge.)
- 4. Create little local loops with global impact** Seeing the possibility in local agency, meaning and culture while avoiding the creation of ‘shadow places’ elsewhere, a set of circular principles may be best played out in local loops. These loops are culturally-informed and meaningful, and can be managed as legible systems, linked to, but not limited by, place. We can develop technologies, capabilities, and organisations to weave systems and flows together in these loops – while recognising that all have global impact. Extending Bocken et al (2016), we might think of these loops as tightening (localising/embodyed), learning (adapting), slowing, and closing. How do we prioritise and cultivate local loops whilst working with planetary scale responsibility at the same time?
- 5. Be imaginative with technology** The definition of technology used here is an open one, after Ursula K. Le Guin: “Technology is the active human interface with the material world.” This richer definition allows us to explore a wider sensibility for ‘tech’, including both nature-based technologies and the artificial intelligences that increasingly direct everyday systems. These are both ‘more-than-human’ forms of intelligence, which we will need to reorient around. Equally, contemporary technology allows for the core infrastructures of everyday life to have different dynamics: potentially decentralised and distributed, lower-cost and diversely accessible, lightweight and adaptive. Think e-bikes and shared shuttles rather than individually-owned electric cars, timber fabrication rather than cement factories, community microgrids rather than nuclear power stations. These might be local, circular, and community-owned. How might these shifts in technology change our understanding of the core organisational structures of Japan’s economy and politics, never mind its places?

- 6. Cultivate 21st century leadership skills** This all adds up to new sensibilities for leadership, which cannot be based on the old extractive toolkit of corporate abstractions and patriarchies. Indeed, the people we met in Kagoshima seem to be already doing business in different ways, laying the ground for a transition to tomorrow's necessarily-altered conditions while making it work in today's. Better metaphorical terrain to pin out this kind of leadership might not be found on MBA courses but amongst cultural practices, like cooking, gardening, football, music. In these arena – notably, things that people actually care about – you can plan, train, and practise, often rigorously, but must also improvise, experiment, and adapt, in deeply collaborative, trust-based relationships, in teams or collectives. In Manzini's *Politics of the Everyday* (2019), we get a sense of this: “Voluntary, light, open communities, in which the individuality of each member is balanced with the desire to do something together”. They are not command-and-control, but emergent, requiring ‘soft eyes’ on systems and relationships, expansively connecting across domains, rather than the ‘hard eyes’ of narrowly reductive technical discipline-centred toolkits (I mentioned this great SSIR article in this context.) The mode for growth is organic and regenerative, and predicated on spreading adoption and adaptation rather than scaling control. What new kinds of community leadership might emerge?
- 7. Prototype systems-level financing** New value models are required alongside these new cultures of decision-making, such as new balance sheets predicated on ‘upstream’ common good outcomes, trust, and mutual aid. In complex systems, there are no more ‘externalities’. What Indy Johar calls ‘systems-level financing’ must be based around broader definitions of shared health—of ecosystems, people, and place—woven together. There may be something in the long-termism of older regional Japanese family businesses. Equally, there is something in how Kagoshima's leaders were aligning elements previously considered disparate – like schools, farms, cafés, culture – as coherently-organised and symbiotic systems, where their shared value is greater than the sum of the individual parts.
- 8. Build common good dark matter** Further aspects of ‘dark matter’ will be required, such as interoperable material passports, community-owned ‘smart covenants’, or flexible resource-sharing systems. With emissions in mind, rather than a Tokyo building's average lifespan of 30 years we will need buildings to last hundreds of years. The life-span of trees, which tends to be far greater than ours, provides

a useful marker here – not least as buildings can be made from trees. Rather than new buildings, we will need accessible systems to enable rapid change-of-use and flexibility of existing buildings, resources, and materials, in order to prolong meaningful life and ongoing adaptability. What systems allow for local shared value to be produced and constantly replenished, carefully capturing the private gain that arises due to proximity to public or shared assets? Yet how might we enable ongoing adaptability and investment in common good assets produced through land value uplift, given the slowdown dynamics of declining global population, whether in Shimokitazawa or Kagoshima?

- 9. Culture to keep us in sync** Brian Eno's maxim about the value of cultural expression in building coherence and social cohesion was inadvertently echoed by several in Kagoshima; not least Shuichi-ro-san at Riverbank, who noted the relationship between the English words 'culture' and 'cultivation'. Perhaps we might best lead our pursuit of circularity via culture? Culture shapes and supports the vital life force of everyday life – and the way we collectively imagine, articulate and form possible futures; keeping us in sync, as Eno put it. Culture provides a blueprint for exploring richer forms of economy, as they move beyond the simplistically 'financialised'. This cultural turn would be a shift in emphasis for most governance structures.
  
- 10. Change the Models** Finally, all of the above requires a reassessment of the models which underpin society and environment. Returning to Tanaka, can we say Japan, particularly in its broad and deep systems of governance (public, private and otherwise), has really transformed its thinking from that he described in 'Building a New Japan', some half-century later? We will need a redefinition of economy, the systems and exchanges by which we confer and exchange value, and there is a steady stream of texts now enriching and refining these questions. As well as Dorling's 'Slowdown', see also the pioneering work of Mazzucato, Raworth, Duflo and Banerjee. But also O'Connor's recent 'Culture is not an Industry' and the work of the Foundational Economy collective in Europe, or the hard questions posed by Kohei Saito. For all Kagoshima's prompts, see also the many variations in Tsukamoto et al's compendium 'How if Life? Designing for our Earth'.

If this is a new circular society, a slowdown society, describing a fundamentally careful relationship with our environment, we can no longer unthinkingly try to squeeze existing models until they suddenly generate different futures. This new sense of value, based on engaged stewardship of our living environment, our natural resources, and our local cultures, must be articulated, discussed, prototyped, embodied.

## What I'm left with — closing the loop

The subsequent presentations in the conference certainly helped further refine these thoughts, as did the 'unconference' collective exercise, in which participants actively explored some of these ideas, and particularly those curious English words for concepts that seemed to 'stick' with the crowd: disposition, spongification, soft eyes, shadow places, slowdown ...

In my talk, I started and ended with a movie of the organic compost heap at Osaki Town's wonderful recycling station, its rising steam a visible manifestation of the invisible bacterial processes within. We can't see these benevolent microbes at work, but the steam reveals the temperature differential between inside and outside, which can be read as a visualisation of those microbial interactions. The bacteria are a useful disorder within a system, ensuring the possibility of moving on from stasis, continually transforming from one state to another. Perhaps the signs we read in Kagoshima are akin to this steam, new microbes beginning to break down the waste of the previous system, fermenting collaboratively in order to produce new substance.

In a similar light, I came back to the reflection on akiya. Akiya are usually framed in a hand-wringing, concerned tone; as a problem. Yet learning from how some here are looking at these sometimes elegant if humble structures in a different light, dotted across Kagoshima as elsewhere, it occurs that we might see akiya not as half-empty, but as half full.

This is a recognition that these buildings are full of material, of life, of memories, of culture. They might contain butsudan shrines or family histories. They certainly contain embodied carbon, which must not be released through careless demolition. They often contain highly usable material and spaces. They may sit in fertile soil and mature vegetation. Their disposition can be propitious, sitting in existing streets snug within neighbourhoods refined with the rich patina of age and care, with their own adjacencies to existing

infrastructures like railways, forests, onsen, and waterways, and perhaps newly unlocked by contemporary infrastructures, like microgrids, electric bikes, fabrication, and 5G networks.

We need buildings to last the lifetimes of trees. The greenest buildings are often those that already exist. We can now ‘make do with new’ via new and old techniques and technologies. The sponification of cities via the holes that akiya represent is crucial to a place’s ongoing renewal. Thanks to new technologies and new leadership, these are places of potential, in which we might discover a steady-state form of regenerative non-extractive growth for regions like Kagoshima.

If all the above holds, then we can see akiya as half full. What kind of missions, collaborations, capabilities, and leadership – and what kind of people? – would it take to see the hope in this thought, rather than the hand-wringing?

“To hope is to give yourself to the future—and that commitment to the future is what makes the present inhabitable.”—Rebecca Solnit

So what I’m left with is this hope, as a commitment to the future. Hope is what I saw in this beautiful region, Kagoshima, and maybe in Japan more broadly. How might it be a leader in this next phase? Albeit a very different kind of leader. Perhaps uniquely, Japan could produce small islands of coherence in our living environments that have the potential to change whole systems, ‘making do with now’ to conjure new ways of living from the bones of the old structures, working within planetary boundaries and with cultural and environmental riches, through care, invention, resourcefulness.

What environment could prototype this collective hope? If we were ‘building a new Japan’ now, taking a different approach to ‘remodeling the Japanese archipelago’, where would we start, and how?

## Acknowledgement

Thanks to Re:public for inviting me to this lovely place, Kagoshima, and continually inspiring these thoughts, through discussions, actions, and simple acts of huge generosity. Thanks to Hiro-san, Fumiko-san, Aining, and Yi-Pin for the enlightening conversations. Thanks to Edward, Daijiro and Tokushu for the Unconference. Thanks to Toyota Foundation for supporting all this. Thanks to Kagoshima for its fertile soil and friendly people.



# 3. Presentations

## トヨタ財団助成先

### 「サーキュラーデザイン」プロジェクトのプレゼンテーション

トヨタ財団は、1974年にトヨタ自動車株式会社によって設立された助成財団である。社会に長期的利益をもたらす活動を支援するため、人間環境、自然環境、社会福祉、教育と文化など、多様な分野における課題を特定し、これらに取り組む研究やプロジェクトに助成金を提供してきた。このセッションでは、トヨタ財団が助成するサーキュラーデザインをテーマとしたプロジェクトと、それらの土地に根ざしたアプローチを紹介する。

## プレゼンテーション 1

デザイナー滞在型事業を通じた都市と地域の関係、相互循環の関係づくり

スピーカー

矢部幹治

エージェント・ハムヤック株式会社 創業者、代表

テチット・ジロ

サトラナ/アライ アライ

## 概要

はじめに、矢部幹治とレジデンスアーティストのテチット・ジロによるプロジェクト紹介があった。彼らは、世界中からデザイナーが集まり、課題解決プロセスにおけるコミュニケーションデザインのアプローチ／手法の応用に関する学習と行動のために、お互いをより身近に知る機会／場を作ることを目的に活動している。特に、デザイナーと都市部や地方の市民が対等な関係性を築き、信頼しあえる仲間として行動できるようになることを目指しているという。さらに興味深いのは、一つの地域やコミュニティの中だけでなく、コミュニティ同士のつながりも築こうとしている点だ。非常に意欲に満ちたプロジェクトだった。

## プレゼンテーション 2

宮崎県五ヶ瀬町における、コミュニティベースのゴミの再利用に向けて

スピーカー

土持真一郎

五ヶ瀬自然エネルギー研究所

## 概要

次は、宮崎県五ヶ瀬町で食品リサイクルに取り組む土持真一郎さんによるプレゼンテーションである。日置市の先例を参考にしながら、生ゴミを集めた後に堆肥に変えるプロセスを継続することで、彼らは地域に持続可能な循環型農業システムを作り出そうとしている。堆肥化のプロセスについて学ぶ子供たちとのワークショップ等も開催したりして、この活動を市民に広げるための仕掛けをたくさん施していた。その結果、行政や市民からも理解が得られるようになり、助成期間終了後も活動を継続するコミュニティが育っている。ゴミの堆肥化のみならず、地域コミュニティの信頼もともに育てる素晴らしいプロジェクトだった。

## プレゼンテーション 3

変革の力：気候変動と貧困問題の同時解決システムの構築—台湾の“-+ モデル”のタイと日本における展開について

### スピーカー

#### 山田 埜

NPO 法人グローバル人材開発センターコーディネーター

#### 連庭 凱

DOMI Earth

#### ナタウト・スクソンマナット (BIG)

Thai Social Value Association アドバイザー

## 概要

最後は、山田埜、連庭凱、BIG のプロジェクトについての発表である。彼らのプロジェクトは、台湾で生まれた新しい循環型ビジネスモデル「マイナス・プラス」モデルをバンコクと京都で、それぞれの都市の背景や文化にあわせて実行するものだ。「マイナス・プラス」のコンセプトは、企業がスコップ 1 とスコップ 3 について同時に何らかの対策を講じ、それによって節約され、生み出された資源を地域社会のレジリエンスを高めるための支援に回すというものである。これを実行するうちに、13 カ国、70 の大学の大学生がこの運動を知り、一緒に変化を起こそうと応援に来てくれたそうだ。学生たちはこのプロジェクトに携わりながら人々と協力する方法を学び、自信を持つ方法を学び、問題について話す方法を学んだという。プロセス全体を通して新しい世代を育てているのも意義深い。

## The Toyota Foundation Presentation

# International Circular Design Projects Funded by The Toyota Foundation

The Toyota Foundation is a grant-making foundation established in 1974 by the Toyota Motor Corporation. The Foundation views events from a global perspective as it works to support activities that bring broad, long-term benefits to society. It identifies issues in a wide range of areas in line with the needs of the times, including human and natural environments, social welfare, and education and culture, and provides grants for research and projects that address these issues. Diverse circular design approaches and place-based projects supported by the Toyota Foundation will be presented in this session.

## Presentation 1

**Designer residency program for building relationships of mutual circulation between cities and regions**

### Speakers

**Mikiharu Yabe**

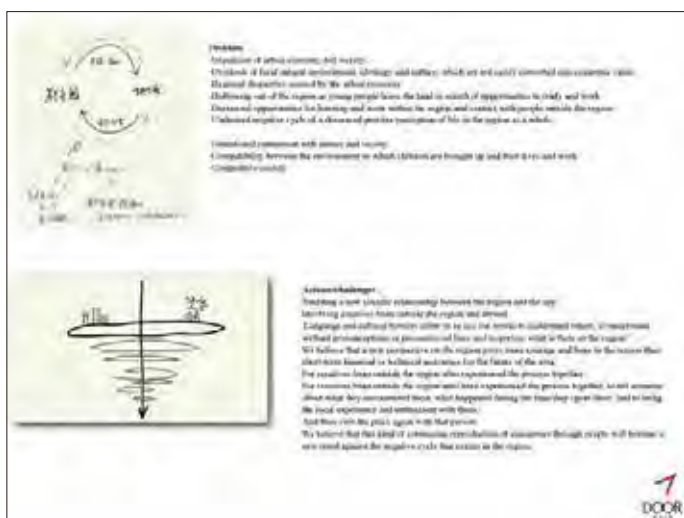
Founder / owner of Agent Hamyak

**Techit Jiro**

Satrana / Arai Arai

## **Presentation Summary**

This section began with a presentation by Mikiharu Yabe and artist-in-residence Techit Jiro, introducing their project. The project aims to bring together designers from all over the world to create opportunities/ places where they can get to know each other more closely – for learning and action around the application of communication design approaches/ methods in the problem-solving process. In particular, they seek to cultivate equitable relationships between designers and citizens in both urban and rural settings, enabling them to act as trusted colleagues. Even more intriguing, their efforts extend beyond fostering connections within individual neighbourhoods or communities to forging links between different communities, making their project ambitious and promising.



## Presentation 2

### Introduction of the Utilisation of Community-Based Bio-Waste in Gokase-town, Miyazaki Pref.

#### Speakers

**Shinichiro Tsuchimochi**  
 Gokase Institute of Renewable Energy

**Techit Jiro**  
 Satrana / Arai Arai

## Presentation Summary

Following this was a presentation by Shinichiro Tsuchimochi, who is engaged in food recycling in Gokase Town, Miyazaki Prefecture. Drawing on the precedent of Hioki City, their project tries to create a sustainable circular agriculture system in the region by converting food waste into compost after collection, and continuing this process. Addi-

tionally, they have conducted workshops with children to educate them about the composting process, and numerous other mechanisms have been implemented to promote widespread participation in this activity among the public. As a result, they have succeeded in gaining understanding of the local government as well as the citizens, and a community has grown to continue the activities beyond the end of the grant period. It is a wonderful project not only establishing a system of composting waste, but also nurturing the trust of the local community.



### Presentation 3

**Power to change: Building a simultaneous solution system for climate change and poverty - applying "--+ model" of Taiwan in Thailand and Japan**

#### Speakers

**Hila Yamada**

Hila Yamada

**Corey Lien**

DOMI Earth

# Dr.Nathawut Suksommanat (BIG)

Advisor, Thai Social Value Association

## Presentation Summary

The final presentation featured a project by Hila Yamada, Corey Lien, and Dr. Nathawut Suksommanat (BIG). Their project involves implementing the 'Minus Plus' – a new circular business model developed in Taiwan - in Bangkok and Kyoto, adapting it to the context and culture of the respective cities. The principle of 'Minus Plus' entails companies simultaneously addressing Scope 1 and Scope 3 emissions, utilising resources saved and generated to support the development of local community resilience. In the course of undertaking this, university students from 70 universities in 13 countries who discovered the movement joined in support, hoping to collectively make a difference. Through the project, the students have learnt how to work with people, how to be confident and how to discuss large issues. The entirety of the process contributes to the upbringing of a new generation, further amplifying the project's importance.



## **4. Concluding Remarks**



# CDW'23 をふりかえって

## 水野大二郎

京都工芸繊維大学 未来デザイン・工学機構 教授  
CDP ステアリングボードメンバー

2023年12月2・3日、鹿児島市中心部の雄大な桜島を背にした会場において開催されたカンファレンス、「Circular Design Week in Kagoshima」に私は参加した。このカンファレンスは1) Circular Design Tours and Workshops (ツアー&ワークショップ・11月27日~12月1日)：鹿児島県内5カ所で開催されるフィールドツアーとワークショップと、2) Circular Design Conference (カンファレンス・12月2日~3日)：参加者が自らの経験を振り返り、地元の実践者、海外(特にアジア太平洋地域)および国内のサーキュラーデザインを専門とする研究者やデザイナー、その他の参加者とのネットワークを構築するための2日間の会議の2部構成で成立しており、私はツアー&ワークショップに参加が叶わずカンファレンスのみ参加することとなった。カンファレンスには11カ国から、日本人も日本各地から参加し、多様な人材が会場に集っていた。

機能主義的伝統に根ざした近代デザインから、生命や環境との関係的な側面と共振する「異なる種の合理性」に向けたデザインの方向転換の必要性を認識しつつも、実際には「異なる種の合理性」とはどう認識し、実践できるのか。カンファレンスに臨んだ私は開発人類学の権威、アルトゥーロ・エスコバル『多元世界のためのデザイン』(2024、BNN 新社)の翻訳・監訳作業に過去2年携わっていたこともあり、上述のような問いが会場に向かう自分の中にあった。具体的に私が考えていたのは、以下のような視点をどうデザインとして成立させることが可能かである：

- 1) 多元化する：バラバラになること。従来の「開発」のパラダイムではなく、地域に根ざした価値をどう創出するか。
- 2) 分散化する：ちいさくなること。1つの巨大組織がプラットフォームを構築することなく、小規模でも現実的な物質・エネルギー循環をどう創出するか。
- 3) 自律化する：かつてになること。「やってもらおう」のではなく、地域に住まう主体が自らの手でどうよりよい暮らしを創出するか。
- 4) 協働化する：みんなでやること。地域に住まう主体や小規模の組織体などの連なりがどう相互に連携しあい、地域に根ざした価値を創出するか。

大崎町によるサーキュラービレッジ大崎、5% Design Action のリサイクルステーション、kobira のやさしいエネルギーなど、カンファレンス

においては非常に魅力的な事例が各パネリストから紹介された。特に私が関心を持ったのは Justin Yu さんによる PlanB のサステナブルな都市生活ソリューションを提供する事業、Alife である。Alife は持続可能なコミュニティ開発のために「住まうこと」に関する多岐に及ぶサービスを、不動産価値の最大化のためのビジネスエコシステムとして位置付け、展開しているといえよう。

日本の不動産・建設業では ZEB (net Zero Energy Building)、ZEH (net Zero Energy House) のように、建築物における一次エネルギー消費量を、建築物・設備の省エネ性能の向上や再生可能エネルギーの活用等によってネットゼロにする、という建築設計・施工に関する技術的な話が散見される。だが「オペレーティング・システム、OS」として機能する Alife のビジネスエコシステムは、「ハードウェア」としてのリノベーション賃貸物件に、「アプリ」のような位置付けでリペア家具販売、リサイクル可能な清掃器具の使用、シルバー世代雇用、地域発の新規事業支援などをインストールできる、という横断的な話であった。

循環系は1つのループに閉じないのだ。Alife に限らず、カンファレンスで発表・共有されたアイデアとは、ハードウェアがどうサステナブルにデザインできるか、という点のみならず、そこにどのような OS があり、どのようなアプリがどうインストールできるか、それによってそこに住まう人々はどのような新たな生活が可能になるか、そして最終的にあらゆる生活の側面がどうサステナブルになるかをズームイン・アウトしながら捉えよう、ということであった。そして、私は多元的、分散的、自律的、協働的なデザインの1つのあり方として、「1業態におけるサステナビリティの合理性追求」というモデルから「複数の業態におけるサステナビリティの合理性追求」というモデルへの移行を可能にする「地域包括ケアシステム」が挙げられると感じた。

それは従来の厚生労働省のみが謳うような「地域包括ケアシステム」ではなく、中央省庁でいえば環境省、国交省、経産省、総務省を含むものである。「利害関係者が多く調整できないから実現できません」と嘆く必要はない。極めて小規模に包括的デザインを展開し、必要であればアプリをインストールすることができるように OS とハードウェアをデザインする、無分別智としてのサーキュラーデザインの可能性を、私は鹿児島で桜島の雄大な姿と息子の2つの旋毛をめでつつ、感じたのだった。

# A Brief Reflection on CDW'23

## Daijiro Mizuno

Professor at Center for Possible  
Futures Kyoto Institute of Technology  
CDP Steering Board Member

I had the pleasure of taking part in the 'Circular Design Week in Kagoshima', a conference held on December 2nd and 3rd in the centre of Kagoshima City against the majestic backdrop of Sakurajima. While this conference was prefaced by a series of field tours and workshops that were held at five locations in Kagoshima Prefecture, which provided a perfect opportunity to explore the local practices and initiatives related to circular design, I was only able to attend the concluding conference. The conference was attended by a diverse group of people from 11 countries and from around Japan.

While recognising the need for reorienting design from modern design rooted in functionalist traditions toward a 'different kind of rationality' that resonates with the relational aspects of life, I wondered how we can actually recognise and practise a 'different kind of rationality'. Having been involved in translating leading development anthropologist Arturo Escobar's *Designs for the Pluriverse* (2024, BNN) for the past two years, this question hovered in my mind as I headed to the conference venue. More specifically, I was thinking about how the following perspectives could be effectuated as design:

- 1) **Diversification:** How might we create localised value rather than perpetuating the modern 'development' paradigm?
- 2) **Decentralisation:** How might we create a realistic material and energy circulation on a small scale rather than relying on a platform built by a single mega organisation?
- 3) **Radical Autonomy:** How might local residents independently create a better lifestyle instead of having someone else do it for them?
- 4) **Collaboration:** How might local residents and small-scale organisations collaborate to create alternative values rooted in the community?

The conference panelists presented some fascinating examples, such as the Circular Village Osaki by Osaki Town, the recycling station by 5% Design Action, and Kobira's gentle energy. Of particular interest to me was Justin Yu's presentation on Alife, PlanB's business

in sustainable solutions for urban living. Alife is a business ecosystem for maximising the value of real estate through a diverse range of services related to ‘residing’ for sustainable community development.

In Japan’s real estate and construction industries, there is much talk about the primary energy consumption of buildings being reduced to net zero by improving performance in energy efficiency of buildings and facilities, utilising renewable energy, etc., as in the case of ZEB (net Zero Energy Building) and ZEH (net Zero Energy House). This is a technical concept for architectural design and construction. However, the business ecosystem of Alife functions as an ‘operating system’, interconnecting different aspects of people’s lives by installing ‘apps’ in ‘hardware’, or renovated rental properties. These ‘apps’ include selling repaired furniture, using recyclable cleaning tools, employing the silver generation, and supporting new local startups.

Circular systems are not closed independent loops. The common thread running through the ideas presented and shared at the conference, including Alife, is that circular design is not only about how hardware can be designed sustainably, but also about what kind of operating systems and apps can be installed therein, and as a result, what kind of modes of lifestyles become possible for local residents. Ultimately, it is about focusing on how all aspects of life can be made sustainable at various scales. I felt that one way of designing a diversified, decentralised, autonomous, and cooperative system is to build a ‘community-based comprehensive care system’ that enables a shift from a model of ‘rational pursuit of sustainability in one business category’ to a model of ‘rational pursuit of sustainability across multiple business categories’.

This is not the traditional ‘community-based comprehensive care system’, advocated solely by the Ministry of Health, Labor and Welfare, but, if we are speaking in terms of central government ministries, it is one that would include the Ministry of the Environment, Ministry of Land, Infrastructure, Transport and Tourism, Ministry of Economy, Trade and Industry, and Ministry of Internal Affairs and Communications. There is no need to lament over the ostensible infeasibility of such a system just because it involves numerous stakeholders. I recognised the potential of circular design, characterised by indiscriminating wisdom, which develops comprehensive design on a very small scale and designs operating systems and hardware in a way that accommodate the installment of apps whenever and wherever necessary. All this occurred to my mind while marveling at the magnificent sight of Sakurajima and my son’s two whirling tresses in Kagoshima.

## おわりに

Circular Design Week 2023 in Kagoshima に様々な形で参加してくれた皆さま、ありがとうございます。この場を借りて、運営事務局一同より感謝申し上げます。

Circular Design Week 2023 を鹿児島で開催すると決めた時、改めて循環経済の移行にどのようにデザインが関与できるのかを考えました。グローバルなアジェンダが台頭し、世界は急速に転換していくことが求められ、その結果様々な先進的な政策や技術も生まれました。一方で、私たち生活者は「便利で簡単な解決策」に乗っかり、無頓着に選択していただくだけで良いのでしょうか。そんな疑問を感じている時に、鹿児島という場所に根ざし、育まれてきた知恵と営みは、デザイナーとしてグローバルで意地悪な問題に対してどのように振る舞うべきか、新しい視座を与えてくれるように思いました。

鹿児島だけではなく、アジア・パシフィックを中心とした参加者のおかげで、CDW'23 のテーマでもある「Futures of place-based circular ecosystems — 土地に根ざした循環生態系の未来」を一緒に描くことができました。

2024 年の舞台は台湾です。また皆さんとお会いできることを楽しみにしております。

CDW'23 運営事務局

# Final Thoughts from the Organising Team

Thank you to everyone who participated in various ways in Circular Design Week 2023 in Kagoshima (CDW23). On behalf of the organising committee, we would like to express our gratitude.

When we decided to host CDW23, we re-envisioned how design might be utilised to catalyse the transition to a circular economy. In the face of numerous existential crises, rapid transformations are demanded of the world and how we go about our daily lives. In response, we have seen various progressive policies proposed and implemented on different levels from global to local, as well as technological advancements made in multiple fields. On the other hand, as consumers, are we simply going along with "convenient and easy solutions" and making choices without much thought? At such times of questioning, we felt that the wisdom and practices nurtured in the land of Kagoshima could provide designers with new perspectives on how to address global and challenging issues.

Special thanks to those who travelled overseas from across the Asia-Pacific region and beyond to join us at CDW23. Without your dedicated participation, we could not have explored the "Futures of place-based circular ecosystems", the theme of CDW23, as thoroughly and pluralistically as we were able to in Kagoshima.

The stage for the next CDW will be set in Taiwan. We look forward to seeing you all again, and to expanding our coalition to welcome new friends, allies, brothers and sisters.

Circular Design Week 2023 Organising Team

# CDW2023

## CIRCULAR DESIGN WEEK

( in KAGOSHIMA )



**Tour Report Book**



# CDW2023

CIRCULAR DESIGN WEEK

( in KAGOSHIMA )





**Tour Report Book**

# CDW2023

CIRCULAR DESIGN WEEK

( in KAGOSHIMA )

CIRCULAR DESIGN WEEK 2023 was a 7-day journey that offered participants from diverse backgrounds opportunities to collectively explore the transition to a more pluriversal and sustainable world, by providing a valuable window into the vernacular practices rooted in the various lands of Kagoshima Prefecture, Japan. The program consisted of two parts: "Circular Design Tours and Workshops", which was conducted in 5 different locations within Kagoshima Prefecture, and "Circular Design Conference", a 2-day conference.

Circular Design Tours and Workshops explored noteworthy approaches of using local knowledge and practices to address global wicked problems under the theme "Futures of Place-Based Circular Ecosystems". Participants learned from 5 pioneering places where circular design-led innovations have happened over decades, or sometimes even centuries.

# 鹿児島，日本 KAGOSHIMA, JAPAN

Satsuma-sendai City

Kirishima City

Hioki City

Osaki Town

Minami-Kyushu City

Tour Report Book



# Our fellow explorers : Dan & Aining

Hello, I'm Dan. My roots are in the UK, though I've lived and worked in Sweden, Italy, Finland and Australia. I am currently Director of Melbourne School of Design at the University of Melbourne, and Visiting Professor at UCL Institute for Innovation and Public Purpose. Previously, I have worked at the Swedish government's innovation agency Vinnova, Arup, Fabrica, the Finnish Innovation Fund SITRA, and the BBC. I am excited to embark on this journey, with fellow overseas guest Aining, to discover the Kagoshima region, its people and cultures. I'll be looking for traces of resilient and regenerative patterns of living and working, derived from seeing the particular possibilities of places in new ways. Let's see!



Dan Hill

Hi, I'm Aining from Taipei, Taiwan. I'm the CEO of RENato lab, a company that helps businesses reduce carbon emissions and accelerate the transition to a circular economy. Our mission is to create synergy between people, the planet, and profit. In June 2024, I visited Kyushu for the first time, focusing on circular design, and explored Fukuoka and Nagasaki. I'm excited to visit Kyushu again, this time including Kagoshima in my itinerary. What's even more exciting is that I will be traveling with Dan this time!



Aining Ouyang

歐陽 藹寧



Riverbank Forest School @Minami-Kyushu City

# 霧島 Kirishima City

## Tasty Lo-Tek - Local Traditional Ecological Knowledge

Kirishima City has a long and rich food culture, especially in the field of fermentation. Kawachi Genichiro Shoten has produced a wide variety of foods using koji 麹 mould and is known as the creator of the seed koji used in the production of more than 80% of all authentic shochu 焼酎 in Japan. Various other fermentation technologies developed in this region, such as those used in the production of black vinegar and black tea, have also supported local industries. The Hinatayama Muku Kitchen is a hub for education and product development that works to pass on sustainable food technology cultivated by

tradition to the next generation, creating new points of contact between food and the community; their EAT LOCAL KAGOSHIMA project is one such example. Hiyori Nursery School is engaged in food education for children of ages 0 to 6, and provides opportunities for learning such as through eating nutritious school lunches using ingredients grown by local farmers; deciding and cooking their own menus; and growing seasonal vegetables in the school garden. Approaching the health of both people and the Earth with sincerity, Kirishima City offers a taste of circular design that begins with indigenous wisdom.



Risa Furukawa  
古川 理沙

*Hello, I'm Risa Furukawa,  
Representative of MUKU Co. I operate two  
nursery schools, a restaurant/ store, a gift store,  
and a deli store in Kirishima. Based on my experience  
as a teacher overseas, I try to create alternative education  
centred on food that also fosters new relations within the city.  
I hope to simultaneously reduce the environmental burden  
of food and improve its richness by modernising  
its distribution and increasing the awareness of  
consumers and producers.*

### We learned and explored ...

1. New ways of education centred on food and how to relate it to the city - exemplified by Hiyori Nursery School's small-scale, every day, participatory circular practices.
2. Circular communities using composting, fermentation, and other technologies found in everyday life.
3. Innovations that simultaneously reduce environmental impact and improve food enrichment, and the co-creation of futures that raise consumers' and producers' awareness of food.



Kawachi Genichiro Shoten



📍 **Kawachi Genichiro Shoten (Koji factory)**

Miso, soy sauce, and shochu, which are indispensable aspects of the Japanese diet, all use koji. To start making koji, “tanekoji 種麹 (seed koji)” is necessary. Kawachi Genichiro Shoten is a long-established tanekoji store that has been in business for over 100 years, and stretches three

family generations. The “Kawachi fungus” discovered by the founder of the business, Genichiro Kawachi, is currently used in about 80% of the authentic shochu produced in Japan, and has become an “infrastructure” for the shochu production industry.



Sakamoto Kurozu



📍 **Sakamoto Kurozu**

**- the birthplace of black vinegar**

Sakamoto Kurozu has been committed to the traditional method of making black vinegar using large ceramic pots since the Edo period. Their vinegar, made from steamed rice, rice malt, and groundwater, is placed in pots and lined up in a field of about 52,000 pots. The ingredients are

fermented and aged for more than a year through a complex fermentation process involving various microorganisms. This method is unparalleled in that it makes use of the local climate and environment, and relies on pot brewing and artisanal craftsmanship.



Arimura Tea Factory



### **📍 Arimura Tea Factory**

Founded in 1953, the Arimura Tea Factory has received awards both in Japan and abroad. After Koryo Arimura - the fourth generation head of the family - joined, the tea plantation began the challenge of growing organic black and oolong tea, a rarity in Japan, by cultivating the soil with compost instead of chemical fertilisers and

pesticides. Although organic farming is difficult to manage, the tea leaves secrete defensive substances when eaten by insects, which become the source of a unique, sweet aroma and allows for the production of delicious, eco-friendly tea.



Hiyori Nursery School

### **📍 Hiyori Nursery School**

Hiyori Nursery School is a nursery school seeking new ways of education centred on food education, headed by our guide Risa-san. Since its opening in 2017, the school has continued to take on various challenges under the theme, "To eat is to live". Rice (which the students help cultivate) and vegetables used for the school

lunches are purchased from a local contract farmer; miso is prepared by the children; and compost is made from the lunch food scraps. By learning to eat well, the children gain insight into an essential aspect of life.





Hinatayama Muku Shokudo



**Hinatayama Muku Shokudo**

Hinatayama Muku Shokudo is a product store with a restaurant. The restaurant serves set menus using ingredients from Kagoshima Prefecture while the store sells products made by farmers in Kirishima and seasonings from other parts of Japan. Like Hiyori Nursery School, Hinatayama Muku Shokudo also implements a

system whereby food waste is composted and returned to local farmers. This place is not just a restaurant and a food store, but an experimental site to deepen cooperation with local producers, realise dietary education in a broader sense, and cultivate circularity, Risa-san style.



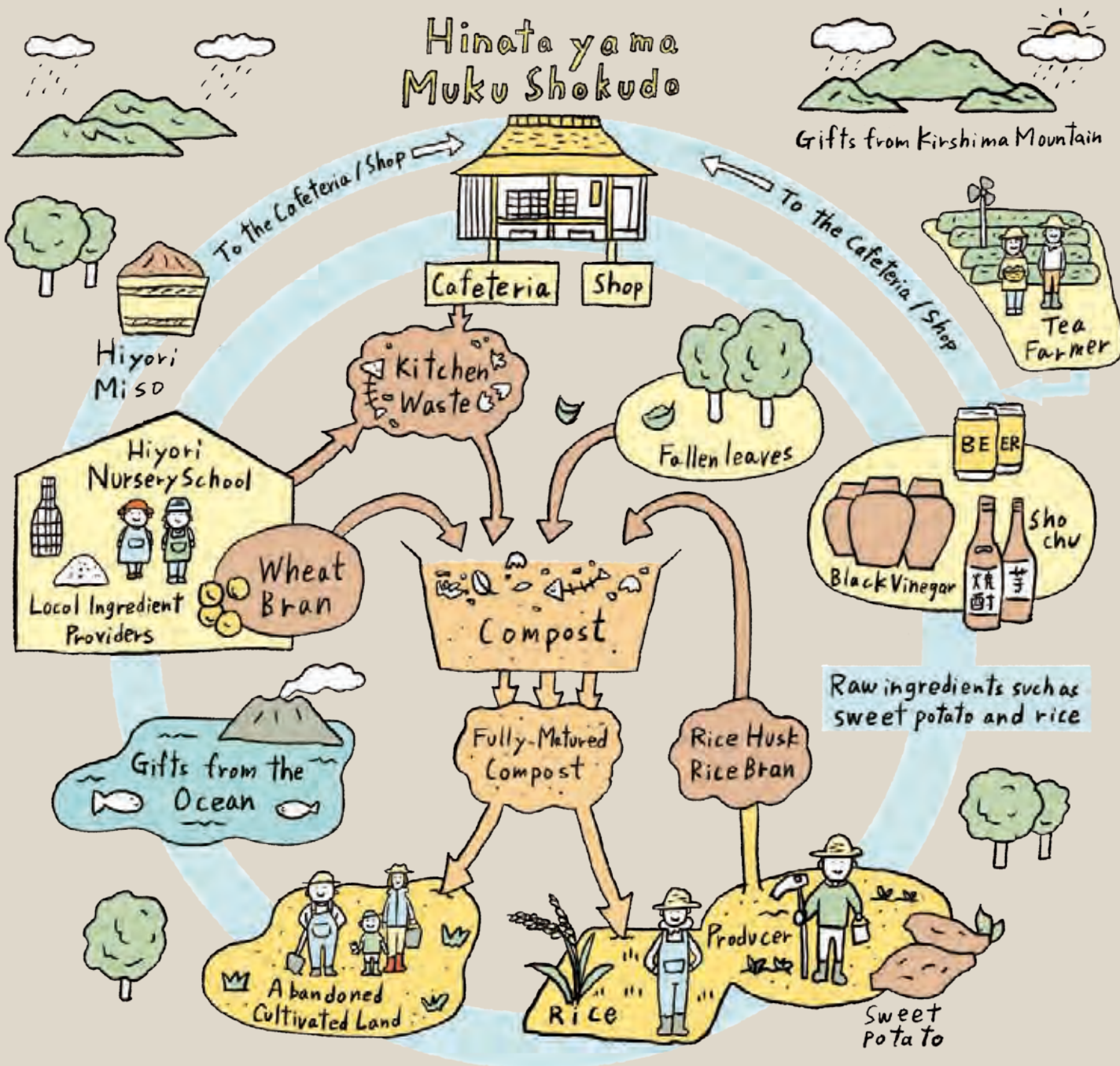
Dan Hill

*The various previously disparate enterprises that Risa-san has woven together in Kirishima suggest the essential infrastructure for new generations of learning locals, distinctive food cultures, and the systemic interplay between schools, farms, and their environment. They depict the multiple roles people can fulfil when driven by possibility.*

*I'm also impressed with Risa-san's career. Her cafeteria is more than just a business; it serves as a "connection point" that links residents and travellers, as well as local production and consumption. It exemplifies the essence of an impactful business by fostering exchange and creating mutual benefits. I believe this kind of sustainability is needed everywhere, in our everyday lives.*



Aining Ouyang  
歐陽 藹寧



Risa Furukawa  
古川 理沙

At the nursery and cafeteria I run, we purchase local ingredients and compost the food waste we produce. The finished compost is sent to the farmers where it is used as fertiliser to cultivate local produce. Through composting, consumption and production are linked, and we can contribute to the production of local ingredients!

# EAT LOCAL KAGOSHIMA

イートローカルカゴシマ

食の宝庫がごは、もっと  
旬のがごはも楽しみましよう。

二十四節気

今日は...

しょうせつ  
小雪

~12/6 頃まで

今日のおがやの食卓。毎日たべるおいしいごはんの  
お米やお野菜、お肉、お魚。私たちの「いただきます」を  
支えてくれている人たちとの距離をますます近くに、そして  
もっとあたたかくできたら、私たちが幸せになるかもし  
れない。そんな想いを込めています。  
- 食は人の天なり。よく味はみれば、心も体もすべし -



# 大崎 Osaki Town

## Circular Citizens - recycling almost everything

The slogan of Osaki Town, "Reducing waste sent to the landfill and prolonging the life of the landfill site", has been met with scepticism. A few decades ago, achieving the current recycling rate seemed nearly impossible. Against this backdrop, Osaki Town has successfully established a recycling process from the ground up, connecting government, businesses, and citizens. Furthermore, Osaki Town is involved in the operation of the Circular

Village Lab and conducts research on the environmental impact of the recycling system. The local government is focused on developing educational materials for the town's community educational institutions, aiming to increase awareness about circular societies. Most importantly, Osaki Town strives to share this knowledge openly, encouraging the transition to a sustainable society of as many communities as possible.



Kasumi Fujita  
藤田 香澄

Hi, I'm Kasumi Fujita, Director of the Community Collaboration Division at Gassaku Co. I was born in Nagano, but was raised in Tuvalu until the age of 12. It was shocking for me to learn during my high school years that the country that I had spent my childhood in was suffering from rising sea levels and droughts due to climate change. After graduating from the University of Tokyo's Graduate School of Public Policy and working at KAYAC Inc., I followed my intuition to work on the revitalisation of local communities and environmental issues and joined Gassaku Co. I recently became a member of the Osaki Town Council in May 2023.

### We learned and explored ...

1. The process of building a recycling and resource circulation system that successfully achieved an 83.1% recycling rate by the year 2020, primarily based on dialogue between the government, businesses, and citizens.
2. The town's recycling system that involves sorting waste into 27 different items, composting organic waste, and recycling other materials. It focuses on the impact made environmentally and on the citizen's daily lives.
3. Osaki Town's Circular Village Vision and behind-the-scenes efforts to create a wider circular society.



Landfill site



So Recycle Center Organic Compost Factory

**📍 Osaki Town's only landfill site**

With no incineration plant, this landfill site was once the main outlet for Osaki Town's waste. Upon the realisation in 1998 that the landfill site would be full sooner than expected, the town urgently considered its options, leading to the creation of the recycling system that continues to evolve today.

**📍 So Recycle Center**

So Recycle Center is managed by So Recycle Center Ltd, which takes on the role of collecting and further sorting out waste, and designing exits for waste by building connections with recyclable

waste buyers. This is all done to make sure the sorted waste can be sold and reused as highly pure resources.

**📍 So Recycle Center Osaki Organic Compost Factory**

More than 60% of all waste in Osaki consists of organic matter such as food and plant/ wood waste. The Osaki Organic Compost Factory collects such waste from citizens and processes and composts the material. The fully matured compost is sold as "Okaeri Kan-chan", allowing the town to achieve complete circulation of organic matter within the region.

*Waste, recyclables, and composting - these elements are not typically associated with an inspiring story, but I believe that the team of Kasumi-san and the local residents make an exception. Behind Osaki Town's extremely high recycling rate lies persistence, collaboration, and passion. These qualities provide a solid foundation for Osaki Town to continue shining in a future focused on sustainability.*



Aining Ouyang  
歐陽 譚寧



Dan Hill

*Osaki Town's vision of a transformed village is both visionary and possible, long-term and strategic but also immediate and everyday. Their actions have spread to neighbouring municipalities and captured global attention. How might Osaki cultivate similar actions around energy, mobility, or consumption? How might Osaki help us move upstream, designing out waste in the first place? Kasumi-san and colleagues, and Osaki's citizens, are well-placed to figure this out.*



Kasumi Fujita  
藤田 香澄

With the circulation of resources as a foundation, we aim to foster new businesses and jobs, with topics ranging from education to the utilisation of abandoned houses. We aspire to attract and connect people both outside and within the local community along the way.



So Recycle Center Organic Compost Factory @Osaki Town



Landfill site @Osaki Town

# 日置 Hioki City

## Soil, Life and Circulation

While environmental conservation and agriculture are very important when discussing circular processes in the soil, it is also crucial to understand how our daily lives are connected to such processes. In Hioki City, the lees derived from olive oil production are turned into chicken feed or fertiliser for tea plantations, and high-quality compost soil is produced from food scraps

and bamboo chips. Therein a symbiotic relationship between local life and industry can be observed. Products and landscapes that are representative of the region have been created out of, and within these circular processes. In Hioki City, circulation is created from upstream to downstream, with "soil" as one of the main pillars.



Kanta Kobira  
小平 勤太

*Hello, I am Kanta Kobira, CEO of Kobira Corporation and the Director/ Office Manager of the NPO Satsuma Leadership Forum SELF. After graduating from Kyoto University's Faculty of Agriculture and the University of Illinois, NRES, I experienced IT consulting and several entrepreneurial ventures, before taking over my family's energy trading company. I am the fourth generation here: my great-grandfather was the head blacksmith at the gold mine in Kushikino, my grandfather started the LP gas business, my father started the IT and trading business, and I started the farming, start-up, electricity, and zero carbon businesses. Currently, I am most interested in what happiness means for the local communities and how companies and new technology can contribute to this.*

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### We learned and explored ...

1. Hioki City's strategies to attain a carbon-free status by 2050, following the roadmap outlined by Japan's Ministry of the Environment.
2. The ways in which the outcomes (products and services) created in the process of regional circulation are transferred into the lives of local citizens.
3. How local practitioners with diverse expertise handle the rich natural resources of the region and structure their own lifestyles and businesses, with a focus on soil.





Hamapoke



Kagoshima Olive

**📍 Hamapoke**  
**- A community-shared café by Kobira Corporation**

The Yunomoto area in Hioki City used to be a prosperous hot spring resort, but the area is now lined with many vacant houses. To break out of this situation, our guide Kanta-san opened a community café called Hamapoke in 2020 through his company, KOBIRA. With the concept of becoming “a bandai 番台 (watcher’s seat)” that connects the local community and the outside world, the spaces in Hamapoke can be used completely free of charge. Currently, the café serves as a hub for the local community, with over 50 businesses opening stalls more than 200 times a year, and plays a role in circulating people within the local community.

**📍 Kagoshima Olive**

To promote regional revitalisation, Hioki City, in

collaboration with a regional bank and a consulting firm, created the project “Olive 6th Industrialisation” and started planting olive trees in 2013. In addition to olive products, eggs produced from chickens fed with nutritious olive pomace have also become a regional specialty. Olive cultivation is spreading positive circularity throughout Hioki City.

**📍 Eguchihama (Eguchi Beach)**

Eguchihama has been implementing various sustainable initiatives centred on the fishing industry, an important industry for the city. The community involved in the development of the city’s carbon-free plan is practising creative upcycling of plastic waste. Young fishermen are also focusing on the “Tsukihi Mussel” - a species unique to the area - and are trying to cultivate them in an effort to protect the marine environment.



Dan Hill

*Weaving together an ecosystem of local banks, land-owners, and workers, Hitomi-san has helped create a successful olive business, almost unique in Japan. Every part of the fruit is utilised to create new markets and new tastes. Hitomi-san is rethinking Kagoshima’s shifting climate zones and agricultural practices, cultivating the soil of Hioki City for the future.*

*By embracing the concept of “growing with the place” and actively engaging with the local community of Hioki City, Kanta-san has become a successful and impactful entrepreneur. As a local enterprise, Kanta-san understands the importance of making a place - whether it’s a town or a city - grow with the times. This requires open-mindedness, adaptability, and a long-term mindset - all qualities that Kanta-san possesses. We look forward to a bright future for Hioki City!*



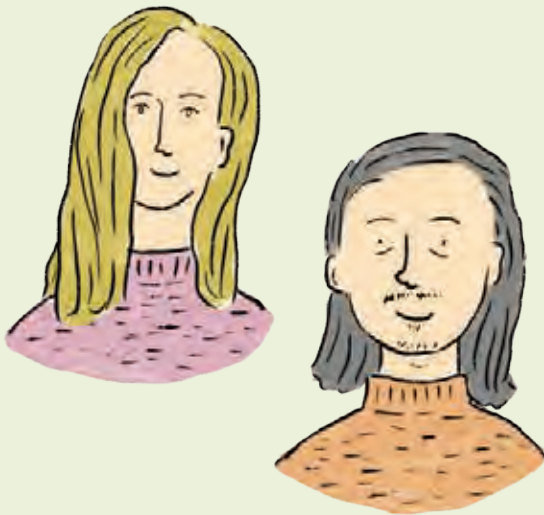
Aining Ouyang  
 歐陽 諒寧

# 薩摩川内 Satsuma~sendai City

## Bamboo infrastructuring

Natural resources that once played a crucial role in the lives of local communities have lost their relevance with technological advancements such as the mass production of plastic. However, now is the time to refocus our attention to the riches of the regions and restore the delicate balance between human life and nature. In Satsuma-sendai, efforts are underway to reassess the value of local natural resources

(particularly bamboo) and explore design possibilities to create new forms of interaction with them. Working with local citizens who own abandoned bamboo forests and young designers, Satsuma-sendai's project aims to meet both modern needs and the goal of building a flexible system that supports a circular economy for future generations.



*Bamboo! We are Valentina and Ryota - Spatial Design Director and Managing Director at Re:public. Re:public is a Tokyo and Fukuoka-based Think & Do Tank focused on creating sustainable innovation ecosystems. Since 2019, we have been a partner of Satsuma Future Commons (SFC), a strategic plan to transform Satsuma-sendai City into a circular city. We have been working on a project called Bambooful, which aims to regenerate the bamboo forests and incorporates learning, speculating, and designing with the local people and nature of the beautiful satoyama 里山.*

Valentina Vasile & Ryota Kamio  
神尾 涼太

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### We learned and explored ...

1. Bambooful project, as part of the circular city strategy, introducing the ecosystem of bamboo in the region - from its ecological features to its industrial and cultural aspects including indigenous lifestyle, crafts, and traditions.
2. The process of creating RE:STORE, a civic “circular” innovation lab organised by Re:public in line with Satsuma Future Commons, Satsuma-sendai City’s strategic plan towards a circular city.



RE:STORE



Fujimoto area

**RE:STORE**

Ever since Satsuma-sendai City declared its 2019 strategic plan to transform into a circular city, there have been dynamic changes on policy and industrial levels. RE:STORE was opened in 2022 with the aim to design civic innovation based on circular design. It has run as a civic “circular” innovation lab hosting a series of workshops, exhibitions, and gatherings, and has created spin-off projects together with citizens.

**Fujimoto area (Satsuma-sendai City)**

The Fujimoto area is located in the Southern part of Satsuma-sendai City and includes three small rivers (Iwashita River, Ichihino River, and Goudo

River). Because of its rich access to water, the area is known for the production of high-quality vegetables and micro rice farming which creates a beautiful landscape of rice terraces. Fujimoto is a project site of Bambooful project.

**Hinomaru Bamboo Factory**

Hinomaru Bamboo Factory is one of the few factories specialised in bamboo processing and manufacturing in the region. This site plays a crucial role in preserving the history of bamboo crafts, and the owner, Minowa-san, has profound knowledge and valuable experience in processing and prototyping with bamboo.

*Bamboo was once a highly valuable resource that played a significant role throughout our history. However, it has lost its relevance in the industrial world. RE:STORE's bamboo project may seem small, but it addresses a fundamental issue: the imbalance between supply and demand. The economic challenge is complex, but RE:STORE effectively leverages design methods and traditional techniques to tackle it. Bravo!*



Aining Ouyang  
歐陽 藹寧



Dan Hill

*RE:STORE - a shop-front which has had many former lives - perfectly illustrates the re-use of existing space as well as the variety of roles a space can serve within a town. RE:STORE's ingenuity means that it is **about** circular design - bamboo architecture, wooden furniture, practices of making - and it **is** circular design.*



Our studio, RE:STORE, is a learning and doing platform that seeks a harmonious coexistence between humans and nature - particularly bamboo forests. We co-design new lifestyles, jobs, culture, and communities through collaborative thinking and innovation.

Valentina Vasile & Ryota Kamio

神尾 涼太



# 南九州 Minami-Kyushu City

## Circular culture making

The resources that make up the regional cycle include forgotten infrastructure. On the one hand, they can be seen as a symbol of economic decline/population displacement and a major burden to local governments; on the other hand, they can become vibrant hubs for economic, social, and cultural growth. Efforts in Kawabe Town, Minami-Kyushu City, show for example, how an abandoned school can be transformed into a co-working space, café, and eco-friendly lodging facility, or how a

vacant house can be revitalised. The city's GOOD NEIGHBORS JAMBOREE music festival - which holds a 14-year track record - has also helped to foster community cohesion; people from all over the country are attracted by the uniqueness of this event. Riverbank's creative re-design and community engagement methods have catalysed various space innovations in Kawabe Town, attracting entrepreneurs, artists, and community members.



Shuichiro Sakaguchi

坂口 修一郎

Nice to meet you,  
I am Shuichiro Sakaguchi, CEO of BAGN Inc.  
I am one of the original members of the stateless orchestra, Double Famous, where I play the trumpet and trombone, and work with percussion. I have organised the cross-cultural outdoor event GOOD NEIGHBORS JAMBOREE in Kagoshima since 2010, and founded BAGN Inc. in 2014. I am also the Representative Director of General Incorporated Association Riverbank and am currently involved in several projects, including space production for open spaces, events, and festivals in various regions of Japan, crossing borders between genres and regions.

### We learned and explored ...

1. Community building and revitalisation of rural regions based on circular design principles, such as through the repurposing of abandoned houses and public institutions - exemplified by Riverbank Forest School and other vacant house renovation projects.
2. The rich history of local crafts using local resources, such as those from the Takada stone quarry and the Takada Cliff Buddhas, encouraging us to rethink the value of the resources in our surroundings.
3. A growing young creators' community sharing new visions for craft and design in rural areas, based at Tanokami station, a former school building repurposed into a multi-use space for people of various creative backgrounds.



Riverbank Forest School



Riverbank Tanokami Station

**📍 Riverbank Forest School**

Riverbank Forest School was born out of what used to be the former Hase Elementary School, a school built by local residents in 1885. The former Hase Elementary School, which closed in 1990, became a stage for the community music festival GOOD NEIGHBORS JAMBOREE, in the hands of our guide Shuichiro-san. In 2018, after minimal renovation work with local craftsmen, it was transformed into the current nature experience and multi-functional facility, Riverbank Forest School.

**📍 Riverbank Tanokami Station**

Tanokami Station was originally Kawabe Junior High School. After nearly 40 years of underutilisation, it was reborn in 2022 as a regional

hub with the themes of “food” and “work”. Under the leadership of Riverbank and the direction of Shuichiro-san, the once desolate junior high school has gradually come back to life, comprising a restaurant using local produce, a craft beer factory, and a satellite office supporting local businesses.

**📍 Regenerated vacant houses in the Kawabe area**

As a result of the collaboration between Riverbank and Jeffrey Irish, an American folklorist who has lived in the Kawabe area for 20 years, many vacant houses in the Kawabe area have been repurposed and renovated. What were once rundown, vacant houses are now spaces used as vintage clothing stores and potters’ studios, that have welcomed over 40 immigrants from outside the region since 2018.



Dan Hill

*Shuichiro-san and collaborators breathe new life into empty buildings with a refined, crystal-clear strategy and vision that leads with culture. They recognise that doing this allows us to explore different futures, and "synchronises" us, bringing diversity together. At Riverbank, they also show how to retrofit and renovate by cultivating the forest, caring for the timber, and improving the soil. By demonstrating how to do all this in partnership, the municipality gets to learn too.*

*In local towns and villages with a large area, I believe that designing the "intersections/connections" is crucial. At Tanokami Station, we have a café, beer, art pieces, and local residents. All these elements are important for attracting visitors from outside to come and explore the area. I can feel the vibrant atmosphere of the town here!*



Aining Ouyang  
歐陽 藹寧







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**CDW2023**  
**CIRCULAR DESIGN WEEK**  
**( in KAGOSHIMA )**

# CDW2023

CIRCULAR DESIGN WEEK

( in KAGOSHIMA )



THE TOYOTA FOUNDATION

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